



PRICE

An illustration of a row of houses with orange roofs and white walls, set against a blue sky. A path leads from the foreground towards the houses, and there are two dark blue trees on the right side.

Preservation & Reinvestment Initiative
for Community Enhancement

PRICE NOFO

Webinar 6: Fair Housing, Civil Rights, and Equity

April 18, 2024

Welcome and Agenda

- Agenda

- Welcome and Housekeeping
- PRICE Fair Housing, Civil Rights, and Equity Walkthrough
 - Definitions
 - Goals and Priorities in PRICE
 - PRICE Rating Factors
 - PRICE Public Participation Requirements
 - Other PRICE NOFO Requirements
- Q&A

- Housekeeping

- Everyone is muted during the presentation.
- Use the chat feature for all questions to the presenters during the presentation.
- Please be sure to send chat to "all presenters"
- 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



The screenshot shows the landing page for the PRICE NOFO. At the top, there is a dark blue header with the U.S. Department of Housing and Urban Development logo and name on the left, and navigation links for 'About Us', 'What We Do', and a search bar on the right. The search bar contains the text 'Search' and a magnifying glass icon. The word 'Español' is visible in the top right corner of the header.

Below the header, the breadcrumb trail reads: Home / Program Offices / Community Planning and Development / PRICE.

PRESERVATION AND REINVESTMENT INITIATIVE FOR COMMUNITY ENHANCEMENT (PRICE)



Preservation & Reinvestment Initiative for Community Enhancement

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

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).



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 Eligibility, Public Participation, and Partnerships	April 24, 2024
PRICE NOFO Uniform Relocation Act Requirements and FAQs	May 1, 2024

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



Opening Remarks

Kimberly Nash, Acting Director

Office of Block Grant Assistance

Office of Community Planning and Development



Fair Housing, Civil Rights and Equity Definitions



Fair Housing

- The Fair Housing Act prohibits discrimination based on race, color, national origin, religion, sex (including gender identity and sexual orientation), familial status, and disability.
- It is illegal to discriminate in the sale or rental of housing, including against individuals seeking a mortgage or housing assistance, or in other housing-related activities.
- Various federal fair housing and civil rights laws require HUD and its program participants to affirmatively further the purposes of the Fair Housing Act.



Civil Rights

- A variety of other federal civil rights laws, including Title VI of the Civil Rights Act, Section 504 of the Rehabilitation Act, and the Americans with Disabilities Act, prohibit discrimination in housing and community development programs and activities, particularly those that are assisted with HUD funding.
- These civil rights laws include obligations such as taking reasonable steps to ensure meaningful access to their programs and activities for persons with limited English proficiency (LEP) and taking appropriate steps to ensure effective communication with individuals with disabilities through the provision of appropriate auxiliary aids and services.



Affirmatively Furthering Fair Housing

- Affirmatively Furthering Fair Housing (AFFH) means taking meaningful actions, in addition to combating discrimination to overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics.
- Specifically, affirmatively furthering fair housing means taking meaningful actions that replaces segregated living patterns with truly integrated and balanced living patterns, transforming racially and ethnically concentrated areas of poverty into areas of opportunity, and fostering and maintaining compliance with civil rights and fair housing laws.
- The duty to affirmatively further fair housing extends to all program participant's activities and programs relating to housing and urban development.



Equity

- Equity has the meaning given to that term in [Section 2\(a\) of Executive Order 13985](#) and means the consistent and systematic, fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.



Fair Housing, Civil Rights, and Equity Goals and Priorities in PRICE



PRICE Competition Goals

- 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.



Factor (a): Need - 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.



Fair Housing, Civil Rights, and Equity Rating Factors

This presentation does not include all text for all factor prompts - complete prompts are in Section V.A.1 of the NOFO.



Factor (a): Need

- What are the barriers to manufactured housing preservation or revitalization in your project area? (applies to both the Main and Pilot components of the competition)
 - Includes the barriers to Affirmatively Furthering Fair Housing
 - Barriers may include existing patterns of segregation in the community, lack of opportunity in racially or ethnically concentrated areas of poverty, and discrimination.
 - Note: you will describe how you plan to address these barriers in the required AFFH narrative in Section III. F. of this NOFO.
 - **Tribal Applicants** are not required to submit a narrative, unless they believe there are potential barriers to underserved communities equitably benefiting from proposed grant activities.



Subfactor (b)(ii): Affordability and Equity

- What protections will be in place for residents? (applies to all applicants)
 - HUD expects that in communities where the tenant of a manufactured housing unit rents the unit and/or the pad, the community will maintain or adopt tenant site lease protections consistent with or greater than those required by Fannie Mae or Freddie Mac.
 - Describe as applicable how these protections align with federal civil rights laws, including the Fair Housing Act, [Fannie Mae](#) or [Freddie Mac](#) tenant protections, [The White House Blueprint for a Renters Bill of Rights](#), as well as state, local, or Tribal laws, and regulations applicable to the community or communities being served.



Subfactor (b)(ii): Affordability and Equity

- How does your proposal encourage access to resources and financing, especially for underserved communities and persons?
 - Applies to all applicants but ensure that you read the entire prompt as there are some aspects specific to your applicant type.
 - If applicable, describe how your proposal will increase accessible and affordable housing opportunities for individuals with disabilities and how it will support integrated and independent living with access to voluntary supportive services such as health services and transportation.



Subfactor (b)(ii): Affordability and Equity

- How does your proposal encourage access to resources and financing, especially for underserved communities and persons (cont.)?
 - **PRICE Main and PRICE Replacement Pilot:** Describe as applicable how your project will provide economic opportunities to low-income individuals and your history of hiring, training, contracting, and providing other economic opportunities in furtherance of Section 3 of the Housing and Urban Development Act of 1968 (12 U.S.C. 1701u) and its implementing regulations at 24 CFR part 75.
 - **Tribal Applicants:** Tribal Applicants must describe as applicable how the project will provide preferences in employment, training, and business opportunities to Indians and Indian organizations, consistent with Section 7(b) of the Indian Self- Determination and Education Assistance Act ([25 U.S.C. 5307\(b\)](#)) and 24 CFR 1003.510.



Subfactor (b)(iii): Environment and Resilience

- How will your activities address the current and future threat of natural hazards, extreme weather, and disaster events?
 - Describe how your project supports LMI households that may be particularly vulnerable to impacts from weather-related hazards due to difficulties they may face preparing for, responding to, and recovering from disasters. If your project area includes homes that have been subject to repetitive loss, how will your project address and mitigate future losses?
 - Describe how your project supports LMI households that may be particularly vulnerable to impacts from natural hazards due to difficulties they may face preparing for, responding to, and recovering from disasters. If your project area includes homes that have been subject to repetitive loss, how will your project address and mitigate future losses?



Subfactor (b)(iii): Environment and Resilience

- How does your proposal help advance Environmental Justice (as defined in Section I.A.4 of this NOFO)?
 - Describe in detail how your proposed activities will advance Environmental Justice in one or more of the activities below.
 - For this competition, activities that advance Environmental Justice for people or communities that have been environmentally underserved or overburdened (e.g., low-income, and Black and Brown communities) are listed below:
 - Reducing or mitigating exposure to environmental and health hazards (e.g., poor air quality, legacy pollution, heat islands, and soil contamination from current/former industrial areas).
 - Improving protection from and resilience to environmental harms (e.g., weatherization, tornado shelters, fire-resistant materials, floodproofing).
 - Expanding environmental benefits (e.g., clean air and water, public transportation, bike and walking paths, clean energy, green technology, biodiversity).
 - Overcoming prior disinvestment in environmental infrastructure (e.g., drainage systems, green spaces, pollution controls).
 - **Tribal Applicants:** Describe in detail how your proposed activities will advance Environmental Justice by reducing exposure to environmental and health hazards through improved housing conditions.



Factor (c): Capacity

- What is your experience promoting racial equity?
 - Describe your experience working directly with underserved communities, particularly Black and Brown communities, to design or operate programs that equitably benefit such groups, or experience successfully advancing racial equity in other ways.
 - This may also include experience soliciting, obtaining, and applying input from such groups when designing, planning, or implementing programs and activities.



Fair Housing, Civil Rights, and Equity Required Attachments



Required Attachments

- Fair Housing, Civil Rights, and Equity Attachments
 - Advancing Racial Equity Narrative
 - Affirmative Marketing Narrative
 - Affirmatively Furthering Fair Housing Narrative



Attachment A: Advancing Racial Equity Narrative

- Applicants must submit a narrative demonstrating the following:
 - You analyzed the racial composition of the persons or households who are expected to benefit from your proposed grant activities;
 - You identified any potential barriers to persons or communities of color equitably benefiting from your proposed grant activities;
 - You detailed the steps you will take to prevent, reduce or eliminate these barriers; and
 - You have measures in place to track your progress and evaluate the effectiveness of your efforts to advance racial equity in your grant activities.
- **Tribal Applicants** are not required to submit a narrative, unless they believe there are potential barriers to underserved communities equitably benefiting from proposed grant activities.



Attachment B: Affirmative Marketing Narrative

- All applicants must submit a narrative demonstrating that the housing, services, or other benefits provided under this grant will be affirmatively marketed broadly throughout the local area and nearby areas to any demographic groups that would be unlikely or least likely to apply absent such efforts.

Examples of Demographic Groups

Black and Brown persons or communities

Persons with limited English proficiency

Persons with disabilities

Families with children

Examples of Outreach Efforts

Outreach through community contacts or service providers

Outreach at community centers serving the target population

Marketing on Websites and social media channels serving local members of the targeted group

Marketing on television, radio, and print media serving local members of the targeted group



Attachment C: Affirmatively Furthering Fair Housing Narrative

- This narrative is a mandatory requirement and limited to no more than two pages
- All Applicants (except Tribal Applicants):
 - Address the barriers to AFFH you described in V.A.1.a.
 - Describe meaningful actions you will take that provide opportunities to access safe, accessible, and healthy housing by protected class groups,
 - Describe how your actions promote integration and reduce segregation, and/or transform racially or ethnically concentrated areas of poverty into areas of opportunity
 - Discuss how you will carry out the proposed activities in a manner that affirmatively furthers fair housing in compliance with the Fair Housing Act and its implementing regulations, and how applicants will meet the requirements of the definition of AFFH at 24 CFR 5.151
 - Describe how you will maintain compliance with civil rights laws
- For **Tribal Applicants**, address how your project will help address barriers to affordable housing for Tribal members.



Fair Housing, Civil Rights, and Equity Other NOFO Requirements



Public Participation

- Hold at least one public hearing at the Applicant's level of government, as applicable, to solicit public comments. This hearing must be in person, but the Applicant may also include a virtual option for public access.
- Ensure that the public has at least 15 days to comment. The comment window should end no less than 3 calendar days prior to application submittal.
- Ensure that the public has equal access to information, including persons with disabilities and limited English proficiency (LEP).
- Meetings must be in facilities accessible to persons with disabilities.
- Additional and more detailed information will be provided during the next webinar on Apr. 24th



Resolution of Civil Rights Matters

- Outstanding civil rights matters must be resolved before the application submission deadline.
- Applicants with unresolved civil rights matters at the application deadline are deemed ineligible.
- Applications from ineligible applicants are not rated or ranked and will not receive HUD funding.
- Section D.1 provides information on threshold eligibility requirements for resolution of civil rights matters



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.



Please join us again!

Webinar #6: PRICE NOFO Eligibility, Public Participation, and Partnerships

April 24, 2024

3:00pm – 4:00pm ET

Register now at:

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

