



NYS Making Moves Program RFP

RFP Webinar

Tuesday 9/10 3:00 – 4:30 PM

Thursday 9/12 12:00 – 1:30 PM



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PROGRAM PARTNERS

Making Moves – Partners

NYS Homes & Community Renewal (HCR):

- State funder

Enterprise Community Partners:

- Program administrator

Poverty Race Research & Action Council (PRRAC):

- Technical Assistance provider for MMP

BACKGROUND

Background

Housing Choice Voucher (HCV) program – federal program providing rental subsidy to low-income households to access affordable, quality homes

- Currently, high levels of concentrated poverty & segregation for voucher families
- Opportunity moves have been shown to strongly impact children & their future

Why Mobility?

Goal: Assist families to overcome endemic barriers preventing families from moving to areas of their choice

How: Customized counseling & search assistance, financial supports & incentives, post-move support

Why: Comprehensive housing mobility services has dramatic impact on types of neighborhoods where families live

Program History

2022

NYS HCR funds first mobility program sites; Long Island & Buffalo

2024

Second RFP released with the goal of up to 3 new program sites throughout NYS

2023

First RFP released & expansion to Ithaca (Tompkins County) and Newburgh (Dutchess, Orange Counties)

PROGRAM COMPONENTS

Program Overview

Selected sites contract with Enterprise & deliver program services, administer incentive & participant support funds, and provide in-depth data reporting back to Enterprise & HCR

Program activity falls within 3 primary buckets:

- Participant support
- Landlord outreach & incentives
- Post-move support

Disclaimer: sites expected to offer all aspects of the program, however, Enterprise works with selected programs to tailor their approach to local conditions / needs

- Include: regional context, housing context, population details, etc. for full picture of service area

Participant Supports

1	Outreach & Marketing	Develop comprehensive outreach strategies: direct to HCV via recertification packets or general via mailings, social media, flyers, etc.
2	Pre-Move Counseling	Before the search, clients will participate in workshops, financial planning, and discussions on housing needs & wants. Work to remove barriers for families to move
3	Search Assistance	Work with clients to find options in WRAs. Clients conduct search as program staff provide unit referrals. Counseling on SOI and other barriers important in this phase.
4	Post-Move Support	After a move is made to a WRA, family is now in post-move. Aid in family transition to new neighborhood & provide referrals to local service providers, if needed.

Ongoing Programmatic Responsibilities

1

Landlord Outreach

Develop strategy for engaging local landlords, brokers, real estate agents to build pipeline of unit referrals for searching families

2

Data Reporting

Recruitment outreach, Program intake & eligibility, Pre-search counseling, Landlord / realtor outreach, Search assistance, SOI cases reported, Post-move supports, Mobility outcomes, Financial information, and Narrative reporting

3

Peer Learning

Once critical mass of participants is reached, should facilitate peer learning & tenant advocacy groups to promote cohesion within program participants

Financial Supports

Participant Financial Supports:

- Move Assistance
- Security Deposit
- Rental Assistance
- Brokers & Application Fees
- Additional as needed

Landlord Financial Incentives:

- Housing Quality Improvement (HQI) Funds
- Landlord Bonus
- Broker Referral Fee

Service Area

In your application, you will include a Service Area to whose HCV participants you offer services

- Applicants must propose to serve at least **ONE** county
- May take regional approach involving more than one county & multiple PHAs
- Applicants are encouraged to form partnerships
- Service area must contain one or more well-resourced areas (WRA)

Well Resourced Areas

Well Resourced Areas (WRAs)

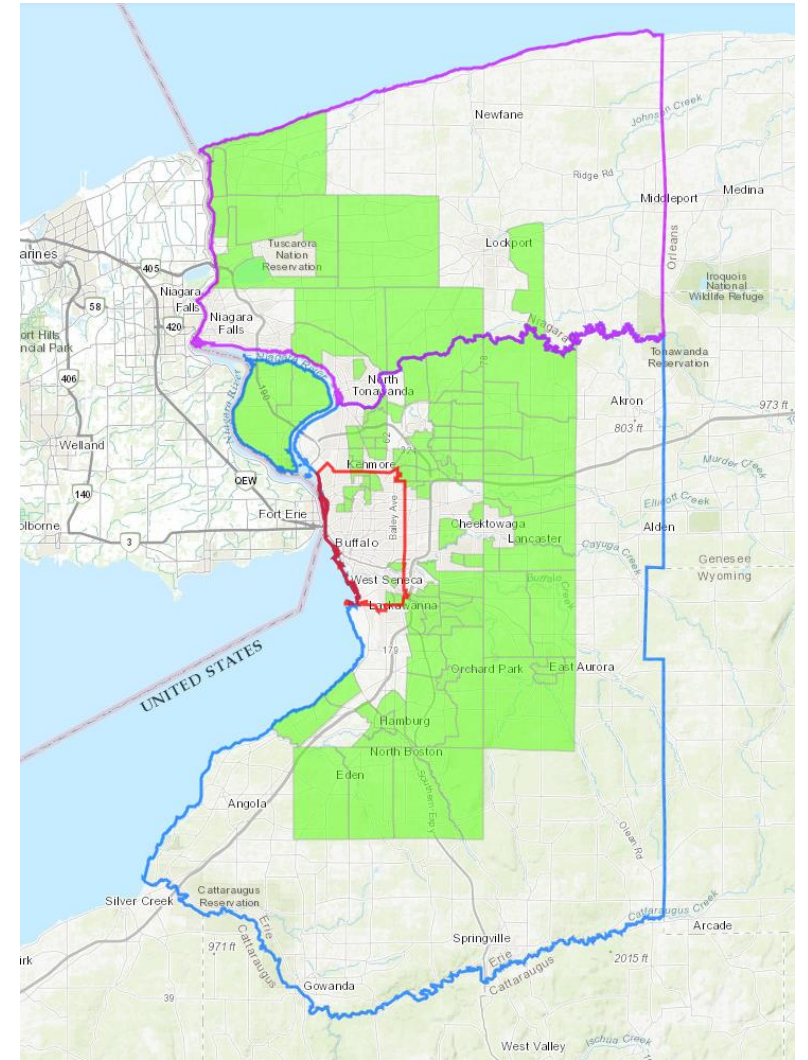
- Based on HCR's Neighborhood Resource Index
- Applicant's proposed service area MUST include at least 1 WRA and areas of voucher concentration
- Local knowledge essential in creating WRA maps

HCR's Neighborhood Resource index domains:

- Income & Employment, Education, Demographics, Housing & Amenities

Applicants can propose changes to their WRA map based on local knowledge and support by data

- ERASE Racism
- Childhood Opportunity Index 3.0



Additional Programmatic Considerations

PHA Engagement Plan: cooperation with area PHAs is essential and applicants should have a dedicated PHA engagement plan

Partnerships: forming effective relationships prior to implementation is essential to meet needs of clients

- Credit Counseling services
- Fair Housing and Source of Income discrimination

Education: operators must have knowledge about local school quality

SUBMISSION REQUIREMENTS

RFP Details

Seeking up to 3 new Program Sites:

- Funding available for 5 years to cover staff, operating support, incentives, etc.
- Applicants apply for up to \$400,000 for the first contract year
- Ability to request additional funds annually

Submit applications via SlideRoom

- support@slideroom.com

All submissions are due by **11:59 PM on November 15, 2024**

RFP Workshops:

- Workshop 1: 9/10 3:00 – 4:30 PM
- Workshop 2: 9/12 12:00 – 1:30 PM

Registration links on RFP & release webpage

Technical Assistance Sessions:

- 9/16 2:00 – 3:30 PM
- 9/25 10:00 – 11:30 AM

To register for TA Sessions, email mdeeter@enterprisecommunity.org

Minimum Requirements

Lead applicants must meet the all the following minimum requirements:

1. Is either a PHA, nonprofit corporation, local government entity
2. Licensed to conduct business in NYS (if applicable)
3. Has no less than 5 years of experience providing affordable housing or related services
4. If not a PHA or in service area with multiple PHAs, must provide evidence of partnership with local PHAs providing HCV in the proposed service area (letter of support, Memorandum of Understanding, etc.)
5. Must have a physical office w/in the service area that is easily accessible to clients
6. Must have a plan to address language barriers, including access to translation & interpretation services

Additional Preferences

In addition to minimum requirements, preference may be given to Applicants that:

1. Demonstrated background in low-income housing counseling
2. Have or are currently operating a mobility program
3. Have experience working with private owners
4. Have working relationship w/ credit counseling & repair services
5. Familiarity with Fair Housing testing & enforcement in their region & possess a robust anti-discrimination action plan
6. Familiarity with HCV policies & procedures & administering federal funds to delivery housing programs / services
7. Secured commitment from local PHAs to leverage resources to achieve the goals of this program

Application Components – Narrative

1. Proposed Strategy (up to 40 points):
 1. (10 points) Program, Local Need, and Market Analysis
 2. (10 points) Approach to Mobility Support Services
 3. (10 points) Data Tracking and Management
 4. (10 points) Discrimination Plan
2. Team Capacity, Qualifications, and Experience (up to 25 points)
3. Partnerships and Other Local Resources (up to 15 points)
4. Budget (up to 20 points)

EVALUATION CRITERIA

Evaluation Criteria

Proposed Strategy – 40 points

1. *(10 points)* Comprehensiveness of the proposed design and implementation plan. Applicant proposal demonstrates thorough understanding of local needs and regional context and has a clear explanation for the size and geographic boundaries of the service area proposed. If proposed service area deviates from NYSHCR designated well-resourced areas as basis, applicant provides justifications. Application includes maps of proposed region's HCV concentration, proposed well-resourced communities, and a market analysis, or conceptual description of the above.
2. *(10 points)* Mobility support services are robust and well thought through. Applicant provides comprehensive plan for each service.
3. *(10 points)* Applicant demonstrates robust understanding of data collection and tracking, and internal capacity necessary to ensure comprehensive data entry and reporting, both to inform program impact and monitoring.
4. *(10 points)* Applicant demonstrates commitment to the fair housing goals of the program through robust discrimination action plan, including but not limited to training for staff, tenant and landlord education strategies, data tracking process, strategies to monitor client housing search, enforcement action plan as the “first responder,” support for families that have experienced discrimination, mediation with landlords, referrals, etc. Applicant includes indication of support or partnership agreement with local fair housing organization

Evaluation Criteria

Team Capacity, Qualifications, Experience – 25 points

- Applicant demonstrates staff capacity and experience to ensure the successful completion of the project, including experience with and knowledge of Section 8 housing policies and procedures, counseling individual clients, recruiting private property owners, and any other relevant experience to the program goals.
- Application includes resumes and bios of team members, or qualifications sought for staff not yet hired.

Additional Factors – 10 points

- Applicant demonstrates coordinated partnership and commitment with PHAs in region. Commitment letter, partnership agreement, or executed MOU are included with application.
- Applicant is leveraging other local resources and has funding commitments in place.
- Application includes indications of support or partnership agreements with any other relevant stakeholders.

Budget – 20 points

- Budget will be assessed for reasonableness and effectiveness of proposed staffing structure and financial supports and incentives to address housing barriers.
- Budgets will be compared to existing programs and other applicants, including a comparison of the cost per move to well-resourced areas / overall cost per participant
- Based on data from existing programs nationally, we expect programs to cost roughly \$5,000 - \$8,000 to move to WRAs. However, reviewers will consider different costs and market dynamics in different regions.

Resources for Applicants

- ❑ [Current RFP](#)
- ❑ [Last Year's RFP](#)
- ❑ [HUD's Mobility Toolkit](#)
- ❑ [Creating Moves to Opportunity: Experimental Evidence on Barriers to Neighborhood Choice \(Bergman et al., August 2019\)](#)
- ❑ [The Effects of Exposure to Better Neighborhoods on Children \(Chetty et al., May 2015\).](#)
- ❑ [Expanding Choice: Practical Strategies for Building a Successful Housing Mobility Program \(Urban Institute-PRRAC, May 2013\)](#)
- ❑ [Social Capital I: Measurement and Associations with Economic Mobility \(Raj Chetty et al., August 2022\)](#)
- ❑ [Implementing Creating Moves to Opportunity \(Bigelow, 2021\)](#)



Questions?

