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HHAP Strategic Investment Request for Proposals Webinar

August 11, 2026

9:30 AM - 11:00 AM

Agenda & Housekeeping

TODAY'S AGENDA

1. **Strategic Investment RFP**
   Why this opportunity is different
2. **Investment Framework**
   How the pieces connect
3. **Strategic Investment Opportunities**
   Where each initiative begins
4. **Building a Competitive Proposal**
   What reviewers will be looking for
5. **Application & Scoring**
   Structure, timeline, and key requirements
6. **ZoomGrants Walk-Through**
   Application navigation and submission
7. **Questions**
   Clarifications and next steps

HOUSEKEEPING

Questions
Please use the Q&A throughout the webinar.

Recording
The webinar recording will not be published. The presentation will be posted.

FAQs
Questions and clarifications will be incorporated into the published FAQs.

Technical Assistance
Additional support will be available through scheduled Office Hours.

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HHAP Round 6 Strategic Investment Request for Proposals

Developing housing-focused investments that produce measurable housing outcomes and strengthens the regional homelessness response system

Housing Challenge

Identify the housing barrier we are working to solve.

Housing Strategy

Design the right-sized investment to remove the barrier.

Housing Outcomes

Achieve measurable improvements in permanent housing outcomes.

Regional System Impact

Strengthen the regional homeless response system for lasting impact.

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Why This RFP Is Different

This RFP begins with the housing challenge—not the program.

TRADITIONAL PROGRAM APPROACH

Start with the program

"What do we currently operate that could be funded?"

Existing Program

↓

Services & Activities

↓

People Served

STRATEGIC INVESTMENT APPROACH

Start with the housing challenge

"What housing challenge are we positioned to solve?"

Housing Challenge

↓

Housing Strategy

↓

Housing Outcomes

↓

System Impact

The shift is from funding activities to investing in measurable housing outcomes.

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The Initiative Determines Where You Begin

The two Strategic Investment Opportunities begin from different starting points.

CONCENTRATED POPULATION HOUSING INITIATIVE

Begin by identifying the

Housing Focus Area

Start with the place or setting where
the housing challenge is concentrated.

HOUSING ADVANCEMENT INITIATIVE

Begin by identifying the

Target Population

Start with the population expected to benefit
from targeted, time-limited housing assistance.

Different starting points. Same Strategic Investment Framework.

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The Core of Every Investment

Every proposal follows the same Strategic Investment Framework.

1. WHERE OR WITH WHOM DO YOU START?
Define the Housing Focus Area or Target Population.

2. WHAT HOUSING CHALLENGE EXISTS?
Define the primary housing barrier.

3. WHICH HOUSEHOLDS WILL BE SERVED?
Identify, refer, or prioritize households.

4. HOW WILL THE HOUSING CHALLENGE BE ADDRESSED?
Design the Housing Strategy.

5. WHAT MEASURABLE HOUSING OUTCOMES ARE EXPECTED?
Define realistic, measurable outcomes.

Housing Challenge → **Housing Strategy** → **Housing Outcomes** → **System Impact**

The strategy should respond to the challenge, and the outcomes should show whether it worked.

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From Housing Challenge to Housing Outcomes

A strong proposal tells one connected story.

1 HOUSING CHALLENGE

What is preventing households from achieving permanent housing?

Define the barrier

2 HOUSEHOLDS SERVED

Who is experiencing the identified housing challenge?

Connect households to the challenge

3 HOUSING STRATEGY

What combination of approaches, partnerships, and resources will address it?

Design the response

4 HOUSING OUTCOMES

What measurable housing change will result from the investment?

Define success

The strategy should respond to the challenge.
The outcomes should demonstrate whether the strategy worked.

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California System Performance Measures

All six measures matter—but they tell us different things about homelessness and system performance.

COMMUNITY CONDITIONS

Influenced by many factors beyond any individual HHAP investment.

- **1** Number of People Experiencing Homelessness
- **2** People Experiencing Homelessness for the First Time
- **4** Length of Time Homeless

HOUSING SYSTEM PERFORMANCE

Housing-focused investments can more directly influence these outcomes.

- **3** Exits to Permanent Housing
- **5** Returns to Homelessness
- **6** Successful Placements from Street Outreach

HOUSING-FOCUSED INVESTMENTS CAN MOST DIRECTLY INFLUENCE

- **3** Exits to Permanent Housing
- **5** Reduced Returns / Housing Stability
- **6** Successful Placements from Street Outreach

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All six measures matter—but individual investments influence them differently.

What Could Each Investment Opportunity Look Like?

The distinction is not simply who is served—it is how the investment is organized.

CONCENTRATED POPULATION HOUSING INITIATIVE

START WITH THE SETTING

The Housing Focus Area is a defined place or environment where the housing challenge is concentrated.

Examples

- Encampment
- Emergency shelter
- Safe parking / safe sleeping
- RV or vehicle community
- Other concentrated setting

A focus area may include more than one population.

HOUSING ADVANCEMENT INITIATIVE

START WITH THE POPULATION

The Target Population is a defined group of households positioned to move toward greater housing independence with targeted, time-limited assistance.

Examples

- Address an identified housing challenge affecting the target population
- Provide targeted, time-limited housing assistance
- Build on household strengths, resources, and opportunities
- Support a path toward greater housing independence

The population—not the location—organizes the investment.

Both opportunities still require a clearly defined Housing Challenge, Housing Strategy, and measurable Housing Outcomes.

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How to Approach Your Proposal

Start with the challenge—not the solution.

1 DEFINE THE HOUSING CHALLENGE	2 IDENTIFY WHO IS EXPERIENCING IT	3 BUILD THE STRATEGY AROUND THE CHALLENGE	4 DEFINE SUCCESS BEFORE YOU WRITE
What specific barrier is preventing permanent housing outcomes?	Who will the investment serve, and how are they connected to the challenge?	What combination of housing resources, partnerships, and approaches will address the barrier?	What measurable housing outcomes should this investment produce?

A competitive proposal should read as one connected strategy—not a collection of activities.

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What Makes a Competitive Proposal?

BUILD THE PROPOSAL AROUND…		AVOID…
1	**START WITH THE CHALLENGE** Clearly defines the housing barrier the investment is intended to solve.	Starting with an existing program and trying to fit it into the RFP.
2	**CONNECT THE STRATEGY** Shows how the households, strategy, resources, and partnerships respond to that challenge.	Listing services or activities without explaining how they address the housing barrier.
3	**RIGHT-SIZE THE INVESTMENT** Requests the resources needed to achieve the proposed outcomes—no more and no less.	Requesting resources that are not clearly tied to the challenge or expected outcomes.
4	**SHOW ADDITIONAL IMPACT** Demonstrates housing outcomes beyond what would occur without the HHAP investment.	Using HHAP primarily to maintain or replace existing funding or activities.
5	**DEFINE HOUSING SUCCESS** Uses specific, realistic, measurable housing outcomes to demonstrate success.	Relying on outputs such as people served, contacts, or referrals as the measure of success.

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Application Structure & Scoring

The application is organized around the same connected strategy

1	Housing Challenge / Focus Area	20 POINTS
2	Target Population	10 POINTS
3	Housing Strategy	20 POINTS
4	Housing Outcomes	20 POINTS
5	Implementation Readiness	10 POINTS
6	Additional Housing Impact	10 POINTS
7	Partnerships & Leveraging	5 POINTS
8	Budget & Alignment	5 POINTS

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A Few Important Clarifications

Is this RFP funding programs?

No. It supports housing-focused investments designed to address a clearly defined Housing Challenge and achieve measurable Housing Outcomes.

Can services, rental assistance, interim housing, or other activities be included?

Yes—when they function together as part of an integrated Housing Strategy and directly support the proposed Housing Outcomes.

Can an applicant apply for both Strategic Investment Opportunities?

Yes. A separate application is required for each opportunity. Each application must independently meet the RFP requirements.

Must participants be referred through Coordinated Entry (CES)?

No. CES referral is not required. Applicants may incorporate CES when appropriate to the proposed Housing Strategy.

The full FAQ includes additional guidance and will be updated with questions received through the RFP process.

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ZoomGrants Application

The application is completed and submitted through ZoomGrants.

APPLICATION WALK-THROUGH

- Accessing the application
- Navigating the application sections
- Uploading required documents
- Saving and reviewing your work
- Submitting the final application

APPLICATION DEADLINE

SEPTEMBER 8, 2026

11:59 PM

TECHNICAL SUPPORT

ZoomGrants navigation and application support will be available during scheduled Office Hours.

Next: a brief walk-through of the ZoomGrants application.

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RFP Timeline

Key dates from application development through full implementation

APPLICATION		REVIEW & AWARD		CONTRACT & IMPLEMENTATION	
AUG 3	RFP Released	SEP 9–11	Eligibility & Completeness Review	OCT 1–31	Contract Development & Administrative Requirements
AUG 11	Applicant Webinar	SEP 14–18	Independent Review Committee Scoring	NOV 1	Contract Start
AUG 14	Written Questions Due	SEP 23	Preliminary Recommendations Posted + Applicant Notice	NOV–DEC	Project Start-Up & Implementation
AUG 24	FAQ Posted	SEP 28	Appeals Due 12:00 PM PT	JAN 1	Projects Fully Operational
SEP 8	Applications Due 11:59 PM PT	OCT 1	Final Recommendations Posted + Award Notification		

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Application Requirements ZoomGrants (ZG) Training

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HHAP RFP and ZoomGrants Technical Assistance Office Hours

Three open Q&A sessions will be available for questions and support. Questions that could provide a competitive advantage cannot be answered during the procurement process.

THURSDAYS | 10:00–11:00 AM PST

AUG	AUG	SEP
20	27	3
Thursday	Thursday	Thursday

[ZOOM LINK: Click Here]

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RFP Resources

- All resources and documents for the RFP can be found on the RTFH’s website: https://www.rtfhsd.org/funding/grant-recipients/

- HHAP Collaborative Applications Approved by the State of CA HCD and other HHAP Resources can be found on: https://www.rtfhsd.org/funding/homeless-housing-assistance-and-prevention-hhap-grant-program/

- Information on California Systems Performance Measures: https://www.hcd.ca.gov/sites/default/files/docs/grants-and-funding/calich/performance_measure_guide.pdf

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All Q&A discussed will be incorporated into the FAQs and published on the RTFH website on Monday, August 24, 2026.

Deadline for Written Questions: Friday, August 14th.

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