

# EXHIBIT A – Executive Summary

**Habitat for Humanity of Greater  
Charlottesville (HFHGC)**

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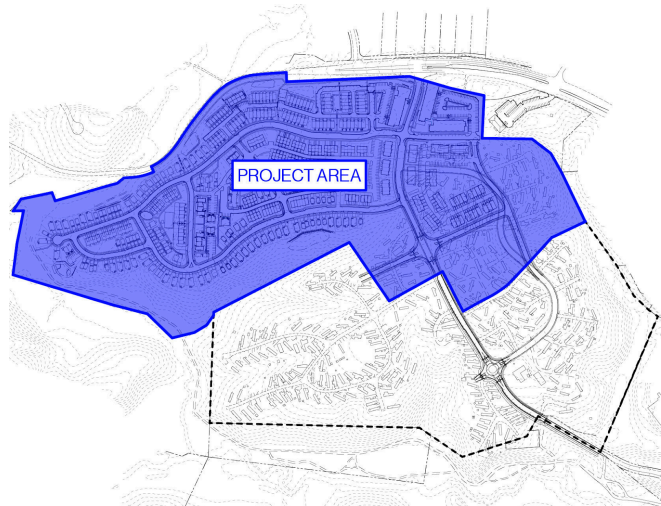
**Overview:** Habitat for Humanity of Greater Charlottesville (HFHGC) is seeking \$47,604,765 in funding through the PRICE program (\$10,000,000 through PRICE Replacement Pilot and \$37,604,765 through PRICE Main) to carry out a unique and holistic national demonstration at the 123-acre Southwood Mobile Home Park (Southwood MHC) in Albemarle County, Virginia.

Support from the PRICE Pilot and PRICE Main programs will leverage an estimated \$500+M in direct investment while creating and preserving more than 500 affordable homes. PRICE investment will improve living conditions for more than 1,100 of the most vulnerable, predominantly Black, Indigenous and Other People of Color (BIPOC) current residents, eliminate severe environmental hazards that threaten Southwood families and the Chesapeake Bay, increase the regional affordable housing stock and serve as a national model for how to both preserve and redevelop MHCs without resident displacement. Beyond simply improving housing quality and providing tenure security, this comprehensive, resident-led transformation invests in significant improvements to seven major quality of life sectors: Economic Opportunity; Amenities; Safety and Environmental Justice; Education; Health; Transportation; and Housing.

When complete, Southwood will be a model 1,000 home, mixed-income, mixed use community (inclusive of a neighborhood commercial downtown anchored by resident-owned businesses and services) *wholly designed and owned by Southwood residents*.

**Summary of Projects:** PRICE Pilot: At the conclusion of the PRICE project, approximately 60 acres of the 123-acre property will have been converted into a 580 unit, mixed-income, mixed-use development inclusive of a minimum of 297 long-term affordable homes without resident displacement.

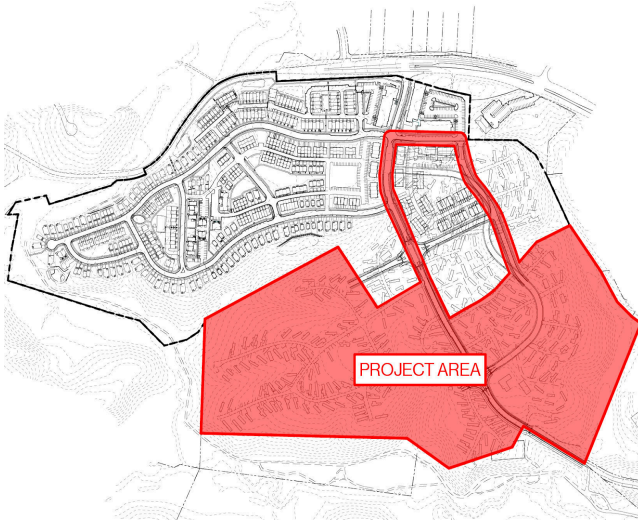
Each of the **88 families** currently living in Mobile Home Units (MHUs) in the PRICE Pilot area will be offered on-site affordable homeownership and rental opportunities in the **107 new affordable replacement units** to be constructed as part of the PRICE Pilot redevelopment. To ensure non-displacement, HFHGC is piloting a unique, tiered homeownership program offering 19 different housing types; everyone who wants to purchase a home has affordable options, including options to keep their total housing expenses equal to or less than what they are currently paying for an MHU. Those who do not wish to purchase will have a variety of rental options at no more than 30% of their income. Long term affordability for each of the **subsidized units** in the PRICE Pilot area will be protected by minimum 30 year deed restrictions, and at least 51% of the homes will be affordable. This tiered housing program is working: data from the portion of the redevelopment completed thus far shows that more than 80% of the families are choosing to stay, most as homeowners.



The transformation of the PRICE Pilot area will result in significant, long-term quality of life improvements for the residents at Southwood, some of the most underserved and vulnerable community members in our area. It will remove significant environmental hazards, replace aging housing stock with brand new energy efficient homes, connect the community to nearby amenities and economic opportunities, replace failing infrastructure, remove the threat of displacement and create millions of dollars of wealth building opportunities.

HFHGC seeks \$10M from the PRICE Pilot program, leveraging \$12.08M of non-federal matching investment, to support this redevelopment project.

PRICE Main: During this same six year timeline, the remaining half of the park, currently housing more than 160 families, will be significantly upgraded and preserved as a Mobile Home Community (MHC). The \$37.6M in requested Price Main funding will allow consequential investment in amenities, resident safety, utilities, roads, economic opportunities, replacement of the most degraded housing stock with new mobile homes and direct access to adjacent recreational and economic opportunities. It will therefore dramatically and holistically improve the quality of life for the families living there and provide them with long-term tenure security.



Specifically, PRICE Main will provide funding for, among other improvements, a new central park, a neighborhood commercial center inclusive of amenities like a healthcare facility, a credit union, an early childhood education facility, and a business incubation center. It will replace failing underground utilities in the MHC, protect the Chesapeake Bay watershed from pollutants, replace failing private roads with public streets, create on-site vehicle and material storage for the 90+ families operating businesses out of their mobile homes, provide a community storm shelter and create a two mile loop trail that connects to the adjacent 1,190 acre Biscuit Run Park and nearby 470,000 square foot regional Fifth Street Station shopping and jobs center.

With PRICE Main funding, HFHGC will also purchase 10 new MHUs to add to the preserved section of the MHC on pads vacated when families move into the redeveloped section of the community. These ten mobile homes will provide flexible housing that can be moved and reused.

A grant from the Price Main program will provide tenure security of at least 30 years to more than **160 families**, will preserve and improve the closely connected but under-resourced community and will allow HFHGC to continue to work side by side with the residents to plan the community's future.

**PRICE as the Key to Success:** Despite enormous barriers, HFHGC and Southwood residents are persevering and progressing on an unprecedented scale, delivering deep affordability, multi-sector quality of life improvements and empowering resident leadership. In the once greenfield area of the MHC, HFHGC has delivered 49 new permanent affordable replacement

homes for MHC residents and relocated 80 MHUs served by failing septic drain fields to MHU pads serviced by private, but stressed, sewer systems.

However, Southwood temporary rehousing space has been exhausted and, practically speaking, there are no other affordable housing options in the region. Permanent, on-site affordable housing in excess of what exists now is therefore critical to avert displacement.

Without a PRICE grant, the viability of Southwood's redevelopment remains tenuous. Achieving non-displacement on-site along with holistic multi sector improvement is costly and complicated, and despite the substantial cross subsidies HFHGC generates by selling developed lots to market rate builders and despite generous local and state government contributions, federal funding is essential. To date, Southwood's redevelopment has been supported by \$2.1M in Federal Block grants and \$2.6M in state federal block grant pass-throughs.

Nonetheless, for a project of this size and ambition, the patchwork of grants available present significant challenges to timing, pace of redevelopment, cohesiveness of planning and design, overall quality and, most importantly, a predictable schedule for Southwood families who need to closely manage their household budgets. PRICE is the first cohesive and flexible funding source available at a scale allowing implementation of a cost effective, predictable, sustainable redevelopment and preservation plan driven by and sensitive to the needs of Southwood MHC residents. To illustrate the importance of PRICE, one of the proposed activities in the PRICE Main component of this application is a replacement of the severely compromised central spine (Hickory Street) and loop connector roads (Bitternut Loop) in the MHU as well as removal and replacement of the failing utilities beneath them. This \$16M project was identified as a crucial community and regional need in the area's Long Range Transportation Plan in 2015. It is therefore eligible for local, state and federal funding. Despite being identified as a key arterial section of the County's Southern growth area transportation network and despite its provision of access to the adjacent, but unreachable 1,190 acre Biscuit Run Park for the area's most underserved population, this project has not been funded in multiple funding cycles because scoring criteria for these funds are heavily weighted toward maximizing throughput on highways and intersections. Over the last decade, HFHGC has also requested financial assistance from Albemarle County's Capital Improvement Program but it has not been funded given this project's scale relative to the size of the overall CIP. While Virginia DHCD administers CDBG available for infrastructure, DHCD does not utilize Section 108, so applicants are limited to requests of approximately \$1M per project per year. Redevelopment of these essential transportation and utility corridors cannot be completed comprehensively and efficiently with piecemeal funding.

A combined PRICE Pilot and Main Program grant will overcome these barriers and thereby dramatically improve quality of life for the area's least served residents while creating and or preserving more than 500 affordable housing options, integrated in a mixed-income community with at least 51% of homes preserved as affordable. It will connect a previously isolated area of homogenous poverty to surrounding economic and recreational opportunities, will eliminate severe environmental hazards and will prove to the nation that true resident-led redevelopment can be at the very center of successful reinvestment in low-income communities.