



**Sonoma County Continuum of Care**  
**Fiscal Year 2023-2024 Sonoma County**  
**Continuum of Care**  
**Consolidated Notice of Funding Availability**  
**(NOFA)**

**Overview, Funding Sources, and Eligible Uses**

State Emergency Solutions Grant (ESG) Funding Program

Homeless Housing Advocacy and Prevention (HHAP) Round 3

Homeless Housing Advocacy and Prevention (HHAP) Round 4

Project Homekey Set-Aside (for Interim Housing) (Via HHAP 3 and 4)

California State Homeless Housing Incentive Program (HHIP) Year 1  
Funds

Local Sonoma County General Funds



## 1. Overview

The Fiscal Year 2023-2024 Sonoma County Continuum of Care (CoC) governs the allocation and administration of up to **\$8,906,069** in combined annual and one-time federal, state, and local funding for homeless services in Sonoma County. Additional funds may be added to this Consolidated NOFA via addendum.

The Consolidated NOFA is consistent with federal rules, statutes, and regulations, as well as local priorities. It includes funds from the State Emergency Solutions Grants (ESG), and several local homeless services funding sources. This NOFA will also govern the administration of one-time funding allocations from the California Homeless Housing Advocacy and Prevention (HHAP) program as well as the California Department of Health Care Services' Homeless Housing Incentive Program (HHIP) year 1 funds. Additionally, a Project Homekey set-aside for interim housing Homekey projects is available from HHAP-3 and HHAP-4 program funds.

The Consolidated NOFA incorporates key performance metrics from the CoC's 2023-2027 Strategic Plan on Homelessness and are based on HUD's System Performance Measures which govern State and Federal funding with an overall emphasis on reducing homelessness in Sonoma County. Performance metrics include:

- Decrease the length of homeless episodes
- Increase placements in permanent housing for all homeless persons
- Reduce the percentage of people placed in permanent housing who return to homelessness
- Decrease the number of people experiencing homelessness for the first time
- Increase earned and non-earned income of clients.

Entities that are successful in receiving funds from this NOFA should expect to report these performance measures to the Continuum of Care Board and its Funding and Evaluation Committee. The Committee and the Board may evaluate future funding for providers and programs based on these metrics, cognizant of the reality that programs can serve different populations with different outcomes. For example, a program that focuses on the chronic homeless population may compare differently than a project serving those at risk of homelessness.

The Sonoma County Department of Health Services (DHS) serves as the Lead Agency for the Sonoma County CoC. The CoC Board oversees the policies and funding priorities for this NOFA and is responsible for setting the vision and direction to end homelessness in Sonoma County.



## **2. Priorities**

Applicants to the Consolidated NOFA are encouraged to explore creative approaches when submitting existing, new, or expanded projects for review. Applications for any eligible use will be considered, provided the applicant is an eligible 501(C)(3) nonprofit organization at the time of submission of an application or a government entity, and that the applicant demonstrates its ability to deliver the proposed services and to manage the awarded funds. Projects will be prioritized using the Housing First model required by federal and state funds with an emphasis on projects that are housing-focused (meaning that an essential component of case management and similar care is directed towards placing clients in permanent housing) and demonstrate alignment with the Sonoma County Continuum of Care 2023-2027 Strategic Plan on Homelessness.

## **3. Funding Sources**

### **A. State Emergency Solutions Grant (State-ESG)**

The State ESG program is administered by the California Department of Housing and Community Development (HCD) with an allocation for the Continuum of Care. Eligible uses include a minimum of 40% to be utilized on rapid rehousing with emergency shelter street outreach and homelessness prevention also eligible uses. The estimated allocation of State ESG in this NOFA is \$219,929.

### **B. State Homelessness Housing, Advocacy, and Prevention (HHAP) Rounds 3 and 4**

HHAP is administered by the California State Interagency Council on Homelessness (ICH) and funds a large portion of existing programs in the system of care. Eligible uses include permanent supportive housing, rapid rehousing, emergency shelter/winter shelter and non-congregate shelter, street outreach, homelessness prevention, diversion, services coordination, and improvements to existing shelter projects to enhance privacy. 10% of HHAP funds must be utilized on services for transition age youth (TAY) ages 18-24. Approximately \$114,237 is available in HHAP-3 funding and \$3,576,423.41 is available in HHAP-4 funding.

### **C. Project Homekey Set-Aside**

In Sonoma County, both the Continuum of Care and the Sonoma County Board of Supervisors have prioritized the use of HHAP-3 and HHAP-4 funding for the ongoing support and operational costs of Project Homekey sites (specifically those that offer intensive case management at interim housing sites). Therefore, included in this NOFA is a specific set-aside of \$2.2 million from both County and Continuum of Care HHAP funding to support Project Homekey operations across the County. The NOFA may prioritize funding interim housing Homekey sites over Permanent Supportive Housing (PSH) sites that have or are eligible for project-based vouchers from the area's Public Housing Authorities (PHAs).



#### **D. State Homelessness Housing Incentive Program (HHIP)**

The State HHIP Program is administered by Partnership Health Care (PHC) of California with funds from the State Department of Health Care Services. HHIP funds are directed towards persons eligible for and/or enrolled in Medi-Cal and are based on an incentive metric with funds being allocated to the County of Sonoma after performance benchmarks are met. As of the writing of this NOFA, \$1.9 million is available to the Continuum of Care with additional funds expected to be allocated in April-May of 2023. PHC staff have advised Lead Agency staff to only include funds that are currently available in this NOFA.

Eligible uses for HHIP include street outreach, services coordination and direct services (for permanent supportive housing, rapid rehousing, shelter, etc.), building lease or purchase, prevention and shelter diversion, interim sheltering, Coordinated Entry operations, and shelter improvements. Enhancing and deepening current projects for sustainability and which serve persons eligible for or enrolled in Medi-Cal is a priority for HHIP funding.

#### **E. Local County Funds**

Local County General Funds are allocated to the Lead Agency to support projects in the system of care. \$887,480 is available to the Continuum of Care in this NOFA. Eligible uses include street outreach, permanent supportive housing, rapid rehousing, interim shelter (including winter shelter and non-congregate shelter), homelessness prevention, services coordination, and other projects not eligible under State/Federal funding streams.

#### **F. Additional Funds (Amount and Type To Be Determined)**

Additional funds are expected in the final quarter of FY 22-23 that may be added as an addendum to this NOFA. Additional funds may include HHIP funds and recaptured unspent funds from FY 22-23



### Summary of Available Funds by Funding Source

| Source   | Approx. Amount Available | Eligible Uses  |
|--|--------------------------|--|
| State ESG  | \$219,929                | At least 40% must be used for Rapid Re-Housing; may also be used for Shelter, Street Outreach, Homelessness Prevention   |
| HHAP Round 3   | \$114,023                | Permanent Supportive Housing, Rapid Re-Housing, Emergency Shelter, Winter Shelter and Non-Congregate Shelter, Street Outreach, Services Coordination, Improvements to existing shelter projects, prevention and diversion. Capital costs and operating expenses are eligible expenses under HHAP.  |
| HHAP Round 4   | \$3,576,423              | Permanent Supportive Housing, Rapid Re-Housing, Emergency Shelter, Winter Shelter and Non-Congregate Shelter, Street Outreach, Services Coordination, Improvements to existing shelter projects, prevention and diversion, 10% required set aside for projects serving TAY. Capital costs and operating expenses are eligible expenses under HHAP. |
| Project Homekey set-aside (via HHAP-3)                   | \$2,200,000              | Operating support prioritized for Project Homekey Interim Housing sites  |
| Partnership HealthPlan of California HHIP State Funding* | \$1,900,000              | Street outreach, services coordination (for permanent supportive housing, rapid rehousing, emergency shelter etc.), building leasing and conversion, prevention and shelter diversion, interim sheltering, sheltering improvements, Coordinated Entry. Capital costs and operating expenses are eligible expenses under HHIP.                      |
| Local Funds (Measure L, General Fund)                    | \$887,480                | Flexible funding sources and can fund administrative activities. Capital costs and operating expenses are eligible expenses under this category.   |
| <b>Total Available</b>                                   | <b>\$8,906,069</b>       |  |



### Summary of Eligible Uses by Funding Source

| Use  | • State ESG | • HHAP 3/4 | • HHAP Homekey Set Aside | • HHIP | • Local Funds TBD |
|--|-------------|------------|--------------------------|--------|-------------------|
| Street Outreach  | √           | √          |                          | √      | √                 |
| Coordinated Entry  |             |            |                          | √      | √                 |
| Emergency Shelter/ Non-Congregate Shelter/Winter Shelter | √           | √          | √                        | √      | √                 |
| Rapid Re-Housing   | √           | √          |                          |        | √                 |
| Homelessness Prevention                                  | √           | √          |                          | √      | √                 |
| Permanent Supportive Housing                             |             | √          |                          | √      | √                 |
| Services Coordination                                    |             | √          | √                        | √      | √                 |
| Capital Projects   |             |            | √                        | √      |                   |

#### 4. Application Submission

Applicants must submit funding proposals to the Department of Health Services by 5:00 pm on April 3, 2023. All applicants must submit the following to have an application package that is deemed complete:

- Completed project application
- Completed and signed (by the agency or entity Chief Executive Officer or their equivalent) cover sheet
- Completed Project Budget
- Most recent financial audit, or financial reports from the most recent two fiscal years if an agency has not had a full audit.



- A statement by the applicant that it can comply with the terms of the Standard Agreement (or identify any requested modifications thereto).

Applications may be submitted electronically to Chuck Mottern, Homeless Funding Coordinator, at [Chuck.Mottern@sonoma-county.org](mailto:Chuck.Mottern@sonoma-county.org) Applications may also be delivered in person to Sonoma County Department of Health Services, 1450 Neotomas Avenue, Suite 115, Santa Rosa, CA, Attn: Michael Gause, Ending Homelessness Manager.

#### Timeline:

- March 1, 2023 – Release of NOFA
- April 3, 2023 – Response to NOFA Due
- April 2023 – Funding and Evaluation Committee Review of Projects
- April 2023 – Final CoC Board Approval
- May 2023 – Board of Supervisors Authorization of Contracts
- July 1, 2023 – Project Start Date

### **5. Selection Process**

The Continuum of Care’s Funding and Evaluation (F & E) Committee will review all project applications and make funding recommendations to the Continuum of Care Board for final approval. The Funding and Evaluation Committee is comprised of impartial subject matter experts from County and City Departments, philanthropy, funders, and individuals with lived experience of homelessness. The Committee is staffed by the Ending Homelessness Team at Sonoma County DHS.

Applications received will be analyzed for eligibility by Lead Agency staff; staff will then prepare brief staff reports for the F & E Committee. These staff reports will be available at least three days before the Committee’s public meeting. The F & E Committee will formulate recommendations to the full CoC Board including: a list of projects recommended, level of funding recommended, and projects not recommended for funding. Applicants are encouraged to review the staff reports and to attend the F&E Committee meeting to comment on their proposal or to answer questions.

The F&E Committee’s funding recommendations will be made public at least three days prior to the public meeting of the CoC Board. Applicants are encouraged to review the recommendations and to attend the Board meeting to comment on their proposal or to answer questions.

Final project contracts for FY 23-24 will be presented to the Sonoma County Board of Supervisors in a public meeting on or before July 1, 2023. This is a procedural step that allows the Board of Supervisors to authorize the execution of the contracts and the expenditures within a formal adopted budget.



## A. Scoring

Projects will be scored on alignment with performance metrics as outlined by the CoC Strategic Plan on Homelessness as well as other criteria listed below:

- Project requests of less than \$30,000 annually will not be considered.
- Projects must demonstrate leveraging of other funds
- Administrative capacity to complete the project for the project's long-term operations and sustainability.
- For returning projects, administrative capacity as evidenced by the applicant's action to fully use funds during the previous two fiscal year periods, including the timely and accurate reporting of project level data. For new projects, the applicant should demonstrate similar administrative capacity with other past projects or programs.
- Financial capacity as demonstrated by the applicant's most recent financial audit or the financial reports from 2021 and 2022 fiscal years.
- The proposed project is appropriate in size, scope, and location to address the targeted client population and service area
- How the proposed program or project included the perspectives and ideas of persons with Lived Experience in the application.
- How the proposed program or project may advance the housing and care outcomes of Sonoma County's BIPOC community, especially Black and Native American/Alaska Native residents.
- Compliance with Housing First and Coordinated Entry policies per Federal and State regulations.
- The applicant's ability to comply with the terms of the Standard Agreement.

## B. Metrics and Priorities

As noted, projects will be scored on previous and/or proposed (new projects) outcome metrics that align with the Sonoma County Continuum of Care's 2023-2027 Strategic Plan on Homelessness. **Applicants should craft projects that are consistent with the Strategic Plan and report and respond to specific performance measures.**

Project priorities as defined by the Strategic Plan on Homelessness include:

1. Permanent Supportive Housing projects for the most vulnerable individuals experiencing chronic homelessness. PSH projects may be site based or scattered site with wrap around services. PSH projects in need of enhanced staffing capacity are included and a priority for State HHAP/HHIP funding.
2. Project Homekey Sites, including operating support and service coordination and provision for Interim Housing sites.
3. Subregional street outreach and supportive services for individuals with vouchers





4. Sustaining existing system of care projects for rapid rehousing, emergency/interim shelter, permanent supportive housing, street outreach, and homelessness prevention/diversion. If an entity is proposing a renewal project, the evaluation process for that project and similar projects may prioritize and award funds to those that demonstrated higher levels of success with the five performance metrics noted in this NOFA.
5. Improvements to existing shelter projects for increased privacy and non-congregate settings and new non-congregate shelter projects
6. Building lease/acquisition for delivering permanent supportive housing
7. New prevention and diversion projects that provide emergency support for individuals at imminent risk of homelessness.

**About Equity and Lived Experience.** The County of Sonoma and the Sonoma County Continuum of Care recognize that Black, Indigenous, and persons of color (BIPOC) individuals are overrepresented in Sonoma County’s homeless population. Further, the Continuum of Care values the voices and input of persons with lived experience in homelessness.

As such, this NOFA may prioritize projects that attempt to address this disparity by improving housing and care outcomes specifically for BIPOC individuals and families.

Further, applicants are encouraged to discuss their proposed projects and programs with representatives of the BIPOC community, including BIPOC members who have lived experience in homelessness. The Continuum of Care’s Lived Experience Advisory Planning (LEAP) Board is an ideal place to discuss projects and programs and to incorporate the ideas and perspectives of persons with lived experience in the final application for this NOFA.

## **6. Funding Conditions and Regulations**

### **A. Timeliness**

Funds for homeless services activities in this NOFA must be expended within 12 months of the fiscal year for which funding is allocated, unless specified for a longer period. Funding that is unexpended after the agreement term will likely be reprogrammed, unless an extension is granted. Extensions may be granted at the discretion of the Division Director of the Lead Agency or their designee.

### **B. Compliance with the Equal Access Rule (Gender Identity Rule)**

Per HUD final rule entitled “Equal Access to Housing in HUD Programs Regardless of Sexual Orientation or Gender Identity” (2012 Equal Access Rule) and the 2016 Equal Access Final Rule (2016 Equal Access in Accordance with Gender Identity Final Rule) housing programs funded through the Commission are open to all eligible individuals and families regardless of sexual orientation, gender identity, or marital status. This includes transgender and gender non-



conforming individuals who should be accommodated in temporary, emergency shelters, and other buildings and facilities used for shelter, that are permitted to have shared sleeping quarters or shared bathing facilities.

#### C. Homeless Management Information System (HMIS)

All funded applicants must input data into the County Homeless Management Information System (HMIS) and must provide match funding from non-McKinney-Vento, non-HEARTH Act funding sources to the agency managing the HMIS. Data must include where clients have exited homelessness, so that our HMIS and Coordinated Entry systems are up to date to the maximum extent practicable.

Funded homeless-dedicated programs must meet both HUD Continuum of Care and locally developed data standards for timeliness and completion.

Domestic violence sexual assault service agencies are a key exception to this requirement, being prohibited from entering client data into the HMIS by the Violence Against Women Act (VAWA).

These agencies must enter client data into a separate but comparable database that can provide aggregate reporting on all HMIS data elements.

#### F. Regulatory Environment:

Project models including eligible activities, record keeping, and eligible spending are defined per Emergency Solution Grant regulations stated in 24 CFR 576.100 – 576.501.

- 8. For Questions and Other Follow-up Information.** Applicants are encouraged to contact the Lead Agency staff with any questions about this NOFA or to ask for thoughts on any aspect of their proposed program or project. Further, applicants are encouraged to participate (*but not required*) in a NOFA Workshop with the Lead Agency set for:

March 16, 2023  
10am – 11:30am

Via Zoom -

<https://sonomacounty.zoom.us/j/94356532733?pwd=ZnRkaWhySHJQSW1NQmpOdm96azErZz09>

Passcode: 584747

Participation in the NOFA Workshop is not required for project or program award.

- 9. Standard Agreement.** Applicants are expected to agree to and comply with the terms of the Standard Agreement (as shown here: [https://sonomacounty.ca.gov/administrative-support-and-fiscal-services/sonoma-public-infrastructure-\(formerly-gs\)/divisions/purchasing/doing-business-with-the-county/terms-and-conditions/standard-terms-and-conditions](https://sonomacounty.ca.gov/administrative-support-and-fiscal-services/sonoma-public-infrastructure-(formerly-gs)/divisions/purchasing/doing-business-with-the-county/terms-and-conditions/standard-terms-and-conditions) ). Applicants must state



in the application documents how they will be able to comply with the Standard Agreement or must specifically note where they cannot. The County and CoC Board may not be able to modify the Standard Agreement in accordance with the applicant's wishes, and a contract and funds may therefore not be awarded.

The County of Sonoma and the Continuum of Care reserve the right to not award funds under this NOFA, or to award funds less than the amount noted if understandings and circumstances change prior to the award date.

Questions?

Chuck Mottern, Homelessness Funding Coordinator

[Chuck.Mottern@sonoma-county.org](mailto:Chuck.Mottern@sonoma-county.org)

Michael Gause, Ending Homelessness Manager

[Michael.Gause@sonoma-county.org](mailto:Michael.Gause@sonoma-county.org)