

CY25 ESG Program Competition Webinar

for Project Applicants in the NC Balance of State CoC

June 20, 2024

10:00 AM



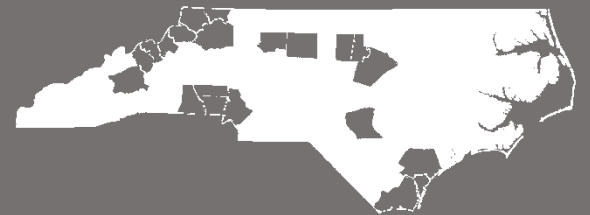
NC COALITION to
HOMELESSNESS end

Agenda

- ESG Program overview & competition process
- ESG Program competition timeline & funding amounts
- Updates to ESG Program Funding Priorities & scoring
- Overview of project application scorecard
- Project application instructions
- Required materials for application submission to NC BoS CoC
- Q&A



ESG Program Overview & Competition Process



ESG: Emergency Solutions Grants

From the [ESG Policy and Procedure Desk Guide](#)

Purpose: NC ESG Program funds are intended to be used as part of a crisis response system using a low-barrier, housing-focused approach to ensure that homelessness is rare, brief, & one-time.

Activities can include:

- Engaging people living unsheltered.
- Improving the number and quality of emergency shelters, Assist in meeting the costs of operating emergency shelters, Provide essential services to emergency shelter residents
- Rapidly rehouse persons who are currently experiencing homelessness
- Prevent people from becoming homeless.



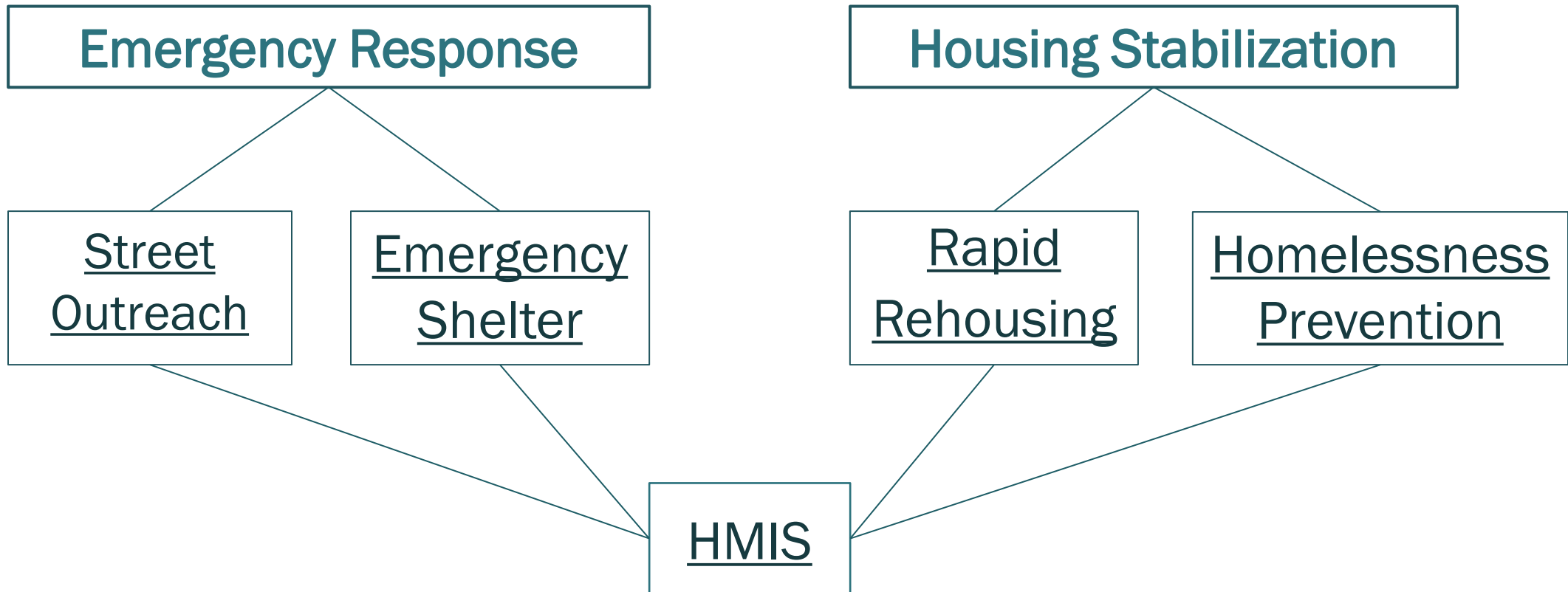
HUD's priorities for the ESG Program

- Broaden existing emergency shelter & homelessness prevention activities
- Emphasize rapid rehousing
- Help people quickly regain stability in permanent housing after experiencing a housing crisis &/or homelessness

For every activity type, ESG funding should be assisting people to access or maintain permanent housing!



Five eligible components under ESG

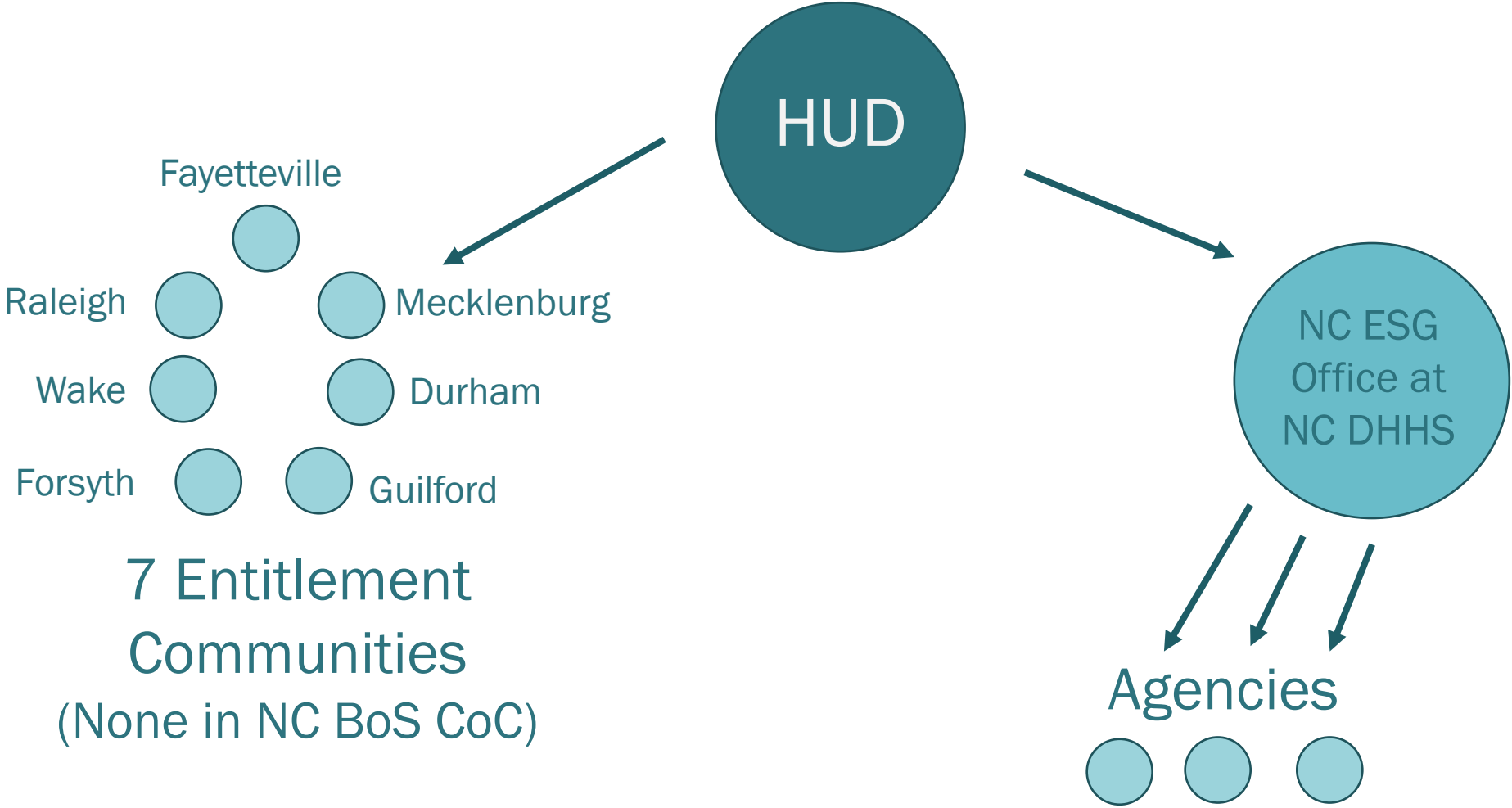


Key eligibility criteria for ESG Program subrecipients

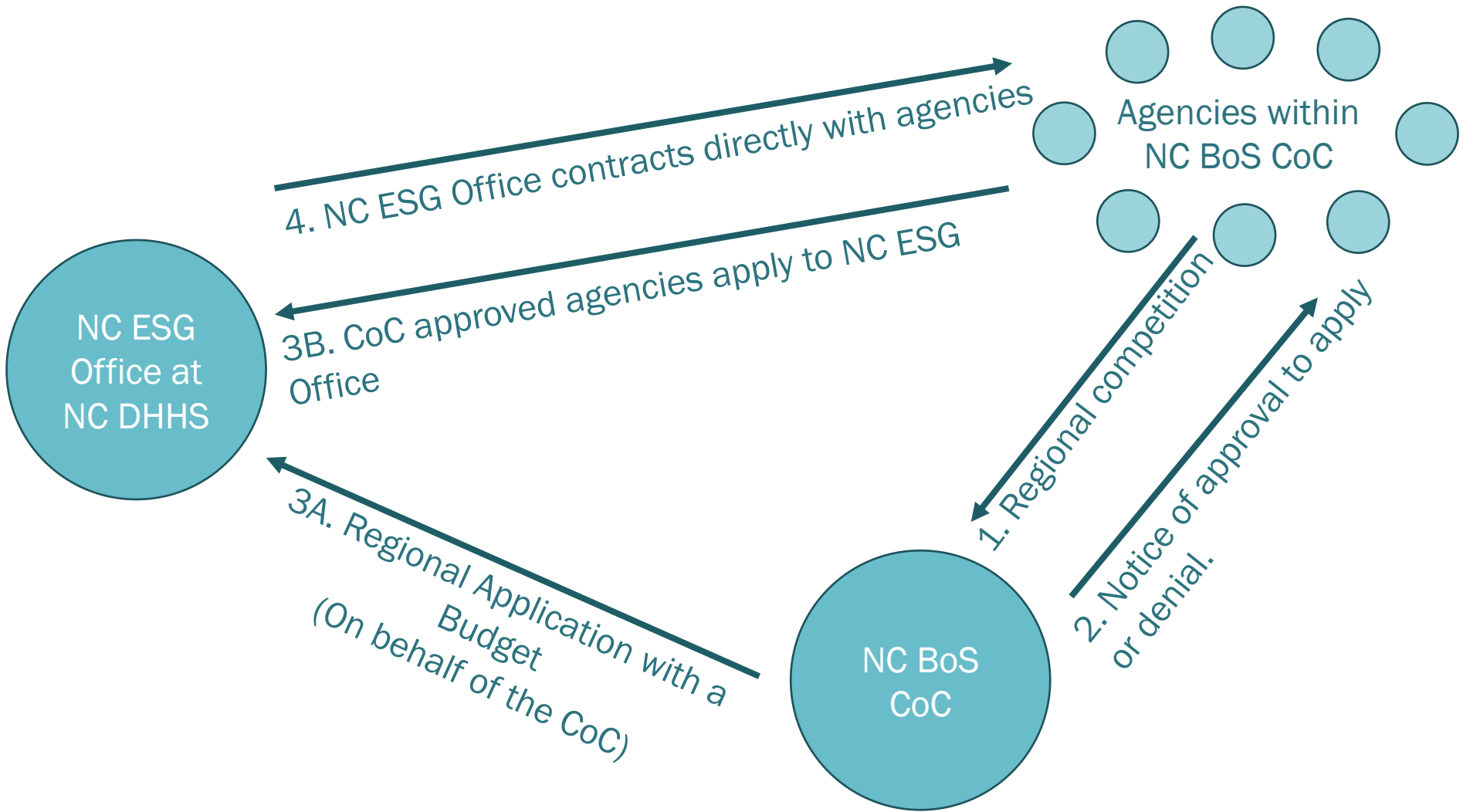
- Must be a 501(c)3 or a unit of local government
 - Public Housing Authorities (PHAs) are not eligible for ESG Program funds.
- ESG funds cannot be used for transitional housing (TH) projects.
- ESG funds cannot be used for capital improvement projects, new construction, or acquisition of real property. These funds can be used for facility maintenance of existing program space (ES only).
- Important links:
 - NC ESG Desk Guide: [NCDHHS ESG Policy and Desk Guide Procedure 2023](#)
 - HUD Interim Rule: <https://www.hudexchange.info/resource/1927/hearth-esg-program-and-consolidated-plan-conforming-amendments/>



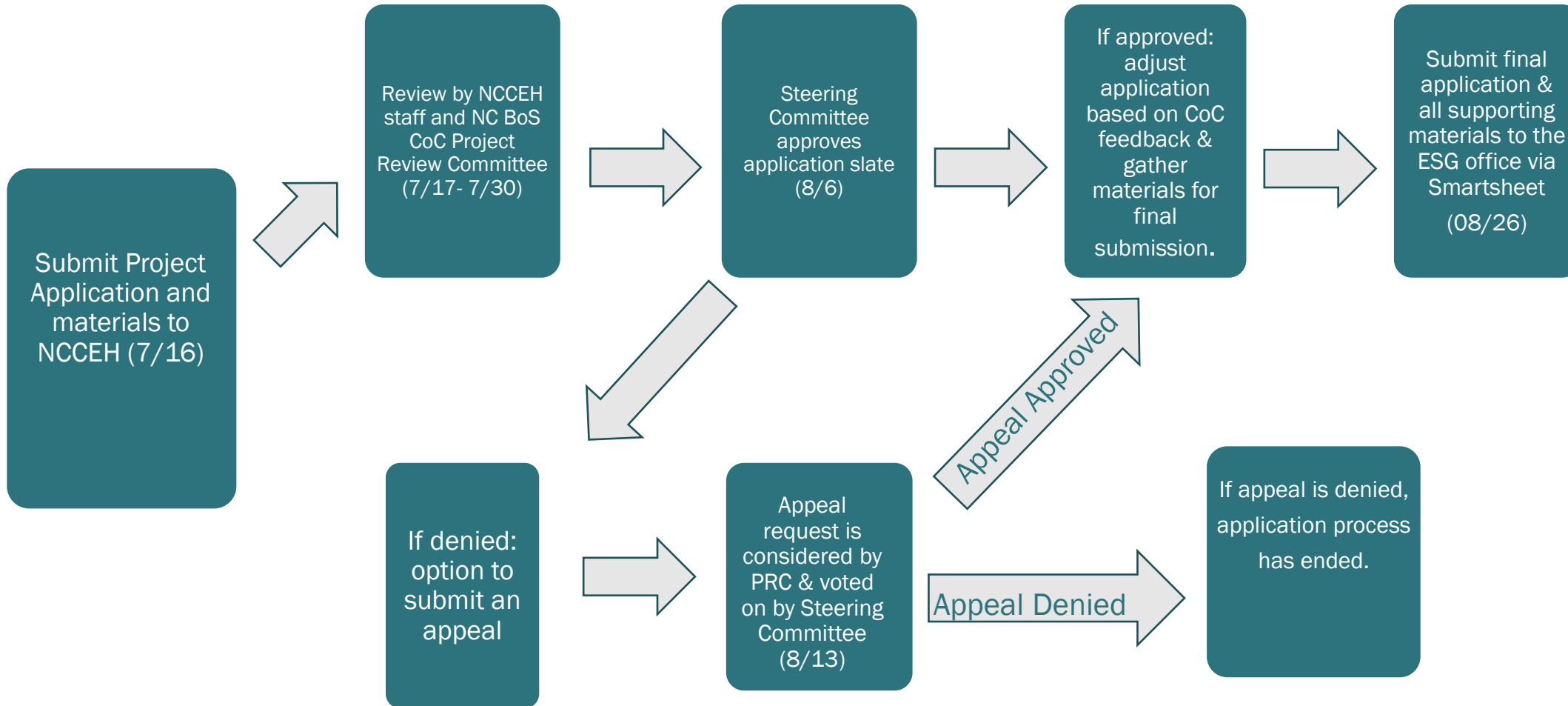
Flow of ESG Program Funds



Flow of ESG Program Application Process



Project Application Flowchart



Regional Fair Share

- The NC ESG Office sets a total amount that can be applied for, the Fair Share, for each of the NC BoS CoC's 13 regions.
- This ensures that funds do not get concentrated in one part of the state.
- If there is money left unallocated from any region at the end of the competition, that money goes back to the NC ESG Office without a guarantee that it will be applied anywhere in the NC BoS CoC.
- Important for each region to work with providers to submit quality applications that can utilize the entire Fair Share!



What is the 60/40 split?

- This refers to the mandated distribution of funds between Emergency Response projects & Housing Stabilization projects.

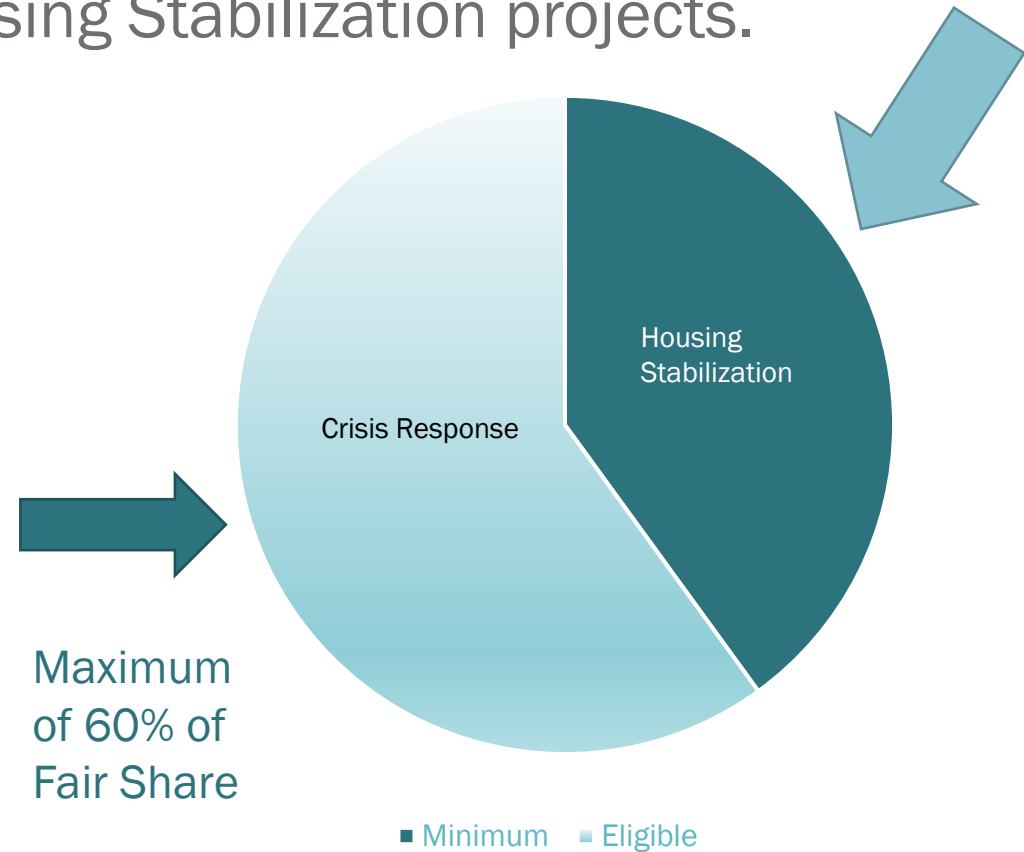
40% minimum
of regional
Fair Share

Housing Stabilization Services:

A MINIMUM of 40% of a regional Fair Share MUST be allocated to Rapid Rehousing &/or Homelessness Prevention.

Emergency Response Services:

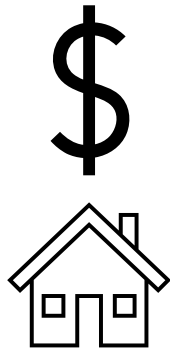
A MAXIMUM of 60% of a regional Fair Share may be allocated to Street Outreach & Emergency Shelter funding.



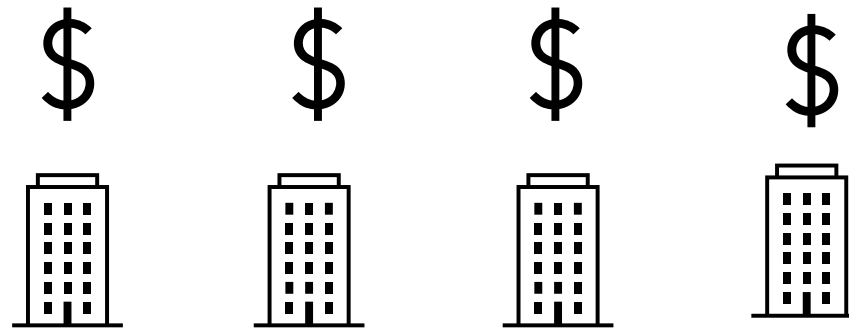
What is the 60/40 split?

- A 40% minimum for Housing Stabilization funds helps the CoC prioritize permanent housing solutions.

Example: 1 RRH program, & 4 ES programs



40% of Fair Share



60% of Fair Share



A 60/40 split also exists within activities.

Street Outreach

- Since most of the cost for SO programs are services, no cap exists

Emergency Shelter

- A maximum of 40% of ESG Program funds may be spent on services. There is no limit to the percentage spent on operations.

Rapid Rehousing & Homelessness Prevention

- A maximum of 40% can be spent on services. There is no limit to the percentage spent on financial assistance.

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*Important to read the budget form carefully in your application packet.



HMIS Funding

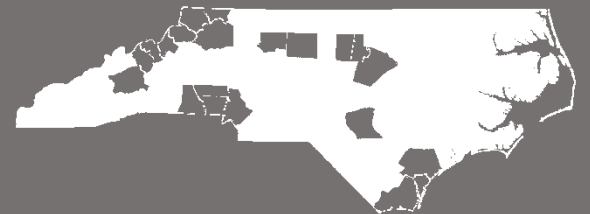
The “HMIS” activity type can be utilized by general population & Victim Service Provider agencies.

Having dedicated HMIS (or comparable database) funding can help create the capacity for agency staff to enter quality & timely data!

HMIS funding is not included in the 60/40 split. It is a part of the Regional Fair Share but taken “off the top.”



CY25 ESG Program Competition Timeline & Allocation



CY2025 ESG Program Competition Timeline

ACTIVITY	DUE DATE
RFA released by NC DHHS, NC ESG Office	Tuesday, June 11
NC BoS CoC Instructions Released	EOB Wednesday June 12
NC ESG Office RFA webinar	June 14 (New Applicants), 17, & 19
NC Balance of State CoC Webinar for all project applicants	June 20 at 10 AM
Project Applications due to NCCEH	July 16 by 5 PM
Project Applications Review	July 17 - 30
Project Review Committee Selection Meeting	August 2
Steering Committee Project Application Recommendation Approval	August 6 at 10:30 AM
Appeals Due	August 9 by 12 Noon
Project Review Committee appeals meeting (tentative)	August 12 at 1 PM
Steering Committee appeals meeting (tentative)	August 13 at 10:30 AM
Project & Regional Applications Due to NC DHHS	August 26 by 5 PM



ESG Competition Timeline:

- RFA release – June 11th
- Deadline for project application submission: July 16th by 5 PM
- Approved slate of proposed applications at the Steering Committee Meeting: August 6th at 10:30 AM
- Final submission to NC ESG office: August 26th by 5 PM

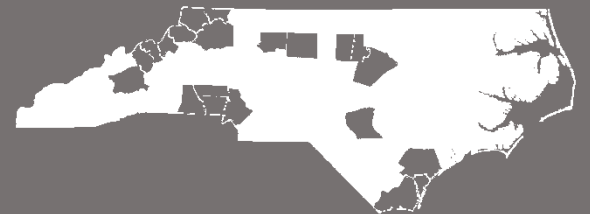


CY2025 Total amount available: \$2,479,531

NC BoS CoC Region	NC ESG Fair Share	Emergency Services (60% max)	Housing Stabilization (40% Min)
BoS Region 01	\$137,521	\$82,513	\$55,008
BoS Region 02	\$112,569	\$67,541	\$45,028
BoS Region 03	\$178,865	\$107,319	\$71,546
BoS Region 04	\$165,691	\$99,415	\$66,276
BoS Region 05	\$327,787	\$196,672	\$131,115
BoS Region 06	\$189,399	\$113,640	\$75,759
BoS Region 07	\$363,532	\$218,119	\$145,413
BoS Region 08	\$160,971	\$96,582	\$64,387
BoS Region 09	\$220,194	\$132,117	\$88,077
BoS Region 10	\$233,346	\$140,008	\$93,338
BoS Region 11	\$97,815	\$58,689	\$39,126
BoS Region 12	\$158,880	\$95,328	\$63,552
BoS Region 13	\$132,961	\$79,777	\$53,184



Updates to ESG Funding Priorities & Scoring



ESG Program Funding Priorities

- The ESG Program Funding Priorities document has been updated for CY2025 & was approved by the Steering Committee.
- It is available on the NCCEH website:
<https://www.ncceh.org/bos/esg/>.
- Minor updates from the CY2024 version with 2 notable additions:
 - Projects must adhere to the CoC's Written Standards for the activity type applied for in the competition.
 - Added performance measures set by the Funding & Performance Subcommittee for each project type into this document. Previously only found in the scorecard.



Regional Committee Involvement

- Regional Committees provide data on participation & feedback on which agencies should be funded.
 - Conflict of interest policies are in place to maintain neutrality
 - Benchmark of attending 75% of Regional Committee meetings & 85% of case conferencing meetings annually
 - Recommendation for funding – Yes or No? & Why?
- If you are considering applying for ESG Program funds & you are not participating in Regional Committee meetings, contact your Regional Lead & Coordinated Entry Lead to get involved in those groups.
 - Find your Regional Committee representatives here:
<https://www.ncceh.org/files/11398/>



Updates to ESG Program Scorecard

- The ESG Program scorecard has been finalized for this year's competition: <https://www.ncceh.org/bos/esg/>
- Minor edits made for clarity & consistency.
 - Statements instead of questions
 - Information needed in the Supplemental Information Form is **bolded**
 - Items traditionally scored by NCCEH staff are marked as such
- Equity section changes as recommended by LEAC:
 - Correction: project staff percentages instead of total agency staff percentages
 - Client Bill of Rights to be submitted this year
 - Anti-Discrimination Policy to be submitted this year; last year just checked yes or no
 - Clarified Lived Experience item to make it specific to Victim Service Providers, Homeless Service Agencies Only, & Agencies Serving Multiple Populations



Threshold Components for ESG Program Applications

The agency is eligible & information on the budget form matches the project type section completed in the Project Application.

All required materials submitted by the deadline.

Project activities must be in full compliance with the NC BoS CoC Written Standards for each funded activity type as indicated by the NC ESG Office & now in our ESG Funding Priorities.

Full participation in coordinated entry, as applicable.



Important Considerations for ESG Program Applicants

The agency has the financial capacity to administer ESG Program funds – reimbursement grant.

P&P already written according to NC BoS CoC Written Standards for each funded activity type.

Full participation in Regional Committee (at least 75%) & Coordinated Entry (at least 85%), as applicable.

SO: In counties that currently have people living unsheltered.

HP: For households in communities without low-barrier ES or SO & RRH are available in every county. Only for returns to homelessness.

RRH: The funding amount you apply for makes sense for the number of HHs you plan to serve, using a Progressive Engagement approach. Covers every county in the region.



Resources for Equity Training

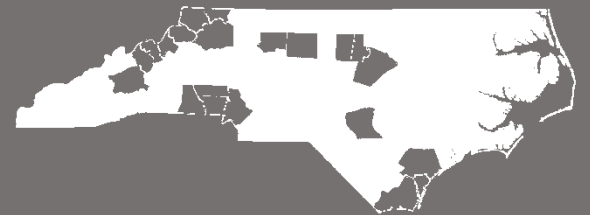
- True Colors United has launched an Equity Hub with free trainings on LGBTQIA homelessness & Racial Equity!
- Agency leaders can register as an Organization Admin to track the progress of staff through the training levels.
- Completing the Racial Equity unit on the Equity Hub one way to satisfy training requirements for ESG Supplemental Information Form



Visit Learn.TrueColorsUnited.org to learn more!



Scorecard



Scorecard

- Scorecard starts with sections for All Project Types
- Scorecard then breaks down by Project/Activity Type
- Threshold: Project must meet thresholds to be considered to move forward in the competition
- Staff Scored: There are items scored by NC BoS CoC staff include:
 - Met deadline for submission
 - Regional Committee participation – gathered through Regional Review Form
 - Funding amount requested is feasible?
 - Project Performance - APR



Regional Review Form Process

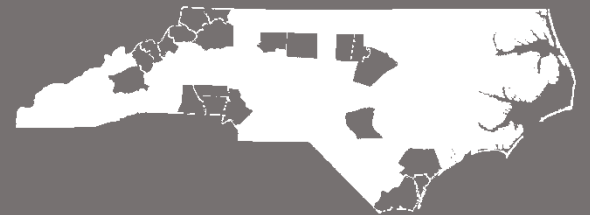
- Regional Committee will meet between July 17 and July 30 to review a list of agencies and project types applied for within the region.

Agency/Activity Type	New or Returnin	Local Planning Area	Have they attended at least 75% of Regional Committee Meetings between June 1st, 2023 - May 31st, 2024. <input checked="" type="checkbox"/> Benchmark 75%	Have they attended at least 85% of Case Conferencing Meetings between June 1st 2023 - May 31st, 2024? <input checked="" type="checkbox"/> Benchmark 85%	Recommendation for Funding? <input checked="" type="checkbox"/> If not, why? If yes, why?	

- Regional Leadership will submit this form to NCCEH by July 30th for the Project Review Committee to take into consideration.



Project Applicant Instructions

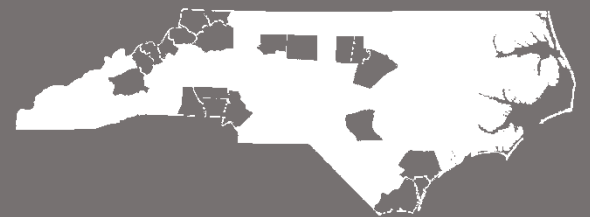


Instructions are available on the NCCEH website.

- We will go over the main points in this webinar, but it is important to read the instructions in detail!
- If you submit the wrong materials, or an incomplete application, your application cannot be scored.
- The instructions can help you ensure you have all the right components to submit a competitive application on time!
- Available on the NCCEH website at www.ncceh.org/bos/esg under the “Current ESG Application – RFA Issued June 11, 2024” dropdown.



**ESG Project Application
Requirements
for NC BoS CoC Submission**



All project applications should include:

- Project Application Form:
 - Only one form is needed.
 - Agencies that were funded last year will submit a Returning Applicant project application.
 - Agencies that were not funded at all last year will submit a New Applicant project application.
- Project Budget Form:
 - Only one form is needed. Mark the relevant info for each program on the corresponding tab.
- Policies & Procedures:
 - Each project must have policies & procedures in accordance with the NC BoS CoC Written Standards for that activity type.
 - Client Bill of Rights
 - Anti-Discrimination
 - Solicit Participant Feedback



All project applications should include:

- NC BoS CoC Supplemental Information Form:
 - Complete the form located at www.ncceh.org/bos/esg under the “Current ESG Application – RFA Issued June 11, 2024” dropdown.
 - Submit attachments, as appropriate:
 - Guidelines/program rules in a language other than English
 - Job Posting showing Equal Opportunity Hiring Clause
 - Hiring Announcement citing lived experience of homelessness &/or lived experience of interpersonal violence for Victim Service Providers as a relevant skill



Non-profit project applications should include:

- Board of Directors List:
 - Include: name, contact info, board position/officer/committee leadership, term, occupation & employer or representing entity, race, gender, lived experience of homelessness, professional skills that add to the capacity of your org's leadership.



RETURNING APPLICANTS ONLY –

- HMIS/Comparable Database Annual Performance Report (APR)
 - Returning applicants must run & attach an Annual Performance Report (APR) from HMIS (or their comparable database) for the period of June 01, 2023 - May 31, 2024.
 - **This report is different from the CAPER usually associated with ESG reporting.**
 - Please follow the instructions at this link to run the APR:
<https://www.ncceh.org/media/files/page/b4e11bec/coc-apr-guide.pdf>.
 - If you have questions about running your APR, contact the NCCEH Data Center at hmis@ncceh.org. Please contact the Data Center early with your questions.
 - Questions regarding the APR received after July 11, 2024 are not guaranteed review.
 - If you are a Victim Service Provider, please reach out to your comparable database software vendor for information on running an APR.
 - This is a requirement only of the NC BoS CoC. Approved agencies will need to submit a CAPER report to the NC ESG office.

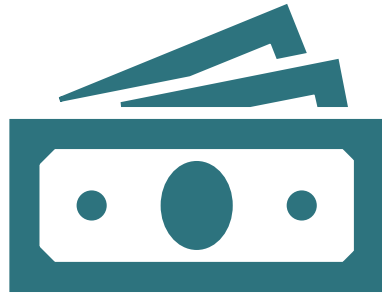


RETURNING APPLICANTS ONLY –

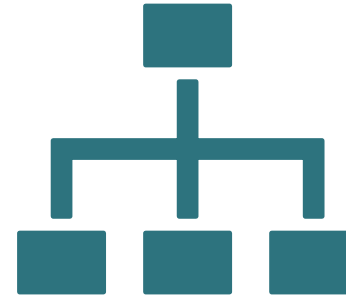
- NC ESG Corrective Action Plan (if applicable)
 - Returning applicants who have at the request of the NC ESG Office developed a Corrective Action Plan for the CY2022 or CY2023 ESG Program allocations should submit their document(s) for review.



NEW APPLICANTS ONLY. In addition to the requirements for “All projects,” you must include:



Current fiscal year operating budget for the entire organization with revenues & expenditures.



Organizational chart for the entire agency, indicating the staff that will have any responsibilities for the proposed ESG Program - funded project(s).



Example:

You are a non-profit submitting a Returning Application for Emergency Shelter (ES) & applying for new Street Outreach (SO) funding as well.

- (1) Returning Project Application Form (with fully completed sections for the organization and both ES & SO sections)
- (1) Project Budget Form (with fully completed sections for ES & SO)
- (2) Policies & Procedures documents (ES & SO)
- (1) NC BoS CoC Supplemental Information Form
- (1) Board of Directors List
- HMIS APR (ES)
- NC ESG Corrective Action Plan (ES) – If applicable



Submit application materials through Smartsheet

- Complete the form and submit all required attachments at this link:

<https://app.smartsheet.com/b/form/85c49c9b82a440e9ac9895922c93fa44>

All Project
Applications are due
to NCCEH by
5:00 PM on Tuesday,
July 16, 2024



NC BoS CoC Approved Applicants Only:

- Projects approved by the CoC will need to submit their application directly to the NC ESG office by 5 PM on August 26.
- The NC ESG Office has a different list of supporting materials to include.
- The “Attachment Checklist” can be found on the last pages of the New & Returning project application forms.





Q&A

Contact Us!

Contact NC Balance of State CoC Staff

bos@ncceh.org

919-755-4393

ESG Program Competition Staff at NCCEH:

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NCCEH