

A YEAR IN REVIEW

# SCANPH ANNUAL REPORT

THE VOICE OF AFFORDABLE HOUSING



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# EXECUTIVE DIRECTOR'S NOTE

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2020 reminded us of the importance of community: the connections we count on to thrive and the challenges of being without them. SCANPH is a community that I'm so proud to lead, and I also take pride in supporting our members' hard work to build and operate communities for thousands of people in need of safe, stable, and affordable housing. Despite the hardships of this past year, the SCANPH team, our board, and committee members adapted admirably to ensure our core activities were not impeded by unexpected hurdles. We remain grateful to our members, as well as the sponsors, foundations, board members, partners, and volunteers who make our work possible through your support and unwavering leadership.

Like many of you, we were eager to close out 2020 and look forward to a new year full of promise and opportunities to advance affordable housing and strengthen members' capacity to serve the most vulnerable in our communities. Together, we'll ensure affordable housing and homelessness issues return to the top of the policy agenda in 2021. Thank you again for your support and wishing you all a brighter year.

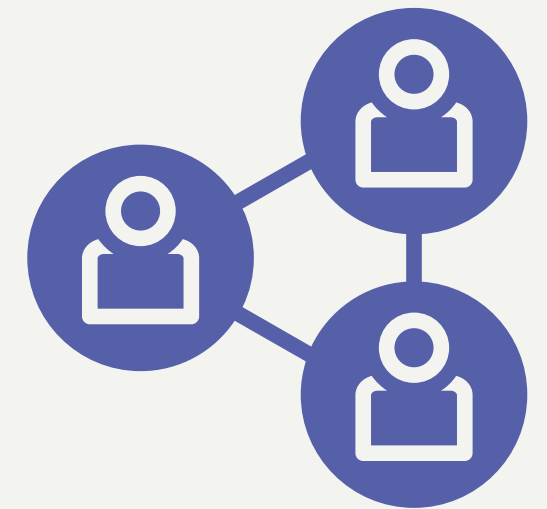
~Alan



ALAN GREENLEE

# Remote But Connected:

*A New Normal in 2020*



ADAPTING TO NEW WAYS OF SERVING THE  
SCANPH MEMBERSHIP AMIDST COVID-19



- Events Transitioned to Webinars
- Virtual Committee Meetings
- Member Slack Channels
- First Virtual Conference
- Zoom Visits for In-District Legislator Meetings



# NEW STRATEGIC PLAN

## A YEAR OF EXTENSIVE MEMBER FEEDBACK

In a period of virtual work, our board and its Strategic Planning Committee adapted admirably to cultivate a thoughtful and focused deliberation on the next iteration of SCANPH's strategic plan for the years ahead. This year-long effort collected so much wisdom, opinions, and insights from a diverse body of SCANPH representatives and the final result is a new plan that will guide SCANPH's future work and goals. **The year-long process started with a member survey that received significant feedback, as well as a table staffed by board members at the 2019 conference and virtual meetings with 27 executive directors at developer member organizations. [Read the plan.](#)**

# THEORY OF CHANGE:

# A New Conceptual Model of Our Values and How We Enact Our Strategies

As part of our strategic planning process, we developed a new "Theory of Change." It speaks to what we value as an organization and the unique value proposition that we bring to the table to have an impact.

View it in full here:

<http://www.scanph.org/theory-of-change>

**SCANPH**  
SOUTHERN CALIFORNIA ASSOCIATION OF NONPROFIT HOUSING

## THEORY OF CHANGE

A conceptual model of our values and how we enact our strategies.

We are a membership association of organizations and individuals dedicated to affordable housing, serving a five-county region of Southern California

Los Angeles Orange Riverside San Bernardino Ventura

SCANPH is uniquely situated to identify, prioritize, strategize, and lead both policy and programming efforts that foster an environment for nonprofits to develop and sustain affordable housing. We strive to ensure:

**AN AFFORDABLE HOME IS AVAILABLE TO EVERYONE**

### CORE PROGRAMS

- MOBILIZE**
  - Policy
  - Strategic Alliances
  - Collective Action
  - Advocacy
- SYNTHESIZE**
  - Research
  - Education
  - Publications
  - Directory
  - Job Postings
- ENERGIZE**
  - Networking
  - Celebrating Success
  - Annual Conference
  - Workshops

## WE BELIEVE

- In a just society, everyone can access affordable housing and the associated standard of living
- Housing inequity results from generations of structural racism, combined with years of stagnant wages and increasing rents
- Access to affordable housing can alleviate poverty, reduce inequity, and equalize opportunity
- All sectors have a collective responsibility to work together to deliver housing as a common good, solve the housing crisis, and end homelessness
- Communities thrive when they are inclusive and affordability is available to every income level

## THEREFORE, WE PROMOTE...

- The nonprofit housing model as the primary, most impactful approach to meeting the human need for housing
- Long term affordability and sustainability
- Addressing the systemic vulnerability of low-income households and neighbors at risk of homelessness
- Strong stewardship of public resources for maximum public benefit

## HOW WE CREATE CHANGE:

### MEMBER-DRIVEN INPUT AND PRIORITIES

The power of the collective voice and effective committee framework; achieve industry-driven outcomes by bringing member voices to the table

### INDUSTRY THOUGHT LEADERSHIP

A leading voice on research, policy, innovation, and best practices

### POWER AGGREGATION & PARTNERSHIPS

Mutual cross-sector partnerships with coalitions, public agencies (e.g. transit, health), for-profit developers, vendors, and more

### EFFECTIVE PUBLIC POLICY

Proactively deliver a member-vetted legislative agenda to achieve supportive structures and favorable policies/regulations

### RESPONSIVE CAPACITY-BUILDING

Support strong member organizations through educational programming, networking opportunities, and industry connections

### ENGAGED PUBLIC OPINION

Inform the public, local action, in-district visits, and at the ballot box

### TO MOVE TOWARD OUR LONG TERM VISION:

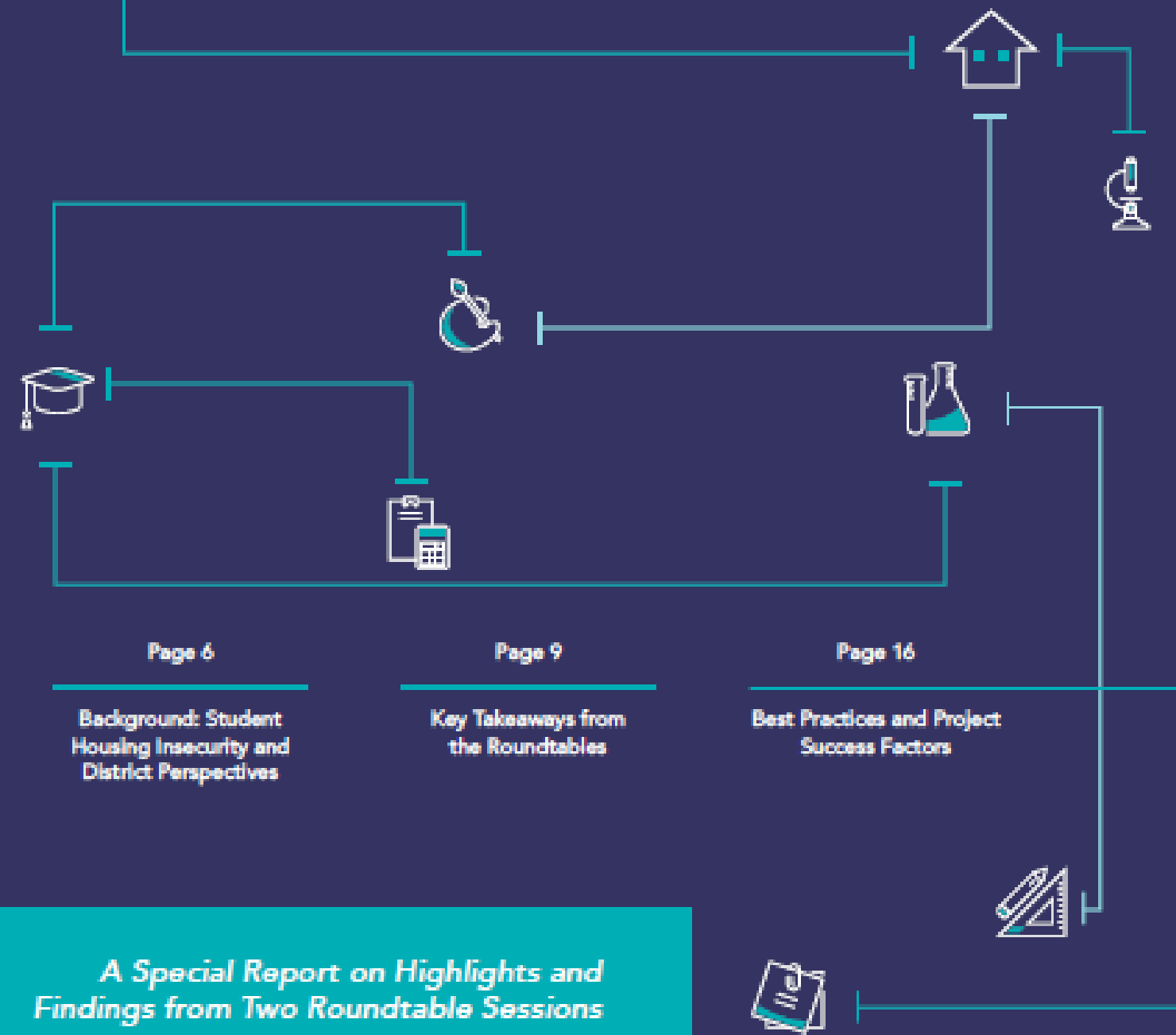
Strong Southern California communities where an affordable home is available to everyone.

### AFFORDABLE HOUSING MAKES POSSIBLE:

The attainment of a hierarchy of human needs that are foundational for success in life, including safety, health, opportunity, and well-being.

# COLLABORATIONS TO SUPPORT EDUCATIONAL HOUSING:

Serving the Needs of California's Underserved Community College Students



# Thought Leadership in Action: New Report

SCANPH released a new report summarizing key insights from a series of roundtables that we convened on housing for under-served students on community college campuses. The State Treasurer's Office and SCANPH, along with the California School Finance Authority (CSFA), and the Mayor's Housing Office for the City of Los Angeles, held two roundtables to begin the development of a comprehensive strategy for housing economically vulnerable community college students. The report includes insights from roundtable participants and stakeholders.

[READ THE FULL REPORT](#)

# NEW STAFF MEMBERS JOIN THE TEAM

OLIVIA OLMOS

**Events & Programs  
Associate**



AZALIA GOMEZ-  
CAMACHO

**Inland Empire Organizer**



**Two Brand New  
Positions!**

**WELCOME**





We visited buildings and provided presentations of census engagement materials to support location-specific staff to engage residents across the breadth of a member's property portfolio.



We built the capacity of local resident services staff through train-the-trainer sessions so that they would be well positioned to oversee Census activities at their own properties.



Due to COVID-19, we also prioritized social media and digital outreach as complementary outreach methods in addition to conference calls and virtual meetings.

# 2020 CENSUS

We coordinated outreach to affordable housing developments through SCANPH member organizations as an unprecedented Census education strategy with the goal that our place-based approach would deliver positive Census outcomes. We relied on our established base of connections to buildings and resident service providers to deliver much-needed Census information to populations that are historically undercounted, i.e. low-income renters and people of color, in hard-to-count tracts across Southern California.

**Census Context:** It informs decisions about funding for human services, like administration of housing programs and planning.



9,000

NUMBER OF AFFORDABLE HOUSING RESIDENTS  
TOUCHED BY OUR PROPERTY-BASED CENSUS OUTREACH

20,000

IMPRESSIONS ON SOCIAL MEDIA FROM DIGITAL  
OUTREACH ON THE CENSUS

## **AB 3050**

Allow affordable housing projects to benefit from the welfare tax exemption earlier in the building process

## **AB 1907**

CEQA exemption for affordable housing statewide

## **SB 899**

Make 100% affordable housing by right on land owned by religious institutions

## **AB 3107:**

Make affordable housing development an allowable use on commercial corridors

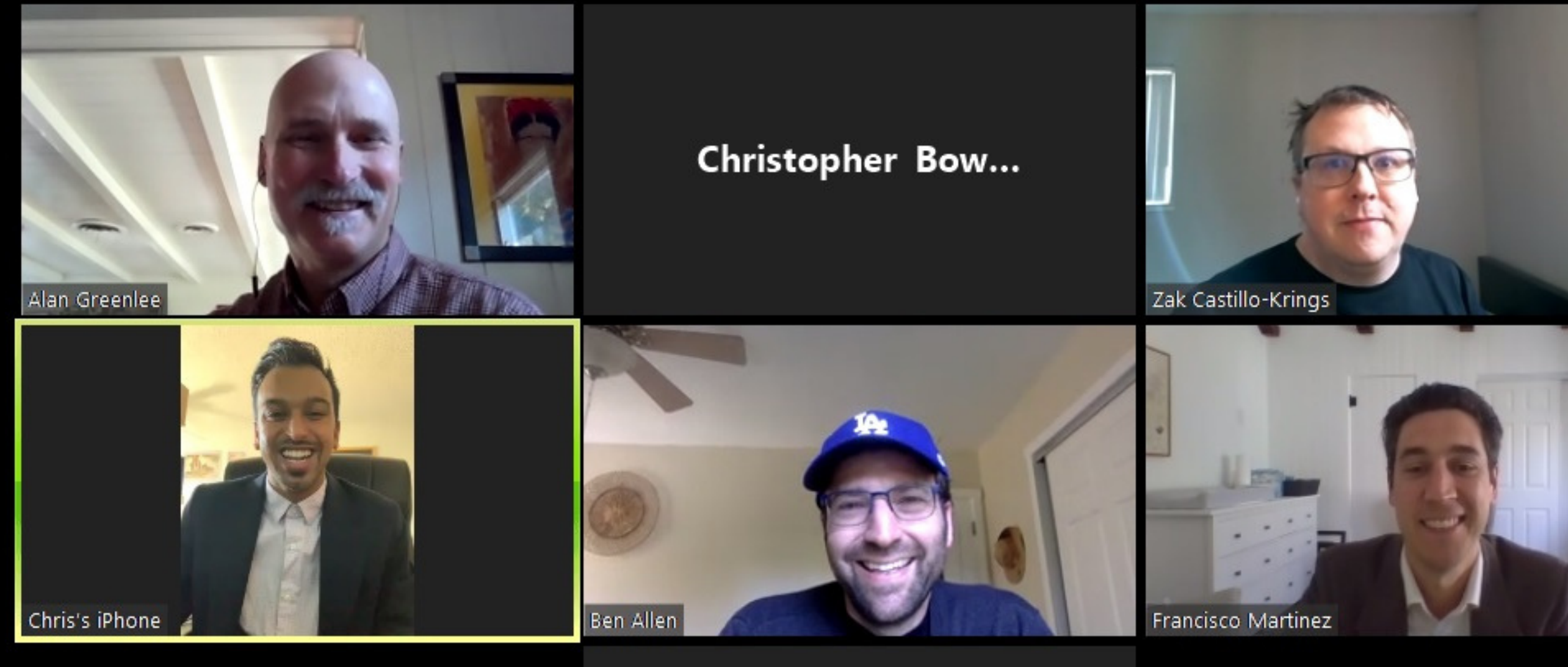
# SCANPH SPONSORED BILLS



**Article 34:** SCANPH also co-sponsored a constitutional amendment proposal to repeal Article 34, which is as an anachronism passed by the electorate in 1950 that unfairly singles out publicly funded “low-rent housing projects” for majority approval by the voters of a city or county.

# In-District Zoom Visits with Elected Officials

We continued to meet with legislators in our region and make the case (albeit virtually) to discuss bills SCANPH sponsored this year and ways to support policies that enable the production, preservation, and financing of affordable housing.



**VIRTUAL MEETING WITH SEN. BEN ALLEN**

# 19 LEGISLATOR VISITS IN 2020

## MEMBER-DRIVEN POLICY: SCANPH COMMITTEES

SCANPH's effective committee framework achieves industry-driven outcomes by bringing informed voices to the table from across our membership and networks. This grounds our work in the expertise of practitioners and constituents who directly benefit from advancing our agenda. Our efforts include ad hoc groups and various working groups, which continue to serve our initiatives well as we strive to hold legislators accountable to funding commitments and the honing of regulatory policies. Samples of agencies we have submitted comment letters to include HCD, CDLAC, LACDA, HCID and Strategic Growth Council, among others.

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## LEGISLATIVE VISIONING SESSION

On an annual basis, SCANPH conducts a Legislative Visioning Session to solicit feedback on legislative concepts for all levels of government to guide our future advocacy work. As SCANPH looks to ensure the interests of Southern California are represented at the city, county and state level, these sessions are an opportunity for members and stakeholders to guide SCANPH's plans on legislation and policy in Sacramento and across our region. Regular solicitation of member feedback ensures our legislative priorities match the core interests and needs of members in the affordable housing ecosystem.

# 51

## COMMENT/SUPPORT LETTERS

SCANPH remained very active in responding to various industry policy and regulatory matters to issue the collective voice of nonprofit developers. Regulatory oversight, particularly implementation of funding, is so important because it creates certainty for our members.

# PWG

## REVAMPED POLICY WORKING GROUP

A very important part of our policy efforts and working group structure is the Policy Working Group. We refreshed membership in this cohort and asked current members to commit to a specific level of participation. We now have committed members who make every effort to respond substantively so that we can assemble our comments on matters like AHSC, IIG and TCAC regulations.



## PROPOSITION 15

This measure would have created a split roll property tax system in California by changing the assessment regime just for commercial property. Commercial and industrial property would have been taxed based on current market value. al services. Voters rejected this measure.



## PROPOSITION 16

This measure would have repealed 1996’s Prop 209, which banned affirmative action statewide. Prop 16 aligns with SCANPH’s values of racial and gender equity and justice—in housing and in all aspects of life. Voters rejected this measure.



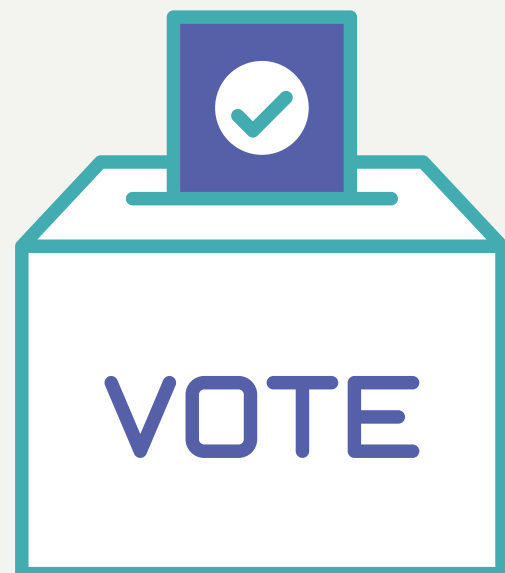
## PROPOSITION 21

This measure would have empowered local governments to establish rent control for certain residential properties over 15 years old. SCANPH believes that by limiting rent increases, California can stabilize communities and prevent displacement. Voters rejected it.



## PROPOSITION 19

**SCANPH opposed this measure.** It gives Californians 55 or older a big property tax break when buying a new home. To fund that new tax break, it curtails a separate tax break residents may receive on homes inherited. Voters approved it.



# Statewide Ballot Measure Advocacy

Developer members helped us form a Campaign Steering Committee, which provided guidance on our campaign strategy for the 2020 election. **We endorsed three state measures (denoted above) and opposed one.**

## **NEW RUN LEADERSHIP ELECTED**

Led by organizer Chris Bowen, new leadership positions were elected to steer RUN activities.

## **MEASURE J ADVOCACY**

SCANPH endorsed Measure J, a local measure in LA County that allocates funds to community programs. RUN residents helped to support phone-banking for voter education.

## **RESIDENT EDUCATION**

RUN convened two regional events. Residents evaluate legislation to support and learn about advocacy.

## **NEW COMMITTEES**

RUN established an executive board and three committees that meet monthly: Operations, Legislative, and Community Relations.

# **RUN: RESIDENTS UNITED NETWORK**

## **CIVIC ENGAGEMENT IN ACTION**

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 and civic engagement training so that residents are empowered to be effective advocates for the numerous benefits associated with developing affordable housing.

Resident services staff are key partners in organizing and implementing RUN activities across property portfolios owned and operated by SCANPH members. Thank you services staff!

**Inland Empire Expansion:** Toward the end of 2020, SCANPH hired a new organizer to specifically work in the Inland Empire. This expansion will include the creation of a RUN group in the region to engage local residents.



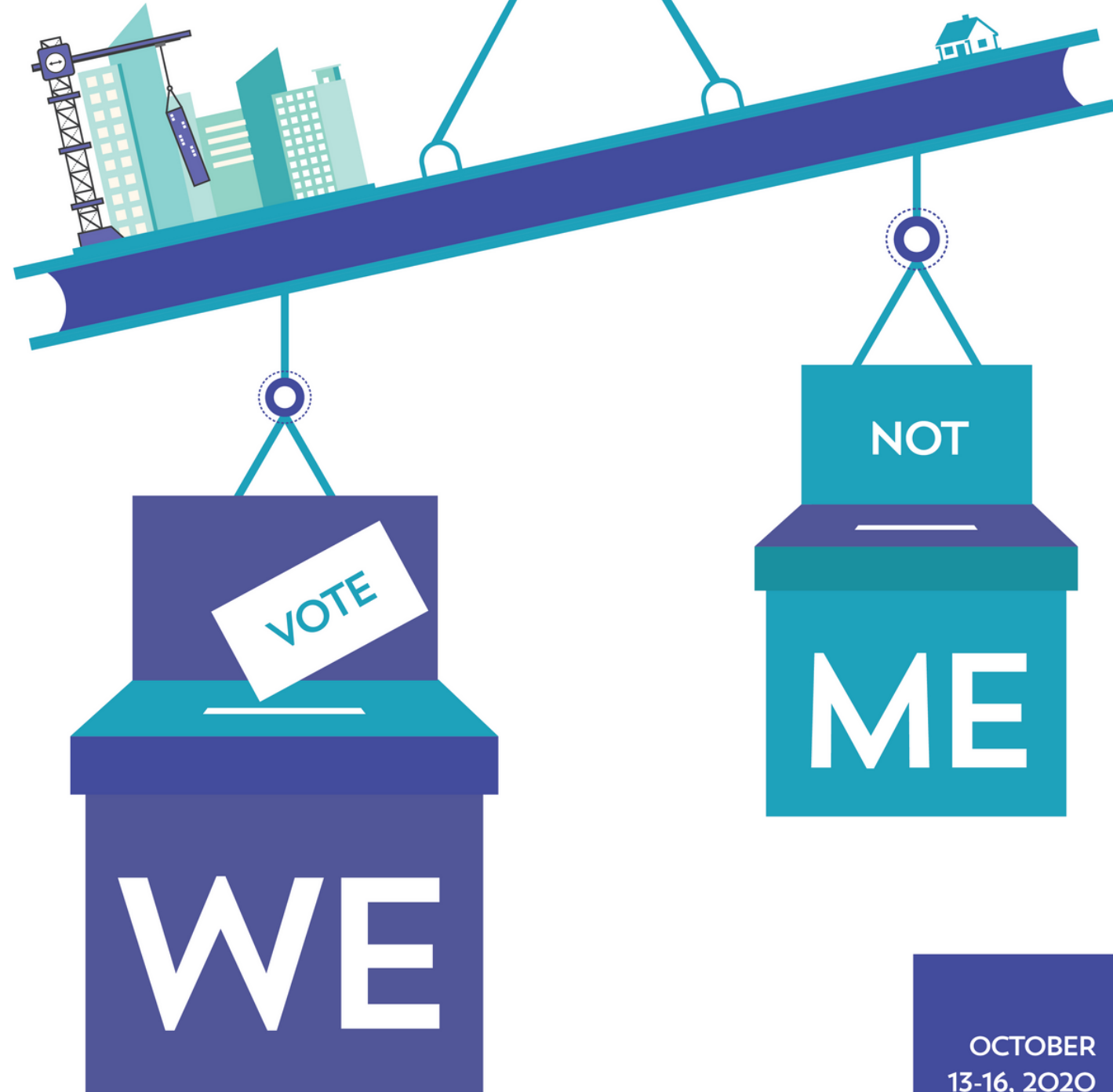
# HOLDING THE LA COUNTY CEO'S OFFICE ACCOUNTABLE TO FUNDING COMMITMENTS

By forming a broad coalition, SCANPH led advocacy to urge the LA County Supervisors to protect and maintain full funding for the Affordable Housing Trust Fund. In order to get the CEO's office to uphold this commitment during the budget challenges of the COVID-19 pandemic, **SCANPH organized 56 organizations** reflecting a diverse coalition of affordable housing developers and providers, homeless and social service providers, municipal governments, and housing industry businesses.

**FULL FUNDING FOR THE AFFORDABLE  
HOUSING TRUST FUND = \$100 MILLION  
IN THE FY 2020/21 COUNTY BUDGET**



SCANPH  
ANNUAL  
CONFERENCE



OCTOBER  
13-16, 2020  
VIRTUAL

# ANNUAL CONFERENCE

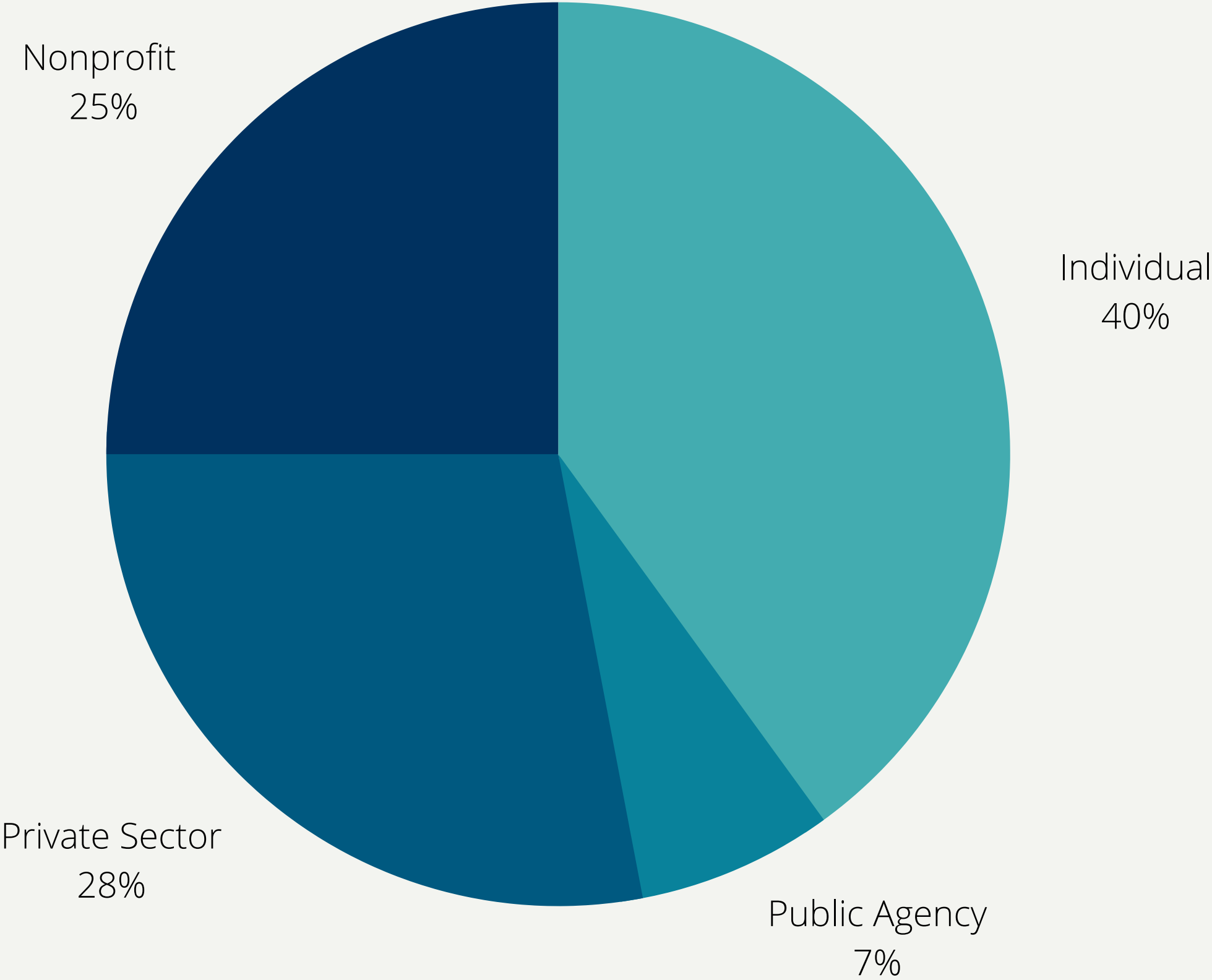
- 760 attendees
- 66 exhibitors and/or sponsors
- 16 workshops, 3 seminars, 4 keynote speakers, and 1 awards ceremony
- 140,156 sponsor impressions
- 65 community board topics for attendee engagement
- 1,698 messages sent on Whova among attendees

## 1ST VIRTUAL CONFERENCE!

# 50 NEW MEMBERS JOIN SCANPH!

In a year of hardship, we were grateful to add 50 new members to the SCANPH community. As a member of SCANPH, your commitment helps us strengthen and grow the affordable housing movement in Southern California and across the state. If you're not already a member, please consider becoming one today!

[scanph.org/join-us](https://scanph.org/join-us)

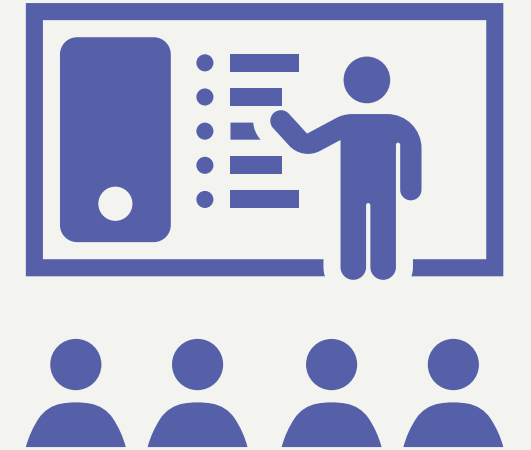


**Breakdown by Sector of SCANPH  
Members**

**THANK YOU FOR YOUR SUPPORT!**

# WORKSHOPS / PROGRAMS:

*-34 Workshops in 2020*



*+1800 Attendees*



## TOPICS INCLUDED:

Diversity in construction; streamlining and entitlements; underwriting changes; adapting design to COVID; new speaker series; research on predicting homelessness; surplus land act; title insurance; equity in COVID recovery; and more!

# Honoring Outstanding Industry Achievements!

**Multi-Family Housing Development**

The Beacon, Century Housing

**Permanent Supportive Housing Development**

Six Four Nine Lofts, Skid Row Housing Trust

**Senior Housing Development**

Curve @ West Angeles, Related CA

**Beyond LA Housing Development**

Ormond Beach Villas, Many Mansions

**Transformative Communities**

Jordan Downs, The Michaels Organization and BRIDGE Housing

**Rehabilitation Development**

Santa Ana Arts Collective, Meta Housing

**Developer of the Year**

Many Mansions

**Advocate of the Year**

Sam Prater, LA Room & Board

**Staff Member of the Year**

Zoe Kranemann, National CORE

**CONGRATS!**



THANK YOU FOR YOUR SERVICE!



# OUTGOING BOARD MEMBERS

BILL PAVAO

Former TCAC Executive Director

BECKY DENNISON

Executive Director, Venice Community Housing

DANA TRUJILLO

President/CEO, Excelerate Housing Group

THANK YOU FOR YOUR SERVICE!



# OUTGOING BOARD MEMBERS

ED HOLDER

Vice President of Development, Mercy Housing

RACHEL ROSNER

Partner, Bocarsly Emden LLP

DANIEL HUYNH

Vice President of Real Estate, LA Family Housing

# New Board Members Elected in 2020



## **MANUEL BERNAL**

Chief Operating Officer, Cesar Chavez Foundation



## **EZRA BOLDS**

CFO, Innovative Housing Opportunities



## **FAIZAH MALIK**

Senior Staff Attorney, Public Counsel



## **MEE HEH RISDON**

Housing Director, A Community of Friends



## **LUZ SOTO**

Director of Resident Services, Cabrillo Economic Development Corp.



## **KAREN MICHAIL SHAH**

Partner, FisherBroyles

AARP  
Abode Communities  
American Business Bank  
Bank of America  
Barker Management  
Bocarsly Emden LLP  
California Community  
Foundation  
Capital One  
Chan Zuckerberg  
Initiative  
CIT 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  
James Irvine Foundation  
JP Morgan Chase  
Kaiser Permanente

KFA Architecture  
Many Mansions  
Merritt Community  
Capital  
Pacific Western Bank  
Parsons Foundation  
Union Bank  
U.S. Bank  
United Way of Greater LA  
SoCalGas  
Wakeland Housing  
Wells Fargo  
Weingart Foundation  
Withee Malcolm



**Thank You to Our Major Sponsors!**



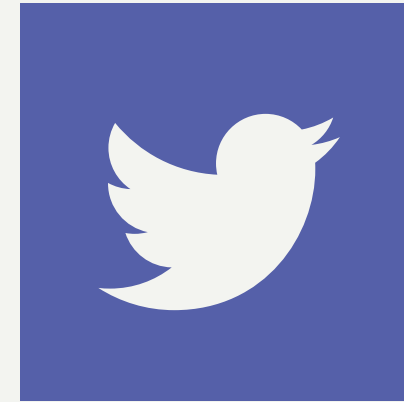
# Connect With Us

## 2020 Highlights:

-1,454 new followers across all four social media networks (*LinkedIn, Twitter, Facebook, and Instagram*)

-13,576 engagements across all four social media networks (*engagements include likes, shares, reactions and comments*)

**GET SOCIAL WITH SCANPH!**



TWITTER

@scanph



FACEBOOK

<https://www.facebook.com/SCANPH/>



INSTAGRAM

@socialhousing

# REACH US

Mission: facilitate development of affordable homes across Southern California by advancing effective public policies, sustainable financial resources, strong member organizations, and beneficial partnerships.

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213-480-1249

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