Form Name:	Housing Technical Assistance Fund: RFQ for TA Providers
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Housing Technical Assistance Fund RFQ for TA Providers

What is the legal name of the consulting firm or independent consultant?	Broadleaf Development, LLC dba Broadleaf Community Consulting
Please provide the legal structure of the firm.	S Corporation (S Corp)
What year was the firm founded? (if applicable)	2020
How many individuals work in the firm?	1
Please provide the names and title of key individuals in the firm who would potentially be working as part of this RFQ.	Alice Woods, Owner
Please provide the consultant's or firm's website.	https://www.broadleafcc.com/
For an independent consultant, how long has the applicant been working as a consultant? (if applicable)	3 years 10 months
Please provide a list of languages spoken by staff.	English

Primary Contact

Name	Alice Woods
Address	1805 South 3rd Street Austin, TX 78704
Email	alice@broadleafcc.com
Phone	3145405355

Firm Specifics

Please describe the geographic area served by the firm.	State of Texas

What are your firm’s primary areas of practice?	Community engagement, public relations, and strategic planning for affordable housing development, including neighborhood and local-government support for tax credit applications.
Briefly describe your past experience in the affordable housing industry.	Alice Woods, AICP, founded Broadleaf in 2022 after three years on the development side of affordable housing. As a project manager at Saigebrook Development and O-SDA Industries, she supported the financing, design, and construction of more than 1,100 affordable units in six Texas cities. She helped secure nine 9% Housing Tax Credit allocations from TDHCA and managed projects from site selection through loan closing, permitting, construction, and lease-up. Through Broadleaf, she has led community engagement and communications for affordable rental, permanent supportive housing, and community land trust homeownership developments in Austin, including Sycamores at Pleasant Valley, Willows Crossing, The Roz, and Cady Lofts. She also led community relations and local-support strategy for 9% Housing Tax Credit applications statewide. She chairs the City of Austin Planning Commission and serves as Vice Chair of the Austin Housing Coalition.
How would you describe the range of diversity reflected in your firm?	Broadleaf is a woman-owned solo practice, so its diversity shows up less in staff size than in the range of communities, clients, and housing types it serves. Broadleaf has supported tax credit rental, permanent supportive housing, and community land trust homeownership projects, in places ranging from small rural Texas towns to Houston and Austin. Engagement is designed around each community. For a development in Austin's predominantly Latino Dove Springs neighborhood, for example, all outreach materials and the project website are bilingual, and a resident advisory committee guided decisions on public space, a community mural, and the development's name.

Please provide any other information you feel would aid in understanding the value your firm can bring to ACF Housing TA Fund grantees.	Broadleaf pairs developer-side experience with deep knowledge of Austin and Texas housing policy. Because Alice has managed affordable projects through financing, tax credit applications, closing, construction, and lease-up, Broadleaf builds engagement and communications around real project timelines, funding requirements, and TDHCA scoring, rather than treating them as a separate exercise. For grantees, that can mean: - Designing engagement that builds trust where there is a history of mistrust or opposition - Securing neighborhood and local-government support, including resolutions of support for tax credit applications - Turning complex development processes into clear public materials, presentations, and project websites, in English and Spanish - Helping teams work through City of Austin land use processes and programs such as density bonuses and HOME

Consultant Details

Name	Alice Woods
Email	alice@broadleafcc.com
Education	University of Texas at Austin, Master of Community and Regional Planning University of Miami, BA Geography; BA Ecosystem Science and Policy
Employment History	Broadleaf Community Consulting, Owner & Consultant, Nov 2022-Present University of Texas at Austin, Lecturer, Community and Regional Planning, January 2025-Present Saigebrook Development & O-SDA Industries, Project Manager & Development Associate, Jul 2020-Nov 2022 Saigebrook Development & O-SDA Industries, Development Coordinator, Sep 2019-Jul 2020 University of Texas at Austin, Graduate Research Assistant, May 2018-May 2019
Awards or certificates	American Institute of Certified Planners (AICP), 2025
Nonprofit Board Membership	Austin Housing Coalition, Feb 2022-Present

Nonprofit rate you would charge for your services	Approximately $200/hour. Broadleaf typically works on a monthly retainer priced at that effective hourly rate and scoped to each engagement. Project-based quotes are also available for defined deliverables, such as an engagement plan, community meetings, or local-support work for a tax credit application.
Would you be comfortable with us including your rate on our public preferred vendor list so applicants can make informed TA grant requests?	Yes

Client Reference

Name of organization	Structure Development
Please provide the name(s) of other organizations involved in the collaboration or negotiations	Austin Housing Finance Corporation
Reference Contact Name	Sarah Andre
Reference Contact Email	sarah@structuretexas.com
Reference Contact Phone	(512) 698-3369
Please briefly describe the engagement	Since August 2023, Alice has led community engagement and communications for Sycamores at Pleasant Valley. It is a 75-unit mixed-income 4% Housing Tax Credit development by Structure Development and JCM Ventures, in partnership with AHFC, in Austin's Dove Springs neighborhood. The community there is predominantly Spanish-speaking and has long-held mistrust of new development. To address that, Alice designed a bilingual engagement process: a resident Local Advisory Committee, a bilingual project website, and regular English/Spanish updates through construction. The advisory committee has directed decisions on public spaces, selected a local artist for a community mural, and helped name the development. The engagement work also helped secure a $750,000 Housing + Health grant from St. David's Foundation. Sarah has been Alice's primary client contact throughout.
Additional Reference	Yes
Name of organization	Industry ATX

Please provide the name(s) of other organizations involved in the collaboration or negotiations	Austin Housing Finance Corporation, Austin Community Land Trust, Forge Craft Architecture
Reference Contact Name	Megan Etz
Reference Contact Email	megan@industryatx.com
Reference Contact Phone	(512) 461-1516
Please briefly describe the engagement	Since 2024 Alice has led community engagement and communications for Willows Crossing. It is 38 for-sale homes being developed by Industry ATX in partnership with AHFC in Austin's Dove Springs neighborhood, with the Austin Community Land Trust as homeownership partner. For the predominantly Spanish-speaking community, she produces bilingual construction updates and outreach. She is also reaching prospective local homebuyers ahead of applications opening in 2027. That work includes promoting free HUD-approved homebuyer education through BCL of Texas, and organizing a December homeownership information session with the Land Trust and City Council District 2 representatives.