



COUNTY OF SONOMA

The County of Sonoma is pleased to invite you to respond to this

Notice of Funding Availability (NOFA)

to support

Housing-Focused Homelessness Interventions

consistent with the Strategies and Action Steps of the

2023-2027 Sonoma County Continuum of Care's

Homelessness Strategic Plan

Release Date:	Wednesday, February 1, 2023
Responses Due:	Friday, March 17, 2023 @ Noon (12:00 p.m. PST)
Amount Available:	\$3 million, which may be awarded to one or multiple projects
Eligible Applicants:	Community-based organizations (CBOs) - alone or partnered together), County departments, cities, cities in partnership with CBOs, cities in partnership with the County.

NOTE: If you are considering applying for funds from this NOFA, you are strongly encouraged to discuss your concepts and proposals prior to submission with:

- Tina Rivera (Tina.Rivera@sonoma-county.org)
- Michael Gause (Michael.Gause@sonoma-county.org); or
- Dave Kiff (Dave.Kiff@sonoma-county.org)

This NOFA: The Sonoma County Board of Supervisors is pleased to invite you to respond to this Notice of Funding Availability (NOFA) of \$3,000,000 in unallocated **Measure O dollars** from the **Behavioral Health Homeless** section of [the measure](#).

Respondents should be: (1) Community-Based Organizations (CBOs), working alone or in partnership with other CBOs, with municipalities, or with County departments; (2) Cities or County departments, working alone or in cooperation with CBOs.

Priority Projects. This NOFA will follow the guidance and strategies of the **2023-2027 Homelessness Strategic Plan** (found [here](#)) as approved by the Sonoma County Continuum of Care Board (on December 14, 2022) and by the Sonoma County Board of Supervisors (on January 31, 2023). As such, it may prioritize **existing programs and projects** (including those

that are well into the developmental or permitting stages), each of which must be **Housing-Focused** (i.e. staff and support systems that consistent working towards housing and where program success is measured in large part by successful placements into permanent housing solutions), including but not limited to programs and projects such as the below:

- **Shared Housing or Master Lease Programs** that provide permanent housing for persons ready for housing with varying levels of supportive services. These programs (already housing-focused) should have a success rate of less than 6% “returns to homelessness” of the client base.
- **Non-Congregate Shelter (NCS) programs** that may include modifications of existing physical structures (such as existing congregate shelters) to improve client privacy and separation, new NCS modular shelters or “tiny” homes, or similar programs that accommodate a variety of needs for persons experiencing homelessness. These programs must have a housing-focused approach, with a goal to place at least 30% of clients in permanent housing within 3-6 months of program arrival.
- **24/7 “Safe Parking” programs** that operate twenty-four hours a day, seven days a week (24/7), provide for non-congregate emergency shelter opportunities for persons experiencing homelessness. These facilities may provide recreational vehicle (RV) and trailer parking, auto and truck parking, tent camping, or a mix of each category. Programs must have a housing-focused approach, with a goal to place at least 30% of clients in permanent housing within 3-6 months of program arrival.
- **Permanent Supportive Housing** that can be acquired or constructed and placed into service relatively quickly. These programs (already housing-focused) should have a success rate of less than 6% “returns to homelessness” of the client base.
- **Other concepts** not stated above but which are housing-focused interventions that will lead to unhoused individuals securing permanent housing.

Programs must provide an appropriate level of supportive services for individuals and families experiencing homelessness, including benefit navigation (employment income or non-employment benefit income), housing navigation, behavioral health, medical, recovery, and other social services that will assist residents in moving to more permanent housing opportunities.

Proposals should discuss the program or project in detail, including the provision of essential daily services, client support, and other strategies to achieve **key performance indicators** to measure the success of the effort, such as:

1. The percentage of persons who achieve stable permanent housing;

2. The percentage of persons who increase income (employment income and non-employment income);
3. Returns to homelessness by persons served by the program; and
4. The cost per person served.
5. That the program or project improved the well-being of Black, Indigenous and other People of Color (BIPOC) clients who are overrepresented in Sonoma County's unhoused population. This could include an indicator(s) showing how a higher percentage of BIPOC residents secured safe and stable housing as a result of the program or project

About Equity. Equity in this instance refers to programs and processes that recognize that each unhoused person or family unit has entered homelessness from different circumstances than the majority of the Sonoma County population, especially in BIPOC communities. It suggests a pathway of allocating the correct amount and type of resources and opportunities to BIPOC homeless individuals and families so that they can reach an equal outcome to persons who didn't face the same barriers.

Respondents should think about how their proposed or existing program or project will reach equal outcomes and improve the well-being of BIPOC clients through services and safe, stable housing in part by reviewing the Human Development Index (HDI) scores for various US Census Tracts identified in the [Portrait of Sonoma County: 2021 Update](#).

The County may adjust the scope and other details of this request to address emerging needs prior to, or after a program is stood up.

In advance of submitting a response to this NOFA, city proposers are encouraged to partner with CBOs and to dialogue directly with the named contacts for this NOFA. CBOs are likewise encouraged to inform or partner with affected cities (if the site is in an incorporated area) or with the County if the site is in an unincorporated area. In the latter case, County staff will consult with the relevant Supervisor representing the unincorporated territory to discuss early proposals.

The County itself may submit a proposal in response to this NOFA. This should not be a deterrent to others to submit proposals, however. The collective goal is to increase the number of persons successfully housed and who successfully maintain housing..

B. Additional Information

This NOFA does not commit the Sonoma County Board of Supervisors to award any funds. The Sonoma County Board of Supervisors will make decisions on awarding of funds based on the

information received and staff's knowledge and understanding about the capabilities of qualified respondents.

Respondents are advised that the County of Sonoma will not pay for any information or administrative costs incurred in response to the NOFA. All costs associated with responding to this NOFA will be solely at the interested party's expense. Based on the information provided by the respondents to this NOFA, a determination will be made regarding any actual award of funds through a Letter of Intent (LOI) or similar process. All submissions in response to this NOFA become County property and will not be returned.

C. Submitting your Proposal

Please submit your proposal electronically via PDF (or similar) not later than 12:00 noon Pacific Standard Time on **Friday, March 17, 2023**. Your proposal should be emailed to dave.kiff@sonoma-county.org and michael.gause@sonoma-county.org. Late responses will not be considered.

D. Submittal Requirements

All proposals must be **12 pages or less** and include the following with the information requested below.

1. **Cover Letter.** The proposal must be transmitted with a cover letter signed by an official authorized to submit the document to us.
2. **Program or Project Details.** Please submit a development concept that shows the scope of your program or project, location of the project, a site plan with program elements (if applicable), and any related information that you deem to be helpful in our discussion of your application. As noted, we suggest including the above-noted key performance indicators with your submission.
3. **Commitment to Being Housing-Focused.** Please state within your Cover Letter or service plan how your organization will ensure that placement in permanent housing will be a focus of your program's efforts.
4. **Capital Budget.** If applicable, please include information such as lease costs, purchase costs, site preparation and infrastructure, modular unit purchase, and more. Please include other estimated sources of funds in addition to this NOFA's funds.
5. **Operating Plan.** Please provide as specific an operating plan (with preliminary budget) as you can, including expected sources of funds to cover the plan.
6. **Lived Experience.** Please describe how your proposal/project/program has incorporated the comments and interests of persons with lived experience in being unhoused.

7. **Equity.** Please describe how your program or project ensures that persons who are overrepresented in the unhoused community, like Black and Native American/Alaskan individuals or families, are served by your program or project. Please include what data you will collect to measure this. Please also describe how your organization connected with BIPOC clients and communities (including those with lived experience) to develop your proposal.
8. **Where applicable, a 501(c)3 information.** Where a partner is a community-based organization, respondents should include that CBO's 501(c)3 determination letter and a board of directors resolution approving the application for funds. Respondents are encouraged to also submit their most recent audited financial statements covering two years.
9. **Key Contact Information.** For the proposal's primary point of contact, include the best phone number and email address.

E. Proposal Evaluation

The successful applicant(s) will be selected based on, but not limited to, the following criteria (and not necessarily in order of importance):

1. Overall Proposal and Program Quality
2. Whether the proposal/program is an existing program, one in developmental stages, or one that is still in the proposal phase.
3. The program's operational plan and how it strives to be housing-focused as well as to measure and achieve good results with the key performance indicators noted in this NOFA.
4. Geographic need - the Board will evaluate your proposal with others and may award funds to geographic areas of Sonoma County that have the greatest need for a project (i.e. where areas of the county may experience shortfalls of housing and service opportunities when compared to the rest of the county)..
5. Adherence by the Proposer to the provisions of this NOFA, including but not limited to the Submittal Requirements and performance metrics, especially those that relate to equity.

As noted, early contact with us is strongly encouraged. If that is not done within the application window, our evaluation process may or may not include a brief interview with the proposer(s) and Dave, Tina, and/or Michael.

F. Resulting Fund Award:

There is no guarantee that we will award funds from this NOFA should applications not be deemed viable. Recipients will have 36 months from the date funds are awarded to expend all funds.

G. Preliminary NOFA Schedule:

Date	Activity
February 1, 2023	NOFA advertised and posted
March 17, 2023 @ 12:00 Noon, PST	Responses due
March 20, 2023 through March 31, 2023 (estimated)	Review of responses, follow-up questions.
April 26, 2023 (estimated)	Presentation to Continuum of Care Board for consultation (CoC is not an approval body for this effort, but the Board of Supervisors directed staff to consult with the CoC Board on this and other homelessness funding issues).
May 9, 2023 (estimated)	Sonoma County Board of Supervisors review and approval of funding partners/recipients.

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