

Seizing the Opportunities in the 2021 NOFO

September 9, 2021



WELCOME & INTRODUCTIONS

Steve Berg

Vice President for Programs and Policies
National Alliance to End Homelessness

Mia Bryant

Kay Moshier McDivitt

Senior Technical Assistance Specialists

Center for Capacity Building, National Alliance to End Homelessness



Agenda

1. NOFO Opportunity; Aligning with Other Resources – Steve Berg
2. Be Strategic to Improve Your Systemic Response – Kay Moshier McDivitt
3. Get the Community Involved and Use this Opportunity to End Homelessness
...and unsheltered homelessness
4. Wrap-Up

Housekeeping Notes

- We are not HUD – send your technical questions to HUD
CoCNOFO@hud.gov

<https://www.hud.gov/sites/dfiles/CPD/documents/FY-2021-CoC-Application-Navigational-Guide.pdf>

https://www.hud.gov/program_offices/comm_planning/coc/competition

- All attendees muted, please use the **Chat Box**
 - Share information and ideas
 - Ask questions
 - Dialogue with your colleagues

Everyone is exhausted...and now the NOFO



AN HISTORIC OPPORTUNITY TO END HOMELESSNESS

USING THE NOFO AS AN OPPORTUNITY TO
CREATE CHANGE IN ALIGNMENT WITH OTHER
RESOURCES

STEVE BERG



An Historic Opportunity

Aligning the Resources

Billions in other resources already on the ground

ESG-CV

Emergency Rental Assistance

Emergency Housing Vouchers

Homeless HOME

Medicaid and other health resources

More on the way?

The NOFO – a context for bringing the community together around a big change in homelessness

2021 HUD CoC Policy Priorities

Ongoing Priorities with some revisions

End Homelessness for All Populations

Improve system performance (and data)

New Priorities

Partner with housing, health and social service agencies

Address unsheltered homelessness

Advance racial equity

Elevate voices of those with lived experience

It's Back!!!

Adhere to a Housing First approach.



BE STRATEGIC

Use this Opportunity to Improve Your Systemic Response

Kay Moshier McDivitt



Preparation – Be Strategic

Learn From the Past and Prepare for the Future

Review the 2019 CoC Application and your score debrief

- ❑ Make a list of activities that the CoC stated it would accomplish and collect data/information from stakeholders on progress towards stated goals.
- ❑ Identify areas where you didn't achieve the maximum number of points in the 2019 application.
- ❑ Prioritize and plan to address these areas



Preparation – Be Strategic

Learn From the Past and Prepare for the Future

Develop a Plan

- ❑ Meet with local providers to prepare them for any plans and/or changes.
- ❑ Update your Review and Ranking Tool (based on scoring and HUD priorities) and establish your Review & Ranking Committee (including persons with lived experience) and explain the tool to prepare them for their responsibility.
- ❑ Ensure that your request for proposals is aligned not only with HUD priorities but are aligned with specific needs for your community.
 - Just because its an eligible activity doesn't mean it's a priority for your community

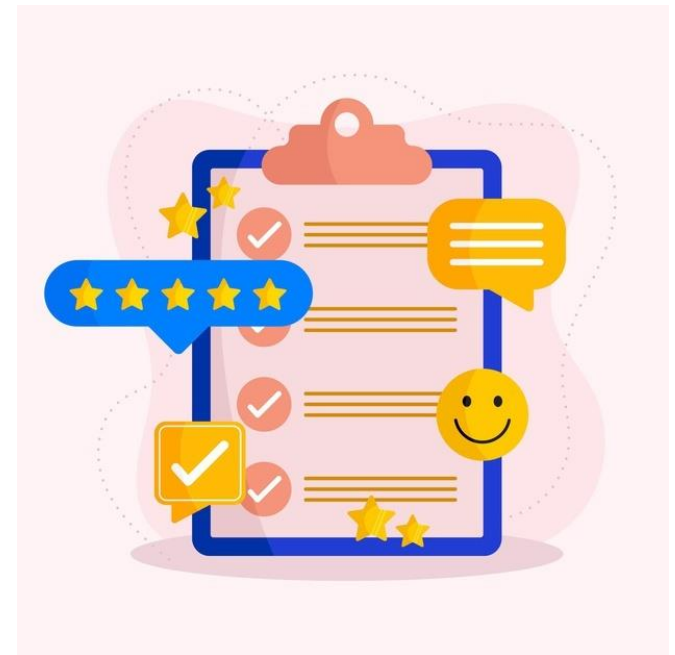


Preparation – Be Strategic

Learn From the Past and Prepare for the Future

Review Renewal Projects and Consider Reallocation

- Which projects underspent or not at capacity?
- Which projects don't meet performance benchmarks?
- Which projects align with furthering the HUD priorities particularly racial disparity?
- Which projects have significant impact on improving system measures?
- What are the costs per permanent housing exit for each project?



Preparation – Be Strategic

Learn From the Past and Prepare for the Future

Establish/Review Performance Data

- Does the CoC have benchmarks for the key System Performance Measures?
- Does project level performance meet the benchmarks?
- How does the CoC use performance data to improve system and project performance?
- Does the CoC provide guidance on addressing racial disparities?



Be Strategic - Start with the END in Mind

END GAME

Homelessness is rare, brief, and one-time

Using equity as the foundation, ensure that:

- People in a housing crisis have access to immediate help, including a safe place to go.
- People are not unsheltered.
- People do not spend long periods of time homeless.
- People exit homelessness quickly and do not quickly cycle back into homelessness.



Be Strategic - Start with the END in Mind

Improving Your System: Align Application and Funded Projects to:

- Reduce in-flow into homelessness
- Increase exits to permanent housing
- Decrease average length of homelessness
- Decrease returns to homelessness
- Address racial disparities



Be Strategic - Start with the END in Mind

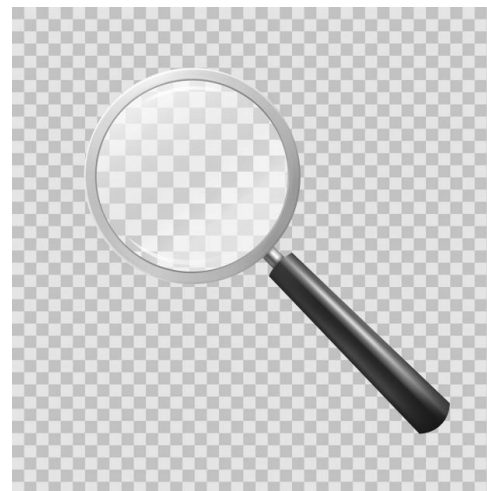
Values and Strategic Goals to Guide You

1. Reduce the number of people experiencing literal homelessness.
2. Help people with the highest needs.
3. Reduce racial disproportionality and disparities.
4. Create solid partnerships between CoC's, PHA's, Housing Providers, Health Care Providers, including Mental Health Providers
5. Act with urgency, and with care



Source: [Kingsnorth Church Of England Primary School](#)

And in everything you do, use a racial equity lens...



Be Strategic - Start with the End in Mind

Ranking and Review Criteria Considerations

Use Objective Criteria to Review & Rank

Projects

- Does the project clearly reflect the HUD priorities of Housing First, addressing racial disparities, partnerships with housing and healthcare providers, and include persons with lived experience in the project leadership?
- Has the project (renewal) or will the project (new) impact the system measures (decrease first time homelessness, increase exits to permanent housing, decrease length of time people experience homelessness, and decrease returns to homelessness i.e., improve the homeless response system and decrease disparities)?



Be Strategic - Start with the End in Mind

Ranking and Review Criteria Considerations

Use Objective Criteria to Review & Rank Projects

- Will the project support improvement in more than one system performance measure?
- Which new permanent housing project (PSH or RRH) incorporated non CoC funded housing or housing subsidies (partnerships!!!)
- Does at least one new permanent housing projects (PSH or RRH) leverage healthcare resources for participants (written commitment)?



Be Strategic - Start with the End in Mind

Make Sure your Projects Increase System Flow

System Flow:

An efficient, coordinated and equitable process that moves people from homelessness to housing as quickly as possible.



DON'T DO THIS ALONE

Involve the Community to Use this Opportunity to End Homelessness



It Takes the Community... to End Homelessness!!

This is NOT Business as Usual



Build Community

Partners to Promote Racial Equity

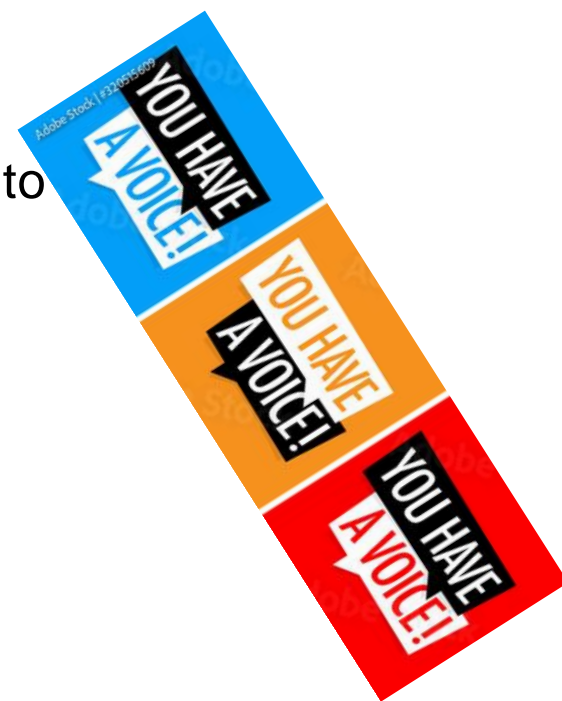
- ❑ Have you identified disparities, barriers faced by these populations, and what steps are you taking to eliminate the barriers?
- ❑ What specific steps are you taking to improve racial equity? What partnerships are you building to obtain input and include persons of different races and ethnicities?
- ❑ What does your Governance Board reflect? What new partners should you be bringing to the table?
- ❑ Are you rating and ranking based on the degree to which projects have identified ways to address racial inequities?



Build Community

Partnering with people with lived experience

- Are you including voices of people with lived experience in the local planning process?
- How are you including people with lived experience to review and recommend revisions to local homeless policies?
- How are people with lived experience included in **decision-making processes** including the development of the local competition rating factors?
- Are you being purposeful in using the voices of people with lived experience that have been homeless within the last 7 years as well as those who are currently experiencing homelessness?



Build Your Community

Partnering with Housing, Healthcare, and Other Stakeholders

- ❑ What partnership have you built during the COVID response with with recipients of ESG Cares Act funds (ESG-CV) to distribute these funds in coordination with the CoC?
- ❑ How has the CoC coordinated with mainstream health providers to decrease the spread of COVID-19? How will you build on these partnerships?
- ❑ What steps is the CoC is taking to increase volunteer and community service among people experiencing homelessness?



Build Your Community

Partnering with Housing, Healthcare, and Other Stakeholders

- ❑ What stakeholders are you partnering with in the community to build equity in your continuum? (LGBTQ, Persons with disabilities, grassroots organizations, culturally diverse organizations)
- ❑ What steps are you taking to support projects in coordinating efforts with housing providers and health care organizations?
- ❑ What written commitments do you have from health care organizations and public housing authorities to partner with the CoC in addressing homelessness?



Build Community

Address Unsheltered Homelessness

- ❑ What specific strategies are you implementing to prevent the criminalization of homelessness?
- ❑ What goals have you established for reducing/ending unsheltered homelessness, and what steps are you taking to accomplish those goals?
- ❑ How are you ensuring that street outreach covers 100 percent of the CoC's geographic area; is conducted on a regular basis; and is tailored to reach those that are least likely to request assistance.
 - ❑ How are you measuring the impact of that outreach?



Build Community...

Because that is how to end homelessness

- Don't do it because you will score better on the NOFO (that's the icing on the cake)...
- Do it because it matters and it's the right thing to do (you need the right ingredients to make your cake before you add the icing)!!!!



This is NOT business as usual...we've learned a lot in the past 18 months!



WRAP-UP

SEIZE THIS OPPORTUNITY

STEVE BERG



Send your technical questions to HUD

CoCNOFO@hud.gov

- https://www.hud.gov/program_offices/comm_planning/coc/competition
- <https://www.hud.gov/sites/dfiles/CPD/documents/FY-2021-CoC-Application-Navigational-Guide.pdf>

Alliance NOFO Webpage

www.endhomelessness.org/nofo

Contact Us

Tashmia (Mia) Bryant

tbryant@naeh.org

Kay Moshier McDivitt

kmoshiermcdivitt@naeh.org

Steve Berg

sberg@naeh.org

www.endhomelessness.org/nofo