



CoC NEW PROJECTS WORKSHOP

PASADENA CONTINUUM OF CARE
2024 CoC Notice of Funding Opportunity (NOFO)



Pasadena Partnership

Agenda

1

2024 CoC Competition

CoC application overview and HUD's 2024 NOFO

2

RFA for New Projects

Overview of available funding for eligible projects and logistics

3

Online Application

Navigating the news projects web page and application



2024 CoC Competition

CoC Application Overview
NOFO Highlights
Tiering

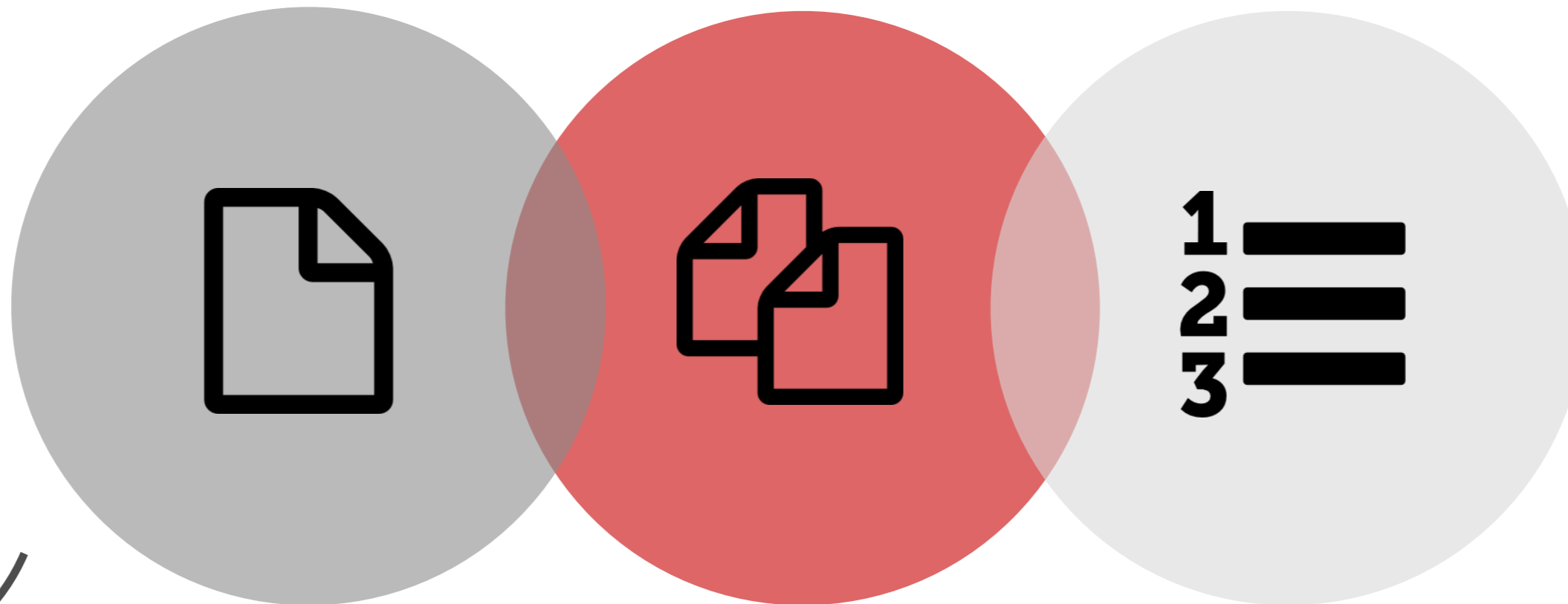
CoC Application Overview

The CoC Application consists of three parts:

CoC Application

Completed by the Collaborative Applicant and contains information on:

CoC coordination/engagement, Overall performance, and Strategic planning process.



Project Applications

Renewal projects and new projects created through Reallocation, CoC Bonus or DV Bonus

CoC Priority Listing

Ranks projects in order of priority (excludes Planning grant) and includes all accepted/rejected applications

NOFO Highlights



HUD's Policy Priorities

New priority in 2024: Effective Workforce. Focus on recruiting and maintaining qualified staff

Ongoing priorities:

- Housing First
- Improving system performance
- Racial equity
- Involving people with lived experience of homelessness
- Partnering with housing, health and service agencies
- Reducing unsheltered homelessness
- Improving assistance to LGBTQ+ individuals



Tiering

Projects will be ranked and fall in either Tier 1 or Tier 2.



Local competition

Performance-based decision making and project ranking:

- Objective criteria
- Narrative responses

Tiering

All projects, except the CoC planning grant must be ranked

Tier 1

**90% of Annual Renewal Demand (ARD):
\$4,564,045**

Projects determined by the CoC to be high priority, high performing, and meet the needs and gaps of the system.

Projects will be conditionally funded by HUD, provided the applications pass eligibility and threshold review.

Tier 2

**10% of ARD + CoC Bonus:
\$1,115,655***

*Does not include amount available for Domestic Violence Bonus

Remaining new and renewal projects.

Scoring is based on three criteria:

1. CoC application score
2. Ranked position of project application
3. HUD's eligibility & threshold requirements



REQUEST FOR APPLICATIONS

New CoC Projects

New Projects Overview



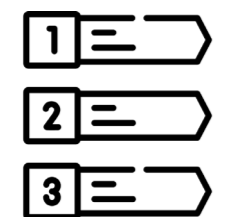
ELIGIBLE PROJECTS

Permanent Supportive Housing (PSH)
Rapid Rehousing (RRH)



ONLINE APPLICATION

All projects will submit their applications electronically via the Pasadena Partnership website.



SCORING AND RANKING

Scores for each section will be based on objective criteria and the quality of narrative responses. Reference the evaluation criteria when completing your application.



THRESHOLD REQUIREMENTS

- HMIS or Comparable Database
- CES participation
- SAM Clearance
- 25% match commitment
- HUD/NOFO Requirements



HUD PRIORITIES

Application questions and evaluation criteria align with HUD's policy priorities as outlined in the 2024 NOFO.



AVAILABLE FUNDING

There are three (3) different pots of funding available in this year's competition:

- CoC Bonus 1
- CoC Bonus 2
- DV Bonus

RFA for New Projects

2024 Pasadena CoC Competition



AMOUNT

Total Available: \$998,115

CoC Bonus Funding 1: \$125,000

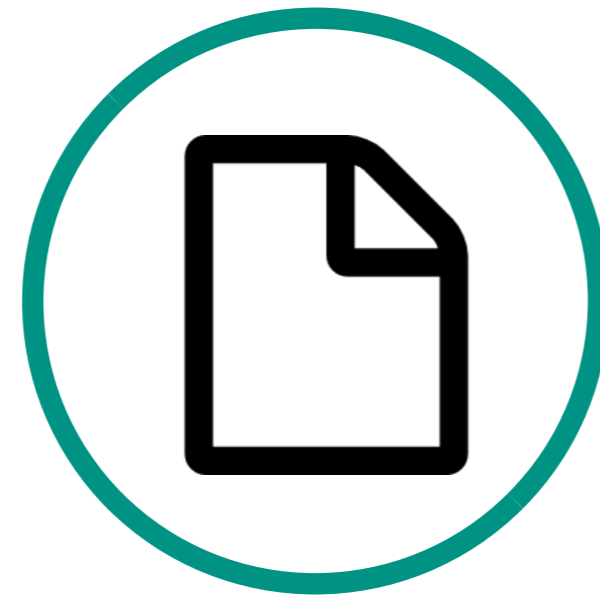
CoC Bonus Funding 2: \$483,539

DV Bonus Funding: \$389,576



RFA for New Projects

2024 Pasadena CoC Competition



ELIGIBLE
APPLICANTS

Non-Profit Organizations

Do not have to be currently funded

Currently funded agencies may
create new projects or expand
renewals



RFA for New Projects

2024 Pasadena CoC Competition



ELIGIBLE
PROJECT
TYPES

CoC Bonus 1 and CoC Bonus 2 Funding

Permanent Supportive Housing (PSH)
Rapid Rehousing (RRH)

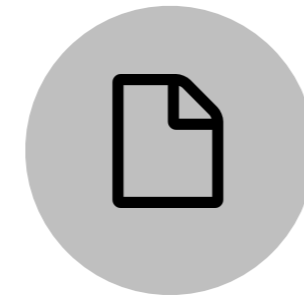
DV Bonus Funding

Rapid Rehousing (RRH)



RFA for New Projects

2024 Pasadena CoC Competition



ADDITIONAL REQUIREMENTS

1. Active SAM registration
2. UEI number
3. Participation in CES
4. Participation in HMIS
(or comparable database)
 1. 25% Match (excluding leasing)
 2. Project eligibility & cost requirements
 3. Must request full 10% admin

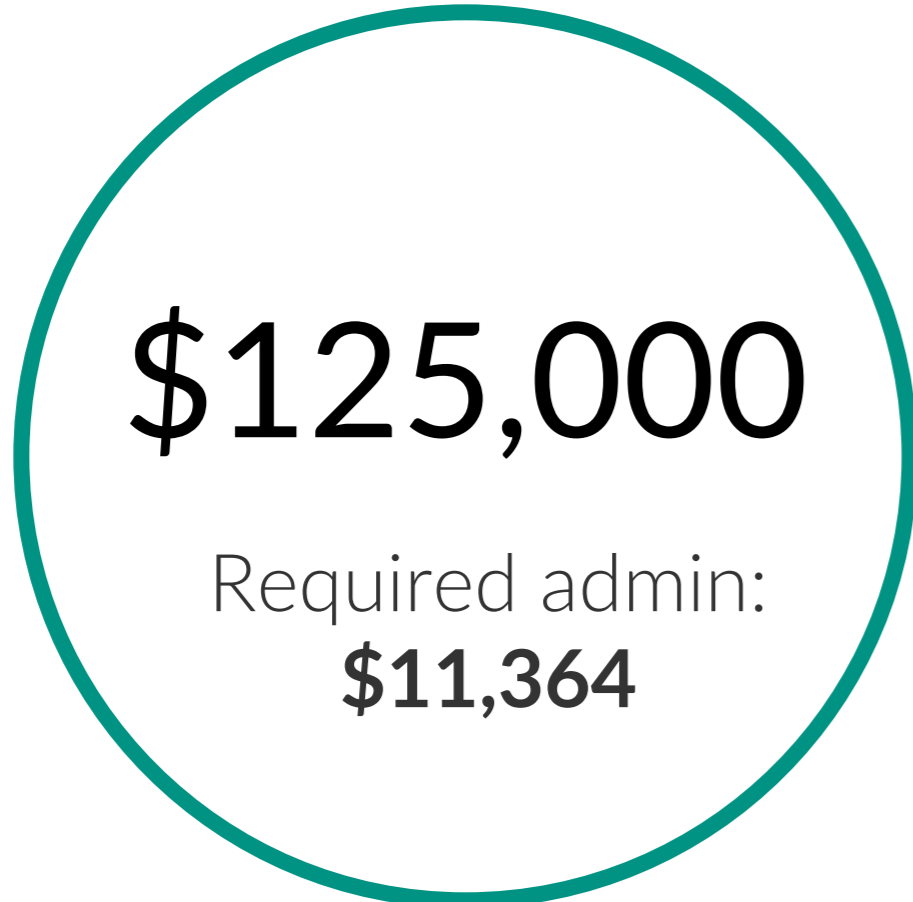


Available Funding

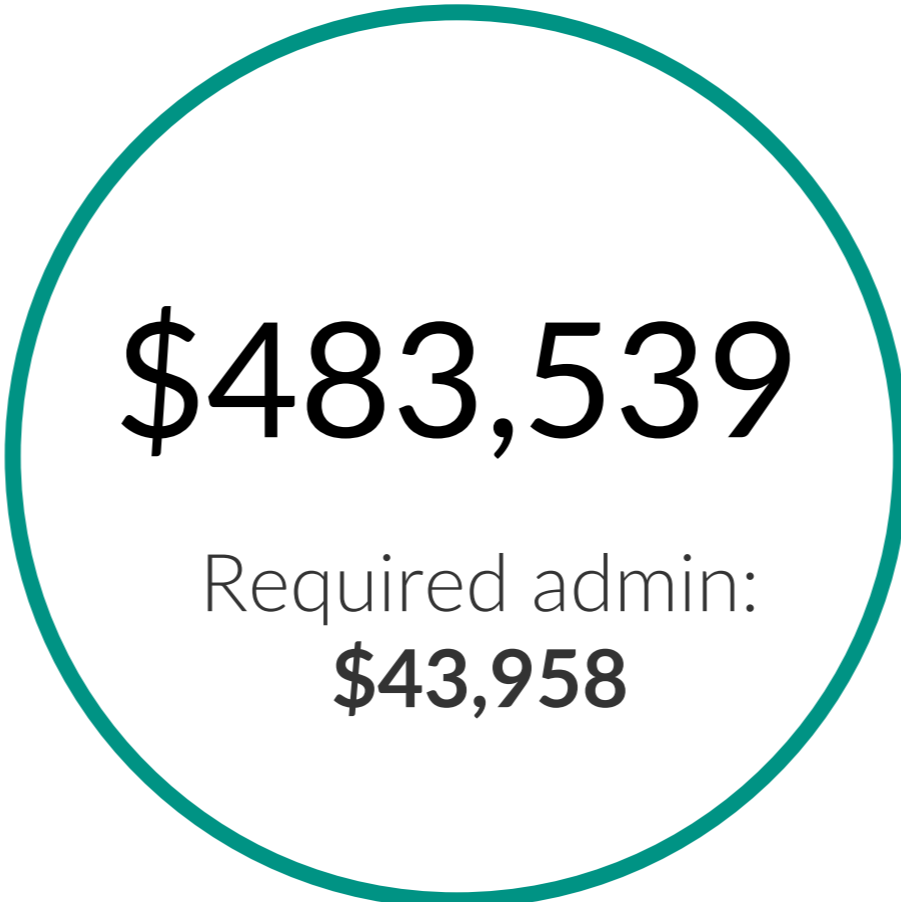


The selected projects will be included in the CoC's Consolidated application and **may** be funded by HUD. Applications should be for the full dollar amount available.

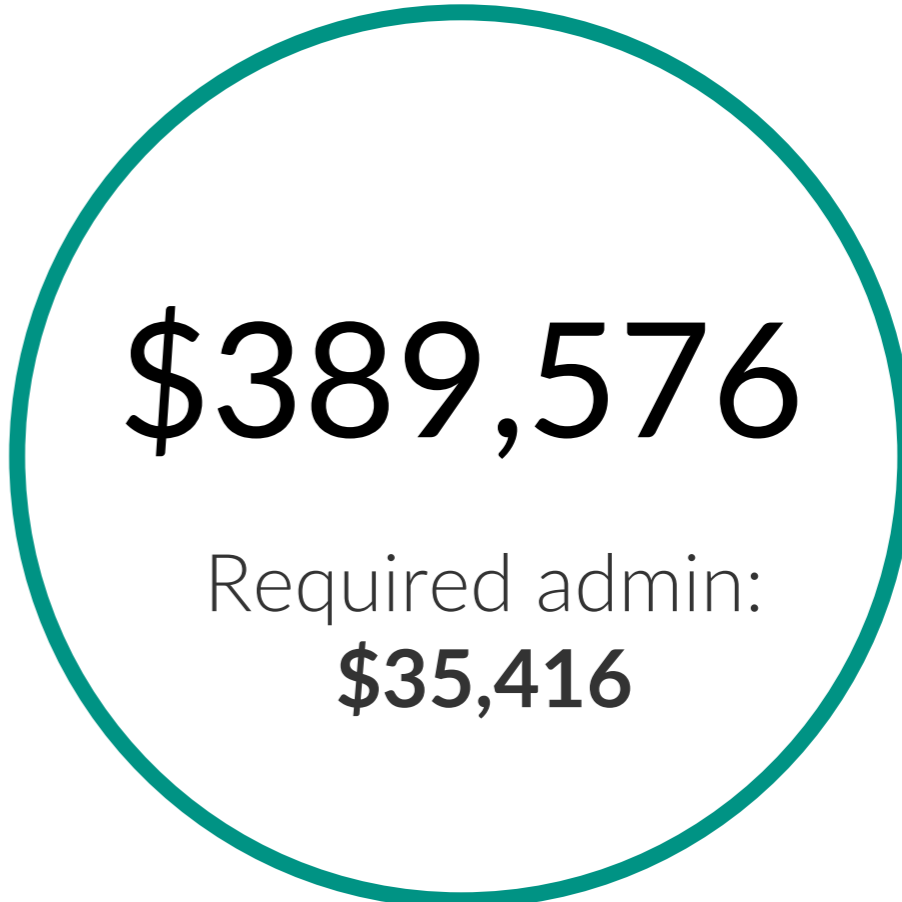
CoC Bonus 1



CoC Bonus 2



DV Bonus



Additional funding **may** be available if a renewal project is fully or partially reallocated by the CoC Board during the evaluation process.



CoC Bonus 1 and CoC Bonus 2 Funding



New or expansion projects
may apply



Initial term may be between
12 to 18 months



Permanent Supportive Housing
(PSH) or Rapid Rehousing (RRH)
project types are eligible



Bonus points are available for projects
that:

- Leverage housing resources (10 pts)
- Leverage healthcare resources (5 pts)
- Create new or additional beds (5 pts)



DV Bonus Funding



New or expansion projects
may apply



Initial term may be between
12 to 18 months



Rapid Rehousing (RRH) project
types only



Bonus points are available for projects that partner with homeless service and victim service providers to provide housing/supportive services that go *beyond* referrals.



DV Bonus Funding-Eligible Participants



Among the 556 persons experiencing homelessness in Pasadena, 146 individuals or 26% became homeless due to the need to escape domestic violence. This underscores the vital connection between homelessness and the urgent need for support systems for survivors of domestic abuse.

Projects applying for DV Bonus funding must be dedicated to serve individuals and families of persons experiencing trauma or a lack of safety related to fleeing or attempting to flee domestic violence, dating violence, sexual assault, or stalking.

- Must qualify under paragraphs 1 or 4 of HUD's definition of homeless at 24 CFR 578.3 or section 103(b) of the McKinney-Vento Homeless Assistance Act.
- May include victims of human trafficking because they are often also victims of domestic violence, dating violence, sexual assault or stalking.
- Project cannot exclusively serve people that are fleeing or attempting to flee human trafficking.



Applying for Multiple Pots of Funding



“Can I apply for both CoC Bonus 1 and CoC Bonus 2?”

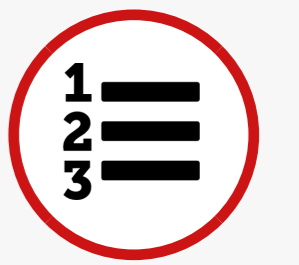
YES!

- You must submit separate applications for each pot of funding. Both projects can be similar.
- Budgets should be designed independently of each other.
- CoC Bonus 1 applications will be evaluated separately from CoC Bonus 2 applications.
- CoC Bonus 1 applications are more likely to be funded by HUD.



Evaluation Criteria

CoC Bonus 1 and CoC Bonus 2 (PSH/RRH) Projects



PASS/FAIL

25 POINTS

26 POINTS

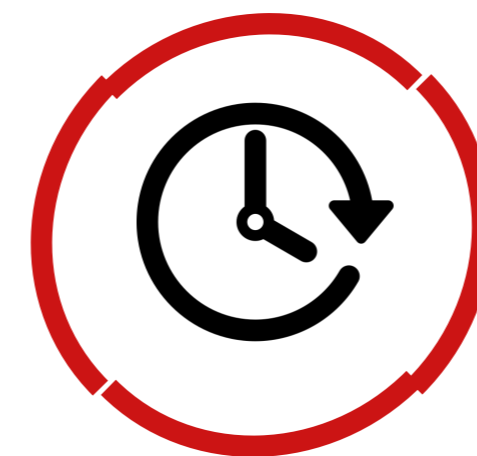
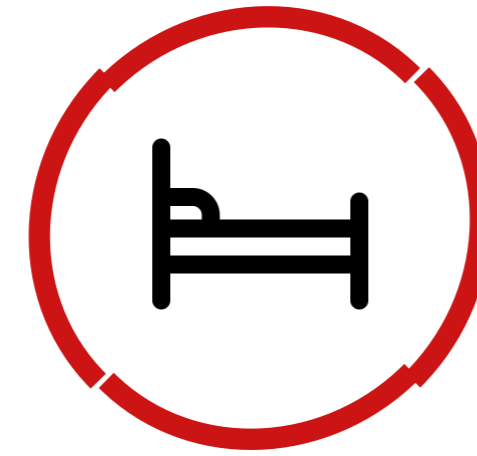
23 POINTS

5 POINTS

30 POINTS

16 POINTS

20 POINTS



THRESHOLD
REQUIREMENTS

AGENCY
EXPERIENCE

PROJECT
DESIGN

SERVICE DELIVERY
PLAN

TIMELINESS

PROJECT ABILITY TO
ENHANCE SYSTEM
PERFORMANCE

FINANCIAL
EFFICIENCY
AND
MANAGEMENT

BONUS POINTS

Total Points: Up to 145



Bonus Points

For CoC Bonus 1 and CoC Bonus 2 Projects



5 POINTS



**Leveraging
Healthcare Resources**

10 POINTS



**Leveraging Housing
Resources**

5 POINTS



**New or Additional
Permanent Housing
Beds**



Leveraging Healthcare Resources

For CoC Bonus 1 and CoC Bonus 2 Projects



BONUS POINTS

5 bonus points will be available for projects that leverage healthcare resources.

SOURCES MAY INCLUDE:

- Direct contributions from a public or private health insurance provider to the project
- Provision of healthcare services by a private or public organization tailored to the participants of the project
- Direct partnerships with organizations that provide healthcare services to individuals and families (including FQHCs and state or local public health departments) experiencing homelessness who have HIV/AIDS

Applicants must demonstrate through a written commitment from a healthcare organization that:

1. In the case of substance use disorder treatment or recovery provider, it will provide access to treatment or recovery services for all program participants who qualify and choose those services;

or

2. Value of assistance provided be equivalent to at least 25% of the funding being requested in the project application.

Acceptable forms of written commitment must include:

- value of the commitment
- dates the healthcare resources will be provided
- precise narrative responses for this section of the application



Leveraging Housing Resources

For CoC Bonus 1 and CoC Bonus 2 Projects



BONUS POINTS

Up to 15 points will be available for projects that leverage non-CoC or ESG-funded housing resources.

Housing resources must:

1. Account for at least 25% of the total units included in the project application for PSH projects
or
1. Serve at least 25% of the participants anticipated to be served by the project for RRH

Applicants must attach letters of commitment, contracts, or other formal written documents that demonstrate the number of subsidies or units being provided to support the project

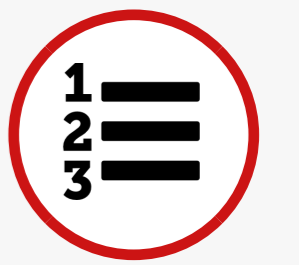
POTENTIAL SOURCES

- Private Organization
- State or Local Government
 - o Including use of HOME funding provided through the American Rescue Act
- Public Housing Agencies
- Faith Based organization
- Federal programs other than the CoC or ESG programs.



Evaluation Criteria

Domestic Violence Bonus Rapid Rehousing Projects



Total Points: Up to 140



Bonus Points

For DV Bonus Projects



10 POINTS

A thick red curved line, resembling a smile, is positioned below the text "10 POINTS".

Partnership Between Homeless Services Agencies and Victim Services Providers

Bonus points will be awarded to homeless services provider applicants that partner with a local victim service provider (or vice versa) to provide housing and/or supportive services that go beyond referrals. The partnership must be formalized by an MOU or other contractual agreement.



Selection Process

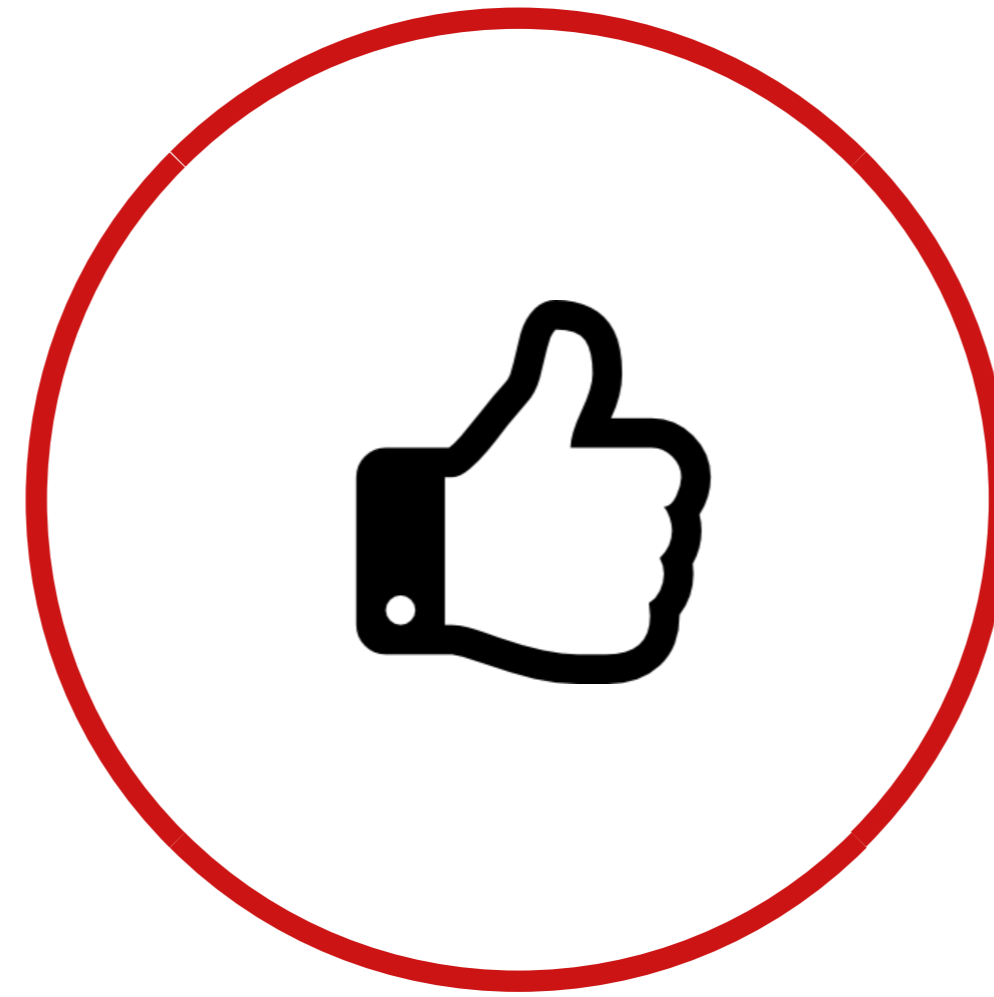
New Projects



EVALUATION PANEL

Reviews and scores all applications received

Makes project inclusion recommendations to the Board based on scores

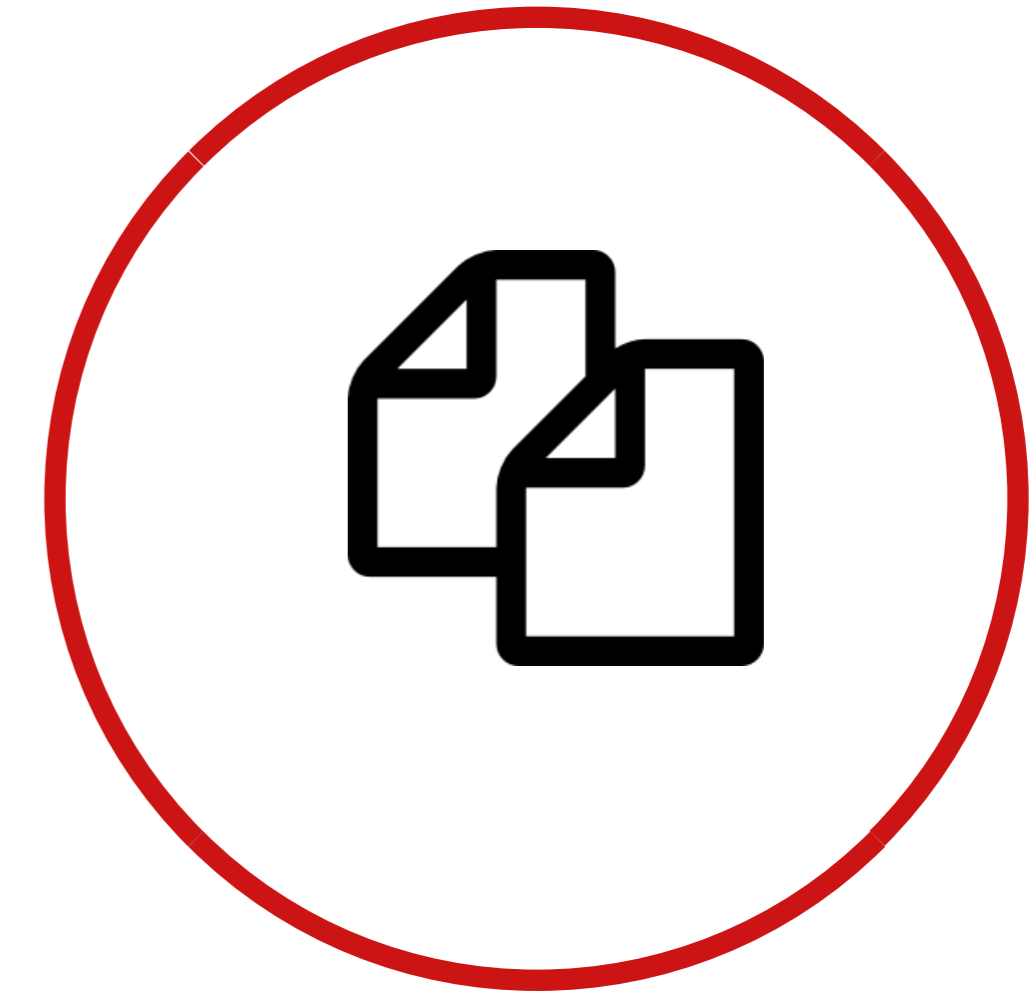


COC BOARD REVIEW

Meets to approve project scores

Hears appeals (if any)

Provides final approval of projects to be included in the consolidated application and ranking



E SNAPS SUBMISSION

City staff compiles information for projects that have been selected for inclusion into e-snaps. Applicants may be required to work with staff to finalize applications in this system.





Appeals to scoring decisions are limited to factors related to a violation of the established evaluation process. An applicant may file an appeal based upon a claim that one or both of these apply:



TECHNICAL SCORING ERROR

The evaluators made a technical scoring error that would have caused the project to be scored higher. No additional information by the applicant may be submitted.



LACK OF FAIRNESS EVIDENCE

There is evidence of lack of fairness in evaluating and scoring the application. Evidence of lack of fairness will be considered and reviewed on a project-by-project basis.

All appeals should be submitted in writing via email to Ltong@cityofpasadena.net by 2:00 p.m. on October 10th.



Declaration of Intent to Apply

New Projects



DEADLINE: September 16, 2024

All applicants interested in applying for any available funding in the CoC competition should indicate their intent to apply.

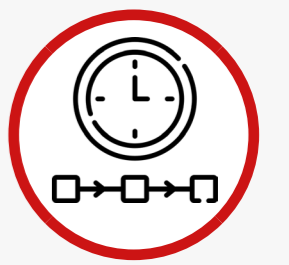
Form can be found online at:

pasadenapartnership.org/coc-new-projects/



Timeline

New Projects



- **Sept 4:** RFA Released
- **Sept 4:** New Project Workshop
- **Sept 16:** Intent to Apply Deadline
- **Sept 25, 5 pm:** Application Deadline
- **Oct 4:** Evaluation Panel Review and Notification of Preliminary Scores
- **Oct 10, 2 pm:** Appeals Due
- **Oct 11:** CoC Board Approval
- **Oct 14:** Notification of Project Acceptance/ Rejection and Ranking



Match Documentation

New Projects



DUE BY October 9

All match commitment letters
are due via email to

Ltong@cityofpasadena.net

REQUIREMENTS

1. Must be on agency letterhead
2. Includes dates match will be available
(2025-2026 program year)
3. Must be signed by an authorized
representative



Attachments

New Projects



1. Proof of SAM Clearance

- **Required of all projects**

1. HUD 50070 Drug Free Workplace form

- **Required of all projects**

1. Nonprofit Documentation

- **Required of all projects**

1. Match Commitment

- If available at time of application submission. Due no later than Oct 9 for selected projects

5. Leveraging Housing Resources

- Required by CoC Bonus 1 and CoC Bonus 2 projects to receive 10 bonus points

6. Leveraging Healthcare Resources

- Required by CoC Bonus 1 and CoC Bonus 2 projects to receive 5 bonus points

7. Partnership between Homeless Services Agencies and Victim Services Providers

- Required by DV Bonus projects to receive 5 bonus points

8. Approved Negotiated Indirect Cost Rate Agreement (optional)

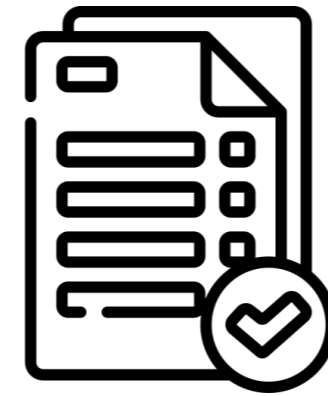


Things to Keep in Mind



Reimbursement Program

CoC funding is paid on a reimbursement basis. Applicants need to have the ability to front at least 3 months of program funding before receiving any reimbursement.



Acceptable Documentation for Bonus Points

No typed word documents
Must be on agency letterhead and signed by an authorized signatory
Should specifically state the value of the commitment that will be provided to the project.



Application Score

Answer all parts of the narrative questions and number your responses as needed.
Include as much detail as the character limit allows.
Reference the evaluation criteria when completing your application(s).



Declaration of Intent to Apply

New Projects



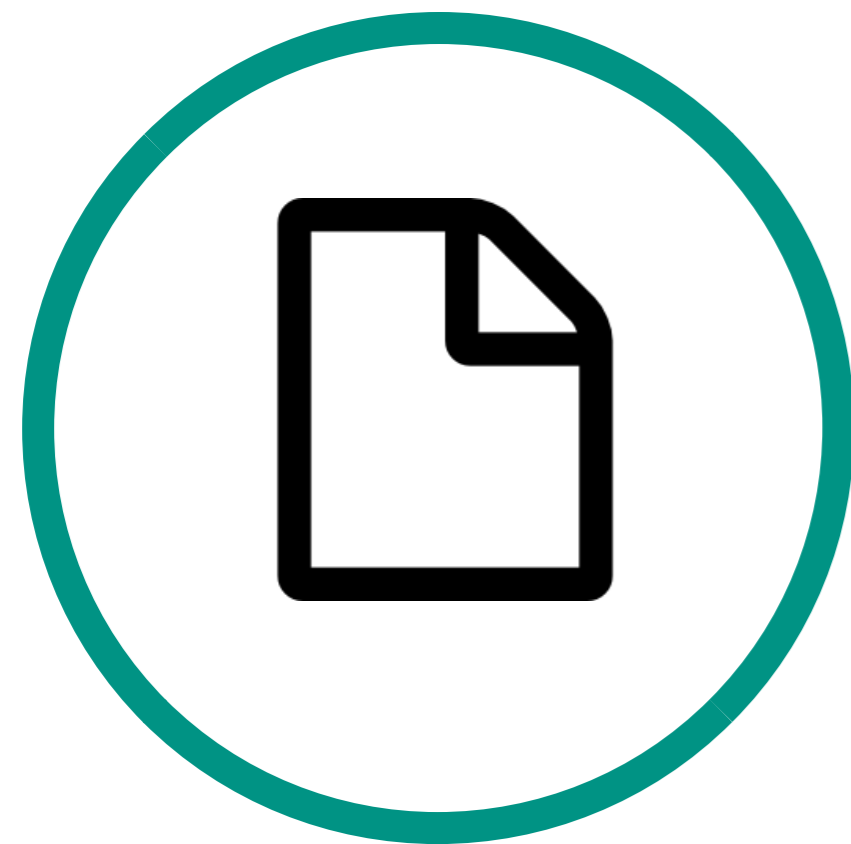
DEADLINE: SEPTEMBER 16, 2024

All applicants interested in applying for CoC Bonus 1, CoC Bonus 2, and/or DV Bonus funding must indicate their intent to apply.

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pasadenapartnership.org/coc-new-projects/

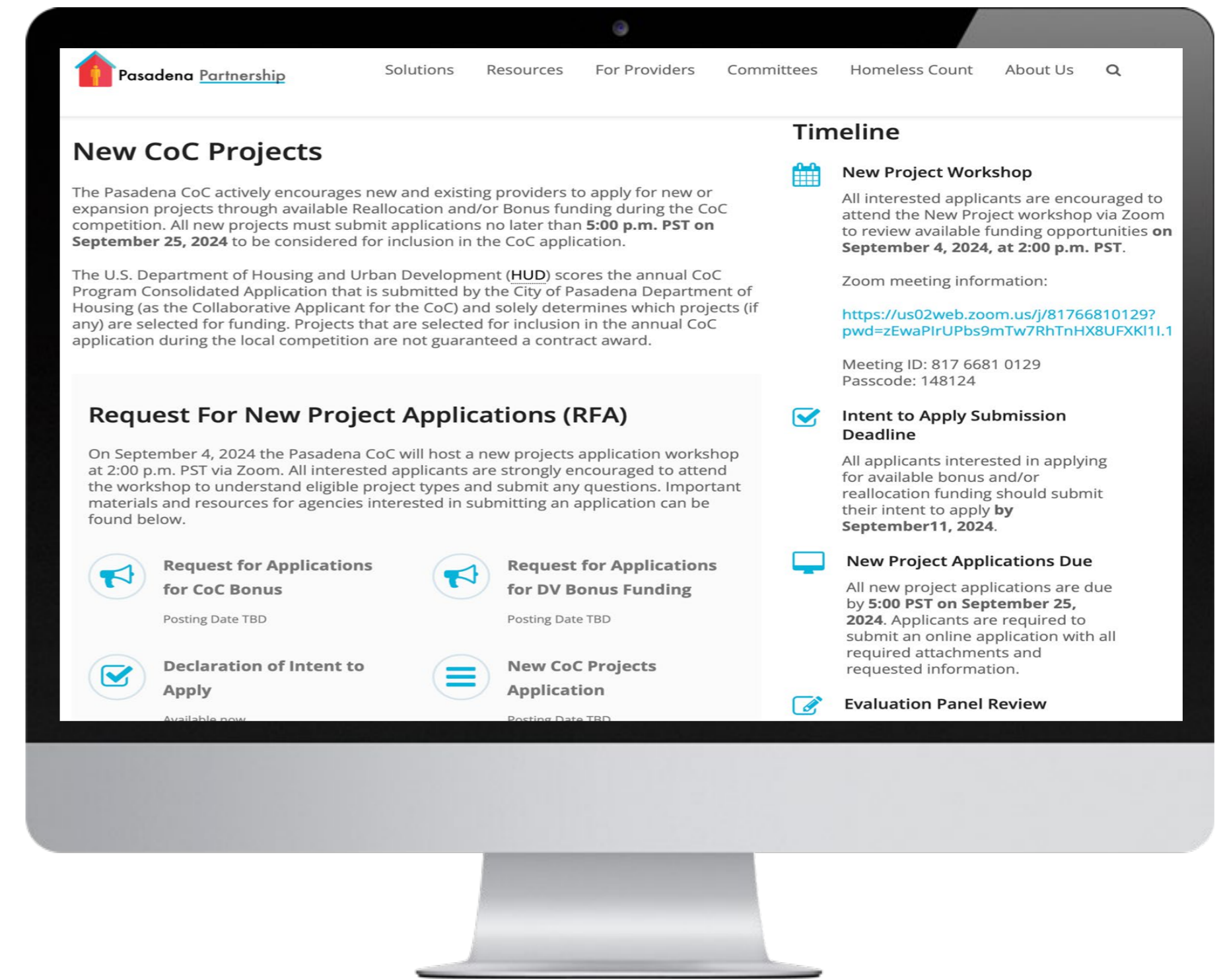




ONLINE APPLICATION

Navigating the New Projects Webpage
Navigating the New Projects Application

pasadenapartnership.org/coc-new-projects/





THANK YOU & GOOD LUCK!

QUESTIONS

Ltong@cityofpasadena.net

Lillian Tong