GA-506 Marietta/Cobb CoC
Rating and Ranking Process
2017

CoC's ARD: $2,079,724
CoC's FPRN: $2,576,314

Ranking Requirements
The HUD CoC NOFA requires that each CoC conduct a transparent and objective process to review and rank all applications for renewal of existing projects and creation of new projects.

Tiers
To ensure that CoCs have the opportunity to prioritize their projects locally in the event that HUD is not able to fund all renewals, HUD requires that CoCs rank projects in 2 tiers. The tiers are financial thresholds.

Tier 1 is equal to the greater of the combined amount of Annual Renewal Amount (ARA) for all permanent housing and HMIS projects eligible for renewal up to $1,000,000 or 94% of the CoC's FY 2017 Annual Renewal Demand (ARD), as described in Section III.A.3.a. of the NOFA. The FY 2017 "CoC Program Competition Funds Available" page on the HUD Exchange lists GA-506, Marietta/Cobb CoC funding as:

CoC Number and Name	FPRN	Estimated ARD	Estimated ARD at 94 Percent	Permanent Housing Bonus
GA-506 Marietta/Cobb CoC	$2,576,314	$2,079,724	$1,954,941	$154,579

Tier 2 is the difference between Tier 1 and the CoC's ARD ($124,783) plus any amount available for the permanent housing bonus ($154,579) as described in Section III.A.3.j. of the NOFA, or $279,362.

Creation of New Projects
CoCs may create new projects by making funds available through reallocation or by using amounts available through the permanent housing bonus.

New projects may be created through the reallocation process for the following types of projects:
1. Permanent supportive housing projects that meet the requirements of DedicatedPLUS as defined in Section III.A.3.d. of the NOFA or new permanent supportive housing projects where 100% of the beds are dedicated to chronic homelessness.
2. Rapid Rehousing projects that will serve homeless individuals and families, including unaccompanied youth, who meet the following criteria:
   o Residing in a place not meant for human habitation;
   o Residing in an emergency shelter;

- o Persons meeting the criteria of paragraph (4) of the definition of homeless, including persons fleeing or attempting to flee domestic violence situations;
- o Residing in a transitional housing project that was eliminated in the FY 2017 CoC Program Competition;
- o Residing in a transitional housing funded by a Joint TH and PH-RRH component project, or
- o Receiving services from a VA-funded homeless assistance program and met one of the above criteria at initial intake to the VA's homeless assistance system.

3. Joint TH and PH-RRH component projects as defined in Section III.A.3.h. of the NOFA to better serve homeless individuals and families, including individuals or families fleeing or attempting to flee domestic violence.
4. New dedicated Homeless Management Information System (HMIS) project for the costs at 24 CFR 578.37(a)(2) that can only be carried out by the HMIS Lead, which is the recipient or subrecipient of an HMIS grant, and that is listed on the HMIS Lead form in the CoC Applicant Profile in 3-snaps.
5. New supportive services only project to develop or operate a new centralized or coordinated assessment system.

CoCs may only reallocate eligible renewal projects that have previously been renewed under the CoC Program or projects funded under the Supportive Housing Program (SHP) or Shelter Plus Care (S+C) Program that are eligible for first-time renewal in the FY 2017 CoC Program Competition.

New projects may be created through the permanent housing bonus for up to 6% of the CoC's FPRN for the following types of projects:

1. New permanent supportive housing projects that meet the requirements of DedicatedPLUS as defined in Section III.A.3.d. of this NOFA or new permanent supportive housing projects where 100 percent of the beds are dedicated to chronic homelessness.
2. New rapid rehousing projects that will serve homeless individuals and families, including unaccompanied youth, who meet the following criteria:
   (a) residing in a place not meant for human habitation;
   (b) residing in an emergency shelter;
   (c) persons meeting the criteria of paragraph (4) of the definition of homeless, including persons fleeing or attempting to flee domestic violence situations;
   (d) residing in a transitional housing project that was eliminated in the FY 2017 CoC Program Competition;
   (e) residing in transitional housing funded by a Joint TH and PH-RRH component project (see Section III.A.3.h. of this NOFA); or
   (f) receiving services from a VA-funded homeless assistance program and met on criteria at initial intake to the VA's homeless assistance system.

3. New Joint TH and PH-RRH component projects as defined in Section III.A.3.h. of this NOFA to better serve homeless individuals and families, including individuals or families fleeing or attempting to flee domestic violence.
Note: Joint TH and PH-RRH projects and permanent housing projects (permanent and rapid supportive housing rehousing) may be created through either reallocation or the permanent housing bonus.

New in the FY 2017 CoC Program Competition, HUD will allow project applicants to apply for a new expansion project under the reallocation process or permanent housing bonus in order to expand existing eligible renewal projects that will increase the number of units in the project, or allow the recipient to serve additional persons. Project applicants that intend to submit a new reallocation or permanent housing bonus project for the purposes of expanding an eligible renewal project must:
   a. provide the eligible renewal grant number that the project applicant requests to expand on the new project application
   b. provide the eligible renewal grant number that the project applicant requests to expand on the new project application;
   c. indicate how the new project application will expand units, beds, services, persons served, or in the case of HMIS projects, how the current HMIS grant activities will be expanded for the CoC's geographic area; and
   d. ensure the funding request for the new expansion project is within the funding parameters allowed under the reallocation process or permanent housing bonus.

HUD Policy and Program Priorities

1. Ending homelessness for all persons. CoCs should identify, engage, and effectively serve all persons experiencing homelessness. CoCs should measure their performance based on local data that take into account the challenges faced by all subpopulations experiencing homelessness in the geographic area (e.g., veterans, youth, families, or those experiencing chronic homelessness). CoCs should have a comprehensive outreach strategy in place to identify and continuously engage all unsheltered individuals and families. Additionally, CoCs should use local data to determine the characteristics of individuals and families with the highest needs and longest experiences of homelessness to develop housing and supportive services tailored to their needs. Finally, CoCs should use the reallocation process to create new projects that improve their overall performance and better respond to their needs.

2. Create a systematic response to homelessness. CoCs should use system performance measures such as average length of homeless episodes, rates of return to homelessness, and rates of exit to permanent housing destinations to determine how effectively they are serving people experiencing homelessness. Additionally, CoCs should be using their Coordinated Entry process to promote participant choice, coordinate homeless assistance and mainstream housing and services to ensure

people experiencing homelessness receive assistance quickly, and make homelessness assistance open, inclusive, and transparent.

3. Strategically allocate and use resources. Using cost, performance, and outcome data, CoCs should improve how resources are utilized to end homelessness. CoCs should review project quality, performance, and cost effectiveness. HUD also encourages CoCs to maximize the use of mainstream and other community-based resources when serving persons experiencing homelessness. Finally, CoCs should review all projects eligible for renewal in FY 2017 to determine their effectiveness in serving people experiencing homelessness as well as their cost effectiveness.

4. Use a Housing First approach. Housing First prioritizes rapid placement and stabilization in permanent housing and does not have service participation requirements or preconditions. CoC Program funded projects should help individuals and families move quickly into permanent housing, and the CoC should measure and help projects reduce the length of time people experience homelessness. Additionally, CoCs should engage landlords and property owners, remove barriers to entry, and adopt client-centered service methods.

Marietta/Cobb CoC Policies

Application Submission
The Marietta/Cobb CoC will invite submissions for new and renewal projects, including from applicants not currently funded by HUD.

The CoC will publish an open competition for Permanent Housing Bonus projects and new projects created through reallocation through the Cobb Collaborative listserv. Organizations will be required to submit a Letter of Intent (LOI) outlining the proposed project and organizational information to determine that applicants have satisfactory capacity to meet HUD threshold requirements. LOI's will be due by close of business on August 11, 2017. Proposed projects will be rated on capacity to meet threshold requirements and other factors including:

- Experience of the organization in utilizing federal funds and performing the activities proposed
- Basic organization and management structure of the organization, including evidence of internal and external coordination and an adequate financial accounting system
- Cost effectiveness of housing and services to be provided
- Total of non-HUD resources to be used to implement the project (both match and leveraging)
- Organization's involvement in the Marietta/Cobb Continuum of Care
- Organization's level of experience in HMIS

Organizations submitting LOIs will be notified by August 18, 2017 if they have met threshold requirements.

If no Letters of Intent are received and funds are available from reallocation, the Board of Directors will choose the new project type based on the needs of the CoC and designate an appropriate, qualified applicant.

All projects will be due in e-snaps by August 28, 2017. The CoC will conduct a review and ranking following procedures approved by the CoC Board of Directors. A panel composed of the non-conflicted members of the CoC Board of Directors will review and make rating and ranking recommendations in accordance with HUD and Cobb guidelines.

Project Ranking Policy
In developing our local policy governing project ranking, re-allocation, and tiers, the Marietta/Cobb CoC's objectives are to:
- Comply with all HUD requirements
- Preserve funding for high performing projects
- Shift investments from lower performing projects to new projects that help advance the goal of reducing homelessness

Projects (except HMIS) will be scored using a scoring system based on HUD-established performance measures and ranking criteria. A total of 87 points will be available:
- **Expenditures** – 8 points available. Projects that expended all funds awarded during the most recently completed operating year (year that ended at least 90 days prior to scoring).

- **Bed or Unit Utilization** – 8 points available. Utilization rates will be based on the average of the four PIT dates during the last operating year. For family projects that use household units rather than congregate housing, unit utilization rather than bed utilization will be used. Rapid Rehousing projects will not be scored as these projects do not have a designated number of beds or units.

- **Permanent Housing Placement or Retention** – 10 points available. Permanent Supportive Housing projects will be scored on the percent of persons who remained in project as of end of the operating year or exited to permanent housing destination during the year; Rapid Rehousing projects will be scored on the percent of persons who exited to permanent housing destinations during the operating year. Transitional Housing projects will be scored on percent of persons who exited to permanent housing destinations during the operating year.

- **Income** – 10 points available. Permanent Housing projects will be scored on the percent of persons age 18+ who maintained or increased total income from all sources as of the end of the operating year (using annual assessment) or at program exit. Transitional Housing projects will be scored on the percent of

persons age 18+ who increased total income from all sources as of the end of the operating year (using annual assessment) or at program exit.

- **Average Length of Time Homeless** – 8 points available. Rapid Rehousing projects will be scored on the average number of days participants spend from project entry to residential move-in date. Transitional Housing projects will be scored on the average number of days participants stay in the project. Permanent Supportive Housing projects will not be scored for this measure.

- **Returns to Homelessness**
  - 5 points available. Projects will be scored on the percent of clients who exited to permanent housing destinations and didn't return to homelessness in Cobb within 1-179 days (exits between 1/1/16-12/31/16, returns between 1/1/16 and 6/28/17; SPM2 run dates 1/1/18-12/31/18.) For exits from a DV project recorded in a comparable database, only a subsequent entry into another DV project in that same database will be considered a return to homelessness. PSH projects with no exits in this date range will get full points.

  - 5 points available. Projects will be scored on the percent of clients who exited to permanent housing destinations and didn't return to homelessness in Cobb within 180-365 days (exits between 1/1/16-6/30/16, returns between 1/1/16 and 12/26/16; SPM2 run dates 1/1/18-6/30/18) For exits from a DV project recorded in a comparable database, only a subsequent entry into another DV project in that same database will be considered a return to homelessness. PSH projects with no exits in this date range will get full points.

- **Application Review**
  - 8 points available. Projects will be scored on whether they serve at least one specialized population (e.g., low/no income, substance abuse, DV, chronic homeless, persons with disabilities, families with children).

  - 8 points available. Projects will be scored on whether they quickly move participants into permanent housing. Transitional Housing projects will not be scored for this measure.

  - Low Barrier Project: 5 points available. Projects will be scored on whether they meet low barrier criteria (ensure that participants are not screened out on any of the following: having little/too little income, active or history of substance abuse, having a criminal record with exceptions for state-mandated restrictions, history of victimization).

  - No Service Participation Project: 5 points available. Projects will be scored on whether participants are not terminated for any of the following: failure to participate in supportive services, failure to make progress on service plan, loss of income or failure to improve income, any other activity not covered in lease agreement typically found in the project's geographic area.

- o Housing First Project: 5 points available. Projects will be scored on whether they meet the housing first criteria (move participants quickly to permanent housing, are low barrier, and do not have service participation requirements).

- **Miscellaneous**
  - o 5 points available if the organization participates in Coordinated Entry Planning

  - o 5 points available if the organization submitted its APR for the last completed operating year on time

Projects will be ranked and placed in Tier 1 or Tier 2 according to their scores, except for projects placed in Hold Harmless status for the FY17 competition:

- Some renewing permanent housing projects will not have an APR because they have not completed their first operating year. These projects will receive 0 points for performance but will be in Hold Harmless status.
- Projects in Hold Harmless status will be placed at the bottom of Tier 1 but above a project that straddles Tier 1 and Tier 2. HMIS projects will be ranked at the top of the list of Hold Harmless projects. The ranking of the other Hold Harmless projects will be based on scoring from the "Application" and "Miscellaneous" portions of the scoring tool.

The non-conflicted Rating and Ranking Committee will make a recommendation for the placement of new projects in Tier 1 or Tier 2.

Renewal projects with a combined score of less than 65 points will be recommended to the CoC Board for either identification of technical assistance needed to address deficiencies, probation, recommendation of sub-grantee status, or full or partial reallocation of funds. Review of additional documentation (e.g., ongoing monitoring reports) could be used to inform this recommendation.

Project Review
The CoC will review all project applications for completeness and threshold requirements by September 6, 2017.

The Rating and Ranking Committee will meet the week of September 4, 2017 and make a recommendation for placement of projects in Tier 1 and Tier 2. The CoC will notify project applicants who submitted their project applications to the CoC by the required deadline of August 28, 2017, whether their project application(s) were accepted and ranked or rejected in writing, outside of e-snaps including the reason(s) for the rejection by September 13, 2017, 15 days before the application deadline.

The CoC Application, Rating and Ranking Process, Priority Listing, Meeting Minutes, and Attachments will be published on the Collaborative Applicant's website and the Cobb Collaborative's website. Community members and key stakeholders will be notified that the Application, Priority Listings, and Attachments are available for review by September 26, 2017.

Appeal Process
Applicants placed in Tier 1 may not appeal their rank on the Project Priority List. Applicants may appeal any of the following decisions of the CoC:
- Placement of project into Tier 2
- Reduction of renewal grant amount (i.e. renewal grant partially re-allocated to a new project)
- Elimination of renewal grant (i.e. entire grant re-allocated to a new project)

Appeals must be submitted in writing to the CoC within five business days of notification of the CoC approved Rating and Ranking List. Appeals will be heard by a panel composed of the non-conflicted members of the CoC Board plus representatives from two CoC organizations not currently serving on the Board of Directors. The appealing organization will be notified within five business days of the decision of the appeals panel.