**HOMELESS SERVICES & HOUSING RESOURCES**

**RFP #14026-2025**

**PROGRAM APPLICATION**

**A. HOMELESSNESS PREVENTION**

**Instructions:**

This Program Application form must be completed for each proposed **homelessness prevention** program. Applicants may submit multiple program applications if applying for more than one program area under the RFP.

Please limit the total length of your completed Program Application – including the questions, tables and narrative responses, to no more than **10 pages**. Applications that exceed this limit may not be fully reviewed. This page limit does not include requirement attachments (e.g., HMIS reports, agency outcome reports).

**Important Note**: All homelessness prevention programs funded by the City must comply with HUD ESG requirements, including eligible participants and activities and use of CoC’s Prevention Coordinated Entry, regardless of whether ESG funds are ultimately awarded.

|  |  |
| --- | --- |
| **Agency Name:** |  |
| **Program Name:** |  |
| **CDD Funding Request:** | $ |

## PROGRAM DESCRIPTION (30 POINTS)

1. **Target population**

Describe the population you will serve, including:

* Projected annual number of unduplicated households
* Relevant HUD category or categories (homeless or at risk of homelessness categories)

1. **Prevention Coordinated Entry and Intake Process**

City-funded homelessness prevention programs providing rent or financial assistance must use the Dane CoC’s Prevention Coordinated Entry system. This means informing the Coordinated Entry hub (currently Tenant Resource Center) when there are openings and accepting referrals from the hub. Describe how your agency will receive and respond to referrals, and what the intake process will look like from the participant’s perspective.

1. **Rent or Financial Assistance Provided**

If rental or financial assistance is provided, describe the type of assistance (e.g., rent arrears, rental payment, utility arrears, utility payment, security deposit). Include average financial assistance amount per household and the expected frequency and duration of assistance.

1. **Services Provided**

Describe how homelessness prevention services will be delivered, including locations and service hours, frequency and duration of services, and how best or evidence-based practices will be incorporated.

1. **Staff Training**

Describe your agency’s plan for staff training. Include both new staff and ongoing training plans.

1. **Staffing Structure**

Describe the proposed staffing plan. Fill out the table below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Staff Position Title** | **Hiring Plan (Current/ New/ Expanded)** | **Total Program FTE** | **City-Funded FTE** | **Proposed Hourly Wage** | **Responsibilities** |
|  |  |  |  | $ |  |
|  |  |  |  | $ |  |
|  |  |  |  | $ |  |
|  |  |  |  | $ |  |
|  |  |  |  | $ |  |
|  |  |  |  | $ |  |
|  |  |  |  | $ |  |
|  |  |  |  | $ |  |

1. *(New or Expanded Programs Only)* **Implementation Plan**

|  |  |
| --- | --- |
| **Milestone** | **Target Date** |
| Program staff hired |  |
| Program staff onboarding/training completed |  |
| First client served |  |
| Full-service operation capacity reached |  |

## OUTCOME AND PERFORMANCE (20 POINTS)

Select one and complete the appropriate section below:

A. Existing Program with HMIS Data

B. Existing Program without HMIS Data

C. New Program With No Past Outcome Data

1. **Existing Program with HMIS Data**

Use HMIS-reported data for past outcome fields. Refer to RFP **Appendix C** for instructions on generating the required reports. The HMIS report must be submitted with your application.

1. **Data Standards**

The Wisconsin HMIS data quality standards for homelessness prevention require: 98% for data completeness and 6 calendar days for data entry.

Please complete the following:

* 2024 data completeness score:      %
* 2024 average days to data entry for new entries:       days
* 2024 average days to data entry for exits:       days

Describe your agency’s current practices to meet these standards and any planned improvements.

1. **Use of Data for Performance Improvement**

Describe how your agency uses data to evaluate and improve outcomes. Include the key data points or reports that are reviewed, who reviews them, and how the data are used to inform program changes.

1. **Performance Outcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Performance Measure** | **CDD Target** | **2022 Outcome** | **2023 Outcome** | **2024 Outcome** | **Proposed Outcome** |
| **% of Leavers Exiting to Permanent Housing** | 95% |  |  |  |  |

1. **Outcome Analysis**

Compare your agency’s past performance to CDD targets. Discuss trends and what you think explains your successes or challenges. What changes/strategies do you think could help improve outcomes?

1. **Additional Outcome Measures**

List any additional outcomes your agency tracks or proposes to measure.

1. **Existing Program without HMIS Data**

Use non-HMIS agency data for past outcome fields. The agency reports must be submitted with your application.

1. **Use of Data for Performance Improvement**

Describe how your agency uses data to evaluate and improve outcomes. Include the key data points or reports that are reviewed, who reviews them, and how the data are used to inform program changes.

1. **Performance Outcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Performance Measure** | **CDD Target** | **2022 Outcome** | **2023 Outcome** | **2024 Outcome** | **Proposed Outcome** |
| **% of Leavers Exiting to Permanent Housing** | 95% |  |  |  |  |

1. **Outcome Analysis**

Compare your agency’s past performance to CDD targets. Discuss trends and what you think explains your successes or challenges. What changes/strategies do you think could help improve outcomes?

1. **Additional Outcome Measures**

List any additional outcomes your agency tracks or proposes to measure.

1. **New Program With No Past Outcome Data**

Complete this section if the proposed program is new and does not have historical performance data.

1. **Proposed Outcome**

Proposed outcomes should be ambitious but realistic based on population, service model, and timeline.

|  |  |  |
| --- | --- | --- |
| **Performance Measure** | **CDD Target** | **Proposed Outcome** |
| **% of Leavers Exiting to Permanent Housing** | 95% |  |

1. **Anticipated Challenges and Mitigation Strategies**

Describe any anticipated challenges in implementing the program or achieving the proposed outcomes. Include how your agency plans to address or mitigate these challenges.

1. **Additional Outcome Measures**

List any additional outcomes your agency tracks or proposes to measure.

## PROGRAM BUDGET (20 POINTS)

1. **Leveraging Medicaid Resources**

Describe how your agency will utilize Medicaid 1915(i) and/or Comprehensive Community Services (CCS) to support the proposed program. Include:

* Specific services or costs for which you expect to seek Medicaid 1915(i) or CCS funding
* A realistic estimate of revenue you expect these sources to generate
* Steps, if any, your agency has already taken to access these funding sources and/or a timeline for securing necessary certifications and training
* Any preparation or infrastructure you think your agency will need to support billing and compliance

*Note: City-funded emergency shelters and outreach programs selected through this RFP will be required to utilize Medicaid 1915(i) to support eligible services and/or move-in cost assistance.* *Other program types are not required, but are strongly encouraged to incorporate Medicaid funding strategies where feasible.*

1. **Use of Emergency Solutions Grant (ESG) Funds**

Can your agency accept federal ESG funding for this program, either in full or in part? ESG-funded programs must comply with all applicable federal regulations.

Yes  No

If yes, identify:

* Source(s) of required 100% matching funds (cash or in-kind):
* Maximum estimated annual match your agency can provide: $

1. **Program Budget Form**

Complete the **Program Budget Form (Excel)** for a full program year. Only expenses listed as eligible in Appendix B of the RFP may be included in the funding request to the City of Madison.

1. **Budget Narrative and Clarifications**

Use this section to explain any assumptions, nuances or clarifications needed to fully understand your budget proposal as presented in the Program Budget Form (Excel).

1. *(New Programs Only)* **Minimum Viable Funding**

It may not be possible for the City to provide the requested amount of funding. What is the smallest amount of City support that would allow your program to proceed? How would a reduced level of City funding affect operations (e.g., reduced capacity, scope of services, staffing). Be as specific as possible, that is, to what extent would program capacity or staffing levels be affected by lower funding.