2025 Homeless Services & Housing Resources RFP Application Workshop

Community Development Division

2025 Homeless Services & Housing Resources RFP Overview

What is a Request for Proposal (RFP)?

- An RFP, or Request for Proposals, is a formal document issued by the City of Madison, to announce and detail available funding for specific programs.

- It outlines the funding availability, describes the requirements and criteria, and explains the process for submitting proposals.

- The goal is to invite eligible organizations to submit their proposals and select the programs or services that most align with the City's objectives.

Purpose of this RFP

- The City of Madison Community Development Division (CDD) seeks **homeless services** and **housing resources** program proposals that advance the City's commitment to making homelessness rare, brief, and non-recurring.

- This includes support for programs that serve individuals and families who are currently unhoused or at risk of losing their housing, as well as initiatives that help tenants remain stably housed.

RFP Timeline

DUE DATE FOR SUBMISSION OF PROPOSALS	**June 27, 2025** **12:00 PM (Noon) CDT**
Agency Presentations/Q&A with Review Team	Week of July 14, 2025 To be scheduled
CDBG Committee Recommendations	August 7, 2025
Common Council Action	September 16, 2025
Anticipated Contract Effective Date	January 1, 2026

Eligible Applicant

- Applicants may be either **private nonprofit organizations** incorporated in the State of Wisconsin with active 501(c)(3) tax-exempt status from the U.S. Internal Revenue Service or **for-profit organizations with a primary mission focused on housing and homelessness**. If nonprofit, the applicant's 501(c)(3) status must be in good standing and must not have been revoked within the past calendar year.

- The applicant, its officers, and its employees must not be currently debarred or suspended from doing business with the federal government, the State of Wisconsin, or any local government.

- The applicant must not have any unresolved instances of contract non-compliance, non-performance, suspension, termination, or other adverse audit findings with one or more funders in the past five (5) years.

Available Funding

Homeless Services

Fund Source	Amount
City of Madison General Purpose Revenue (GPR)	$1,400,000
Federal Emergency Solutions Grant (ESG)	$165,000
Federal Community Development Block Grant (CDBG)	$365,000
Federal HOME Tenant-Based Rental Assistance (TBRA)	$300,000
TOTAL	**$2,230,000**

Housing Resources

Fund Source	Amount
City of Madison General Purpose Revenue (GPR)	$350,000
HOME-ARP*	$915,700
TOTAL	**$1,265,700**

*HOME-ARP made available through this RFP represents an aggregate (not annual) amount of funding available. Agencies may submit proposals that utilize this funding as either a one-year or multi-year proposal, though all funding must be expended by September 30, 2030 for work completed prior to August 30, 2030. The aggregate amount of annual contracts will in no case exceed the amount posted.

Contract term

- Initial awards will be made for the period from January 1, 2026, to December 31, 2026. The final available funding amounts will depend on the adoption of the 2026 Operating Budget by the Common Council.

- With possible exception for the Eviction Prevention program funded with HOME-ARP, it is the City's intent to renew agreements resulting from this RFP on an annual basis through 2029. However, any funding beyond 2026 is contingent upon the availability of funds and program performance.

- For programs supported with federal funds, award and payment is conditioned upon the City's actual receipt and availability of federal funds awarded to the City. Should the availability of funds awarded to the City be reduced, modified, paused, suspended, or canceled by the federal government, the City may reduce or withhold payment to the Contractor as needed.

Currently Funded Programs Subject to This RFP

- Most homeless services projects and all housing resources projects
- See Appendix A for the complete list

Homeless Services Program Type	Agency	Program
A. Homelessness Prevention	CACSCW	Prioritize Madison
B. Shelter Diversion	The Salvation Army	Diversion
C. Emergency Shelter	Porchlight	Drop-In Shelter
C. Emergency Shelter	The Salvation Army	Family Shelter and Women Shelter
C. Emergency Shelter	YWCA Madison	YWCA Family Shelter
D. Street Outreach	Catalyst for Change	Street Outreach and Mediation
D. Street Outreach	Madison Street Medicine	Housing Focused Street Outreach
E. Extreme Weather Respite Hotel for the Unsheltered	Catalyst for Change	Emergency Hotel Rooms
G. Permanent Housing Program	Housing Initiatives	Permanent Housing Supportive Services
H. Other Permanent Housing	Porchlight	Permanent Housing Case Management
I. Other Programs that Promote Pathways to Stable Housing	Porchlight	Transportation Assistance Grant
I. Other Programs that Promote Pathways to Stable Housing	The Road Home	Voucher Program Supportive Services

The following programs, for which funds have been committed as a match, will continue and are not subject to this RFP: Beacon Day Resource Center (Dane County) and Dane CoC Coordinated Entry (Institute for Community Alliances).

Housing Resources Program Type	Agency	Program
J. Tenant Support	Tenant Resource Center	Tenant Services / Eviction Diversion and Defense Partnership
J. Tenant Support	YWCA Madison	Steps to Stability

Homeless Services: Eligible Program Type

ELIGIBLE PROGRAM TYPES

Strategy	Eligible Program Type
Provide Homelessness Prevention and Diversion Services	A. Homelessness Prevention
	B. Shelter Diversion
Provide Housing-Focused Emergency Shelter	C. Emergency Shelter
Address Unsheltered Homelessness	D. Street Outreach
	E. Extreme Weather Respite Hotel for the Unsheltered
Support Housing Solutions for People Experiencing Homelessness	F. Rapid Rehousing (RRH)
	G. Permanent Supportive Housing (PSH)
	H. Other Permanent Housing (OPH)
	I. Other Programs that Promote Pathways to Stable Housing

Homeless Services: Strategic Funding Focus

STRATEGIC FUNDING FOCUS

The City seeks proposals that directly address critical system challenges and prioritize long-term stability.

- **Address Emergency Shelter Capacity Challenges:** The demand for emergency shelter continues to outpace available resources. Single-adult shelters are experiencing an increase in long-term stayers due to fewer exits to permanent housing, while family shelters operate at full capacity with ongoing waitlists. Priority will be given to proposals that implement strategies to accelerate shelter exits and increase permanent housing placements.

- **Leverage Medicaid and Other Funding Sources:** Strengthening homeless services requires sustainable funding. Preference will be given to proposals that commit to and plan for maximizing the use of available funding sources, including Medicaid 1915(i) and Comprehensive Community Services (CCS), to support service delivery and improve housing stability.

  Medicaid 1915(i) is a promising new resource, particularly for individuals and families engaged with emergency shelters and street outreach programs. City-funded emergency shelters and outreach programs will be **required** to utilize this funding to help pay for eligible services and/or move-in cost assistance.

Homeless Services: Performance Target

Performance Measure	Homeless Prevention	Shelter Diversion	Emergency Shelter	Street Outreach	RRH	PSH & OPH
Length of Time Persons Remain Homeless in Emergency Shelter			90 days			
Exit to Permanent Housing	95%		30% for singles; 70% for families	30% for PH; 60% for positive exits	90%	
Exit to or Retention of Permanent Housing						90%
Diversion to Safe Housing Alternatives for at least 60 days		40%				
Return to Homelessness within 6 months					5%	5%
Increase Total Income					40%	
Utilization Rate						95%

Applicants may propose additional performance measures and targets (e.g., average time enrolled to housed, increased earned income, etc.)

CDD has not set performance targets for extreme weather hotel and other programs that promote pathways to stable housing. Please propose your agency's own performance measures and targets.

Homeless Services: General Requirements

✓ Dane County CoC Written Standards

📍 Coordinated Entry

🏠 Homeless Management Information System (HMIS)

🧾 Reporting – monthly invoices and performance reports if federal funds are awarded; otherwise, quarterly

🏛 Additional requirements for programs awarded federal funds: Projects supported with federal ESG, CDBG, HOME must comply with all federal regulations governing those funds.

Homeless Services: Program Specific Requirements

See **Appendix B for Program Type-Specific Requirements** including eligible participants, eligible use of funds, staff roles and responsibilities, requirements and expectations, and CDD performance target.

F. RAPID REHOUSING

Rapid rehousing (RRH) is an intervention designed to help individuals and families exit homelessness as quickly as possible, return to permanent housing, and achieve stability in that housing. Rapid rehousing assistance is offered without preconditions (such as employment, income, absence of criminal record, or sobriety) and the resources and services provided are tailored to the unique needs of the household. The core components of RRH are housing search and placement services, housing stabilization case management, short- and/or medium-term rental assistance and financial assistance.

RRH is a time-limited intervention, offering up to 24 months of rental assistance to support housing stability.

Eligible Participants	Participants must be utilizing emergency shelter or be in unsheltered situations within the City of Madison and be referred to the program through the Dane County CoC Coordinated Entry system.
Eligible Uses of Funds	Federal ESG or City GPR funds will be allocated. Funds may be used for: • Personnel, operations, and space costs associated with providing housing search and placement and housing stabilization case management services • Short-term (up to 3 months) and medium-term (up to 24 months) of rental assistance • One-time rental/utility arrears (up to 6 months of past-due rent or utilities) • Rental application fees, security deposit (no more than 2 months' rent), last month's rent, utility payments, and moving costs
Staff Roles & Responsibilities	Program staff are responsible for: • Verifying and documenting participant eligibility • Assessing participant needs and determining appropriate assistance levels • Developing and implementing Housing Stability Plans • Assisting with housing searches • Reviewing lease agreements and tenant responsibilities with participants • Ensuring clear communication on rent contributions and managing payment follow-ups • Engaging with property management and providing mediation as needed • Offering financial counseling and household budgeting support • Connecting participants with mainstream services and community resources
Requirements & Expectations	• Programs will accept Coordinated Entry referrals without imposing additional preconditions. • Programs will follow due diligence in contacting referred households in accordance with the agency policy and CoC Written Standards. • Programs will support participants in securing suitable rental housing. • Programs will empower participants by offering choices in housing and services while guiding them in making realistic, sustainable housing decisions. Staff should help ensure housing placements align with participants' financial and support resources to prevent future instability. • Programs will utilize progressive engagement, ensuring assistance is tailored to each household's financial situation. • Programs will provide home-based case management to support housing stabilization. • Programs will facilitate connections with mainstream services, linking participants to benefits, employment, and long-term supports to enhance housing stability. • Programs will leverage available funding sources, including Medicaid 1915(i) and Comprehensive Community Services (CCS), to support service delivery and improve housing stability.
CDD Performance Targets	• Exit to Permanent Destinations: 90% • Return to Homelessness: ≤ 5% • Increase Total Income: 40%

Housing Resources: Eligible Program Type

Program Area	Strategy
Housing Resources	J. Tenant Support
Housing Resources	K. Eviction Prevention

Housing Resources: Tenant Support

- Provide education to tenants and landlords about their rights and responsibilities under the law, including guidance in identifying available remedies, and assistance in resolving concerns

- Conduct a variety of outreach activities throughout the year, including:
  - attending community events
  - issuing press releases and public service announcements
  - conducting workshops
  - other methods deemed appropriate to inform low-moderate income renters and landlords about available tenant services in the community

- Provide housing counseling, mediation and/or legal assistance to households experiencing housing instability caused by conflicts between tenants and landlords
  - The selected providers will provide or coordinate provision of advice and counsel, make phone calls and/or write letters to help resolve housing concerns, and/or mediate diversion services that improve housing stability outcomes

- Establish written procedures for how an agency will connect tenants, and make appropriate referrals, to mainstream resources including long-term supportive services to improve housing stability

Housing Resources: Eviction Prevention
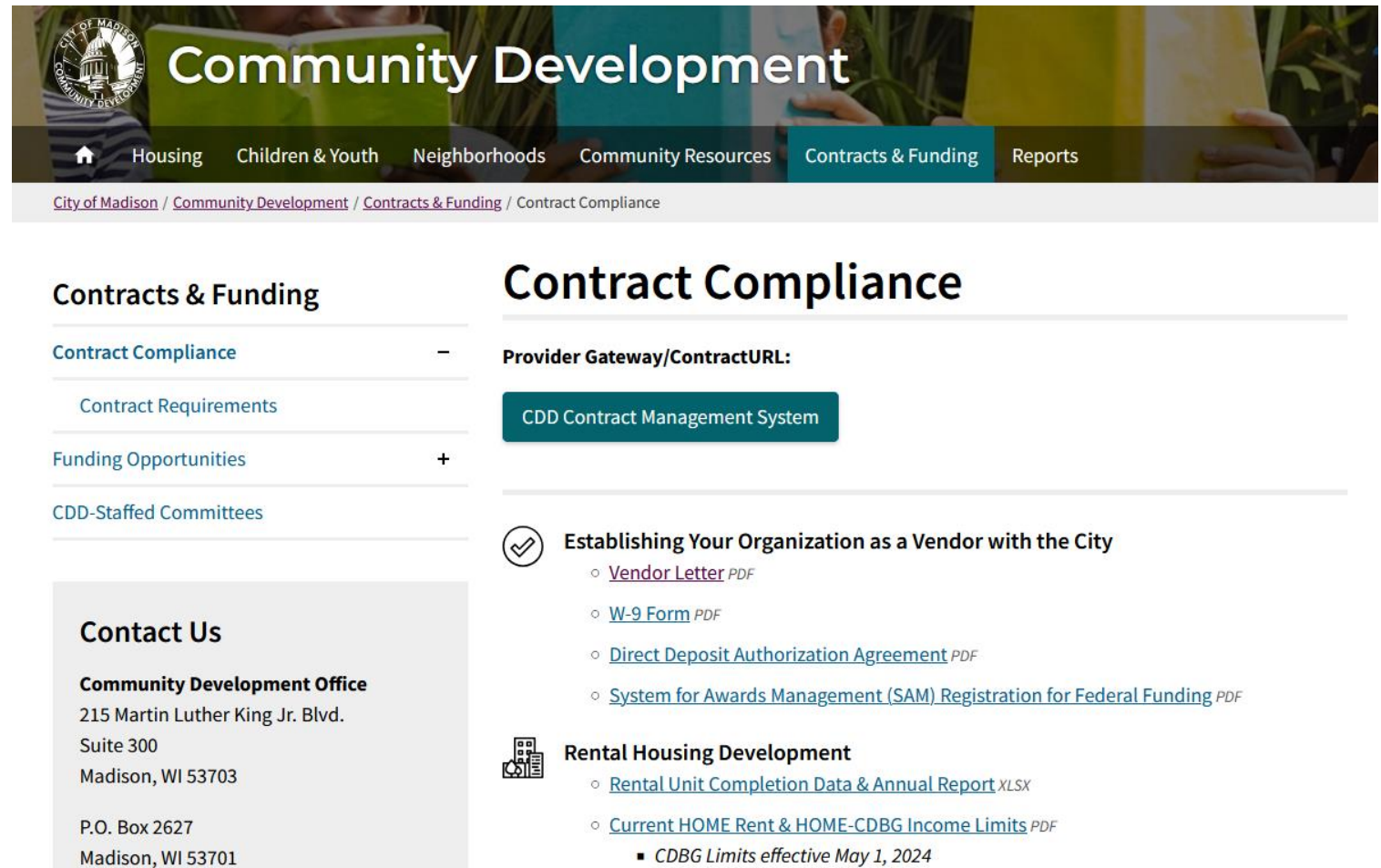
Eviction Prevention / HOME-ARP Set-Aside :

- Provide housing support and eviction prevention services to tenants under a program design consistent with services outlined in **Appendix D**, specifically maintaining and referring members of the qualifying populations
- Programs under the Eviction Prevention program must have a preference for individuals and households at risk of homelessness
- All programs must comply with the relevant sections of the *Dane County CoC Written Standards* as listed in **Appendix B**

- Key differences between homeless prevention and eviction prevention
    - Must be available to **all** qualifying populations
        - Prioritization requirements for all services
    - Includes potential programs for Housing Counseling Services

Housing Resources: Performance Target & Requirements

- Performance Target:
  - Housing resources proposals may set the program's own performance goals that are connected to improving housing stability.
  - Performance goals for existing programs should utilize recent outcomes as a baseline for anticipated performance and outcome goals

- Reporting: invoice and performance reports at least quarterly

- See **Appendix B for Project-Specific Requirements**

Requirements for All Projects

Please review the **Sample Contract documents** in the [CDD Contract Compliance Webpage](#).

Evaluation Criteria

AGENCY APPLICATION		Max Points
1	The applicant demonstrates relevant experience that will contribute to the program's success.	10
2	The applicant shows strong organizational and fiscal planning and management capabilities.	10
3	The applicant describes how their agency is integrated into the larger system of homeless and housing services and actively participates in efforts to enhance the community's coordinated response to homelessness and housing instability.	10
PROGRAM APPLICATION		
1	The proposed program is well-designed to produce the desired outcomes. The program approach is clear, sustainable, and effective. Best practices are incorporated in service delivery. The applicant demonstrates a strong commitment to data use and evaluation to assess and improve the program's impact.	30
2	The proposal clearly addresses one or more goals and objectives outlined in the RFP and meets the critical community needs. Expected outcomes are likely to have a meaningful impact. Existing programs can demonstrate successful past outcomes, including data on effectiveness and improvements over time, as well as a well-thought-out plan for further enhancement or strategies to address challenges in the current environment. New programs must present a well-prepared plan with realistic strategies for overcoming potential challenges and achieving their objectives.	20
3	The budget is reasonable, aligned with the program's scope, and cost-efficient. Assessment includes the competitiveness or proposed costs relative to similar programs and the applicant's commitment and plan for leveraging additional funding sources, such as Medicaid 1915(i) and Comprehensive Community Services (CCS).	20
TOTAL		100

Application Packet Review

Application Packet

1. **Agency Application**
   - One form per agency
   - Note the page limit specified in the agency application form
   - Submit in PDF

2. **Program Application**
   - One form per proposed program
   - Note the page limit specified in the program application form
   - Submit in PDF

3. **Program Budget Form**
   - One form per agency
   - Use a separate tab for each proposed program
   - Submit in Excel (preferred) or PDF

4. **Financial Documentation**
   - Most recent agency financial audit report, including the management letter and the agency's response, if applicable.
   OR
   - Financial statements and a letter signed by the president of the board of directors confirming the board's approval of the statements, if the agency does not have annual audits completed.

5. **(Homeless Services Only) Written Standards Checklists**
   - One General Requirements checklist per agency
   - One checklist for program type for each proposed program
   - Submit in PDF

6. **(Existing Programs Only) Performance Reports for Existing Programs**
   - HMIS reports for existing programs with HMIS data. See **Appendix C** for instructions.
   OR
   - Agency reports (non-HMIS) for existing programs without HMIS data
   - Submit in PDF

Tip: Run your HMIS performance reports soon to allow time to review and update data if the report results do not look correct.

Application Forms

https://www.cityofmadison.com/dpced/community-development/contracts-funding/funding-opportunities

④ **Complete the Application**

Application Forms:

- **Agency Application** *DOCX* – One form per agency
- **Project Application** – One form for proposed program
  - Program Application – A. Homelessness Prevention *DOCX*
  - Program Application – B. Shelter Diversion *DOCX*
  - Program Application – C. Emergency Shelter *DOCX*
  - Program Application – D. Street Outreach *DOCX*
  - Program Application – E. Extreme Weather Respite Hotel for the Unsheltered *DOCX*
  - Program Application – F. Rapid Rehousing (RRH) *DOCX*
  - Program Application – G. Permanent Supportive Housing (PSH) *DOCX*
  - Program Application – H. Other Permanent Housing (OPH) *DOCX*
  - Program Application – I. Other Programs that Promote Pathways to Stable Housing *DOCX*
  - Program Application – J. Tenant Support K. Eviction Prevention *DOCX*
- **Program Budget Form** *XLSX* – One per agency; use a separate tab for each program
- **Written Standards Checklist** *(Homeless Services Programs Only)* – One General Requirements checklist per agency and one checklist for each program type

Note: OPH programs should complete either the RRH or PSH checklist (whichever is most applicable). Programs under E. Extreme Weather Respite Hotel for the Unsheltered and I. Other Programs that Promote Pathways to Stable Housing do **not** require a program-type checklist. Programs under J. Tenant Support and K. Eviction Prevention are not required to submit written standard checklists.

- Written Standards Checklist – General Requirements *DOCX*
- Written Standards Checklist – Prevention *DOCX*
- Written Standards Checklist – Diversion *DOCX*
- Written Standards Checklist – Emergency Shelter *DOCX*
- Written Standards Checklist – Street Outreach *DOCX*
- Written Standards Checklist – Rapid Rehousing (RRH) *DOCX*
- Written Standards Checklist – Permanent Supportive Housing (PSH) *DOCX*

HMIS Performance Reports:
EHH Report for Data Quality

Homelessness Prevention

	Local Homeless Coalition ^	Program ID	Programs Name ^	Project Type Code	Total Clients in Reporting Period	Total Clients Newly Enrolled	Total Clients Exited	Data Completeness Score	Exit Destination Data Completeness	Average days to data entry for new entries	Average Days to Data Entry for Exits	Exiter Length of Stay: Time from Entry to Exit for exits in period	Clients Exited to Perm Destinations	Clients Exited to Homelessness	Clients New to System
1	Dane County CoC	1436	Briarpatch - Young Adult Prevention - State	Homelessness Prevention	11	11	11	98.79%	81.82%	7.25	29.7	92.83	55%	0%	73%

Emergency Shelter/ Transitional Housing/ Safe Haven

	Local Homeless Coalition ^	Program ID	Programs Name ^	Project Type Code	Total Clients in Reporting Period	Total Clients Newly Enrolled	Total Clients Exited	Data Completeness Score	Exit Destination Data Completeness	Average days to data entry for new entries	Average Days to Data Entry for Exits	Exiter Length of Stay: Time from Entry to Exit for exits in period	Total Housed Days for HoHs	Sum of Total Unit Inventory for Reporting Period	Total Unit Inventory for Reporting Period	Clients Exiting to Perm Destinations	Percent of Clients who are Chronic	Total Nights in Shelter this Period	Average Nights in Shelter	Bed Utilization Rate	Unit Utilization Rate
1	Dane County CoC	241	Porchlight - Men's Drop-in Shelter	Emergency Shelter – Night-by-Night	1,753	1,401	1,249	98.43%	17.29%	0.21	47.7	109.98	0	131,760	115,290	11%	34%	102,107	107.5	89%	0%

Street Outreach*

	Local Homeless Coalition	Program ID	Programs Name ^	Project Type Code	Total Clients in Reporting Period	Count of Engaged Clients	Total Clients Newly Enrolled	Total Clients Exited	Data Completeness Score	Exit Destination Data Completeness	Average Days to Data Entry for New Entries	Average Days to Data Entry for Exits	Exiter Length of Stay: Time from Entry to Exit for exits in period	Clients Exiting to Any Positive Destinations	Percent of Clients who are Chronic	Clients who Exited to Temporary & Some Institutional Destinations	Total Clients Exited to Perm
1	Dane County CoC	40	Briarpatch - ESG - Outreach	Street Outreach	73	32	47	60	97.58%	58.62%	26.9	69.4	149.95	18.3%	0%	0	11

Permanent Housing

	Local Homeless Coalition ^	Program ID	Programs Name ^	Project Type Code	Total Clients in Reporting Period	Total Clients Newly Enrolled	Total Clients Exited	Number of Clients with Housing During Period	Data Completeness Score	Exit Destination Data Completeness	Annual Assessment Completion Percentage	Average days to data entry for new entries	Average Days to Data Entry for Exits	Exiter Length of Stay: Time from Entry to Exit for exits in period	Number of Clients w/Move-In During Reporting Period	Average Days to Move-in in Period	No Move-in Average Time from Entry in period	Exits to Perm	Exits with No Move-in	Unit Utilization	Clients Increasing Total Income
1	Dane County CoC	1432	EQUSS - Dane County H2H	PH – Rapid Re-Housing	63	15	63	59	99.91%	100.00%	82%	3.67	2.8	432.31	18	104.91	∅	79%	11%	114%	27%

Questions?

Homeless Services

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