HHAP Strategic Investment RFP
Application Guide

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Application Guide

SECTION 1. USING THE APPLICATION GUIDE

Using this Guide

The HHAP Strategic Investment Application Guide is a companion to the HHAP Strategic Investment Request for Proposals (RFP).

The RFP describes:

- The funding opportunity
- Applicant eligibility
- Investment priorities
- Funding availability
- The application, review, and award process

This Application Guide is designed to help applicants complete the ZoomGrants application by:

- Organizing each application component
- Providing the application questions
- Identifying the information applicants should address in each response
- Identifying the required attachments to be uploaded

Applicants should review the RFP before preparing their application.

Applicants applying under both Strategic Investment Opportunities must complete a separate application for each initiative.

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SECTION 2. HHAP STRATEGIC INVESTMENT FRAMEWORK

SECTION 3. REQUIRED DOCUMENTS

Applicants will be required to upload supporting documentation through ZoomGrants.

Required attachments include:

- Proof of legal entity status in the State of CA, as evidenced by applicable registration or organizational documents.
- Organizational Chart
- Current Board of Directors list
- Letters of Commitment and/or Memoranda of Understanding (if applicable)
- Documentation of leveraged resources (if applicable)
- Most recent audited financial statements (or equivalent financial documentation)
- Other documentation identified within this funding opportunity, if applicable.

Applicants submitting applications under both Strategic Investment Opportunities must submit a separate Project Budget and Budget Narrative for each application. Organizational documents, such as the Organizational Chart, Board of Directors List, and audited financial statements, only need to be uploaded once through ZoomGrants.

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SECTION 4. CONCENTRATED POPULATION HOUSING INITIATIVE

This section provides application guidance for the Concentrated Population Housing Initiative. If you are not applying for this initiative, proceed to Section 5.

Application Components 3 through 8 are identical for both HHAP initiatives. They are intentionally included in full within this section so applicants can use this Guide independently without needing to reference another section.

Initiative Overview

The Concentrated Population Housing Initiative supports targeted, housing-focused investments within concentrated settings or geographic areas where coordinated intervention can accelerate permanent housing placements and strengthen regional system performance.

Rather than distributing resources broadly, this initiative focuses investment where housing barriers are concentrated and where a coordinated, housing-focused strategy can produce measurable housing outcomes.

Housing Focus Areas may include:

- Emergency shelters
- Encampments
- Safe parking or safe sleeping locations
- RV or vehicle-dwelling communities
- Interim housing
- Geographic areas with concentrations of unsheltered homelessness
- Other concentrated settings appropriate to the proposed investment

Applicants should identify a specific Housing Focus Area, define the primary Housing Challenge affecting households within that setting, describe the households to be served, and explain the Housing Strategy that will produce measurable Housing Outcomes.

🎯 **Key Takeaway - Start with where the Housing Opportunity exists.**

APPLICATION COMPONENT 1: HOUSING FOCUS AREA AND HOUSING CHALLENGE — (20 POINTS)

Purpose

This component establishes the Housing Focus Area where the proposed investment will be concentrated and defines the primary Housing Challenge it is intended to address.

A strong proposal demonstrates why focusing resources within the selected setting or geographic area is expected to improve permanent housing outcomes.

1A. Housing Focus Area

Select the primary Housing Focus Area in which the proposed investment will be concentrated.

The Housing Focus Area should represent the setting or geographic area where the proposed investment is expected to create the greatest impact.

Select One

- Emergency Shelter
- Safe Parking
- Safe Sleeping
- Encampment
- Vehicle Dwelling Community
- Interim Housing
- Geographic Area
- Other (please describe)

1B. Housing Challenge
Application Question

Describe the primary Housing Challenge that the proposed investment is intended to address.

Explain why concentrating resources within this Housing Focus Area is expected to address the identified Housing Challenge and improve permanent housing outcomes.

In your response, describe:

- Why this Housing Focus Area is an appropriate focus for the proposed investment.
- The primary Housing Challenge within this Housing Focus Area.
- The factors contributing to this Housing Challenge.
- The data, system performance information, local experience, or other evidence that supports your assessment.
- Why this Housing Challenge is appropriate for HHAP investment.
- How addressing this Housing Challenge will improve permanent housing outcomes.

🎯 **Key Takeaway - Start with the Housing Challenge — not the organization or existing program.**

Application Component 2: Households Served (10 Points)
Purpose

This component describes the households the proposed investment is intended to serve and how they will be identified, referred, prioritized, and, where applicable, enrolled.

A strong proposal demonstrates that the households served are directly connected to the housing challenge identified in Component 1 and that the proposed investment is appropriately targeted to achieve the anticipated housing outcomes.

Application Questions

Question 2A. Select the Primary Target Population(s) within the Housing Focus Area identified in Component 1. If you select more than one population explain how each population experiences the Housing Challenge identified in Component 1.

- Single Adults
- Families
- Older Adults (55+)
- Older Adults (62+)
- Transition-Age Youth (18–24)
- Veterans
- Survivors of Domestic Violence
- Other (please describe)

Question 2B. **Describe the households that will receive the proposed housing intervention and explain how they experience the Housing Challenge identified in Component 1.**

In your response, describe:

- Why the selected Target Population was identified for the proposed investment. If more than one population is selected, explain why each population was identified.
- How the households to be served experience the Housing Challenge described in Component 1.
- How households will be identified, referred, or prioritized for participation.
- Any eligibility criteria necessary to implement the proposed investment.
- How the households to be served align with the proposed Housing Strategy and anticipated Housing Outcomes.

Question 2C. How many households are expected to receive the proposed housing intervention during the Project Period?

Key Takeaway - Clearly define who will be served and how households will be identified and prioritized.

Application Component 3: Housing Strategy (20 Points)

Purpose

This component describes how the proposed investment will address the Housing Challenge identified in Component 1 for the households described in Component 2.

A strong proposal demonstrates how the proposed Housing Strategy will remove identified housing barriers, improve access to permanent housing, and achieve the anticipated Housing Outcomes.

Application Question

Describe the proposed Housing Strategy and explain how and why it addresses the Housing Challenge identified in Component 1 for the households described in Component 2.

Explain why the proposed strategy represents the appropriate level of housing assistance and how it is expected to improve permanent housing outcomes.

In your response, describe:

- The proposed housing-focused strategy and how it addresses the identified Housing Challenge.
- Why the proposed strategy addresses the identified Housing Challenge.
- Why this strategy is appropriate for the households described in Component 2.
- Why this strategy represents the appropriate level of housing assistance to achieve the anticipated housing outcomes.
- How the proposed housing strategy complements the organization's Housing Access & Housing Pipeline described in Component 5.

Housing strategies should reflect the level of assistance necessary to achieve the proposed housing outcomes. Applicants are encouraged to design flexible, housing-focused approaches that match participant need rather than relying on a single program model or service intensity for all households.

Housing strategies may incorporate one or more of the following approaches, as appropriate for the identified housing challenge and target population:

- Housing problem solving
- Housing-focused case management
- Housing stabilization
- Housing search
- Landlord engagement and housing acquisition
- Flexible financial assistance
- Rental assistance, including shallow subsidies
- Benefits and income navigation
- Employment and workforce connections
- Ongoing housing retention supports
- Reconnecting households to family, community, employment, education, healthcare, and other supports disrupted by homelessness
- Other housing-focused strategies appropriate to the proposed investment

Key Takeaway - Describe the housing strategy—not simply the services your organization provides.

APPLICATION COMPONENT 4: HOUSING OUTCOMES (20 POINTS)

Purpose

This component describes the measurable housing outcomes the proposed investment is expected to achieve during the Project Period.

A strong proposal demonstrates how the identified Housing Challenge, households described in Component 2, and Housing Strategy work together to produce measurable Housing Outcomes and contribute to regional system performance.

Application Questions

Question 4A.

Select the California System Performance Measure (CA SPMs) the proposed investment is expected to contribute to. Applicants may select more than one.

- Measure 1a – People Accessing Services
- Measure 1b – Unsheltered Homelessness (Point-in-Time Count)
- Measure 2 – First-Time Homelessness
- Measure 3 – Exits to Permanent Housing
- Measure 4 – Average Length of Time in Services
- Measure 5 – Returns to Homelessness
- Measure 6 – Successful Placements from Street Outreach

Not every proposed investment will contribute to every California System Performance Measure (CA SPM). Applicants should select the measure(s) most closely aligned with the anticipated Housing Outcomes of the proposed investment.

Question 4B.

Describe the measurable Housing Outcomes the proposed investment is expected to achieve during the Project Period and explain how the investment contributes to broader regional housing outcomes and strengthens the regional homelessness response system beyond the households directly served.

In your response, describe:

- The anticipated housing outcomes.
- How the proposed Housing Strategy is expected to achieve these outcomes.
- How success will be measured, including measurable targets where appropriate.
- The reason the anticipated outcomes are realistic given the proposed investment, implementation timeline, and households to be served.

Housing Outcomes should describe the measurable changes expected because of the proposed investment—not simply the activities that will be provided. Whenever appropriate, applicants should identify measurable targets that demonstrate the anticipated impact of the proposed investment.

Key Takeaway - Demonstrate how the proposed strategy will produce measurable housing outcomes.

Application Component 5: Housing Access & Implementation Readiness (10 Points)

Purpose

This component focuses on the applicant's access to permanent housing opportunities and organizational readiness to successfully implement the proposed housing investment.

Strong proposals show that the organization has a realistic strategy for securing permanent housing opportunities and a clear implementation plan to begin serving households within the required project timeline.

Application Questions

Question 5A. Housing Access & Housing Pipeline

Describe how your organization will secure and maintain access to permanent housing opportunities necessary to achieve the proposed Housing Outcomes.

In your response, describe:

- Your strategy for identifying, securing, and maintaining access to permanent housing opportunities.
- Existing landlord relationships, housing provider partnerships, affordable housing partnerships, master leasing arrangements, property management relationships, or other housing acquisition strategies.
- Your current or anticipated Housing Pipeline, including existing units, committed housing opportunities, or other housing resources available to support the proposed investment.
- If housing partnerships or landlord relationships are still being developed, your implementation plan and timeline for establishing them.
- How your Housing Access strategy will support timely placement into permanent housing.

Question 5B. Implementation Readiness

Describe your implementation plan and explain how your organization is prepared to successfully launch and deliver the proposed housing investment.

In your response, describe:

- The implementation plan and timeline from contract execution through project launch.
- The staffing, partnerships, experience, and operational capacity that will support implementation.
- The anticipated implementation challenges and the strategies you will use to address them.
- How households will begin receiving housing interventions within the required project timeline.

Successful proposals demonstrate both Housing Access and Implementation Readiness. A strong Housing Strategy requires not only the ability to deliver housing-focused services, but also reliable access to permanent housing opportunities.

Key Takeaway - A strong housing strategy also demonstrates access to permanent housing opportunities.

Application Component 6: Additional Housing Impact (10 Points)

Purpose

This component describes how the proposed investment will create measurable additional housing impact beyond existing resources and activities.

A strong proposal demonstrates how HHAP funding will expand housing opportunities, accelerate permanent Housing Outcomes, or strengthen regional system performance in ways that would not otherwise occur.

Application Question

Describe how the proposed investment will create measurable additional housing impact beyond existing resources and activities.

In your response, describe:

- How HHAP funding will create additional housing opportunities or improve housing outcomes that would not otherwise occur.
- How the proposed investment expands, accelerates, or strengthens existing housing efforts rather than replacing or duplicating existing resources.
- How the proposed investment will contribute to improved regional housing outcomes and strengthen the regional homelessness response system.
- Why the proposed investment represents an effective use of one-time HHAP funding.

Additional housing impact may be achieved by expanding housing capacity, strengthening housing strategies, reducing housing barriers, accelerating housing placements, improving housing system flow, or creating new housing opportunities that would not otherwise be available.

Key Takeaway – Demonstrate the additional housing impact the proposed investment will create beyond existing resources and activities.

Application Component 7: Partnerships & Leveraged Resources (5 Points)

Purpose

This component describes how partnerships and leveraged resources strengthen the proposed housing investment.

A strong proposal demonstrates meaningful collaboration that improves implementation, expands housing opportunities, and maximizes the impact of one-time HHAP funding.

Application Question

Describe how partnerships and leveraged resources strengthen the proposed housing investment and contribute to achieving the anticipated Housing Outcomes.

In your response, describe:

- The key partnerships necessary to successfully implement the proposed Housing Strategy.
- The role each partner will play in supporting the proposed investment.
- The financial and non-financial resources that strengthen the proposed investment.
- How partnerships and leveraged resources expand housing opportunities, improve coordination, increase the effectiveness of the proposed investment, and contribute to achieving the anticipated Housing Outcomes.

Partnerships should be purposeful and directly support the proposed Housing Strategy and anticipated Housing Outcomes. Leveraged resources may include funding, housing opportunities, staffing, services, landlord relationships, technology, or other resources that strengthen the proposed investment.

Key Takeaway - Show how partnerships strengthen the investment—not simply who the partners are.

Application Component 8: Budget & Investment Alignment (5 Points)

Purpose

This component describes how the requested HHAP funding supports the proposed Housing Strategy and anticipated Housing Outcomes

A strong proposal demonstrates that the requested funding is reasonable, proportional to the proposed Housing Strategy, and aligned with the anticipated Housing Outcomes.

Application Question

Describe how the requested HHAP funding will support the proposed Housing Strategy and anticipated Housing Outcomes.

In your response, describe:

- How the requested funding aligns with the proposed Housing Strategy described in Component 3 and the California System Performance Measure(s) identified in Component 4.
- How the requested investment is proportional to the number of households served and the anticipated Housing Outcomes.
- How the proposed budget represents an effective use of one-time HHAP funding.

- Significant budget assumptions or unique costs that are important for reviewers to understand.

The budget narrative should explain how the requested funding supports the overall investment strategy rather than provide a line-by-line description of individual budget items.

Key Takeaway – Demonstrate that the requested investment is reasonable, proportional, and aligned with the proposed Housing Strategy and anticipated Housing Outcomes.

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SECTION 5. INITIATIVE 2: HOUSING ADVANCEMENT INITIATIVE

This section provides guidance for the **Housing Advancement Initiative** application.

Application Components 3 through 8 are identical for both HHAP initiatives. They are intentionally included in full within this section so applicants can use this Guide independently without needing to reference another section.

Initiative Overview

The Housing Advancement Initiative supports housing-focused investments designed to help households experiencing homelessness achieve greater housing stability and housing independence through targeted, time-limited assistance that removes barriers to permanent housing.

The initiative is intended for households experiencing homelessness who would benefit from limited, targeted housing assistance to progress toward permanent housing and greater housing stability and independence. These households may already have employment, income, benefits, family supports, or other strengths that position them for successful housing outcomes but continue to experience specific housing barriers. Rather than providing long-term assistance, the initiative focuses on removing those barriers through strategic, housing-focused investments.

Targeted investments help households overcome remaining housing barriers, increase movement throughout the regional homelessness response system, and create capacity for additional households to be served.

Unlike the Concentrated Population Housing Initiative, applicants begin by identifying the Primary Target Population. The application then asks applicants to describe the Housing Challenge affecting that population and explain how the proposed investment will improve Housing Outcomes.

Proposals should demonstrate how the requested investment provides the right level of housing assistance at the right time to remove identified housing barriers and support greater housing stability and independence.

Examples of Housing Advancement Opportunities

Examples of housing advancement opportunities may include:

- **Older adults (55+)** experiencing barriers to transitioning from interim housing to permanent housing.
- **Veterans** who benefit from targeted housing assistance to obtain or stabilize permanent housing.
- **Transition-Age Youth (18–24)** who are ready to progress toward permanent and will benefit from targeted, time-limited assistance to overcome remaining housing barriers and achieve greater independence.
- **Single adults or families** who have employment, income, or other resources but require targeted assistance to overcome housing access or affordability barriers.

- **Safe Parking or Safe Sleeping participants** who are ready to progress toward permanent housing and will benefit from targeted, time-limited assistance targeted housing interventions to overcome remaining barriers.
- Other Target Populations experiencing identifiable housing barriers that can be resolved through strategic, housing-focused investments.

Application Component 1: Housing Focus Area and Housing Challenge (20 Points)

Purpose

This component establishes the foundation of the proposed investment by identifying the Primary Target Population experiencing homelessness and the Housing Challenge preventing the selected Primary Target Population from achieving permanent housing and greater housing stability or independence.

Every competitive proposal begins with a clearly defined Primary Target Population and a specific Housing Challenge that the proposed investment is designed to address.

Application Questions

Question 1A. Primary Target Population

Select the Primary Target Population for this proposed investment.

- Single Adults
- Families
- Older Adults (55+)
- Older Adults (62+)
- Transition-Age Youth (18–24)
- Veterans
- Survivors of Domestic Violence
- Other (please describe)

Question 1B. Housing Challenge

Describe why the selected Primary Target Population is an appropriate focus for the proposed investment and the Housing Challenge the proposed investment is intended to address.

Explain how addressing this Housing Challenge is expected to improve housing stability, increase housing independence, or accelerate progress toward permanent Housing Outcomes.

In your response, describe:

- The reason the selected Primary Target Population is an appropriate focus for the proposed investment.

- The primary Housing Challenge preventing these households from achieving greater housing stability or independence.
- The factors contributing to this Housing Challenge.
- The data, system performance information, local experience, or other evidence supporting your assessment.
- Why this Housing Challenge is appropriate for HHAP investment.
- How addressing this Housing Challenge will improve housing stability, increase housing independence, or accelerate progress toward permanent Housing Outcomes.

The Housing Challenge should focus on the barrier the proposed investment is intended to remove—not simply describe homelessness or the organization's existing services.

Key Takeaway - Clearly define the Housing Challenge preventing households from achieving greater housing stability or independence—not simply the services they need.

APPLICATION COMPONENT 2: HOUSEHOLDS SERVED (10 POINTS)

Purpose

This component describes the households the proposed investment is intended to serve and how they will be identified, referred, prioritized, and selected for participation.

A strong proposal demonstrates that the households served are intentionally selected, aligned with the Primary Target Population identified in Component 1, and likely to benefit from the proposed Housing Strategy.

Application Questions

Question 2A - Describe how households will be identified, referred, and selected for participation in the proposed housing intervention.

In your response, describe:

- Referral pathways.
- Prioritization process.
- Eligibility criteria.
- How the households to be served align with the Target Population identified in Component 1.

Question 2B. How many households are expected to receive the proposed housing intervention during the Project Period?

Key Takeaway - Clearly define the households to be served, why they were selected, and how households will be identified and prioritized.

Application Component 3: Housing Strategy (20 Points)

Purpose

This component describes how the proposed investment will address the Housing Challenge identified in Component 1 for the households described in Component 2.

A strong proposal demonstrates how the proposed Housing Strategy will remove identified housing barriers, improve access to permanent housing, and achieve the anticipated Housing Outcomes.

Application Question

Describe the proposed Housing Strategy and explain how and why it addresses the Housing Challenge identified in Component 1 for the households described in Component 2.

Explain why the proposed strategy represents the appropriate level of housing assistance and how it is expected to improve permanent housing outcomes.

In your response, describe:

- The proposed housing-focused strategy and how it addresses the identified Housing Challenge.
- Why the proposed strategy addresses the identified Housing Challenge.
- Why this strategy is appropriate for the households described in Component 2.
- Why this strategy represents the appropriate level of housing assistance to achieve the anticipated housing outcomes.
- How the proposed housing strategy complements the organization's Housing Access & Housing Pipeline described in Component 5.

Housing strategies should reflect the level of assistance necessary to achieve the proposed housing outcomes. Applicants are encouraged to design flexible, housing-focused approaches that match participant need rather than relying on a single program model or service intensity for all households.

Housing strategies may incorporate one or more of the following approaches, as appropriate for the identified housing challenge and target population:

- Housing problem solving
- Housing-focused case management
- Housing stabilization
- Housing search
- Landlord engagement and housing acquisition
- Flexible financial assistance
- Rental assistance, including shallow subsidies
- Benefits and income navigation
- Employment and workforce connections
- Ongoing housing retention supports

- Reconnecting households to family, community, employment, education, healthcare, and other supports disrupted by homelessness
- Other housing-focused strategies appropriate to the proposed investment

Key Takeaway - Describe the housing strategy—not simply the services your organization provides.

Application Component 4: Housing Outcomes (20 Points)

Purpose

This component describes the measurable housing outcomes the proposed investment is expected to achieve during the Project Period.

A strong proposal demonstrates how the identified Housing Challenge, households described in Component 2, and Housing Strategy work together to produce measurable Housing Outcomes and contribute to regional system performance.

Application Questions

Question 4A.

Select the California System Performance Measure (CA SPMs) the proposed investment is expected to contribute to. Applicants may select more than one.

- Measure 1a – People Accessing Services
- Measure 1b – Unsheltered Homelessness (Point-in-Time Count)
- Measure 2 – First-Time Homelessness
- Measure 3 – Exits to Permanent Housing
- Measure 4 – Average Length of Time in Services
- Measure 5 – Returns to Homelessness
- Measure 6 – Successful Placements from Street Outreach

Not every proposed investment will contribute to every California System Performance Measure (CA SPM). Applicants should select the measure(s) most closely aligned with the anticipated Housing Outcomes of the proposed investment.

Question 4B.

Describe the measurable Housing Outcomes the proposed investment is expected to achieve during the Project Period and explain how the investment contributes to broader regional housing outcomes and strengthens the regional homelessness response system beyond the households directly served.

In your response, describe:

- The anticipated housing outcomes.
- How the proposed Housing Strategy is expected to achieve these outcomes.
- How success will be measured, including measurable targets where appropriate.

- The reason the anticipated outcomes are realistic given the proposed investment, implementation timeline, and households to be served.

Housing Outcomes should describe the measurable changes expected because of the proposed investment—not simply the activities that will be provided. Whenever appropriate, applicants should identify measurable targets that demonstrate the anticipated impact of the proposed investment.

Key Takeaway - Demonstrate how the proposed strategy will produce measurable housing outcomes.

Application Component 5: Housing Access & Implementation Readiness (10 Points)

Purpose

This component focuses on the applicant's access to permanent housing opportunities and organizational readiness to successfully implement the proposed housing investment.

Strong proposals show that the organization has a realistic strategy for securing permanent housing opportunities and a clear implementation plan to begin serving households within the required project timeline.

Application Questions

Question 5A. Housing Access & Housing Pipeline

Describe how your organization will secure and maintain access to permanent housing opportunities necessary to achieve the proposed Housing Outcomes.

In your response, describe:

- Your strategy for identifying, securing, and maintaining access to permanent housing opportunities.
- Existing landlord relationships, housing provider partnerships, affordable housing partnerships, master leasing arrangements, property management relationships, or other housing acquisition strategies.
- Your current or anticipated Housing Pipeline, including existing units, committed housing opportunities, or other housing resources available to support the proposed investment.
- If housing partnerships or landlord relationships are still being developed, your implementation plan and timeline for establishing them.
- How your Housing Access strategy will support timely placement into permanent housing.

Question 5B. Implementation Readiness

Describe your implementation plan and explain how your organization is prepared to successfully launch and deliver the proposed housing investment.

In your response, describe:

- The implementation plan and timeline from contract execution through project launch.
- The staffing, partnerships, experience, and operational capacity that will support implementation.
- The anticipated implementation challenges and the strategies you will use to address them.
- How households will begin receiving housing interventions within the required project timeline.

Successful proposals demonstrate both Housing Access and Implementation Readiness. A strong Housing Strategy requires not only the ability to deliver housing-focused services, but also reliable access to permanent housing opportunities.

Key Takeaway - A strong housing strategy also demonstrates access to permanent housing opportunities.

Application Component 6: Additional Housing Impact (10 Points)

Purpose

This component describes how the proposed investment will create measurable additional housing impact beyond existing resources and activities.

A strong proposal demonstrates how HHAP funding will expand housing opportunities, accelerate permanent Housing Outcomes, or strengthen regional system performance in ways that would not otherwise occur.

Application Question

Describe how the proposed investment will create measurable additional housing impact beyond existing resources and activities.

In your response, describe:

- How HHAP funding will create additional housing opportunities or improve housing outcomes that would not otherwise occur.
- How the proposed investment expands, accelerates, or strengthens existing housing efforts rather than replacing or duplicating existing resources.
- How the proposed investment will contribute to improved regional housing outcomes and strengthen the regional homelessness response system.
- Why the proposed investment represents an effective use of one-time HHAP funding.

Additional housing impact may be achieved by expanding housing capacity, strengthening housing strategies, reducing housing barriers, accelerating housing placements, improving housing system flow, or creating new housing opportunities that would not otherwise be available.

Key Takeaway – Demonstrate the additional housing impact the proposed investment will create beyond existing resources and activities.

Application Component 7: Partnerships & Leveraged Resources (5 Points)

Purpose

This component describes how partnerships and leveraged resources strengthen the proposed housing investment.

A strong proposal demonstrates meaningful collaboration that improves implementation, expands housing opportunities, and maximizes the impact of one-time HHAP funding.

Application Question

Describe how partnerships and leveraged resources strengthen the proposed housing investment and contribute to achieving the anticipated Housing Outcomes.

In your response, describe:

- The key partnerships necessary to successfully implement the proposed Housing Strategy.
- The role each partner will play in supporting the proposed investment.
- The financial and non-financial resources that strengthen the proposed investment.
- How partnerships and leveraged resources expand housing opportunities, improve coordination, increase the effectiveness of the proposed investment, and contribute to achieving the anticipated Housing Outcomes.

Partnerships should be purposeful and directly support the proposed Housing Strategy and anticipated Housing Outcomes. Leveraged resources may include funding, housing opportunities, staffing, services, landlord relationships, technology, or other resources that strengthen the proposed investment.

Key Takeaway - Show how partnerships strengthen the investment—not simply who the partners are.

Application Component 8: Budget & Investment Alignment (5 Points)

Purpose

This component describes how the requested HHAP funding supports the proposed Housing Strategy and anticipated Housing Outcomes

A strong proposal demonstrates that the requested funding is reasonable, proportional to the proposed Housing Strategy, and aligned with the anticipated Housing Outcomes.

Application Question

Describe how the requested HHAP funding will support the proposed Housing Strategy and anticipated Housing Outcomes.

In your response, describe:

- How the requested funding aligns with the proposed Housing Strategy described in Component 3 and the California System Performance Measure(s) identified in Component 4.
- How the requested investment is proportional to the number of households served and the anticipated Housing Outcomes.
- How the proposed budget represents an effective use of one-time HHAP funding.
- Significant budget assumptions or unique costs that are important for reviewers to understand.

The budget narrative should explain how the requested funding supports the overall investment strategy rather than provide a line-by-line description of individual budget items.

Key Takeaway – Demonstrate that the requested investment is reasonable, proportional, and aligned with the proposed Housing Strategy and anticipated Housing Outcomes.

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SECTION 6 – FINAL PROPOSAL REFLECTION

Before submitting your application, review your proposal as a complete housing investment.

Competitive proposals present a clear and logical progression from an identified Housing Challenge to measurable Housing Outcomes. Each application component should build upon the previous one, demonstrating how the proposed investment will expand housing opportunities, improve permanent housing outcomes, and strengthen the regional homelessness response system.

As you review your proposal, consider the following questions:

Housing Challenge & Target Population

- Is the Housing Challenge clearly defined and focused on a specific barrier to permanent housing?
- Do the households to be served logically align with the identified Housing Challenge?
- Have you clearly described the households expected to receive the proposed housing intervention?
- Does your proposal explain why addressing this challenge is expected to improve housing outcomes?

Housing Strategy & Outcomes

- Does the proposed Housing Strategy directly address the identified Housing Challenge?
- Is the proposed level of housing assistance appropriate for the identified housing need?
- Does the strategy focus on removing housing barriers rather than describing existing organizational services?
- Are the anticipated housing outcomes realistic, measurable, and proportional to the proposed investment?
- Do the anticipated housing outcomes logically result from the proposed Housing Strategy?
- Have you clearly described how success will be measured?

Housing Access & Implementation

- Does your organization have a realistic strategy for securing permanent housing opportunities needed to achieve the proposed housing outcomes?
- Is the implementation plan realistic and achievable within the Project Period?
- Can households begin receiving the proposed housing intervention within the required implementation timeline?

Investment & System Impact

- Does the proposed investment create measurable additional housing impact beyond existing resources and activities?
- Do partnerships and leveraged resources strengthen the proposed investment and improve the likelihood of achieving the anticipated housing outcomes?

- Is the requested funding proportional to the proposed Housing Strategy, anticipated housing outcomes, and households expected to receive the housing intervention?
- Does the proposal demonstrate thoughtful use of one-time HHAP funding to create lasting housing impact?

Closing Reflection

The strongest proposals do more than describe an existing program. They present a thoughtful, housing-focused investment that:

- Clearly identifies the Housing Challenge to be addressed.
- Clearly identifies the households to be served.
- Proposes a right-sized Housing Strategy that removes identified housing barriers.
- Demonstrates access to the permanent housing opportunities necessary to achieve the proposed housing outcomes.
- Produces realistic and measurable Housing Outcomes.
- Creates additional housing impact through the strategic use of one-time HHAP funding.
- Strengthens the regional homelessness response system through collaboration, housing-focused investments, and measurable results.

By following the framework presented throughout this Guide, applicants can develop proposals that align with the regional HHAP Investment Strategy, make effective use of one-time funding, and contribute to measurable improvements in permanent housing outcomes.

The strongest proposals demonstrate a clear line of sight from housing challenge to Housing Outcome, showing how a strategic investment will create measurable and lasting housing impact.