



**ALLIANCE FOR HOUSING
OAKLAND COUNTY'S CONTINUUM OF CARE**

**REQUEST FOR PROPOSALS
New Bonus Supportive Services Only – Street Outreach (SSO–SO)**

The Alliance for Housing, Oakland County's Continuum of Care (CoC) is requesting proposals for funding under the U.S. Department of Housing and Urban Development (HUD) Continuum of Care Homeless Assistance Program. **This is for new SSO-SO projects.** See the FY 2025 NOFO for full requirements. The new bonus amount for Oakland County SSO-SO is estimated at **\$667,833**. This grant requires a 25% match (in-kind or cash).

Please look at CFR 578.53 Supportive Services / 13. Outreach services for full definition.

Please look the [HUD NOFO](#) for information pertaining to new bonus SSO-SO projects and page 58 – 59 for rating factors.

Applicant Information

Agency Name: _____

UEI Number: _____

Primary Contact Person:

Title: _____

Email: _____

Phone: _____

EIN: _____

Project Overview

Project Name: _____

Project Type: Supportive Services Only – Street Outreach (SSO–SO)

Projected Number of People Served Annually: _____

Target Population (check all that apply): ☐ Single Adults ☐ Families ☐
Veterans ☐ Youth ☐ DV Survivors ☐ Chronically Homeless



1. Strategy for providing supportive services to people with histories of unsheltered homelessness, including those who do not traditionally engage with services:
2. Describe your partnerships with first responders and law enforcement, including cooperation with enforcement of local camping and public drug use laws:
3. Describe your agency's experience providing outreach consistent with 24 CFR 578.53(e)(13) and demonstrated effectiveness at helping people exit from places not meant for human habitation to emergency shelter, treatment, transitional or permanent housing:
4. Describe how your project is cost-effective consistent with 2 CFR 200.404 (explain cost controls, efficient service delivery, and evidence of reasonable costs):
5. List and describe mainstream public or private resources that will supplement the project (e.g., Medicare, Medicaid, SSI, SNAP, state/local behavioral health funding):



6. Describe your outreach schedule, geographic coverage, and approach for engaging encampments and unsheltered locations:

7. Explain your methods for locating, building rapport, and maintaining engagement with people who avoid services:

8. List your mental health and substance use treatment provider partners and how referrals/warm hand-offs will occur:

9. Describe how you will coordinate with crisis response teams, detox, and inpatient services when needed:

10. Describe your plan for completing documentation, Coordinated Entry (CE) assessments, and linking participants to housing resources:



11. Describe your HMIS participation and data entry process:

12. Provide staffing plan (positions, FTEs, supervision, qualifications) and plan for staff training:

13. Describe your agency's relevant experience with outreach, encampment response, or serving unsheltered populations:

14. Describe how you will measure success (e.g., number engaged, referrals to CE, placements to shelter/housing, health/crisis interventions) and your reporting cadence:

The following are threshold questions that HUD will be expecting compliance with when they make their funding decisions.

Threshold Question #1:

My agency will engage in racial preferences or other forms of illegal discrimination.

___ Yes

___ No



Threshold Question #2:

My agency will operate drug injection sites or “safe consumption sites,” knowingly distribute drug paraphernalia on or off of property under our control, permit the use or distribution of illicit drugs on property under our control, or conduct any of these activities under the pretext of “harm reduction.”

____ Yes

____ No

Budget & Match

Total HUD Funds Requested: \$_____

Total Match ($\geq 25\%$): \$_____

Match Source(s) and Documentation Provided:

Budget Attachments Required:

- ☐ Project Budget (HUD categories)
- ☐ Match Letters/Documentation
- ☐ Most Recent Financial Audit
- ☐ Partnership Letters (MH/SUD treatment providers)
- ☐ Organizational Chart / Staffing Plan/ Job Description(s)
- ☐ Unexpired SAM.Gov Registration



Certification

I certify that the information provided is true and complete. I understand that the HUD-required scoring items on page 58-59 of the NOFO must score at least 5 of 6 points for this application to be considered.

Authorized Official Name: _____

Title: _____

Signature: _____

Date: _____

SCORING GUIDE – SSO–SO (Street Outreach) Project Application

Total Possible Points: 50

Project Design & Service Strategy (16 points)

Strategy for serving people experiencing unsheltered homelessness (8 points)

Criteria:

- Engagement of people who do not traditionally engage
- Harm reduction approach, trauma-informed strategies



- Clear service flow & outreach methodology
- Alignment with HUD outreach definition at 24 CFR 578.53(e)(13)

Scoring:

- **0–2:** Minimal, vague, or missing strategy
 - **3–5:** Adequate; some detail; partially aligned with HUD standards
 - **6–8:** Strong, comprehensive, evidence-based outreach approach
-

Engagement approach in encampments & unsheltered areas (4 points)

- **0–1:** Minimal geographic coverage/strategy
 - **2–3:** Adequate schedule and engagement plan
 - **4:** Strong, proactive, consistent engagement approach
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Methods for locating, building rapport, maintaining engagement (4 points)

- **0–1:** Vague or incomplete
 - **2–3:** Reasonable, somewhat detailed
 - **4:** Strong rapport-building model, proven strategies
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Partnerships & Community Coordination (12 points)

Partnerships with law enforcement & first responders (4 points)

Criteria:

- Regular collaboration
- Coordination around encampments
- Compliance with local camping/public drug use enforcement
- Shared protocols for safety

Scoring:

- **0–1:** Minimal/no partnerships



- **2–3:** Some collaboration described
 - **4:** Strong, active partnerships with clear processes
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Mental health / SUD provider partnerships & warm hand-offs (4 points)

- **0–1:** Weak or unclear referrals
 - **2–3:** Reasonable partnerships
 - **4:** Strong warm hand-off process and established partners
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Coordination with crisis teams, detox, inpatient services (4 points)

- **0–1:** Weak or unclear
 - **2–3:** Some coordination mechanisms
 - **4:** Clear protocols, strong provider coordination
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Experience & Capacity (10 points)

Agency experience with street outreach & serving unsheltered populations (5 points)

- **0–1:** Minimal experience
 - **2–3:** Some relevant experience
 - **4–5:** Strong outreach background; demonstrated success helping people exit unsheltered homelessness
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Staffing plan, FTEs, qualifications, and training (5 points)

- **0–1:** Insufficient staffing plan
 - **2–3:** Adequate but lacking detail
 - **4–5:** Clear, fully developed staffing structure and training plan
-

Cost Effectiveness & Resources (7 points)



Cost effectiveness & reasonableness (2 CFR 200.404) (4 points)

- **0–1:** Weak rationale or high/unclear costs
 - **2–3:** Reasonable, mostly justified
 - **4:** Strong cost justification, efficient use of funds
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Mainstream resource leveraging (3 points)

(Examples: Medicaid, Medicare, SNAP, BH funding, SSI, community resources)

- **0–1:** Limited resources identified
 - **2:** Adequate mix of supports
 - **3:** Strong integration with multiple public/private supports
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Compliance, Documentation, & HMIS (5 points)

HMIS participation & data plan (3 points)

- **0–1:** Weak or unclear data plan
 - **2:** Adequate and compliant
 - **3:** Strong data quality processes and timely entry plan
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CE assessments, documentation completion & housing linkages (2 points)

- **0–1:** Minimal or vague
 - **2:** Clear plan for CE assessments, documentation, and linkages
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Budget, Match, & Required Attachments (5 points)

Budget completeness & match requirement (5 points)

Includes:

- ≥25% match committed
- Match documentation



- Audit, partnership letters, staffing plan, SAM.gov registration
- Budget aligns with project description

Scoring:

- **0–2:** Multiple missing or insufficient items
 - **3–4:** Most complete; minor gaps
 - **5:** Fully complete, documented, compliant
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Performance Measurement (5 points)

Performance indicators & reporting plan (5 points)

Includes:

- Outreach engagement numbers
- CE referrals
- Housing/shelter linkages
- Healthcare/crisis interventions
- Reporting cadence to CoC/HMIS

Scoring:

- **0–2:** Minimal or unclear
 - **3–4:** Adequate performance framework
 - **5:** Strong, measurable, HUD-aligned indicators
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TOTAL POSSIBLE SCORE: 50 POINTS

Mandatory HUD Threshold:

HUD-required scoring items (NOFO pp. 58–59) must earn **at least 5 of 6 points** for the application to proceed.

Recommended overall threshold: **42 points** to be competitive.

Applicants that are rejected may also appeal directly to HUD by submitting a Solo Application prior to the deadline per the 2025 NOFO.

