

CALIFORNIA PROHOUSING DESIGNATION PROGRAM REAPPLICATION

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Housing and Homelessness Committee

July 27, 2026



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BACKGROUND

PROHOUSING DESIGNATION

Created by the Legislature through the 2019-2020 Budget Act, the Prohousing Designation and Incentive Programs seek to:

1. Increase housing opportunities throughout California and address the state's housing crisis
2. Offer flexibility in achieving Designation (many pathways through scoring)

Over the counter process & in-house TA



BACKGROUND

WHY BE PROHOUSING?

Receive priority processing and additional funding points when applying for select grant programs:

- Affordable Housing & Sustainable Communities Program
- Infill Infrastructure Grant Program
- Transformative Climate Communities
- Solutions for Congested Corridors
- Local Partnership Program
- Transit and Intercity Rail Capital Program
- Sustainable Transportation Planning Grant Program

Also receive eligibility for the Prohousing Incentive Program



PROHOUSING PRINCIPLES

Increase
development
capacity and
variety

Streamline
housing
process

Planning
consistent with
state priorities

Collaborate to
align policies
and programs

Promote
equitable
communities



PROHOUSING DESIGNATIONS

Prohousing Designated Jurisdictions (as of April 2025)

1. Alameda	20. Oakland	39. San Luis Obispo County
2. Berkeley	21. Petaluma	40. Santa Cruz
3. Brea	22. Pinole	41. Santa Monica
4. Citrus Heights	23. Placer County	42. Santa Rosa
5. Crescent City	24. Rancho Cordova	43. Sonoma County
6. El Cerrito	25. Rancho Cucamonga	44. South Lake Tahoe
7. Emeryville	26. Redwood City	45. South San Francisco
8. Eureka	27. Richmond	46. Stockton
9. Fairfield	28. Riverside	47. Tulare County
10. Fontana	29. Rohnert Park	48. Ukiah
11. Healdsburg	30. Roseville	49. Walnut Creek
12. Long Beach	31. Sacramento	50. West Hollywood
13. Los Altos	32. Sacramento County	51. West Sacramento
14. Los Angeles	33. Salinas	52. Windsor
15. Los Angeles County	34. San Diego	53. Yuba County
16. Moreno Valley	35. San Diego County	
17. Mountain View	36. San Francisco	
18. Napa	37. San Leandro	
19. Needles	38. San Luis Obispo	

**Awarded
March 2023**

**Expires
January 2027**



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APPLICATION PROCESS

- Submit existing and proposed policies related to housing development, with supporting documentation
- Minimum one policy per topic area
- 30 points required out of 154 possible points
- HCD has 60 days to review your application then provide feedback
- Proposed Policies must be completed within two years of applications submittal
- Designation expires 3 years from the January 1st following your designation award date.

Favorable
Zoning and
Land Use

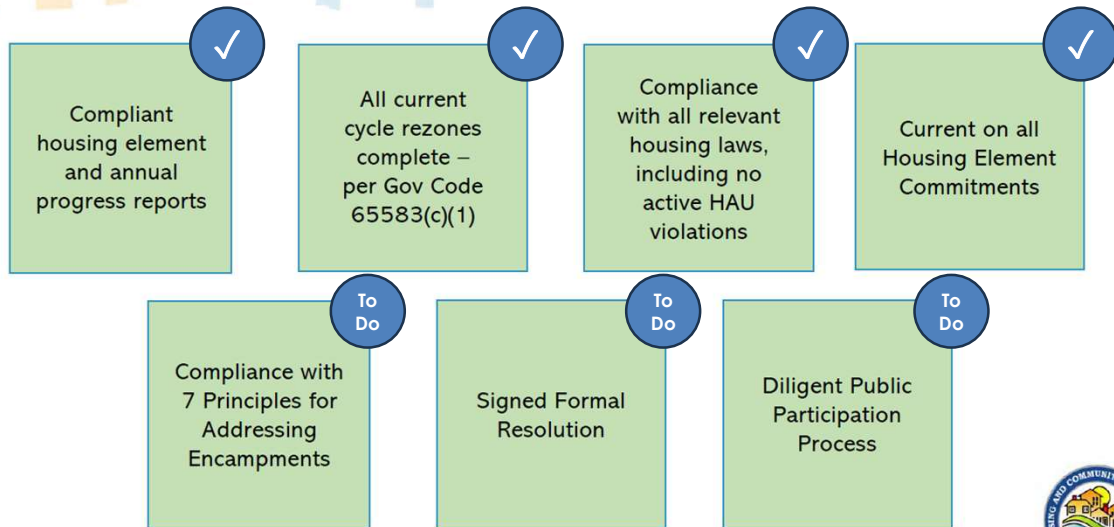
Acceleration of
Housing
Production
Timeframes

Reduction of
Construction
and
Development
Costs

Providing
Financial
Subsidies

Enhancement
Points

THRESHOLD REQUIREMENTS



PUBLIC PARTICIPATION



PUBLIC PARTICIPATION

- Applicants must complete a "diligent" public participation process that includes outreach to all segments of the community
- "Diligent" means:
 - Outreach through a variety of methods and languages – (ex. outreach through email lists used for the Housing Element is appropriate)
 - Includes effort to engage individuals or representatives of lower-income and special needs households and other stakeholders
 - Posting the complete Prohousing application (including scoring criteria and thresholds) for minimum of 30 days
 - Following HCD's review, if substantive changes are required, subsequent versions must be posted for 7 days
 - The application must be part of a public hearing or informative meeting, presenting at a Council or BoS meeting at the start of the 30 days is appropriate
 - Consider comments and incorporate as needed



7 PRINCIPLES FOR TREATMENT OF ENCAMPMENTS

- Principle 1: Establish a Cross-Agency, Multi-Sector Response
- Principle 2: Engage Encampment Residents to Develop Solutions
- Principle 3: Conduct Comprehensive and Coordinated Outreach
- Principle 4: Address Basic Needs and Provide Storage
- Principle 5: Ensure Access to Shelter or Housing Options
- Principle 6: Develop Pathways to Permanent Housing and Supports
- Principle 7: Create a Plan for What Will Happen to Encampment Sites After Closure



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SCORING REQUIREMENTS



SCORING REQUIREMENTS

SUMMARY

Minimum score required for designation is 30 points.

SCORING CRITERIA	GUARANTEED POINTS	POSSIBLE POINTS	TOTAL POTENTIAL SCORE
FAVORABLE ZONING AND LAND USE	0	8	8
ACCELERATION OF HOUSING PRODUCTION TIMEFRAMES	13	0	13
REDUCTION OF CONSTRUCTION AND DEVELOPMENT COSTS	1	5	6
PROVIDING FINANCIAL SUBSIDIES	2	10	12
TOTAL	16	23	39



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RECOMMENDATIONS

That the Housing and Homelessness Committee:

1. Receive an update on the Prohousing Designation Program; and
2. Provide direction as to whether the City should pursue renewal of its Prohousing Designation by January 2027.



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