



Project Endorsement Criteria

Purpose

Generation Housing has created endorsement criteria to help identify projects that will be prioritized for support. The endorsement criteria are designed with three key factors: 1) Generation Housing’s guiding principles, 2) projects that will have a large impact in addressing local housing needs, and 3) projects that may require greater levels of support than other comparable projects. The endorsement criteria are not meant to be an additional application, but rather serve as a tool for Generation Housing to prioritize allocation of its organization capacity in helping advance projects.

Minimum

- Residential or mixed-use (>75 percent of total building square footage of projects consists of residential use)
- Projects located within either an urban growth boundary or urban service area
- Project site is not located in a high to very-high wildfire-hazard zone¹

Notes

Generation Housing reserves the right to adjust criteria according to updates to relevant housing policy and priorities. The Innovation and Equity section is an opportunity for the project to lift up any additional merits for additional points that may not have been explicitly stated in the criteria, but that leverages new technological innovations or helps break barriers to access by increasing greater equity and inclusion.

Guiding Principles	Criteria	Scoring	Description	Points
People We want all of our neighbors to have a place to call home – a mix of ages, races, ethnicities, and socioeconomic status contributes to Sonoma County’s economic and social vibrancy	Provides amenities and support for working families, or specific community needs	Max 5: 0-3	2 points for one of the following: <ul style="list-style-type: none"> • Share of deed-restricted affordable 2-bedroom units > 25%¹ • Share of market-rate 2-bedroom units are affordable by design > 25% • Share of single-room occupancy units (SRO) > 25% 3 points for one of the following: <ul style="list-style-type: none"> • Share of deed-restricted affordable 2-bedroom units or greater > 50% • Share of market-rate 2-bedroom units are affordable by design > 50% • Share of single-room occupancy units (SRO) > 50% 	
	Provides a safe workplace and fair wages for local workers	Max: 4 0,2	2 points for any of the following: <ul style="list-style-type: none"> • Prevailing wage • Trade apprenticeship 	
	Innovation and equity			

¹ Deed-restricted affordable units with an average AMI of 60% or less.

<h2>Place</h2> <p>Sonoma County's commitment to vibrant, walkable urban areas, rich agriculture economy, and environmental stewardship requires thoughtful, sustainable housing development</p>	Promotes walkable communities with proximity to transit	Max: 4 0,1	1 point for any of the following: <ul style="list-style-type: none"> • Within a half-mile of a transit stop • Within 1 mile from a major transit station² • Reduced parking (>10%) • Bicycle-friendly design (i.e. Bike path, bike share or bike lockers) 	
	Leverages local, regional, state, and federal housing priorities	Max: 6 0,2	2 points: <ul style="list-style-type: none"> • Opportunity Zones • Priority Development Areas • Specific Plan 	
	Increase access to upward social mobility	Max: 5 0,5	5 points: <ul style="list-style-type: none"> • Project-site is located in a moderate to high-resource areaⁱⁱ 	
	Access to healthy amenities	Max: 6 0,2	2 points for any of the following: <ul style="list-style-type: none"> • Within 1 mile of a full-service grocery store³ • Within 1 mile of a city or regional park (e.g. outdoor trails, etc.) • Within 1 mile of a Hospital or Health Clinic 	
	Innovation and equity			
<h2>Housing Options</h2> <p>Our community needs a range of housing types, sizes, materials, and affordability levels</p>	Adds to the diversity of housing needs	Max: 10 0,5	5 points for any one or 10 points for at least two for any of the following: <ul style="list-style-type: none"> • > 20% of units are for permanent supportive housing • > 30% of units are affordable with an avg. of 60% AMI • Mixed-income project (i.e. both market-rate and subsidized units) 	
	Promotes affordability	Max: 10 0,5	5 points for any of the following: <ul style="list-style-type: none"> • 100% of units are affordable with an average 60% AMI • 50% of units are affordable for very low (<50% AMI) 	
	Increases access to homeownership	Max: 5 0,5	5 points: <ul style="list-style-type: none"> • Project offers for-sale units with support for homeowners through mechanisms like homeownership assistance program, sweat equity, or lease to own programs, or others. 	
	Innovation or equity			

² Major transit station is defined as a site containing an existing rail transit station, a ferry terminal served by either a bus or rail station service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods.

³ Full-service grocery store defined as having availability of at least six of the following food categories: fresh fruits and vegetables, fresh and uncooked meats, poultry and seafood, dairy products, canned foods, frozen foods; dry groceries and baked goods, and non-alcoholic beverages. Full-service grocery stores must also dedicate at least 50% of their square footage to the sale of food products or be at least 6,000 square feet. See <https://abra.dc.gov/page/full-service-grocery-stores>.

<h2>Sustainability</h2> <p>We support development of energy efficient and climate resilient homes and communities that offer access to jobs, schools, parks, and other needed amenities</p>	Advances environmentally conscious and sustainable siting for housing	Max: 5 0,5	5 points: <ul style="list-style-type: none"> Project is located on an infill site⁴, greyfield, or brownfield 	
	Promotes environmental design	Max: 5 0,5	5 points for one of the following: <ul style="list-style-type: none"> GreenPoint Rated certification CALGreen Tier 1 LEED for Homesⁱⁱⁱ 	
	Promotes resiliency against natural hazards	Max: 2 0,2	2 points: <ul style="list-style-type: none"> Integrates hazard mitigation strategies such as defensible perimeters, multiple evacuation routes, or fire-resistant building materials, among others. 	
	Innovation and equity			
<h2>Impact</h2> <p>Safe, stable, affordable housing near community services is integral to economic mobility, educational opportunity, and individual, family, & community health</p>	Achieves large scale and/or strategic impact in meeting local or regional housing needs	Max: 10 0-10	<ul style="list-style-type: none"> 1 point: 40 – 60 units 2 point: 61 – 80 units 3 points: 81 – 100 units 5 points: 101 – 150 units 7 points: 151 – 200 units 10 points: > 201 units 	
	Promotes mid- to high-density development	Max: 5 0,5	5 points: <ul style="list-style-type: none"> Project provides mid-to high-density as allowed for the project site's base zoning (i.e. half or more of the gross allowable density). 	
	Density range	Max: 5 0-5	<ul style="list-style-type: none"> 1 point: < 20 units^{iv} 2 points: 35 – 20 units/acre 3 points: 50 – 35 units/acre 4 points: 100 – 50 units/acre 5 points: > 100 units/acre 	
	Connects housing with jobs	Max: 5 0,5	5 points: <ul style="list-style-type: none"> Located within a 1 mile of a significant job center (> 4k jobs/sq. mile)^v 	
	Innovation and equity			

⁴ According to the American Planning Association, residential infill development is defined as the development of new housing on vacant or underutilized land in previously developed areas.

<h2>Collaboration</h2> <p>We are committed to working collaboratively and transparently – conducting positive advocacy, aligning efforts along the points of agreement, and working across sectors to create actionable and lasting solutions</p>	Provides a robust community outreach component	Max: 8 0-2	2 points for any of the following that go above and beyond public notice requirements: <ul style="list-style-type: none"> • Online input collection • Community town-hall style hearing held in a large public space (e.g. church or school) that includes notice to the larger community and residents beyond the surrounding areas • Ample 30-day public notification to community to gather feedback • Equitable language access that allows for translation and interpretation of information in additional languages
	Innovation and equity		

Results

Total Score Possible: 100

Quartile	Level of Support
80 – 100	<ul style="list-style-type: none"> • Endorsement • Letter of support • Public statement at commission/council • Online petition + social media • Community mobilization
60 – 80	<ul style="list-style-type: none"> • Endorsement • Letter of support • Public statement at commission/council
40 – 60	<ul style="list-style-type: none"> • Endorsement • Letter of support
40 <	<ul style="list-style-type: none"> • *May reapply for further consideration

End Notes

ⁱ High-Risk Fire Zone Map, KQED, <https://www.kqed.org/news/11759209/map-do-you-live-in-a-high-risk-fire-zone>

ⁱⁱ Opportunity Map, CTCAC, <https://belonging.berkeley.edu/tcac-2020-preview>

ⁱⁱⁱ Build it Green, https://www.builditgreen.org/images/gpr-collateral/download/FinalDraft_GPRComparison_V7.pdf

^{iv} Housing Types Associated with Various Density Ranges, *Southern California Association of Non-Profit Housing*, <http://understandtheplan.info/wp-content/uploads/2014/08/Density-Guide.8.10.pdf>

^v Measured using U.S. Census' *Longitudinal Employer-Household Dynamics* On the Map tool, <https://onthemap.ces.census.gov>.