



Final Transcript

US DEPT OF HOUSING & URBAN DEVELOPMENT: Training on FY21 Comprehensive Counseling Grant

September 23, 2021/1:00 p.m. CDT

SPEAKERS

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PRESENTATION

Moderator Ladies and gentlemen, thank you for standing by and welcome to the Training on FY21 Comprehensive Counseling Grant conference call. At this time, all participants are in a listen-only mode. Later, they will conduct a question and answer session via the web today. [Operator instructions]. I would also like to let you know the conference is being recorded today.

I will turn the conference over to Ms. Judy Aris [ph] Britton, Management Analyst. Please, go ahead.

Judy

Thanks, Marybeth. Hi, everybody. Welcome to our grant application training today. You can go to the next slide, please. I'm just going to give you some brief logistics before the meeting. I want to let you know, as Marybeth said, it's being recorded and the playback number along with the PowerPoint and the transcript will be available on HUD Exchange about seven to ten days after the webinar.

The handouts were sent out earlier today to all participants. They're a little big, so we have not put them in the control panel. If you want a copy of the handout delivered to you, please go ahead and send out the chat that you'd like the handout. Next slide.

Questions will only be taken through the questions box in the control panel for this training. And if you have any questions afterwards, or during that you just want to send separately, you can send them to housing.counseling@hud.gov. We're going to do our best to get to the questions in the chatbox as we go through the training but we'll get some

information out to you probably through an FAQ if they're not answered during the call today. Next slide.

If you logged into the webinar you'll receive a certificate within 48 hours. You can print that certificate and save it for your records. Next one please.

Of course, after the meeting we'll archive the webinar and you can find it by date and topic. You can get credit for the training as well. Next one.

You can also go to our training digest on the HUD Exchange to find other training as well as, again, this archived webinar and other archived webinars that are located there. You can see upcoming training there as well.

With that, I'd like to turn it over to David Berenbaum. He is our Deputy Assistant Secretary for the Office of Housing Counseling.

David B.

Thanks, Judy. Hi, everyone. Thank you for joining us today for this important grant application briefing. HUD-approved housing counseling organizations across the nation have stepped up to assume a critical role in helping at-risk tenants to apply for emergency rental assistance funds, to

counsel homeowners who are struggling to pay their mortgage and to provide critically needed assistance to those who were impacted by Hurricane Ida.

With support for both the public and private sector, HUD-certified housing counselors are laser focused on providing professional services to help preserve the homes and financial security for millions of Americans. The \$51 million available to HUD-approved housing counseling agencies through our comprehensive Notice of Funding Opportunity, or NOFO, announced on September 14, 2021 will help grantees to fulfill this sweeping mission as we work together to help every individual and family have a safe and stable place to call home.

I'd like to express our entire staff's appreciation for your ongoing success and impact of ensuring that housing counseling is a vital part of the solution as we work through beyond the pandemic and ensure racial equity in housing. We, at the Office of Housing Counseling, are committed to using every tool at our disposal to support each of your efforts to help those facing housing instability improve their situations. Please, call upon us whenever we can assist to realize our shared mission to ensure that families have the knowledge they need to obtain, sustain, and retain their housing.

Let's take a look at the bright line highlights that the Housing Counseling team is going to cover with you today. Highlights of the NOFO, including funding up to \$51 million for comprehensive housing counseling services including up to \$3 million for historically black colleges and universities and minority-serving institutions. This was a very significant initiative focusing on racial equity as well in the program itself as a whole, we'll also be working to ensure foreclosure prevention in the HECM program.

This is a two-year NOFO. Successful applicants will not need to reapply. If you are successful in completing your grantor in year one, it will be renewed for year two. The period of performance will run from April 1st of 2021 through September 30th of 2022. There will be 18 months to utilize grant funding. The due date for this NOFO is October 14, 2021.

For those of you who are interested in applying for housing counseling training funds, the NOFO is in final clearance and we expect to announce that NOFO opportunity in the very near future.

Now, I'd like to turn it over to Tracie Oaks-Ross who is with our Office of Policy and Grant Administration. Good luck everyone, and Tracie, all yours.

Tracie

Great. Thank you, David. Hello everyone, and again, by way of introduction, I am Tracie Oaks-Ross at the Office of Policy and Grant Administration. Shortly, I will lay out an agenda for today's training, but first I'll start with the presenters for today. Next slide, please.

Starting with myself, again, I am Tracie Oaks-Ross. I'm the lead for the fiscal year 2021 NOFO. Also with me, I have my fellow colleagues from the Office of Policy and Grant Administration participating today. We have Tracy Badua, Rebecca Mullaley, Colleen Weiser, Connie Barton, Rebecca McClain, Joel Schumacher and David Valdez.

Our agenda for today will cover the changes from the previous NOFO. Then we'll talk about eligibility requirements and the funding methodology. Then, we'll go into finding and submitting the grant application at grants.gov. And lastly, we'll go over each of the rating factors and the preference points.

Here are some of the changes from the previous NOFO. I would also recommend that everyone refer to section one of the NOFO for a more comprehensive list of changes. Just to reiterate what David mentioned, the fiscal year 2021 NOFO is a two-year NOFO. This year's NOFO will

provide support and assistance to HBCU and minority-serving institutions and to housing counseling agencies that provide or partner with HBCU and minority-serving institutions to provide counseling and group education. David Valdez will go into much more detail on this initiative towards the end of the presentation.

Also, we've added a new Chart E to evaluate your agency's program expenses and as many of you may recall for the past couple of NOFO cycles, the 9906 HUD-2 data fields to record your agency program expenses. For this year's NOFO you will be required to complete the Chart E to report those expenses, and the expense information that you include in Chart E will be used for rating factors 3, sub-factors B, C and D. We want to emphasize and I'm sure it will be repeated throughout the presentation when we review these rating factors or rating factor 3, if you do not provide this information in Chart E, you will not receive any points for the sub-factors.

Other changes for this year's NOFA is the minimum fundable score, which has been increased by 275 points and for preference points, agencies will not need to meet the minimum fundable score to be awarded those preference points.

For the period of performance, again, it's an 18-month period of performance starting on April 1st through September 30th. This change was based on all the feedback that you have provided directly to you POCs and all the great feedback that we received during the state corporate [ph] feedback session that was held back in October that many of you attended.

We also know that there may be some agencies that have incurred costs based on the historical start of the period of performance. Section 4 of the NOFO, there is a provision specific to this year's NOFA that will allow agencies to request reimbursement for costs prior to the start of period of performance but no earlier than October 1st of 2020, and you must indicate your intent to do so on the Chart A, field R. We will provide more information or more detail on this specifically during the grant execution training, but I think it's important to know that this NOFO does have a provision to allow for some flexibility on reimbursement and the period of performance.

Next, let's start with the eligibility requirements and the funding methodology. The eligibility requirements are outlined in section 3 of the NOFO and are consistent with previous years' NOFOs, so all applicants must be HUD approved prior to the publication date of the NOFO to

participate in the housing program. That means you must have been HUD approved prior to September 14th. And if you are a state housing finance agency you must have statutory authority to provide housing counseling. The full eligibility requirements are laid out in section of the NOFO, so I do highly encourage everyone to read through them in the NOFO itself.

If you are an agency that is not HUD approved, but you do meet the approval criteria laid out in our regulations 24 CFR 214, then we encourage you to affiliate with a HUD-approved intermediary or a state housing finance agency for this year's grant. Again, the application due dates will be October 14th of 2021 and again, the period of performance will start on April 1st of 2021.

The funding methodology, which is outlined in section 5 of the NOFO is used to determine the size of the awards. Successful applicants will be awarded a base award determined by the size and nature of your network. We will also evaluate the quality of your application based on your score. For parent organizations, we will provide funding to those agencies that commit to provide oversight and quality controls using the form HUD-9910 and we will also take into account the number of FPEs and will provide incentives to grantees with HECM counselors and to agencies that commit to provide HECM default counseling.

Next, let's move on to what's included in the application. It's important that you use the application designated for your type of organization because the types of questions and required responses may vary and the forms and fields are formatted for different types of organizations. So if you are a local housing counseling agency, you will need to fill out the 9906-L, addition to their Chart B for leverage funds, and the Chart E for program expenses.

If you are an intermediary SHFA, MSO, you will need to complete the 9906-P and that P is for parent organizations. Additionally, you will need to complete the Chart A2 supplement and the Chart B, again, for leveraged funds and the Chart E for program expenses.

These forms here listed on this slide are the forms that are required for your application, so they include the SF-424, which is the application for federal assistance; the HUD 2880; the 9906 application and the charts which are outlined on the previous slide; and the certification regarding lobbying.

Here are some documents that will be required to submit if they apply to you. First is the HUD-9902 for fiscal year 2020 if you are a newly

approved agency. If your agency was approved after September 30, 2020, you will be required to submit a HUD-9902 Housing Counseling Agency Report with your application. For applicants who were approved prior to that date, we will be assessing your reports in the Housing Counseling system for purposes of scoring. If you are an SHFA, you will need to submit your statutory authority. If you're engaged in lobbying activities, you will need to submit your disclosure of lobbying activities. If you're seeking promise zone preference points, there are two forms that you will need to complete, the first being the HUD-5153 and the second being the HUD-2996. For HBCU preference points, you will need to provide the HBCU letter of commitment. And lastly, for the HBCU MSI initiative, you will need to provide proof of the college or university status as an MSI. Or if you're partnering with an MSI, you will need to provide a letter certifying that an HBCU or MSI partnership is in place or there is an intent to enter into a partnership.

Next, my colleague Tracy Badua, will explain how to find and submit the grant application.

Tracy

Great. Thank you. Next slide, please. A quick application overview—as you can see on this list, you're going to need a DUNS number unless you have one. You'll also need to register in SAM.gov if you haven't already

done so, and check to make sure that all your information for your organization is accurate there. You'll register for grants.gov. This is where you'll access the NOFO and be able to download that application package and you also need to complete and submit the application. Next slide, please.

This is what the DUNS website looks like. You do need to have an active DUNS number in order to apply for federal funds. The DUNS number is a unique 9-character number used to identify your organization. Make sure you have that DUNS number to be able to go in and apply for our grant.

Some information that you're going to need to obtain that DUNS number is listed here, so name of your organization, your address, CEO or organization owner, legal structure of the organization, year the organization started and primary type of business and number of employees. You will go to the Dun & Bradstreet website to register or search for your DUNS number.

You also have to be registered with SAM.gov before you can use grants.gov. Depending on the kind of assets you have, you may need to have an account on login.gov before you can access SAM.gov. So, please

verify that you have access to your records and that registration will not expire before the application deadline especially if there have been staffing changes in your organization. You want to make sure that all of that information is up to date. And registration on these sites can take time, so if you haven't previously registered, it can take anywhere up to two weeks or even five or more weeks. If you already have access, again, please make sure that your registration does not expire before the NOFO application deadline and if you haven't yet, please make sure that you build in time to register for these sites. Next slide please.

This is just a screenshot of SAM.gov, so as you can see on this page, you can see a few things here of the get started and renew entity, so this is where you'll go to register your agency and check a registration status. Next slide, please.

This is the helpdesk information in case you do need some help with SAM.gov. We have the federal service desk and we have their call and live chat hours available here.

Once you have your SAM and Dun registration ready, you're all set to register for grants.gov. As with most software applications or computer

applications, there is a helpful app that allows you to access grants.gov on several different devices, so that's just what's on the screen here.

In grants.gov, it's important that you understand that there are different goals that can be assigned to folks in your organization. If there are several staff working on different parts of the organization, you can assign different roles to them. The most important thing to remember though is that you need an authorized organization representative, that is AOR, authorized organization representative. This is the only person who can submit your application when it's completed. So, if you're authorized organization representative is going to be out of the office for any reason, you need to make sure that they hit that submit button in grants.gov before they leave, because they're the only person who can submit it.

Here's how to find a NOFO. You would search grants.gov for our funding opportunity number and this here is FR6500N33. This is for the FY2021 Comprehensive Housing Counseling Grant Program, so you would search for this at grants.gov.

Then on the View Grant opportunity page, you'll click apply to create a workspace. In that workspace, in the forms tab, you'll click download instructions and that's where you'll get that zip file with all the different—

with the NOFO, and the different forms and attachments. More detailed information can be found in the link here and that'll be available in the materials that were sent out.

This is just a screen shot of what will be in that zip file that I mentioned. It has those NOFO instructions and the attachments that go with it. If you're having trouble in this system, you should look in the online user guide for grants.gov or email grants.gov directly. Just to note that we are unable to answer technical questions about the grants.gov system itself.

In grants.gov there are some forms that can be both filled out as a web form or as PDF. You'll only need to fill out one version. So when you're in our workspace, you'll be able to select which type of form you want to complete. So if you're filling out the web form, you can lock the form so that only you are working on it and no one else will be able to fill it out. Then, after you're done, you can upload it as a PDF or save it as a web form if you were working on it in that fashion.

These are screenshots of the 9906 charts that Tracie had mentioned earlier and this is for this NOFO. As you can see, there are these fields for typing in your responses, so please keep in mind that there are character count limits for some fields, so you'll want to make sure that you're keeping

your answers and your responses within that character limit. Again, as an application tip, please be accurate when entering these numbers and letters into these fields and double-check them before you submit to make sure that they're filled in.

So, when you're ready to submit, you can go ahead and click the check application button for errors to make sure that there are no errors that might affect your submission, so that might be a missing required field, for example. Then, once you've double-checked the application, click the complete and notify AOR button. As I mentioned earlier, only the AOR is able to submit the application for your organization, so please plan around this. And after the AOR has been notified, you're ready to click the sign and submit button.

The application must be received by 11:59:59 eastern standard time on the due date in order to be eligible for consideration. We really encourage you to submit your application early, like it says, two to three days before the deadline. Please don't wait until late in the day that it's due, because sometimes there are system issues that can prevent you from submitting it timely and it's always good to have a few extra days or hours to make sure that grants.gov has accepted your application.

You want to confirm that grants.gov has a valid email address for you so that you are receiving their communication and check your email often for that confirmation notice after you hit submit so that you'll have that application tracking number. It's a good idea to save all of the correspondence that you receive from grants.gov in case that we need to go back and double-check and make sure your application was received.

There are three different ways you can get a notice from grants.gov.

There is Rejected with Errors, and you must correct these errors before the grace period ends or HUD will not review your application; Rejected with Errors, you can correct these errors and resubmit the application before the 24-hour grace period ends; and then, there's Validated, that your application will be forwarded to HUD for review. So, just as a note, keep an eye on this deadline because only applications completed and received by this time will be eligible for consideration by HUD.

Lastly, as I mentioned earlier, we unfortunately are unable to provide technical assistance on grants.gov; the system is not run out of HUD. So if you do have questions about how to access certain pages or submit things or if you're having trouble uploading, please contact the grants.gov helpdesk and we've included their information here. We have their phone number and their email. And as mentioned before, please also submit

early so that you do have time to reach out to grants.gov in case you have some questions or some issues in submitting.

Okay, and I will turn this over to Rebecca for preference points in rating factor one.

R. Mullaley

Hello, I'll be covering preference points in rating factor one. Next slide.

Applicants can receive a maximum of two preference points for any of the three options. The three options are opportunity zones, promise zones, and historically black colleges and universities, HBCUs.

Preference points go to activities that HUD encourages in support of the secretary's fiscal year 2021 initiatives. Please note that there are no longer preference points for emergency preparedness and disaster recovery.

Emergency preparedness and disaster recovery will be considered in rating factor two. HUD may award up to two points for any of the three preferences. Applicants do not need to meet the minimum fundable score to receive preference points. Next slide.

The first option for preference points is opportunity zones. In order to receive preference points for this option, your entity must be physically

located in an opportunity zone. You can find this information by entering your census track number in the opportunity zone online tool.

For parent agencies, do not list census tracks for branches or sub-grantees that are not located in an opportunity zone. Parent agencies will use Chart A-2 to transfer over sub-grantee information. If your agency is not located in the opportunity zone, then you will not enter your census track number. Next slide.

In order to be eligible for opportunity zone preference points, applicants must complete and submit HUD form 2996: Certification for Opportunity Zone Preference Points. In this form, you must commit to expend an estimated percentage of your award in an opportunity zone. If the applicant commits to expending less than 50% of that award in an opportunity zone, then HUD may still consider awarding preference points if the applicant can show why they are unable to expend at least 50% of the grant award within the opportunity zones, or the applicant can make a compelling case for why that amount will still have a significant impact within that opportunity zone. Next slide.

The second option for preference points is promise zones. In order to be eligible for this option, applicants must submit HUD 50153, Certification

of Consistency with Promise Zone Goals and Implementation. This form must be signed by an authorized promise zone official. The HUD exchange link provided has a list of promise zones and persons authorized to certify. Next slide.

The third and last option for preference points is historically black colleges and universities. This option is to encourage partnerships with housing counseling agencies and HBCUs. An applicant claiming this preference does not identify their partnership in the chart. Instead, the applicant provides a Letter of Commitment certifying that an HBCU partnership is in place and signed by an authorizing official of the HBCU. The applicant also provides documentation of the college or university status as an HBCU. Next slide.

We can go ahead and move onto the first rating factor regarding the capacity of the applicant. Within rating factor one, there are three sub-factors: sub-factor A, B, and C and a total of 13 points available. Rating factors, points, relevant charts are described on pages 26 and 27 of the notice of funding opportunity. Next slide.

A note for intermediary state housing finance agencies and [audio skip] state organizations—you must specify for each branch and sub-grantee on

the Chart A-2 supplement in Excel and then transfer the totals onto Chart A-2 on the HUD 9906-P. As a reminder, if you also provide direct housing counseling services at your main office, you must include this office in the list of branches and sub-grantees.

Excel Chart A-2 supplements should only include branches and sub-grantees that provide housing counseling services to a minimum of 30 clients a year. This client minimum does not apply to agencies that exclusively offer HECM counseling. Next slide.

The HUD 9906-P Chart A for intermediary state housing finance agencies and multi-state organizations is shown here on the upper left and the Chart A-2 supplement is shown on the bottom right. Next slide.

Rating factor 1A is the duration of HECM counseling session and is worth two points. Agencies with HECM counselors will be assessed on the average duration of a counseling session. We use our own records to score this factor. Next slide.

Rating factor 1B relates to counselor training and industry standards. This factor is worth seven points. Applicants will use Chart A, Fields I, J, and K to capture this data. Field I covers formal housing counseling training

in the past two years, not including on-the-job training. Field J is looking at agencies that have counselors on staff who have passed the HUD Housing Counseling Certification exam and Field K is where applicants would tell us whether the agency has adopted the national industry standards for home ownership, education, and counseling. Next slide.

Intermediary state housing finance agencies and multi-state organizations should note that they must specify the counselor training and industry standards for each funded branch and sub-grantee on the Excel Chart A-2 supplement and then transfer the totals onto Chart A-2 on the HUD 9906-P.

Rating factor 1C covers client satisfaction and progress and it's worth four points. HUD will reward applicants that measure customer satisfaction and progress. This information is provided on Chart A, Fields L, M, and N. In Field L, applicants indicate whether they issued client exit surveys at the end of counseling or education sessions. Field M covers whether applicants issued followup client surveys after the counseling was completed, and Field N shows whether applicants pulled credit reports as part of housing counseling followup prior to the termination of counseling.

I'll turn it over to Colleen Weiser for rating factor 2.

Colleen

Hello. Thank you. Now, we'll talk about rating factor 2, which is needs and priorities. All the rating factors in this section are typically worth two points with the exception of one which I will point out. Number 2A, rural communities—this is the agency-reported data that will be used to determine if the applicant serves rural clientele as defined by USDA. Most of you should know if you qualify for that.

2B will be about affirmatively furthering their housing. You will use Chart C, Field A, and provide a brief—I want to emphasize brief—description of any meaningful action that your agency will take that is consistent with the obligation to SHFA.

2C is staff training. Again, using Chart C, Field B, you'll describe any staff training related to AFSH, how you will train the staff on fair housing issues including your promotion of housing that is affordable, safe, decent, free from unlawful discrimination, and accessible as required under the fair housing and civil rights laws.

On 2D, persons with disabilities—Chart C, Field C. The applicants will describe how programs and activities will be accessible to persons with

disabilities. You must also describe the appropriate steps your agency will take to ensure effective communication with persons with disabilities.

Persons with limited English deficiency, which is covered in 2E on Chart C, Field D, you'll describe the steps that will be taken to ensure that persons with limited English proficiency have meaningful access to programs and activities.

On 2F, mobility counseling, on Field E, still using Chart C, you'll describe how counselors will provide mobility counseling and the information provided to enhance housing choice regardless of race, color, and national origin.

Here's the one that is worth one point—lead-based paint. On Chart C, Field H, we'll need a description of how you, as the applicant, informs clients about the hazards of lead-based paint.

On 2H, the emergency preparedness—you'll use Field G and Field H. On Field G, you will indicate which emergency preparedness and/or disaster recovery activities your agency will participate in from the choices available. On Field H, you'll describe how you will implement the emergency preparedness activities that you selected in the previous field.

Now, I'd like to turn it over to my colleague, Connie Barton, and I thank you for your attention.

Connie

Thank you, Colleen, and good afternoon everyone. I will now give an overview of rating factor 3, which rates the applicant on soundness of approach and scope of housing counseling services and this rating factor is worth up to 48 points. We'll start with rating factor 3A, which is client served and this is worth 14 points. HUD will evaluate the total number of clients served based on HUD 9902 data reported in HUD's Housing Counseling System or HCS.

Newly-approved applicants that receive approval at HUD Housing Counseling agencies after September 30, 2020, must prepare and submit a HUD 9902 for the period of October 1, 2019 through September 30, 2020 as part of the application. If you take a look at section 4B the notes, there will be more information on this topic.

Going onto the next slide—our rating factor 3B is cost per client and this is worth six points. Applicants must document total housing counseling program expenses for the period of October 1, 2019 through September 30, 2020 on Chart E and this includes salaries in [indiscernible] of housing

counselors and any staff who provide counseling or group sessions, other direct costs and indirect costs.

All applicants must fill out Chart E. If you're an MSO, SHFA or intermediary, you must include total expenses for your entire proposed network and you'll see that when we get to the next slide. Agencies that became HUD approved during the past year, should ensure that expenses reflect the entire fiscal year and not just the period for which the agency was HUD approved. The instructions for Chart E are located on the first worksheet, Chart E instructions on the Excel file. Next slide, please.

Here's a snapshot of Chart E. All applicants must fill out this chart. Next slide please.

Onto rating factor 3C, counseling and education expense ratio, this is worth three points. There is nothing you need to do for this one. HUD will calculate the ratio of counseling and education costs to program expenses from the applicant's response in Chart E, so please make sure you fill out your Chart E. Next slide, please.

Okay, onto rating factor 3B, which is the ratio of HUD grant total program expenses and this is worth five points. For this rating factor, HUD will

calculate the ratio of an applicant's previous HUD grant to its total housing counseling program expenses from Chart E. Applicants without a previous HUD grant will be awarded the full size points. Next slide, please.

Okay, onto rating factor 3E, allocation to sub-grantees and this is two points. Intermediary SHFA and MSOs must indicate the percentage of the proposed award, the applicant intends to allocate to itself, and to each sub-grantee and branch. This percentage is entered in column P as shown in this slide, and then next slide, please.

Then, you would transfer – so parent agencies, so if you're an intermediary, SHFA or MSO, you would transfer the total percentage of the proposed award you intend to allocate to yourself in Chart A2, Field P1. And then to each sub-grantee and branch into Chart A2, Field P2. And then in the bottom of this slide you'll see the section that you should be entering those percentages into. Next slide, please.

Rating factor 3F is services provided and this is worth four points. HUD will evaluate the type of housing counseling and education services offered. HUD will use its own reference to score the factor, so there is nothing you need to do for this rating factor 3F. Next slide, please.

Rating factor 3G is methods of service delivery provided for eight points. Applicants must indicate their methods of service delivery for housing counseling and education services provided during the grant period by checking the appropriate boxes shown below. So, LHCAs use Chart A1 and here in the slide is a snapshot of Field F 2B that lists the method of service delivery and again this is for LHCAs only. Next slide, please.

For intermediary SHFAs and MSOs, you would fill out the A2 supplement which is the Excel chart and you take the totals entered onto the Excel and then you transfer the total number of sub-grantees and their branches to the appropriate cell in Chart A2, which is a PDF. On the slide here, you'll see the cells FTU [ph] and that's where you would transfer the information from your Excel into those cells. Next slide, please.

Okay, rating factor 3H is oversight activities for six points. All applicants must complete Chart D. So, LHCAs would fill out Chart D1 and Parent agencies Chart D2. So, LHCAs need to check the boxes for the oversight activities they will perform on D1 and items selected in these charts must be included in an agency's quality control plan and may be verified before grant reports and draw-down requests are approved.

Then, for intermediaries, SHFAs, or MSOs, in section one, you'd enter the number of sub-grantees or branches from zero to a maximum of five for which you'll conduct a performance review during the grant period of performance using the HUD 9910. HUD may augment the award for oversight and quality control activities and then cap the bonus at the lesser of five reviews or 50% or less of the applicants' funded network. Next slide please.

This is also for intermediaries, SHFAs, or MSOs and section of your Chart B2 and section 2, parents may enter the number of sub-grantees and/or branches for which oversight and quality control activities will be performed during the grant performance period as part of your proposed work plan. So, parent agencies can enter a total up to the total sub-grantees and/or branches included in the application. Next slide, please.

Here is the snapshot of Chart B2 that was referenced from the previous slide and again, this is just for parent agencies and we just wanted to show you for reference so you know what to look for when you are filling out your chart. For each activity you want to enter the number of sub-grantees or branches into the corresponding boxes.

This concludes rating factor 3. I will now turn the presentation over to Rebecca McClain.

R. McClain

Thanks, Connie. I'm going to walk through rating factor 4, leveraging resources. Next slide, please.

So leveraging resources is worth four points and this is the part of the NOFO where we were documenting that HUD funds are not intended to be your only source of funds to run your housing counseling programs. The leveraging resources is evaluated based on your ability to demonstrate additional non-federal resources. Those could be direct financial assistance, other grants, program income or in-kind contributions. Next slide.

Because leverage resources can't be federal funds, we have a list of options here that look like grants that normally housing counseling agencies receive that are federal funds. So, things like hardest hit funds, CDBG, CSCG, Emergency Homeowner Program, Fair Housing initiatives, the Home Program or the New Housing Stability Counseling Program—those are all federal funds. Oftentimes they are directly or indirectly passed through state or local governments, so keep in mind that federal funds don't always come with a big label of being a federal fund.

We have an example here—this has passed through the city of Pittsburgh. They have a program called Neighborhood Economic Development. It's actually a CDBG pass-through. So, you might want to check in with your funders and confirm their initial funding sources so that you're not listing federal funds on your leveraging resources section. Next slide.

On the Excel chart for leveraging resources, you're going to want to enter things like the named applicant or the sub-grantee or branch that is using the leverage resources. The organization providing the funds, including the point of contacts; phone number; name; email address if we need to confirm the funding stream, so type of contributions and use of funds, especially for in-kind contributions, the kind of in-kind contribution it is, and then the amount of funds available. Keep in mind, because our period of performance goes from April 1, 2021 to September 30, 2022, we're only looking for the amount of funds that are available during that time period. Next slide.

If funding's available outside of the period of performance, the funds have to be prorated on the documents. Here's an example that we give there. If you have a grant that's calendar year 2021, January through December,

you only include the nine-months of funding that fall within the period of performance, April through December.

Then, one item of note that you no longer need to transfer the amount of the leveraged funds to a separate PDF file. We'll just keep that in the Excel chart. Next slide.

I'm going to hand it off to Joel Schumacher.

Joel

Great. Thank you very much, Rebecca. My name is Joel and I'll be handling rating factor number 5. Next slide.

Rating factor 5 looks at the applicant's success in meeting performance goals and also the commitments that they made under prior NOFA applications and within the grant agreements. The exciting news for you is that there's nothing to be completed on the HUD 9906 forms as all elements of this section are going to be scored using internal data that OHC already has. Next slide.

Rating factor 5A looks at your performance and ETS reporting. That includes compliance with various programmatic requirements, validation of your agency profiles in a timely manner, submission of your 9902

reports for client data, and use of a CMS to submit the aforementioned 9902 reports. As I said before applicants are not required to provide a response to the sub-factor. Next slide.

We also get grant expenditure histories for those who were previously grantees. We ensure that there was a timely expenditure of previously awarded grant funds to go from grant execution through grant draw-downs, reporting, and final reports. Again, nothing needed from your behalf. We have that info ourselves already. Next slide.

Finally, rating factor 5C, counseling outcomes. In this case, we look at your 9902 section 10 outcome data. And a reminder to those applicants which were approved after September 30th of 2020, and as such, did not need to submit a Q4 report for FY20, please prepare and submit your paper copy, 9902 as part of this application. Next slide.

That concludes my section. I'm going to hand it off to my colleague, David Valdez who's going to talk about our very exciting new funding initiative on MSIs and historically black colleges and universities.

David

Thank you, Joel. So, we're excited to introduce this new funding initiative. We have allocated \$3 million. Congress has directed us to

spend \$3 million on promoting partnerships between historically black colleges and universities and minority-serving institutions with housing counseling. So, we're excited to bring this initiative to you and to hopefully shed some light on what's expected.

The purpose here is kind of longwinded but really the key is that we want to connect these institutions of higher education that are historically black colleges and universities and minority-serving institutions with housing counseling agencies to benefit the community at large, the folks within the university itself.

We believe that there's a mutual benefit here when these institutions of higher ed and housing counseling agencies pair up. So we're looking to take that experience that both of these institutions have and their respective knowledge bases and meld them in a way that reduces barriers to housing services and ultimately increases financial education for folks in the target community.

As I stated, we're going to provide \$3 million and the two categories here are HUD-approved housing counseling agencies that can demonstrate their status themselves as an HBCU or minority-serving institution, and/or a HUD approved Housing Counseling Agency through partners with an

HBCU or other MSI. A key thing to note just off the bat, this funding initiative is separate and apart from the HBCU preference point, so you can receive both but just needed to point that out.

Let's talk a bit definitions-wise, because this is a new initiative. We'd like to be clear about what is a minority-serving institution and we did so using the Department of Education's definition, and really it comes down to something quite simple. It's an institution that serves a high proportion of minority students and these are students who are black, Hispanic, Asian-Pacific Islanders or American Indian, or Alaskan Natives. Specifically, there are seven types of MSIs. I won't read them all to you. You can refer back to this at a later point, but some of the major ones are HBCUs, Hispanic-serving institutions, tribal colleges and universities, and so on, but here's an exhaustive list and one that you can refer to later.

Alright, and again, a reminder, who are the eligible applicants? We want to be clear about both the two types of eligible applicants and then, what's required to evidence, what paperwork is needed to submit to HUD to evidence this, your eligibility. The first class, as I already described, is those HUD-approved agencies that are already in HBCUs or MSIs. I have a few in our program who are institutions of higher ed, who are HBCUs or other minority-serving institutions, perhaps with 501C extensions and the

like. So, these are one category of applicants. And what would be required from that category is just submission of proof of the university status as an MSI, and I would be quite permissive in terms of what that proof looks like. We know it'll look different for different institutions.

Second category is something we're more familiar with, which is HUD-approved agencies who are not already engaging in this work, but who want to partner with HBCUs and MSIs. So, you're seeking a partnership as a housing counseling agency with an institution of higher ed that meets this criteria. One more thing is required here in addition to that proof of the partnering college's status as an HBCU or an MSI, you would also submit a letter certifying that you are putting into place a partnership and that there's an intent, at least, at this point to enter into said partnership. And we want it to be signed by both the applicant, in this case, the housing counseling agency, and the partnering institution of higher ed, the HBCU or MSI. So, these are the two types of eligible applicants.

Now what about eligible activities? Thankfully, nothing changes here. This is exactly the same category of eligible activities that you are familiar with within the context of the comprehensive housing counseling NOFO. To remind you, there are five categories of eligible activities that you can build to this grant and they're quite broad and comprehensive in our view.

Housing counseling, group ed, oversight compliance and quality control, the supervision of the staff and housing counseling training certification.

And importantly with this initiative, because it's a new one, we at HUD recognize that there's going to be a large degree of marketing and outreach that's necessary to promote this partnership to the public for the greater good. So we understand that that might be a big piece of the eligible activities you might be billing down for and you'll have an opportunity to explain exactly that, how you intend to spend the money, both in a proposed budget and in Chart F, which we will get to shortly, but that is where you're going to describe the nature of your partnership and just what you plan to do.

Let's talk money, so maximum award amounts. You're going to have an opportunity to, in fact you must, indicate maximum grant request and this is going to be considered as a cap in establishing the award and it is specific to this funding initiative. Then, this is very important—as an applicant, you can request up to \$250,000 and this is whether you're the HPCU or the other category, right, I referred [ph] to. For that initial partnership you can request up to \$250,000.

And importantly, you can request another \$150,000 for additional partnership. And then for your parent organization, your sub-grantees can also enter into partnerships with an HBCU or an MSI importantly.

Then, we'll talk a bit about what measures we use to rank and rate these applications for the specific funding initiative, but just to preview, we're going to use the score. Importantly, the most important thing is that we're going to look at your Chart F supplement. So again, you're going to have an opportunity there and we'll, in a bit, we'll actually look at what they look like and I'll explain a little bit more about how you're going to talk about your proposal and the space you'll be given to do so. That's how basically we're going to rate and rank the applications once we receive them.

Of course, given the fact that we only have \$3 million set aside for this initiative, and it is an initiative or sort of pilot, right, it's the first year, we may not have enough money to go around; however, we just need to state that we reserve the right to fund less than the amount that's requested in your applications, but we will try to do our best to make money go as far as possible of course, and we look forward to reading these applications. Next slide.

Alright. If you receive this funding initiative, you receive a passing score on NOFO, you applied using Chart F, you indicated you wanted to do this thing, you submitted your application, a letter that showed your commitment and your partnership, this part, think of it as the more formalized closing the book on it. This becomes a grant execution. You've already been awarded the money in this circumstance. Well, we expect something a little bit more concrete in terms of your plans and in terms of the proposed activities.

What you'll be doing at this point is submitting a more formal memorandum of understanding or a similar agreement. And the basic things that it must contain is that you have to specify what the purpose is, what activities you're going to undertake, the respective role and responsibilities for the funding, the participation, how you'll manage the partnership, how the organizational structure looks like and how compliance works with all of that, who'll be overseeing what. And then, also, describe how you will integrate data sharing and reporting capabilities. So, these are the things that are required in the MOU and you'll also see them spelled out in the grant agreement and in any documents should you be awarded.

Alright, so let's talk a little bit more about reviewing selection. I kind of noted that we would be taking a look at Chart F. We'd be looking at your score. Those are some of the factors that we'll be using to award this money. But I can't stress enough, if you are interested in applying for this money and you intend to partner with an HBCU, or you're an HBCU yourself and you want to avail yourself of this money, you must complete Chart F. This is what HUD will use to score your application and, in a bit, we'll take a look at a screenshot of both the LHCA version and what a parent chart would look like, but really, this is your opportunity to do two things. One is to give us the technical details you have evidenced in your partnership and what your planned allocations are and that sort of thing, and then, there's a more substantive part where you talk about and sell your proposed partnership and really, this is your chance to make your case for why your partnership should be funded above others.

Let's go ahead and look at what these charts look like, Chart F. This first example of Chart F1 is an LHCA chart. So when you look at this chart here, A1 to B, C, etc., right before the box, this is your opportunity to indicate, yes, I am one of the two categories. In this instance, this is an applicant who's partnering with HBCU or MSI, so in other words, they are not an HBCU or MSI themselves. They have indicated so by checking that second box at A2.

Now, I'm going to ask for a projected number of client serves, so how many clients do you think that you and/or your partner are going to serve with the funding during the relevant period of performance? Here, an example would be 100. So, they've indicated so in that box.

Then, the request. This is a must, of course, but you must indicate a total award amount that you're requesting, that you want to figure out exactly how much or at least an estimate of how much it will cost and how much you'll need to provide the services that you'll be describing below. So, you do that in those first couple of sections and then you're given a box. It's a fillable form and you will be entering some vital information which is the name of the counseling agency, and of course, funding HCS ID, and then, the name of the partner. So, the name here would be the name of the partnering HBCU or MSI and there's just basic contact information including the name of the institution, the address and the primary point of contact.

Then, of course, how much you intend to allocate to this partner under this partnership. And as you can see here, a little nuance—in C1, they're requesting \$50,000 and they're proposing to allocate \$45,000, so the implication is they're keeping \$5,000 to do the very necessary work of

oversight and supervision and all of those related tasks. It's understood that a portion of that would need to be retained to administer the grant appropriately.

Let's take a look at the next chart. Very similar, but what we're looking at there is the parent chart. So, this is the same scenario, though, in terms of this is an applicant who is partnering with an HBCU. They're not one themselves. Here, they're projecting to serve 450 clients in this partnership and so you can see they're asking for substantially more than the LHCA did. They'd be asking for \$575,000 to accomplish the efforts that they define below.

You'll want to notice here in the chart, first, you put the intermediary, so the partnership, the entity that's entering into partnership with the HBCU or MSI. Here, it would be the intermediary, the applicant. And of course, the applicant has an affiliate network of sub-grantees and here three of them, or two of them, rather, have entered into partnerships with various HBCUs or MCIs. For example, there's a first partnership with a sub-grantee, the housing counseling org, and so is the second partnership so that housing counseling organizations who's under the intermediary has entered into two partnerships with two different HBCUs or MSIs as you can see. One with Cal State, the other with Tuskegee University.

Then, as another example, there's a separate sub-grantee, so sub-grantee number two and their partnership for housing in this scenario, here's the information, right, who they're partnering with which would be [indiscernible] College. And then, of course, the corresponding sub-allocation amounts and same rule applies. We understand that a portion would be expected to be retained for appropriate oversight and fulfilling those responsibilities.

This is what you will see on the chart underneath the screenshots we just saw. This is again, this is your chance to now tell us the substance of what your partnership's going to look like, what you think you can accomplish, the types of folks you think you will reach, the initiatives you will advance. This is where you have that opportunity and the in marked open-ended question-type format to do exactly that, so you're asked to describe what the proposed activities are. You need to define and tell us about the need for this activity and the importance of it. Tell us about your experience and capacity, both individually and as a team here in partnership. How are you going to measure outcomes? This is very important.

Whenever Congress gives money for these types of initiatives, rightfully so, they want to know what was the impact and this is how we need you to think, which is how are you going to measure outcomes and impact on your target population, and how are you going to integrate the students and the faculty, right? Not just the traditional way we think about these in terms of impacting low-to-moderate income communities which is ultimately the goal but here, too, how might you be able to integrate the students and the faculty into these activities and/or serve them?

Generally, we just would like you to describe the existing partnerships you have in the community and then, of course, the dollar amount that you indicated above. Throughout this narrative, it should be essentially telling us and adding up to the amount requested.

Before I end, you know this is the end of chart-out, so this would be the entirety of it. What I showed you was a screenshot, some of those initial threshold questions, and then, the more substantive make your case portion. I do want to say that there's a new minority serving institution and historically black college website that's on the HUD Exchange and so, you can find that either by going straight to our Housing Counseling HUD Exchange or simply Googling HBCU Housing Counseling. It will come up and it will provide some guidance I think. If anything is left unclear

after this presentation, I would advise you to go to that website. It just launched prior to this call, so we're excited about that and also, there was a training that took place on May the 27th of this year and it was a training called, 'HBCU and other MSI Partnerships.' It's right on point. It'll give you some great ideas about existing partnerships, the benefits of partnerships and should serve as a catalyst for some of your own original ideas and we're excited to pursue this initiative and we hope you're just as excited.

With that, I'll go ahead and pass it over to my colleague. Thank you.

Tracie

Great. Thank you, David. Next slide please and thank you. I want to say thank you to all the presenters for this helpful information today. We know that especially the for first-timers, the application process can feel a little overwhelming so we hope that the training today will help clarify some of the questions that you may have and help you understand the applications process.

If you have submitted a question through the Q&A box, and we did not get to your question today, we will respond to you directly or through the FAQ process, which we publish our FAQs. Hopefully you all have a link to those as well. If you have questions about the NOFO, you can also

send them directly to the housing.com counseling@hud.gov mailbox. If you have any technology issues, we ask that you send those or contact grants.gov directly. For instance, if you are unable to log into your account or upload documents, please contact them first.

Also, if you send an email, please make sure that you keep copies of all your correspondences. You want to make sure that you do keep a paper trail of those communications, especially in the unlikely event that you experience any issues submitting your application or if you need to appeal a submission or if you have a late submission that needs to be appealed.

Next slide.

Please make sure that you read carefully through the NOFO and follow all the instructions. We want to make sure that you understand the charts and how to fill them out maybe. The instructions in the NOFO itself are very comprehensive, so please take the time to read through it. Make sure you answer all the questions, submit your application on time and please try to submit early if possible. We highly encourage you all to not wait until the last day or minute to submit your application because we want to make sure that you're able to get all the required forms of documentation submitted through grants.gov, so that we can score your application.

Again, please submit on time or early as possible and save all your confirmations and emails, accepting or rejecting your application. As a reminder, again, the application due date is Thursday, October 14th but again, please do not wait until October 14th to submit your application, because again we want to make sure that it gets submitted, and again, you don't want to wait until October 14th to do that, okay?

Next slide. Here's some general information on the Office of Housing Counseling. There are some links for our website, and again, our email address again is housing.counseling@hud.gov. If you do email us please make sure that you include your question topic in the subject line so that we can easily track those questions when they come in, okay?

Thank you everyone for attending today and this concludes today's training. Thank you.

Moderator

Ladies and gentlemen, that does conclude our conference for today. We thank you for your participation and using AT&T Teleconferencing Services. [Indiscernible] speakers, you may standby for debrief. All other participants, you may now disconnect.