

New York State Homes & Community Renewal

**Technical Assistance to Grow Pro-Housing
Communities (TAG-PHC)**

2025 Request for Applications



**Homes and
Community Renewal**

Housing
Trust Fund
Corporation

TABLE OF CONTENTS

I. OVERVIEW.....	1
II. FUNDING.....	1
A. Available Funding.....	1
B. Eligible Applicants.....	1
C. Eligible Requests.....	1
D. Eligible Activities.....	1
III. APPLICATION & AWARD PROCESS.....	2
A. How to Apply.....	2
1. Submitting the Application.....	2
2. Application Deadline.....	2
3. Application Costs and Materials.....	2
B. Application Questions.....	3
C. Application Review Criteria.....	3
Applications that demonstrate the strongest connection to housing growth will be prioritized for award. Each application that is determined to be eligible will be reviewed based on the criteria listed below.....	3
D. Application Processing Steps.....	3
E. General Application and Award Provisions.....	4
IV. REGULATIONS, GUIDANCE & APPLICANT OBLIGATIONS.....	4
A. Contract Term.....	4
B. Equal Employment Opportunity/Minority and Women Owned Business; Service-Disabled Veteran- Owned Businesses.....	4
C. Environmental Review.....	5
D. Release of Funds.....	5
E. COMPLIANCE WITH ALL NYS REQUIREMENTS.....	5

I. OVERVIEW

Governor Hochul signed Executive Order 30 in July 2023, establishing the Pro-Housing Community Program to recognize municipalities actively working to unlock their housing potential. Building on this effort, the 2024-2025 New York State Budget made the Pro-Housing Community certification a prerequisite for cities, towns, and villages to access up to \$750 million in state discretionary funding.

Without resources, some communities may not have the ability to design and adopt pro-housing policies such as master plans, zoning text updates, and streamlined permitting procedures.

Through this Request for Applications (RFA), the Housing Trust Fund Corporation (HTFC) will award technical assistance grants to foster housing growth and further municipal development in municipalities certified under the Pro-Housing Community program

II. FUNDING

A. Available Funding

HTFC will make \$5,000,000 of Technical Assistance funding available through this Request for Applications (RFA). HTFC reserves the right to award additional or no funds based on resource availability and applications received.

B. Eligible Applicants

Pro-Housing Community certified Cities, Towns, and Villages located outside of New York City.

C. Eligible Requests

Eligible applicants may request **up to \$250,000** in grant funding to support a technical assistance project.

HTFC reserves the right to exceed the award cap for larger scale projects on a case-by-case basis, depending on availability of funds.

D. Eligible Activities

A technical assistance project must identify a scope of work that will be competitively awarded to an architect, engineering, urban planning, or other qualified firm that supports growth and development activity.

Technical assistance projects may include non-capital pre-development or planning expenses necessary to evaluate potential future housing or mixed-use development projects, implementation of technological and organizational improvements, and other project needs that are necessary and critical for efficiency and execution of housing growth within the applying municipality.

Examples of eligible activities may include but are not limited to:

- Zoning Analysis Reports and Recommendations to Increase Housing Capacity
- Streamlining and Accelerating Building Permitting Services
- Evaluation of Publicly Owned Properties for Development
- RFP Preparation for Development of Locally Owned Site(s)
- Market Studies
- Housing Needs Assessments
- Traffic or Other Impact Studies of Proposed Housing Projects

III. APPLICATION & AWARD PROCESS

A. How to Apply

Funding round materials will be available on the NYS Homes & Community Renewal website at: <https://hcr.ny.gov/phc> beginning September 25, 2025.

- **TAG PHC Application-** Use the attached application to describe your proposed project and budget in detail.
- **HCR Certification-** The signed certification form must be prepared and attached with the Proposal. The form is available online, here: <https://hcr.ny.gov/ocr-applicant-certifications>

1. Submitting the Application

A PDF containing the Application and Certification should be emailed to prohousing@hcr.ny.gov - Include “[Your Municipality] TAG PHC Application” in the email subject line.

It is the sole responsibility of the applicant to ensure applications are submitted and received by HTFC. HTFC is not responsible for any applications that are not received due to technical issues related to email submission. Applicants are encouraged to e-mail prohousing@hcr.ny.gov to confirm receipt of an application.

2. Application Deadline

Applications will be accepted until **November 25, 2025**.

3. Application Costs and Materials

HTFC, and any entity under the Homes and Community Renewal umbrella, will not be held liable for any cost incurred by the applicant for work performed in the preparation, production, or submission of an application in response to this RFA. All application materials and information submitted as part of the application shall become the property of HTFC.

B. Application Questions

Pro-Housing Communities Staff are available to answer questions related to the funding opportunity. Direct questions to prohousing@hcr.ny.gov and include “Pro-Housing TA RFA Questions” in the subject line.

C. Application Review Criteria

Applications that demonstrate the strongest connection and commitment to housing growth will be prioritized for award. Each application that is determined to be eligible will be reviewed based on the criteria listed below.

- Proposal provides clear and compelling explanation of how the procured services will facilitate housing growth.
- Clear, discrete project described.
- Project can be completed within a 12-month term.
- Proposal provides clear and compelling explanation of how the procured services will facilitate housing growth.
- Budget is reasonable, clearly described and supported.
- Need for funding is clear.
- Applicant presents no outstanding compliance issues with any entity within HCR.
- Applicant presents capacity to successfully complete project and administer grant award.

D. Application Processing Steps

- **Application Receipt** – Once an application is submitted via email the application is made available for review by HCR staff.
- **Threshold Eligibility Review** – Applications are reviewed to confirm that the identified threshold eligibility criteria identified in Section II are met. Applications that do not meet the threshold eligibility criteria will not be reviewed further.
- **Application Review** – Eligible applications are reviewed using the application review criteria identified in Section III (C).
- **Award/Non-Award Notification** – Applicants will receive a letter with the final status of an application as follows:
 - Non-Award - The application was not selected for funding due to ineligibility, project infeasibility, or other factors as determined at the sole discretion of HTFC.
 - Award - Selected for Funding as application presented a complete, eligible and feasible project.
- **Program Agreement** – Applicants selected for funding may be asked to revise parts of a proposal prior to issuance of a grant agreement. HCR expects to enter into a grant agreement within 45 business days of the award. Awardees are required to provide supplemental documentation including documentation of insurance coverage with the Program Agreement.

E. General Application and Award Provisions

- HTFC reserves the right to communicate with an applicant for the purpose of addressing clerical and arithmetical errors in applications.
- HTFC reserves the right not to issue an award or contract to any applicant if it has been determined that the applicant is not in compliance with existing contracts and has not taken satisfactory steps to remedy such non-compliance. Activities that commence prior to contract execution and environmental review will not be eligible for reimbursement.
- HTFC reserves the right to award all, more than identified, a portion of, or none of the available funds based upon funding availability, feasibility of the applications received, the competitiveness of the applications, an applicant's ability to meet HTFC criteria for funding, the applicant's ability to advance the State's housing goals, and HTFC's assessment of cost reasonableness. HTFC reserves the right to award all, a portion of, or none of the application's requested amount, and further reserves the right to review an application requesting funds as an application for funding under other programs for which the proposed activity is eligible, and to change or disallow aspects of the applications received.
- HTFC reserves the right to waive any requirement contained in this RFA or revise the terms of this RFA as needed.
- Award of funds does not confirm eligibility of all activities included in an application proposal, and HTFC reserves the right to change or disallow aspects of the applications received and may make such changes an expressed condition of its commitment to provide funding for proposed activities.

IV. REGULATIONS, GUIDANCE & APPLICANT OBLIGATIONS

A. Contract Term

Upon approval of funding from HTFC a twelve-month grant agreement will be provided. Applicants are advised to request funding only for activities that can be completed within this contract term. HTFC reserves the option to amend the term.

B. Equal Employment Opportunity/Minority and Women Owned Business; Service-Disabled Veteran-Owned Businesses

All awardees must submit a Minority/Women-Owned Business Enterprise (M/WBE) Utilization Plan that is acceptable to HCR. Awardees are required to make affirmative efforts to ensure that New York State Certified M/WBE's are afforded opportunities for meaningful participation in activities funded by HTFC. Further, all contractors and awardees must conduct good faith outreach efforts to solicit the participation of NYS-Certified Service-Disabled Veteran-Owned Businesses (SDVOBs) in HTFC financed activities. Enterprises and Businesses certified by New York City or any entity other than New York State do not satisfy this requirement. Additional information can be found at: <https://hcr.ny.gov/deco>

C. Environmental Review

Prior to the formal commitment or expenditure of funds, the environmental effects of each program activity must be assessed in accordance with the State Environmental Quality Review Act ("SEQRA") at 6 NYCRR Part 617.

D. Release of Funds

Following execution of a grant agreement with HTFC, and completion of required Environmental Review approval, the city, town, or village, may request funds on a reimbursement or incurred cost basis. Funds will not be advanced.

E. COMPLIANCE WITH ALL NYS REQUIREMENTS

By submitting an application in response to this RFA, the applicant acknowledges that, if awarded a contract, they will be solely responsible for ongoing compliance with any and all State requirements related to the Scope of Work outlined or included in this RFA. The requirements included in this RFA are not necessarily comprehensive, and it is the successful applicant's responsibility to remain knowledgeable of, and compliant with, any new or revised rules that are adopted during the life of the contract.