

# What you need to Know about the 2022 CoC Program Competition

August 17, 2022

# WELCOME & INTRODUCTIONS

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# Agenda

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1. Aligning with HUD Priorities
2. Strategic Considerations to End Homelessness
3. Scoring and Wrap-Up

# Housekeeping Notes



All attendees muted,  
please use the **Chat Box**

- Share information and ideas
- Dialogue with your colleagues



We are not HUD



Webinar is recorded



[CoCNOFO@hud.gov](mailto:CoCNOFO@hud.gov)

[https://www.hud.gov/program\\_offices/comm\\_planning/coc/competition](https://www.hud.gov/program_offices/comm_planning/coc/competition)

# HUD PRIORITIES

## WHAT'S IMPORTANT IN THE NEW NOFO

STEVE BERG



# Key Changes for 2022

## Key Changes in FY2022

- Access to the CoC Program has been expanded for Indian Tribes and Tribally Designated Housing entities, who are now invited to form CoCs and be designated as Collaborative Applicants.
- The NOFO will provide at least \$52 million for new rapid re-housing, supportive services, and other activities critical to assist survivors of domestic violence, dating violence, sexual assault, or stalking.
- Approximately \$80 million is available for non-competitive Youth Homelessness Demonstration Program (YHDP) renewal and replacement expiring grants.
- Tier 1 is equal to 95% of a CoC's Annual Renewal Demand and Tier 2 is equal to the Difference between Tier 1 and the maximum amount of renewal, reallocation, and CoC Bonus amount.

# Key Changes for 2022

## Key Changes in FY2022

- The CoC application continues prioritizing:
  - Promoting racial equity in homelessness and in the local CoC process;
  - Reducing unsheltered homelessness and reducing criminalization;
  - Inclusion in the local planning process of current and former homeless persons with lived experience; and
  - Partnerships with housing, health, and service agencies.
- HUD has reemphasized in CoC applications the inclusion of:
  - Improving system performance;
  - Placing an emphasis on anti-discrimination against LGBTQ+ individuals; and
  - Supporting local engagement to increase the affordable housing stock.

# What's Important in the 2022 NOFO

**HUD  
POLICY  
PRIORITIES**

**IN THE**

**FY22  
NOFO**



Priority #1: *End homelessness for all persons experiencing homelessness.*

Priority #2: *Use a Housing First approach.*

Priority #3: *Reduce unsheltered homelessness*

Priority #4: *Improve system performance.*

Priority #5: *Partner with housing, health, and service agencies*

Priority #6: *Advance racial equity and address racial disparities.*

Priority #7: *Improving assistance to LGBTQ+ individuals*

Priority #8: *Engage persons with lived experience of homelessness*

Priority #9: *Support local engagement to increase supply of affordable housing.*



# BE STRATEGIC

Using the NOFO to Improve Your Systemic Response to  
End Homelessness

Kay Moshier McDivitt



# Steps to Prepare for the NOFO

## The Application

### 3 STEPS TO PREPARE FOR THE NOFO

#### 1. Reflect

##### ASK YOURSELF:

“Is my system...”

- *ending* people's homelessness?
- advancing *racial equity*?
- targeting the *highest needs*?
- building *effective partnerships*?
- housing people *quickly*?

#### 2. Review

##### LOOK AT YOUR DATA.

Which projects have had the *greatest outcomes* in ending homelessness?

Determine if you are funding the *right* projects.

#### 3. Read Up

##### READ THE NOFO.

How can you align *your practices* with *the goals in the NOFO*?

Consider which new projects to solicit to make your system *more efficient*.

# Be Strategic

## Reflect

### Review the 2021 CoC Application and your score debrief

1. Make a list of activities that the CoC stated it would accomplish and collect data/information from stakeholders on progress towards stated goals.
2. Identify areas where you didn't achieve the maximum number of points in the 2021 application.
3. Prioritize and plan to address these areas
4. Identify where projects can help you improve performance



# Be Strategic - Reflect

## Principles to Follow

1. Be **urgent** and **equitable**.
2. Adhere to **Housing First principles and practices**.
3. Help people with the **highest needs**.
4. Reduce the number of people experiencing **literal homelessness**.
5. Reduce **racial disproportionality and disparities**.
6. **Create solid partnerships** between CoC's, PHA's, Housing Providers, Health Care Providers, including Mental Health Providers.
7. **Collaborate** with partners focused on the needs of older adults, Tribal entities, and the U.S. Department of Veterans Affairs, among others to provide services.



Source: [Kingsnorth Church Of England Primary School](https://www.kingsnorthchurch.org.uk/)

# Be Strategic Review

## 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 Review

## **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 and advance racial equity
- Reduce unsheltered homelessness
- Include people with lived expertise



# Be Strategic Read the NOFO

- **Ensure that your CoC clearly knows and understands the HUD priorities**
- **Use the priorities** to determine what your community has, what is working, what is not working, and where you need to fill gaps.
- **Focus on performance**
  - Project performance should be reflected in systemic performance



# Be Strategic

## Read the details

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1. **Use the Detailed Instructions** – it will be difficult to receive the maximum points without following them
2. Make sure you respond to **ALL parts** of the questions
3. **CoC's cannot submit the same project under both NOFO's** unless prepared to execute BOTH projects if awarded.
4. **HDX data will be used** to review the CoC application for performance.
  - 2022 PIT compared to the 2021 PIT count (or most recent unsheltered PIT count submitted) as recorded in HDX



# BE STRATEGIC

What Projects Will You Include?



# Be Strategic

## Reflect

Reflect on what your system needs and the priorities!

- ☐ Update your Review and Ranking Tool (based on scoring and HUD priorities)
  - Don't just use checkboxes
- ☐ Notify local providers of priorities and changes
- ☐ Ensure that your request for proposals and all renewal projects are aligned not with HUD priorities **AND** with specific needs for your community.
- ☐ Don't automatically renew a project. Ask if the project is aligned with priorities **AND** look at outcomes.

**REMEMBER** -Just because its an eligible activity doesn't mean it's a priority for your community



# Be Strategic

## Use Objective Criteria to Review & Rank Projects

Review renewal projects and consider Reallocation – objective criteria and performance

- ☐ Which projects underspent or not at capacity?
- ☐ Which projects don't meet performance benchmarks?
- ☐ What specific steps are projects taking to address racial disparity and including persons with lived experience?
- ☐ Which projects have significant impact on improving system measures?
- ☐ What are the costs per permanent housing exit for each project?



# Be Strategic

## Read and Review New PH Projects



- Be specific about what kind of PH project you need.
- Read each new project Carefully
- Does at least one new permanent housing project (PSH or RRH) leverage (both) healthcare and housing resources that each equal 25% of the project to qualify for bonus points

# Start with the End in Mind

## Ask...

...Does our System flow well?

“System Flow: An efficient, coordinated and equitable process that moves people from homelessness to housing as quickly as possible.”



...What projects are impacting that flow, and what do we need to increase the flow?

# BE STRATEGIC

Some more advice....



# Address Racial Disparities

- ☐ 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?



# Partnering with people with lived experience

- ☐ How are you including people with lived experience across the continuum, including 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?



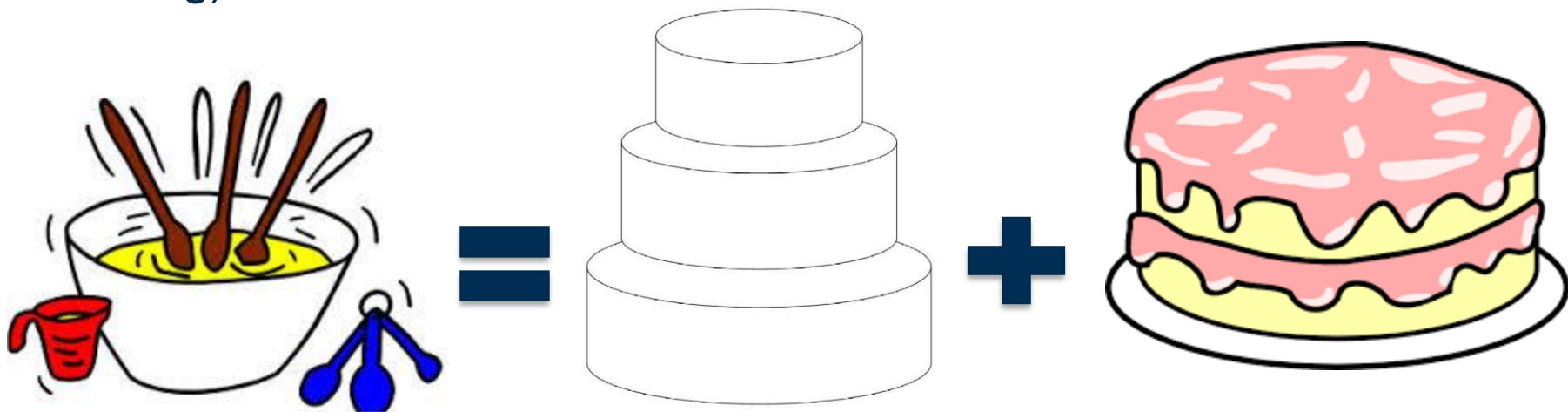


# Be Strategic...

## Because that is how to end homelessness

### This is not Business as Usual

- 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)!!!!



**ANN OLIVA**

**SEIZE THIS OPPORTUNITY**



# NOFO Deadlines

Activity	DATE
2022 CoC Program NOFO release	MONDAY, AUGUST 1, 2022
<i>e-snaps</i> will be available	TUESDAY, AUGUST 16, 2022
All project applications are required to be submitted to the CoC.	30 days prior to submission deadline
The CoC is required to notify all project applicants who submitted their project applications to the CoC by the CoC-established deadline whether their project application(s) will be accepted and ranked on the CoC Priority Listing, rejected, or reduced by the CoC.	15 days prior to submission deadline
CoCs must post on their website (or a partner's website) all parts of the CoC Consolidated Application and notify community members and key stakeholders that the Consolidated Application is available.	On or before Wednesday, September 28, 2022 (2 days prior to submission deadline):
<b>SUBMISSION DEADLINE</b>	<b>FRIDAY, SEPTEMBER 30, 2022 AT 8:00 PM EDT</b>

# CoC Scoring (Comparing 2021 vs 2022 and Unsheltered/Rural Point Allocation)



This following slides highlight the changes from the 2021 Continuum of Care (CoC) Notice of Funding Opportunity (NOFO) scoring to the 2022 CoC NOFO scoring. It also compares the 2022 CoC Competition scoring to the 2022 Unsheltered and Rural Homelessness NOFO that was released in June 2022.

These charts will be available on **[endhomelessness.org/NOFO](https://endhomelessness.org/NOFO)** at the conclusion of the webinar.

CoC Scoring (Comparing 2021 vs 2022 and Unsheltered/Rural Point Allocation)			
This document highlights the changes from the 2021 Continuum of Care (CoC) Notice of Funding Opportunity (NOFO) scoring to the 2022 CoC NOFO scoring. It also compares the 2022 CoC Competition scoring to the 2022 Unsheltered and Rural Homelessness NOFO that was released in June 2022.			
CoC Coordination & Engagement	2021 CoC NOFO	2022 CoC NOFO	2022 Unsheltered & Rural NOFO
Has an inclusive membership of a variety of stakeholders within the geographic area	1	2	1
Has an inclusive process for new members to join	1	1	1
Solicits and considers opinions from knowledgeable individuals and organizations	1	1	1
Accepts and considers proposals from organizations that have not previously received CoC Program funding	1	1	1
Coordinates with federal, state, local, private, and other organizations	2	3	1
Ensures families are not separated	2	1	
CoC collaboration related to children and youth	3	3	1
Addresses the needs of victims of domestic violence, dating violence, sexual assault, and stalking	5	5	
Addresses the needs of LGBTQ+ individuals	5	7	
Coordinates with the Public Housing Agencies	10	10	
Coordinates with and assists in state or local discharge planning efforts	3	2	1
Uses a Housing First approach on CoC projects	10	10	
Has implemented street outreach procedures	3	3	
Implements specific strategies to prevent the criminalization of homelessness	2	2	
Demonstrates an increase in the number of Rapid Re-Housing beds available	10	10	
Provides information and training to CoC program-funded projects to supplement CoC Program funds with resources from other public and private sources, including programs that assist program participants in applying for and receiving mainstream benefits or gaining employment	4	2	1
Has an effective Coordinated Entry System	3	3	
Promotes racial equity in homelessness response	7	7	
Involves individuals with lived experience of homelessness in service delivery and decision making, and provides professional development and employment opportunities	1	3	
Addresses COVID-19 in CoC's Geographic Area	20		
Promotes volunteering	2		
Increases their capacity to provide non-congregate shelter		1	
Coordinates and partners with Public Health Agencies		5	
Increases affordable housing supply		1	
CoCs that don't complete questions for new projects that include funding requests for new construction or rehab		deduct 2 points	deduct 2 points
POINTS AVAILABLE	96	83	8

# CoC Coordination & Engagement

	2021 CoC NOFO	2022 CoC NOFO	2022 Unsheltered & Rural NOFO
Has an <b>inclusive membership</b> of a variety of stakeholders within the geographic area	1	2	1
Has an <b>invitation process for new members</b> to join	1	1	1
<b>Solicits and considers opinions</b> from knowledgeable individuals and organizations	1	1	1
<b>Accepts and considers proposals from organizations</b> that have not previously received CoC Program funding	1	1	1
<b>Coordinates with federal, state, local, private, and other organizations</b>	2	3	1
<b>Ensures families are not separated</b>	2	1	
CoC collaboration related to children and youth	3	3	1
Addresses the needs of <b>victims of domestic violence, dating violence, sexual assault, and stalking</b>	5	5	
Addresses the needs of <b>LGBTQ+ individuals</b>	5	7	
<b>Coordinates with the Public Housing Agencies</b>	10	10	
Coordinates with and assists in state or local <b>discharge planning</b> efforts	3	2	1
Uses a <b>Housing First approach</b> on CoC projects	10	10	
Has implemented <b>street outreach</b> procedures	3	3	
Implements specific strategies to <b>prevent the criminalization of homelessness</b>	2	2	



# CoC Coordination & Engagement (continued)

	2021 CoC NOFO	2022 CoC NOFO	2022 Unsheltered & Rural NOFO
Demonstrates an increase in the number of <b>Rapid Re-Housing</b> beds available	10	10	
Provides information and training to CoC Program-funded projects to supplement CoC Program funds with resources from other public and private sources, including programs that assist program participants in applying for and receiving <b>mainstream benefits</b> or gaining employment	4	2	1
Has an effective <b>Coordinated Entry System</b>	3	3	
Promotes <b>racial equity</b> in homelessness response	7	7	
Involves <b>individuals with lived experience of homelessness</b> in service delivery and decision making, and provides professional development and employment opportunities	1	3	
Addresses <b>COVID -19</b> in CoC's Geographic Area	20		
Promotes <b>volunteering</b>	2		
Increasing their capacity to provide <b>non-congregate shelter</b>		1	
Coordinates and partners with <b>Public Health Agencies</b>		5	
Increases <b>affordable housing</b> supply		1	
<b>CoCs that don't complete questions for new projects that include funding requests for new construction or rehab</b>	<b>deduct 2 points</b>	<b>deduct 2 points</b>	
<b>POINTS AVAILABLE</b>	<b>96</b>	<b>83</b>	<b>8</b>

# Project Capacity, Review, and Ranking

	2021 CoC NOFO	2022 CoC NOFO	2022 Unsheltered & Rural NOFO
Demonstrates the use of <b>objective criteria to review project applications</b> requesting CoC Program funding	8	8	2
Demonstrates the use of CoC Program required <b>system performance measures</b> to review project applications requesting CoC Program funding	8	8	
Uses comparable databases to <b>evaluate domestic violence providers</b>	2	1	
Collects and analyzes data on <b>rapid return to permanent housing and severity of barriers experienced by program participants</b>	4	4	
Demonstrates how the CoC is <b>promoting racial equity when reviewing applications</b>	1	2	
Demonstrates that the CoC either <b>reallocates funding</b> from lower performing projects to create new higher performing projects or has a process in place to review performance for future re-allocation	4	4	
Demonstrate the use of an <b>objective ranking and selection process</b> for project applications that is publicly announced by the CoC	3	3	2
<b>POINTS AVAILABLE</b>	<b>30</b>	<b>30</b>	<b>4</b>

# Homeless Management Information System (HMIS)

	2021 CoC NOFO	2022 CoC NOFO	2022 Unsheltered & Rural NOFO
Submits complete <b>Housing Inventory Count (HIC)</b> data in a timely manner	1	1	
Has in place, is developing, or is coordinating a <b>comparable database with domestic violence / victim service providers</b> to collect required data elements for reporting de-identified information to the CoC	2	2	
Bed Coverage	6	4	
Submit prior NOFO year's <b>Longitudinal Systems Analysis (LSA)</b> data in a complete and timely manner	2	2	
<b>POINTS AVAILABLE</b>	<b>11</b>	<b>9</b>	

# Point-in-Time Count (PIT)

	2021 CoC NOFO	2022 CoC NOFO	2022 Unsheltered & Rural
<b>Conducts a PIT Count</b> and report the data in Homelessness Data Exchange (HDX)	2	3	
Implement specific measures to <b>effectively identify and count youth</b> in the CoC's PIT Count.	1	2	
<b>POINTS AVAILABLE</b>	<b>3</b>	<b>5</b>	



System Performance	2021 CoC NOFO	2022 CoC NOFO	2022 Unsheltered & Rural
<b>Reduces the number of homeless individuals and families</b>	1	10	3
<b>Reduces the number of first-time time homelessness</b> among individuals and families	3	3	3
<b>Reduces the length of time</b> individuals and families remain homeless	6	13	3
Demonstrates and describes how the CoC will <b>increase the rate in which individuals and families move to permanent housing destinations</b> or continue to reside in permanent housing projects	5	13	3
Reduces the extent to which individuals and families <b>return to homelessness</b>	4	8	3
Increases income for program participants from employment and non-employment cash sources	4	7	3
Submits data quality report for <b>HMIS performance measures</b> in HDX		5	
<b>POINTS AVAILABLE</b>	<b>23</b>	<b>59</b>	<b>18</b>

Coordination with Housing and Healthcare	2021 CoC NOFO	2022 CoC NOFO	2022 Unsheltered & Rural NOFO
<b>Leverages housing resources</b> such as housing subsidies or subsidized housing units not funded through the CoC or Emergency Solutions Grants (ESG) programs	5	7	
<b>Leveraging healthcare resources</b> to help individuals and families experiencing homelessness	5	7	
<b>POINTS AVAILABLE</b>	<b>10</b>	<b>14</b>	

# Do's and Don'ts for the FY 2022 CoC Program Competition NOFO

**DO**

**Start with the end in mind.** Envision the programs you want funded, the system performance you want to achieve, and the resources you need to realize that vision.

**DON'T**

Dig into the application before you've had time to prepare.

**DO**

**Reflect on your system and project performance before you get started.** Identify the strongest and weakest points in your system, and consider what new or expanded projects would most benefit your system.

**DON'T**

Assume that what you're doing is working as well as it can.

**DO**

**Review your data** to determine which programs have the best outcomes.

**DON'T**

Plan to apply for funding if you're not sure how well your programs are performing.

**DO**

**Read the NOFO** to ensure you fully understand the changes for this year.

**DON'T**

Presume that things are the same as they were last year.

**DO**

**Closely inspect HUD's priorities for this year's competition.** Consider whether you need to reallocate funding from projects that don't align with them to new or expanded ones that are a better fit.

**DON'T**

Just renew your existing programs and expect that they're aligned with HUD's priorities.

**DO**

**Consult the SYSTEM Series** for blog posts, Webinars, resources, and guidance on crafting a competitive application.

**DON'T**

Panic. The Alliance is here to help!



[endhomelessness.org/SYSTEM](https://endhomelessness.org/SYSTEM)



- Alliance's next webinar will focus on HUD's policy priorities related to racial equity and anti-discrimination policies for LGBTQ+ individuals in the NOFO – date is forth coming.
- Tomorrow - [A Primer on HUD's Continuum of Care \(CoC\) Program Competition Notice of Funding Opportunity \(NOFO\) – August 18, 2022 – 2:30 PM EDT](#): This upcoming webinar sponsored by the Domestic Violence and Housing Technical Assistance Consortium is an informational webinar for culturally-specific organizations and housing initiatives serving survivors of intimate partner violence. It is designed for organizations interested in applying for the FY22 HUD CoC Program Competition.

# Send your technical questions to HUD

[CoCNOFO@hud.gov](mailto:CoCNOFO@hud.gov)

[https://www.hud.gov/program\\_offices/comm\\_planning/coc/competition](https://www.hud.gov/program_offices/comm_planning/coc/competition)

<https://www.hud.gov/sites/dfiles/CPD/documents/CoC/Sample-FY-2022-CoC-Application.pdf>

[Instructions.pdfhttps://www.hud.gov/sites/dfiles/CPD/documents/CoC/FY-2022-CoC-Estimated-ARD-Report.pdf](https://www.hud.gov/sites/dfiles/CPD/documents/CoC/FY-2022-CoC-Estimated-ARD-Report.pdf)