

Annual Report

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YEAR IN REVIEW





EXECUTIVE DIRECTOR'S NOTE

Dear Supporters:

Looking back on the past year, our industry has a lot to be proud of and we're so grateful for your continued support. It's an auspicious moment to be in the affordable housing industry because our concerted (and long term) efforts to secure public resources have led to billions of dollars in new funding commitments that will shape housing dramatically during the next 10 years.

But we have a lot more work to do. Thousands of people in our region need housing, so we must ensure effective policies are in place so developments can get built. Furthermore, local action has only grown in importance amidst federal uncertainty—if not outright federal hostility to our cause of housing the financially insecure.

This underscores the importance of SCANPH's longstanding policy work dedicated to securing local public sector financial investment – as well as favorable land use policies – for affordable housing and homeless solutions.

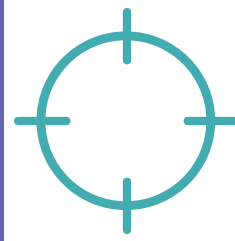
As we look ahead to 2018, chief among our priorities will be passage of the \$4 billion affordable housing bond on November's ballot. Your partnership on this effort and more to come can only lead to greater success for our industry. Thanks again for all your support this year.

Sincerely,

Alan Greenlee



SCANPH envisions strong Southern California communities where an affordable home is available to everyone.



**SERVING FIVE
COUNTIES**

Our mission is to facilitate affordable housing development across Southern California by advancing effective public policies, sustainable financial resources, strong member organizations, and beneficial partnerships.



Strategic Priorities:

1. Build, aggregate, and leverage power to advance supportive policy.
2. Advance awareness and support of affordable housing.
3. Strengthen the field of affordable housing developers.
4. Sustain SCANPH through revenue, systems, and capacity.



MISSION

THANK YOU TO OUR MAJOR SUPPORTERS IN 2017!



- Butler Family Fund
- Boeing
- California Community Foundation
- Conrad N. Hilton Foundation
- Kaiser Foundation Hospitals
- LA Community Development Commission
- LISC Los Angeles
- Weingart Foundation
- United Way of Greater Los Angeles

- Abode Communities
- Enterprise Community Partners
- Bank of America
- Capital One
- Chase
- Citi Bank
- OneWest Bank
- Pacific Western Bank
- Union Bank
- US Bank
- Wells Fargo

2017 BOARD OF DIRECTORS

SCANPH's Board Members – the strength behind its success – are geographically diverse and serve as experts, practitioners, and advocates for supporting policy and programming advanced by SCANPH to support economically disadvantaged individuals and families who are most in need of affordable housing. Due to the guidance of our board members, SCANPH is uniquely suited to address the conditions of the affordability crisis by acting as a public voice supporting organizations that develop and operate affordable housing. SCANPH's authentic and trusted voice to inform our members about current trends in the industry, as well as to issue the collective voice of the industry on pertinent policy matters, is greatly supported by the expertise of the board.

Our Board of Directors further positions SCANPH to develop impactful policy initiatives. The board includes 20 members who comprise a diverse and representative body of SCANPH organizational members. Most board members spend a substantial amount of time and dedication not only serving as the executive board for finance and governance, but also in supporting our major activities through industry expertise.

200+ Hours of Donated Time!

Board members supported SCANPH with the following activities:

- Governance
- Strategic planning
- Policy input
- Financial direction
- Staff support
- Fundraising
- Industry expertise
- Community relations



Daniel Huynh
Director of Real Estate
LA Family Housing



Becky Dennison
Executive Director
Venice Community Housing

New SCANPH Board Members



Joan Ling
Lecturer
UCLA



Nicole Norori
Senior Housing Finance
Consultant
California Housing Partnership
Corporation

New SCANPH Staff



Michael Menjivar
Regional Organizer



Valerie Acevedo
Policy Coordinator

Michael Menjivar joined SCANPH in July 2017 as the Public Policy Organizer. In this role, Michael works with SCANPH members, community-based organizations, and stakeholders to advocate for policies that promote affordable housing, and also organizes the Residents United Network (RUN) in Los Angeles. He has a background in non-profit development and fundraising, having spent several years at UCLA (Go Bruins!) and followed that up with early education fundraising. Through his experience working on local campaigns and elections, and in taking an active role with his hometown North Hollywood community, Michael has developed an intimate understanding of the political process and is honored to continue his growth with SCANPH.

Valerie Acevedo joined SCANPH as the Public Policy Coordinator in October 2017. She recently earned her master's degree in public policy from the University of California, Irvine and served as the Vice President of External Affairs at UC Irvine for the Associated Graduate Students. In this role, she led advocacy efforts to increase affordable student housing system-wide in order to address the emerging student homelessness crisis. She also spent time working in Washington, DC as the Public Policy and Communications Fellow at the National Hispanic Leadership Agenda in order to address issues affecting the Latino community nationwide. Prior to her advocacy work, she served for many years in various capacities as an educational leader working for international, federal, and state-level organizations, such as the Ministry of Education in Spain, AmeriCorps VISTA, and Think Together.

SCANPH COMMITTEES

The participation of our members within our committee framework helps to ground our work in the current expertise of practitioners who are currently engaged in the affordable housing development and operations business.



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Executive

Staff: Alan Greenlee

2

Policy & Advocacy

Staff: Valerie Acevedo

3

Finance

Staff: Alan Greenlee

4

Membership

Staff: Jeannette Brown

5

Conference

Staff: Blanca Melchor & Jeannette Brown

MEET THE TEAM



Alan Greenlee
Executive Director



Jeannette Brown
Director of Public Affairs & Programs



Valerie Acevedo
Policy Coordinator



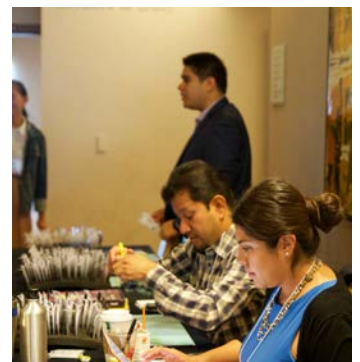
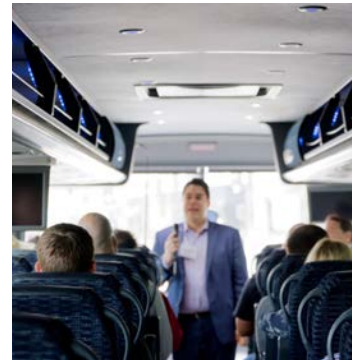
Michael Menjivar
Regional Organizer



Blanca Melchor
Events Coordinator

HELLO
MY NAME IS

SCANPH Staff




ANNUAL CONFERENCE

- 900+ attendees
- Biggest YIMBY-centric conference in the state



TWO DAYS OF PROGRAMMING

- Affordable Housing Bus Tour 

- 18 Workshops

- Two 5-Hour Seminars

- 60 Exhibitors

- Exceeded Conference Sponsorship Goal

- Two Receptions 

- Keynote speakers: Street artist and activist Skid Robot and Matt Tyrnauer, film director





Homes Within Reach Awards

Annual Conference Ceremony

Developer of the Year: A Community of Friends

Staff Member of the Year:

Lynn Katano, Housing Development Manager, Los Angeles County Community Development Commission

Advocate(s) of the Year:

Dhakshike Wickrema, Assistant Senior Deputy for Mental Health and Homeless Advocacy, Office of Supervisor Mark Ridley Thomas

Molly Rysman, Housing & Homelessness Deputy, Office of Supervisor Sheila Kuehl

Houser's Hero Award:

Timothy L. O'Connell (posthumously), Director of Policy and Advocacy, Century Housing

Senior Housing Development of the Year: Heritage Square, BRIDGE Housing Corp.

Supportive Housing Development of the Year: Crest Apartments, Skid Row Housing Trust

Beyond LA Development of the Year: Wesley Village, Jamboree Housing Corporation

Transformative Communities Development of the Year: Bloomington Grove & Lillian Court, Related California

Multi-Family Development of the Year: Paloma Terrace, Retirement Housing Foundation



Workshops & Events



Nearly 700 Attendees in 2017!

Capacity-Building Workshops:

- Strategies for Livable Cities: Health, Housing, and Equitable Place-Making
- Understanding LA's Existing Building Energy and Water Efficiency Ordinance
- Federal Policy Ripple Effects: Impacts on Affordable Housing
- Regional Developer Meeting on Fair Housing Requirements
- Project Labor Agreement Training
- TOD Toolbox: The Latest Tools for Various Stages of Development



Networking Nights

- Defining a Movement: What Does YIMBY Mean to Southern California?
- Golden Road Brewery Special Access: Networking Night
- Executive Exchange: A Panel on Professional Development
- Holiday Mixer and Members' Meeting



Forums

- Assembly District 51 Forum
- National Housing Week of Action: Co-Hosted with NLIHC
- Housing Forum with LA Councilman Gil Cedillo in Eagle Rock
- City/County Funding Coordination: Public-Sector Leader Meeting with CHPC





MAJOR ADVOCACY & POLICY WINS

Following successes at the local ballot in 2016, SCANPH was proud to play a part in the following advocacy activities:

MARCH 2017 BALLOT: LOS ANGELES

SCANPH played major roles in the following campaigns:

- Measure H: A countywide sales tax to raise funds for homelessness services to complement the capital funds (Proposition HHH) passed in November 2016 raising an estimated \$330 million annually for the next decade.
- Measure S: The defeat of a slow growth measure that would have stalled affordable housing development.

AFFORDABLE HOUSING LINKAGE FEE

In partnership with the Coalition for a Just Los Angeles, SCANPH celebrated in December 2017 the historic passage of the linkage fee, which creates the city's first ever dedicated revenue source for affordable housing. SCANPH, along with the Coalition, spent hours submitting testimony to council committees, meeting with councilmembers and their staff, and holding rallies/press conferences to build support.

STATE HOUSING PACKAGE

SCANPH worked with regional and state partners across California to advocate for a package of 15 bills that will help address the state's housing affordability crisis. Governor Brown signed them into law in September.

PERMANENT AFFORDABLE HOUSING SOURCE IMPLEMENTATION

In our efforts to secure funding commitments for future budget cycles and identify a permanent source of funding with the LA County Board of Supervisors, SCANPH has participated on the county's Affordable Housing Coordinating Committee to provide commentary and feedback on the County CEO's efforts to sufficiently fund the Affordable Housing Program. Collaboration with the County has led to securing \$47 million in funding for FY 2017-2018, which is \$7 million more than initially outlined by the funding plan.

REGULATORY EXPERTISE

SCANPH is a participant in the Measure H Advisory Committee to guide the implementation of planning efforts for new annual funding for services to combat homelessness. The Advisory Committee will help determine how dedicated funding should be spent for maximum impact across 21 interconnected Homeless Initiative strategies. SCANPH is also involved in efforts to effectively allocate Prop. HHH funds to develop 10,000 PSH units over the next decade.

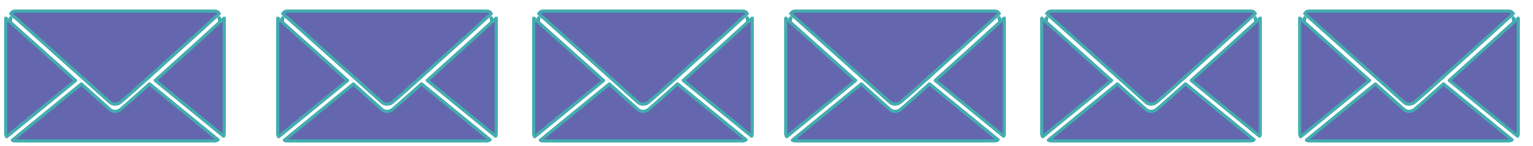
SCANPH and Coalition for a Just Los Angeles Celebrate Passage of Affordable Housing Linkage Fee



In a historic vote on December 13th, the L.A. City Council adopted the linkage fee, so for the first time since the founding of Los Angeles, the city will have its first dedicated revenue source for affordable housing! SCANPH was proud to partner with the Coalition for a successful campaign that reflects an unprecedented, city-wide collaboration among community organizations and advocates, affordable housing developers, and civic and religious leaders committed to advancing public policies that make a more inclusive and just Los Angeles.

The linkage fee will double the city's annual affordable housing production for those most in need, and it's a critical tool to support the construction of affordable housing in a city facing a deficit of 32,000 units of housing for low- and very low-income residents.





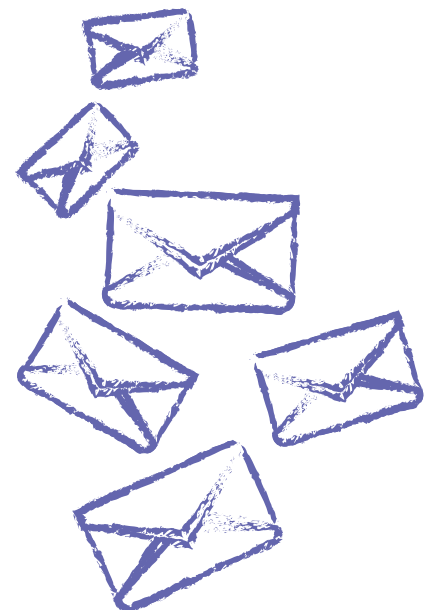
2017 COMMENT LETTERS

Comments covered wide-ranging topics concerning housing policy and regulation



Rundown: Seven letters on federal, state, and local policies

- TCAC Regulations
- Proposition HHH Regulations
- Affordable Housing Linkage Fee
- LA County Community Development Commission NOFA
- Federal Tax Reform and Private-Activity Bonds
- AB 535
- AB 1521





POLICY MEETINGS

Meeting one-on-one with elected officials and their staff is a key part of SCANPH's advocacy work to stress the urgency of addressing the housing crisis and supporting affordable housing development to serve low-income members of our communities.

LINKAGE FEE:

LA Mayor's Office
 Gil Cedillo (CD1)
 Paul Krekorian (CD2)
 Bob Blumenfield (CD3)
 David Ryu (CD4)
 Paul Koretz (CD5)
 Nury Martinez (CD6)
 Marqueece Harris-Dawson (CD8)
 Curren Price (CD9)
 Herb Wesson (CD10)
 Mike Bonin (CD11)
 Jose Huizar (CD14)

AB 71:

- Sebastian Ridley Thomas: 54th Assembly District
- Mike Gipson: 64th California Assembly District

MEASURE H

Revenue & Planning Group with Phil Ansell, Director of the LA Homeless Initiative

SITING

Sen. Kevin De Leon

AFFORDABLE HOUSING PROGRAM

Mark Ridley-Thomas
 Sheila Kuehl

STATE HOUSING PACKAGE

- Assemblyman David Chiu, AD 17
- Assemblywoman Blanca Rubio, AD48
- Assemblywoman Sabrina Cervantes, AD60
- Assemblyman Al Muratsuchi, AD66
- Assemblyman Jose Medina, AD61
- Assemblywoman Jacqui Irwin, AD44
- Assemblyman Jimmy Gomez, AD34



we **RUN** this town:

RESIDENTS UNITED NETWORK



SCANPH is host to the Los Angeles chapter of the Residents United Network (RUN). This network mobilizes residents of low-income housing through leadership development so that they are trained to be effective advocates for the numerous benefits associated with developing affordable housing. After all, they are living proof of the power of a safe, affordable place to call home. Mobilizing residents of developments is a truly impactful way to shape one of the state's most important policy issues: the housing crisis. Aggregating the power of residents and building a base of member-oriented action through a synergy of efforts between RUN and SCANPH represents an effective means for winning concrete victories politically.

Major Successes in 2017

- Recruitment of new members
- Lobby Day in Sacramento: Private meetings held with numerous legislators
- Participation in State Assembly hearing on affordable housing in Los Angeles with Assemblyman David Chiu
- Regional meeting: Training on voter engagement/registration and the legislative process
- RUN/Resident Action Project Crosstrain
- Statewide campaign preparation for affordable housing bond on the November 2018 ballot
- New professional organizer hired by SCANPH to run the program

Website Redesign

April 2017 Launch



During 2017, SCANPH launched a brand new website to offer members a much-improved user experience with greater functionality. The website relaunch included re-branding of the organization's overall look for a more modern aesthetic. Special thanks to Ekspohz Design for assisting on the project.

Features Include:

- New and improved jobs board with user-generated listings
- Industry event listings and calendar
- Repository of industry resources
- Clearer membership details, member-login, and benefits
- Improved navigation and site organization
- Committee, board, and staff information more accessible
- Easier Annual Conference registration and event details

Thank You for a Great Year!



Full Speed Ahead!

SCANPH

SOUTHERN CALIFORNIA ASSOCIATION OF NONPROFIT HOUSING

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Los Angeles, CA 90020