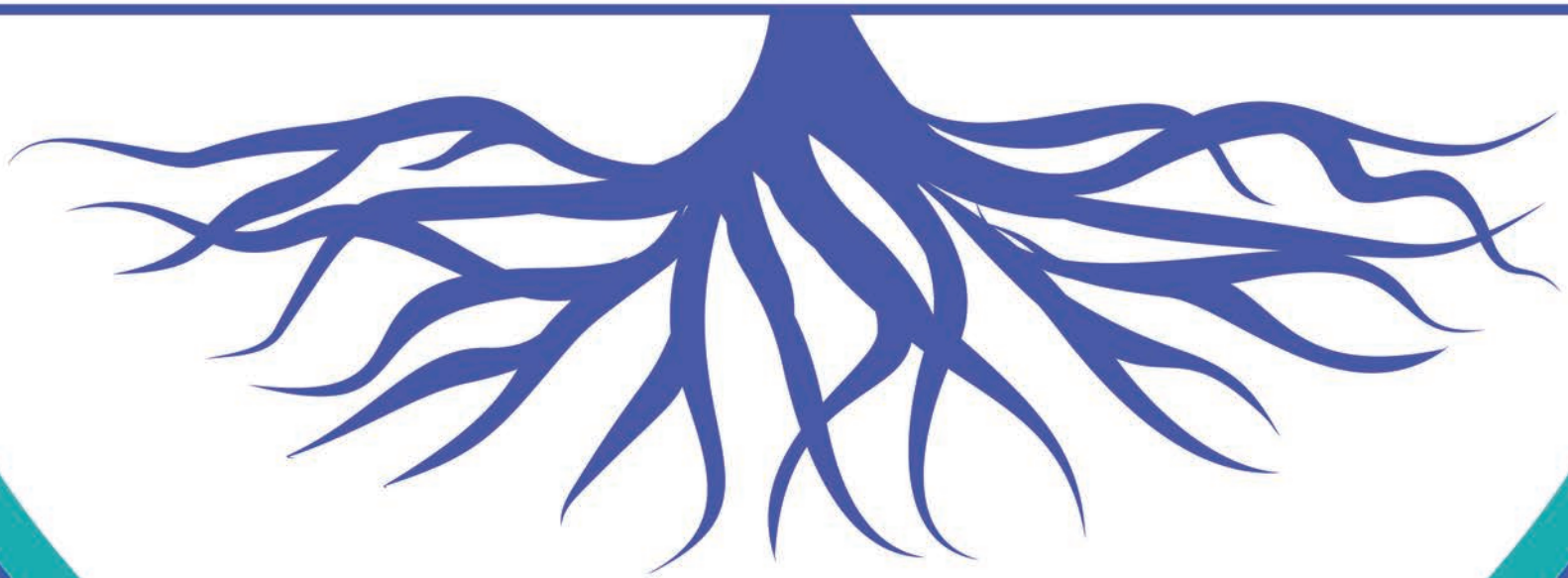


SCANPH CONFERENCE • NOVEMBER 1-2, 2023



**GROW TOGETHER**



**SCANPH**  
SOUTHERN CALIFORNIA ASSOCIATION OF NONPROFIT HOUSING



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# OPENING NOTE FROM SCANPH'S LEADERSHIP:

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SCANPH welcomes you to the 35th anniversary of our Annual Conference!

We are so pleased to welcome the SCANPH community back to our annual gathering here in Pasadena. It is an honor to be joined by new and old faces alike to celebrate 35 years of coming together to learn from experts and innovators, foster connections, and ultimately, work toward creating stronger Southern California communities where an affordable home is available to everyone.

This year's theme, "Grow Together," reminds us that we are stronger when we work collaboratively and prioritize diversity, and events like the conference build industry capacity so that we can best serve those Californians most in need and develop thriving communities that are inclusive, sustainable, and accessible to people of all incomes. SCANPH members are far-reaching and deeply-rooted across Southern California, greatly improving the lives of so many residents every single day. Today, we will advance awareness of affordable housing policies and financing, cultivate a culture of collaboration, learn from our peers, and once again demonstrate our commitment to making California's future even brighter.

As we all know, our work does not begin or end here. In 2023, homelessness counts increased by significant rates across our state, which cements the work still to come that we must be prepared to address with urgency and united missions. We hope that you take the resources, tools, ideas, and connections formed here to plant and nurture the work across the communities you serve.

As you enjoy this year's conference proceedings, we hope the event is one of many opportunities you take to engage with SCANPH staff and our work. We are proud to be a leading voice for the affordable housing industry in the region, and our programming and advocacy efforts have contributed greatly to the expansion of affordable housing in the counties we represent. But our strength comes from you—our members, peers, and partners. If today is your first time attending the conference, we invite you to consider becoming a member organization and adding your voice to our collective power. We are eager to hear your ideas, opinions, and feedback and look forward to your involvement in our committees, working groups, workshops, and more.

We know that the fight for housing justice is not won alone, and appreciate the support and participation of everyone joining us here today. Whether you are a sponsor, workshop convener, exhibitor, volunteer, speaker, or first-time attendee—thank you for participating! Together, we can create a California that is more equitable where people of all incomes can thrive.

Finally, we must not forget to acknowledge all the supporters in the SCANPH community. Thank you to all of our members, sponsors, partners, board members, staff, and volunteers for their dedicated efforts in making all the work we do possible.

Thank you,



**Jesse Slansky**  
SCANPH Board President  
West Hollywood Community  
Housing Corporation  
President & CEO



**Alan Greenlee**  
SCANPH Executive Director

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# Building stronger communities

JPMorgan Chase is committed to investing in communities so diverse individuals and families of all income levels can thrive. We work with a group of partners to identify and provide creative and innovative solutions that respond to community development, address affordable housing needs and drive inclusive economic growth. These partnerships are essential to making a meaningful impact on communities, their residents and businesses.

We are proud to participate in these efforts and support Southern California Association of Non Profit Housing

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# CONFERENCE AT A GLANCE

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## DAY 1 – WEDNESDAY, 11/1

.....

8:00 A.M. - REGISTRATION OPENS

8:30 A.M. - MORNING NETWORKING

9:30 A.M. - SPECIAL BREAKFAST KEYNOTE SESSION

10:30 A.M. - SESSION I WORKSHOPS

12:00 P.M. - LUNCHEON AND KEYNOTE SPEAKER: BALLROOM

1:30 P.M. - SESSION II WORKSHOPS

3:00 P.M. - SESSION III WORKSHOPS

4:15 P.M. - CLOSING RECEPTION

## DAY 2 – THURSDAY, 11/2

.....

VIRTUAL CONFERENCE SESSIONS

2:00 P.M. - INVESTOR AND LENDERS FORUM

3:30 P.M. - PUBLIC FUNDERS FORUM

# MERRITT

Investing in affordable housing & people,  
building a stronger California



Merritt believes everyone deserves a home in a community where they can thrive. We are dedicated to working with mission-aligned developers and funders to make the most challenging affordable housing projects possible.

David Dologite  
Director of Acquisitions  
ddologite@merrittcap.org



David Eisenman  
Senior Acquisitions Manager  
deisenman@merrittcap.org



# NOVEMBER 1ST PROGRAM OVERVIEW

8:00 A.M.: REGISTRATION OPENS

9:30 A.M.: SPECIAL KEYNOTE BREAKFAST SESSION: BALLROOM

Join us for a moderated discussion with Leah Rothstein, the author of "Just Action: How to Challenge Segregation Enacted Under the Color of Law."

Moderated by Tunua Thrash-Ntuk, CEO, The Center by Lendistry and a SCANPH Board Member

Complimentary Breakfast  
Sponsored By:



Visit the Networking Lounge!

Open All Day in Room 103, Conference Building  
Visit the networking lounge to take a breather,  
chat with friends, and find a quiet place to sit.

Sponsored By:



10:30 A.M.: SESSION I WORKSHOPS

12:00 P.M.: KEYNOTE SPEAKER & LUNCHEON PROGRAM

Welcoming Remarks

Jesse Slansky, SCANPH Board President, President & CEO of West Hollywood Community Housing

Sponsor Recognition

Alan Greenlee, Executive Director, SCANPH

2023 Homes Within Reach Awards: Developer of the Year and Houser's Hero

Keynote Speaker

Sam Prater, Founder, Los Angeles Room & Board

Keynote Sponsored By:



1:30 P.M.: SESSION II WORKSHOPS

2:45 P.M.: Beers & Seltzers with Sunrun! Visit Exhibit Table #58 to Grab a Complimentary Drink

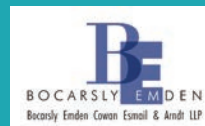
Pre-Game Drinks: 

3:00 P.M.: SESSION III WORKSHOPS

4:15 P.M.: CLOSING RECEPTION

Located in the ballroom foyer  
Complimentary drinks!

Reception Sponsored By:





# A stronger America starts with stronger communities.

At First Citizens Bank, we've long known local communities are the foundation of our society. Strengthen them, and we all benefit. That's why we announced our \$16 billion Community Benefits Plan. The plan invests in low- and moderate-income areas, supporting affordable housing, small businesses and community development. Learn more about this program at [firstcitizens.com](https://firstcitizens.com). **First Citizens Bank. Forever First.®**

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# WORKSHOP SCHEDULE

<b>BIG HITTERS TRACK</b>	9:30 AM – 10:15 AM	Sponsored By:	12:00 pm – 1:00 pm	Sponsored By:
BALLROOM	SPECIAL BREAKFAST KEYNOTE SESSION	 <p>EAH HOUSING A roof is just the beginning</p>	KEYNOTE SPEAKER AND LUNCHEON PROGRAM	 <p>LIFT TO RISE</p>
<b>MONEY TALKS: FINANCING TRACK</b>	Sponsored By:	10:30-11:45 AM	1:30-2:45 PM	3:00-4:15 PM
ROOM 106	 <p>DECRO Transforming Lives &amp; Communities</p>	Alternatives to LIHTC: 501c3 Bond Executions	SuperNOFA: Successes and Challenges with HCD's One-Stop Funding Shop	Layering CA Clean Energy Funding and the Inflation Reduction Act: A Pathway to Climate Resilient Housing
<b>WE THE HOUSERS: POLICY &amp; ADVOCACY TRACK</b>	Sponsored By:	10:30-11:45 AM	1:30-2:45 PM	3:00-4:15 PM
ROOM 101-102	 <p>linc</p>	The Washington Report: What SoCal Needs from Federal Housing Policy	Overview of State Public Land Initiatives and the Benefits for Affordable Housing Development	New Land Use Tools for Affordable Housing Development
<b>NARRATIVE GAME-CHANGERS FOR HOUSING JUSTICE TRACK</b>	Sponsored By:	10:30-11:45 AM	1:30-2:45 PM	3:00-4:15 PM
ROOM 212-214	 <p>kdA</p>	Walk the Talk: Implementation Strategies for Racial Equity in Housing Finance	Talking About Narrative Change Isn't the Same as Winning It	Navigating Earned & Social Media to Advance Positive Housing Narratives
<b>GROW TOGETHER: BUILDING INDUSTRY CAPACITY &amp; POWER TRACK</b>	Sponsored By:	10:30-11:45 AM	1:30-2:45 PM	3:00-4:15 PM
ROOM 107	 <p>MB MANUFACTURERS BANK</p>	New Priorities for New Units: Navigating Shifting Rules and Regulations Thoughtfully	Building Equity Through Construction	Space Attached to the Mission: Leveraging Commercial Spaces for Place-Based Economic Development
<b>INDUSTRY INNOVATIONS: OUTSIDE THE BOX TRACK</b>	Sponsored By:	10:30-11:45 AM	1:30-2:45 PM	3:00-4:15 PM
ROOM 104-105	 <p>LA DWP Los Angeles Department of Water &amp; Power</p>	Making Density Work: Design Tools to Help Projects Fit into their Communities	Partnering with Places of Worship: Opportunities, Challenges, and the Impact of SB 4	Navigating the Insurance Marketplace
<b>RUTH TEAGUE: PERMANENT SUPPORTIVE HOUSING TRACK</b>	Sponsored By:	10:30-11:45 AM	1:30-2:45 PM	3:00-4:15 PM
ROOM 211	 <p>Jamboree</p>	Creating a Supportive Community for Our Most Vulnerable Individuals: Lewis Community Master Plan Case Study	From Match to Move-In: Efforts to Streamline the Rehousing Process in Los Angeles	Responding to the Needs of Californians Experiencing Homelessness: Solutions for Ending Women's Homelessness
<b>NETWORKING LOUNGE</b>	Sponsored By:			
ROOM 103	 <p>iHO INNOVATIVE HOUSING OPPORTUNITIES</p>	Come visit Room 103 to take a breather, chat with friends, and find a quiet place to sit.		



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# 135

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# WORKSHOP SCHEDULE

SESSION I WORKSHOPS: 10:30 A.M. – 11:45 A.M.

## 1. ALTERNATIVES TO LIHTC: 501C3 BOND EXECUTIONS

**Moderator: Jane Van Eerden**, Originator, Align Finance Partners  
**Jeanne Marie Coronado**, Vice President, CBRE Debt & Structured Finance - Affordable Housing  
**Rich Wallach**, Senior Director of Housing Finance and Business Development, Burbank Housing  
**Michael Massie**, Chief Development Officer, Jamboree Housing Corporation  
**Wade Norris**, Founding Partner, Norris George & Ostrow PLLC  
**Ila Afsharipour**, Managing Director, KeyBanc Capital Markets

During this workshop, you'll learn about non-LIHTC executions and how nonprofits can utilize 501c3 tax-exempt bonds to acquire, construct, convert, or refinance affordable housing developments. Given the oversubscriptions to tax credits, it is increasingly necessary for affordable housing developers and nonprofits to find creative financing structures. This session will give attendees a blueprint for executing on non-LIHTC transactions to create or preserve affordable housing because through 501c3 bonds, nonprofits can access high leverage, lower cost financing.

## 2. THE WASHINGTON REPORT: WHAT SOCAL NEEDS FROM FEDERAL HOUSING POLICY

**Moderator: Robin Hughes**, President & CEO, Housing Partnership Network  
**Sarah Saadian**, Senior Vice President of Public Policy and Field Organizing, National Low Income Housing Coalition  
**Other Representatives**

Get the latest updates on federal housing funding and policy changes that will impact the preservation and new construction of affordable rental housing in Southern California. You'll hear from top DC-based housing policy experts, who will discuss the outlook for federal housing funding, including an overview of the implementation of the Inflation Reduction Act's green housing provisions, the FY 2023 and proposed FY 2024 HUD funding levels, LIHTC improvements (such as lowering the 50 percent test), HUD/Section 8 reform, AFFH regulations, CRA regulatory reform, other key regulatory updates, and potential Southern California priorities. Attendees will have a chance to pose their own questions and discuss advocacy priorities and opportunities for our region.

## 3. WALK THE TALK: IMPLEMENTATION STRATEGIES FOR RACIAL EQUITY IN HOUSING FINANCE

**Moderator: Emma Chavez**, Director of Lending, Southern California, Low Income Investment Fund  
**Alexis Laing**, President & CEO, Laing Companies  
**Alicia Matricardi**, Consultant, New Economics for Women  
**Paul Cummings**, Director of Originations, National Affordable Housing Trust

Join this workshop to directly examine new and/or different practices in lending and affordable housing development through a racial equity lens. In this session, you will learn how to create more equitable access to financing across the industry and drive systemic change that will result in more equitable outcomes. A diverse panel of lending and affordable housing professionals will provide tangible examples of their efforts to correct the historical lack of access to capital due to racial discrimination, including revisiting underwriting policies and procedures and applying racial impact to balance risk and profitability. Discussion will focus on lending products and programs that exist to increase access to capital centered on racial equity, strategies for new equity-based programs, and the formation of cross-sector partnerships to achieve progress in capital deployment, particularly for emerging and BIPOC developers.

# WORKSHOP SCHEDULE

SESSION I WORKSHOPS: 10:30 A.M. – 11:45 A.M.

## 4. NEW PRIORITIES FOR NEW UNITS: NAVIGATING SHIFTING RULES AND REGULATIONS THOUGHTFULLY

**Moderator: Rayne Laborde Ruiz**, Assoc. AIA, Associate, KoningEizenberg Architecture  
**Cassie Gogreve**, Associate Director of Housing Development, CCSM  
**Amera Archie**, Property Manager, Venice Community Housing  
**Brian Lane**, FAIA, LEED AP; Principal, KoningEizenberg Architecture

In the midst of funding regulation shifts, climate change, increasing per-unit costs, and new modes of living accelerated by the pandemic, the standards and expectations for housing units are changing. This workshop will dive into the shifting rules, regulations, and desires for affordable and supportive housing unit design in 2023, taking into account the perspectives of architects, developers, general contractors, and resident managers. Panelists will identify shared priorities for unit design that re-center resident experience and consider long-term livability, cost, and sustainability. Then based on these shared priorities, attendees will work together to critique an existing unit plan and discuss their suggested changes to ground key takeaways in real-world examples, challenges, and potentials.

## 5. MAKING DENSITY WORK: DESIGN TOOLS TO HELP PROJECTS FIT INTO THEIR COMMUNITIES

**Moderator: John Arnold**, AIA, Partner, KFA Architecture  
**Tara Barauskas**, Executive Director, Community Corp. of Santa Monica  
**Frances Anderton**, Author, KCRW Host, and Design Critic  
**Azeen Khanmalek**, Director of Affordable Housing Production, Office of the Mayor

Since the implementation of numerous California Senate and Assembly bills, along with ED 1 in the City of Los Angeles, that facilitate higher density and fewer entitlement hurdles, affordable housing developers are further challenged with making larger projects fit into their communities. This workshop will focus on strategies to maintain high design standards and livability, control costs, and integrate projects into the fabric of their neighborhoods. Experts will explore design strategies that help projects be “wins” for all stakeholders: developers, existing communities, new residents, and policy officials. Attendees will walk away with a better understanding of design possibilities that are responsive to the contexts of surrounding communities and also meet goals and budgets in the process.

## 6. Creating a Supportive Community for Our Most Vulnerable Individuals: Lewis Community Master Plan Case Study

**Moderator: Nicholas Deitch**, Principal, Architect, RRM Design Group  
**Anthony Tomasello**, Principal Planner, RRM Design Group  
**Jenn Rodriguez**, Growing Works Manager, Turning Point Foundation  
**Clay McCarter**, County of Ventura, Program Management Analyst  
**Ryan Ortiz**, Senior Project Manager, Many Mansions

Join this session for an engaging case study on the Lewis Road Community Plan – a groundbreaking endeavor centered around generating affordable housing, mental health services, and the development of an inclusive special needs community. In this workshop, you will explore the benefits and opportunities of developing holistic planning and programming to address issues of homelessness and mental health, challenging the traditional systems in place. Panelists will examine the 55-acre site in detail and discuss the approaches and concepts that were employed in its formation, focusing on creating a model strategy for utilizing surplus land to build permanent supportive housing and mental healthcare facilities in other communities throughout California. Whether you're a community organizer, policymaker, architect, social worker, or advocate, this workshop offers valuable knowledge and actionable steps to create thriving communities for all.

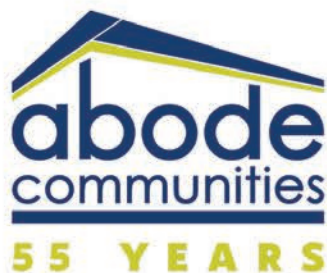
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# WORKSHOP SCHEDULE

SESSION II WORKSHOPS: 1:30 P.M. – 2:45 P.M.

## 1. SUPERNOFA: SUCCESSES AND CHALLENGES WITH HCD'S ONE-STOP FUNDING SHOP

**Moderator: Paul Beesemyer**, Managing Director of Financial Consulting, California Housing Partnership  
HCD representative  
Regional affordable housing developer

HCD held its second Multifamily Housing Finance SuperNOFA in 2023, which featured significant changes to the scoring and ranking system from the 2022 round. In addition, HCD made policy and programmatic changes to funding set-asides for tribes, emerging developers, and community-based developers and provided incentives for co-applications and partnerships. In this session, HCD and participants will discuss how the SuperNOFA policy and program changes impacted affordable housing developers across the state as we explore with HCD what worked in the second SuperNOFA round, what we have learned at this point in the review and ranking process, and what to expect in the future. Since the SuperNOFA is here to stay as HCD's omnibus funding award platform, attendees will leave better informed about the impact and how it will grow to include more programs in the future.

## 2. OVERVIEW OF STATE PUBLIC LAND INITIATIVES AND THE BENEFITS FOR AFFORDABLE HOUSING DEVELOPMENT

**Moderator: Karen Huynh**, Innovative Projects Manager, CA Dept. of Housing and Community Development (HCD)  
**Michael Coulom**, Senior Housing Innovation Manager, CA Dept. of Housing and Community Development (HCD)  
**Lisa Krause**, Senior Housing Policy Specialist, CA Dept. of Housing and Community Development (HCD)  
**Ava Hoffman**, Senior Housing Data Specialist, CA Dept. of Housing and Community Development (HCD)

This workshop will provide an overview of the state's initiatives, technical assistance, and data tools to further affordable housing on publicly-owned excess and surplus land. You'll leave with a better understanding of the state's public lands programs, how they can promote affordable housing development, and why jurisdictions should embrace it as a housing strategy. The panel will also cover the newly established Surplus Land Unit and the additional services it offers local agencies and developers, as well as an overview of the Pro-Housing Designation and the Pro-Housing Incentives Program.

## 3. TALKING ABOUT NARRATIVE CHANGE ISN'T THE SAME AS WINNING IT

**Moderator: Unai Montes**, Narrative & Strategic Communications Director, Housing California  
**Marisol Bello**, Executive Director, Housing Narrative Lab  
**Bella Knypstra**, Roadmap Home 2030 Fellow, Housing CA

Traditionally, precariously housed and unhoused people have been talked about or written about without being given the chance to own and shape collective narratives. Although there has been a lot of discussion about "shifting the narrative" on affordable housing, low-income residents, and Californians experiencing homelessness, few have taken the time to define "narrative" or explain its impact on philanthropic support, policy advocacy, and programmatic work. Panelists will begin by defining the narrative as we know it now, and then will engage attendees in comparing the facts of historical occurrences with their historical narratives. In this workshop, you will be asked to examine the contemporary spaces in which narratives are being advanced and debated and to name the specific strategies that must be employed in order to win and sustain an industry-wide narrative shift in spaces outside of those navigated by communications professionals.



# WORKSHOP SCHEDULE

SESSION II WORKSHOPS: 1:30 P.M. – 2:45 P.M.

## 4. BUILDING EQUITY THROUGH CONSTRUCTION

**Moderator: Margaret White**, President, California Construction Compliance x Power2Workers  
**Adrian Veliz**, Senior Program Manager, Vermont Slauson Economic Development Corporation  
**Ben Garcia**, Program Director, Los Angeles/Orange Counties Building & Construction Trades Council  
**Jahrell Thomas**, Chief Operations Officer, Coalition for Responsible Community Development  
**Erika Castellanos**, Vice President, Community Manager, JP Morgan Chase & Co  
**Jacqueline Pruitt**, President, Marvella Steel Placers  
**Tlahuizolli De La Concha**, Program Director, Power2Workers

In the last twenty years, the affordable housing industry has taken great strides to support minority- and women-owned businesses in construction and to build construction career pathways for local and targeted workers. This workshop covers new strategies and resources for developers and general contractors to continue increasing equity in affordable housing construction. Deep dive into California's policies for affordable housing construction, such as LA County's Local and Targeted Worker Policy, HHH Project Labor Agreement, M/WBE Business Participation Goals, and new Skilled and Trained Workforce Requirements. A panel of experts will share replicable models for M/WBE contractor capacity building and Ready To Work programming, discuss current work being done to increase local hire equity through financial literacy, and take a close look at resources such as the LA County Department of Economic Opportunity's Targeted Worker Equity Funds. Learn the tools to support your contractors!

## 5. Partnering with Places of Worship: Opportunities, Challenges, and the Impact of SB 4

**Moderator: Frank Martinez**, Policy Director, SCANPH  
**Lesley Hampton**, National CORE  
**Jesús Hernández**, Community Corporation of Santa Monica  
**Other Representatives**

Senator Wiener's Senate Bill 4 makes affordable housing development by-right on land belonging to faith based institutions. Join our panel of developers and faith based leaders. We will discuss past obstacles when partnering with willing religious organizations -- and how SB 4 will improve the landscape for these types of affordable housing developments in California.

## 6. FROM MATCH TO MOVE-IN: EFFORTS TO STREAMLINE THE REHOUSING PROCESS IN LOS ANGELES

**Moderator: Marc Tousignant**, Director, Supportive Housing, Enterprise Community Partners  
**Kiara Payne**, Associate Director, Permanent Housing, Los Angeles Homeless Services Authority  
**Sabrina Fields**, Senior Program Manager, CSH

With the tremendous infusion of public resources to expand the permanent supportive housing pipeline across Los Angeles, and yet, still limited resources to resolve homelessness for all who experience it, it is imperative to ensure that wait times to access PSH are minimized and all project-based PSH units are fully leased-up and utilized. This workshop will review key process improvement strategies that are being designed and implemented across LA County to improve PSH utilization and the efficiency of the Coordinated Entry System (CES), which will specifically address bottlenecks in project-based PSH matching and leasing. Learn about the full scope of refinements and reforms planned for the Coordinated Entry System in Los Angeles County and how you can navigate these reforms from an impact standpoint.

# WORKSHOP SCHEDULE

SESSION III WORKSHOPS: 3:00 P.M. – 4:15 P.M.

## 1. LAYERING CA CLEAN ENERGY FUNDING AND THE INFLATION REDUCTION ACT: A PATHWAY TO CLIMATE RESILIENT HOUSING

**Moderator: Michael Claproth**, Program Director of Sustainable Connected Communities, Enterprise Community Partners  
**Christine Collopy**, Deputy Director of Building Decarbonization, Reliability, Renewable Energy, & Decarbonization Incentives Division (RREDI), California Energy Commission  
**Daniela Simunovic**, Senior Director for Climate and Sustainability, Office of Mayor Karen Bass  
**Melinda Dinin**, Strategic Relationships and Education Manager, TRC  
**Mihir Parikh**, Senior Program Director, Resilience, Enterprise Community Partners  
**Vicky Velazquez**, Program Manager, Southern California Edison, New Home Energy Storage Pilot (NHESP)

This panel will explore the effective utilization of federal, state, and local funding sources that promote decarbonization and climate resilience to facilitate affordable housing construction in Southern California. Attendees will gain insight into the diverse programs available, including funding available through the Inflation Reduction Act (IRA), BUILD, CEDA, Energy Smart Homes, and SCE's New Home Energy Storage Pilot, with a focus on layering these funding sources to optimize developer's capital stack. Attendees will hear from their state and local clean energy and sustainability representatives about how the distribution of these funds can further facilitate a just transition toward a carbon-neutral economy and strengthen existing equity frameworks from the state and City of Los Angeles. A panel of experts will discuss how investments from the IRA and the State of California can work together to accelerate the ambitious climate goals while bolstering our region's existing climate justice priorities.

## 2. NEW LAND USE TOOLS FOR AFFORDABLE HOUSING DEVELOPMENT

**Moderator: Mitch Menzer**, Partner, Cox Castle & Nicholson LLP  
**E.J. Schloss**, Associate, Cox Castle & Nicholson LLP  
**John Hrovat**, Vice President, Community Builders Group  
**Mee Heh Risdon**, Director of Housing, A Community of Friends  
**Matt Glesne**, Senior City Planner, Housing Policy Unit, Los Angeles Department of City Planning  
**Gabriel Pena-Lora**, Senior Housing Policy Specialist, Housing Policy Division, CA Dept. of Housing & Community Development

In recent years, the legislature has enacted and strengthened numerous provisions of state housing law to streamline and encourage affordable housing development, including important refinements to the State Density Bonus Law and the Housing Accountability Act. The state legislature has further empowered various bodies, including the Department of Housing and Community Development and the Attorney General, to regulate and enforce state housing law. Affordable housing developers must be equipped to leverage these new land use tools in state and local housing law to their advantage in the fight to entitle and build affordable housing. Panelists will inform attendees by presenting an overview of the land use legislation and important bills, the perspective of local governments implementing these initiatives, the role of HCD, and case studies.

## 3. NAVIGATING EARNED & SOCIAL MEDIA TO ADVANCE POSITIVE HOUSING NARRATIVES

**Moderator: Megan Folland**, AVP Marketing & Communications, Abode Communities  
**Josh Haskell**, News Reporter, ABC 7 Eyewitness News  
**Marie Condron**, Partner, Ocean & Mountain Communications  
**Adam Weissler**, Creative Director, VoxPop  
**Rachel Kassenbrock**, Senior Director of Communications, LA Family Housing

The 2022 "#OurBestMove" developer cohort sponsored by California Community Foundation drew together more than a dozen affordable housing providers in a communications collaboration that reviewed polling data, created consistent messaging, and executed a social and earned media strategy to share the transformative power of supportive housing. Now, as residents across Southern California continue to receive strong negative messaging about local housing investment, the importance of articulating the value of Housing First approaches is more crucial than ever. This workshop will review the original cohort's approach, highlight the reporters' perspective of covering supportive housing, and arm attendees with the tools needed to implement their own communication strategies for the advancement of the affordable housing industry as a whole. Join this workshop to learn how to best engage media, grow your organization's reputation, and communicate impact!

# WORKSHOP SCHEDULE

SESSION III WORKSHOPS: 3:00 P.M. – 4:15 P.M.

## 4. SPACE ATTACHED TO THE MISSION: LEVERAGING COMMERCIAL SPACES FOR PLACE-BASED ECONOMIC DEVELOPMENT

**Moderator: Carlo Matricardi**, Managing Director, CARTHAY

**Ed Reyes**, Principal, Ed P. Reyes and Associates; Board Member at the Community Redevelopment Agency of Los Angeles

**Nichole Smith**, Principal, HORIZON Development + Entitlement

**Mary Abad**, Senior Commercial Credit Officer, Self-Help Federal Credit Union

**Victor Villa**, Owner, Villas Tacos and Villas Barbershop

**Alejandro Poli Jr. (aka Man One)**, Artist / Owner, Man One Art

**Elizabeth Timme**, Founder & Executive Director, Office Of

As affordable housing production increases over time, there will inevitably be more opportunities to build mixed-use developments with boulevard-facing and ground-floor commercial spaces. With these new opportunities, are we maximizing the potential of these critical community-facing spaces? What is still missing? This workshop will examine how affordable housing developers can utilize these ground-floor commercial spaces to activate community development and grow BIPOC-led businesses in the neighborhoods they serve. Panelists will identify what access to small business lending and leasing must look like and discuss collaborative models that bring together nonprofits, CDFIs, and other economic development partners to drive more equitable outcomes for entrepreneurs, property owners, and the community as a whole!

## 5. NAVIGATING THE CURRENT INSURANCE MARKETPLACE

**Moderator: Robyn L. Roesner**, JD, CPCU, AAI, CRIS, Area Executive Vice President and National Director – Affordable Housing Nonprofit Practice, Gallagher

**Sara Gibson**, Risk Control Consultant, Gallagher

The California insurance marketplace is currently experiencing a monumental shift, as the cost and availability of insurance coverage for nonprofit affordable housing is changing dramatically. This session will dive into the current state of the insurance market and consider the options available for affordable housing providers at this time.

## 6. RESPONDING TO THE NEEDS OF CALIFORNIANS EXPERIENCING HOMELESSNESS: SOLUTIONS FOR ENDING WOMEN'S HOMELESSNESS

**Moderator: Myong Kim**, LCSW, Chief Program Officer, Downtown Women's Center

**Adelene Bertha**, Sr. Peer Specialist, Downtown Women's Center

**Sofia Herrera**, Ph.D., Director of Research, Planning, and Policy, Hub for Urban Initiatives

**Sharon L. Rapport**, Director, California State Policy, Corporation for Supportive Housing

How much would it cost to end homelessness in California? Join the Corporation for Supportive Housing (CSH), Urban Initiatives, and Downtown Women's Center (DWC) as they answer this and more in an informative session on solutions for ending homelessness in California, with a specific focus on women's homelessness in Los Angeles. First, CSH will present their new study and findings on the cost to end homelessness in the state. Then, DWC and Urban Initiatives will discuss what they have learned from launching the LA County Women's Needs Assessment tool and provide practical recommendations on how best to serve the region's unhoused women. Additional panelists will include a lived experience expert who will share how best to engage women experiencing homelessness and support them on the path to stable, permanent housing.



## We believe in a healthy future.

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Together we make a difference.

# 2023 HOUSER'S HERO AWARD: LOIS STARR



Lois Starr served as the Executive Director of Administration of PATH Ventures, which builds and operates high-quality, affordable rental homes. Previously, Lois was a housing development consultant for for-profit housing development entities, non-profit housing and service agencies, and local governments.

Lois spent the previous 15 years at the Community Development Commission of the County of Los Angeles, overseeing the Housing Development and Preservation Department. A native of Los Angeles, Lois completed her undergraduate work at California State University, Northridge and graduate work at Pepperdine University.

Lois was dedicated to the field of housing and homelessness and spent her career breaking barriers for the most vulnerable in our community. She was fiercely supportive of staff and encouraged her team to achieve success both personally and professionally.

Lois always greeted you with a smile and she is missed deeply. She left a legacy that positively impacts so many, and we are all honored to have had the opportunity to work alongside her.



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# Congratulations

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# KEYNOTE SPEAKERS:

## BREAKFAST SESSION: LEAH ROTHSTEIN

Leah Rothstein co-authored a sequel to *The Color of Law* with Richard Rothstein. While in *The Color of Law*, Mr. Rothstein described how government policy created residential segregation, the sequel describes how local community groups can redress the wrongs of segregation. Leah has worked on public policy and community change, from the grassroots to the halls of government. She led the Alameda County and San Francisco probation departments' research on reforming community corrections policy and practice to be focused on rehabilitation, not punishment. She has been a consultant to nonprofit housing developers, cities and counties, redevelopment agencies, and private firms on community development and affordable housing policy, practice, and finance. Her policy work is informed by her years as a community organizer with PUEBLO and Californians for Justice, working on housing, public safety, environmental justice, and youth leadership, and as a labor organizer with the Union of Needletrades, Industrial, and Textile Employees (UNITE).

Leah received a Bachelor's Degree with honors in American Studies from the University of California, Santa Cruz and a Master's Degree in Public Policy from the Goldman School of Public Policy at the University of California, Berkeley.

## LUNCHEON SESSION: SAM PRATER

Sam Prater founded Los Angeles Room & Board, which exists to ensure that California's community college students achieve their post-secondary education goals by providing affordable transitional housing designed to end homelessness; additionally, residential education programs promote persistence, retention, and completion from their certificate, associate's and bachelor's degree programs. The nonprofit creates living-learning communities that provide a safe, secure, and supportive environment with one-on-one case management and access to extensive support services, which will allow students to hone in on life, leadership, and social skills.

Born and raised in Detroit, Sam is the 12th born of 14 children. After dropping out of high school and attending community college, Sam went on to earn his bachelor's degree at Central Michigan University, a master's degree from Fordham University, and his doctorate in Educational Leadership and Policy from California State University, Northridge. With nearly 13 years of experience in higher education as a student affairs practitioner, most of his career has been built in Housing & Residential Education.

Sam is passionate about fostering student success in the context of housing and has developed a keen sense of the critically important growth and development that occurs at the intersection of living in communities where students also learn.

**For more than 40 years, we've worked toward one mission:** to make home and community places of pride, power and belonging.

**Enterprise is proud to sponsor the Southern California Association of Non Profit Housing Annual Conference.**

**Reagan Maechling**

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Enterprise Housing Credit Investments  
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213.787.8238

**Jimar Wilson**

Vice President & Market Leader  
Enterprise Community Partners  
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**Kamara Green**

EVP, National Director of Affordable Production  
BWE  
kamara.green@bwe.com  
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West Hollywood Community Housing

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**Vice President**  
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**Ex-Officio**  
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**Ezra Bolds**  
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**Jesus Hernandez**  
Community Corp. of Santa Monica

**Beulah Ku**  
Century Housing

**Joan Ling**

**Monica Mejia**  
East LA Community Corporation

**Karen Michail Shah**  
KMO Partners

**Lara Regus**  
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**Mee Heh Risdon**  
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**Victoria Senna**  
Hollywood Community Housing

**Luz Soto**  
American Family Housing

**Tunua Thrash-Ntuk**  
The Center by Lendistry

**Mark Wilson**  
Coalition for Responsible Community Development

**Denice Wint**  
EAH Housing

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## 2023 SCANPH STAFF:

**Alan Greenlee**  
Executive Director

**Jeannette Brown**  
Senior Director of Public Affairs & Programs

**Francisco Martinez**  
Policy Director

**Jackson Loop**  
Policy Manager

**Tiffany Green**  
Senior Policy Associate

**Arianna Bankler-Jukes**  
Advocacy Manager & Organizer

**Kiana Gutierrez**  
Membership and Communications Associate

**Danielle Edwards**  
Public Affairs & Events Associate

**Maniyah Goodwine**  
Operations Associate

**Consulting and Technical Assistance Division:**  
**Gwendy Silver**  
**Aisha Mansoor**

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\*Affordable Housing Finance, March 28, 2023

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Des Mahony, P.E., COO  
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# 2023 SCANPH ANNUAL CONFERENCE WORKSHOP COMMITTEE

## SELECTION PROCESS

SCANPH was fortunate to receive more than 60 workshop proposals this year, and we were equally fortunate to have the expertise and support of volunteers who comprised this year's workshop committee. Committee members generously donated their time to carefully evaluate so many great submissions. Although the committee's participants change every year, those invited to judge the workshop proposals are selected for their area of expertise in the affordable housing industry to help support the selection of the conference's content and programming. Committee judges are also SCANPH members and chosen for their commitment to affordable housing. SCANPH staff members also participate to ensure that yearly programming objectives are considered in the selections.

### Mee Heh Risdon

Director of Housing  
A Community of Friends

### Emilie Dang

Director, Community Impact & Programs  
Innovative Housing Opportunities

### Ben Winter

Senior Vice President, Business Development and Strategic Initiatives  
Linc Housing

### SCANPH STAFF:

Jeannette Brown, Senior Director of Public Affairs & Programs  
Arianna Bankler-Jukes, Advocacy Manager & Organizer  
Danielle Edwards, Public Affairs & Events Associate



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## In Development



### 4507 MAIN STREET

Family/Supportive/Mixed Use | 61 units |  
Los Angeles, CA | Est. Completion: 2024

4507 Main St. is a 58-unit, four-story development in Los Angeles Council District 9. This community will serve the formerly unhoused and families earning below the local average income. The expected completion is by the end of 2023.



### POINT ON LA BREA

Supportive/Special Needs | 50 units |  
Los Angeles, CA | Est. Completion: 2023

Pointe on La Brea is a 50-unit, five-story, Measure HHH development in Los Angeles Council District 5. This community will serve individuals with special needs and formerly unhoused where on-site support services will be available. The expected completion is by the end of 2023.

*A roof is just the beginning*

CA Lic. 853495 | HI Lic. RB-16985 | [eahhousing.org](http://eahhousing.org)





# CONGRATULATIONS TO THE 2023 RECIPIENTS OF THE HOMES WITHIN REACH AWARDS!

## ADVOCATES OF THE YEAR

Kristin Martin, Executive Director  
Charles DeCuir, Chief Financial Officer  
HOPE: Homeownership for Personal Empowerment

## STAFF MEMBER OF THE YEAR

Ramon Alvarado, Senior Resident Services Coordinator  
Community Corp. of Santa Monica

## BEYOND LA DEVELOPMENT OF THE YEAR

Finamore Place, Jamboree Housing Corporation

## TRANSFORMATIVE COMMUNITIES DEVELOPMENT OF THE YEAR

HiFi Collective, Linc Housing

## SUPPORTIVE HOUSING DEVELOPMENT OF THE YEAR

Beacon Landing, Abode Communities

## SENIOR HOUSING DEVELOPMENT OF THE YEAR

The Wilcox, Wakeland Housing and Development Corporation

## MULTI-FAMILY DEVELOPMENT OF THE YEAR

Las Flores, Community Corp. of Santa Monica

## REHABILITATION DEVELOPMENT OF THE YEAR

West LA VA Campus - Building 207, Thomas Safran & Associates

## 2023 SCANPH HALL OF FAME INDUCTEES:

- DENISE WISE, Chief Executive Officer, Housing Authority of the City of San Buenaventura
- JAMES BONAR-MARTIN, Founding Executive Director of Clifford Beers Housing; Founding Executive Director of Abode Communities (formerly LA Community Design Center); Former Executive Director of Skid Row Housing Trust
- JAN BREIDENBACH, Founding Executive Director of SCANPH
- JOHANNA GULLICK, Managing Director | Southern California Market Manager, Union Bank
- WENDY JACQUEMIN, Vice President, City National Bank

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# HAVE YOU CHECKED OUT THE SCANPH YOUTUBE CHANNEL?

SCANPH workshops provide opportunities for members to connect and advance their professional development through high-quality training oriented around effective affordable housing development and management, pertinent policy issues, and topical concerns.

These workshops are recorded and posted on the SCANPH YouTube channel, so check it out to get access to free educational content! You can access more than 75 videos from sessions convened in the past few years.

SCANPH convenes upwards of 35 educational events a year, ranging from workshops, seminars, policy forums, roundtables, training sessions, and more!

Visit the channel here:  
<https://tinyurl.com/scanphYouTube>  
Or use the QR Code



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## HOUSING UNITS

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Supported the development of hundreds of industry staff through the Housing Development Training Institute.

## CONTACT

### ALEXANDRA DAWSON

Director of Lending + Investments, Los Angeles  
213.338.8083 | [adawson@lisc.org](mailto:adawson@lisc.org)

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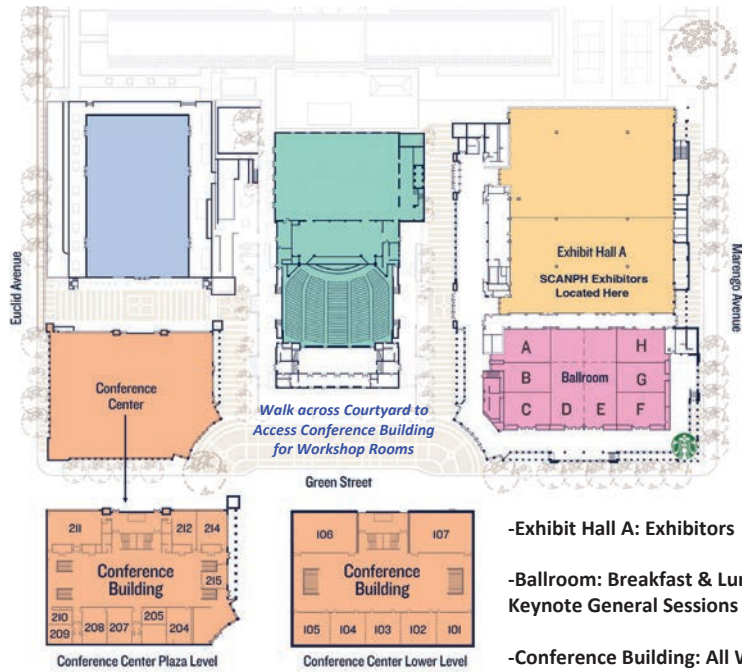


EXHIBIT TABLE	ORGANIZATION
1	California Energy-Smart Homes
2	Cal Solar, Inc.
3	GRID Alternatives, Greater Los Angeles
4	RSG, Inc.
5	EFI Global
6	LA Family Housing
7	Geocon
8	Linc Housing
9	Restorerz - Emergency Services
10	CA Dept. of Housing & Community Development (HCD)
11	City National Bank
12	National CORE
13	First Citizens Bank
14	Los Angeles Dept. of Water and Power
15	Merritt Community Capital
16	EAH Housing
17	Wells Fargo
18	Swinerton
19	Partner Energy
20	Portrait Construction, Inc.
21	Barker Management, Inc.
22	YM Architects
23	BSB Design
24	San Gabriel Valley Regional Housing Trust
25	California Housing Finance Agency (CalHFA)
26	KFA Architecture
27	Morley Builders
28	SCS Engineers
29	CA Community Reinvestment Corp.
30	Gallagher
31	RRM Design Group
32	Low Income Investment Fund (LIIF)
33	Beneficial State Bank
34	Wakeland Housing & Development Corp.
35	Willdan
36	Homes & Hope / McCarthy Companies
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39	Enovative Manufacturing, LLC
40	Corporation for Supportive Housing
41	Century Housing
42	GGA+
43	JP Morgan Chase

EXHIBIT TABLE	ORGANIZATION
44	Enterprise Community Partners
45	U.S. Bank
46	Local Initiatives Support Corporation (LISC LA) and National Equity Fund
47	KeyBank
48	Abode Communities
49	Capital One
50	FSY Architects
51	Lahmon Architects
52	Breen Design Group
53	JAG Interiors, Inc.
54	Hillmann Consulting, LLC
55	Butler Human Services Furniture
56	BAR Architects & Interiors
57	Brooks + Scarpa
58	Sunrun
59	Mitsubishi Electric Trane HVAC US LLC
60	LA County Development Authority (LACDA)
61	Holthouse Carlin & Van Trigt LLP
62	Alpha Construction, Inc.
63	Tru Design Group
64	Goldfarb & Lipman LLP
65	Growing Hope Gardens
66	Solar on Multifamily Affordable Housing (SOMAH) Program
67	Building Initiative for Low-Emissions Development (BUILD)
68	Association for Energy Affordability (AEA)
69	Better Angels
70	TranSystems (formerly Overland, Pacific & Cutler)
71	Milestone Construction Group, LLC
72	SCANPH
73	Kevin Daly Architects
74	carrier johnson + CULTURE
75	Guerdon, LLC
76	Southern CA Edison
77	Energy Code Ace
78	Bernards
79	TIGHE Architecture
80	Manufacturers Bank
81	Decro Corp.
82	SDS Capital Group
83	East LA Community Corp. (ELACC)

**BE SURE TO VISIT ALL OF OUR EXHIBITORS!**

**SCANPH Conference Map: Pasadena Convention Center  
November 1st, 2023**



- Exhibit Hall A: Exhibitors
- Ballroom: Breakfast & Luncheon  
Keynote General Sessions
- Conference Building: All Workshops

Room 101-102: We the Housers: Policy & Advocacy Track  
 Room 103: Networking Lounge  
 Room 104-105: Industry Innovations: Outside the Box

Room 106: Money Talks: Financing Track  
 Room 107: Grow Together: Building Industry Capacity & Power  
 Room 211: Permanent Supportive Housing  
 Room 212-214: Narrative Game-Changers for Housing Justice



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