

**FY 2012-2013**  
**Community Development Block Grant (CDBG)**  
**&**  
**Emergency Solutions Grant (ESG)**  
**PRE-APPLICATION WORKSHOP**

**February 3, 2012**

# Agenda

- Welcome!
- Federal Objectives
- Entry criteria
- Reminder about the Language Access Plan
- Changes in process & priorities
- The RFPs
- The Application: Components & Competiveness
- The three O's: Objectives, Outcomes & Outputs
- Timeline
- Technical Assistance
- WebGrants
- Q & A

# Workshop Purpose

To assist workshop participants in determining:

- ✓ If they are eligible to apply for funding
- ✓ If their project meets a funding priority
- ✓ How & when to complete a funding application
- ✓ How to be competitive for funding



# Primary CDBG Objectives

To develop viable urban communities, principally for low- and moderate-income persons through:

- ⌘ **Decent housing**
- ⌘ **Suitable living environment**
- ⌘ **Expanded economic opportunities**

# Low/Moderate Income Benefit Limited Clientele Activities (LMC)

Activities that benefit specific populations:

- ⌘ Presumed benefit clientele; or
- ⌘ 51% of project participants are LMC persons;  
or
- ⌘ Participation in activity limited to LMC; or
- ⌘ Nature and location of activity indicate  
low/mod benefit

# Primary ESG Objectives

To assist individuals and families to quickly regain stability in permanent housing after experiencing a housing crisis or homelessness

# National Objectives of CDBG\*

All CDBG activities must:

- ⌘ Benefit low- and moderate-income persons; or
- ⌘ Prevent or eliminate slums and blight; or
- ⌘ Meet an urgent need

\*For more details on National Objectives, refer to CDBG regulations 24 CFR Part 570.208.

# General ESG Eligible Activities

- ⌘ Street outreach
- ⌘ Emergency shelter
- ⌘ Homelessness prevention & rapid re-housing
- ⌘ HMIS

# Minimum Entry Criteria

- Public entity or nonprofit organization [501(c)(3)]
- Proposed activity **MUST** qualify under one of the funding priority project types
- Strong emphasis on concrete measureable outcomes
- For CDBG funding:
  - Address a “national objective”
  - Minimum of 20% leverage
- For ESG funding
  - Dollar for dollar match

# Language Access Plan

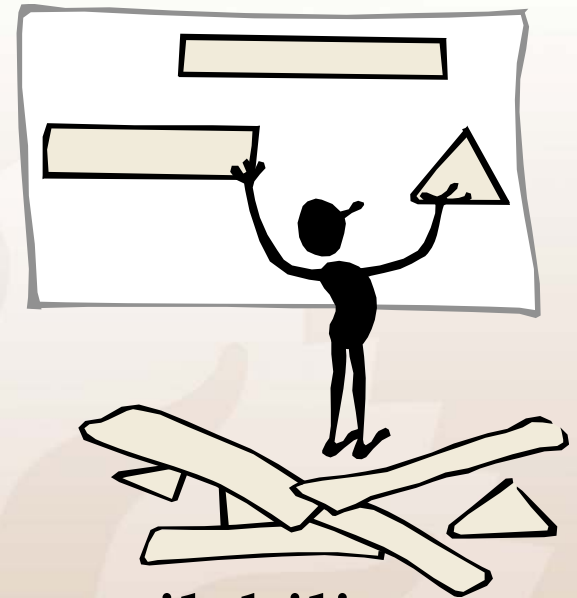


# Look Familiar?

- ⌘ Minimum project match of:
  - ⌘ 20% (CDBG)
  - ⌘ 100% (ESG)
- ⌘ Alignment with Other City Efforts
- ⌘ Audited Financial Statement
- ⌘ Funding Priorities
- ⌘ Review Panels

# A bit different this year...

- Place-based strategy
- 6 distinct RFPs
- Max # of awards
- WebGrants
- Maximum funding limited by availability
- Limited number of awards
  - Consortiums!



# Consortium Examples

- 3 senior daycare programs in different areas of the City
- Meals on Wheels + Daycare + transportation = coordinated services to prevent senior isolation
- Homeless Service Agency (HAS) that serves families
  - HAS A = rental assistance & housing location HAS B = shelter beds & case management
  - HAS C = outreach
  - HAS (A + B + C) = Full-service program for families = “warm hand-off”



**FY 2012 – 2013**  
**RFPS for**  
**CDBG & ESG Funds**

# RFP 1: Foreclosure Response

- Max # of Awards: 2
- Max allocation: \$300,000

## Requested Services:

- Foreclosure Prevention Task Force working group
- Foreclosure response model
- Outreach & education

# RFP 1: Foreclosure Response (cont.)

Potential services:

- Foreclosure counseling
- Loan modifications
- Legal service & assistance
- Credit counseling
- Post-foreclosure assistance
- Financial services

# RFP 2: Homelessness Outreach and Families & Youth Programs

- Max # of Awards: 4 (2 under each component)
- Max allocation: \$1,067,000

## Program Goal:

- Permanent Housing

## One “bucket” of money

- Staff will assign funding source as appropriate

# RFP 2: Homelessness – Citywide Outreach Program

Purpose:

1. Consistent presence
2. Alleviate community concerns

Service provision:

- Wrap-around services
- Seamless provision of services
- “Warm hand-off”

# RFP 2: Homelessness – Citywide Outreach Program (cont.)

Specific services/activities:

- Outreach workers
- Emergency shelter
- Direct transportation
- Case management (pre- & post-housing)
- Deposit & rental assistance
- Hotline
- Housing search & location assistance

# RFP 2: Homelessness – Full-Service Program for Families & Youth

## Purpose:

- Provide all of the services and support that participating families/youth need to become permanently housed

## Service provision:

- Wrap-around services
- Seamless provision of services
- “Warm hand-off”

# RFP 2: Homelessness – Full-Service Program for Families & Youth\* (cont.)

Specific services/activities:

- Outreach & engagement
- Emergency shelter
- Case management (pre- & post-housing)
- Deposit & rental assistance
- Housing search & location assistance
- Linkages & referrals

\* Programs must address specific needs/ensure awareness by victims of domestic violence & youth

# RFP 3: Homelessness HMIS Project

- Max # of Awards: 1
- Max allocation: \$90,000

## Requested Services:

- Administer/operate HMIS to –
  - Collect & report data on homeless services & their users
  - Develop reporting tools to report outcomes, performance measures, and the success of strategies

# RFP 4: Senior Services

- Max # of Awards: 2
- Max allocation: \$200,000

Program goal:

- Prevent and reduce senior isolation

# RFP 4: Senior Services (cont.)

Potential services:

- Transportation
- Meal delivery
- Licensed adult day care
- Informational presentations & workshops
- Other services deemed effective at preventing & reducing the isolation of seniors

# RFP 5: Emergency & Minor Repairs

- Max # of Awards: 2
- Max allocation:
  - \$300,000 for emergency repairs
  - \$100,000 for minor repairs

## Program objectives:

- Augment the City's Housing Rehabilitation Program
- Ensure the provision of expeditious repair assistance to low-income homeowners
- Address minor accessibility needs

# RFP 5: Emergency & Minor Repairs (cont.)

## Emergency home repairs:

- Address immediate health & safety needs including:
  - Water heater replacements, furnace repairs, roof leaks, and the like

## Minor repairs:

- Address imminent health & safety needs
- Provide accessibility & mobility improvements
  - Targets seniors and persons w/disabilities

# RFP 6: Neighborhood Clean-Up

- Max # of Awards: 2
- Max allocation: \$200,000

Program goal:

- Address hot spots in deteriorated areas of the “place-based neighborhoods” in advance of permanent improvements

Priority areas: “place-based neighborhoods”

- Santee/McKinley
- Mayfair
- Five Wounds/Brookwood Terrace

Other areas as capacity allows at City direction

# RFP 6: Neighborhood Clean-Up (cont.)

## Option:

- Use program as opportunity to hire and train special needs and at-risk populations

## Potential services:

- Trash & debris removal
- Weed abatement
- Street & sidewalk clean-up
- Painting public property exteriors
- Planting

# Ineligible Activities

- Political activities
- General government expenses
- Religious activities
- Maintenance of public facilities
- Income payments

# Application Components

Section 1: Cover Sheet (respondent info)

Section 2: Project Summary

Section 3: Program Description

Section 4: Organization Capacity & Experience

Section 5: Numerical Goals & Outcomes

Section 6: Project Budget

Section 7: References

Section 8: Certifications

# Evaluation Criteria

Project Eligibility	Pass/Fail
Program Description	25%
Organization Capacity & Experience	25%
Goals & Outcomes	40%
Budget & Fee Structure	10%
Past Performance	Max +10 or -10 points
Audit Review	Pass/Fail

# Panel Reviews

- Applications reviewed by non-conflicted panel
- Each panel = 5 members and program staff
- Program staff provides technical support and input on past performance
- Panelists review and score each application independently
- Applicants will have the opportunity to present their projects and answer panelists' questions
- Panelists will develop recommendations for each RFP

# WebGrants

# What Makes a Proposal Competitive?

- Respond clearly & concisely to ALL questions
- Don't just say it...demonstrate it...
- Meet a funding priority
- Clear & well-designed program
- MOUs for all consortium members
- Clear referrals & linkages
- Measurable results
- Outcomes, outcomes, outcomes



# The three O's: Objectives, Outcomes & Outputs

- Objectives: Reflects what you are working towards (goal)
- Outcomes: Reflects benefit for each participant, i.e., skills, behavior, knowledge
- Outputs: Reflect the products of an activity, i.e., # of participants served

# Outcomes, outcomes, outcomes...

- ⌘ HUD Outcome Performance Measurement System
- ⌘ Provides a framework for capturing program outcomes nationally
- ⌘ “How did this program make a difference?”

# Outcomes, outcomes, outcomes...(cont.)

- ⌘ Describe the outcomes the project intends to achieve
- ⌘ Describe how the project's results will be measured
- ⌘ Include the measurement tool (i.e. survey, pre- and post-test, etc.)

# Outcomes, outcomes, outcomes...(cont.)

⌘ For Homeless Services RFP Respondents  
ONLY:

⌘ You **MUST** include an outcome measure related to the program's ability to assist clients to become permanently housed and maintain that housing for at least six months.

# Application Timeline

Release of RFP:	1/30/12
Mandatory workshop:	Right now!
Questions accepted via e-mail:	1/30/12 – 2/13/12, 12:00 noon
Final response to written questions:	2/14/12, 5:00 p.m.
Complete RFP responses due:	2/27/12, 5:00 p.m.
Panel interviews:	3/12 – 3/16/12 (times/locations TBA)
RFP respondents notified of funding recs.:	3/27/12
Release of draft ConPlan:	3/29/12, 12:00 noon

# Application Timeline (cont.)

Initial City Council hearing on ConPlan:	4/3/12
Deadline to file formal written protest re: funding recs:	4/11/12
ConPlan hearing @ HCDAC:	4/12/12: 5:45 p.m.
Final ConPlan hearing & approval by City Council:	5/1/12
Contract Development Workshop:	5/4/12 (time/location TBA)
Contracts completed & executed:	6/30/12

# Technical Assistance

⌘ Email all questions to:

[HousingGrantsAdmin@sanjoseca.gov](mailto:HousingGrantsAdmin@sanjoseca.gov)

⌘ Responses will be posted every Wednesday and Friday at <http://www.sjhousing.org/>

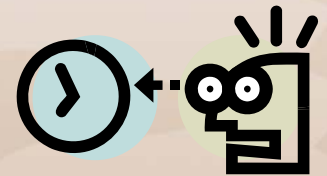
# Reminder

Applications are Due:

**Monday, February 27, 2012, 5:00 P.M.**

**Only applications submitted through WebGrants  
will be accepted**

Late, e-mailed, postmarked, faxed, or incomplete  
applications will **NOT** be accepted.



# Questions and Answers



# Remember...

Sign-in to insure that we will accept your application.

Thank You!