

Event Producer: Welcome, and thank you for joining today's HUD National Homeless Data Analysis Project, Project NOFO webinar. Before we begin, please ensure you have opened the WebEx chat panel by using the associated icon located at the bottom right of your screen, and please note that all audio connections are muted at this time. You may submit written questions throughout the present patient, and these will be addressed during the Q&A. To submit a written question, select all panelists from the dropdown menu in the chat panel. Answer your question in the message box provided and send. If you require technical assistance, please send a chat to the event producer. The recording and the transcript will be posted on the hud.gov website. With that, I'll turn a conference over to Fran ledger. Please go ahead.

Fran Ledger: Hello, everyone. My name is Fran Ledger. My pronouns are she/her/they/them. I am a senior program specialist here at the Office of Special Needs Assistance Programs in the U.S. Department of Housing and Urban Development. Throughout the session, we will refer to the National Homeless Data Analysis Project, Notice of Funding Opportunity as NHDAP, or NOFO. In this webinar, we're going to review the background of NHDAP and the rating factors one through three. We will explain how they relate to your organization's application, and how you will be assessed if you decide to apply for this opportunity. I'm joined today by my three colleagues. I'm joined by Norm Sushar, he/him, the Director Office of Special Needs Assistance Programs; Karen DeBlasio, Director Program Coordinator and Analysis Division Office of Special Needs Assistance Program; and Caitlin Morath, she/her, Senior Advisor Office of the Deputy Assistant Secretary of Specialties. I'm now going to pass it over to Norm to provide the background for NHDAP.

Norm Sushar: Great. Thank you very much, Fran, and welcome everyone. We're so excited, and we've been working really hard on this NOFO for a while, so excited to get to talk to you about it and present it to you and answer any questions you have. Again, if you have questions, please submit them in the chat window throughout the course of the session. So let me start with some basic overview. NHDAP is funding that's appropriated to by Congress, specifically to meet the reporting needs of the homelessness sector. Given recent updates in HUD processes and some congressional language that we've gotten, we've split the NHDAP appropriation into two separate notices of funding opportunity. The first one is under the Community Compass Technical Assistance NOFO. The application for that already closed. The second part is what we're talking about today, which is the NHDAP NOFO and we're going to be awarding two years' worth of funding fiscal year 2020 and fiscal year 2021 under this NOFO.

So, the NOFO and the program generally is designed to provide really important resources is to help communities improve their data collection and reporting to integrate data collection efforts into HMIS and with other funding systems and to use software as a service to help better integrate data. So NHDAP activities are also there to enhance the ability for HUD in communities, to report and analyze data about persons experiencing homelessness, and it's going to enhance HUD's ability to produce data standards and specifications for HMIS to

do analysis of point in time counts and longitudinal data, to produce the Annual Homeless Assessment Report, a very important report that Congress and HUD and everyone in the country really uses to understand the nature and dynamics of homelessness and whether or not we're making progress. Also, there's an effort to promote specific technical assistance on HMIS implementation. So let's move to the next slide, please.

So NHDAP eligible activities under this NOFA are helping HUD by providing support to our customers to achieve the highest level of performance and results through HMIS and comparable database implementations. Fran's going to talk more about this later in the webinar. This is not the HMIS TA that's done under Community Compass. We'll talk throughout this about the differences here, but it's not traditional on-site or on-call TA with COC collaborative applicants in HMIS leads. It is four specific activities that we'll be talking about throughout this entire NOFA, and you will be selecting one or more of the four different projects when you apply under this NOFO. For each of the projects, there will be coordination and admin costs available. While the NHDAP NOFO similar in structure to the Community Compass NOFO, it is limited to just our program office and has much more of a focus on the specific activities that, again, we'll talk about.

Hopefully, this will make it a little less of a burden to apply for than the traditional Community Compass NOFO. I just want to thank everyone for your interest in the NDHAP NOFO. We're really looking forward to seeing applications and to be able to make awards in the future. I think everyone understands that data for us is so critically important. We use data in every part of our processes and analysis, awarding funds, developing NOFAs, providing technical assistance, data is really the bedrock for how we improve homeless assistance in this country. We're really pleased that you're interested in partnering with us on this endeavor. So I'm going to turn things over to Caitlin and she's going to walk through more about the NOFO.

Caitlin Morath:

Thanks, Norm. As you can see on this slide, we are covering just some of the basic information. I won't read the whole slide to you, but I do want to call your attention to a few specific pieces. The first is that we plan to award up to \$12.3 million through this NOFO. As Norm mentioned, that comes from FY 20 and FY 21 funding. The application deadline is April 26th at 11:59 PM Eastern, so we encourage you, like with all of our NOFOs, to apply a little bit ahead of time. We don't want to have any of those 11:30 PM panics, so I would just encourage you to try and get it in a little bit earlier in that day, if possible, just in case there are any technical difficulties with the grant system when you submit your application. Then finally, I want to call your attention to again what Norm alluded to, but there are multiple projects within this NOFO, so you may apply for one or multiples, but really want to encourage you to be specific about what you are applying for.

On this slide, if you have applied to past Community Compass NOFOs will look familiar, just covers our are eligible entities, so nothing totally new and

innovative here. These are the folks who are eligible to apply for this funding opportunity. Then, I want to make sure you are all aware of the threshold requirements. These are the minimum requirements that you will need to hit in order for your application reviewed. We already discussed submit the application on time, late submissions will not be considered, so please, please leave time for any unseen issues that might come up with your submission. For the project identification. Karen is really going to walk us through what this looks like with a visual, but be clear in your application what you are applying for. With the contractor and consultant restrictions, this is simply saying that if your organization is applying directly for this funding, you cannot also be listed as a sub as a contractor or consultant firm on another mission.

Independent consultants and contractors might be listed on multiple applications, but they are not able to apply directly themselves. If that's the case. We want to make sure that you're aware that we will only be reviewing the content that we requested within the NOFA. So if you are to submit other pieces of information like resumes or photos that we did not specifically request, those will not be reviewed. Then finally, for the NOFO response, please be sure that you respond to each of the reading factors that are being requested. Read carefully, respond fully and stick to what is in the NOFO. Now I'm going to pass things to Fran to talk through the eligible activities, including the four projects that Norm and I spoke about.

Fran Ledger:

Thanks, Caitlin. So you heard a little bit about the background and the eligible applicants and some threshold criteria. So let's dig in a little bit to the projects. There is administration and coordination that's allowable under these when you pick your four projects. So you can read about those eligible activities. Those should be familiar to you if you've ever applied to Community Compass. If you haven't, go ahead and make yourself familiar with those. There is a little bit of a difference in that they are specific to these projects, so you'll often see reference to the project themselves. The four key projects are Sage HMIS Reporting Repository, the National HMIS Data Lab, of course, the Annual Homeless Assessment Report and HDX that you heard of, and the HMIS Data Standards. These are critical projects for us. It allows us to understand what's going on in the country. It allows our communities to understand what's going on in the country with homelessness. It actually helps our communities get people housed.

To make sure that these are successful, we want to make sure that we have firms that are really well positioned to be able to be successful in doing these projects. Some of these projects can have multiple firms doing these projects, so think about these projects. Do you meet the requirements of the projects, and is your firm well positioned to be successful to do them? There are certain things that are across all these projects eligible activities, and there are some that are very specific to each project. So I'm going to take a moment and talk about things that cross all of the projects. If you select any one of these projects, one of the eligible activities is to develop specific tools and products. So the examples of that are like the Sage User Manual, APR guide, the Longitudinal

System Assessment Guidance, PIT Guidance. Those types of products and tools that help people be able to submit data, to use data, to interact with these data systems, those types of things, those tools and products, you'll see that throughout the four projects.

The other thing that's connected to these four projects are key or training and understanding, or excuse me, transferring knowledge about these products, so it may include doing trainings, doing workshops, doing customer support around these projects. I'll dive in a second into the individual ones. The other thing that's important that crosses several of these project is working to make sure that we're addressing risk management concerns, including the provision of HUD's IT security and privacy assurances. That is connected with Sage, Data Lab and the AHAR and HDX projects. Those all include data systems. HUD has their own requirements around security and privacy who connected to data systems in the collection of data. Take a look at those and know that anybody who applies and is awarded funds for those projects will have to address HUD's IT security and privacy concerns. So let's talk just a moment about those projects. I see some things are going into the chat and we'll address those at the end. We'll talk about all of the different questions and concerns that are going into the chat.

For Sage, that's our repository where continuums of care and emergency solution grant recipients are submitting performance reports. HUD has to take a look at that information and is able to see how our recipients are doing. That information is uploaded into the system through CSV file, also metadata goes into Sage to help prep that system for receiving those performance reports from those recipients. Then, that activity supports that in assisting those program recipients with the use of Sage. There's operation and updates and maintenance that happens to Sage. There's data cleaning and import data analysis and reporting development of manuals, training around Sage, all those things around making Sage successful. The Data Lab, if anybody is familiar with all of the work that happens, you're connected to Data Lab that supports the testing of data and performance impacts related to policy changes we make, or program changes we make. Anytime HUD makes a change around how we collect or use data or reporting, we run that through the Data Lab to make sure what is the impact of those things that we're doing?

The Data Lab actually produces test kits so vendors can actually test out things and make sure that the changes are happening, how that impacts their system. The Data Lab supports vendors, and they do that in a way that's independent and objective. They help with testing and training and support. They interact with a live production HMIS so they can produce those test kits. There's some very specific requirements around that Data Lab. You should take careful look at the Data Lab requirements. Our Annual Homeless Assessment Report and our Homeless Data Exchange Project. That's a very complex project because it's doing two reports. It also does our System Performance Measurement Reports. Longitudinal system analysis is done through there, so we can produce the Annual Homeless Assessment Report. So there's a lot of moving parts with that project.

HDX is actually broken out into two systems and receives a lot of data, and then that group, whoever's running that is doing a lot of analysis of the data that comes into that; a lot of cleaning, a lot of support to the communities that are sending data to those systems.

Then once the analysis is done, then that group produces reports for us. Those are both national reports, those reports that are required to go to Congress and also reports that support communities. Data that comes into HDX 2.0, that is the data that receives our Longitudinal System Assessment data, that's LSA, or that is our LSA data, that also supports Stella. So if you're not familiar with Stella, you can do a little research on that, but the data goes into HDX and it supports Stella. The last thing is data standards, and our data standards are a way that we standardize the data collection and reporting and database recommendations. This is a project where we manage a two-year process where we update our data standards every year. We work with federal partners and other stakeholders to look at our data standards and see what needs to be changed, what needs to be updated, refined, maybe clarifications. Like right now, we're just starting. We and kicked off that process and to address the 2024 data standards. We typically have multiple firms that work on the data standards and they play different roles in that process.

You can take a look at the data standards project and see if that is a project that you feel like your firm is well-positioned to be successful to support. So those are the four projects. Read those carefully. Let us know if you have any questions, after the webinar, you can always send questions into the NHDAP at hud.gov email for further questions. A couple of key definitions that I want to go over, these are specific questions that are key to NHDAP. One is capacity building, and this is to increase the ability of the customers that interact with our NHDAP work to organize and independently implement and manage HMIS and comparable database collection analysis and reporting. So very specific to this group that works with our homeless data. Technical assistance is also really connected to the NHDAP projects and HMIS and comparable databases. So the technical assistance is very narrowed to these projects. We also have two other definitions. One is customers, so our customers are narrowed in, so we're looking at CSCs, HMIS leads and other entities connected to the collection analysis and reporting in HMIS and comparable databases, and you also see a formal definition of NHDAP. With that, I'm going to pass it over to Karen. Karen is going to talk to you about some of the scoring process and the review process. Karen?

Karen DeBlasio:

Thanks, Fran. Hi, everybody. So as Fran said, I'm going to go over the review and funding process over the next couple of slides. So as Caitlin explained earlier, all applications must meet a threshold in order to be reviewed against the criteria that are listed on this slide. For full application review, there are 100 points available, regardless of how many different projects you apply for, so whether you apply for one or all four it's 100 max available. For some factors, only one response is needed per application for other factors and individual response is needed for each project. I'll give you a visual on the next slide, and I'll explain

that in a little greater detail. Next slide, Caitlin. Thanks. Okay. This is an example. So rating factor one, you can see on the slide that has four Subfactors A through D. So Subfactors 1a. and 1b., you'll submit a separate response for each project that you're applying for.

So you see 1a: is Organizational Knowledge, 1b: is Organizational Experience. We need that for each project that you're applying for. This will score you, will look at all four responses or two responses, or however many you provide, and they'll be averaged to generate a score representing all of your responses, up to four responses, and with a maximum of 75 points. So Subfactor 1c. As you see on the screen, the depth and breadth score is automated for the years of experience listed based on the mean years of experience reported by all FY 2021 and NHDAP NOFO applicants, and with a maximum of 10 points added to the average score. So each response for Subfactors 1b. and 1c. are reviewed to ensure the applicant meets the minimum experience requirements for the projects listed in Appendix 2. Then for Subfactor 1d. Administration and Award Management, that will be reviewed and scored with a maximum of 15 points to be added to the average score.

Similar to Subfactors 1a. and 1b. for Rating Factors 2 and 3 up to four scores will be averaged to generate a score representing all of your responses up to four responses, which the maximum score is 75 points. Hopefully, that all made sense. Folks, if you have questions, put them in the chat. You can go to the next slide, Caitlin. This slide just talks a little bit about the funding process, applications that are scored must receive a score of 75 or more points to be funded. That is unless there's an insufficient number of applicants to apply, or an insufficient number of applicants that actually score over a 75. In order to ensure coverage across all of our NHDAP activities applications may not be funded just solely based on their score or their ranking. You can see the second bullet here describes that. We will consider a couple of other things like the amount of funds available. We do look at the final score, obviously, assigned to the applicant. We will also be looking at overall needs, so it's important to recognize that.

The award amount's going to be determined based on the several of these factors. There may not be enough funds to award every applicant scoring within the fundable range, so just be aware of that as well. Next slide just want to go over a couple of key project specific requirements. Affirmatively, furthering fair housing is very important. If the HMIS Data Lab awardee, if you own or operate an HMIS or a comparable software, you may us enter into an agreement with HUD stating that you will not market or sell or license that software. Throughout the duration of the period of performance awardees must actively maintain staff consultants and contractors that have the knowledge and experience described in your application. We understand people leave, they move on for different positions, but it's up to you to continue to staff at the level you told us you were staffing in your application. If awarded, you must coordinate plans and activities with other NHDAP providers. This may include conference calls,

meetings in person meetings, but there's a lot of coordination that happens between all of the NHDAP applicants.

I think I'm up to the next slide. This slide just covers some basic forms that you'll need that are part of the whole funding process. You'll need to submit the HUD Applicant Recipient Disclosure Report, or the 2880 Application for Federal Assistance or the SFF-424. There's the Disclosure of Lobbying Activities that's applicable. There's a Grants.gov Lobbying Certification Form, and there's also the Certification for a Drug-free workplace. So the next slide, I just want to talk a little bit about formatting your application. So we expect you to use 12 point fonts, half- inch margins. The page limit is 50 pages that excludes Subfactor 1c., which covers your Staff/Contractor/Consultants Experience. This should be submitted as a separate PDF labeled NHDAP Team. We're not counting that particular towards the 50-page limit. Please remember to include the Indirect Cost Rate, your Code of Conduct and your Org Chart. So that's all on the formatting. I'm going to pass it back to Fran now, who's going to share a few more visual examples of organizing your response.

Fran Ledger:

On this first one, you're going to see you're looking at an applicant that applies for a single project. In this situation, they're going to have one narrative for Rating Factor and Rating Factor 3. Then, of course, we only have one response for the Subfactors 1c. and 1d., as described by Karen. If you take a look at the next slide, you'll see a different example where a firm would apply for three different projects. What you see here is Narrative and Rating Factor 1 for each of those projects that they're applying for. Again, for Subfactor 1c. and 1d., one response that covers the Staffing/Contractors/Consultants and the Administration and Award Management. We only need one response to cover those, but again, for the balance of that Rating Factor 1 and Rating Factor 2 and 3, you are going to respond for each of those projects. There's some other key things that are very important when you're responding. Experience Priorities and Project Minimum Experience Requirements. We have some priorities that the SNAPS office has raised that we are looking for, they are not requirements in the rating factors, but there are things that we would like to see.

Then there are a set of project requirements that are lifted in Appendix 2. If you are applying for a project and you do not have the project or do not meet the minimum project requirements, we cannot fund you for that project. So please look at that project and be very clear whether you are able to address all of those requirements. So let's take a look at the priorities for a minute. So if you're at all familiar with the work that the SNAPS office has been doing in the last couple years, we have been increasing our efforts to make sure that we're addressing equity. What we want to make sure is that firms that are awarded under the NHDAP NOFO promote and support racial equity in their staffing and hiring practice. We also would like to see that the firm has established routine engagement with diverse groups of persons with recent lived experience of homelessness.

This is really key. It really informs the work that we're doing and in these projects is essential. We want to make sure that we have folks that are able to solicit feedback on processes, systems and product development and that's implemented under this NOFO. The other thing that's really key is building part across different systems. So huge part of this work is making sure that we are addressing things with our other federal partners. So it's good to see that type of experience in the responses. The last thing that we want to cover is that another priority for us is that we see at least two years of providing tier or training or incorporating the voice and increasing the power of consumers within service systems or providing two-year training or UN implementing racial justice framework in system change. So if your firm has done any of that type of work, it would be good to highlight that in your and response. Let's go to the requirements. So each project has its own set of requirements as I've described before.

Please read these really carefully to address them in your application, if an applicant does not indicate a requirement and their Subfactor 1b. and 1c. of the application response, we cannot fund you for that project. So I put a little example here. So what if somebody's applying for AHAR HDX, the Data Lab and Data Standards, but the application does not demonstrate that they meet the requirement for AHAR and HDX, so we could not fund for that particular project. If their requirements were met on Data Lab and Data Standards, we could fund in that area. So if you are wanting a project, make sure you're addressing those requirements. Those are, and again, in Appendix 2. Let's look at the final slide before we go to questions. Okay. Next slide.

Caitlin Morath: Fran, can you see the how to apply slide?

Fran Ledger: No. Oh, yep. I can now. Okay. [inaudible 00:32:01] a little bit. Okay. So at the very beginning, Caitlin reinforced the deadline. Make sure you get it done a little bit ahead of time in case there's a hiccup when you go to submit. Grants.gov, that's where you're going to submit. I talked a little before about where to submit questions, if you have them after. We're going to get into questions in just a minute. Clearly there's some clarification I need to make about the type of organizations that would apply.

Then there's a link here to the NOFO to go and read more about this opportunity, and then our staff will be available to provide clarification on content. Then please note in all of our NOFOs, of course, we cannot assist you in preparing an application. So if you're working with TA providers out in communities, you're talking to other folks, or are you connecting with us, no, we're not able to assist you in that part of it. But please ask questions, please submit to the email if you haven't after this webinar. We'd be happy to address them. So I think we're on to questions.

Caitlin Morath: Yeah, we are. Thank you, Fran. Again, I encourage folks to put their questions into the chat, and we'll be answering questions that way and make sure you're sending those to all panelists so that we get them and can read and respond.

One of the initial questions that we got was about expanding on the specifics of each project, or where we could read more. So we got that question in, I think, before Fran gave a more detailed explanation, but I want to highlight that this entire webinar is based on the Notice of Funding Opportunity, which is published, which was on the last slide. That NOFO is the document that has all of this information that you need to apply and has all of the details that you need, and we can offer related to this opportunity, so that is the place to look. The next question that I'm going to pass to Fran to give an answer to is about who is eligible to apply, but also I think a few of these questions are getting at, who is this opportunity targeted for? What type of activity? So could you add some clarity there, Fran?

Fran Ledger: Yeah. So this is really intended for firms that traditionally do types of technical assistance. It's not an intended for COCs or HMIS leads. Those folks that are doing the really key, important work in our communities to help solve homelessness is really those folks that actually operate systems and stuff. So what we're looking for are those folks that help us support these systems, these big systems, and help us maintain them and facilitate the projects. The systems themselves, someone mentioned about a cost for them. Those are free, so this is not about a COC applying to, for funding, for use of these systems. This is really about the organizations that keep these systems running, the organization that helped write the Annual Homeless Assessment Report and worked with HUD to do that, the systems that operate HDX, not the organizations that submit data into HDX. this funding is not used for implementing or operating local HMIS systems Caitlin, do you think that got to the question?

Caitlin Morath: Yeah, I think it did. Thank you, Fran.

Fran Ledger: Those on the phone, if that was your question, and I didn't get to it, please ask it again. I'll try a different way to respond.

Caitlin Morath: So at this point, we have hit all of the questions that came in through the chat so far. We will wait a few more minutes just in case any other questions folks are type in, see how their questions roll in. Also, as Fran mentioned, after this webinar is over, you can always submit questions to NDAP@hudgov.

(silence)

I'll give us all just one more minute to see if any other questions come into the chat box.

Fran Ledger: While we're waiting just a moment more for people to put questions in, I just want to thank you all so much for joining today. We're very excited about these projects, excited that they can come out in this NOFO, and again, if you have any questions, just submit them.

Caitlin Morath: So we did get another question in, Fran. The question is, "How would you define a chart versus a cable?"

Fran Ledger: Interesting. I'm not sure. Let me look in the NOFO. I want to make sure that if there is an actual definition in the NOFO that we're making sure that we're responding with that. So hang on just a second. We'll take a look.

Caitlin Morath: While you were looking for that, we had another question come in that I can answer for us. That question is, "What is the anticipated award date?" So the NOFO states that the estimated project start date is June 1st, so we are looking to move quite quickly. We can't speak to the expected date of award, but obviously that is before the project start date. Another question, "Will this be one award under 2020 and another award under 2021, and if so, do they run concurrently?" Fran, is that a question that you want to take on?

Fran Ledger: Yeah, I can. It's combined into one award, so it will not be separated out. On the question about the tables versus charts, so the NOFO indicates that you can use tables or graphs in your narrative response if they help organize your information and also request an organizational chart. It does not define what those are, so do not worry about what that looks like when you submit it. We didn't define that. We're open to what you submit as long as it means what industry would assume a chart or a table is. We don't put specifics to that.

Caitlin Morath: Thank you for sending those in. Okay. We answered all of the questions that have been sent in, so I will not hold you all on this webinar longer. Again, please remember that if you have other questions, you can submit them to NHDAP@hud.gov. Please remember to get your applications in advance of the April 26th, 11:50 9:00 PM, Eastern deadline. You can check out our hud.gov website on NHDAP and also go onto grants.gov to apply to this opportunity. Thank you all so much for joining us today. Have a good weekend.

Event Producer: That concludes our conference. Thank for using event services. You may now disconnect.