



PRICE

Preservation & Reinvestment Initiative
for Community Enhancement

A graphic illustration of a row of houses in white with orange roofs, set against a blue background. The houses are arranged in a perspective view, receding into the distance. The word "PRICE" is written in large, orange, sans-serif capital letters, with the "I" and "C" being slightly larger than the others. The houses are positioned to the right of the word "PRICE", with the first house appearing to be part of the letter "E".

PRICE NOFO

Webinar 4: Application Must-haves & FAQs

March 27, 2024

Welcome and Agenda

- Agenda
 - Welcome and Housekeeping
 - Required Exhibits
 - Required Attachments
 - Attachment G: Quick Tips
 - FAQs
 - Live Q&A
- Housekeeping
 - Everyone is muted during the presentation.
 - Use the chat feature for all questions to the presenters during the presentation.
 - 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. The header includes the U.S. Department of Housing and Urban Development logo, navigation links for 'About Us' and 'What We Do', a search bar, and a link to 'Español'. The breadcrumb trail reads 'Home / Program Offices / Community Planning and Development / PRICE'. The main heading is 'PRESERVATION AND REINVESTMENT INITIATIVE FOR COMMUNITY ENHANCEMENT (PRICE)'. Below this is the PRICE logo, which features the word 'PRICE' in large orange letters, with a stylized illustration of a row of houses and a tree to its right. The text 'Preservation & Reinvestment Initiative for Community Enhancement' is written below the logo. To the right of the main content is a list of links: Overview, Quick Summaries, Notice Of Funding Opportunity, Who is Eligible to Apply, PRICE NOFO Webinars, Application Package Materials, and General FAQs. The 'Overview' section is expanded, showing a paragraph of text about the NOFO.

U.S. Department of Housing and Urban Development

About Us What We Do Search

Home / Program Offices / Community Planning and Development / PRICE

PRESERVATION AND REINVESTMENT INITIATIVE FOR COMMUNITY ENHANCEMENT (PRICE)



Preservation & Reinvestment Initiative for Community Enhancement

- Overview
- Quick Summaries
- 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).

Manufactured Housing on HUD Exchange

<https://www.hudexchange.info/programs/manufactured-housing-and-price/>

Resources and assistance to support HUD's community partners
NEED HOUSING ASSISTANCE?
Email Updates
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HUD EXCHANGE

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Grantees ▾
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[Home](#) > [Programs](#) > Manufactured Housing and the PRICE Competition

Manufactured Housing and the PRICE Competition



More than 22 million Americans currently live in manufactured housing. [Manufactured housing units account for approximately 7 percent of occupied housing stock nationwide and 15 percent in rural areas.](#) Manufactured housing is also the [largest source of unsubsidized affordable housing in the country](#), making it a crucial piece of the nation's affordable housing stock. The [median household income](#) of manufactured housing unit owners is about half the median household income of site-built homeowners.

Competition Information

HUD issued the Preservation and Reinvestment Initiative for Community Enhancement (PRICE) competition to assist with increasing accessibility to manufactured housing and ensuring it is safely built for its inhabitants. Eligible applicants can apply for funding to preserve long-term affordability for residents of manufactured housing or manufactured housing communities (MHCs), to revitalize or redevelop MHCs, and to primarily benefit low-and-moderate income (LMI) residents.

[View the PRICE Notice of Funding Opportunity \(NOFO\).](#) The application deadline is **June 5, 2024**.

Learn more about the [PRICE NOFO on HUD.gov](#). Contact PRICE@hud.gov with questions about the PRICE NOFO.

HUD Program Offices

- [Office of Block Grant Assistance](#)
- [Office of Native American Programs](#)
- [Office of Manufactured Housing Programs](#)

Manufactured Housing Webinar Series

HUD sponsored a webinar series featuring presentations from both experts and other grantee communities to help increase understanding of how manufactured housing can be a sustainable solution to meeting a community's affordable housing needs.

- [Intro to Manufactured Housing](#)
- [Overview of CPD Notice on CDBG Housing Activities](#)
- [Using Federal Funding Sources](#)
- [Frequently Asked Questions](#)
- [Manufactured Housing and Tribal Communities](#)



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 NOFO Environmental Review Considerations	April 10, 2024
PRICE NOFO Eligibility, Public Participation, and Partnerships Considerations	April 17, 2024
PRICE NOFO Civil Rights, Fair Housing, and the Uniform Relocation Act Requirements	April 24, 2024
PRICE NOFO Office Hours and FAQs	May 1, 2024

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



Opening Remarks



Dr. Edkesha Anderson
Assistant Director of Special Issues
Office of Block Grant Assistance



Application Must-haves



Application Package

- All materials, instructions and the Application Package are available through Grants.gov
 - Must register at grants.gov (800-518-4726 or support@grants.gov)
 - Must register with SAM.gov for a unique entity identifier (UEI)
- You must submit your application electronically via Grants.gov prior to 11:59pm ET on June 5, 2024
- Application organization and content
 - a) Table of Contents
 - b) Narrative Exhibits
 - c) Required Attachments



Required Narrative Exhibits



Required Narrative Exhibits

- **Exhibit A:** Executive Summary
- **Exhibit B:** Threshold Requirements and Other Submission Requirements
- **Exhibit C:** Need
- **Exhibit D:** Soundness of Approach
- **Exhibit E:** Capacity
- **Exhibit F:** Leverage
- **Exhibit G:** Long-term Effect



Page Count for Exhibits

- 40 pages maximum length of narratives
- 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
- Attachments, including required forms, do not count towards the limit
- For more, see NOFO Section IV.B.2



Required 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.



Required Attachments



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.



Attachment D: Eligible Applicants Documentation

- 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.
- Attach relevant documentation, examples include:
 - Memorandum of Understanding
 - Foundational documents (such as a CDBG joint agreement or HOME consortium agreement)
- All partners must submit a letter of intent to participate in the proposed project
 - Letter(s) of intent to participate and a binding cooperation, subrecipient or developer agreement, or a contract, as applicable and contingent upon award, must be included in the application.
- Applications submitted by a **Tribal organization** on behalf of an Indian tribe(s) must include a tribal certification(s) or resolution(s) on official letterhead authorizing the Tribal organization to apply on behalf of the Indian tribe(s). The certification(s) or resolution(s) must be submitted with the application and is a curable deficiency.



Attachment E: Evidence of Partnership Letters, if applicable

- Multijurisdictional entities or other 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.
- Examples of relevant documentation
 - Memorandum of understanding
 - CDBG joint agreement between an urban county and a metropolitan city
 - HOME consortium agreement
 - Partnership letter
- If an applicant wishes to engage in a partnership, all partners must submit a letter of intent to participate in the proposed project.
- In addition to letters of intent, the application must include any of the following that apply
 - Binding cooperation agreement
 - Subrecipient or developer agreement
 - Contract, as applicable and contingent upon award



Attachment F: Match or Leverage Documentation

- Resources must be firmly committed as of the application deadline date.
 - “Firmly committed” means that the amount of the resource is a specific dollar amount and its dedication to PRICE activities is explicit.
- 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.
- If the commitment documentation is not included in the application and submitted before the NOFO deadline, it will not be considered.
- Staff time and benefits of the Applicant and/or Partner(s) (if any) are not an eligible match or leveraged resource.



Attachment G: Application Certifications and Standard Forms



- 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 Regarding Lobbying
- Federal Assistance Representations and Certifications
- Grant Application Detailed Budget Worksheet (424-CBW)
- Assurances for Non-Construction Programs (SF-424B)
- Assurances for Construction Programs (SF-424D)
- PRICE Certifications



Attachment H: Summary of Comments Received on Published Application and List of Commenters by Name/Organization



- Required information includes comments received and a list of commenters by name/organization
- Examples of best practices for a summary of comments received
 - Include method and brief summary of outreach to solicit comments
 - Examples of outreach methods: posted to web page, community meeting, stakeholder meeting
 - Include date of outreach efforts and when comments were received
- Applicants must complete all the public participation requirements from NOFO Section VI.E.v.a.iii
- **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.



Attachment G: Quick Tips



PRICE Certifications

- PRICE Certifications are **found at the end of the PRICE NOFO** (Appendix B).
 - PRICE Certifications are not part of the Grants.gov application package.
- 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 (except Federally Recognized Tribes)



PRICE Certifications

Appendix B.I Entitlement Local Government

PRICE CERTIFICATIONS FOR ENTITLEMENT LOCAL GOVERNMENT APPLICANTS

In accordance with the applicable statutes and the regulations governing the consolidated plan regulations, the jurisdiction certifies that:

Affirmatively Further Fair Housing --The jurisdiction will affirmatively further fair housing.

The Uniform Relocation and Real Property Acquisition Policies Act of 1970, as amended (URA), and Residential Anti-displacement and Relocation Assistance Plan (RARAP) -- It will comply with the acquisition and relocation requirements of the URA (42 U.S.C. 4601-4655) and implementing regulations at 49 CFR part 24. It has in effect and is following a RARAP as required under 24 CFR part 42 in connection with any activity assisted with funding under either the Community Development Block Grant or HOME programs.

Anti-Lobbying --To the best of the jurisdiction's knowledge and belief:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of it, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, it will complete and submit Standard Form-LLL, "Disclosure Form to Report



Lobbying forms

- There are TWO lobbying forms: SF-LLL and Grants.gov Certification Regarding Lobbying
- Both are required

DISCLOSURE OF LOBBYING ACTIVITIES		Approved by OMB 4040-0013
Complete this form to disclose lobbying activities pursuant to 31 U.S.C.1352		
1. * Type of Federal Action: <input type="checkbox"/> a. contract <input checked="" type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance	2. * Status of Federal Action: <input type="checkbox"/> a. bid/offer/application <input checked="" type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award	3. * Report Type: <input checked="" type="checkbox"/> a. initial filing <input type="checkbox"/> b. material change For Material Change Only: year <input type="text"/> quarter <input type="text"/> date of last report <input type="text"/>
4. Name and Address of Reporting Entity: <input checked="" type="checkbox"/> Prime <input type="checkbox"/> SubAwardee Tier if known: <input type="text"/> * Name <input style="width: 100%;" type="text"/> * Street 1 <input style="width: 100%;" type="text"/> Street 2 <input style="width: 100%;" type="text"/> * City <input style="width: 100%;" type="text"/> State <input style="width: 100%;" type="text"/> Zip <input style="width: 100%;" type="text"/> Congressional District, if known: <input style="width: 100%;" type="text"/>		
6. * Federal Department/Agency: <input style="width: 100%;" type="text"/>	7. * Federal Program Name/Description: <input style="width: 100%;" type="text"/>	

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:



Federal Assistance Representations and Certifications

- Applicants must complete the Federal Assistance Representations and Certifications section of the SAM.gov registration
 - If you are not already registered at SAM.gov, register now!
 - If you are registered, make sure your registration is up to date
 - A valid UEI is required to apply
- Federal Assistance Representations and Certifications are completed while registering for SAM.gov (they are not forms in the Grants.gov NOFO package)



FAQs



Question: Where is the Application Package?

- All materials, instructions and the Application Package are available through Grants.gov
 - Must register at grants.gov (800-518-4726 or support@grants.gov)
 - Must register with SAM.gov for a unique entity identifier (UEI)
- You must submit your application electronically via Grants.gov prior to 11:59pm ET on June 5, 2024



Question: 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.



Question: 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.



Question: 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.

- 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



Question: Is Match or Leverage Required?

PRICE Main

- PRICE Main applications **do not require** evidence of external funding, however there are points for leverage in Factor (d).
- Leverage commitments may include financial and non-financial contributions from state and local government sources, the non-profit sector, the private sector, among other potential sources.

Leverage as percent of grant funds requested	Points awarded (Max 5 points)
More than 50 percent	2
50 percent or less	1
No leveraged funding	0
+ Description of funding risk and contingency plan	+3



Question: Is Match or Leverage Required?

PRICE Replacement Pilot

- PRICE Replacement Pilot applications require evidence of non-federal match funding amounting to more than 50% of the requested PRICE funds, not including 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



Question: What are the affordability requirements?

- HUD is instituting an alternative requirement that all manufactured housing units receiving PRICE assistance be maintained as affordable for a set period.
- The minimum affordability standards acceptable for compliance are the HOME Investment Partnerships Program (HOME) requirements at 24 CFR 92.252(a), (e), and (f) (rental housing) and 24 CFR 92.254(a)(1)-(4) (homeownership).
- HOME Investment Partnerships Program (HOME) requirements at 24 CFR 92.252 (e) and (f) (rental housing) will apply to Homesite Renters who will pay no more than 30 percent of gross income on housing costs, including site rental, fees, and utilities.
- **For Tribal Applicants**, affordability standards that are consistent with the affordability standards used in the relevant Indian tribe's Indian Housing Block Grant Program for comparable housing will be acceptable for compliance.



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 #5: PRICE NOFO Environmental Review Considerations

April 10, 2024

3:00pm – 4:00pm ET

Register now at:

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

