

SCANPH

SOUTHERN CALIFORNIA ASSOCIATION OF NONPROFIT HOUSING

ANNUAL

REPORT

2022



TABLE OF CONTENTS

3 Executive Director's Note

4 Our Policy and Advocacy Efforts

8 Our Programming and Projects

14 Our Community

19 Our Sponsors



EXECUTIVE DIRECTOR'S NOTE

Dear Members, Partners, and Supporters:

The last year proved to be a momentous year for SCANPH politically, as we're so proud to have played a leading role in a large coalition of mission-aligned organizations to successfully pass Measure ULA at the November 2022 ballot in the city of Los Angeles.



I'm particularly proud of the member-wide support that helped to push this measure over the finish line, including support on policy development, fundraising, signature-gathering, canvassing, and phone-banking. Thanks to the dedication of so many committed to the cause of solving our affordable housing and homelessness crises, Los Angeles now has an ongoing, sustainable and PERMANENT source of funding.

For almost four decades, SCANPH has been the collective voice of the affordable housing industry in Southern California. In this important role, SCANPH has led advocacy efforts that have contributed greatly toward assisting the financially vulnerable in our communities. Now more than ever, SCANPH is strongly positioned to lead this work and serve our members, as we have grown our staff and added new capacity to our policy and public affairs teams.

I'm also tremendously proud to see our membership grow in 2022 with the addition of many new members who see the influence, growing power, and member benefits of SCANPH a worthy investment as we collectively strive to serve our communities.

Thank you again for your continued support of SCANPH.

A handwritten signature in cursive script that reads "Alan Greenlee". The ink is dark and the signature is written in a fluid, personal style.

Alan Greenlee
Executive Director
SCANPH

OUR POLICY AND ADVOCACY EFFORTS IN 2022



ADVOCACY HIGHLIGHTS

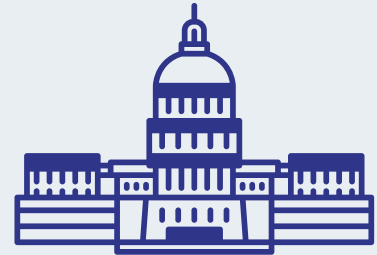
SCANPH continued to fight for policies and regulatory changes that support our mission of expanding affordable housing development to help those most impacted by the housing and homelessness crises.



Local Level: Secured \$30 mil in ARPA funds in w/ Ventura Housing Coalition. Measure ULA. Lobbied against 41.18



State Level: Wrote letters in support for 15 statewide bills. Sponsored SB 1336. **Successfully lobbied for readiness deadline extensions** at both TCAC and CDLAC due to dramatic cost increases



Federal: Outreached to 10 offices regarding the Affordable Housing Tax Credit Improvement Act + the Housing for All Act

HARNESSING THE EXPERTISE OF SCANPH MEMBERS:

SCANPH members once again acted as an incredible resource for thought leadership in 2022.

This year, we brought back the **Housing for Stronger LA** group - a cohort of LA developers focused on city hall engagement and LA development hurdles. **The group met 8 times this last year and helped plan our LA City Mayor's Candidate Forum!**

The **policy working group** wrote:

52 Comment + Support Letters

To agencies, legislators, and state/local governments. **Exceeding the 47 letters written in 2021.**

HARNESSING THE EXPERTISE OF THE RESIDENTS UNITED NETWORK (RUN):



SCANPH is host to the Los Angeles chapter of the Residents United Network (RUN). This network mobilizes residents of affordable housing through leadership development and civic engagement training so that residents are empowered to be effective advocates for the numerous benefits associated with developing affordable housing. This year RUN members:



Advocated against City of LA's 41.18; lobbied for Statewide AB 1961 + AB 1816



Brainstormed and strategized legislative ideas at the annual "There Oughta Be a Law" event



Continued to share their experience in numerous venues - Measure ULA, Mayors Forum

MEASURE ULA WINS !

The SCANPH team was heavily involved in the passing of Measure ULA. **Measure ULA will ensure that the City of Los Angeles has a consistent and reliable funding stream for affordable housing development and renter protections for years to come, averaging about \$900 million per year!**

SCANPH was an active coalition partner during the Measure ULA Campaign. With your help, SCANPH staff:

ENGAGED:

700+

RESIDENTS + STAFF OF
SCANPH MEMBER PROPERTIES
IN CAMPAIGN EFFORTS



RAISED:

\$400K

FOR THE
CAMPAIGN

GATHERED:

1000+

SIGNATURES TO HELP
QUALIFY THE MEASURE

OUR PROGRAMMING AND PROJECTS IN 2022



**AFFORDABLE HOUSING
DEVELOPMENT AND
FINANCING 101**

MAY 19, 2022 Hosted by SCANPH & CCEDA



PROGRAMMING HIGHLIGHTS

The SCANPH team put on a diverse array of programming that included both in-person and online workshops: Workshops included focused on: Houser Hour sessions; #HHHMade this Webinars; Project Manager mentorship programs; Candidate Forums; General Workshops including the launch of our Survivor Support Services in PSH Roundtable series

28 WORKSHOPS
HOSTED

3,800+
ATTENDEES



SCANPH LA City Mayoral Candidate Forum

2022 SCANPH ANNUAL CONFERENCE

SCANPH was thrilled to welcome our Annual conference back in person for the first time since 2019.

We had a diverse selection of workshops and exhibitors, and all were excited to be back in person with one another.

This year's conference had:

- **1100 Attendees**
- **80 Exhibitors**
- **17 Workshops**
- **2 Keynotes**

#PEOPLE
POWER
PROGRESS



2022 SCANPH ANNUAL CONFERENCE





HOMES WITHIN REACH AWARDS CEREMONY 2022 : HONORING OUTSTANDING INDUSTRY ACHIEVEMENTS



2022 WINNERS:

Beyond LA Award Recipient: Westview Village, Housing Authority of the City of San Buenaventura (HACSB) and BRIDGE Housing Corporation

Senior Housing Development Award Recipient: Adams Terrace, Abode Communities

Supportive Housing Development Award Recipient: Rose Apartments, Venice Community Housing

Transformative Communities Award Recipient: Bloomington Grove, Related California

Rehabilitation Development Award Recipient: Cecil Hotel, Baron Property Group

Multi-Family Development Award Recipient: Mission Heritage Plaza, Wakeland Housing and Development Corporation

Developer of the Year: Community Corporation of Santa Monica

Staff Member of the Year: Graciela Vallejo, Venice Community Housing Corporation

Advocate of the Year: Laura Raymond, ACT-LA

PROJECT HIGHLIGHTS

CHANGING THE NARRATIVE: SCANPH Public Engagement

To help shift the tides of public perception around affordable housing policy, SCANPH launched various efforts to educate and inform the public and decision makers alike.

Neighborhood Council Visits



Kierkegaarden Cop
@joshsteich

Folks at @SCANPH just doing great communications work at a sadly under attended neighborhood council committee meeting. Just way better than the average presentation on affordable housing.

7:21 PM · Aug 4, 2022

The Public Affairs Team launched its "Affordable Housing 101" program, speaking with over 11 neighborhood councils about affordable housing and homelessness within the City of LA.

HHH Narrative Changing Efforts

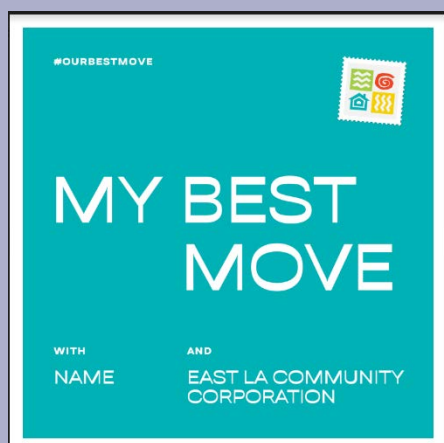
In order to highlight and inform people of the true success of Proposition HHH, the Public Affairs Team launched the #HHHMadeThis Series: hosting workshops on HHH specific projects, and highlighting 30+ member properties in a monthly newsletter, and launched our HHH tracker on the SCANPH website.

A PROJECT MADE POSSIBLE BY HHH FUNDS



HOW WE GOT IT BUILT:
Member Project Case Study

Development Lessons from SCANPH Member HHH Projects



My Best Move Campaign

SCANPH joined other nonprofit developers in participating in the #mybestmove campaign - a marketing campaign aimed at changing the perspective around supportive housing in Los Angeles.

SCANPH DEI EFFORTS

SCANPH Staff continued their efforts of incorporating DEI into programming and staff work. Examples include:

- Programming: Redlining Session + first state reparations task force with more than **400 attendees**;
- Conference session on diversifying subcontractors and procurement policies
- Surveyed members on their DEI policies and activities for a better understanding of member activity
- Continued the SCANPH DEI book club

SCANPH CONSULTING DIVISION

SCANPH's consulting division was contracted by SCAG to implement the REAP Program, which is state funding provided to accelerate housing production and facilitate compliance in implementing the 6th cycle RHNA. SCANPH oversees significant activities and projects that augment local housing planning, and also provides technical assistance to jurisdictions/grantee partners of this funding.

Under a second contract with SCAG, SCANPH provides technical assistance to SCAG jurisdictions seeking housing-supportive grants and related applications.



OUR COMMUNITY IN 2022



SCANPH COMMUNITY

The SCANPH community continued to grow in 2022 as we hired new staff for a total of 11 all together; added new board members and grew our membership in general over the year. **Sadly, we also said goodbye to Blanca Melchor, who had been with SCANPH for the last 16 years!**

NEW HIRES



Kiana Gutierrez
Membership &
Communications
Associate



Tiffany Green
Senior Policy
Associate



Arianna Bankler-Jukes
Public Affairs Manager



Aisha Mansoor
Associate Consultant

NEW BOARD MEMBERS



VERONICA GARCIA

Chief Real Estate
Development Officer,
People's Self-Help Housing



TUNUA THRASH-NTUK

Chief Executive Officer,
The Center by Lendistry



JESÚS HERNANDEZ

Development Director,
Community Corp. of Santa
Monica

OUTGOING BOARD MEMBERS

- **Tara Barauskas**, Executive Director, Community Corp. of Santa Monica
- **Joss Tillard-Gates**, Senior Policy Director, Enterprise Community Partners

SCANPH HALL OF FAME

This year we introduced the new SCANPH Hall Of Fame award to honor retiring (or retired) individuals who are trailblazers in their chosen field and exemplify a celebrated career that has been passionately dedicated to SCANPH's mission: facilitating development of safe, stable, and affordable homes for all people in Southern California.

2022 INDUCTEES:



Anne Friedrich,
CEO, Menorah Housing
Foundation



Mary Kaiser,
CEO, California
Community Reinvestment
Corporation



Channa Grace,
Co-Founder and CEO,
WORKS



Mary Murtagh,
CEO & President,
EAH Housing



Joan Ling
Lecturer, UCLA; Current
SCANPH Board Member



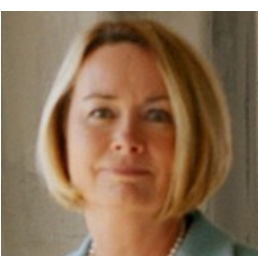
Nancy Lewis,
Principal, Nancy Lewis
Associates, Inc.



Ken Sauder,
President + CEO,
Wakeland Housing and
Development Corporation



Robin Conerly,
President + CEO, West
Hollywood Community
Housing Corp



Kimberly McKay,
Executive Vice President,
BRIDGE Housing



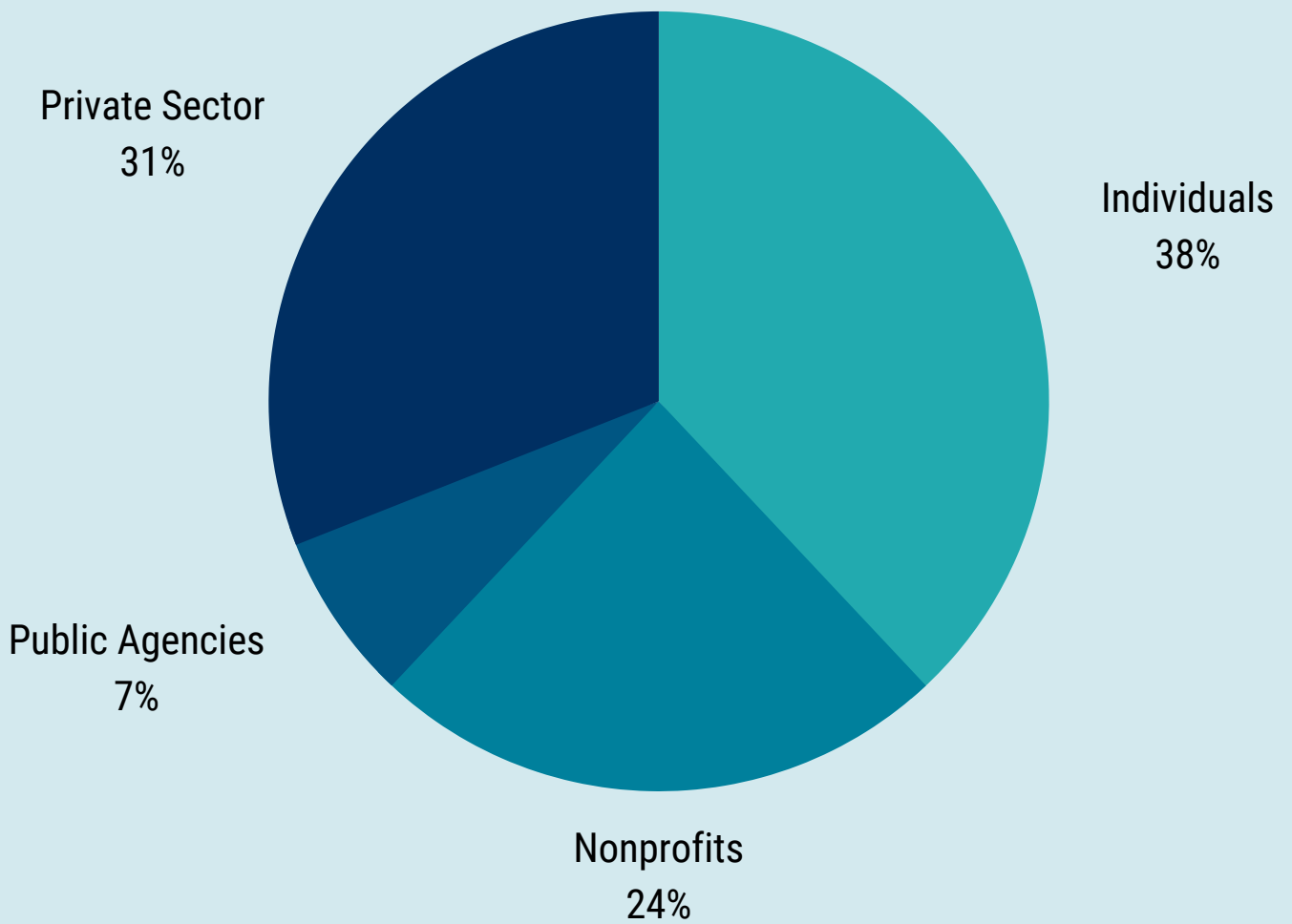
Scott R. Barshay,
Gubb and Barshay LLP

SCANPH MEMBERSHIP IN 2022

This year, SCANPH continued to grow and diversify our membership. Adding a total of:

58 NEW MEMBERS


MEMBERSHIP BREAKDOWN BY SECTOR





THANK YOU TO OUR MAJOR SPONSORS

AARP
Abode Communities
American Business Bank
Bank of America
Barker Management
Bocarsly Emden LLP
California Community Foundation
Cal Solar
Capital One
Chan Zuckerberg Initiative
CIT Bank, a Division of First
Citizen's Bank
Citi Bank
Conrad N. Hilton Foundation
Community Corp. of Santa Monica
Decro Group
EAH Housing
Enterprise Community Partners
HCD
LA Family Housing
LA Community Development Authority
LINC Housing
LISC LA / NEF
JP Morgan Chase
Kaiser Permanente
Key Bank
KFA Architecture
Many Mansions
Merritt Community Capital
MFRG-ICON
Pacific Western Bank
Parsons Foundation
Union Bank
U.S. Bank
United Way of Greater LA
Silicon Valley Bank
SoCalGas
Swinerton Construction
Wakeland Housing
Wells Fargo
Weingart Foundation
Withee Malcolm



**THANK YOU AND UNTIL
NEXT YEAR...**

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