

## DESIGNING YOUR PROJECT

### I. HUD'S HOMELESS POLICY AND PROGRAM PRIORITIES

All projects should align with HUD's policy and program priorities, both to increase their likelihood of being funded in this cycle and to ensure that the funding is a good match for the project in the future. CoCs and Project Applications will be evaluated based on the extent to which they further HUD's policy priorities. Aligned with *Opening Doors: The Federal Strategic Plan to Prevent and End Homelessness*, the policy priorities set forth in the NOFA are:

#### 1. Ending homelessness for all persons.

- a. CoCs should identify, engage, and effectively serve all persons experiencing homelessness.
- b. CoCs should measure their performance based on local data, taking into account challenges faced by subpopulations.
- c. CoCs should have a comprehensive outreach strategy to identify and continuously engage all unsheltered individuals and families.
- d. CoCs should use local data to determine the characteristics of individuals and families with the highest needs and longest experiences of homelessness to develop housing and supportive services tailored to their needs.
- e. CoCs should use the reallocation process to create new projects that improve their overall performance and better respond to their needs.

#### 2. Creating a systemic response to homelessness.

- a. CoCs should be using system performance measures such as the average length of homeless episodes, rates of return to homelessness, and rates of exit to permanent housing destinations to determine how effectively they are serving people experiencing homelessness.
- b. CoCs should be using their Coordinated Entry process to promote participant choice, coordinate homeless assistance and mainstream housing and services to ensure people experiencing homelessness receive assistance quickly, and make homelessness assistance open, inclusive, and transparent.

#### 3. Strategically allocating and using resources.

- a. Using cost, performance, and outcome data, CoCs should improve how resources are utilized to end homelessness.
- b. CoCs should review project quality, performance, and cost effectiveness.
- c. HUD also encourages CoCs to maximize the use of mainstream and other community-based resources when serving persons experiencing homelessness.
- d. CoCs should review all projects eligible for renewal in FY 2019 to determine their effectiveness in serving people experiencing homelessness as well as their cost effectiveness.

**4. Use a Housing First approach.**

- a. CoC Program funded projects should help individuals and families move quickly into permanent housing, and the CoC should measure and help projects reduce the length of time people experience homelessness.
- b. CoCs should engage landlords and property owners, remove barriers to entry, and adopt client-centered service methods.