



## MEMORANDUM

To: NOFA Committee; System Coordination Committee; EveryOne Home Leadership Board; Funder's Collaborative

From: HUD CoC Committee

Date: July 17<sup>th</sup>, 2018

Re: **Strategic Direction from HUD CoC Committee for Responding to the 2018 Continuum of Care Program Notice of Funding Availability (CoC NOFA)**

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The purpose of this Memo is to provide the HUD NOFA Committee with strategic guidance for approaching the local rating and ranking process for projects seeking to be included in the collaborative application for up to \$37,452,457 in 2018 CoC Program funding for Alameda County. It is also a recommendation to the System Coordination Committee, EveryOne Home Leadership Board, Funders' Collaborative, and local elected officials.

This strategic guidance was approved by the HUD CoC Committee in its July 17th meeting in Oakland. EveryOne Home staff provided analysis of the last two competitive applications and NOFA results and recommended strategies for this year's NOFA competition. HUD CoC and NOFA committee members discussed and provided feedback that resulted in the set of Recommendations below to execute a fair local process to maintain an effective array of HUD CoC funded projects.

In addition to the set of Recommendations below, the most important message coming from the HUD CoC Committee is that without increasing local investment and aligning strategies to impact system performance, our Continuum is at serious risk of losing HUD funds in future NOFA rounds. As HUD continues to increase its ranking of Continuum's based on their system performance, including how CoCs reduce first time homelessness, increase placement and retention into permanent housing, and reduce returns to homelessness, we must advocate the urgency of marshalling resources and strategies to improve aspects of system performance that are beyond the scope of HUD CoC funded individual projects. For example, the 11% increase in first time homelessness between FY 2016 and FY 2017 is a prevention issue, and there are not prevention projects in the HUD CoC package or prevention funds targeted for individuals and families facing imminent homelessness.

This Strategic Direction will be shared at the upcoming July 20<sup>th</sup> Bidder's Conference for community's consideration of the implementation of this guidance. In addition, we will share the same direction with the System Coordination Committee, the EOH Leadership Board, the

Funder's Collaborative, and with elected officials, as we adopt specific strategies and actions focused on preventing homelessness and increasing permanent homes through the Alameda county-wide 2018 Ending Homelessness Strategic Plan Update.

The NOFA Committee incorporate this strategic direction and set of recommendations in its process of designing the 2018 Local Application and scoring criteria:

### **Recommendations**

#### **Recommendation 1: Strategic and purposeful Reallocation of Projects to better meet the needs of the Continuum of Care**

The HUD CoC Committee directs the NOFA Committee to pursue reallocation that strengthens our system and application package and is aligned with our guiding principles. For this year and future years, the HUD CoC Committee strongly recommends strategic reallocation of Projects with unspent funds and existing Projects seeking to convert to other project types (such as TH projects seeking to reallocate to Joint TH and PH-RRH projects) to better meet the needs of the CoC.

The Committee is also supportive of continuing to pursue strategies already in use such as; 1. Maintaining a minimum scoring threshold, and 2. Inviting voluntary reallocation.

#### **Recommendation 2: Incentivize the consolidation of existing renewal projects.**

Given that this year's NOFA allows two or more projects eligible for renewal to consolidate and apply for funding to be combined into a single renewal project (once awarded), the HUD CoC Committee recommends the NOFA Committee considers providing point incentives during the Local Application to grantees willing to apply for consolidation of existing projects.

#### **Recommendation 3: Solicit applications for new projects under the Domestic Violence (DV) Bonus and limit the invitation of new project applications under Bonus funds to existing projects seeking expansion under NOFA criteria.**

**DV Bonus:** The HUD CoC Committee recommends encouraging applications targeting Domestic Violence survivors under HUD's addition of \$50 million in DV bonus funds to provide housing and services to survivors of domestic violence, dating violence, sexual assault and stalking. This new opportunity, which allows CoCs to create up to three new projects targeting DV survivors may allow our CoC to gain points, increase funding, and strengthening our Coordinated Entry's system to better meet the need of DV, dating violence, sexual assault and stalking survivors.

**Bonus:** The Committee also recommends this year to limit the invitation of new projects under the Bonus funds to existing renewal projects seeking reallocation and expansion under the NOFA Expansion definition criteria on Page 17, including CoC program projects (new project application to expand current operations of a CoC funded renewal project) or non-CoC program

funded projects (an existing funded homeless project seeking CoC program funds). This strategy is intended to achieve HUD's expressed desire, to see projects fully occupied and expending funds as quickly as possible.

**Recommendation 4: Utilize the 2017 Guiding Principles**

The HUD CoC Committee reaffirmed the existing 2016/17 Guiding Principles, and added Principle #8, which was recommended at our February, 27<sup>th</sup> community meeting:

1. Maximize the resources available to community
2. Package submitted will align with HUD priorities to meet local needs
3. Prioritize ensuring existing residential capacity and housing stability is maintained systemwide
4. Keep the renewal process as simple as possible
5. Continue to emphasize project performance and the submission of projects that will meet HUD's thresholds
6. Support individual projects seeking to reallocate or reclassify where relevant
7. Facilitate a clear, fair and transparent local process
8. Advocate locally and nationally to protect and fund projects that add value to our Continuum of Care and response to homelessness