

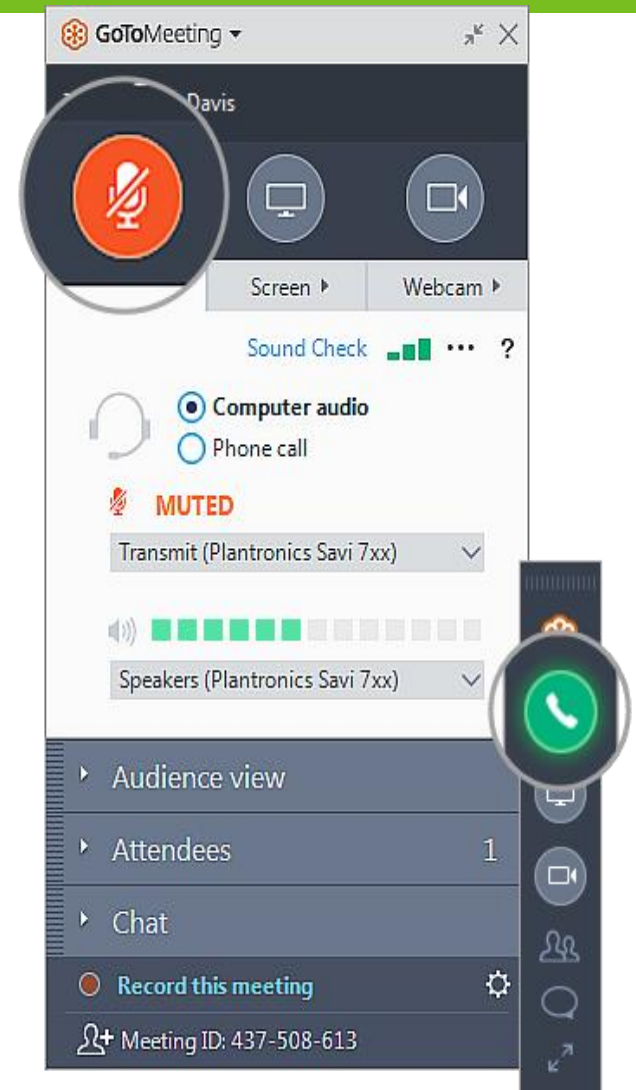


HomeHelpMN Community Connectors RFP Information Session

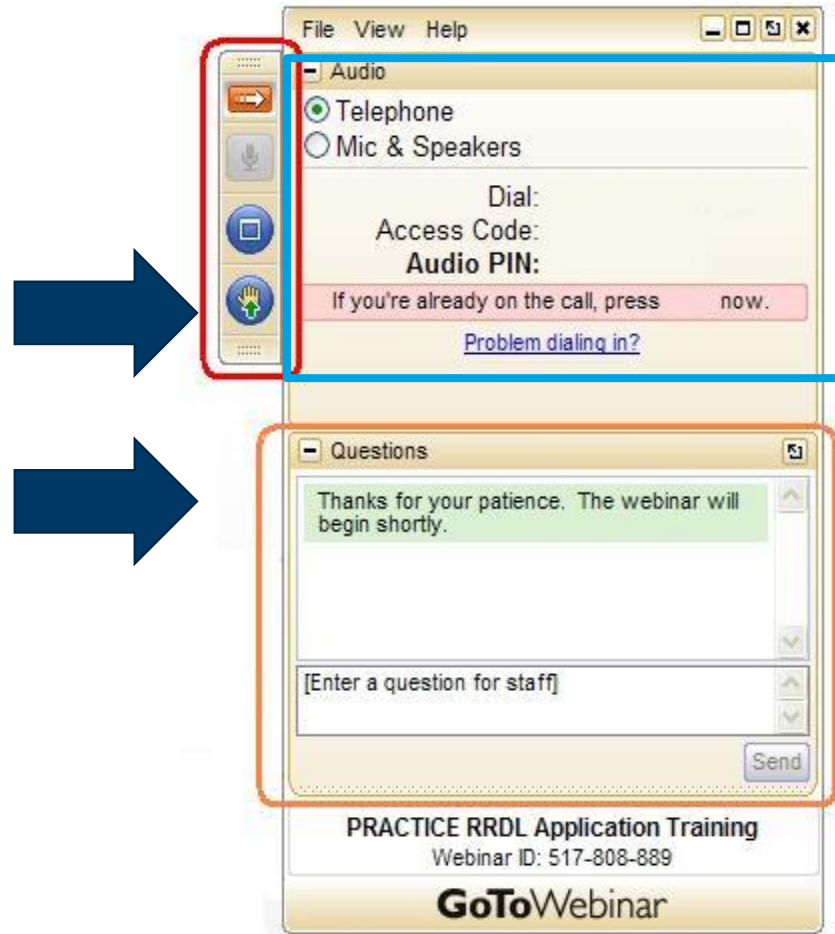
September 30, 2021

Meeting Logistics

- This session is being recorded and may be posted publicly.
- We will leave time at the end for questions.
 - Please mute your line unless you are speaking. Webinar audio controls are **orange** when muted.
 - Please do not put your line on hold, as this may trigger hold music.



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Agenda

1. Welcome
2. Guiding Principles
3. HomeHelpMN Program Overview
4. HomeHelpMN Community Connector Grant Application Overview
5. Contract and Reporting Requirements
6. Questions

Our Mission: The Core Purpose

Housing is the foundation for success, so we collaborate with individuals, communities and partners to create, preserve and finance housing that is affordable.

HomeHelpMN

Guiding Principles

- **Human-Centered:** Uses strategies that build empathy and understanding to serve homeowners that might otherwise be left behind.
- **Anti-racist:** Uses **intentional race equity strategies** in design and delivery to actively dismantle structures that perpetuate disparities to achieve equitable outcomes.
- **Focused:** Is focused on **mitigating homeowner displacement** due to financial hardship associated with the coronavirus pandemic.
- **Straightforward:** Minimizes stress, complexity, and uncertainty throughout the process for the customer.
- **Accountable:** **The program structure is transparent, timely, and flexible** to ensure program accountability.
- **Meaningful Engagement:** Engages trusted **critical partners** led by organizations led by and working for communities most impacted to realize equitable outcomes.

HomeHelpMN Program Overview

COVID-19 Homeowner Assistance Fund

■ What is it?

- Established under the American Rescue Plan Act of 2021
- Funding to states from Treasury based on an established allocation formula (Minnesota - \$128 million)
- Purpose - to mitigate housing related financial hardships associated with the COVID-19 pandemic by resolving homeowner mortgage and housing related delinquencies or defaults, and preventing foreclosures, and displacements
- For homeowners experiencing financial hardship **after January 21, 2020**

HomeHelpMN Program Overview

HomeHelpMN Program Components:

1. Direct Financial Assistance
2. Housing Counseling Services for homeowners struggling with mortgage or homeownership-related housing costs due to impacts from the COVID-19 pandemic

HomeHelpMN Community Connector RFP

HomeHelpMN Community Connectors

Purpose:

Reach eligible Minnesota homeowners, including manufactured housing homeowners, that otherwise may not learn about, be aware of, or access the HomeHelpMN program.

Role of Trusted Community Partners:

- Important link between homeowners struggling to keep their homes and the HomeHelpMN program.
- Trust has been broken due to housing discrimination, predatory lending, and many other reasons. Connectors are necessary to create a safe and nonjudgmental environment for homeowners.

Estimated Available Funding/Timeline

- Up to \$375,000 to award as grants from federal funds
- Anticipating 10-15 organizations will be selected
- Maximum grant amount is \$60,000 (max 2-year term)
 - \$25,000 and over triggers financial documentation
 - \$50,000 and over triggers monitoring
- Please ask for the funds needed to do the work rather than requesting the maximum funding amount.

What is the Role of A Community Connector?

- **Inform**, engage and **empower** homeowners to access the HomeHelpMN program
- **Develop** and **implement** a **focused outreach plan** to increase awareness for homeowners least likely to apply
- **Engage** with homeowners to **share** information
- **Support** for homeowners to apply for and maintain participation in the HomeHelpMN program

Who Will Be Served By This Program?

The program will serve households who are:

- At or below 100% of area median income, and
- Socially Disadvantaged Individuals (“SDI”)*: includes groups subjected to racial or ethnic prejudice or cultural bias such as Black, Indigenous, and Communities of Color, limited English speakers, residents of Tribal Lands (Indian reservations), and certain census tracts.

*See HomeHelpMN Community Connector RFP for the US Treasury definition.

Eligible Applicants

Eligible Organizations must:

- Demonstrate deep, longstanding, and trusting relationships in communities experiencing higher than average homeownership delinquency rates
- Uniquely tailor and disseminate information to homeowners
- Engage and support individuals in a culturally and linguistically relevant manner
- Demonstrate they can comply with all applicable requirements

Eligible Entities:

- Non-profit, 501c(3), community-based organizations
- Neighborhood groups and organizations
- Faith-based organizations (funding may not support “inherently religious” activities)
- Any Federally recognized Tribal Nation in Minnesota and Tribal-affiliated entities

Eligible Uses of Grant Funds

- Examples of Eligible Uses Include:
 - Program staff salaries for time spent.
 - Expenses incurred to facilitate HomeHelpMN informational engagement sessions.
 - Personal Protective Equipment (PPE) used to directly support the HomeHelpMN Community Connector activities.
 - Direct administrative costs for HomeHelpMN Community Connectors, such as reasonable technology expenses necessary to reach and support intended communities.
 - Administrative costs, whether direct or indirect, may not exceed 10% of the total amount of the award.

Main Responsibilities: Outreach Plan

- Grantees will develop a focused outreach workplan outlining activities that:
 - Creates program awareness for the identified SDI populations, who may be least likely to apply.
 - Provide multiple communication and language options to engage and communicate with community; including text, telephone, email, mail and in person, as needed.
 - Provide support and advocacy for households seeking to learn more about the program and application process.

Main Responsibilities: Engagement & Information Sharing

- Engagement and Information-sharing:
 - Grantees will convene a minimum of five engagement sessions to inform their community about the program, address any questions and concerns, and describe how to prepare for the application process. These engagements may be onsite or conducted remotely.
 - Grantees will use marketing and training materials designed by Minnesota Housing and its vendor to amplify messaging through their networks and to promote informational engagement sessions.

Main Responsibilities: Coordinate with Minnesota Housing & Contractors

- Coordinate with Minnesota Housing and other HomeHelpMN contracted entities
- Participate in regularly held required meetings with Minnesota Housing staff to facilitate two-way communication, answer questions, and provide feedback about customer experience and strategies for continuous improvement.
- Coordinate with Minnesota Housing, as necessary, to facilitate communication with the HomeHelpMN contractors for information sharing and process improvement such as feedback on overall program marketing/targeting to improve effectiveness of program delivery.

Main Responsibilities: Reporting & Monitoring

- Important to track the impact of this grant program and comply with State and Federal Requirements
- Examples of, but not limited to, the information to be included in monthly reporting:
 - Program Expenditures:
 - Staff time, meeting expenses, travel
 - Program Activities
 - Number and description of engagement activities/information sessions
 - Dates, location, attendees
 - Other efforts to provide small group or individual support

Main Responsibilities: Reporting & Monitoring

- Minnesota Housing is required to monitor grantees to comply with State and Federal requirements.
- Below are some, but not all, of the items that we may review in our monitoring:
 1. Review monthly reporting;
 2. May request receipts and invoices for eligible expenses;
 3. Supporting documentation for community engagement session such as sign-in sheets;
 4. Other items as required under the award based on the actual services performed.
- A more detailed review is conducted for awards of \$50,000 and over

Work Plan

- A work plan is required to be submitted as an attachment to the application. Please review and complete the work plan template following the instructions provided and save as “Applicant Name_Work Plan.”
- If selected, the work plan will be included as an exhibit to the grant contract
- Identify the main activities to be completed keeping in mind the two-year grant term.
- Provide a description of each activity so that the purpose and key tasks are clear and designed to accomplish the identified activities.

Program Budget

- **Budget Narrative:** Application question to describe the reasoning for the amounts and types of funding requested.
- **Budget Template:** An attachment to the application. Review and complete the budget template following the instructions provided and save as “Applicant Name_Budget.”
- Final budget is subject to approval by Minnesota Housing
- **Budget Costs:**
 - **Program Costs**
 - Program staff costs should be budgeted for in the program costs
 - **Administrative Costs** (Cannot be more than 10% of the overall funding requests)
 - Make sure to account for time needed for reporting and administrative tasks
 - Direct Costs such as reasonable technology expenses necessary to reach and support the intended communities.
 - Indirect Costs such as costs associated with facilities and organizational administration.
 - Note for costs of Printing/Copies: Minnesota Housing will cover the costs of copies and printing marketing materials for 50 copies or more. Under 50 should be included in the budget

Application & Submission

Complete Application

A complete application contains:

- Application, Budget, Work Plan
 - Save with naming convention so we don't lose track (Applicant Name_Document Name)
- Financial Documents (if requesting \$25,000 or more see the application for more details) – submit via the portal
- Copy of MN Secretary of State certificate of good standing
- DUNS Number

RFP Scoring Criteria

The application will be scored in four areas:

1. Applicant Qualifications Experience & Capacity - 60%

Extensive community networks and long-standing, trusting relationships with communities

2. Communities Most Impacted & Equity-15%

Effective strategies that are tailored to reach and maximize the participation of SDI and Communities Most Impacted and those least likely to access the program.

3. Scope of Work & Outcomes -15%

A clear plan that includes strong recommendations for effective engagement, recommended approaches, activities, timelines and key partners for the HomeHelpMN program.

4. Budget - 10 %

Other Review Criteria

- Applicants selected to move to the interview stage which is scored as well and considered as part of the overall selection.
- Funding selections will not be solely based on the application score:
 - The review committee will evaluate the application scores in conjunction with the guiding principles of the HomeHelpMN program and the applicant's ability to address equity and community need, especially for SDI communities.
 - The size of the organization and existing resources may be taken into account into the scoring process.

What Makes A Strong Application?

- Applicant can clearly demonstrate with details and examples:
 - Longstanding, trusted relationships with communities struggling most (see SDI definition) to pay their mortgage
 - Ability to connect individuals and communities with resources
 - Ability to create safe and supportive spaces for those in crisis
 - Ability to target, tailor, and present information so that it resonates and encourages those to get the help they need
- Capacity to do the work and a clear plan to carry it out

Application Tips

1. Allow enough time
2. Assume that the only information we have is what you've provided in your application
3. Directly answer the question and be clear and concise. (You don't need to reach the word limit)
4. Review application checklist at beginning of application
5. Following the submission requirements
6. See Tips Sheet

Application Submission Information

- **Application, Attachments, and Financial Documents DUE: October 12, at 5 p.m.**
- **Email Application, Work Plan, and Budget to HomeHelpMN@state.mn.us**
 - Name as “Applicant Name_Document Name”
- **Upload Financial Documents (for requests of \$25,000 or more):**
 1. Submit financial documents here (Name as “Applicant Name_Financial Document”) <https://mnhousing.leapfile.net/>
 2. Select “Secure Upload.”
 3. In the “Recipient Email” field use this email: homeownershipcapacity@state.mn.us
 4. Then hit "Start" and follow the directions from there.

Do not email. Financial documents received via email will be deleted and not accepted.
- **Reasonable Accommodation Requests:** If you need an accommodation to apply please email Alyssa Wetzel-Moore at HomeHelpMN@state.mn.us

Federal and Contractual Requirements

- Submit monthly budget updates and reports by the required due dates.
- Written conflict of interest policy.
- Comply with affirmative action and non-discrimination requirements.
- Comply with applicable state and federal requirements and guidelines.

Language Access

- It is a core value of Minnesota Housing and federally required that homeowners speaking languages other than English have access to the programs and services provided by HomeHelpMN Community Connectors.
- Grantees will be required to provide a plan and process for how it will take “reasonable steps to ensure meaningful access” to its programs and services to serve homeowners with limited English proficiency.
- Several factors are considered for the type of language access assistance that needs to be provided which may include providing translation and interpretation services and referrals as appropriate.

Due Diligence Expectations

- **Grant Contract**
 - DocuSign will be initiated by Minnesota Housing
- **Revised Budget**
- **Work Plan**
 - Update households served and outreach efforts in workplan and budget based on awarded amount
- **Electronic Funds Transfer (EFT) Authorization Form**
- **DUNS Number**
- **Authorized Contract Signer information**

Federal Requirement – DUNS Number

- **Data Universal Numbering System (DUNS) number** is a unique nine-digit identifier for businesses
- A DUNS number may be obtained free from Dun & Bradstreet – may take 1-2 days.
 - <https://www.dnb.com/duns-number/get-a-duns.html>
- DUNS numbers need to be renewed every three (3) years

New State of Minnesota Vendor

- If you have not registered as a vendor with the state of Minnesota, you will need to do so prior to completing the EFT form. Go to the [Vendor Registration Link](#) to complete this process.
- Once the vendor registration form is completed, provide your vendor number to us and send to us a copy of your [W-9](#) so that payments will not be delayed.
- Then complete the [EFT Authorization Form](#) and submit this to Minnesota Housing

RFP Timeline

- Launch RFP : September 21, 2021
- Informational Webinar: September 30th, 2021
 - 10:30 a.m. - 11:30 a.m. (Recorded version will be posted [here](#))
- Question and Answer Session: October 8, 2021
 - 10 a.m. to 11 a.m. (Questions and answers will be posted [here](#))
- **Application Deadline: October 12, 2021 at 5:00 p.m.**
- Finalist Interviews: November 9th & 10th, 2021
- Application Decisions: On or after November 19, 2021



Questions?

Please ask questions using the chat

All questions and answers asked during this session will be documented and posted to the website in an FAQ document after this webinar.



Thank You For Your Interest In This Program
We Look Forward to Working With You!

Have questions about HomeHelpMN?
Write to us at homehelpmn@state.mn.us.

m MINNESOTA HOUSING



Sign up to receive future program updates!
<https://signup.e2ma.net/signup/1943363/25709/>