

**GA-506 Marietta/Cobb CoC  
Rating and Ranking Process  
2018**

**CoC ARD: \$2,123,692**  
**CoC PPRN: \$2,754,533**  
**CoC FPRN: The higher of PPRN or ARD**  
**Bonus Amount: \$165,272**

**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 94% of the CoC’s Annual Renewal Demand (ARD), as described in Section III.C.3.a. of the NOFA. Project applications in Tier 1 will be conditionally selected from the highest scoring CoC to the lowest scoring CoC, provided the project applications pass both eligibility and threshold review. Any type of new or renewal project application can be placed in Tier 1, except for CoC Planning.

<b>CoC Number and Name</b>	<b>PPRN</b>	<b>ARD</b>	<b>Tier 1 94% of ARD</b>	<b>Tier 2 ARD-Tier 1 + Any Amounts for Bonus</b>	<b>DV Bonus</b>
GA-506 Marietta/Cobb CoC	\$2,754,533	\$2,123,692	\$1,996,270	\$127,422 + \$165,272 = \$292,694 + DV Bonus	\$275,453

Tier 2 is the difference between Tier 1 and the CoC’s ARD (\$127,422) plus any amount available for bonus projects (\$165,272) not including amounts available for DV Bonus projects and before adjustments are made to permanent housing leasing, operating, and rental assistance budget line items based on changes to Fair Market Rent as described in Section III.C.3.c of the NOFA. A CoC is eligible to apply for up to 6% of its Final Pro Rata Need (FPRN) and may apply for more than one bonus project provided it has demonstrated the ability to reallocate lower performing projects to create new higher performing projects as outlined in Section VII.B.2.c of the NOFA.

**Creation of New Projects**

CoCs may create new projects through reallocation, bonus, or a combination of reallocation and bonus, and new DV Bonus projects. New project applications may be created through the reallocation process or as bonus projects:

1. Permanent supportive housing projects that meet the requirements of DedicatedPLUS as defined in Section III.C.3.f. of the NOFA or where 100% of the beds are dedicated to individuals and families experiencing chronic homelessness.
2. Permanent Housing Rapid Rehousing projects that will serve homeless individuals and families, including unaccompanied youth.
3. Joint TH and PH-RRH component projects as defined in Section III.C.3m of the NOFA to better serve homeless individuals and families, including individuals or families fleeing or attempting to flee domestic violence, dating violence, sexual assault, or stalking who meet the following criteria:
  - Residing in a place not meant for human habitation;
  - Residing in an emergency shelter;
  - Persons meeting the criteria of paragraph (4) of the definition of homeless, including persons fleeing or attempting to flee domestic violence, dating violence, sexual assault or stalking;
  - Residing in a transitional housing project that is being eliminated;
  - Residing in transitional housing funded by a Joint TH and PH-RRH component project, or
  - 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.
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 (SSO-CE) project to develop or operate a centralized or coordinated assessment system.

CoCs may only reallocate eligible renewal projects that have previously been renewed under the CoC Program. Any new project created through the reallocation process should receive confirmation from the CoC that it is using the reallocation process in this Competition.

New projects created through the DV housing bonus may be:

1. Permanent Housing – Rapid Rehousing projects dedicated to serving survivors of domestic violence, dating violence, sexual assault, or stalking that are defined as homeless at 24 CFR 578.3;
2. Joint TH and PH-RRH component projects as defined in Section III.C.3.m of the NOFA dedicated to serving survivors of domestic violence, dating violence, sexual assault, or stalking that are defined as homeless at 24 CFR 578.3; or
3. Supportive service only-coordinated entry project to implement policies, procedures, and practices that equip the CoC's coordinated entry to better meet the needs of survivors of domestic violence, dating violence, sexual assault, or stalking

**Expansion Projects:**

HUD will allow project applicants to apply for a new expansion project under the DV Bonus, reallocation, and bonus processes to expand existing projects that will increase the number of units persons served, services provided to existing program participants, or to add additional activities to HMIS and SSO-Coordinated Entry projects.

Project applicants that intend to submit a new project application for the purposes of expanding an eligible CoC Renewal project must:

1. Enter the grant number of the project that is eligible for renewal that the project applicant requests to expand on the new project application;
2. Indicate how the new project application will expand units, beds, services, persons served, or services provided to existing program participants or in the case of HMIS or SSO-Coordinated Entry projects, how the current activities will be expanded for the CoC's geographic area; and
3. Ensure the funding request for the expansion grant is within the funding parameters allowed under the reallocation process or bonus funding amounts available.

**Consolidated Projects:**

Applicants may use the consolidation process to combine two or more eligible renewal projects (e.g., permanent housing-permanent supportive housing projects) may do so through the renewal project application and must ensure:

- a. Budget Line Items (BLIs) for the consolidated project application submitted exactly match the sum of the BLIs for each of the individual projects as they appear on the GIW;
- b. Expiring grant numbers and operating start and end dates for the projects that are consolidating are provided;
- c. Operating end dates end in CY 2019;
- d. Are in good standing with HUD
- e. Must attach the previous year's project application to the FY 2018 project application forms;

**HUD Policy and Program Priorities**

1. *Ending homelessness for all persons.* To end homelessness, CoCs should identify, engage, and effectively serve all persons experiencing homelessness. CoCs should measure their performance based on local data that consider 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. *Creating 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 allocating and using 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. CoCs should also work to develop partnerships with Public Housing Authorities (PHAs) to work toward helping CoC Program participants exit permanent supportive housing through Housing Choice Vouchers and other available housing options. Finally, CoCs should review all projects eligible for renewal in FY 2018 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 new projects created through bonus and reallocation through the Cobb Collaborative listserv. Organizations not currently funded by HUD 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. LOIs will be due by close of business on July 13, 2018. 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 July 19, 2018 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(s) based on the needs of the CoC and designate an appropriate, qualified applicant.

All projects will be due in e-snaps by August 10, 2018. The CoC will conduct a review and ranking, following procedures defined in this document and approved by the CoC Board of Directors. A panel composed of 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

All projects (except HMIS and SSO-Coordinated Entry projects) will be scored using a scoring system based on HUD-established performance measures and ranking criteria. A total of 74 points will be available:

- **Annual Performance Report Review**
  - **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 between project entry and 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, based on System Performance Measure 2 report**
  - 5 points available. Projects will be scored on the percent of clients who exited to permanent housing destinations and did not return to homelessness in Cobb within the first 180 days after project exit. This is based on a review of project exits between 1/1/17-12/31/17 and subsequent returns to homelessness between 1/2/17 and 6/29/18. 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. 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 did not return to homelessness in Cobb within 181-365 days after project exit. This is based on a review of project exits between 1/1/17-6/30/17 and subsequent returns to homelessness between 7/1/17 and 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. 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 (i.e., project does not require additional steps, such as a certain number of days of sobriety before moving to permanent housing). Transitional Housing projects will not be scored for this measure.
- 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).
- 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.

- **Miscellaneous**

- 5 points available if the organization participates in Coordinated Entry.
- 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 FY18 competition:

- A renewing project that does not have an APR because it has not completed its first operating year will receive 0 points for performance but will be in Hold Harmless status.
- HMIS and SSO-Coordinated Entry projects 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 and SSO-Coordinated Entry 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.

**Consolidated Projects:**

- Each individual project application that is included in the consolidated project application will be reviewed, approved, and assigned a unique rank number or rejected.
- The consolidated project application that includes the individual project applications will be given the rank number of one of the individual project applications, as determined by the CoC. The rank of the consolidated

project application will start with a C, to identify it as a consolidated application and to distinguish it from the individual project applications.

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

Renewing projects with a combined score of less than 55 points may 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 and will be amended back for corrections, as necessary.

The (Non-Conflicted) Rating and Ranking Committee will meet between August 23 and 29, 2018 and make a recommendation for placement of projects in Tier 1 and Tier 2. Project applicants will be notified in writing by August 29<sup>th</sup> (15 days before the Collaborative Applicant's targeted submission date) whether their project application(s) were accepted and ranked or if their application(s) were rejected. Rejection notifications will include the reason(s) for the rejection. The Collaborative Applicant's target date for submission is September 13, 2018.

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 14, 2018.

### **Appeals 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.