



Fahe Spring Retreat



April 21-22, 2021



COMMUNITY
HOUSING PARTNERS

Get What You Need

How to Sell Your
Organization to
Key Audiences



Our People Make the Organization Sellable



Strategic Focus:
Employer of Choice

Invest in the resources
and support needed for
success.

Human Capital Initiatives

- Learning & Development department
- Annual employee engagement survey
- Multi-year compensation analysis and standardization
- New and aspiring leader training
- Corporate Wellness Program
- \$15 living wage for all employees



Targeted Human Capital Projects

- ✓ Implementation of a new HRIS System
- ✓ Creation of an Equity & Inclusion Team
 - ✓ Employee Improvement Process Reimagined
- ✓ Benefits Offerings Overhaul





IT Initiatives:

Empowering Employee Success


Distributed equipment for remote work

- Smartphones for maintenance staff
- Laptops for property managers



Adopted a unified communications platform





- Phone, fax, text, instant message, and video on a single platform
- All employees have a consistent experience regardless of location


CHP Corporate Development: 'Selling' CHP – internally and externally.



The Connection

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COVID-19 Directory of Information


RingCentral Resources Site

CHP RISE

News

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The Connection

Staff Question: What's your favorite sport to watch and which team do you root for?

Alright, CHP Family, we want to know... What's your favorite sport to watch and whic...

**Riley Schmitt** 8 hours ago
46 views




The Connection

CHP Connected More Than 500 Households with Rent Relief in 2020

Between loss of wages and unpaid bills, the COVID-19...

Michael Sutphin 2 days ago
80 views




The Connection

Announcing our Q1 Shout Out Winners!!

We will be highlighting each of our winners in the coming...

Riley Schmitt 4 days ago
107 views



The Connection

Support the CHP Reads! Summer Reading Program

Between shifting schedules and new learning formats, the pas...

Michael Sutphin April 8
60 views

How do we ensure that potential candidates also know how great it is to work here?

Our Mission Matters. Our Employees Matter.



Our Culture

Our employees reflect our core values and are committed to our mission of creating homes and communities that are healthy, sustainable, and affordable. CHP has a culture of employee development and recognition with competitive benefits.

[Mission, Vision, & Values →](#)



Our Benefits

We have competitive benefits to help our employees stay healthy, feel secure, and balance work and life. As a mission-driven nonprofit, we offer our employees leadership opportunities, volunteer time-off, and homeownership services.

[Benefits →](#)



Opportunities for All

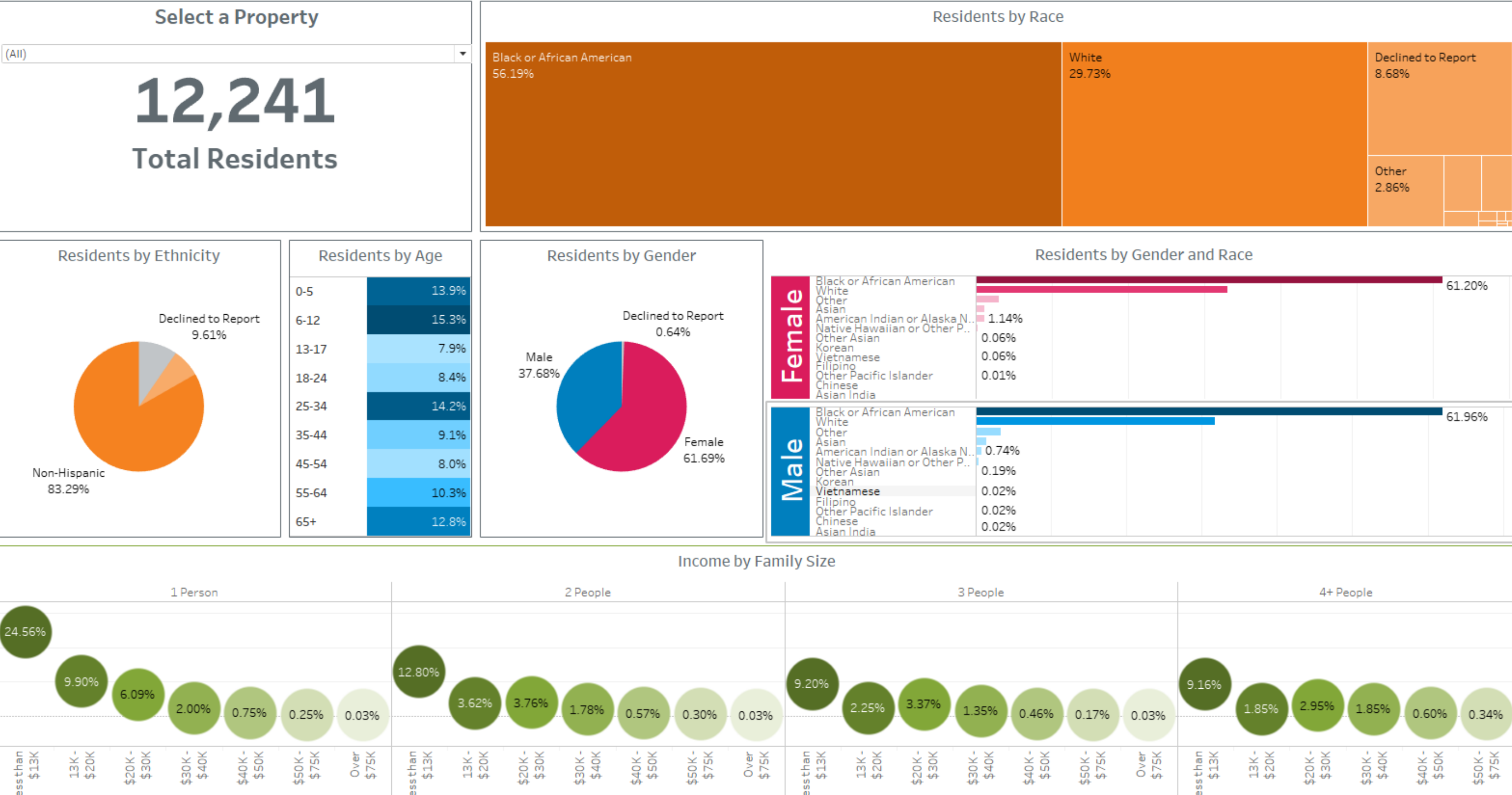
We promote high performance and long-term commitment to the organization and our mission and provide opportunities for advancement and employee recognition. CHP is an equal opportunity/affirmative action employer.

[EEO Statement →](#)



Selling CHP externally begins with the data.

Who is living in our affordable properties?



Use
research &
data to tell
your story
and make
your case.

Utilizing Virginia RGGI Revenue to Support Existing Low-Income Energy Efficiency Programs by Addressing Health & Safety Needs of the Weatherization Assistance Program Providers

Drafted by Community Housing Partners (CHP) Energy Solutions
December 2020



Energy efficiency and weatherization programs serving low-income, elderly, individuals with disabilities, and other energy burdened populations in Virginia have evolved dramatically since 2015. Federal resources through U.S. Department of Energy's Weatherization Assistance Program (WAP) and U.S. Department of Health & Human Services' Low-Income Home Energy Assistance Program (LIHEAP), administered through the Virginia Department of Housing & Community Development (DHCD), have served as the foundational resource for weatherization services provider operations. In 2015, providers saw an increase in utility-sponsored energy efficiency programs which are designed to serve the same client base. In 2021, utility-sponsored programs will have increased by 19-times from their 2015 funding levels, exceeding the federal resources available for weatherization for the first time in Virginia's history.

Breakdown of funds for weatherization work from federal sources and utilities programs (est.)
Estimated available health & safety funds are noted in white
\$eq-\$000

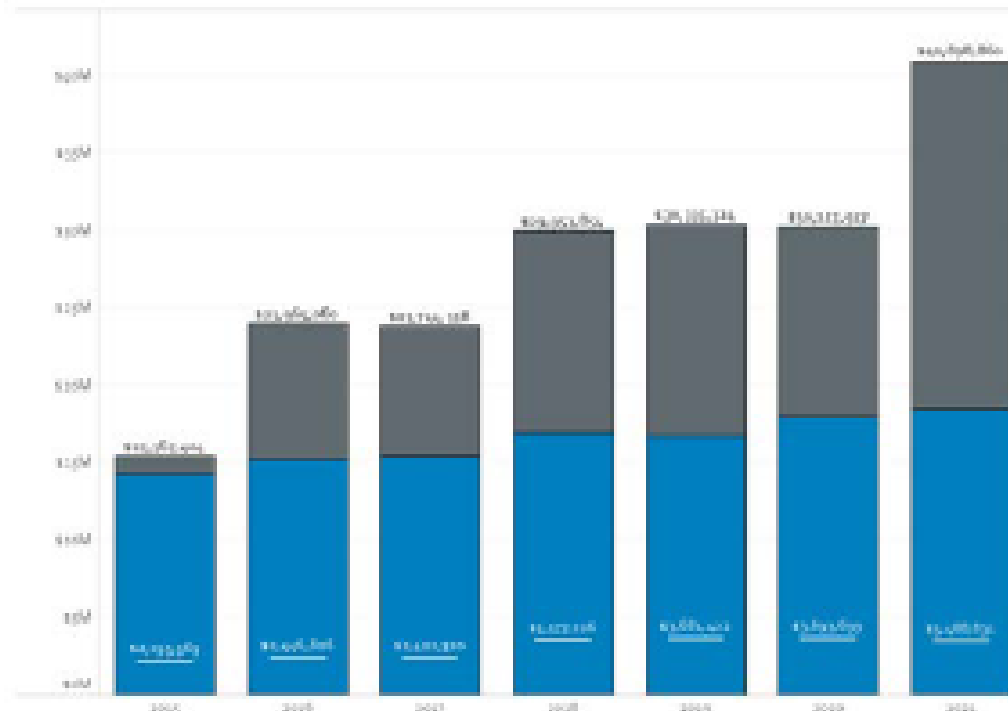


Figure 1. Historic Funding Levels for Low-Income Energy Efficiency Programs in Virginia by Source, 2015-2021

Deferral issues vary in scope and scale, but the core is consistent: weatherization providers do not have the resources needed to address health and safety and other incidental repairs required prior to the installation of weatherization and energy saving measures.

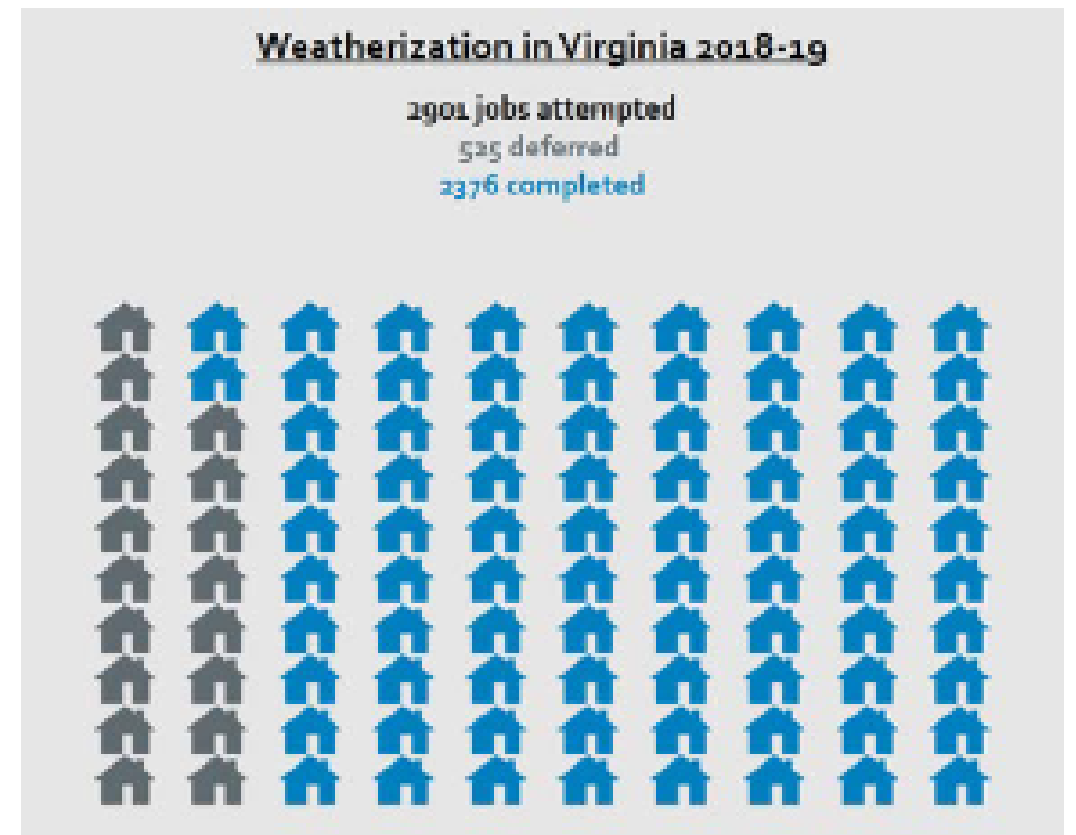


Figure 2. AEC Weatherization Deferral Rate Survey Results for Program Year 2018-2019

The most frequently cited reason for deferral in the survey was roof repairs or replacement needed. Other commonly reported deferrals were for structural repairs, moisture and other biological hazards, electrical issues, and more. These repairs are needed before weatherization providers can provide energy saving measures to these energy burdened households. Attic insulation, for example, cannot be installed if a leak in the roof may result in the insulation being compromised before the end of its expected useful life.

Access to home repair funds that could prevent these

Stronger collaboration for stronger products.

RFP Process

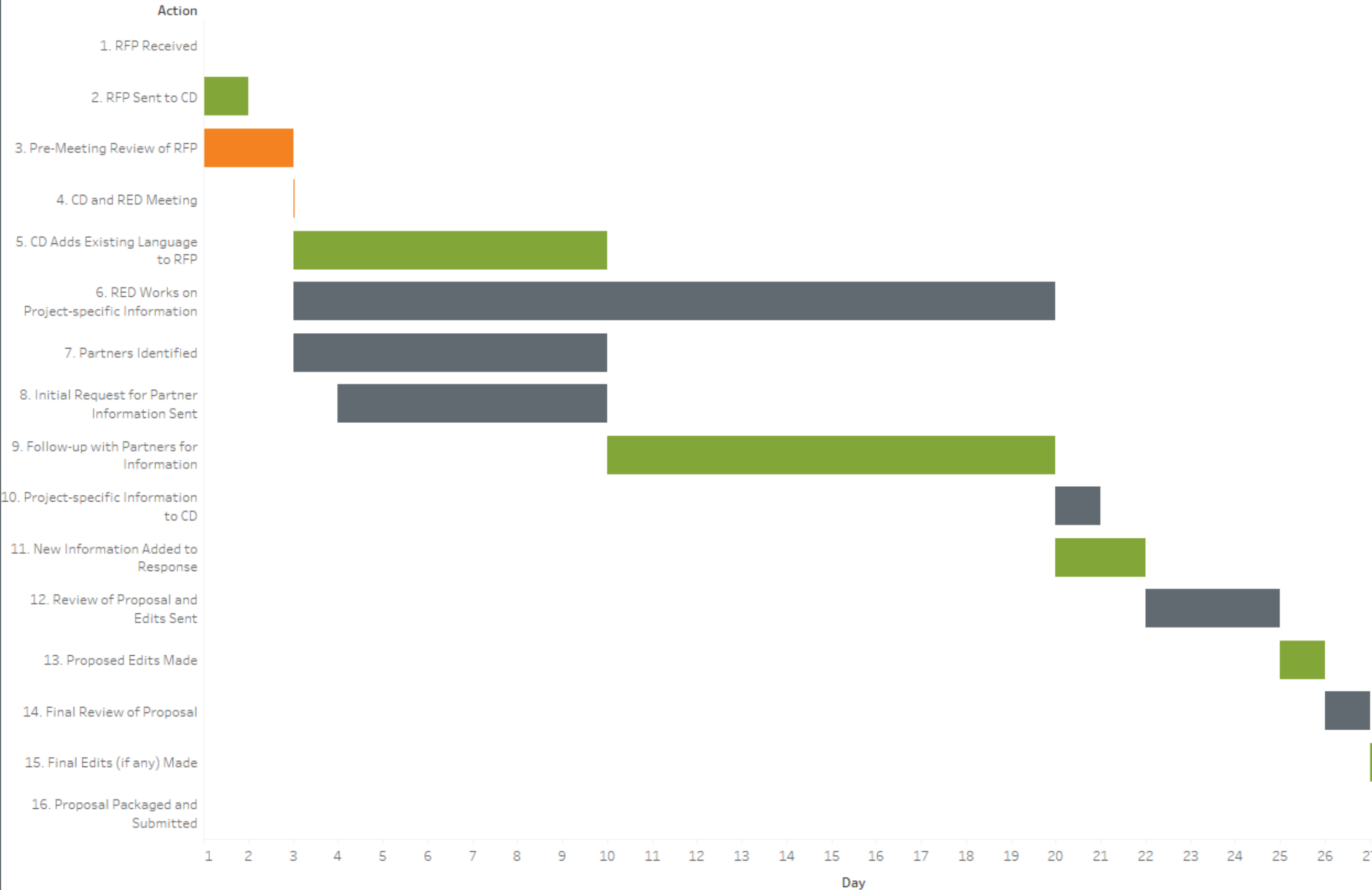
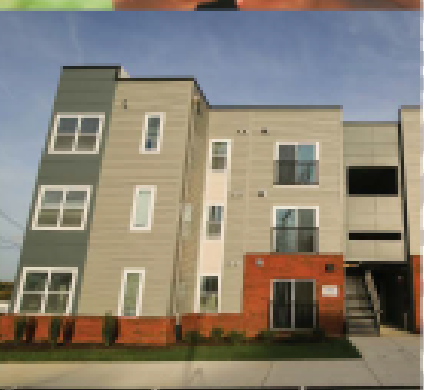


Table of Contents

Letter of Introduction	1
Table of Contents	2
TAB 1: Form of Qualification Statement	3
TAB 2: Profile of Firm Form	5
TAB 3: Managerial Capacity/Financial Viability	9
Managerial Capacity	10
Organizational Overview	10
Principal & Staff Qualifications	12
Staff Resumes	15
Financial Viability	25
Financial Stability	25
Adequate Working Capital	25
Strength of Financial Statement	25
Experience Adapting to Economic and Market Factors	26
Audited Financial Statements	27
TAB 4: Multifamily Development Experience	28
TAB 5: Planned Unit Development (PUD) Experience	32
Process for Community Engagement	35
TAB 6: Low Income Housing Tax Credit Experience	42
Compliance	43
Syndication	44
Experience Relative to MD CDA	44
Familiarity with MDAs, Management Agreements, and Regulatory and Operating Agreements	46
TAB 7: Public Housing/HUD Related Experience	48
TAB 8: References	55
TAB 9: Equal Employment Opportunity	57
TAB 10: Section 3 Documentation	59
Experience Engaging MBE, WBE, Locally Owned Businesses, and Section 3 Residents and Business Interests	60
TAB 11: Required Forms	63
TAB 12: Attachments – 2017, 2018, 2019 Audits	68





Focused capacity for marketing
and outreach to sell specific
products or services.



Who are your audiences and what are their priorities?

- ❖ Current Employees – recognition, transparency, support
- ❖ Future Employees – culture, testimonials
- ❖ Development Partners – capacity, credibility, production
- ❖ Foundations – equity, impact
- ❖ Clients – financial savings, health impacts
- ❖ Healthcare Partners – housing as a social determinant of health



Questions?