

Getting People Into Units Housing Connect & Homeless Placement Services

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Purpose of Marketing

1. Primary objective: Ensure a fair process that provides equal opportunity to all applicants, regardless of:

- Race
- Color
- Religion
- Gender
- Sexual orientation
- Gender identity or expression
- National origin
- Age
- Genetic information
- Disability
- Veteran status

2. Comply with fair housing and equal opportunity requirements

3. Process and eligibility requirements

- Standardized and transparent advertising of affordable units
- Randomized applications and order of processing
- Standardized and clear communications with applicants
- Standardized and fair eligibility and selection criteria
- Standardized and transparent appeal process

Marketing Handbook

Policies and Procedures for Resident Selection and Occupancy

August 2021



What We Market

Units subject to the policies and procedures of HPD/HDC Marketing Handbook:

Affordable units financed, granted a tax exemption, land, or in Inclusionary Housing program through HPD

HPD Marketing Program

Affordable units financed solely or jointly by HDC

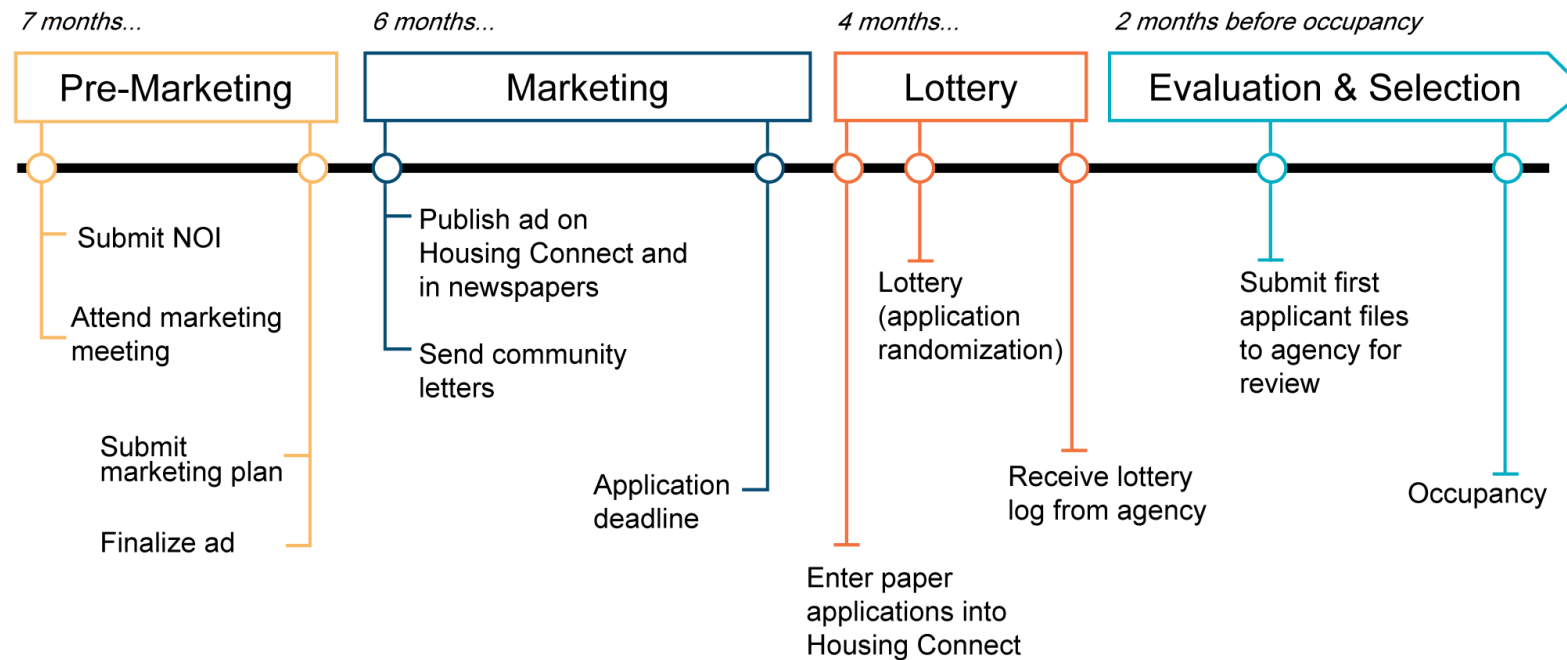
HDC Marketing Program

Affordable units that do not go through Marketing:

- Occupied units in preservation projects
- HPD re-rentals (some, evolving)
- Homeless set-asides
- Supportive units in supportive housing projects
- Mitchell-Lama

Approximate Marketing Timeline (Developer Perspective)

Marketing, Lottery, and Lease-up Timeline



Key Activities, Policies, & Forms for Developers

Prior to Marketing

- Post construction site sign with phone number for inquiries
- Become familiar with Marketing Handbook
- Attend HPD and industry trainings

Marketing Plan and Ad

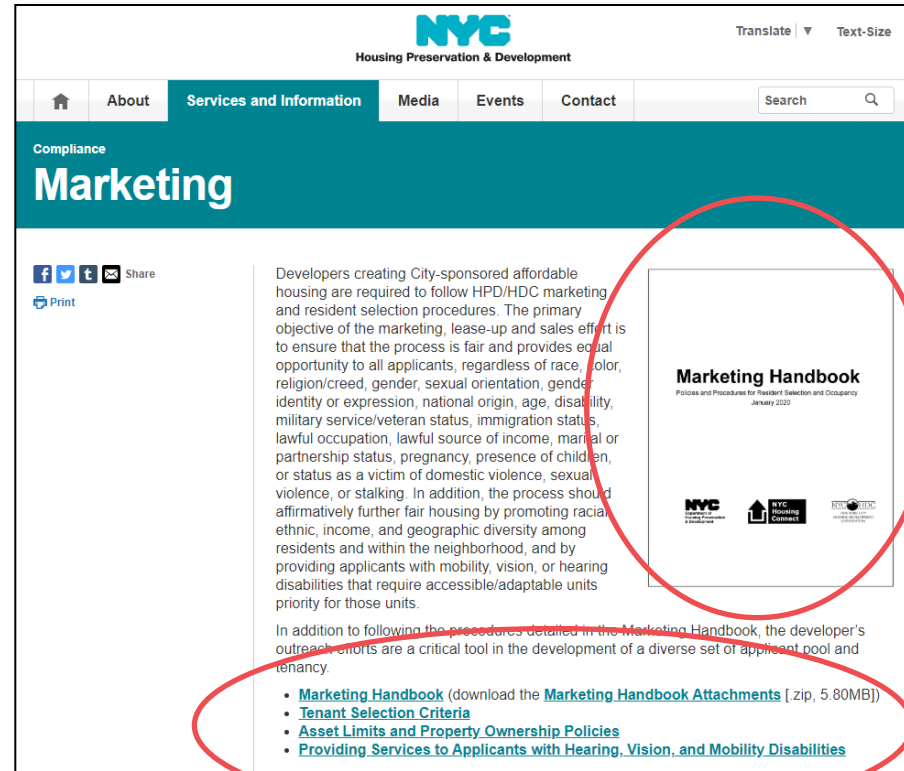
- Submit Notice of Intent to market (7 mos. before TCO)
- Attend Marketing meeting and complete Marketing plan
- Customize all attachments and lottery ad

Marketing Period

- Post large version of ad on construction site for application period

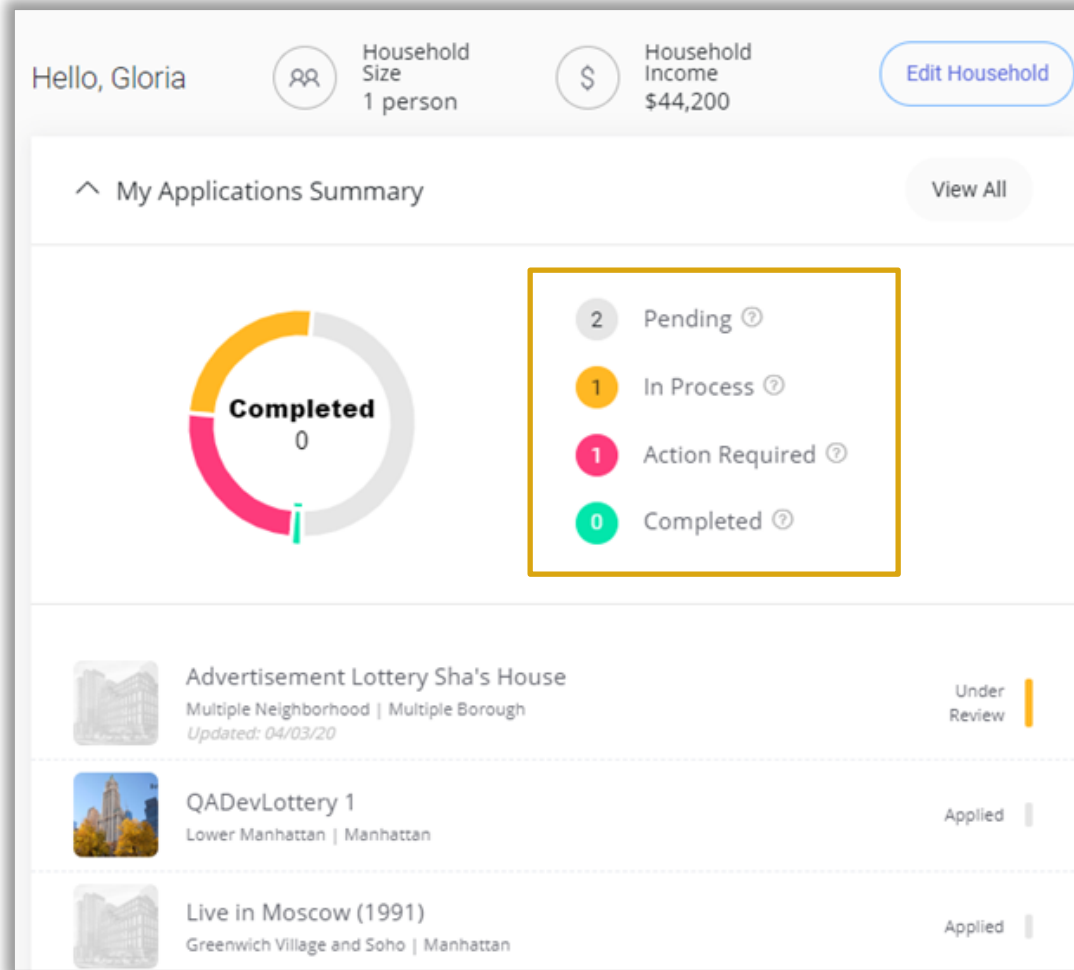
Evaluation & Selection

- Refer to tenant selection criteria
- Refer to asset limits and property ownership policies



<https://www1.nyc.gov/site/hpd/services-and-information/marketing.page>

Housing Connect Dashboard



View status of applications in your Housing Connect Dashboard:

- **Pending** = You have applied but your application has not been selected yet
- **In Process** = Your application is being reviewed
- **Action Required** = You must do something to continue your application. Click to see specific instructions
- **Completed** = Application Review is finished

Housing Ambassadors

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Housing Ambassadors

HPD partners with community-based service providers in New York City who help people prepare and apply for affordable housing. The tables below provide information about the [Housing Ambassadors](#) and [Housing Ambassadors for People with Disabilities](#). We partner with these Housing Ambassadors to help provide up-to-date, consistent information and assist with the application process to communities, and we encourage people to contact them.

To learn more about the Housing Ambassadors program, email ambassadors@hpd.nyc.gov



HPD Housing Ambassa...

Good Old Lower East Side (GOLES)

HANAC, Inc.

IMPACCT Brooklyn

Legal Hand - Center for Court Innova...

Local Development Corporation of Ea...

Los Sures / Southside United HDFC - ...

Los Sures / Southside United HDFC - ...

Los Sures / Southside United HDFC - ...

Los Sures / Southside United HDFC - ...

Mutual Housing Association of New ...

Neighborhood Housing Services of B...

Neighborhood Housing Services of B...

Neighborhood Housing Services of Q...

The Actors Fund - Main Office

The Actors Fund Arts Center

University Neighborhood Housing Pr...

East Harlem Council for Community L...

Hope Community, Inc.

Ocean Bay Community Development ...

Neighborhood Housing Services of J...

Margert Community Corporation

BMS Family Health and Wellness Cen...

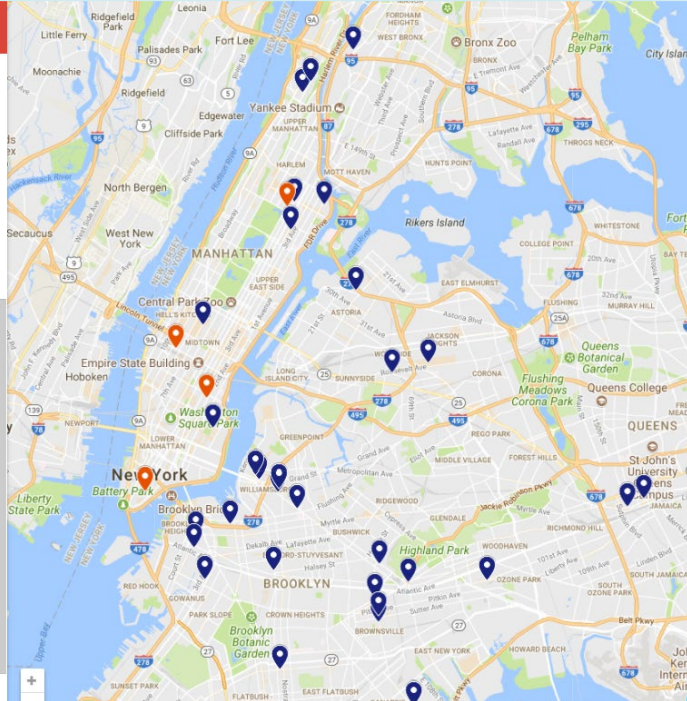
Brownsville Partnership

📍

Housing Ambassador for People with Di...

Adapt Community Network (formerly ...

Cerebral Palsy Associations of New ...

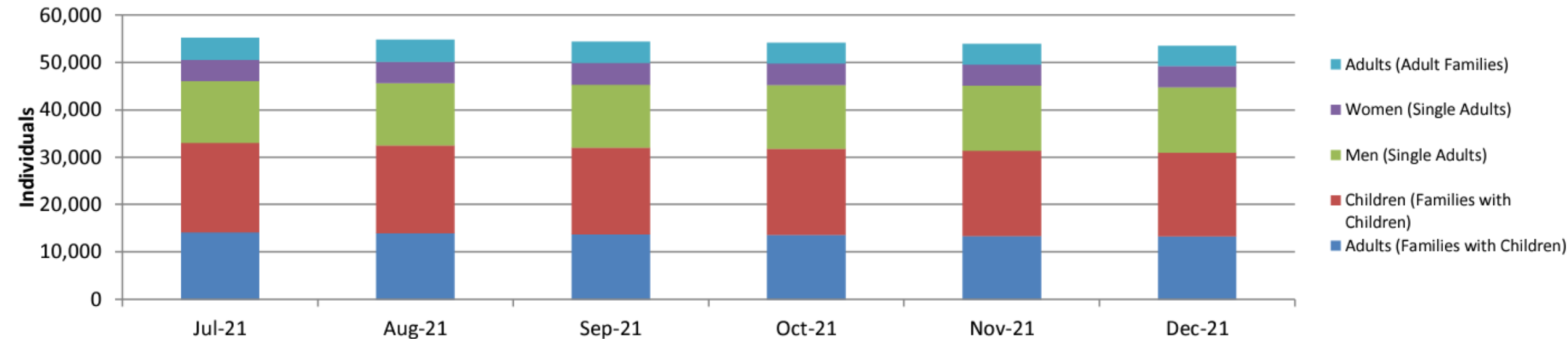


www.nyc.gov/housing-ambassadors

Connecting Shelter Residents to Permanent Housing

- A portion of City-financed apartments are set-aside for households currently residing in Shelter
 - Additionally, Developers can volunteer any HPD/HDC affordable units to be leased through HPS
- HPS matches households in shelter with the available units to move them into permanent, affordable housing

Average Daily Individuals in Shelter, FY 2022 Q2

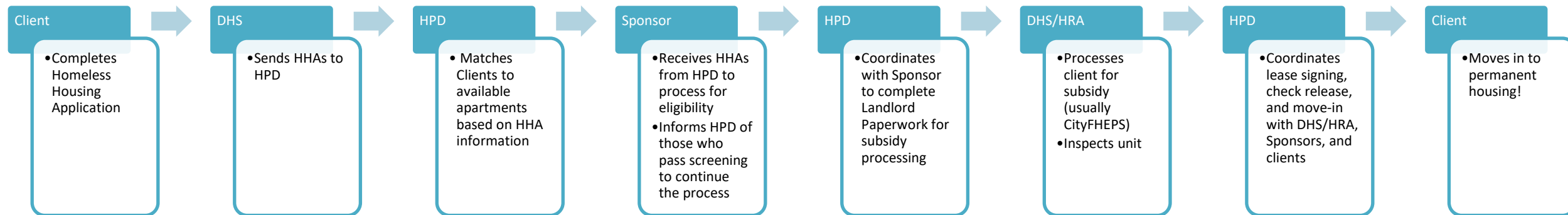


Source: [DHS Data Dashboard Charts FYTD 2022](#)

- HPS made 2,023 placements in 2021

Homeless Placement Services

- HPS facilitates the end-to-end process of matching homeless individuals and families to affordable homes that meet their housing needs.
- The HPS team is comprised of 30 dedicated staff who are committed to providing excellent customer service with the goal of accelerating the placement of individuals and families in shelter into affordable housing.
- The program monitors a portfolio of projects with a homeless set aside requirement and spearheads several special initiatives throughout the year which create more affordable housing opportunities for individuals and families in shelter.



Eliminating Barriers to Access Permanent Housing

- HPD's Homeless Placement Services unit has worked to reduce burden and eliminate barriers throughout the coordination process to make the process more efficient for clients and our Sponsors. Examples include:
 - **Increased value of CityFHEPS voucher** for HPD units to broaden the pool of units extremely low-income clients could be matched to
 - **Eliminate eligibility review** when applicants are already qualified for CityFHEPS and there is no federal requirement for qualification (e.g. LIHTC, HOME.)
 - Because of COVID-19 restrictions, **implemented virtual unit viewings** (photos, videos) to avoid in-person meetings and eliminating delays in a client seeing and accepting an available unit

Thank you!