



PRICE NOFO

Webinar 8: NOFO Modifications and Public Participation Essentials

May 22, 2024

Welcome and Agenda

- Agenda

- Welcome and Housekeeping
- PRICE NOFO Modification
- Public Participation Essentials
- Question & Answer


- Housekeeping

- Everyone is muted during the presentation
- Use the chat feature for all questions to the panelists during the presentation
- Please be sure to send chat to "all panelists"
- A recording of this webinar will be posted to the [PRICE page](#) on HUD.gov



PRICE NOFO Landing Page

https://www.hud.gov/program_offices/comm_planning/price



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PRESERVATION AND REINVESTMENT INITIATIVE FOR COMMUNITY ENHANCEMENT (PRICE)



- [Intent to Modify](#)
- [Overview](#)
- [Quick Summaries](#)
- [Notice Of Funding Opportunity](#)
- [Who is Eligible to Apply](#)
- [PRICE NOFO Webinars](#)
- [Application Package Materials](#)
- [General FAQs](#)

Important Update:

HUD issued a modification to the Preservation and Reinvestment Initiative for Community Enhancement (PRICE) NOFO on May 17, 2024. The PRICE NOFO modification incorporates \$10 million in funding from the FY24 PRICE appropriation (for a total of \$235 million), provides clarifications, and makes technical corrections. **The application deadline has been extended to July 10, 2024.**

Please join HUD for a webinar to discuss the PRICE NOFO modifications on May 22, 2024 from 3:00pm to 4:30pm ET. **[Click here to register.](#)**



Application Package and Grants.gov

- All materials, instructions and the Application Package are available through Grants.gov
- Resources
 - Applicant Landing Page: <https://www.grants.gov/applicants/>
 - Applicant FAQs: <https://www.grants.gov/applicants/applicant-faqs>
 - Encountering Error Messages:
<https://www.grants.gov/applicants/encountering-error-messages>
 - Customer Support: <https://www.grants.gov/web/grants/support.html>
 - Email: support@grants.gov
 - Phone: 800-518-4726



PRICE NOFO Webinar Series

Each webinar is from 3pm-4pm Eastern

Webinar Title	Date
PRICE NOFO Walk-thru	March 6, 2024
CDBG 101 and PRICE NOFO Appendices and Regulations Webinar	March 13, 2024
PRICE NOFO and Tribal Applicants	March 20, 2024
PRICE Application Must-haves and FAQs	March 27, 2024
PRICE NOFO Environmental Review Considerations	April 10, 2024
PRICE NOFO Civil Rights and Fair Housing	April 18, 2024
PRICE NOFO Uniform Relocation Act Requirements	May 1, 2024
PRICE NOFO Modifications and Public Participation Essentials	May 22, 2024

https://www.hud.gov/program_offices/comm_planning/price#nofo_webinars



PRICE NOFO Walkthrough



Director, State and Small Cities Division
Office of Block Grant Assistance
Robert Peterson




PRICE NOFO Modifications



Where do I find the modified NOFO?

- The modified PRICE NOFO can be found at grants.gov
 - <https://www.grants.gov/search-results-detail/352690>



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VIEW GRANT OPPORTUNITY

FR-6700-N-99

Preservation and Reinvestment Initiative for Community Enhancement (PRICE) Competition
 Department of Housing and Urban Development
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Click on the following file link(s) to download the related document(s):

File Description	File Name	Last Updated Date/Time	File Size
Folder: Full Announcement - Full Announcement	FR-6700-N-99-Full Announcement - Full Announcement.zip	May 17, 2024 06:24:11 PM EDT	0.0 KB
Folder: Revised Full Announcement - Revised Full Announcement	FR-6700-N-99-Revised Full Announcement - Revised Full Announcement.zip	May 17, 2024 06:25:41 PM EDT	445.0 KB
Folder: Other Supporting Documents - Other Supporting Documents	FR-6700-N-99-Other Supporting Documents - Other Supporting Documents.zip	May 17, 2024 06:26:45 PM EDT	39.1 KB



Why did HUD modify the NOFO?

- Congress appropriated \$10 million for the PRICE competition in the FY24 budget
- Opportunity to address common questions and clarify program requirements
- A summary of changes from the previous NOFO can be found in Section I.A.3



FY23/FY24 PRICE Competition Funding

- The 2024 Consolidated Appropriations Act approved \$10 million for the PRICE Main competition, including \$1 million reserved for Tribal applicants.
- The NOFO modification incorporates those \$10 million for a total of \$235 million.

Initial PRICE NOFO	Modified PRICE NOFO
Total Funding: \$225 million	Total Funding: \$235 million
PRICE Main: \$200 million	PRICE Main: \$210 million
PRICE Main intended for Tribal applicants: \$10 million	PRICE Main intended for Tribal applicants: \$11 Million
PRICE Replacement Pilot: \$25 million	PRICE Replacement Pilot: \$25 million



Application Submission

- **Application deadline is July 10, 2024, at 11:59:59pm Eastern Time.**
- If HUD receives multiple versions of an application, HUD will review the last version of the application received by Grants.gov that meets the timely receipt requirements.
- If applicants find, after submitting an application, that they want to amend or adjust their application and it is prior to the deadline date, **applicants must resubmit the entire application** to ensure that HUD gets a complete application.
- The page limit has increased from 40 to 45 pages.



Number of Applications

- An eligible applicant may submit only one application
- An eligible applicants must specify whether it is applying for:
 - PRICE Main,
 - PRICE Replacement Pilot, or
 - Both categories of funding
- An eligible applicant that has submitted an application may also apply as part of a separate partnership application. However, no community or project may be assisted by more than one PRICE grant.
- See Section III.D.4 for additional details



Applying to BOTH PRICE Main and PRICE Replacement Pilot

- Applicants requesting funding from both PRICE Main and PRICE Replacement Pilot must provide a match exceeding 50 percent of the PRICE Replacement Pilot request, exclusive of the amounts requested for activities under PRICE Main.
- Applicants pursuing funding from both PRICE categories must address all applicable required prompts in the review criteria and provide separate budget proposals for PRICE Main and the PRICE Replacement Pilot to receive full evaluation scoring consideration.
- Reminder - HUD has separate and distinct evaluation criteria for PRICE Main and PRICE Replacement Pilot.
- See Section V.A.1.d and Attachment F for additional details



Eligible Applicants

- State governments
- County governments
- City or township governments
- Native American tribal governments (Federally recognized)
- Native American tribal organizations (other than Federally recognized tribal governments)
- Multi-jurisdictional entities
- Metropolitan Planning Organizations
- Resident-controlled MHCs
- Cooperatives
- Non-Profit Entities (including consortia of non-profit entities)
- CDFIs
- Tribal Applicants
- Entities (including for-profit entities) that partner with one or several residents of such eligible communities or that propose to implement a grant program that would assist residents of such eligible Manufactured Housing Communities.



Additional Information on Eligibility: Partnerships

- Eligible applicants that wish to partner with other entities or one or several residents of an eligible community to implement their proposed project must demonstrate partnership among all parties.
- The parties may demonstrate a partnership or evidence of collaboration between the parties by attaching relevant documentation to an application. Examples include:
 - Legally binding development or cooperation agreement
 - CDBG joint agreement between an urban county and a metropolitan city
 - HOME consortium agreement
- See Section III.D.3 for additional details



Additional Information on Eligibility: For-Profits

- For-profit entities may be deemed eligible where HUD determines PRICE objectives are met and where HUD determines there is broad and inclusive stakeholder engagement with manufactured housing communities and their residents.
- All applicants (including for-profits) are subject to the PRICE-specific program requirements related to affordability as described in this NOFO.
- See Section III.A for additional details



Additional Information on Eligibility: Implementing Grant Program

- Applicants who partner with Manufactured Housing Communities or propose to implement a program assisting residents of eligible Manufactured Housing Communities may implement a grant award by means of subaward(s) to subrecipient(s) to carry out PRICE program activities.
- Such applicants must provide evidence of collaboration between the parties. This means attaching as a part of the application relevant and supporting documentation, such as a legally binding development or cooperation agreements.
- See Section III.A for additional details



Partnerships: Letter(s) of Intent

- If an applicant wishes to engage in a partnership, all partners must submit a letter of intent to participate in the proposed project.
- The letter(s) of intent to participate and a binding agreement must be included in the application.
- TDHEs and Tribal organizations applying on behalf of Indian tribes do not need to provide this documentation because they are applying on behalf of an Indian tribe and not as part of a partnership.
- See Section III.D.3 for additional details



Eligible Activities



- **PRICE Main** activities must assist in preserving and revitalizing manufactured housing and eligible MHCs.
- **PRICE Replacement Pilot** awards must assist in the redevelopment of MHCs as affordable replacement housing.
- All proposed activities must be eligible pursuant to CDBG requirements (section 105(a) of the Housing and Community Development Act of 1974 and applicable program regulations at 24 CFR part 570) as modified by the NOFO, or receive an eligibility waiver for the activity, requested in the application.
- See Section III.F.2 for additional details on eligible activities.



Eligible Activities:

New Construction Clarification

- PRICE awards can be used for acquisition/purchase of Manufactured Housing Units (MHUs), as well as installation, and new construction of housing.
 - New construction is distinct from reconstruction in that additional dwelling units are being provided by new construction.
- Other forms of residential new construction (non-manufactured housing) are only allowed under the PRICE Replacement Pilot and limited to up to four dwelling units for each unit replaced.
 - New construction activities are subject to the same requirements that apply to rehabilitation activities.
- The acquisition and installation of manufactured housing units is not limited to four units for each unit replaced.
- See Section III.F.2 for additional details



Program Definitions: Clarifications

- Clarifications to Program Definitions
 - Change of Use
 - Cooperative ~~Housing~~
 - Resident-Controlled Manufactured Housing Community
 - Resilience Activities
- Addition of Program Definitions
 - Leverage
 - Match
- See Section I.A.4 for additional details



Leverage and Match Definitions

- Leverage
 - For the purposes of this NOFO, leverage is a federal or non-federal elective contribution that may be either financial or non-financial, and that is firmly committed to address activities described in an applicant's PRICE Main application.
 - Leverage is not applicable for the PRICE Replacement Pilot.
 - PRICE Main applications may receive points based on the total amount of other resources and funding the applicant is leveraging.
- Match
 - A required non-federal financial cost share exceeding 50 percent of the requested amount from the PRICE Replacement Pilot.
 - Match is not applicable to PRICE Main. Match funding must be firmly committed.
- See section III.C., section V.A.1.d., and Attachment F for additional details



Affordability Requirements

- HUD is instituting an alternative requirement that all activities assisted by PRICE funds, inclusive of infrastructure and housing activities, shall be required to provide affordability for a period of not less than 15 years.
- In its PRICE Action Plan, for all housing activities, a grantee must define “affordable rents” and the affordability standards and enforcement mechanisms that will apply to affordable rental housing.
- In its PRICE Action Plan, for all non-housing activities, a grantee must demonstrate how its agreements will attach affordability requirements to the assisted activity.
- See Section I.A and Section IV.G for additional details



Environmental Review

- Environmental reviews are also applicable to projects undertaken by non-governmental entities.
- Non-governmental entities must coordinate with their local HUD field office to arrange required environmental reviews per 24 CFR part 50.
- See Section VI.B for additional details



Indirect Cost Rate

- State and local governments
 - If your department or agency unit has a Federally negotiated indirect cost rate, your application must include that rate, the applicable distribution base, and a letter or other documentation from the cognizant agency showing the negotiated rate.
 - If your department or agency unit receives no more than \$35 million in direct Federal funding per year and does not have a current negotiated rate (including provisional) rate, you may elect to use the de minimis rate of 15 percent of Modified Total Direct Costs.
- Please see Section IV.F for additional details



Public Participation Requirements

- Before submitting to HUD, you must publish your PRICE application for public comment. The published application must include:
 - The table of contents,
 - All narrative exhibits, and
 - The attachments, with the exception of:
 - Attachment F, *Match or leverage documentation*,
 - Attachment G, *Certifications and Standard forms*, and
 - Attachment H, *Summary of comments received on published Application and list of commenters by name/organization*, which would not be available prior to the public comment period.
- Applicants are responsible for ensuring that all members of their community have equal access to information about the programs.
- Applicants are required to accept public comments in-person, by mail, and electronically.



Public Participation Requirements

- Requirements mandate at least one in-person public hearing for the application and require reasonable notice (at least 15 calendar days).
- Opportunity for public comment and ongoing public access to information about the use of grant funds is also required.
- Public may take the form of community meetings held by a non-government applicant provided that community meeting fulfills the same requirements applicable to public hearings.



Public Participation Requirements

- The public hearings or community meetings must be held in-person, at times and locations convenient to potential beneficiaries, and with accommodation for persons with disabilities.
- This can be a hybrid hearing or meeting that allows for both in-person and virtual attendance, by using an online platform that facilitates public access to all questions and responses.
- Applicant responds to public comment and submits its application, including the summary of comments (Attachment H) received during the public comment period and list of commenters by name/organization, and certifications.
- Public comment period must end no less than three calendar days before application submittal to allow the applicant time to consider and incorporate public comments.



Public Participation Requirements

- Tribal Applicants have the option of following the streamlined public participation requirements outlined in this paragraph or following the public participation requirements outlined in the ICDBG regulations at 24 CFR 1003.604.
- For additional details, please visit Section VI.E.5.a.iii of the NOFO



Other Clarifications

- Annual Performance Reports – Section VI.C.4
- Timely Expenditure of Funds - Section VI.E.2
- Program Income – Section VI.E.5
- Duration of Funding – Section VI.E.6



Public Participation Essentials



Meet the Speaker



Jon Kunz

Pronouns – He/His
Senior Technical Assistance Advisor
The Cloudburst Group



Public Participation Session Focus



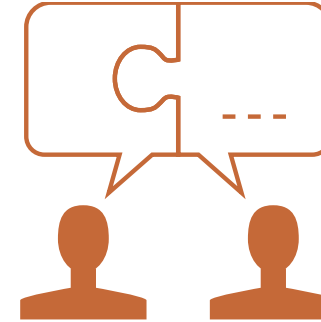
- Identify goals and desired outcomes for public participation processes
- Discuss steps for a streamlined public participation process
- Best practices to improve access and engagement



Public Participation Goals



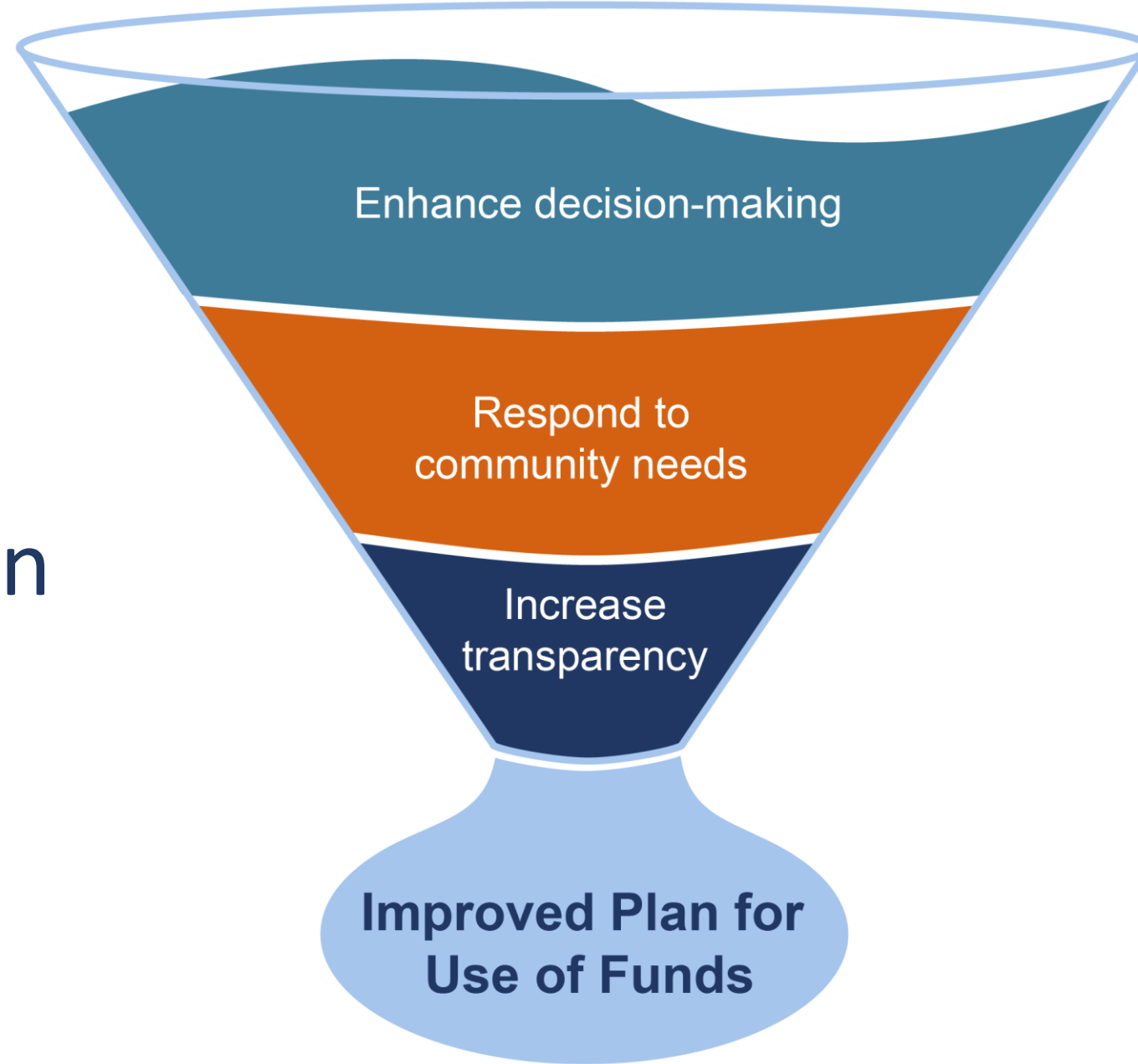
Offer residents, public agencies, nonprofits, and other interested parties an opportunity to advise the planning, implementation, and assessment of CDBG programs and projects.



Receive meaningful input from low- and moderate-income members of the community who will be affected by or who seek to participate in CDBG programs.



Public Participation Benefits



Basic Public Participation Steps



Graphic depicts a model public participation process. Please note that the public meeting can be held any time during public comment period.



Questions to Ask



Defining the Scope of your Public Participation Process

Identify Goals

- What information are you trying to share and with whom?

Define Geographic Boundary

- Defined area
- Multi-jurisdictional
- State-wide

Identify Stakeholders

- Defined group(s)
- Broad group(s)

Develop Timeline

- When does the process need to start and end?



Notify Public/Make Plan Available



Goals of Public Notice

- Reach people impacted by the plan based on goals and scope
- Consider how to provide access for vulnerable populations with limited access
- Provide sufficient notice to allow time for comment
- Use relevant communication tools to reach stakeholders
- Provide essential information



What to Include in the Notification

**Short summary of
proposal**

**Date, time, and
place of public
hearing**

**Beginning and end
of public comment
period**

**Contact
information**

**Reasonable
accommodations**

**Instructions for how
to provide written
comments**



Communication Tools



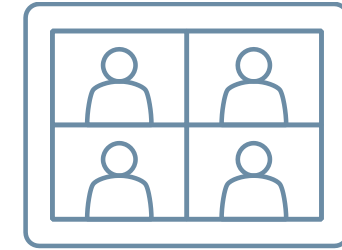
Electronic

- Website
- Email
- Social media



Low-tech

- Mail
- Local TV
- Radio
- Newspaper



Network

- Organizations serving the target audiences



Best Practices for Sharing the Proposal with Community Members

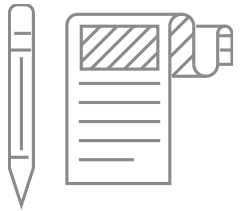
- Provide short summary in cover page
- Make the proposal available for review on website
- Make physical copies available at accessible locations (e.g., public library)
- Make documents accessible to e-readers



Hold Public Comment Period



Holding a Public Comment Period



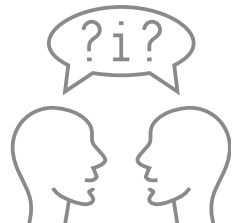
Establish start and end of comment period

- Consider adding a couple days to required comment period



Establish a mechanism for the public to provide comments

- Collect name and contact information along with the comment
- Consider using an online form



Explain how you will use and respond to comments



Basics of Holding a Public Meeting



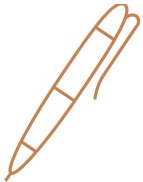
Make proposal available prior to meeting



Hold in accessible location and time(s)



Provide participant sign-in sheet



Assign note taker



Collect and document comments



Other Public Meeting Considerations

Follow an agenda

**Review ground
rules**

**Present a
summary**

**Provide remote
access**

**Ensure
accessibility**

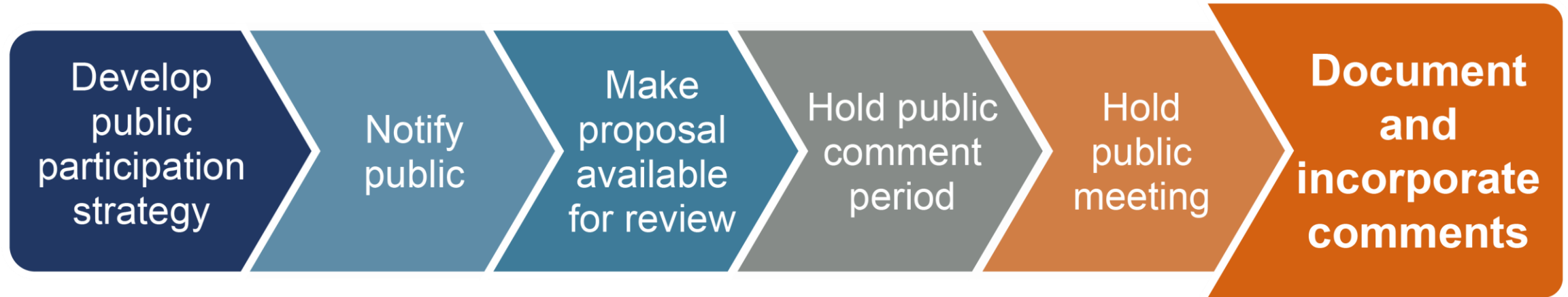


Other Clarifications

- Accessible space
 - Transportation to meeting
 - Accessible entrance and bathrooms
 - Is it familiar and comfortable
- Language access plan if high concentration of non-English speakers/ASL interpretation
- Materials in large print/508 screen readable
- Provide childcare
- Provide reasonable accommodations upon request



Document and Incorporate Community Comments



Best Practices for Integrating Community Comments

- Document and summarize comments received in writing or verbally through public meeting
- Acknowledge the comments received
- Consider how the proposal could be revised to address concerns or suggestions raised
- Communicate how the proposal will be changed in response to public comments



Public Participation Resources on HUD Exchange

- [eCon Planning Suite Citizen Participation and Consultation Toolkit](#)
- [Managing Citizen Participation to Support Compliance](#)
- [Citizen Participation & Equitable Engagement Toolkit](#)



Questions and Answers

- Please type your questions using the chat feature in Webex.
- Under the HUD Reform Act, HUD cannot advise applicants on their application. The NOFO is the definitive source of information about application requirements.
- If your question is not answered during this session, please submit the question to PRICE@hud.gov
- PRICE NOFO FAQs will continue to be updated. Check the PRICE page on HUD.gov regularly for the most up to date FAQs.

