



California Housing Finance Agency

ACCESSORY DWELLING UNIT (ADU) GRANT PROGRAM **TOOLKIT**

November 2023

INTRODUCTION

Over the past several years, California's housing production has not kept pace with market demand. The lack of housing has caused soaring prices, where homes are even available, or has left Californians with no choice but to commute much further out from where they work to find suitable housing. Housing alternatives, such as Accessory Dwelling Units (ADUs), are on the rise to assist with the housing shortage outside of just relying on traditional construction models.

New funding laws also went into effect that incentivized and promoted the creation of ADUs also known as granny flats, in-law units, backyard cottages, or secondary units. ADUs are an innovative, affordable, effective option for adding much-needed housing in California.

CalHFA's ADU Grant Program has already created more housing units in California by providing grants up to \$40,000 to reimburse pre-development and non-recurring closing costs associated with the construction of an ADU. Pre-development costs include site prep, architectural designs, permits, soil tests, impact fees, property surveys, and energy reports.

TOOLKIT PURPOSE

Although CalHFA is not a direct lender, the Agency is working with private loan officers and other funding organizations who have been approved and trained to guide interested parties through the ADU loan and grant processes. This toolkit serves as a guide for topline messaging and visuals to be used in promotion of the ADU Grant Program across social media platforms. Overall, the visuals should be informative, concise and clear in driving interested homeowners to pursue more information about the grant opportunity.



KEY MESSAGING HIGHLIGHTS

- Already planning an ADU? CalHFA's \$40K ADU grant program opens 12/11. Here is what you will need to apply: ADU plans (scope of work and budget) and income documentation (paystubs, W2s, tax returns). Contact one of our CalHFA approved ADU Participants to apply.
- The CalHFA ADU Grant Program offers up to \$40,000 to reimburse pre-development and nonrecurring closing costs associated with the construction of an ADU. ADUs create a variety of housing solutions for multi-generational families and low-income households.
- ADUs are not just an affordable housing solution but can also act as an additional form of long-term rental income.
- ADU Program will be available 12/11/23 - contact an ADU partner now to see if you qualify.
- Visit [calhfa.ca.gov/adu](https://www.calhfa.ca.gov/adu) for more information; contact one of our Approved Participants to start the process.

INFORMATION POINT-TO RESOURCES

Phone Number: (877) 922 5432

Website: <https://www.calhfa.ca.gov/adu/index.htm>

HASHTAGS

#CalHFA #ADUGrantProgram

Post 1



Instagram

CalHFA's Accessory Dwelling Unit (ADU) Grant Program provides grants to reimburse pre-development costs associated with the construction of an ADU. Visit our website today to find out more about the program. #CalHFA #ADUGrantProgram

Twitter

CalHFA's Accessory Dwelling Unit (ADU) Grant Program provides grants to reimburse pre-development costs associated with the construction of an ADU. Visit our website today to find out more about the program. #CalHFA #ADUGrantProgram

Facebook

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Post 2



Instagram

Have you heard about CalHFA's Accessory Dwelling Unit (ADU) Grant Program? The ADU Grant Program will create more housing units in California by providing a grant of up to \$40,000 to reimburse pre-development costs associated with ADU construction. Visit our website today to find out more about the program, whether you're eligible, and how to apply. #CalHFA #ADUGrantProgram

Twitter

CalHFA's ADU Grant Program will create more housing units in California by providing up to \$40,000 to reimburse pre-development costs associated with ADU construction. Visit our website today to find out more. #CalHFA #ADUGrantProgram

Facebook

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Post 3



Instagram

These are just some of the benefits of Accessory Dwelling Units (ADU) in states like California that are in great need of innovative, affordable and effective housing solutions. Visit the CalHFA website today to find out more about our ADU Grant Program or contact one of our ADU lenders and let them help navigate you through the process. #CalHFA #ADUGrantProgram

Twitter

ADUs are perfect for Californians in need of innovative, affordable and effective housing solutions. Visit the CalHFA website today to find out more about our ADU Grant Program or connect with an ADU lender who can help navigate you through the process. #CalHFA #ADUGrantProgram

Facebook

These are just some of the benefits of Accessory Dwelling Units (ADU) in states like California that are in great need of innovative, affordable and effective housing solutions. Visit the CalHFA website today to find out more about our ADU Grant Program or contact one of our ADU lenders and let them help navigate you through the process. #CalHFA #ADUGrantProgram

Post 4



Instagram

Thinking about adding space in the backyard for the ones you love? If so, be sure to check out the CalHFA Accessory Dwelling Unit (ADU) Grant Program. The Program provides up to \$40,000 to reimburse pre-development costs associated with the construction of an ADU. With an ADU in your backyard, you can have Grandma just a few steps away! Visit our website today to find out more about the program, whether you're eligible and how to apply. #CalHFA #ADUGrantProgram

Twitter

The CalHFA Accessory Dwelling Unit (ADU) Grant Program can help with construction costs so that you can have Grandma just a few steps away! Visit our website today to find out more about the program, whether you're eligible and how to apply. #CalHFA #ADUGrantProgram

Facebook

Thinking about adding space in the backyard for the ones you love? If so, be sure to check out the CalHFA Accessory Dwelling Unit (ADU) Grant Program. The Program provides up to \$40,000 to reimburse pre-development costs associated with the construction of an ADU. With an ADU in your backyard, you can have Grandma just a few steps away! Visit our website today to find out more about the program, whether you're eligible and how to apply. #CalHFA #ADUGrantProgram

Post 5



Instagram

More income? Yes please! That is just one of the many benefits of Accessory Dwelling Units (ADU). CalHFA's ADU Grant Program is providing up to \$40,000 to reimburse pre-development costs associated with ADU construction. Visit our website today to find out more about the ADU Grant Program or contact one of our ADU lenders and let them help navigate you through the process. #CalHFA #ADUGrantProgram

Twitter

Additional income is just one of the many benefits of Accessory Dwelling Units (ADU). Visit the CalHFA website today to find out how you can get up to \$40,000 to reimburse the pre-development costs associated with ADU construction. #CalHFA #ADUGrantProgram

Facebook

More income? Yes please! That is just one of the many benefits of Accessory Dwelling Units (ADU). CalHFA's ADU Grant Program is providing up to \$40,000 to reimburse pre-development costs associated with ADU construction. Visit our website today to find out more about the ADU Grant Program or contact one of our ADU lenders and let them help navigate you through the process. #CalHFA #ADUGrantProgram