

**NEW PROJECT APPLICATION NARRATIVE
2023 Annual NOFO**

All applicants must submit a Project Application Narrative for new CoC projects in the 2023 Annual CoC Competition, alongside the project application in e-snaps. The CoC’s review and ranking panel will use this narrative, along with the e-snaps application, to determine the new projects that will be included as part of the collaborative application and their rankings. More information related to project ratings for the e-snaps application are included in **Attachment A**.

Please complete all questions. You may refer to your responses in your e-snaps applications in your narrative responses, if helpful. There is no word limit; but please be concise.

As a reminder: Applicants should submit all required documents via email to [HSA Homeless Programs@smcgov.org](mailto:HSA_Homeless_Programs@smcgov.org) and Hana Gossett hana@focusstrategies.net no later than August 21, 2023 by 5:00 pm.

Please submit the following documents in one email.

1. PDF of Project Application from e-snaps (Note: do NOT press submit in e-snaps)
2. This New Project Application Narrative

| General Information |
|--|
| Agency Name: |
| Project Name: |
| Project Type (PSH, RRH or TH/RRH): |
| DV Bonus Application? (Yes or No): |
| Project Contact Info (name, phone, email): |

Rating Factor 1. HUD System Performance Objectives and Strategies to Advance System Performance

- a. Please describe at least two project performance targets that contribute to advancing system performance measures. More information regarding developing effective performance targets is included in **Attachment B**.
- b. Please explain how meeting the identified project performance targets will contribute to the CoC's system performance. Specifically describe how your project will advance the system performance objectives set forth by HUD: reducing new entries into homelessness, reducing length of time people are homeless, reducing returns to homelessness, and increasing participant income.
- c. Please describe how the type, scale, and location of supportive services fit the needs of the program participants, are readily accessible, and advance system performance objectives. This includes services funded by the CoC grant and other project funding sources.
 - For RRH projects, describe how the project meets the National Alliance to End Homelessness (NAEH) RRH standards as outlined in [Performance-Benchmarks-and-Program-Standards.pdf \(endhomelessness.org\)](https://endhomelessness.org/performance-benchmarks-and-program-standards.pdf)
 - For PSH projects, describe how there are sufficient services to ensure participants are successfully supported to access and sustain housing.
 - For Joint TH-RRH projects, describe how the project will provide both transitional housing and rapid rehousing options to all participants, and how the project will align with the NAEH RRH standards for the RRH component.

Rating Factor 2. Targeting and Outreach

- a. Please describe how the project will conduct ongoing assessment to ensure the project is promoting racial equity and will take steps to address identified disparities.
- b. Please describe the project's plan to ensure there are no barriers to participation faced by persons of different races and ethnicities.
- c. Please describe how the project will involve people with lived experience of homelessness in providing input on program planning and evaluation, development of policies and procedures, and decision-making structures and processes.
- d. All housing projects operating in a scattered site housing model must describe how they will recruit and work with landlords.

Rating Factor 3: Appropriateness of Housing

- a. Explain how the type, scale, and location of the housing or service fits the needs of the project participants and how participants will be assisted to secure housing as quickly as possible. Also explain how the programs and activities are offered in a setting that enables homeless people with disabilities to fully interact with others without disabilities.

Rating Factor 4: Housing First Model

- a. Please describe how and to what degree the project will implement Housing First principles. The NOFO describes Housing First as follows: Housing First is a model of housing assistance that prioritizes rapid placement and stabilization in permanent housing that does not have service participation requirements or preconditions (such as, sobriety or a minimum income threshold). Supportive services are voluntary and offered to maximize housing stability and prevent returns to homelessness.
- b. Explain how project services are client-centered.

Rating Factor 5: Timing

No additional narrative response is required for this rating factor.

Rating Factor 6: Applicant Capacity

- a. Please describe your organization's relevant experience providing services for homeless individuals/families.
- b. Please describe your agency's relevant experience and history of involving people with lived experience of homelessness in service provision and decision-making.
- c. Please provide and describe your agency's recent data which demonstrates strong performance for relevant services and/or housing services provided in the past. Please include a description of the services and population, and please list measures, targets, outcomes, and time period(s) for any data presented.
- d. Please describe your relevant experience in operating housing services or programs, administering leasing or rental assistance funds, delivering services and entering data, and ensuring high-quality data in a system (HMIS or a similar data system).
- e. Please describe your organizational capacity, including financial capacity, to administer complex grant funds and meet HUD reporting and fiscal requirements.

Rating Factor 7: Financial Feasibility and Effectiveness

- a. To accompany the budget details provided in Section 6 of the e-snaps application, please provide a brief budget narrative listing project costs and brief explanation of these costs.
- b. Please provide a description of additional resources leveraged, if any.

Bonus Rating Factor: Coordination with Housing Providers

To be considered for bonus points for coordination with housing and/or healthcare agencies, please complete the following additional questions and attach copies of commitment letters or MOUs.

- a. Describe how the project will utilize housing subsidies or subsidized housing units not funded through the CoC or ESG program, such as through private organizations, State or local government (including

HOME funds from the American Rescue Plan), Public Housing Agencies, faith-based organizations or federal programs other than CoC or ESG. Attach evidence of commitment from the housing provider (e.g., letter, MOU, etc.)

- b. Please confirm you will work with HSA and Health agencies and/or providers to incorporate any CoC-identified health resources into the program structure and design (check the appropriate line below):

| | |
|-----|--|
| Yes | |
| No | |

Additional Requirement: Code of Conduct

In the 2023 NOFO, HUD requires all project applicants to ensure their organization has a Code of Conduct that complies with the requirements of 2 CFR part 200 and is on file with HUD at https://portal.hud.gov/hudportal/HUD?src=/program_offices/spm/gmomgmt/grantsinfo/conduct.

- a. Is your agency listed on the above link, indicating that your agency’s Code of Conduct has been submitted and approved by HUD? (Please indicate “Yes” or “No”). If you answered “no,” please attach your agency’s Code of Conduct that complies with the requirements of 2 CFR part 200.

| | |
|-----|--|
| Yes | |
| No | |

ATTACHMENT A
e-snaps Questions and Responses Used in Project Rating and Ranking

The Review Panel will review applicants’ responses from this application narrative as well as from e-snaps applications. The following items/responses from applicants’ e-snaps applications will be incorporated into project application ratings. Applicants do not need to provide a response to the questions below. This list is provided for reference only. It follows the order of the e-snaps application and provides information regarding which e-snaps application questions are incorporated into the local rating process. While these questions specifically will inform project ratings, the Review Panel may review other portions of the e-snaps application to better understand the program model proposed or to provide context to other question responses.

More information about the e-snaps application can be found in the Detailed Instructions for New Project Applicants, accessible at [CoC Program Competition | HUD.gov / U.S. Department of Housing and Urban Development \(HUD\)](https://www.hud.gov/program-offices/office-of-community-development/development-division/competitive-grants-and-incentives/2023-annual-nofo)

HOUSING PROJECTS (PSH, RRH, TH-RRH)

| Item/Question | Local Rating Factor |
|---|--|
| Screen 2B: Experience of Applicant, Subrecipient(s) and Other Partners | |
| 1. Describe your organization’s experience in effectively utilizing federal funds and performing the activities proposed in the application | 7. Applicant Capacity |
| 2. Describe the experience of the applicant and potential sub recipients (if any) in leveraging other Federal, State, local and private sector funds. | 7. Applicant Capacity |
| 3. Describe your organization’s financial management structure | 7. Applicant Capacity |
| 4. Are there any unresolved HUD monitoring or OIG audit findings for any HUD grants (including ESG) under your organization? If yes, describe the unresolved monitoring or audit findings | 7. Applicant Capacity |
| Screen 3B: Description | |
| 1a. Describe how the proposed project is consistent with the plan described by the CoC in response to Section VII.B.4 of this NOFO | 3. Responding to Unsheltered Homelessness |
| 2. For each primary project location, or structure, enter the number of days from the execution of the grant agreement that each of the following milestones will occur. | 6. Timing |
| 5. Housing First (includes 5a, 5b, 5c, and 5d) | 5. Housing First |
| Screen 4A: Supportive Services for Program Participants | |
| 1. Describe how program participants will be assisted to obtain and remain in permanent housing | 1. HUD System Performance Objectives AND 2. Program Planning (related to working with landlords) AND 4. Appropriateness of Housing |

| | |
|---|--|
| 2. Describe the specific plan to coordinate and integrate with other mainstream health, social services, and employment programs for which program participants may be eligible | 1. HUD system Performance Objectives |
| Screen 4B: Housing Type and Location* | |
| 1. Housing type | 4. Appropriateness of Housing |
| 2. Indicate the maximum number of units and beds available for program participants at the selected housing site | 4. Appropriateness of Housing |
| Screen 5A: Program Participants – Persons and Households | |
| Screen 5A | 4. Appropriateness of Housing |
| Screen 5B: Program Participants – Subpopulations | |
| Screen 5B | 4. Appropriateness of Housing |
| Section 6 (Screens 6A – 6J): Budgets | |
| Section 6 | 8. Financial Feasibility and Effectiveness |
| Screen 7A: Attachments | |
| Third-Party In-Kind Match | 8. Financial Feasibility and Effectiveness |

* TH-RRH projects must complete information regarding the Housing Type and Location for both the TH and RRH portions of the project. For TH-RRH projects, the Review Panel will review the following questions 1 – 4 on Screen 4B for both project components.

ATTACHMENT B Developing Effective Performance Targets

The application narrative requires project applicants to develop at least two performance targets for the proposed project that align with and advance the CoC's system performance measures.

Applicants are encouraged to review HUD's System Performance Measures Introductory Guide at [System Performance Measures Introductory Guide \(hudexchange.info\)](https://www.hudexchange.info/system-performance-measures-introductory-guide/) prior to drafting their performance targets. The system performance measures outlined in this guide are as follows:

Measure 1: Length of time persons remain homeless

Measure 2a: The extent to which persons who exit homelessness to permanent housing destinations return to homelessness within 6 to 12 months

Measure 2b: The extent to which persons who exit homelessness to permanent housing destinations return to homelessness within 2 years

Measure 3: Number of homeless persons

Measure 4: Employment and income growth for homeless persons in CoC Program-funded projects

Measure 5: Number of persons who become homeless for the first time

Measure 6: Homelessness prevention and housing placement of persons defined by Category 3 of HUD's homeless definition in CoC Program-funded projects

Measure 6a: Preventing returns to homelessness within 6 and 12 months among this subset of families and youth

Measure 6b: Preventing returns to homelessness within 24 months among this subset of families and youth

Measure 6c: Successful housing placement among this subset of families and youth

Measure 7a: Successful placement from street outreach

Measure 7b: Successful placement in or retention of permanent housing