



HOUSING ACTION PLAN OPPORTUNITY

Calling interested community stakeholders!

Overview of the Opportunity

The Florida Housing Coalition (Coalition) invites local leaders and community partners to apply for an opportunity to develop a Housing Action Plan (HAP) tailored to the local community or region with hands-on technical assistance from our team. Through this initiative, **up to two** selected communities or regions will receive targeted support to design action-oriented strategies that address their most pressing housing needs and priorities. The opportunity is designed to strengthen local housing efforts and transform ideas into a clear, achievable plan. Financial assistance is also available to offset a portion of plan costs for a selected applicant who is a Coalition member or who becomes a member prior to project kick-off.

Drawing from the Coalition's Housing Policy Toolkit, the HAP bridges the gap between current conditions and a clear set of public policy and investment approaches that help policymakers, builders, and housing advocates deliver on affordable housing production and preservation goals. The Toolkit centers around five key strategy areas:

1. Funding: Deploy all possible funding sources for affordable housing needs.
2. Regulation: Reform zoning and land use regulations to unlock developable land.
3. Land: Dedicate public and private land to affordable housing goals.
4. Partnerships: Form and sustain strategic partnerships that generate results.
5. People: Directly engage and support residents, specifically those with the greatest housing needs.

These five strategy areas include approaches to implement State pro-housing legislation at the local level and activate the local ecosystem of housing stakeholders for successful implementation.

The selected applicant will need to demonstrate an ability to cover costs of the plan. The Coalition can provide financial assistance to a selected applicant with an active Coalition membership (or who becomes a member prior to project kick-off) to offset a portion of plan costs. The Coalition can also work with a selected applicant to establish a phased funding approach to cover plan costs. Details are provided in the Selection Criteria section below.

What Does the Housing Action Plan Include?

Each Housing Action Plan is organized around a core set of service areas completed in phases that together provide a foundation for local analysis and strategy. These service areas include:

- **Data and trend analysis** – This phase establishes a clear baseline of community conditions, including demographic and economic factors, spatial trends, and housing market dynamics. Key metrics may explore population growth, household composition, workforce and commuting patterns, and affordable housing demand. Depending on local context, specialized topics such as housing suitability, displacement trends, commuter flows, or neighborhood market dynamics can be prioritized for deeper analysis.
- **Policy and plan review** – This phase examines the plans, policies, and regulations that shape local housing outcomes. Core documents include the comprehensive plan and land development code, along with other plans as applicable, such as the LHAP and Consolidated Plan. Collaboration with local government staff is essential to this process—they provide institutional knowledge and technical expertise. The goal is to identify policy barriers and opportunities, and to evaluate how current regulations play out in the built environment.
- **Stakeholder engagement** – Stakeholder engagement is central to every Housing Action Plan. A tailored engagement plan will guide how community insights are gathered and used to validate data findings, identify pain points, and understand local priorities. Engagement activities may include surveys, interviews, working groups, or facilitated workshops. The scope of engagement can be customized based on need and available resources. Throughout this process, we seek to collaborate with local Coalition members and partners who can serve as local experts, strengthening connections within the housing ecosystem and accelerating partnerships that lead to tangible outcomes.
- **Priority strategy identification** – In this phase, the Coalition works with partners to identify the most impactful and achievable housing strategies. Using the Florida Housing Coalition’s Housing Toolkit as a framework, we focus on leverage points that address local needs across five dimensions of housing system alignment. The result is a set of high-impact, adoptable strategies—grounded in both data and community input—that can guide collective action among local stakeholders.
- **Implementation roadmap** – The final phase produces an implementation roadmap that identifies key partners, tasks, relationships, and a suggested timeline for action. If desired, this phase can include additional technical assistance—such as presentations to community groups, training sessions, or targeted workshops on topics like policy drafting and leveraging new pro-housing legislation. The roadmap provides a clear foundation for moving from planning to action.

The Coalition will work closely with the selected applicant to tailor the scope and emphasis of the plan from the above framework—ensuring the process aligns with local resources to support the planning effort, capacity, priorities, and goals.

Selection Criteria

Applicants are welcome from all sectors—including local governments, nonprofits, coalitions, foundations, and other partners committed to creating housing solutions.

Up to two applicants may be selected for this opportunity, depending on selection criteria and coordination of project kick-off timeframes based on information provided in the application.

The Coalition will prioritize proposals that demonstrate clear community need, readiness for implementation, and a financial commitment to participate in the planning process.

- **Need:** Communities that lack a recent, comprehensive housing analysis or action plan will receive priority consideration. If a regional analysis has been completed recently, applicants should describe remaining gaps, targeted issues, or unique local conditions that warrant a focused planning effort.
- **Readiness:** Applications should show strong potential for the action plan to mobilize local governments, partners, and resources from ideas to implementation. Preference will be given to applicants demonstrating active local government involvement, cross-sector collaboration, and evidence of recent initiatives and commitments that reflect readiness for action.
- **Financial Commitment:** Applicants must demonstrate the ability to cover the cost of the Housing Action Plan through existing financial resources and/or fundraising. The base estimated price is \$50,000, with final price depending on the final project scope. Applicants who may not have the total plan funding immediately identified but with at least 50% of funding identified at project kick-off can work with the Coalition to establish a phased funding approach. While membership in the Florida Housing Coalition is not required to participate in a Housing Action Plan, members receive access to discounts and financial assistance of up to 7.5% of total project costs and can leverage additional Coalition network resources. To become a member, please visit: <https://flhousing.org/membership-application/>.

Expectations for Participation

The selected applicant will be an active participant in the action planning process. The selected applicant will work closely with the Coalition throughout the project to ensure a tailored, impactful Housing Action Plan. Key expectations include:

- **Share relevant project information** – Applicants serve as local experts and primary points of contact to help ensure that findings align with on-the-ground conditions. Throughout the process, the Coalition will rely on applicants as key project partners—providing local context (historical, institutional, or market knowledge) and tangible support such as identifying stakeholders and assisting with outreach.
- **Review and provide input** – Applicants will have opportunities to review draft analyses, findings, and recommendations throughout the process. Feedback will help ensure the Housing Action Plan accurately reflects community priorities, aligns with local goals, and is ready for implementation. This may also include helping to identify key partners or stakeholders whose input is needed to keep the plan relevant and actionable.

- **Engage actively** – Applicants are expected to participate in regular communications, milestone meetings, and check-ins with the Coalition team. Ongoing engagement helps maintain momentum, resolve questions quickly, and ensure a smooth and collaborative planning process.

Application Process and Timeline

October 23, 2025	Application opens
December 19, 2025 - 11:59 PM EST	Application deadline
January 2025	Applications review and finalist interviews
February 2026	Awardee selection and notification to determine final scope and funding plan

How to Apply

Submit your completed application by December 19, 2025 at 11:59 PM EST using the following link: <https://www.surveymonkey.com/r/ZJKMNKZ>

If you have any questions, please contact Ali Ankudowich at ankudowich@flhousing.org.