State of Georgia
HOME-ARP
NCS NOFA Training
Data & SWOT

Department of Community Affairs
Housing Finance & Development Division
Office of Community Housing Development

Georgia® Department of
Community Affairs

Funded Programs

Affordable Rental Housing Construction (LIHTC)

$ 64,424,131

Non-Congregate Shelter Development

$ 8,765,517

Housing as a Continuum

ESG	HCV and PHA	Tax Credit	Private Market

HOMELESS	EMERGENCY SHELTERS	TRANSITIONAL HOUSING	SOCIAL HOUSING	AFFORDABLE RENTAL HOUSING	AFFORDABLE HOME OWNERSHIP	MARKET RENTAL HOUSING	MARKET HOME OWNERSHIP
0%		0% to 30%		30%		In Georgia, 30+%	

Housing should be 30% of your gross income or less.

Housing that is more than 30% is not affordable, and you are considered housing burdened.

A Community Driven Process

Data	Sub-Population	Community Partners
• Census	• Addiction Recovery	• Dept. of Behavioral Health & Developmental Disabilities
• McKinney Vento	• Aging	• Dept. of Community Supervision
• Criminal Justice	• Family	• Community Service Boards
• CHIP Applications	• Individual	• The Salvation Army
• LIHTC Applications	• Intellectual & Developmental Disabilities	• Non-Profit Service Providers
• CDBG Applications	• Justice & Re-Entry	• Local Government
• GA Dream	• Mental Health	• Veteran Programs
• GICH	• VAWA & Domestic Violence	• Domestic Violence Shelters
	• Veterans	• Rehabs
	• Youth Aging Out of Foster Care	• Local Law Enforcement
		• Faith Based Programs

Leverage! Leverage! Leverage!

Application Timeline

Date	Activity	Due
Thurs, June 29	Data & SWOT Training	Phase 1 Submission
Thurs, July 13	Operations Budget Training	Phase 1 Submission
Thurs, July 20	NCS Development Overview Training	Phase 1 Submission
Thurs, July 27	NCS Development Budget Training	Phase 1 Submission
Thurs, Aug 3	Staffing and Services Training	Phase 2 Submission
Tues, Aug 15	Phase 1 Submission Due	N/A
Thurs, Aug 17	NCS Narrative Training	Phase 2 Submission
Thurs, Aug 24	Referrals & Compliance Training	Phase 2 Submission
Thurs, Aug 31	Certifications and Add-Ons Training	Phase 2 Submission
Fri, Sept 15	Phase 2 Submission Due	N/A
Wed, Nov 15	Awards Announced	N/A

Trainings are at 1pm

Registration Links can be found on the HOME-ARP Website

How to prepare for trainings…

- At a minimum, review the Excel workbook form before its corresponding training

- Complete the application sections where you are confident with that area of your submission

- Put together a list of questions to bring to the training to make sure they are answered

<u>Additional considerations</u>

- Start your Procurement Process if your agency/organization needs a grant writer. Need more information? Review the Procurement Training from June 8th.

- Does your development include Tenant and Business/Nonprofit Relocation? Take the URA the HUD Way Courses on HUD Exchange

- Review the Federal Compliance/Labor Guidance Documents on DCA's website (https://www.dca.ga.gov/node/8247)

- Make sure your Organization/Agency's and its Non-Congregate Shelter's Policies and Procedures are in place
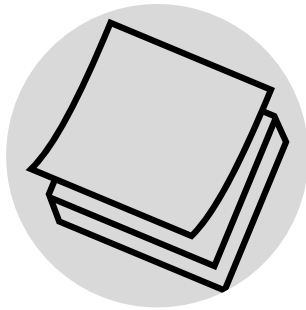
Match the Data

- **Quantitative Data**
  - Numbers, Charts, and Tables
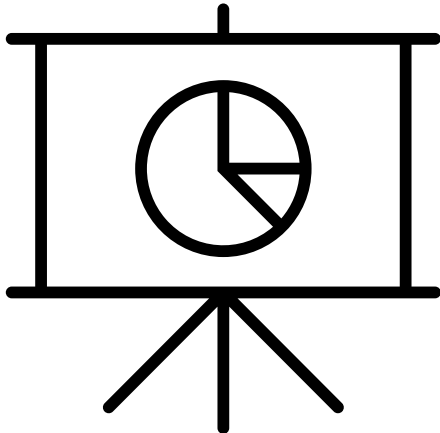
- **Qualitative Data**
  - The stories from your clients and community to support the data
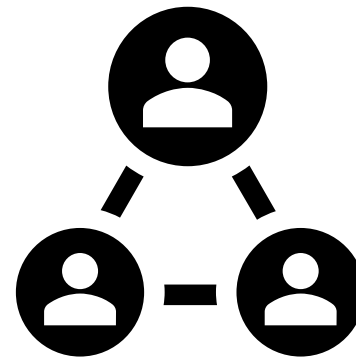
Different Kinds of Data

Data Informed

- **Data is collected and organized**
- **Stakeholders know how to access the data.**
- **Data is used regularly.**

Data Driven

- **Data is actively used to make decisions.**
- **When properly used, it leads to sound and well-informed decisions.**

Data-Centric

- **Data is reviewed and updated regularly.**
- **More data points are regularly added.**
- **Decisionmakers depend on the data to constantly review the effects of their data-driven decisions.**

From: https://thedatascientist.com/data-driven-data-informed-data-centric/

Writing Data Stories
By Jonathan Reichental, Award-winning technology leader

- Use the right data
  - Is the data too old?
  - Is your interpretation open to question?
  - Is this the right data and the complete data to tell your story?

- Synthesize
  - Use a combination of data sets, contemporary ideas, history, and other characteristics to reach some conclusions
  - One quality may not be enough to successfully tell a story
  - For example, if the story that is being told is about how something has changed over a period of time, we may want to use historical data that is then contrasted with current data.

- Make it personal and real
  - Easily communicate complex information through a narrative (stories and visualizations)
  - If it is abstract and relies too heavily on hypotheticals, it won't resonate with many people - use a structured approach to communicate an important insight
  - For example - transportation issues. Rather than information about Atlanta, keep the data story exclusively connected to the city that the data belongs to. And add additional impact by illustrating the consequences of that data on an individual family in that community

- Overquestion the data
  - Be sure your data is telling the right story in the right way, so it is heard and understood

"The ability to take data, to be able

to understand it,

to process it,

to extract value from it,

to visualize it,

to communicate it,

that's going to be

a hugely important skill

in the next decades.**"**

- Dr. Hal Varian, Google's Chief Economist

Data Sources

Data Source	Data Location
Georgia Data (Carl Vinson Institute of Georgia)	https://georgiadata.org/data/data-tables
Area Median Incomes by Family and Fair Market Rents	https://www.huduser.gov/portal/datasets/il.html#2022
McKinney Vento Homeless Student Numbers by County	https://eddataexpress.ed.gov/dashboard/homeless/2020-2021?s=783&sy=2781
US Census	https://data.census.gov/
Community Commons	https://www.communitycommons.org
HUD Open Data	https://hudgis-hud.opendata.arcgis.com

Other Data Sources

- Your organization's/agency's database

- Tax Records (qpublic.net/ga/[your county]

- Other partnering organizations/agency's databases

- GA State Departments
  - DCA – ie. Point in Time Count, GICH, GIS Information
  - DPH – Public Health Data
  - DBHDD – Mental Health Data
- University websites and data

Submission Checklist

SUBMISSION CHECKLIST - DATA & SWOT

NCS ORG <<STATE ORGANIZATION>

Application Submission	
	Data & SWOT Excel Spreadsheet

Required Documentation Submission	
	IRS proof of nonprofit, for-profit, unit of government, or tribal government status for the Organization/Agency
	Proof showing that all Qualifying Populations are eligible for the HOME-ARP activity or project on the DataInformedDesign Form. If there is no website available with the supportive information, please include a PDF of the information in the Data&SWOT Documentation folder.

The following documentation may not be applicable to all HOME-ARP NCS projects:	
	Partnership or operating agreement, if the Organization/Agency is not a partnership or limited liability company
	GICH Community Documentation and Work Plans for the Organization/Agency's NCS Community

Project Overview

Organization/Agency Type

- ___ City
- ___ County
- ___ Nonprofit 501(c)(3) or 501 (c)(4)
- ___ Public Housing Authority

DUNS Number: _____

Organization/Agency Tax ID _____

Project Information

Agency/Developer: _____

Project Name: _____

Project Address: _____ County: _____

City: _____ GA Zip: _____ Federal Congressional District: _____

Decimal Latitude Coordinate: _____   Decimal Longitude Coordinate: _____
(3#.########)   (-8#.########)

Organization/Agency Information (Executive Officer of the City, County, Public Housing Authority, or Nonprofi

Entity Name: _____ Type: _____

Primary Contact: _____ Title: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Cell Phone: _____

Primary Contact Information (who can answer questions about this application)

Entity Name: _____ Type: _____

Primary Contact: _____ Title: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Cell Phone: _____

Grant Administrator Information (if applicable)

Entity Name: _____ Type: _____

Primary Contact: _____ Title: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Cell Phone: _____

Developer Information

Entity Name: _____ Type: _____

Primary Contact: _____ Title: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Cell Phone: _____

Georgia Department of Community Affairs

Project Overview

Proposed Activity/Project Description

Does the project team have a shelter location in mind?   <<Select>>

If no, what is the project team's plan for a location? _____

Does the project team own the shelter location?   <<Select>>

If no, how will it be acquired? _____

Is there already a building onsite?   <<Select>>

If yes, will the building: <<Select>>

If an additional building is to remain onsite – will the NCS be New Construction onsite?   <<Select>>

Any additional information about the proposed NCS should be stated in the comment section below.

Total NCS Units (enter by BR size):   **0**   Efficiency: _____   1BR: _____   2BR: _____   3BR: _____   4BR: _____

Target Tenancy

_____ Addiction Recovery	_____ Mental Health
_____ Adults with Intellectual and Developmental Disabilities	_____ Seniors
_____ Families	_____ VAWA/Domestic Violence
_____ Individuals	_____ Veterans
_____ Justice Reentry	_____ Youth
_____ Other - Please Explain: _____	

All data should correspond to the Data Informed Design sheet in this Workbook.

Shelter History

_____ Number of year operating a shelter   _____ Data

_____ Is your organization new to the Coordinated Entry System

<<Sel Are you using HMIS?

<<Sel Are you using a housing first approach

Additional Organization/Developer Comments

Data Informed Design

Show that all Qualifying Populations are eligible for the HOME-ARP NCS development. If there is no website available with the information, please include a PDF of the information in the Data&SWOT Documentation folder.

<<STATE ORGANIZATION>>

Population (Dropdown)	Data Input (Website)	Analysis/Reason to Serve this Population
Other - Please Explain:		
Other - Please Explain:		
Other - Please Explain:		

Data Informed Design

Narrative
Include a narrative below detailing the targeted area and make reference to the included map below.

Map
Include a picture of map below detailing the targeted area.

Housing for Georgia's Workforce

DCA's Workforce Housing Impacts:
Georgia residents of workforce housing around the state are employed by many of the world's largest employers.

- Advanced Eye Care
- Cartersville Harley Davidson
- Clipper Magazine
- Dept of Public Health
- Erlanger Health System
- FedEx
- Goodwill Industries
- NW Georgia Headstart
- Parkside Nursing Home
- Pruitt Health
- Publix Grocery
- Roper Corp.
- Sodexo Erlanger
- T-mobile
- Tuftco
- Walker County Public Works

- Georgia Transformer
- Amazon
- Walmart
- Effingham Health System
- Parker's
- Food Lion

- Plant Vogle

- Dept of Defense, Military Base
- Honda Dealership
- Walmart Distribution

- Home Depot
- Briggs and Stratton

- Blue Bird
- JoAnn Fabrics
- Penny's
- Perdue
- Phoenix at Lake Joy Assisted Living
- Publix
- Robins AFB

- American Blanching/ Golden Boy
- Ga. Dept. of Corrections
- Polar Beverages

- Georgia Ports Authority
- Federal Law Enforcement Training Facility
- Walmart
- South Georgia Medical Center

- Camden County School System
- South Georgia Medical Center

- Saint Joseph's Candler
- Savannah College of Art and Design
- Savannah/Chatham County Board of Education
- Chatham County DFCS
- Westin Savannah Harbor Golf Club & Spa
- Thompson Hotel Savannah

Walmart — Save money. Live better.

erlanger Health System

T Mobile

FedEx

JOANN

BRIGGS & STRATTON

SOUTHERN DEVIL HARLEY-DAVIDSON — CARTERSVILLE, GEORGIA

Pruitt Health

amazon

ROPER CORPORATION

St. Joseph's Candler

THOMPSON SAVANNAH

GOLDEN BOY

goodwill

TUFTCO

DEPARTMENT OF DEFENSE UNITED STATES OF AMERICA

POLAR

GEORGIA TRANSFORMER

CHATHAM COUNTY SCHOOLS

SCAD — The University for Creative Careers

SGMC+

Georgia Ports Authority

BLUE BIRD

U.S. AIR FORCE — Robins Air Force Base

Effingham HEALTH SYSTEM

Publix.

THE HOME DEPOT

Then use your data inform your SWOT Analysis (this will not be scored)

Strength

Weakness

Opportunities

Threats

Self-Scoring

As a reminder - please incorporate these DCA Strategic Priorities into all of your responses:

DCA Priorities
Meet DCA's Strategic Priority to strengthen rural Georgia through local partnerships
Meet DCA's Strategic Priority to leverage public-private partnerships to deliver affordable housing
Meet DCA's Strategic Priority to enhance DCA effectiveness through improved technology and process efficiency
Meet DCA's Strategic Priority to strengthen the overall balance sheet through strong self-sustaining programs and efficient compliance and monitoring

Point definitions for the scoring below

Point Scored	Point Indication	Point Definition
0	Not Included	The item was either not included in the submission or failed to meet substantial minimum requirements.
1	Included	The item was included and met basic submission requirements.
2	Excelled	The item was included and went beyond basic submission requirements. The comprehensive content supported the application goals, plans, and expected execution.
N/A	Blue Cells	Blue cells indicate Threshold Criteria.

<<STATE ORGANIZATION>>

Self-Score (Completed by Organization)	0 – Not included	Points Scored (1 – 2 pts. unless otherwise	Bonus Points	Total
Documentation Submission				
Forms completed for each section (Max 1pt.)			N/A	0
All appropriate supporting documents completed for each section (Max 1pt.)			N/A	0
Evidence of Experience with Shelter Operations				
Prior organization/agency experience with operating shelters for Qualified Populations			N/A	0
6 Point Bonus for five (5) or more years of shelter operations	N/A	N/A		0
Is the Organization in accordance with current Homeless Management Information System (HMIS) Standards			N/A	0
Currently utilizing a Housing First approach			N/A	0
OR New to the Coordinated Entry System with SMART Plan			N/A	0
Data to support tenant preferences served noted in Project Overview Worksheet			N/A	0

Experience with Federal Grant Funding & Commitment to DCA				
2 Point Bonus for five (5) or more federal grants in the last five (5) years	N/A	N/A		0
2 Point Bonus for project team member(s) who can report to DCA on Section 3 and MBE/W	N/A	N/A		0
2 Point Bonus if the project does not result in demolition or change in use of any existing lower income units. (FederalCompliance worksheet, cell 21T = No)	N/A	N/A		0
2 Bonus Points for three (3) Yeses under the Civil Rights/Non-Discrimination section.	N/A	N/A		0
Location Factors				
Projects located within the Balance of State of Georgia (those outside of the areas receiving HOME-ARP Entitlement Funds) will have first opportunity at funding. (1 = Participating Jurisdiction (PJ); 2 = Balance of State)			N/A	0
Leveraging				
The external commitment of non-federal funds, by city/county government/nonprofit, etc., toward shelter operations costs (1pt for 10% to 25%, 2 pts for greater than 25%)			N/A	0
			SELF SCORE TOTAL	0

DCA Score (Completed by DCA)	0 – Not included	Points Scored 1 – 2 pts. unless otherwise	**Bonus Points**	**Total**
Documentation Submission				
Forms completed for each section (Max 1pt.)			N/A	0
All appropriate supporting documents completed for each section (Max 1pt.)			N/A	0

State of Georgia HOME-ARP Website

Read the plan & other Documents

On the DCA website:

bit.ly/HOMEARP-GADCA
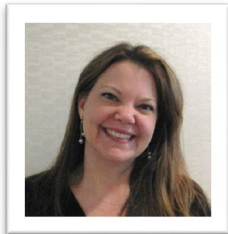
Sign up for our Listserv:
https://bit.ly/HOME-ARPnewsletter

Thanks!

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