

Matt Huerta is the Managing Owner of Matt Huerta Consulting, LLC (MHC). He has over 23 years of experience developing hundreds of affordable rental and for sale homes and overseeing high-impact nonprofit programming in Northern California. Matt started his career in 1999 as a development intern with the California Coalition for Rural Housing (CCRH) Internship Program placed at Community Housing Opportunities Corporation in Davis. There, he was exposed to a wide variety of affordable housing developments and programming including farmworker housing in Woodland, senior housing in Davis, and first-time homebuyer programs in Winters. During Matt's senior year at UC Davis, he served as the president of the student body, representing 20,000 undergraduates, overseeing an \$8.5 million budget, and organizing students and the community around the issue of creating more affordable student housing on and off campus. In 2001, Matt completed a bachelor's degree in Community and Regional Development.

Matt's affordable housing development experience includes serving as director of development at South County Housing in Gilroy, which included overseeing a pipeline of 1,200 affordable multifamily and single family homes valued at over \$360 million. Cumulatively, his experience includes managing and advising on affordable housing development projects in Monterey, Sacramento, San Benito, Santa Clara, Santa Cruz, San Mateo, Sonoma, and Yolo Counties.

Beginning in 2011, Matt served as the executive director of Neighborhood Housing Services Silicon Valley, a leading Community Development Finance Institution (CDFI) and NeighborWorks America HomeOwnership Center providing first and second mortgage lending, real estate services, HUD Certified Counseling, and leadership training to thousands of clients across Silicon Valley before it closed its doors in late 2015.

In addition to strong real estate development and lending experience, Matt has extensive experience in leading multi-faceted community initiatives. Beginning in 2012, he led the creation of the Responsible Landlord Engagement Initiative in San Jose as a model process for supporting neighborhood leaders as they engaged landlords in improving problem properties. Most cases resulted in dramatic improvements to whole neighborhoods through blight removal and careful coordination with tenants, landlords, nonprofit service providers, law enforcement, code enforcement, elected officials, and other partners. In 2014, the RLEI won the National Community Impact Award from Citi Community Development. In 2015, the RLEI Program was successfully transferred to Catholic Charities of Santa Clara County to serve as the new host agency.

In 2015-2016, Matt served as the Deputy Director of Rancho Cielo Youth Campus in Monterey County which provides vocational training and high school equivalency education to over 140 at-risk youth ages 16-24. Among many other improvements during his tenure he increased the capacity of the Youth Corps Program, Construction Academy and 22 Bed Transitional Housing Village Program.

Matt has a passion for providing leadership coaching to other nonprofit professionals, especially entry-level affordable housing developers. In 2015, Matt joined the Non-Profit Housing Association of Northern California Board of Directors and committed to working with member organizations to launch the Bay Area Housing Internship Program (BAHIP), which aims to recruit and train the next generation of

project management leaders who come from low-income communities that nonprofit housing organizations serve across the Bay Area. From 2017 through mid-2019, he oversaw all aspects of setting up and managing BAHIP and assisted NPH with securing ongoing funding support, which now includes the San Francisco Foundation and Chan-Zuckerberg Initiative. BAHIP is modeled after the CCRH Internship Program, and Matt currently serves on the advisory committees for both internship programs.

**Here is a partial list of consulting accomplishments:**

- In 2016, Matt served as senior project manager for Charities Housing focused on preserving HomeSafe Santa Clara, which included 25 affordable homes for survivors of domestic violence. Matt also coordinated with over 15 subordinate lenders, including local governments, to ensure ongoing compliance and sustainability.
- Since 2016, Matt has served as the housing initiative program manager for the Monterey Bay Economic Partnership, overseeing the launch of the Monterey Bay Housing Trust, providing technical assistance for employer-sponsored housing efforts, and launching an action center aimed at providing advocacy support for policies and projects that increase the supply of housing across all income levels. Matt also helped secure over \$700,000 in a multi-year commitment from the Monterey Peninsula Foundation and Community Foundation for Monterey County, enabling MBEP to expand its housing initiative program and hire a team of housing professionals. In 2022, Matt shifted his focus to providing coaching support and technical assistance as a Senior Advisor.
- In 2017, Matt served as senior project manager for Burbank Housing, focused on re-entitling a 98-unit rental housing development into a 48-unit contractor-built for sale subdivision aimed at low- and moderate- income first-time homebuyers in Santa Rosa's Roseland neighborhood. For this project, Matt secured HUD approval for the new plan, conceptual plan approval from the City, and several new funding sources.
- In 2018 and 2019, Matt provided technical support to the Caritas Corporation and Housing Authority of Santa Clara County, leading the process for creating redevelopment plan options for the Buena Vista Mobile Home Park in Palo Alto.
- In 2019, Matt secured community support for Reed Community Partner and Allied Housing's, Algarve Apartments at 1155 E. Santa Clara St in San Jose featuring 91 very low income units including 46 permanent supportive housing units.
- In 2020 and 2021, Matt provided technical assistance to EPACANDO by creating a funding plan and overall strategy for stabilizing the Palo Mobile Estates community, a 117-space mobile home park in East Palo Alto. This work led to securing a \$2 Million commitment from the City of EPA to assist low income owners with purchase of their homes.
- Since 2019, Matt has served as Director of Housing of Northern CA for PATH Ventures. He secured AB 2162 Streamlining Approval, County Measure A funding, and a 9% LIHTC award for the PV at 4<sup>th</sup> Street Apartments in San Jose featuring 93 permanent supportive housing units for seniors. PATH Villas at 4th Street was completed in Summer 2023. He has led the process for securing three additional sites in Santa Clara County for the development of permanent supportive housing and providing coaching support to project development staff.

**MHC's current clients include:**

**Ayudando Latinos a Soñar (ALAS)** Matt is providing project development technical assistance and coaching support to ALAS in their partnership with Mercy Housing California to redevelop 555 Kelly in Half Moon Bay featuring 40 affordable rental homes for senior farmworkers and a 2,500 square foot Farmworker Resource Center. The development is currently seeking entitlement approvals.

**California Coalition for Rural Housing (CCRH)** Matt and Erick Diaz are providing technical support to CCRH to launch their Fellowship in Visionary Rural Housing Leadership. The Fellowship involves an intensive organizational leadership and management teamwork learning community and affordable housing development project management training program for rural housing organizations expected to launch in early 2024.

**Envision Housing and New Way Homes** Matt with support from Erick Diaz and Natalie Flores are providing community engagement and financial plan modeling support to the development team for 467 E. Market in Salinas featuring 75 rental homes for farmworker families and a 7,000 square foot commercial space that will house El Pajaro CDC's Women's Small Business Kitchen Incubator Program. The development is currently seeking entitlement approvals.

**Monterey Bay Economic Partnership (MBEP)** Matt with support from Rafael Hernandez and Robyn Van Ekelenburg are providing coaching and technical assistance to the MBEP Housing Initiative team on an ongoing basis. Current projects include ensuring local governments maximize housing production through updated housing elements, supporting local government and community partners involved with Pajaro disaster recovery and resiliency efforts, and providing technical assistance to major employers such as ag leaders, school districts, and healthcare leaders as they develop housing for their workforce.

**Non Profit Association of Northern CA (NPH)** Matt with support from Rafael Hernandez and Robyn Van Ekelenburg are helping to build NPH capacity to engage in affordable housing and homeless solutions across the San Francisco Bay Area and support statewide efforts including the campaign to lower the voter threshold for local housing measures. Matt serves on the core campaign team that has led the passage of ACA-1 by the state legislature to give voters the historic opportunity to lower housing and infrastructure bond measures to 55% in November 2024.

**PATH Ventures (PV)** Matt with support from Erick Diaz and Rafael Hernandez are providing coaching and technical assistance to the PV team for several new affordable housing communities and oversees new business development in Santa Clara County. Key projects include the Pacific Motor Inn Homekey Project featuring 72 transitional motel units that will be redeveloped into 121 affordable and permanent supportive homes as well as over 200 market rate rental homes in partnership with Westbank Corporation in Downtown San Jose; Winchester Station Transit Oriented Development featuring 90 affordable and permanent supportive homes for families in partnership with Related California in Campbell; and Villas on the Row featuring 94 affordable and permanent supportive homes for families in San Jose's Burbank Neighborhood. Each of these developments are in the pre-development phase.