



PRICE

An illustration of a row of houses with orange roofs and white walls, set against a blue sky. A winding orange path leads from the foreground towards the houses. Two dark blue evergreen trees stand to the right of the houses.

Preservation & Reinvestment Initiative
for Community Enhancement

PRICE NOFO

Webinar 1: NOFO Walkthrough

March 6, 2024

Welcome and Agenda

- Agenda

- Welcome and Housekeeping
- PRICE HUD.gov
- PRICE NOFO Webinar Series
- Opening Remarks
- PRICE NOFO Walkthrough
- Live Q&A

- Housekeeping

- This is a hybrid presentation with both live and recorded materials.
- Everyone is muted during the presentation.
- Use the Q&A feature for all questions to the presenters
- The chat feature may be used for general comments.
- 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)



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Overview:

HUD is issuing a Notice of Funding Opportunity (NOFO) which appropriates **\$225 million** in competitive grant funding for the preservation and revitalization of manufactured housing and eligible manufactured housing communities. Congress has directed HUD to undertake a competition using the Community Development Block Grant (CDBG) statutory and regulatory framework for this first-of-its-kind initiative. The Preservation and Reinvestment Initiative for Community Enhancement supports communities in their efforts to maintain, protect, and stabilize manufactured housing and manufactured housing communities (MHCs).

PRICE NOFO Webinar Series

Schedule and Registration: The webinars will cover a variety of topics on the dates listed below from **3:00-4:00 PM ET**. To register for the webinars, please visit the PRICE NOFO Webinars page on HUD.gov. [Register for the Webinars](#)

Webinar Title	Date and Time
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 Civil Rights, Fair Housing, and the Uniform Relocation Act Requirements	April 3, 2024
PRICE NOFO Resilience, Climate, and Disaster Recovery Considerations	April 10, 2024
PRICE NOFO Eligibility, Public Participation, and Partnerships Considerations	April 17, 2024
PRICE NOFO Office Hours and FAQs	April 24, 2024

Stay Up to Date on Manufactured Housing and PRICE

Visit the [Manufactured Housing and PRICE page](#) on the HUD Exchange.

Opening Remarks



Principal Deputy Assistant Secretary for
Community Planning and Development
Marion Mollegen McFadden



PRICE NOFO Walkthrough



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



PRICE

Funding Opportunity

Description



What are PRICE grants for?

- Preservation and Reinvestment Initiative for Community Enhancement or PRICE is a competitive grant being administered by HUD.
- PRICE seeks to preserve long-term housing affordability for residents of manufactured housing or Manufactured Housing Communities (MHCs), to redevelopment MHCs, and to primarily benefit low-and moderate-income (LMI) residents.



What are PRICE grants for? (Continued)

- **PRICE Main** – \$200 million to assist residents of such eligible communities for the purposes of development of infrastructure, planning activities, resident and community services, resilience activities, and providing other assistance to manufactured housing tenants and homesite renters for land and site acquisition.
- **PRICE Replacement Pilot** – \$25 million to assist residents of such eligible communities in the redevelopment of manufactured communities as replacement housing that is affordable.



What are HUD's goals for the PRICE competition?

- HUD has six goals for this competition:
 - Fairly and effectively award the PRICE grant funding and related technical assistance.
 - Increase housing supply and affordability for LMI persons nationwide, including in urban, suburban, rural, and tribal areas.
 - Preserve and revitalize existing manufactured housing and manufactured housing communities.
 - Increase resilience to extreme weather, natural hazards, and disaster events, support energy efficiency, and protect the health and safety of manufactured housing residents.
 - Promote homeownership opportunities and advance resident-controlled sustainable communities through new and revitalized units of manufactured housing that will remain affordable.
 - Support accessibility modifications, repairs, and replacement of deteriorating manufactured housing units – especially to increase accessibility and access for persons with disabilities, facilitate aging in place for older adults and increase access to affordable housing for low-income households.

How is PRICE related to CDBG and ICDBG?

- PRICE funds use the CDBG framework. This means that statutes and regulations governing the CDBG program, including Title I of the Housing and Community Development Act of 1974 and 24 CFR part 570, apply to PRICE funds as modified in waivers and alternative requirements described in this NOFO.
- Tribal Applicants will be subject to ICDBG program requirements in 24 CFR part 1003, as modified in waivers and alternative requirements described in this NOFO.
- The NOFO contains certain exceptions and waivers. See Appendix A of the NOFO for more information.
- As with all CDBG and ICDBG assistance, the priority is to serve low- and moderate-income people.

What are the public participation requirements?

- Before submitting to HUD, you must publish your PRICE application or amendment in its entirety for public comment.
- The streamlined requirements mandate at least one public hearing for the application and require providing a reasonable notice (at least 15 days) and opportunity for public comment and ongoing public access to information about the use of grant funds.
 - 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.



What are the public participation requirements? (Continued)

- 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 more information, please visit Section VI.E.5.a.iii of the NOFO



Award Information



How much?

- Approximately \$225,000,000 is available
- \$200,000,000 for PRICE Main awards
 - At least \$10 million is intended for Indian tribes and/or Tribal Applicants
- \$25,000,000 for PRICE Replacement Pilot awards



How many?

- HUD expects to make approximately 25 awards

Award Information	PRICE Main	Tribal Applicants	PRICE Replacement Pilot
Minimum Award	\$5,000,000 (all applicants, except Tribal Applicants)	\$500,000	\$5,000,000
Maximum Award	\$75,000,000	\$75,000,000	\$10,000,000



When, How Long?

- PRICE has a six-year period of performance.
- The estimated project start date is 10/01/2024, or after the expected issuance of awards.
- The estimated project end date is 09/30/2030.



Eligibility



What is the application deadline?

- Applications must be submitted by 11:59:59pm Eastern Time on **June 5, 2024**



Who is eligible to apply?

- 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 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 communities.

Who is not eligible to apply?

- Individuals
- Any entity that does not meet the eligibility criteria

HUD will not evaluate applications from ineligible applicants



What is a Multi-jurisdictional entity?

- Any association of local governments or public agencies which are bound by collective agreement (such as a memorandum of understanding, joint powers authority, interstate compact, or the like), such that HUD determines that the entity is authorized and has administrative capability to carry out the activities under this NOFO on behalf of its member jurisdiction(s).



What is a Tribal Applicant?

- Indian tribe, or a Tribally Designated Housing Entity or Tribal organization designated by such Indian tribe to apply for a grant on its behalf. PRICE grants made to Tribal Applicants will be subject to ICDBG program requirements in 24 CFR part 1003, as modified in waivers and alternative requirements described in this NOFO.



Is match or leverage required?

- PRICE Main applications do not require external funding. However, PRICE Main provides points based on leverage.
- PRICE Replacement Pilot applicants require evidence of non-federal match funding amounting to more than 50% of the requested CDBG funds, not including non-financial contributions.
- Match and Leverage are described in Section V.A.1.d of the NOFO.



What is a national objective?

- Each PRICE activity, other than general administration and planning, must meet a CDBG national objective This means each activity must either:
 - benefit LMI persons,
 - aid in the prevention or elimination of slums or blight, or
 - meet an urgent need.
- Applications submitted by Tribal Applicants must meet the requirements of 24 CFR 1003.208.

What activities are eligible?

- **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.
- Each proposed activity must be an eligible CDBG activity
 - Each proposed activity must be eligible pursuant to section 105(a) of the Housing and Community Development Act of 1974 and applicable program regulations at 24 CFR part 570, or
 - Receive an eligibility waiver for the activity, requested in the application.



What activities are eligible? (Continued)

- Eligible activity categories
 - Preservation and revitalization
 - Development or improvement of infrastructure to support MHCs and manufactured units
 - Manufactured housing development activities
 - Mitigation and resilience activities
 - Housing and voluntary supportive service activities that support new and existing residents of MHCs.
 - Planning activities around manufactured housing residents and MHCs
 - PRICE awards can be used for acquisition / purchase, installation, and new construction of housing.
 - Voluntary buyouts for purposes of relocation.

What activities are ineligible?

- Activities that are ineligible for PRICE funding include:
 - Any activity that does not meet a national objective.
 - Any activity that is not eligible under Section 105(a) of the Housing and Community Development Act of 1974, applicable implementing regulations, and this NOFO unless a waiver is obtained from HUD.
 - Any activity that is not in compliance with applicable fair housing, nondiscrimination, labor standards, and environmental review requirements.
 - Any activity carried out on or before the date of the letter announcing the award of the grant, except that you may use grant funds, should you receive an award, to reimburse PRICE eligible costs of grant application preparation, including planning and public outreach activities.

Can I request an activity eligibility waiver?

- Yes, an applicant may request a waiver of activity eligibility or administrative requirements.
- For information about waivers and how to request them, please see Section III.F and Appendix A of the NOFO.



Can PRICE funds be used for general costs of government?

- No. Any activity to carry out the regular responsibilities of the government is ineligible and unallowable.
- Applicants should plan their approaches accordingly to ensure that PRICE award funds are not used for such costs.



What if I want to amend my application after submitting it?

- 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.



Which regulations apply to me?

- For CDBG entitlement communities receiving funding under this NOFO, except for states and Tribal Applicants, regulatory provisions at 24 CFR part 570 subparts A, C, D, J, K, and O apply, as appropriate.
- For other entities receiving funding under this NOFO (see Section III.A.), except for states and Tribal Applicants, regulatory provisions at 24 CFR part 570 subparts A, C, D, J, K, and O apply, as appropriate.
- For states, 24 CFR part 570 subpart I applies, as appropriate; however, Section VI.E. waives the requirement for states to distribute funds through a method of distribution as is required for annual State CDBG funds
- For Tribal Applicants, the ICDBG requirements in 24 CFR part 1003 will apply, as appropriate.

Application Submission



Where can I find application materials?

- All application materials, including the Application Instructions and Application Package, are available through [Grants.gov](https://www.grants.gov)
- Interested applicants may submit questions on the NOFO to the following email address: PRICE@HUD.gov.



What forms will I need?

- Application for Federal Assistance (SF-424)
- Applicant and Recipient Assurances and Certifications (HUD 424-B)
- Applicant/Recipient Disclosure/Update Report (HUD 2880)
- Disclosure of Lobbying Activities (SF-LLL)
- Certification of Lobbying Activities
- Federal Assistance Representations and Certifications
- Grant Application Detailed Budget Worksheet (424-CBW)
- Assurances for Non-Construction Programs (SF-424B)
- Assurances for Construction Programs (SF424-D)
- PRICE Certifications

What are PRICE Certifications?

- Applicants should complete the certifications relevant to them and submit them with their application.
 - Appendix B.I Entitlement Local Government
 - Appendix B.II State
 - Appendix B.III Multi-Jurisdictional Entity
 - Appendix B.IV Community Development Financial, Institution, Cooperative, Manufactured Housing Community, Metropolitan Planning Organization (MPO), Non-Entitlement Units of General Local Government, and Non-Profit
 - Appendix B.V Tribal Applicants
 - Appendix B.VI Optional Urgent Need Certification
 - Appendix B.VII Lobbying Certification for All Applicants

What is the standard application format?

- Applications have a maximum of 40 pages.
- These pages must use 12-point (minimum) Times New Roman font on letter sized paper (8 1/2 x 11 inches) with at least 1-inch margins on all sides.
- For more information about format and form, see Section IV.B.2 of the NOFO.



Are there required attachments?

- Yes, please see the following list of attachments
 - Advancing Racial Equity narrative per Section III. F. of this NOFO (Attachment A)
 - Affirmative Marketing narrative per Section III. F. of this NOFO (Attachment B)
 - Affirmatively Furthering Fair Housing narrative per Section III. F and Section IV.G of this NOFO (Attachment C)
 - Eligible Applicants documentation per Section III. D. of this NOFO (Attachment D)
 - Evidence of Partnership letters per Section III. D. of this NOFO, as applicable (Attachment E)
 - Match or leverage documentation per Section III. C. of this NOFO, as applicable (Attachment F)
 - Application Certifications and Standard forms per Sections IV. B. and Appendix B of this NOFO (Attachment G)
 - Summary of comments received on published Application and list of commenters by name/organization per Section VI. E. of this NOFO (Attachment H)
 - *Note: Attachments do not count towards the application page limit.*

Are there page limit exceptions?

Yes, the following documents are not counted in the 40-page limit:

- Additional pages submitted at the request of HUD in response to a technical deficiency
- Table of Contents
- Tabs/title pages that are blank or display a title/header/'n/a' indication
- Required attachments A through H



What are the environmental requirements?

- Environmental justice requirements as set forth in HUD’s regulations at 24 CFR parts 50 and 58, which implement the policies of the National Environmental Policy Act (NEPA) and other environmental requirements.
- Grantees who are States or units of general local government (UGLGs) are considered the Responsible Entity under 24 CFR part 58 and are responsible for completing their own environmental review.
- For grantees who are not States or units of general local government (UGLGs) or are not defined as “recipients” at 24 CFR 58.2(a)(5), HUD will perform the environmental review in accordance with 24 CFR part 50.
- For more about environmental requirements, see Sections IV.G.2.d and VI.E of the NOFO.

Factors



What are the rating factors?

- Factor (a): Need (15 points)
- Factor (b): Soundness of Approach (50 points)
- Factor (c): Capacity (20 points)
- Factor (d): Match or Leverage (5 points)
- Factor (e): Long Term Effect (10 points)
- The minimum score to receive funding is 70 points and the maximum score is 104, including up to 4 bonus points for applications that propose going beyond the required period of affordability.
- You can review the complete prompts at Section V.A.1 of the NOFO. **This presentation does not include all text for all factor prompts.**

Factor (a): Need - HUD Priorities

- HUD is prioritizing proposals demonstrating:
 - Need for affordable accessible housing options (including improved infrastructure and community amenities) in the project area(s) or subject communities described in the proposal, and
 - A clear and equitable focus on preserving and revitalizing manufactured housing to address the need described.
- HUD will rate more highly thorough and compelling proposals which address the need for affordable accessible housing by acquiring and installing, preserving, and/or rehabilitating manufactured housing or other housing types, including modular housing.

Factor (a): Need - 15 points

- What is your project area and the need for affordable accessible housing within it?
- Is your project within or does it include any communities that meet Distress Criteria? Distress criteria are defined in 12 CFR 1805.201(b)(3)(ii)(D) (Certification as a Community Development Financial Institution) and include communities with high rates of poverty, low income, high unemployment, and population loss.
- Does your proposal increase resilience in any disaster-prone areas?
- What are the barriers to manufactured housing preservation or revitalization in your project area?



Factor (b): Soundness of Approach - 50 points

- HUD is prioritizing proposals that:
 - Provide a clear vision and specific goals, and
 - Explain how affordability will be preserved and environmental threats mitigated.
- HUD will rate proposals which demonstrate sound planning and implementation practices that preserve and/or create long-term housing affordability for manufactured housing residents more highly.



Factor (b): Soundness of Approach - Subfactor (b)(i): Project Description, Management, and Impact (10 points)

- What are your vision and goals?
- Which eligible activities will you use to address the need(s) described in Factor (a)?
- What is your timeline and key tasks along that timeline?
- What is your budget?
- What are the projected impacts of your activities if implemented?

Factor (b): Soundness of Approach - Subfactor (b)(ii): Affordability and Equity (15 points)

- How will you ensure the availability of affordable manufactured housing options to LMI households? Note: Affordability requirements applicable to this NOFO can be found in Section VI.E of this NOFO.
- What protections will be in place for residents?
- How does your proposal encourage access to resources and financing, especially for underserved communities and persons?



Factor (b): Soundness of Approach - Subfactor (b)(iii): Environment and Resilience (15 points)

- What significant hazards could impact your project site(s)?
- How will your activities address the current and future threat of natural hazards, extreme weather, and disaster events?
- How does your proposal help advance Environmental Justice (as defined in Section I.A.4 of this NOFO)?



Factor (b): Soundness of Approach - Subfactor (b)(iv): Community Engagement (10 points)

- How will you seek and encourage diverse stakeholder participation?
- How does your proposal align with existing community plans and policies?



Factor (c): Capacity - 20 points

- What experience do you have managing projects?
- What is your experience using grant funds?
- Who are your key staff?
- What is your experience promoting racial equity?
- What is your experience completing environmental reviews?
- Are you familiar with cross-cutting federal requirements?



Factor (d): Match or Leverage - 5 points

- **PRICE Main** applications do not require a match or leverage.
- These may include funding from state and local government sources, the non-profit sector, the private sector, among other potential sources.
- However, HUD views external funding as an indicator of support and commitment to the project and will award points in accordance with the following table. This may include non-financial contributions.

Leverage as percent of grant funds requested	Points awarded
More than 50 percent	2
50 percent or less	1
No leveraged funding	0
+ Description of funding risk and contingency plan	+3

Factor (d): Match or Leverage - 5 points

- **PRICE Replacement Pilot** applicants require evidence of non-federal match funding amounting to more than 50% of the requested funds. Do not include non-financial contributions.

Match as percent of grant funds requested	Points awarded
At least 100 percent	2
More than 50 percent but less than 100 percent	1
50 percent or less	Ineligible
+ Description of funding risk and contingency plan	+3



Factor (d): Match or Leverage

- **All Applicants**

- Describe in your narrative the sources and amounts of match or leveraged funding, along with other resources or expertise those sources bring to the proposed project.
- These may include funding from state and local government sources, the non-profit sector, the private sector, among other potential sources.



Factor (d): Match or Leverage

- **All Applicants**

- These general requirements apply to all match or leveraged resource commitments.
 - Resources must be firmly committed as of the application deadline date.
 - Match or leverage documents must represent valid and accurate commitments of future support.
 - Resource commitments must be written and signed and dated by a person authorized to make the commitment.
 - Commitment letters must be on official letterhead, or they will not be accepted. Note that commitment letters must be and are considered binding.
 - Staff time and benefits of the Applicant and/or Partner(s) (if any) are not an eligible match or leveraged resource.

Factor (d): Match or Leverage

- **All Applicants: Contingency Plan (3 points)**

- Describe proposal or project funding risks, such as being awarded less funding than requested through PRICE, or withdrawal of support from other funder(s) or internal budget risks which may prevent you from meeting your proposed timeline or completing certain activities.
- What is your contingency plan for addressing these funding risks?



Factor (e): Long-Term Effect - 10 points

- A high-scoring narrative will be specific and clearly address the needs identified in Factor (a), with a clear positive effect expected well beyond the term of the PRICE grant's period of performance.
- How will your proposed activities retain other affordable housing opportunities for LMI households in the community?
- How will you ensure LMI households are not eventually priced out of the community?
- How will you help current renters and homesite renters become homeowners or otherwise acquire an interest in the lot?
- How will your proposed activities ensure the long-term affordability, including lot rents and other fees as applicable, of housing without future federal subsidies?



Factor (e): Long-Term Effect

- How will your proposed activities promote stable homeownership options in the long-term, including both the house itself and the lot on which it sits?
- How will your proposal support underserved communities in the long term?
- How will your proposed activities advance housing access and justice for vulnerable populations or underserved communities?



Factor (e): Long-Term Effect

- How will your proposal enable underserved communities, particularly those of color, to build wealth over the long term?
- How will your proposal make manufactured housing or MHCs livable, sustainable, and resilient?



Period of Affordability – Preference Points

- Preference points will be awarded to applications that ensure the long-term availability of and access to affordable housing units in underserved communities, including both units of housing and the lot on which the housing sits, regardless of whether the lot is owned or rented by the homeowner.
- Up to four preference points will be awarded to applications that propose going beyond the required period of affordability by demonstrating and documenting a plan to keep homeownership and/or rental opportunities affordable for longer.

Period of Affordability – Preference Points	Preference points awarded
30 years or more	4
More than 15 years, but less than 30 years	2



Maximum Points Available: 104

Award Information



Application Review Process

- HUD will screen applications to determine Key Eligibility Criteria in Section III.A are met (including screening for technical deficiencies).
- If they are not met, the application will be deemed ineligible and will not receive further review.
- If they are met, HUD will screen the application to determine if it meets the other threshold criteria listed in Section III.D (including screening for technical deficiencies).
- Reviewers will rate each eligible application based solely on the rating factors described in Section V.A of the PRICE NOFO and assign a preliminary score for each rating factor and total score.

Does HUD have resources related to manufactured housing?

- Please see PRICE websites and the NOFO for resources related to manufactured housing
 - Manufactured Housing Webinar Series: Manufactured Housing and Tribal Communities <https://www.hudexchange.info/trainings/courses/manufactured-housing-webinar-series-manufactured-housing-and-tribal-communities/?previewid=E6957D7E-AF12-4CC6-83A2D052BE492E97>
 - Notice CPD-23-10: Use of CDBG Funds in Support of Housing <https://www.hud.gov/sites/dfiles/OCHCO/documents/2023-10cpdn.pdf>

How can an applicant contact HUD with questions?

- Additional resources are located on the PRICE Webpage: https://www.hud.gov/program_offices/comm_planning/price
- You can contact HUD about program-specific requirements by directing your questions to PRICE@HUD.gov.
- Under the HUD Reform Act, HUD cannot provide advice about prospective proposals. This means that HUD cannot answer questions about specific proposals, including whether a proposal would be eligible or competitive. Applicants should rely on the NOFO as the definitive source of information about the PRICE competition.

Questions and Answers

- Please type your questions using the Q&A box 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 weekly for the most up to date FAQs.** https://www.hud.gov/program_offices/comm_planning/price



Please join us again next week!

Webinar #2: CDBG 101 and PRICE NOFO Appendices and Regulations Webinar

March 13, 2024, 3:00 PM – 4:00 PM ET

Register now at:

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

Thank you!