



**CoC New Applicant
Design Clinic Part 2**

Strategies For Change

thn.org

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Agenda

- Application Process
- HUD Component Thresholds
- Healthcare and Housing Leverage
- Submitting a Strategic Application
- Budget Template/Validator
- Tips and Common Pitfalls



Application Process



Local Competition vs. HUD Competition

- TX BoS CoC does not award funding; it selects projects to submit locally
- TX BoS CoC runs a local competition to determine Priority Listing of applicants to be submitted to HUD
- HUD then runs the national competition
- Therefore, every new project must clear two competitions: local and national
 - It is common for agencies to not be awarded the first time they apply and are encouraged to reapply during the next competition
- THN uses SurveyMonkey Apply for the Local Competition
- HUD uses E-snaps for all applications



Typical TX BoS CoC New Applicant Process

Four New Applicant Stages:

- Early Concept and Readiness
- Local Threshold/Eligibility Confirmation (Threshold Review)
- Full Application Submission and Review (Scoring and Quality Review)
- Local Ranking and Submission to HUD

Note: Further details of general process are outlined in the [TX BoS CoC Competition Policies](#)



Early Concept and Readiness

- Attending this clinic and other relevant trainings
- Preliminary conversations in your communities, with peers, with THN
- Gaps analysis and data dives
 - What does your community need? What does the PIT count show?
- Already preparing application as early as possible
 - What is the project type?
 - What services will you offer to help achieve housing stability?
 - What population needs the assistance and services from this project that you will serve?
 - How many individuals/families do you plan on serving?
 - How will units be located and services made available for the project?



Local Threshold / Eligibility Confirmation

- Applicants submit an initial Threshold Verification in Survey Monkey Apply
- To confirm that a project is eligible, coherent, and compliant to move forward in the competition, we verify:
 - Applicant is an eligible entity (and subrecipients, if applicable)
 - Sam.gov review:
 - SAM registration is active and not expired
 - If debt is subject to offset
 - No exclusions
 - Budget meets HUD's NOFO and TX BoS CoC's RFP requirements
 - Counties served are within the TX BoS CoC geography
 - Component specific requirements are met (e.g., partnering with law enforcement and first responders for SSO–SO)
- Threshold Verification is not about how strong or competitive your narrative is – it determines whether a project can advance in the competition.

Note: These guidelines are pre-NOFO and subject to change based on HUD guidance.



Full Application Submission and Review

- Applicants that pass Threshold Verification will submit full local application that responds to CoC priorities and requirements and includes detailed narratives, budget information, and required attachments
- Projects are evaluated competitively, typically by an Independent Review Team
- Applicants also prepare HUD's individual project application in e-snaps for submission
- CoC staff conducts quality and completeness reviews to ensure e-snaps application is as strong as it can be and that required materials are submitted correctly
- Applicants may be asked to address minor corrections or clarifications within a limited window



Local Ranking & Submission to HUD

- All reviewed projects (that passed Threshold Verification) are:
 - Accepted and ranked, or
 - Declined for submission
- Ranking determines:
 - Order on the CoC Priority Listing to be submitted to HUD
 - Tier 1 and Tier 2 placement, which affects funding likelihood
 - The CoC Board provides final approval of the Priority Listing
- Selected projects are submitted to HUD as part of the CoC Consolidated Application
- Inclusion on the Priority Listing DOES NOT GUARANTEE FUNDING
- Final award decisions are made by HUD through the national competition
- CoC determines which projects to move forward; HUD determines which are funded



New Project Threshold Requirements



PSH Threshold

- New Permanent Housing projects must receive at least 4 out of the 6 points available for this project type. New Permanent Housing projects that do not receive at least 4 points will be rejected.
 - The type of housing proposed, including the number and configuration of units, will fit the needs of the program participants. 1 point
 - The type of supportive services and assistance that will be offered to program participants will ensure that the participant is able to successfully obtain and retain permanent housing and in a manner that fits their needs (e.g. transportation, safety planning, enhanced case management). If the applicant is proposing to expand an existing PH project, it must demonstrate how they are expanding supportive services to program participants, including where appropriate, on-site supportive services. 1 point
 - The project will serve homeless individuals or families with a disability. The services offered must be designed to serve any type of disability covered under 42 U.S.C. 11360(10), which includes disabled elderly individuals and/or individuals with a physical disability/impairment or a developmental disability (24 CFR 582.5) and not to the exclusion or priority of any one disability over another. 1 point
 - Demonstrate that the proposed project will require program participants to take part in supportive services (e.g. case management, life skills, substance use treatment) in line with 24 CFR 578.75(h) by providing direct language from a supportive service agreement (contract, occupancy agreement, lease, or equivalent). 1 point
 - The average cost per household served is reasonable, consistent with 2 CFR 200.404, meaning that the costs for housing and services provided by the project are consistent with the population the project plans to serve. 1 point
 - The project will be supplemented with resources from other public or private sources, that may include mainstream health, social, and employment programs such as Medicare, Medicaid, SSI, and SNAP. 1 point



RRH Threshold

- Demonstrate that the proposed project will require program participants to take part in supportive services (e.g. case management, employment training, substance use treatment) in line with 24 CFR 578.75(h) by providing direct language from a supportive service agreement (contract, occupancy agreement, lease, or equivalent).
 - The provision of tenant-based rental assistance will help individuals and families achieve self-sufficiency within 3 months or up to 24 months. 1 point
 - The type of supportive services and assistance that will be offered to program participants (e.g., case management, substance use treatment, mental health treatment, and employment assistance) will ensure that the participant is able to successfully obtain self-sufficiency and exit homelessness. 2 point
 - The applicant has previously operated homelessness projects where outcomes for employment income were improved compared to the average project in the CoC, or has a plan in place to ensure this. 1 point
 - The project will serve homeless individuals or families with a disability. The services offered must be designed to serve any type of disability covered under 42 U.S.C. 11360(10) and not to the preference or exclusion of one protected disability over another. 1 point
 - Demonstrate that the proposed project will require program participants to take part in supportive services (e.g. case management, employment training, substance use treatment) in line with 24 CFR 578.75(h) by providing direct language from a supportive service agreement (contract, occupancy agreement, lease, or equivalent). 1 point
 - The average cost per household served is reasonable, consistent with 2 CFR 200.404, meaning that the costs for housing and services provided by the project are consistent with the population the project plans to serve. 1 point
 - The project will be supplemented with resources from other public or private sources, that may include mainstream health, social, and employment programs such as Medicare, Medicaid, SSI, and SNAP. 1 point



SSO – Standalone Threshold

- New SSO – Standalone project applications must receive at least 4 out of the 5 points available for this project type. New SSO standalone projects that do not receive at least 4 points will be rejected.
 - The Supportive Services project is necessary to assist people in exiting homelessness and increasing self-sufficiency and the Recipient will conduct an annual assessment of the service needs of the program participants. 1 point
 - The proposed project has a strategy for providing supportive services to eligible program participants including those with histories of unsheltered homelessness and those who do not traditionally engage with supportive services. 2 points
 - The proposed project has a strategy for providing supportive services to eligible program participants including those with histories of unsheltered homelessness and those who do not traditionally engage with supportive services. 1 point
 - The services provided are cost-effective consistent with 2 CFR 200.404. 1 point



SSO - SO Threshold

- New SSO project applications that focus on street outreach and indicate so in their project application must receive at least 5 out of the 6 points available for this project type. Projects that do not receive at least 5 points will be rejected.
 - The project will be supplemented with resources from other public or private sources, that may include mainstream health, social, and employment programs such as Medicare, Medicaid, SSI, and SNAP. 1 point
 - The proposed project has a strategy for providing supportive services to eligible program participants including those with histories of unsheltered homelessness and those who do not traditionally engage with supportive services. 2 points
 - Demonstrate that the applicant has a history of partnering with first responders and law enforcement to engage people living in places not meant for human habitation to access emergency shelter, treatment programs, reunification with family, transitional housing or independent living. The applicant must cooperate, assist, and not interfere or impede with law enforcement to enforce local laws such as public camping and public drug use laws. 1 point
 - The applicant has experience providing outreach services consistent with the activity description at 24 CFR 578.53(e)(13) and has demonstrated effectiveness at helping people successfully exit from places not meant for human habitation to emergency shelter, treatment programs, transitional housing or permanent housing programs. 1 point
 - The services provided are cost-effective consistent with 2 CFR 200.404. 1 point



TH Threshold

- New Transitional Housing Projects must receive at least 7 out of 10 points
 - Demonstrate that the project will provide and/or partner with other organizations to provide eligible supportive services that are necessary to assist program participants to obtain and maintain housing. 2 points
 - The applicant has prior experience operating transitional housing or other projects that have successfully helped homeless individuals and families exit homelessness within 24 months. 1 point
 - The applicant has previously operated or currently operates transitional housing or another homelessness project, or has a plan in place to ensure, that at least 50 percent of participants exit to permanent housing within 24 months and at least 50 percent of participants exit with employment income as reflected in HMIS or another data system used by the applicant. 1 point
 - The project will be supplemented with resources from other public or private sources, that may include mainstream health, social, and employment programs such as Medicare, Medicaid, SSI, and SNAP. 1 point
 - Demonstrate that the proposed project will require program participants to take part in supportive services (e.g. case management, employment training, substance use treatment, etc) in line with 24 CFR 578.75(h) by providing direct language from a supportive service agreement (contract, occupancy agreement, lease, or equivalent). 2 points
 - Demonstrate that the proposed project will provide 40 hours per week of customized services for each participant (e.g. case management, employment training, substance use treatment, etc.). The 40 hours per week may be reduced proportionately for participants who are employed. The 40 hours per week does not apply to participants over age 62 or who have a physical disability/impairment or a developmental disability as defined under 24 CFR 582.5. 2 points
 - Demonstrate the average cost per household served for the project is reasonable, consistent with 2 CFR 200.404. 1 point



Healthcare and Housing Leverage



Coordination with Housing and Healthcare

- As part of the national CoC NOFO Competition, CoCs submit an application that is scored by HUD. One of the areas HUD evaluates CoCs on during the annual competition is housing and healthcare leveraging
- Because HUD is looking for CoCs to submit project applications that leverage housing and healthcare resources, the TX BoS CoC incentivize new project applicants that identify housing or healthcare leveraged resources for their new project applications



Leveraging Healthcare Resources

- CoCs must demonstrate to HUD that they have applied for a PSH, RRH, TH and/or Joint Component TH/RRH project that includes a written commitment from a health care organization for one of the following:

In the case of a substance use treatment or recovery provider, it will provide access to treatment or recovery services for all project participants who qualify and choose those services

OR

The value of assistance being provided by the health care organization is at least an amount that is equivalent to 25% of the funding being requested for the entire project

- **NOTE: Does not apply to SSO and SSO - SO**



Leveraging Healthcare Resources

- Sources of healthcare resources include:
 - Direct contributions from a public or private health insurance provider to the project (e.g., Medicaid)
 - Provision of health care services by a private or public organization tailored to the program participants of the project
 - Healthcare resources could include health, mental health, dental, or substance use services
- Eligibility
 - Eligibility for the project must comply with HUD program and fair housing requirements
 - Eligibility for services cannot be restricted by the eligibility requirements of the health care service provider (must be available to all participants)



Leveraging Healthcare Resources

Some Considerations:

- Be aware that the CoC will need a formal written commitment of the healthcare leverage, so be prepared to follow up with the healthcare leveraging partner organization regarding the written commitment
- You/your healthcare leveraging partner will need to provide a justification for the leverage amount
- In-kind resources must be valued at the local rates consistent with the amount paid for services not supported by grant funds
- Be realistic - don't commit to a leverage amount that far exceeds what is required
- Be prepared to provide some specifics regarding the types of healthcare services to be offered/provided



Eligible Healthcare Partners

- Hospitals
- Federal Qualified Health Centers (FQHC)
- Local Mental Health Authorities (LMHA)
- Local Behavioral Health Authorities (LBHA)
- Behavioral health providers
- Substance use disorder treatment providers
- Medicaid / Managed Care Organizations
- Certified Community Behavioral Health Clinics (CCBHC) or Community Mental Health Centers (CMHC)



Leveraging Housing Resources

- CoCs must demonstrate to HUD that they have applied for a Permanent Supportive Housing (PSH), Rapid Rehousing (RRH), or Joint Component Transitional Housing/Rapid Rehousing (TH/RRH) project that utilizes housing subsidies or subsidized housing units not funded through the CoC or ESG Programs. New project applicants for PSH, RRH, or TH/RRH must document the use of leveraged housing resources with letters of commitment or formal contracts/documents

In the case of PSH, must leverage housing resources for at least 25% of the units included in the project

OR

In the case of RRH, must serve at least 25% of program participants with leveraged housing resources This applies to the RRH portion of Joint Component TH/RRH projects as well.



Leveraging Housing Resources

These housing resources may come from:

- Faith-Based organizations
- Public Housing Agencies, including use of a set aside or limited preference
- Private organizations
- Federal programs other than the CoC or ESG Programs
- State/local government



Leveraging Housing Resources

Examples of leveraging housing resources may include:

- An allocation of Section 8/ Housing Choice Vouchers from your local Public Housing Authority in place of or to supplement the use of CoC Rental Assistance funds
- An allocation of units at a Low-Income Housing Tax Credit (LIHTC) building that provides subsidized housing



Leveraging Housing Resources

Some Considerations

- Be aware that the CoC will need a formal written commitment of the housing leverage so be prepared to follow up with the housing leveraging partner organization regarding the written commitment
- Be realistic – work with your housing partner to hash out the number of units/households served that they are willing to commit to
- Prepare to provide some specifics regarding the source of the housing resource (e.g., HCV, LIHTC, HOME, local housing trust fund, etc.).



Leveraging Housing and Healthcare – Where to Start

- Explore existing informal partnerships you have with healthcare/mental health/substance use services organizations
- Engage in conversations with your local PHA or affordable housing developers about the potential of committing set aside of units for a new CoC-funded project. Help them understand how this will help your community
- Engage with your Local Homeless Coalition to help identify potential partnerships



Budget Validator Tool



Recap From Part 1

The CoC grant can pay for

- Housing Costs
 - Operating
 - Leasing
 - Rental Assistance
- Supportive Services Costs
- Administrative Costs (limited to 10% of total budget)
- HMIS Costs
- VAWA Costs
- Rural Costs



THN's Budget Validator

- Created to address the common issue of budgets not meeting the RFP requirements
- Currently, this is based on FY25 NOFO and RFP (will be updated when the new NOFO drops)
- [TX BoS CoC Program Budget Validator \(Sample Only\)](#)



Submitting a Strategic Application



What Makes a Strong New Application Design?

- A clear target population (backed by data and gaps analyses in the community)
- Well-defined geography within TX BoS CoC
- Alignment with system gaps (unsheltered, DV, high needs)
- Partnerships already in motion (housing and healthcare leveraging, match sources, first responder/law enforcement collaboration, etc.)
- A realistic scope and budget size that meets project eligibility and funding requirement guidelines
- Understanding HMIS, CE, and monitoring expectations



Using Data to Inform Project Design

- Use your community's PIT and HIC
- Partner with THN to discuss the 2025 gaps analysis results
- Utilize data that the local government might be collecting
- Current CoC Program coverage in the TX BoS CoC
 - [CoC Program Coverage in TX BoS CoC | Tableau Public](#)



Tips and Common Pitfalls



Tips for New Project Applicants

- Review last year's Competition Materials on THN's website and on HUD's CoC website
- Sign up for THN's and HUD's Listserv for NOFO and Competition updates
- Ensure your SAM Registration is up-to-date
- Create your individual User Profile and organization's Applicant Profile in E-snaps
 - [Create an e-snaps User Profile guide](#)
 - [E-snaps Applicant Profile guide](#)
 - [E-snaps 101 Resources](#)
- Create or update your Survey Monkey Apply organizational profile
 - [SurveyMonkey Apply Managing your Organization FAQ](#)
- Begin outlining your new project design (see later slides)
- Reach out to THN if you have questions about project design



How to Approach the NOFO and RFP

- Read eligibility requirements first
- Confirm project type fit for your organization's mission, experience, and target population and community's gaps and needs
- Review threshold requirements carefully
- Assess effort vs. capacity: HUD and the CoC are evaluating feasibility - proposed project scope must be supported by staffing, partnerships, administrative systems, and experience
- Ask questions early and in writing



Conduct an Organizational Readiness Check

- Have we managed federal funds before?
- Are we prepared for monitoring and compliance?
- Do we understand HMIS or comparable database requirements?
- Can we secure match and maintain it?
- Do we have staffing capacity at startup?



Apply this Year and/or Prepare for the Next

- Some strong applications take a year to develop (it is not uncommon for folks to apply up to 2-3 times before getting through)
- Partnerships and leveraging don't happen overnight
- A successful outcome of this clinic can be realizing you need more time



Begin Outlining Your New Project Design

Think about:

- The housing/services needs in the geography your organization is looking to serve
- Whether there are specific subpopulations this project might serve
- The type of project best suited to address the need AND that your organization has capacity to administer
- If PSH, the housing model that is best suited for the project (rental assistance, leasing, operating)
- The range of supportive services your organization is equipped to provide
- Whether it would be helpful or needed to bring in subrecipients (e.g., to administer rental assistance or to provide supportive services)



Begin Outline Your New Project Design

- Whether your organization has the capacity to administer a federal/HUD grant. If your organization does not have much experience with running federal grant programs (specifically CoC and ESG), consider partnering with another experienced organization.
 - Example: Organization with strong experience applies for a new project as the recipient, with your organization as a sub-recipient.
- Whether your agency is willing and able to follow CoC requirements (i.e., operate using best practices and principles emphasized locally, take participants only through CE, enter data into TX BoS CoC HMIS, etc.)
- Whether your organization can scale down this project and still make it work in the event the CoC approves a smaller budget



Begin Outline Your New Project Design

- Engage in conversations with local healthcare/mental health care/substance use orgs about committing in-kind healthcare resources for your project
- Engage in conversations with your PHA or local affordable housing orgs about committing housing units for your project
- Reach out to the CoC for technical assistance if needed, especially around project design questions or healthcare/housing leveraging



Common Pitfalls

- Project type mismatch (TH vs. RRH vs. SSO)
- Serving ineligible populations
- Applying for activities the CoC Program doesn't fund
 - e.g., Emergency Shelter (ES) costs
- Cost allowability errors by project component
- Ownership & leasing conflicts
- Budget requirement violations
- Narrative/math inconsistencies (beds/units/households)
- Expired SAM Registration or inactive UEI
- NOFO alignment & risky/outdated language

CoC Application Threshold Review Pre-Flight Checklist



Notice of Interest In Applying

- Please take a few minutes to complete this form if you think you may apply for CoC funding
- Just 5 questions
- This helps us gauge the number of new applicants to expect
- [FY26 CoC Program Notice of Interest in Applying](#)



Q&A



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Contact Information

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Thank you!

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