



# 2024-2026 Action Plan

Together we rise.

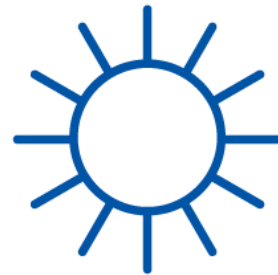
**LIFT TO RISE**

# Our North Star



A future where all Coachella Valley families are healthy, stable, and thriving.

# Our Shared Goal



Reduce rent burden in the Coachella Valley by 30% through the production of 10,000 affordable housing units by 2028.



# Our Shared Wins

**1,200 units**

under construction in 2024, up from 38 units/year pre-2018

**\$26 million**

in loans obligated since 2021 to 11 community prioritized projects sparking 891 units

**1,787 residents**

activated over the past two years

**LIFT TO RISE**

# We have the plan

The Action Plan is a roadmap co-created by members of our Housing Collaborative Action Network, including councilmembers and staff members from the city of Coachella, outlining collective contributions over the next two years to achieve our SHARED GOAL of reducing rent burden by 30% through the production of 10,000 affordable housing units.



LIFT TO **RISE**

Our two-year goal  
is...

By July 2026 to have at least 7,500 new units of affordable housing completed, under construction, or set to be under construction with six months with an emphasis on units connected to early childhood education (ECE) and improved health equity.

A woman with short hair, glasses, and a denim jacket is smiling and holding a white sign with blue text. She is wearing a blue and black checkered skirt and a lanyard with an ID badge.

**We have the plan.**



**LIFT TO RISE**



# Key Strategies

During strategic planning sessions, we identified six key strategies of focus for the next two years.

1. Pipeline
2. Funding
3. Infrastructure
4. Policy Advocacy
5. Movement Building
6. Rapid Response

**LIFT TO RISE**



# Pipeline

Identify 3,000 new units a year that meet the criteria for the affordable housing pipeline with an emphasis on those that include connections to health and ECE and move at least 50% of Pipeline projects to development.

Lift to Rise - Affordable Housing Pipeline Portal

Coachella currently has nearly 500 units of affordable housing in the pipeline

**LIFT TO RISE**

# Funding

Address the funding bottleneck occurring due to scarcity of low-income housing tax credits through increasing the lending pool of We Lift: The Coachella Valley Housing Catalyst Fund, the creation of alternative revenue streams, changes to the current tax credit distribution process, and innovative financing approaches.

- Lift to Rise - Catalyst Fund
- Coachella supported Lift to Rise's successful application to SCAG's REAP 2.0 program to secure funding for the Catalyst Fund.







# Policy Advocacy

Move policy and regulation at the municipal, state, and federal level to enable more affordable housing development.

- Lift to Rise – State and Federal Legislative Advocates
- Housing element update outlines several other creative pro-housing policies underway including Objective Design Standards and the ADU program.

**LIFT TO RISE**

# Infrastructure

Work with utility companies to ensure affordable housing opportunities are not limited by electric, gas, and sewer constraints.

- Housing supportive infrastructure
- Sustainable energy
- Lift to Rise is also working to get SCE, IID, and CVWD all at the table for these discussions





# Movement Building

Through strategic communications and resident engagement, we will build greater public awareness and support for affordable housing in the

- Lift to Rise – Resident Engagement region: Resident Leadership Table, Committees by Cities, Community Advisory Committee

- Lift to Rise – Strategic Communications efforts

**LIFT TO RISE**

# Rapid Response

Advocate for a develop supports that can help residents with emergency or chronic housing needs.

- Lift to Rise – United Lift Rental Assistance Program distributed more than \$300 million keeping more than 120,000 renters in their home
- Coachella data: \$83,754,904 million in assistance was disbursed to 756 households
- Keeping residents housed and address their immediate needs



LIFT TO RISE

# You have the power, Coachella!

- Even without a certified housing element, the city has actively prioritized affordable housing!
- While there are many proposed programs and goals in the city's general plan that address the housing crisis, we challenge the council to think of ways to go beyond what has been outlined.
- Consider regional collaboration for prohousing interventions such as inclusionary zoning, TOT revenue allocation, a prohousing designation, etc.
- Think about subsidies to affordable housing at the local level.
- Increase your participation in our efforts to address housing affordability throughout the region, not just in Coachella.



**LIFT TO RISE**



You all have the power to ensure a healthy, stable, and thriving community for all.



LIFT TO **RISE**

A sunset landscape with mountains in the background and wildflowers in the foreground. The sun is low on the horizon, casting a warm glow over the scene. The foreground is filled with various wildflowers, including yellow and purple ones. The mountains in the background are silhouetted against the bright sky.

# THANK YOU!

**Connect with us!**

**[contact@lifttorise.org](mailto:contact@lifttorise.org) / [www.lifttorise.org](http://www.lifttorise.org) / Facebook: @LiftToRise / Instagram: @LiftToRise**