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Application to HCD for the Prohousing Incentive Program Round 4

March 10, 2026

Housing and Land Use
Committee

Vincent Montgomery,
Planning Manager

**Prohousing Incentive Program
Notice of Funding Availability
Round 4**



**State of California
Governor Gavin Newsom**

**Tomiquia Moss, Secretary
Business, Consumer Services and Housing Agency**

**Gustavo Velasquez, Director
California Department of Housing and Community
Development**

**Megan Kirkeby, Deputy Director
Division of Housing Policy Development**

651 Bannon Street, Suite 400
Sacramento, CA 95811

Website: <https://www.hcd.ca.gov/grants-and-funding/programs-active/prohousing-incentive-program>

Email: ProhousingIncentive@hcd.ca.gov

September 2025

Background

- April 2023, Prohousing Designation
- September 30, 2025 – PIP Round 4 NOFA Release
- \$8,000,0000 Statewide
- First time PIP applicants will be prioritized

Discussion

- **City Eligible - \$1,250,000**
- **PIP Selected Activities**
 - **Activity 6**— Rehabilitation of El Rey Motel for the use of transitional housing for individuals experiencing, or at risk of homelessness
 - **Activity 9** – Funding to support the City's Mortgage Down Payment Assistance Program



Activity 6

- Rehabilitation of El Rey Motel
- 443 W. Market St., Salinas CA, 93901

Activity 9

- Mortgage Down Payment Assistance Program
- Locations to be determined

City Eligibility:

\$1,250,000

PIP Selected Activities



PIP Round 4 Application Timeline

Recommended Motion

It is recommended that the Housing and Land Use Committee support the approval of a City Council resolution authorizing the submittal of the PIP Round 3 application to the California Departments of Housing and Community Development on or before March 31, 2026, and the acceptance of funds, if awarded.



Questions?

*For more information, contact the CDD Housing Division at
(831) 758-7334*

<https://www.cityofsalinas.org/Your-Government/Departments/Community-Development>