

CAL-ALHFA 2024 CONFERENCE
TEAMWORK – IT WORKS!
May 9, 2024
SACRAMENTO, CALIFORNIA

PRESENTERS

KEYNOTE SPEAKER (12:15 p.m. – 1:15 p.m.)



Assemblymember Christopher M. Ward
California State Assembly
P.O. Box 942849
Sacramento, CA 94249-0078

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Assemblymember Chris Ward was re-elected in 2022 to serve the 78th Assembly District representing San Diego and El Cajon. He currently serves as Chair of the Assembly Housing and Community Development Committee, as well as the Select Committee on Biotechnology. He is also currently serving as the Assembly designee on the California State Coastal Conservancy and Vice Chair of the California Legislative LGBTQ Caucus.

Assemblymember Ward focuses his legislative efforts on housing, homelessness, climate, state budget and water supply issues, while balancing other key priorities concerning constituents. Since he was first elected, Assemblymember Ward has secured efforts to establish the state's first community solar program, ensure transparency around government use of automated decision-making systems, make rental application fees cheaper, prohibit discrimination in mixed-income housing developments, reduce access to ghost guns, and increase the substance use disorder counselor workforce.

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1724 10th Street, Suite 110
Sacramento, CA 95811
EIN: 33-0348343

Welcome and Introduction (9:00 a.m. - 9:15 a.m.)



Wendy DeWitt
Vice President, Policy
San Diego Housing Commission
1122 Broadway, Suite 300
San Diego, CA 92101

Telephone: (619) 578-7590
Email: wendyd@sdhc.org

Wendy DeWitt has over 30 years of public agency experience with San Diego Housing Commission (SDHC), including serving as Policy Director, participating in strategic planning and revenue development for SDHC, as well as advocacy for affordable housing policies and programs at the state and federal levels. She works with the Senior Vice President of Strategic Operations and Policy and SDHC's policy team to advocate for effective affordable housing policies and resources.

Wendy previously served as SDHC's Vice President of Real Estate Programs and Special Initiatives, where she was involved in the creation and implementation of Special Initiatives, such as SDHC's "Addressing the Housing Affordability Crisis" reports, including "San Diego Housing Production Objectives 2018 - 2028."

Her previous roles throughout SDHC's Real Estate Division also included: managing the development of affordable housing owned and operated by SDHC; implementing the startup and operation of SDHC's nonprofit affiliate, Housing Development Partners; and serving in the Multifamily Finance Department, which provides gap financing for affordable housing developments.

Wendy holds a B.B.A in Business Administration from the University of Kentucky and a law degree from California Western School of Law in San Diego. She is a member of the California State Bar and is the current President of the California Association of Local Housing Finance Agencies (CAL-ALHFA) and a former board member of the San Diego Housing Federation.

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Mary Ellen Shay
Principal
M.E. Shay & Co.
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Sacramento, CA 95814

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Mary Ellen Shay is the founder and owner of M.E. Shay & Co. Real Estate Market Analysis, a market research firm that specializes in affordable housing projects. Mary Ellen was a VISTA volunteer in Shasta County and co-founded the Self Help Home Improvement Project (SHHIP) with her fellow VISTAs. She also worked for the City of Redding and State Department of Housing and Community Development before starting M.E. Shay & Co.

Mary Ellen is the past President and founding member of the National Association of Housing Market Analysts.

She is a former member and Chair of the Federal Home Loan Bank of San Francisco's Affordable Housing Advisory Committee and is also a member of the Board of the California Housing Consortium. Over the years she has taught numerous affordable housing development courses and has written many articles on real estate market analysis and affordable housing development for trade publications. She attended Washington University in St. Louis and graduated from San Francisco State. She is still a very proud Gator.

Mary Ellen is the Executive Director of the California Association of Local Housing Finance Agencies (CAL-ALHFA).

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Redevelopment Roundtable (9:15 a.m. – 10:00 a.m.)

Wendy DeWitt
Vice President, Policy
San Diego Housing Commission
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###

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Principal
M.E. Shay & Co.
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State Housing Program Update (10:00 a.m. – 11:00 a.m.)



Marina Wiant
Executive Director
California Tax Credit Allocation Committee and
California Debt Limit Allocation Committee
901 P Street, Suite 213 A
Sacramento, CA 95814

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Email: marina.wiant@treasurer.ca.gov

Marina Wiant was appointed as the Executive Director of the California Debt Limit Allocation Committee (CDLAC) and the California Tax Credit Allocation Committee (CTCAC) by California State Treasurer, Fiona Ma in January 2024. Both committees are chaired by Ma as state treasurer and play a critical role in financing the construction of affordable rental housing in California.

Prior to being appointed by Treasurer Ma, Marina planned, directed, and coordinated all activities related to the development of California Housing Consortium's (CHC) policy positions, including interacting with government officials, testifying in legislative hearings, planning policy-related events, and preparing materials to inform CHC members, the media, and the public on issues related to the affordable housing industry. Prior to joining CHC, she worked as a legislative staffer in the California State Assembly and also interned with the Assembly Business, Professions, and Consumer Protection Committee.

Marina received her J.D. from Santa Clara University, with an emphasis in international law, and received her B.A. from UCLA, majoring in political science and minoring in Global Studies and Russian Language. She was admitted to the California State Bar in December 2010.

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Ellen Martin
Director of Homeownership
California Housing Finance Agency
500 Capitol Mall, Suite 1400
Sacramento, CA 95814

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Email: emartin@CalHFA.ca.gov

Ellen Martin was appointed Director of Homeownership of the California Housing Finance Agency (CalHFA) by Governor Gavin Newsom in 2023. Ellen served as CalHFA's Director of Business Development and Stakeholder Relations since 2021. In that role, she worked closely with CalHFA's Single Family Lending division to help launch the Forgivable Equity Builder Loan program and the Accessory Dwelling Unit Grant program, both of which successfully allocated all their funds in 2022, and the new California Dream For All Shared Appreciation Loan Program. Additionally, she has built strong relationships with housing stakeholders both inside and outside of state government.

Prior to working at CalHFA, Ellen held multiple positions at Economic and Planning Systems, Inc. from 2005 to 2021. She was Policy Analyst and Legislative Coordinator at United Domestic Workers of America from 2004 to 2005. Martin earned her Master's in Public Policy and Administration from California State University, Sacramento. She is a member of the Urban Land Institute and the California Association for Local Economic Development.

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Jennifer Seeger
Deputy Director, Financial Assistance-
State Programs
California Department of Housing and
Community Development
2020 West El Camino Avenue
Sacramento, CA 95833

Telephone: (916) 263-2771
Email: jennifer.seeger@hcd.ca.gov

Jennifer Seeger has worked for the California Department of Housing & Community Development for over six years. She is presently the Deputy Director of Finance Assistance – State Programs and is responsible for all aspects of approximately 18 various state and federally funding housing and community development programs including program design, award, underwriting, and compliance. Prior to this position, she was the Assistant Deputy Director of Operations where her responsibilities included loan closing, asset management and compliance functions for state and federally funding housing and community development programs. Before being the Assistant Deputy Director of Operations, she was the Senior Housing Policy Manager for 11 years.

Jennifer received her Bachelor's degree in Business Administration and Management/Economics from Wartburg College in 1994 and attended the Middlebury Institute of International Studies at Monterey for Public Administration from 1995 – 1998.

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State Legislative Update (11:00 a.m. – 12:00 a.m.)



Lisa Engel
Chief Consultant
Assembly Housing & Community
Development Committee
1020 N Street, Room 162
Sacramento, CA 95814

Telephone: (916) 319-2085
Email: lisa.engel@asm.ca.gov

Lisa Engel is the Chief Consultant to the Assembly Committee on Housing and Community Development. She joined the committee over 17 years ago as a principal consultant and became chief consultant ten years ago. She works on the following issues for the committee: housing finance, homelessness, common interest developments, redevelopment, building standards, and budget issues. Lisa has a Master of Science in Community Development from the University of California, Davis. Prior to joining the Committee she worked for the Nehemiah Corporation of American for five years.

Lisa received her Bachelor of Science in Social Ecology from UC Irvine and her Master's degree in City/Urban, Community and Regional Planning from the University of California, Davis.

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Alison Hughes
Chief Consultant
Senate Housing Committee
1021 O Street, Room 2209
Sacramento, CA 95814

Telephone: (916) 651-4124
Email: alison.hughes@sen.ca.gov

Alison Hughes is a consultant to the California State Senate Committee on Housing, chaired by Senator Scott Wiener (D San Francisco). Before joining the Senate Committee on Transportation and Housing in 2015, Alison served as an Executive Fellow and then Legislative Coordinator at the California State Transportation Agency and worked on legislation and policy issues that affected the eight transportation related departments within that agency.

While in law school, Alison interned for the California Senate Transportation and Housing Committee, where she researched and analyzed transportation and housing bills. She also worked on federal, state, and local housing and homelessness policy while interning with the National Coalition for the Homeless in Washington, DC and HomeBase in San Francisco. In addition to these internships, she concurrently volunteered directly with low-income individuals through legal aid clinics and served as a student mediator in the Pacific McGeorge Housing Mediation Clinic.

Alison earned a Bachelor's degree in Psychology from the University of Redlands and a Juris Doctor and a Capital Certificate in Public Law and Policy with an emphasis in housing policy from Pacific McGeorge School of Law.



Francesc Martí
Senior Director
Strategy and Government Affairs
California YIMBY
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Sacramento, CA 95814

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Francesc Martí served in the California Housing Finance Agency as Director of Policy, Strategy and Legislation from 2018 to 2024, during which time he led CalHFA's extensive collaboration with legislators and policymakers at the state and federal levels. He also worked extensively with Governor Gavin Newsom's Administration on its housing initiatives and played a key role in the design of several of CalHFA's programs, most notably a first-of-its-kind partnership with Apple.

Prior to his tenure at CalHFA, he served as Assistant Commissioner for Government Affairs at New York City's Department of Housing Preservation & Development, heading a division that negotiated legislation at the local, state, and federal levels. During his tenure there, Martí worked with the New York State legislature to enact the nation's largest property tax incentive program for multifamily development. Francesc started his career in public service working in Mayor Bloomberg's budget office in New York City and also worked in the New York State Senate.

He holds a Masters' in Public Administration from New York University and a Bachelor of Arts from Vassar College.

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Mark Stivers
Director of Advocacy
California Housing Partnership
1107 9th Street, Suite 700
Sacramento, CA 95814

Telephone: (415) 433-6804, Ext. 214
Email: mstivers@chpc.net

Mark Stivers joined the California Housing Partnership in 2019 as the Director of Advocacy. In close coordination with nonprofit and government partners, as well as state housing leaders, Mark uses his two decades of experience in the field to help develop and advance a comprehensive agenda of legislative and regulatory solutions to the state's affordable housing crisis.

Prior to joining the Partnership, Mark most recently served as the acting Deputy Director for the Division of Financial Assistance at the California Department of Housing and Community Development, where he oversaw the department's program design, award, loan closing and monitoring efforts for more than 20 loan and grant programs. From 2015 to 2018, Mark was the Executive Director of the California Tax Credit Allocation Committee, responsible for the administration of the California's Low-Income Housing Tax Credit Program. Prior to his tenure at TCAC, Mark served 16 years as the primary housing consultant to the California Senate, where he focused on land use and affordable housing legislation. Mark began his career as a fair housing counselor with two Bay Area nonprofit fair housing organizations.

He received a B.A. in Economics and Political Science from Yale University.

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California
Association
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Finance Agencies

CAL-ALHFA

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***Rising Construction Costs, Status of Impact Fees,
and How We can Reduce Both (1:15 p.m. – 2:45 p.m.)***



Muhammad T. Alameldin
Policy Associate
Terner Center
University of California Berkeley
1330 Broadway, Suite 430
Oakland, CA 94612

Email: muhammadalameldin@berkeley.edu

Muhammad T. Alameldin serves as the Policy Associate at the Terner Center, where he leverages cutting-edge research to shape housing policy across local, state, and federal levels. Throughout his career, Muhammad has been instrumental in enacting policy reforms that address systematic racial inequities, expand paid internships, and enhance income distribution strategies. He has also played a pivotal role in streamlining missing middle and affordable housing production, as well as advancing several other housing initiatives. His contributions include numerous policy papers and briefs that analyze the impacts of housing legislation and propose reforms to overcome systemic barriers to housing production.

Currently, Muhammad is an active board member of the Casita Coalition and the Greenlining Institute. He is also an elected member of the Rockridge Community Planning Council. His work has been featured in a variety of publications from The Atlantic to CalMatters as well the White House's 2024 Economic Report of the President.

Muhammad is also a proud alumnus of the University of California, Berkeley with a BA in Political Science.

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Jon E. Goetz
Senior Counsel
Redwood Public Law
66 Franklin Street, Suite 300
Oakland, CA 94607

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Jon E. Goetz has over 35 years of experience in real estate, land use, environmental, redevelopment, housing and municipal law. Jon represents private and public entities in complex real estate development transactions, land use planning, public-private development, infrastructure financing and affordable housing. He has advised on acquiring, financing, leasing and disposing of all forms of improved and unimproved property.

Jon had his own real estate attorney practice before joining Kronick, Moskovitz, Tiedemann & Girard in 2016 where he was a member of their team for over eight years. After leaving the Kronick firm, Jon joined Meyers Nave where he practiced for seven years.

Jon received his Bachelor's degree in Political Science (*magna cum laude*) from UC San Diego in 1982 and his JD from Harvard Law School (*cum laude*) in 1987.

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Darius Brown, MPA
Senior Development Officer
Ordinances & Fees
Housing Department
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Darius Brown currently works as the Senior Development Officer - Inclusionary in the Housing Department of the City of San Jose. Prior to his current position, he was the Development Officer for Homeless Interventions and Solutions Division in the Housing Department. Darius worked for the City of Santa Clara prior to joining the City of San Jose's team.

Darius received his Bachelor of Arts degree in American Studies in 2012 and his Master's in Public Administration in 2020.

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***Putting Together a Winning Team
and Writing Winning Applications (2:45 p.m. – 4:00 p.m.)***



Kathe Head
President
Keyser Marston Associates
777 S. Figueroa Street, Suite 2555
Los Angeles, CA 90017

Telephone: (213) 622-8095
Email: khead@keysermarston.com

Kathleen “Kathe” Head is the President of Keyser Marston Associates (KMA) and the Managing Principal of the Los Angeles office. She joined KMA in 1983 and has assisted over 100 public sector clients during her tenure.

Kathe has participated in the creation of over 35 inclusionary housing programs, including recommending the requirements to be applied, the accompanying economic burden analysis and in-lieu fees studies for programs designed to assist the jurisdiction in fulfilling the unmet need for affordable housing as defined in the Regional Housing Needs Assessment. She has also assisted in the creation of home buyer programs, rehabilitation loan programs and programs targeting specific neighborhoods for a variety of affordable housing activities.

Kathe has assisted in creating major affordable housing legislation enacted by the State of California and assisted several cities in developing comprehensive strategies for fulfilling both the legal requirements and the client’s policy goals and objectives.

She has also assisted clients in structuring a wide variety of affordable housing projects, with transactions ranging from the complex leveraging and layering of multiple funding sources for multi-phased mixed-use projects, to the simple acquisition and rehabilitation of single buildings. Her assistance ranges from the initial creation of RFQ/Ps for developer solicitation, to the negotiation and implementation of the Affordable Housing Agreement that will guide the development.

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William Leach
President
Kingdom Development, Inc.
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William Leach is the President and Chairman of the Board of Kingdom Development, Inc. He has served the affordable housing industry for 20 years.

During his 10 years at Palm Communities, Inc., William served in roles such as Director of Acquisitions, Vice President of Development, and Vice President of Finance, developing 20 affordable communities totaling 1,314 units and managing a portfolio of 1,652 units. In the last six years, William has served as Financial Advisor and/or Construction Manager on 80+ transactions, involving 8,000+ units of affordable housing (including 18 transactions with HUD financing).

William has a Bachelor's degree in Workforce Education, an MBA from University of Southern California, and a Master's in Accounting. He also served in the United States Army for ten years. William has been appointed to advisory committees by various CA state treasurers and controllers to help shape affordable housing policy.

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Grace Ruiz-Stepter
Director
Housing and Community Development
City of Anaheim
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Anaheim, CA 92805

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Grace Ruiz-Stepter has 30 years of experience managing various housing programs. Currently, she is the Director of Housing and Community Development for the City of Anaheim. Among her responsibilities, she oversees several federal programs including the Housing Choice Voucher (HCV) program, Community Development Block Grant (CDBG), Emergency Solutions Grant (ESG) and the HOME Investment Partnership Program. These programs provide resources that are used to address varying housing and infrastructure and can be leveraged with other public and private resources to address community needs.

Grace has a wealth of experience in budgeting, grant writing and program management. She has worked for both large and small housing programs. She first nine years of her career was at the Housing Authority of the County of Los Angeles (HACoLA)/Community Development Commission (LACDC), where she oversaw functions including staff training, quality control, fraud prevent and budget development and monitoring and was also responsible for implementation of several programs to address the housing needs of special needs populations including the first several Shelter Plus Care grants awarded to HACoLA. After leaving HACoLA, Grace joined Quadel Consulting Corporation where she was the Managing Director for the Housing Choice Voucher Program at the Memphis Housing Authority (MHA) and was responsible for the daily oversight of the program, assisted with HOPE VI related tenant relocation efforts and was involved in administering the Katrina Disaster Housing Assistance Program (KDHAP).

Grace earned a Bachelor of Arts in Sociology from UC at San Diego.

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Closing and Acknowledgements (4:00 p.m. - 4:15 p.m.)

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