

# **New Jersey Housing Opportunities for Municipal Equity and Success**

## **NJHOMES**

### **Launchpad Request For Proposals (RFP)**

The NJHOMES Launchpad initiative will provide education, technical assistance and funding to support municipalities in meeting the goals of the NJHOMES Initiative:

- Adopting policies and practices to make it easier, more attractive and faster to create affordable housing in communities
- Creating and fostering a wide array of housing models
- Supporting and empowering municipalities to meet their goals and fulfill their obligations with access to experts and technology tools
- Funding the gaps in the system to bring homes online quickly

NJHOMES focuses on 100% affordable lifecycle housing – affordable housing designed to meet the needs of households at all stages of life. The NJHOMES Launchpad seeks municipalities who plan to bring affordable housing units online within 24 months and who would like to explore innovations in housing models, zoning or policy changes, and/or using housing development as a platform for neighborhood and economic revitalization.

The Launchpad will provide:

#### **EDUCATION:**

NJHOMES will provide a training curriculum, both online and in-person, that is tailored to the municipal perspective and addresses all aspects of development including community planning and building support, fostering partnership for development, planning and zoning to facilitate development, and utilizing housing development for neighborhood and economic revitalization. Applicants will also participate in a learning cohort of peers who are encountering similar challenges and participating in NJHOMES Launchpad. Successful applicants must commit one FTE to participate fully in the training curriculum and to serve as the municipal lead for NJHOMES projects.

#### **TECHNICAL ASSISTANCE:**

Participants will be partnered with a team of experts from the Department of Community Affairs and its consultants with a wide range of expertise, from financing and development, land use and planning, neighborhood revitalizations, creating public/private partnership, community development and engagement, and other areas as needed. These experts will assist participants in identifying needs and overcoming obstacles to creating affordable housing. Participants will be assigned a team based on their identified needs and individual plans that will provide one-on-

one assistance to assist municipalities in meeting whatever challenges arise during their development process.

#### **FUNDING:**

The Launchpad will provide a total of \$100,000 over two years to each selected municipality to support staffing costs for an employee to serve as the municipal lead for NJHOMES projects.

In addition, municipalities who partner with non-profit developers on projects will receive access to the Launchpad Predevelopment Fund, a \$10 million fund to support predevelopment expenses in the preliminary phases to help projects get off the ground quickly. These funds will be available on a rolling, first come first served basis only to participants in the NJHOMES Launchpad.

#### **FIRST COHORT PRIORITY INNOVATION: ACCESSORY DWELLING UNITS**

This RFP will set aside a minimum of 20% of funding for applicants who want to explore the usage of accessory dwelling units to meet their affordable housing obligations. Applicants to the priority innovation set-aside must indicate their intent to participate in the set-aside in their Letter of Intent, along with their vision of the use of ADUs in their municipality.

### **NJHOMES Launchpad Letter of Intent**

The NJHOMES Launchpad is a competitive opportunity for municipalities that will provide a learning community offering enhanced technical assistance, mentorship, and funding to support staffing capacity and pre-development to implement affordable housing planning and projects. It takes all that NJHOMES has to offer and provides it in an intensive collaborative model with support for experts to accelerate a municipality's ability to develop their much-needed affordable housing that fits into and is supported by the community.

The initial cohort will include approximately 10 municipalities that must commit to developing at least one (1) affordable housing project within a 12 to 24-month timeframe. To apply for this opportunity, each municipality must provide a Letter of Intent that provides the following information:

1. Names, titles and contact information for the municipal team who will participate in NJHOMES Launchpad. The team should include key decision makers for affordable housing development, and should designate a position that will serve as the Launchpad Municipal Lead that will be supported through funds from this RFP. If this position is not yet filled, please indicate that.

2. Number of units that will be developed within 24 months through participation in this initiative.
3. What type of strategies would you like to employ to meet your affordable housing obligation and create life cycle housing in your community:
  - a. Accessory Dwelling Units (ADUs) – Applicants to the Priority Innovation set-aside must indicate their interest in ADUs and their vision for usage of ADUs in their community
  - b. Planning and Zoning changes
  - c. Non-profit developer partnerships
  - d. Special Needs housing
  - e. Family housing: 2- and-3-bedroom units
  - f. Economic development and neighborhood revitalization
  - g. Other: please describe
4. What type of municipal commitments will the community make towards development (funds, land, in-kind resources)?
5. A brief narrative that includes:
  - a. Goals your municipality seeks to accomplish through participation in the Launchpad
  - b. Chief obstacles your municipality faces in affordable housing development
  - c. Areas in which you would like technical assistance from the Launchpad team of experts, which can include but is not limited to housing models, zoning and land use, funding, development of public/private partnerships, housing as a driver of economic development
  - d. Any other information that will support participation in the Launchpad.

DCA will select participants for the first cohort based on responses to this RFP, along with data on municipal progress and capacity in affordable housing development, commitment of leveraged funding where available, and geographic distribution throughout the State.

Submissions are due by July 1, 2025 at 5:00 PM. Submissions should be emailed to:

[colleen.velez@dca.nj.gov](mailto:colleen.velez@dca.nj.gov)

Awards will be announced by August 15, 2025, with an initial kickoff meeting scheduled for September 2025.

Questions may be submitted to [colleen.velez@dca.nj.gov](mailto:colleen.velez@dca.nj.gov) by June 15, 2025. Questions and responses will be posted on DCA's website.