



# 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 zone<sup>1</sup>

## Notes

Generation Housing reserves the right to adjust criteria according to updates to relevant housing policy and priorities. The Qualified Bonus section under each Guiding Principle is an opportunity for the project to highlight any additional merits for additional points that may not have been explicitly stated in the criteria, but that leverages new technological innovations, helps break barriers to access by increasing greater equity and boosting overall quality of life, or goes above and beyond to ensure a minimal impact on the environment. While this component of our endorsement criteria is a largely discretionary-based determination, a rough description of what qualifies you for additional points is outlined at the bottom of this document.

Guiding Principles	Criteria	Scoring	Description	Points
<b>People</b>  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 support for working families or specific community needs	Max: 3 0-3	<b>1 point</b> for the following: <ul style="list-style-type: none"> <li>• Share of deed-restricted affordable and/or affordable by design<sup>1</sup> units with 2-bedroom units or single room occupancy &gt; 10%<sup>2</sup></li> </ul> <b>2 points</b> for the following: <ul style="list-style-type: none"> <li>• Share of deed-restricted affordable and/or affordable by design units with 2-bedroom units or single room occupancy &gt; 25%</li> </ul> <b>3 points</b> for the following: <ul style="list-style-type: none"> <li>• Share of deed-restricted affordable and/or affordable by design units with 2-bedroom units or single room occupancy &gt; 50%</li> </ul>	
	Provides a safe workplace and fair wages for local workers	Max: 3 0,3	<b>3 points</b> for the following: <ul style="list-style-type: none"> <li>• Trade apprenticeship or Prevailing wage</li> </ul>	

<sup>1</sup> “Affordable by Design” will be defined as housing that is affordable to a household of up to 120% of the Area Median Income (AMI)

<sup>2</sup> Deed-restricted affordable units with an average AMI of 60% or less. <https://www.hcd.ca.gov/income-limits>

<p><b>Place</b></p> <p>Sonoma County's commitment to vibrant, walkable urban areas, rich agriculture economy, and environmental stewardship requires thoughtful, sustainable housing development</p>	Qualified Bonus		
	Promotes walkable communities with proximity to transit	Max: 8 0,2	<b>2 points</b> for any of the following: <ul style="list-style-type: none"> <li>• Within a half-mile of a transit stop</li> <li>• Within 1 mile from a major transit station<sup>3</sup></li> <li>• Reduced parking (Total reduction &gt;10%)</li> <li>• Bicycle-friendly design (e.g., Bike path, bike share, and/or bike lockers)</li> </ul>
	Leverages local, regional, state, and federal housing priorities	Max: 4 0,4	<b>4 points</b> for one of the following: <ul style="list-style-type: none"> <li>• Opportunity Zones</li> <li>• Priority Development Areas</li> <li>• Specific Plan</li> </ul>
	Optimizes site through redevelopment	Max: 5 0,5	<b>5 points</b> <ul style="list-style-type: none"> <li>• Redevelops underutilized site (e.g., surface parking lot, underutilized commercial property, unused church-owned land)</li> </ul>
	Increases opportunity for upward social mobility	Max: 6 0,6	<b>4 points</b> for the following: <ul style="list-style-type: none"> <li>• Project-site is located in a moderate to high-resource area<sup>ii</sup></li> </ul> <b>2 points</b> for the following: <ul style="list-style-type: none"> <li>• Includes a supported ownership model such as sweat equity, lease-to-own opportunity, or down payment assistance</li> </ul>
	Creates access to healthy amenities	Max: 15 0,5	<b>5 points</b> for any of the following: <ul style="list-style-type: none"> <li>• Within 1 mile of a full-service grocery store<sup>4</sup></li> <li>• Within 1 mile of a recreation area (e.g. city/regional park, community center, sports facility, etc.)</li> <li>• Within 1 mile of a Hospital or Health Clinic</li> </ul>
Qualified Bonus			

<sup>3</sup> 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.

<sup>4</sup> 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 style="background-color: #00a696; color: white; padding: 10px;">Housing Options</h2> <p style="font-size: small; background-color: #00a696; color: white; padding: 5px;">Our community needs a range of housing types, sizes, materials, and affordability levels</p>	Promotes affordability	Max: 10 0-10	<b>Total affordable unit count relative to local jurisdiction’s RHNA targets by relevant income categories (see formula below)</b> <ul style="list-style-type: none"> <li>0.1 = 1 point</li> <li>0.2 = 2 points</li> <li>0.3 = 3 points</li> <li>0.4 = 4 points</li> <li>0.5 = 5 points</li> <li>0.6 = 7 points</li> <li>&gt;= 0.7 = 10 points</li> </ul> <p style="font-size: x-small; margin-top: 10px;"><i>Formula for standardized scoring across jurisdictions: <math>\log(\text{total units})/\log(\text{total affordable RHNA target})</math></i></p>	
	Increases access to homeownership	Max: 8 0-8	<b>5 points</b> for the following: <ul style="list-style-type: none"> <li>Project includes for-sale units</li> </ul> <b>3 points</b> for the following: <ul style="list-style-type: none"> <li>For-sale units are affordable to those earning less than 160% Area Median Income (AMI)<sup>5</sup></li> </ul>	
	Qualified Bonus			
<h2 style="background-color: #8e44ad; color: white; padding: 10px;">Sustainability</h2> <p style="font-size: small; background-color: #8e44ad; color: white; padding: 5px;">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	<b>5 points:</b> <ul style="list-style-type: none"> <li>Project is located on an infill site<sup>6</sup>, greyfield, or brownfield (not in a flood risk area)<sup>7</sup></li> </ul>	
	Promotes environmental design	Max: 5 0,5	<b>5 points</b> for one of the following: <ul style="list-style-type: none"> <li>GreenPoint Rated certification</li> <li>CALGreen Tier 1</li> <li>LEED for Homes<sup>iii</sup></li> </ul>	
	Qualified Bonus			
<h2 style="background-color: #00a696; color: white; padding: 10px;">Impact</h2> <p style="font-size: small; background-color: #00a696; color: white; padding: 5px;">Safe, stable, affordable housing near community services is integral to economic mobility,</p>	Achieves large scale and/or strategic impact in meeting local or regional housing needs	Max: 10 0-10	<b>Total unit count relative to local jurisdiction’s RHNA target (see formula below)</b> <ul style="list-style-type: none"> <li>0.1 = 1 point</li> <li>0.2 = 2 points</li> <li>0.3 = 3 points</li> <li>0.4 = 4 points</li> <li>0.5 = 5 points</li> </ul>	

<sup>5</sup> This is indexed to California State Income Limits: <https://www.hcd.ca.gov/state-and-federal-income>

<sup>6</sup> 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.

<sup>7</sup> <https://opr.ca.gov/planning/general-plan/data-mapping-tool.html>

<p>educational opportunity, and individual, family, &amp; community health</p>			<ul style="list-style-type: none"> <li>• 0.6 = 7 points</li> <li>• <math>\geq 0.7 = 10</math> points</li> </ul> <p><i>Formula for standardized scoring across jurisdictions: <math>\log(\text{total units})/\log(\text{total RHNA target})</math></i></p>	
	Encourages efficiency through greater density	Max: 10 0-10	<p><b>Project's permitted density as required by the General Plan meets the following:</b></p> <ul style="list-style-type: none"> <li>• Mid = 4 points</li> <li>• Max = 7 points</li> <li>• Above (i.e., variance required) = 10 points</li> </ul> <p><i>Mid is defined as half or more of the gross allowable density).</i></p>	
	Connects housing with jobs	Max: 5 0-5	<p><b>5 points</b> – applicant will “Describe How”:</p> <p><i>Examples</i></p> <ul style="list-style-type: none"> <li>• Located within 1 mile of a significant job center (i.e., <math>&gt; 3\text{k jobs/sq. mile}</math>)<sup>8</sup> (+5)</li> <li>• Less than 10-minute bike ride or 20-minute walk from major job center</li> </ul>	
Qualified Bonus				
<p><b>Collaboration</b></p> <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	<p><b>2 points</b> for any of the following that go above and beyond public notice requirements:</p> <ul style="list-style-type: none"> <li>• Online input collection</li> <li>• 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</li> <li>• Ample 30-day public notification to community to gather feedback prior to planned public meeting</li> <li>• Equitable language access that allows for translation and interpretation of information in additional languages</li> </ul>	
	Qualified Bonus			

<sup>8</sup> Measured using U.S. Census' *Longitudinal Employer-Household Dynamics* On the Map tool, <https://onthemap.ces.census.gov>.



## Results

**Total Score Possible:** 105 (not including Qualified Bonus Points)

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

## Qualified Bonus Points

**Innovation in Design, Enhancement to Quality of Life, Advancement of Key State and Local Priorities, etc.**

Point Scale	Qualifying Features
7-10	<ul style="list-style-type: none"> <li>• Affordable units (Low Income or lower) designated for current or retired farmworkers</li> <li>• Sale of public land to build affordable housing</li> <li>• Housing solely dedicated to support our higher education student's matriculating through local institutions</li> <li>• Project allocates 50 percent or more of units for those that have an Area Median Income of 30 – 50 percent (or Very Low Income)</li> <li>• 15 percent or more of units are 3-bedroom</li> </ul>
5-7	<ul style="list-style-type: none"> <li>• Inclusion and integration of permanent supportive housing units</li> <li>• Project redevelops a surface parking lot in a high-resource location with immediate</li> </ul>

	<p>access to essential services (e.g. downtown Santa Rosa)</p> <ul style="list-style-type: none"> <li>• Project includes 5 percent above what is required in a jurisdiction's inclusionary ordinance</li> <li>• Project includes balconies (irrespective of style) for both market rate and affordable units</li> <li>• Project takes measurable steps to reduce embodied carbon born from the development (e.g. utilizes recycled steel, low-carbon concrete mixes, maximizes structural efficiency)<sup>9</sup></li> <li>• Inclusion of Accessory Dwelling Units (ADU's), Junior Accessory Dwelling Units (JADU's), or Single Room Occupancy Units (SRO's)</li> <li>• Includes plex-type housing (i.e., townhouse, duplex, cottage court, etc.)</li> </ul>
2-4	<ul style="list-style-type: none"> <li>• Inclusion of a rooftop deck or integrated terrace</li> <li>• For-sale homes are deed-restricted homeowner (no renting allowed)</li> <li>• Inclusion of on-site gym and/or community kitchen</li> <li>• Website available in both English and Spanish (or other language)</li> <li>• Project includes the creation of commercial options such as a collaborative working space, mini-market, childcare site, or other feature that enhances quality of life</li> <li>• Dedicated onsite or off-street car-share parking spaces</li> </ul>

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<sup>9</sup> Embodied carbon refers to the greenhouse gas emissions arising from the manufacturing, transportation, installation, maintenance, and disposal of building materials. Carbon Cure, <https://www.carboncure.com/concrete-corner/embodied-carbon-in-construction-calculator-ec3/>



## End Notes

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

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

<sup>iii</sup> Build it Green, [https://www.builditgreen.org/images/gpr-collateral/download/FinalDraft\\_GPRComparison\\_V7.pdf](https://www.builditgreen.org/images/gpr-collateral/download/FinalDraft_GPRComparison_V7.pdf)