



WHEDA WEBINARS

Rural Affordable Workforce
Housing Initiative

Pilot Application Q & A

Today's outline

- Key themes
- Application process
- Putting it all together

Key themes

The Rural Affordable Workforce Housing Initiative Pilot

- At least three pilot communities selected in rural Wisconsin
- Roughly a six-month pilot design process
- There's no silver bullet
- Working as close to the challenge as possible

Key themes

- What's my community capacity and my own capacity?
- Who can I apply with?
- How can the pilot catalyze what my community is already working on?

Application process

Eligibility Criteria

- Rural is defined as community within a county in which more than 25 percent of the county's residents reside in a rural area per USDA standards.
- Applicants will be asked to offer their own definition of “community” within the rural guidelines to best reflect the geographic areas impacted by the workforce housing challenge.

Application process

Defining the pilot community

- Map out the parameters and boundaries of “community” that reflects your community’s unique experience with the workforce housing challenge
 - My Maps (Google) is a quick and easy resource
- The term “community” is loosely defined
 - Can include combination of villages, towns, cities, municipalities
- What’s important – your definition of community reflects the scope of the challenge
- Invites opportunities to collaborate regionally

Application process

Pilot community expectations and readiness

- Series of questions on community needs, priorities and readiness
- Community Evaluation Criteria can serve as a guide
- Examples in the criteria are just that...examples!

Application process

Roles and responsibilities

- Importance of local teams (ie. the convener and pilot design team)
- Solutions need ownership at the local level
- We need to get organized

Application process

Convener expectations and readiness

- Conveners
 - trusted local community partner that will help support the overall pilot process and solutions that come out of our work
- Serve as a conduit between all stakeholders
- Can serve as the lead applicant
- Conveners can be anyone
 - Trusted by the community
 - Able to mobilize the work
 - Unbiased and open to all partners

Application process

Pilot design team readiness and expectations

- Pilot design team
 - cross-sector team that have decision-making power to bring ideas to action
- Core group who can advance solutions
- Team should be representative and able to make change happen
- Who needs to be at the table to address the full scope of the workforce housing challenge?
- 8-10 local leaders
- Submit letter of commitment

Application process

Selection Considerations

- Eligibility requirements
- Community Evaluation Criteria
- Definition for target community area
- Convenor
- Pilot design team

Putting it all together

- Collaborative applications!!!
- Convener can serve as the lead applicant, but should build application with pilot design team and others
- Applying is a time commitment, intent of the application is to not be cumbersome
- Not necessary to get outside help, ie. consultant support
- Submit electronically

Putting it all together

Parts of a complete application package

- Application
- Community map
- Letters of commitment
- Any supporting documents
 - Lots of examples listed in the community evaluation criteria

Key dates and deadlines

- **July 22, 2020** – Full application released
- **July 24, 2020** – WHEDA webinar on application process
- **August 31, 2020** – Full applications due
- **September 2020** – Selected finalist communities invited to participate in virtual interviews
- **October 2020** – Pilot community cohort announced / pilot design process begins



QUESTIONS?



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More information:
Visit [WHEDA.com](https://www.wheda.com) and search
“rural housing”

<https://www.wheda.com/about-wheda/rural-workforce-housing>

THANK YOU!



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