**NEW PROJECT APPLICATION NARRATIVE 2021**

This Project Application Narrative is to be submitted by all applicants for new CoC projects in the 2021 Competition. This document includes questions that are part of the HUD Project Application in e-snaps and supplemental questions developed by the San Mateo County CoC. The questions are organized to follow the rating factors outlined in the Rating and Ranking Policy so that reviewers can easily find the information related to each factor.

Questions that are extracted from the HUD Project Application are *noted in italics*. Questions that are not italicized are supplemental questions developed by San Mateo County.

This narrative will be used along with the project application in e-snaps by the CoC’s review and ranking panel to determine whether a new project will be included in this year’s collaborative application, and where it will be ranked. Please complete all questions. 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) **no later than October 6, 2021 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** |
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| **Agency Name:** |
| **Project Name:** |
| **Project Type (PSH, RRH or TH/RRH):** |
| **DV Bonus Application? (Yes or No):** |
| **Project Contact Info (name, phone, email):** |
| **General Project Description: (*Please insert response to Question 3B1 from the Project Application)*** |
| Project Expansion: *If this is an expansion project, please insert response to question 3C from the Project Application listing the reason for the expansion.* |
| Transition Project: *If this is a Transition Project, please insert response to question 7 from Screen 3A from the Project Application describing the proposed project.* |

**Rating Factor 1. HUD System Performance Objectives**

a. Please 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 increases in participant income.

**Rating Factor 2. Targeting and Outreach**

a. Please describe the target population for the project.

b. Please indicate the locations where participants will be living prior to entry into the project.

|  |  |
| --- | --- |
| **Location** | **Percentage** |
| Directly from the street or other place not meant for human habitation |  |
| Directly from emergency shelter |  |
| Directly from safe havens |  |
| Persons fleeing domestic violence |  |
| Directly from transitional housing that was eliminated in the 2017 CoC competition |  |
| Directly from the TH portion of a joint TH/RRH component project |  |
| Persons receiving assistance from a VA-funded homeless assistance program |  |
| **Total of all percentages** |  |

c. Describe your outreach plan to bring these homeless participants into the project.

d. Please explain how your outreach plan is specifically designed to identify and engage people in the target population and ensure they can access the program.

**Rating Factor 3: Appropriateness of Housing**

a. How many beds or units of housing will your project provide at a point in time? *(Bed/unit numbers should be consistent with the table in Section 4B. of the Project Application. If applying for TH/RRH be sure to specify the number of TH beds/units and RRH beds/units at a point in time.*

b. How many participants will the project serve at a point in time? (*Participant numbers should be consistent with the tables in Section 5A/5B of the Project Application*).

c. Explain how the type, scale and location of the housing fits the needs of the project participants. 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 possible.

d. Describe how participants will be assisted to obtain and remain in permanent housing *(insert response to question 4A1 from the Project Application)*

**Rating Factor 4: Housing First Model**

a. Please describe how 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: Service Plan**

a. Describe how the type, scale and location of supportive services fit the needs of program participants and are readily accessible. For DV Bonus projects, be sure to describe how services are tailored to meet the needs of the target population

b. Describe how participants will be assisted to obtain benefits from the mainstream health, social and employment programs for which they are eligible. *(Insert response to question 4A3 from the Project Application.*

c. Describe specifically how participants will be assisted both to increase their employment and/or income and to maximize their ability to live independently *(insert response to question 4A3 from the Project Application.*

d. (*For RRH and TH/RRH projects only*). Please describe how the project will meet the National Alliance on Ending Homelessness (NAEH) RRH standards. (NAEH standards are available online at the following site. The information on the standards begins on page 5. <http://endhomelessness.org/wp-content/uploads/2016/02/Performance-Benchmarks-and-Program-Standards.pdf>)

e. Describe how you will ensure your project does not have barriers to participation for persons of different races and ethnicities, particularly those over-represented in the local homelessness population

f. Describe how you will conduct ongoing assessment to ensure the project is promoting racial equity and how you will take steps to address any identified disparities in how people of different races and ethnicities access the program, experience the program once enrolled, and the outcomes of the program.

g. 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.

**Rating Factor 6: Timing**

a. Describe the estimated schedule for proposed activities.

b. Describe the plan to begin operations when the contract is executed. Note: Projects that can begin operations within six months of contract execution may be awarded more points than projects that can begin operations within one year of contract execution.

**Rating Factor 7: Applicant Capacity**

a. Please describe your organization’s relevant experience providing services for homeless individuals/families. If applying for the DV bonus, be sure to describe experience working with the target population for these projects.

b. 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 the measures, the targets, the outcomes, and the time period(s).

c. Please describe your relevant experience in operation of 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).

d. Please describe your organizational capacity, including financial capacity, to administer complex grant funds and meet HUD reporting and fiscal requirements.

e. Additional capacity questions: *please insert responses to questions 2B1, 2B2, 2B3, and 2B4 from the Project Application.*

2B1. Describe the experience of the applicant and potential sub-recipients (if any), in effectively utilizing federal funds and performing the activities proposed in the application, given funding and time limitations.

2B2. Describe the experience of the applicant and potential sub recipients (if any) in leveraging other Federal, State, local and private sector funds.

2B3. Describe the basic organization and management structure of the applicant and sub recipients (if any).

2B4a. Are there any unresolved monitoring or audit findings for any HUD grants (including ESG) operated by the applicant or potential sub recipients (if any)?

2B4b. Describe the unresolved monitoring or audit findings

**Rating Factor 8. Financial Feasibility and Effectiveness**

a. Please provide a brief budget narrative listing project costs and brief explanation of these costs. *(Reviewers will also consult the Budget Sections of the Project Application (Section 6) in evaluating this rating factor).*

**Bonus Rating Factor: Coordination with Housing Providers and Healthcare Agencies**

If you wish your application 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 housing provider (e.g., letter, MOU, etc.)

b. Describe how the project will utilize healthcare resources (including behavioral health) to help individuals and families experiencing homelessness. Sources of healthcare resources may include: direct contributions from a public or private health insurance provider to the project; or provision of healthcare services by a private or public organization tailored to the participants of the project. Note: Eligibility for the project may not be restricted by the eligibility requirements of the health care service provider. Attach evidence of commitment from healthcare provider (e.g., letter, MOU, etc.)

**Additional Requirement: Code of Conduct**

In the 2021 NOFO, HUD is requiring that all project applicants must 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>.

1. 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.