



# Proposal to Create a 10-Year Housing Plan

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COMMUNITY DEVELOPMENT  
DEPARTMENT/AFFORDABLE  
HOUSING COALITION

# Technical Assistance Proposal

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HousingNOLA has submitted a proposal to assist the Affordable Housing Coalition (AHC) create a community-informed 10-year housing plan.

# Who Is HousingNOLA?

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The Louisiana Homebuyer Education Collaborative, Inc., d/b/a **HousingNOLA**, is a nonprofit organization that provides **technical assistance** to communities helping them to maximize the **effectiveness of scarce government resources**, increase the use of **non-traditional resources**, and assist private sector investors in making **strategic choices** in housing and community development.

# HousingNOLA

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Under its *Put Housing First Network*, HousingNOLA has provided support for the development of housing strategies for Napa Valley, CA, and Nashville, TN.

HousingNOLA connects residents as true partners in efforts to advance sound policies. This approach establishes that effective civic work requires intentional attainment and use of civic knowledge and skills that are deployed by individuals interested in creating just, inclusive and equitable communities.

With its diverse mix of for-profit and not-for-profit members concerned about sound affordable housing policies, there is no other technical assistance organization like HousingNOLA in the country.

# Technical Assistance Proposal

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HousingNOLA has provided two (2) options for technical assistance to create a 10-year housing plan.

The AHC requests funding for Option 2.

# Option 1 – 12 Months

| <b>Winston Salem Housing Plan Work Plan Budget</b> | <b>Q1</b> | <b>Q2</b> | <b>Q3</b> | <b>Q4</b> | <b>TOTAL</b>     |
|--|-----------|-----------|-----------|-----------|------------------|
| <i>Community Engagement</i>                        |           |           |           |           |                  |
| Neighborhood Summit                                |           | \$10,000  |           |           | \$10,000         |
| Stakeholder Meetings                               | \$1,750   | \$1,750   | \$1,750   | \$1,750   | \$7,000          |
| Community Roundtables/Listening Tour               |           |           | \$5,000   |           | \$5,000          |
| Facilitators                                       | \$1,250   | \$1,250   | \$1,250   | \$1,250   | \$5,000          |
| <i>Data</i>  |           |           |           |           |                  |
| Winston Salem Housing Data Analysis & Demand Model | \$20,000  |           | \$10,000  |           | \$30,000         |
| <i>Policy Development &amp; Implementation</i>     |           |           |           |           |                  |
| Policy Best Practice Research                      |           | \$10,000  |           |           | \$10,000         |
| Technical Writer & Copy Editor                     | \$2,500   |           | \$7,500   |           | \$10,000         |
| <i>Communications &amp; Marketing</i>              |           |           |           |           |                  |
| Printing and Publications                          |           | \$5,000   | \$10,000  |           | \$15,000         |
| Marketing/Launch Event                             |           |           | \$2,500   |           | \$2,500          |
| Graphic Design, Printing & Website                 | \$7,500   |           | \$2,500   |           | \$10,000         |
| <i>Management &amp; General Expenses</i>           |           |           |           |           |                  |
| Project Manager                                    | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$20,000         |
| Administrative Cost Estimate (Overhead & Travel)   | \$6,000   | \$6,000   | \$6,000   | \$6,000   | \$24,000         |
| <b>TOTAL COSTS</b>                                 |           |           |           |           | <b>\$138,500</b> |

# Option 2 – 18 Months

| <b>Winston-Salem Housing Plan Work Plan Budget</b> | <b>Q1</b>       | <b>Q2</b>       | <b>Q3</b>       | <b>Q4</b>       | <b>Q5</b>       | <b>Q6</b>       | <b>TOTAL</b>     |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| <i>Community Engagement</i>                        |                 |                 |                 |                 |                 |                 |                  |
| Neighborhood Summit                                |                 | \$15,000        |                 |                 | \$10,000        |                 | \$25,000         |
| Stakeholder Meetings                               | \$2,000         | \$2,000         | \$2,000         | \$2,000         | \$2,000         | \$2,000         | \$12,000         |
| Neighborhood Capacity Building Initiative          |                 |                 | 15000           |                 |                 | 10000           | \$25,000         |
| Community Roundtables/Listening Tour Estimate      | \$5,000         |                 |                 |                 | \$5,000         |                 | \$10,000         |
| Facilitators                                       | \$1,500         | \$1,500         | \$2,000         | \$1,500         | \$2,000         | \$1,500         | \$10,000         |
| <i>Data</i>  |                 |                 |                 |                 |                 |                 |                  |
| Winston Salem Housing Data Analysis & Demand Model | \$40,000        |                 | \$10,000        |                 |                 |                 | \$50,000         |
| Regional Data Analysis                             |                 | \$5,000         |                 | \$5,000         |                 |                 | \$10,000         |
| <i>Policy Development &amp; Implementation</i>     |                 |                 |                 |                 |                 |                 |                  |
| Policy Best Practice Research                      |                 | \$10,000        |                 |                 | \$10,000        |                 | \$20,000         |
| Technical Writer & Copy Editor                     | \$5,000         |                 |                 | \$5,000         |                 | \$5,000         | \$15,000         |
| <i>CDC Capacity Building</i>                       |                 |                 |                 |                 |                 |                 |                  |
| CDC Capacity Assessment                            |                 | \$7,500         |                 | \$2,500         |                 |                 | \$10,000         |
| Lender Capacity Assessment                         | \$2,500         |                 | \$2,500         |                 | \$2,500         |                 | \$7,500          |
| Support to local/regional Housing Alliance         |                 | \$2,500         |                 | \$2,500         |                 | \$2,500         | \$7,500          |
| <i>Communications &amp; Marketing</i>              |                 |                 |                 |                 |                 |                 |                  |
| Printing and Publications                          |                 |                 |                 |                 | \$20,000        |                 | \$20,000         |
| Marketing/Launch Event                             | \$2,500         |                 |                 |                 | \$2,500         |                 | \$5,000          |
| Graphic Design, Printing & Website                 | \$7,500         | \$2,500         | \$2,500         | \$2,500         | \$2,500         | \$2,500         | \$20,000         |
| <i>Management &amp; General Expenses</i>           |                 |                 |                 |                 |                 |                 |                  |
| Project Manager                                    | \$5,000         | \$5,000         | \$5,000         | \$5,000         | \$5,000         | \$5,000         | \$30,000         |
| Administrative Costs (Overhead & Travel)           | \$7,500         | \$7,500         | \$7,500         | \$7,500         | \$7,500         | \$7,500         | \$45,000         |
| <b>TOTAL COSTS</b>                                 | <b>\$78,500</b> | <b>\$58,500</b> | <b>\$46,500</b> | <b>\$33,500</b> | <b>\$69,000</b> | <b>\$36,000</b> | <b>\$322,000</b> |

# Technical Assistance Proposal

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Questions?