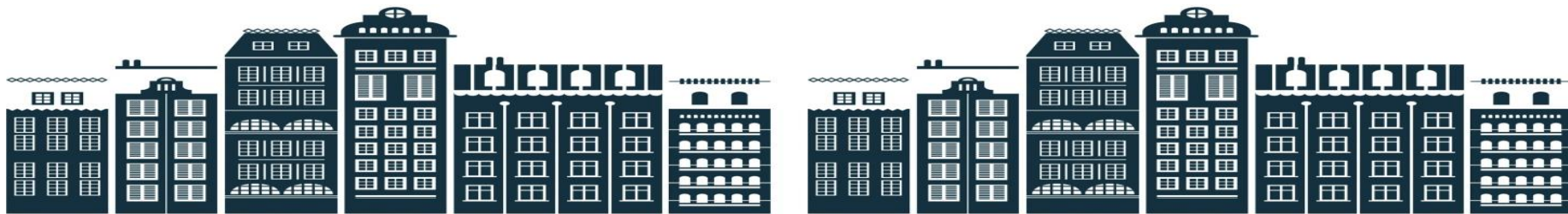


# FY17 NEW GRANTEE ORIENTATION

## Common Pitfalls

Tavaris Kinchen

By: Tavaris Kinchen  
Eileen B. Carroll



WASHINGTON, DC SEPTEMBER 20-22, 2017

# A Successful Program

## *Components of a Successful Program*

- Adequate Staff
- Effective Outreach/Marketing Plan  
Enrollment/Client Eligibility
- Sufficient Contractor Pool
- Efficient Project work timeline
- Monitoring and oversight of process and subs

# Staffing

## □ *Qualified Staff*

- Staff should devote the appropriate percent of time (Program Manager, Intake Specialist, Inspector/Risk Assessors)
- Cross Training to be prepared for unexpected staff turnover or extended leaves.
- Required certifications (PM should have lead certifications)
- Other Training (staff should participate in ongoing training (HUD offered webinars))
- Commitment

# Outreach

- *Have* a clearly identify target area
- *Identify* organizations that can assist in referrals to your program resources and to educate the community about your program priorities(ex. faith-based, medical care providers, child care providers, housing providers)
- *Have* an effective outreach program pan(timely and measureable)
- Be prepared to recruit new partners.

# Marketing

- *Clear messaging* (easy to understand materials in appropriate languages)
- *Distributed* where it will reach the intended target audience (point of service partners for a shared target population ex. WIC, Early Head Start, MD)
- *Identify* local events
- *Do* not rely solely on one venue
- *Continued* evaluation of effectiveness.

# Enrollment

- Know the targeted housing
- *Reduce* timeline for completing the enrollment process (income verification shortcuts, improving process for receiving completed application and supporting documents from clients)
- *Identify* charitable organizations that can help clients overcome some of the local requirements (taxes)

# Contractors

## *Insufficient contractor pool*

- ❑ Conduct outreach to local general contractor organizations
- ❑ Provide financial assistance for firm start-up and worker training. To maintain funding during life of grant, offer partial funding
- ❑ Evaluate effectiveness of bidding process (lowest bid/contractor rotation.
- ❑ Encourage new business start-up among current workers through expansion of capacity

# Other Pitfalls

- LOCCS drawdowns
  - Insure two appropriate staff are enrolled and maintain access (lack of logging in on a regular basis could result in loss of access)
  - Submit regular requests to meet quarterly benchmarks
  - NO SHARING PASSWORDS
- Healthy Homes Supplement Funds
  - Understand the proper use (units that have received lead hazard reduction funds)



# Response to Pitfalls

## *Ongoing Program Evaluation:*

- Frequent review of program performance to determine effectiveness.
- Timely response to eliminate impediments, such as local protocols, contractor availability
- Plan to complete on time not through an extension

# Response to Pitfalls

## *Ongoing Program Evaluation:*

- Know your production process/rates and capacity to reach them
- Don't wait
- Communicate issues to your GTR!
  - Weekly, Monthly, Quarterly!
- Use the OLHCHH Network of Grantees to find great templates and best practices. GTR can connect you!