

Addendum to Affirmative Fair Housing Marketing Plan adopted on June 15, 2016 ("AFHMP") by 839 Management LLC ("Applicant") covering 839 Prospect Avenue, Westbury, Town of North Hempstead, County of Nassau, New York (Section: 11; Block: 1, Lot: 45-47), Census Tract Number: 3042.01 ("Project").

1. The Project includes 18 residential units all of which will be available for rent, 10 are deemed affordable housing units. The 8 market rate units are located as per the unit chart, attached hereto as Exhibit A.
2. As indicated in the body of the AFHMP, the Project is not "housing for older persons".
3. Applicant will use fair housing logo or phrase "Equal Housing Opportunity" on all advertising described in the AFHMP.
4. Applicant will distribute written information regarding the availability of affordable units at the Project to all contacts set forth in the AFHMP and in addition to the NCIDA Affordable Housing Availability Contact List attached hereto as Exhibit B, and incorporated herein by reference.
5. The Long Island Housing Partnership will conduct the marketing and initial rent up, in conjunction with Applicant, as described more fully in the AFHMP.
6. Applicant used, or caused to be used, as the case may be, an initial application period with a starting date of September 7, 2016, ending on October 7, 2016, which is for a period at least thirty (30) days after the marketing described in the AFHMP, as amended by this Addendum, commenced. As stated in the AFHMP, following the initial application period, all applications will be considered through the use of a lottery and not on a first-come first-served basis, unless the number of applications received during the initial application period is less than the total number of units available for rental.
7. Applicant will maintain and require that the Long Island Housing Partnership maintain records of the activities it undertakes to implement the marketing plan set forth in the AFHMP, as amended by this Addendum.

The AFHMP, as modified by this Addendum, shall become effective as of December 15, 2016.

839 Management LLC

By:

James J. Vilardi, Managing Member

# EXHIBIT A



839 Prospect -- Listing of units indicating which are rent restricted and at what level.

A = far left of building, F = far right of building

	1A	1B	1C	1D	1E	1F
<b>Floor One</b>						
Roof	50% AMI	Marked	Marked	Marked	Marked	50% AMI
<b>Floor Two</b>						
2A	2A	2B	2C	2D	2E	2F
Marked	Marked	Marked	60% (HOME CDBG)	60% (HOME CDBG)	60% (HOME CDBG)	60% (HOME CDBG)
<b>Floor Three</b>						
3A	3A	3B	3C	3D	3E	3F
Marked	Marked	50% AMI	(HOME CDBG) or 80% CDBG	(HOME CDBG) or 80% CDBG	(HOME CDBG) or 80% CDBG	(HOME CDBG) or 80% CDBG

## EXHIBIT B

### NCIDA

#### Affordable Housing Availability Contact List

1. Long Island Housing Services  
640 Johnson Ave #8, Bohemia, NY 11716
2. Community Development Corporation of Long Island  
2100 Middle Country Road, Centereach, New York 11720
3. Community Housing Innovations - Nassau County  
175 Fulton Avenue, #211B, Hempstead, NY 11550
4. Economic Opportunity Commission of Nassau County  
281 Babylon Turnpike, Roosevelt, NY 11575
5. ERASE Racism  
6800 Jericho Turnpike, Suite 109W, Syosset, NY 11791
6. Family and Children's Association  
100 East Old Country Road, Mineola, NY 11501
7. Family Service League of Long Island  
790 Park Avenue, Huntington, NY 11743
8. HELP USA - HELP Suffolk  
685 Brookhaven Avenue, North Bellport, NY 11735
9. Hispanic Brotherhood of Rockville Centre  
59 Clinton Ave, Rockville Centre, NY 11570
10. Long Island Center for Independent Living  
3601 Hempstead Turnpike Suite 208, Levittown, NY 11756
11. Long Island Housing Partnership  
180 Oser Avenue, Hauppauge, NY 11788
12. Long Island Progressive Coalition  
90 Pennsylvania Avenue, Massapequa, NY 11758
13. Make The Road New York  
92-10 Roosevelt Avenue, Jackson Heights, NY 11372

14. NAACP Freeport/Roosevelt  
P.O. Box 292, Roosevelt, NY 11575
15. NAACP Glen Cove  
P.O. Box 449, Glen Cove, NY 11542
16. NAACP Huntington  
P.O. Box 3044, Huntington Station, NY 11746
17. NAACP Hempstead  
P.O. Box 369, Hempstead, NY 11511
18. NAACP Lakeview  
P.O. Box 268, West Hempstead, NY 11552
19. NAACP Westbury  
P.O. Box 10602, Westbury, NY 11590
20. Nassau County Office of Housing & Community Development  
40 Main Street, 1<sup>st</sup> Floor – Suite C, Hempstead, NY 11550
21. New York Communities for Change  
91 N. Franklin, Room 209, Hempstead, NY 11550

Note to all applicants/respondents: This form was developed with Nuance, the official HUD software for the creation of HUD forms. HUD has made available instructions for downloading a free installation of a Nuance reader that allows the user to fill-in and save this form in Nuance. Please see <http://portal.hud.gov/hudportal/documents/huddoc?id=nuancereaderinstall.pdf> for the instructions. Using Nuance software is the only means of completing this form.

# Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing

U.S. Department of Housing  
and Urban Development  
Office of Fair Housing and Equal Opportunity

OMB Approval No. 2529-0013  
(exp.12/31/2016)

<b>1a. Project Name &amp; Address (including City, County, State &amp; Zip Code)</b> 839 Prospect Avenue, New Cassel, NY 11590	<b>1b. Project Contract Number</b> <div style="border: 1px solid black; height: 20px; width: 100%;"></div>	<b>1c. No. of Units</b> <div style="border: 1px solid black; text-align: center; padding: 2px;">18</div>
	<b>1d. Census Tract</b> <div style="border: 1px solid black; padding: 2px;">3042.01</div>	
	<b>1e. Housing/Expanded Housing Market Area</b> Housing Market Area: North Hempstead Expanded Housing Market Area: Nassau/Queens County	
<b>1f. Managing Agent Name, Address (including City, County, State &amp; Zip Code), Telephone Number &amp; Email Address</b> 839 Management LLC, 146 N. Central Avenue Valley Stream, NY 11580 - (516)371-1912 james.vilardi@bcginc.biz		
<b>1g. Application/Owner/Developer Name, Address (including City, County, State &amp; Zip Code), Telephone Number &amp; Email Address</b> 839 Management LLC, 146 N. Central Avenue Valley Stream, NY 11580 - (516)371-1912 james.vilardi@bcginc.biz		
<b>1h. Entity Responsible for Marketing (check all that apply)</b> <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Agent <input type="checkbox"/> Other (specify) <div style="border: 1px solid black; width: 150px; height: 15px;"></div> Position, Name (if known), Address (including City, County, State & Zip Code), Telephone Number & Email Address James J. Vilardi, Managing Director, 146 N. Central Avenue Valley Stream, NY 11580 - (516)593-3639 james.vilardi@bcginc.biz		
<b>1i. To whom should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State &amp; Zip Code), Telephone Number &amp; E-Mail Address.</b> James J. Vilardi, Managing Director, 146 N. Central Avenue Valley Stream, NY 11580 - (516)593-3639 james.vilardi@bcginc.biz		
<b>2a. Affirmative Fair Housing Marketing Plan</b> Plan Type: <div style="border: 1px solid black; padding: 2px;">Initial Plan</div> Date of the First Approved AFHMP: <div style="border: 1px solid black; width: 100px; height: 15px;"></div> Reason(s) for current update: <div style="border: 1px solid black; height: 15px; width: 100%;"></div>		
<b>2b. HUD-Approved Occupancy of the Project (check all that apply)</b> <input type="checkbox"/> Elderly <input checked="" type="checkbox"/> Family <input type="checkbox"/> Mixed (Elderly/Disabled) <input type="checkbox"/> Disabled		
<b>2c. Date of Initial Occupancy</b> <div style="border: 1px solid black; padding: 2px;">10/01/2016</div>	<b>2d. Advertising Start Date</b> Advertising must begin at least 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects. Date advertising began or will begin: <div style="border: 1px solid black; padding: 2px;">06/15/2016</div> For existing projects, select below the reason advertising will be used: <div style="border: 1px solid black; padding: 5px;"> <input type="checkbox"/> To fill existing unit vacancies  <input type="checkbox"/> To place applicants on a waiting list (which currently has <div style="border: 1px solid black; width: 30px; height: 15px;"></div> individual/s)  <input type="checkbox"/> To reopen a closed waiting list (which currently has <div style="border: 1px solid black; width: 30px; height: 15px;"></div> individuals)         </div>	



**3a. Demographics of Project and Housing Market Area**  
Complete and submit Worksheet 1.

**3b. Targeted Marketing Activity**

Based on your completed Worksheet 1, indicate which demographic group(s) in the housing market area is/are *least* likely to apply for the housing without special outreach efforts. (check all that apply)

- ☒ White ☒ American Indian or Alaska Native ☒ Asian ☐ Black or African American  
☒ Native Hawaiian or Other Pacific Islander ☐ Hispanic or Latino ☒ Persons with Disabilities  
☐ Families with Children ☐ Other ethnic group, religion, etc. (specify)

**4a. Residency Preference**

Is the owner requesting a residency preference? If yes, complete questions 1 through 5.    
If no, proceed to Block 4b.

(1) Type

(2) Is the residency preference area:

The same as the AFHMP housing/expanded housing market area as identified in Block 1e?

The same as the residency preference area of the local PHA in whose jurisdiction the project is located?

(3) What is the geographic area for the residency preference?

N/A

(4) What is the reason for having a residency preference?

N/A

(5) How do you plan to periodically evaluate your residency preference to ensure that it is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a)?

N/A

Complete and submit Worksheet 2 when requesting a residency preference (see also 24 CFR 5.655(c)(1)) for residency preference requirements. The requirements in 24 CFR 5.655(c)(1) will be used by HUD as guidelines for evaluating residency preferences consistent with the applicable HUD program requirements. See also HUD Occupancy Handbook (4350.3) Chapter 4, Section 4.6 for additional guidance on preferences.

**4b. Proposed Marketing Activities: Community Contacts**

Complete and submit Worksheet 3 to describe your use of community contacts to market the project to those least likely to apply.

**4c. Proposed Marketing Activities: Methods of Advertising**

Complete and submit Worksheet 4 to describe your proposed methods of advertising that will be used to market to those least likely to apply. Attach copies of advertisements, radio and television scripts, Internet advertisements, websites, and brochures, etc.

**5a. Fair Housing Poster**

The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Check below all locations where the Poster will be displayed.

☒ Rental Office☒ Real Estate Office☒ Model Unit☐ Other (specify)**5b. Affirmative Fair Housing Marketing Plan**

The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check below all locations where the AFHMP will be made available.

☒ Rental Office☒ Real Estate Office☒ Model Unit☒ Other (specify)

TONH CDA - Local Library

**5c. Project Site Sign**

Project Site Signs, if any, must display in a conspicuous position the HUD approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Check below all locations where the Project Site Sign will be displayed. Please submit photos of Project signs.

☐ Rental Office☐ Real Estate Office☐ Model Unit☒ Entrance to Project☐ Other (specify)

The size of the Project Site Sign will be 4 x 8

The Equal Housing Opportunity logo or slogan or statement will be 1 x 1

**6. Evaluation of Marketing Activities**

Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting individuals least likely to apply, how often you will make this determination, and how you will make decisions about future marketing based on the evaluation process.

839 Management LLC in conjunction with the Long Island Housing Partnership will launch and maintain an aggressive and well thought out marketing plan to attract the ethnic groups listed in question box 38. The evaluation process will be ongoing throughout the marketing period and will be evaluated by proof of contact with community groups and individuals identified as underserved ethnic groups, and the percentage of underrepresented group members that actually respond to advertising and/or other educational materials about the availability of affordable housing. Phase 1 of the rental process, which will comprise six of eighteen units, will be evaluated as to the success of attracting the underserved and identified ethnic groups such as Whites, Asians, Native Americans, and Persons with disabilities. If at least one apartment in phase 1 is not rented to the identified underserved population, then additional marketing and educational materials will be disseminated throughout target communities to accomplish the Fair Housing Goals of this plan.

**7a. Marketing Staff**

What staff positions are/will be responsible for affirmative marketing?

**7b. Staff Training and Assessment: AFHMP**

(1) Has staff been trained on the AFHMP?

(2) Has staff been instructed in writing and orally on non-discrimination and fair housing policies as required by 24 CFR 200.620(c)?

(3) If yes, who provides instruction on the AFHMP and Fair Housing Act, and how frequently?

(4) Do you periodically assess staff skills on the use of the AFHMP and the application of the Fair Housing Act?

(5) If yes, how and how often?

**7c. Tenant Selection Training/Staff**

(1) Has staff been trained on tenant selection in accordance with the project's occupancy policy, including any residency preferences?

(2) What staff positions are/will be responsible for tenant selection?

**7d. Staff Instruction/Training:**

Describe AFHM/Fair Housing Act staff training, already provided or to be provided, to whom it was/will be provided, content of training, and the dates of past and anticipated training. Please include copies of any AFHM/Fair Housing staff training materials



**8. Additional Considerations** Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to those least likely to apply for housing in your project? Please attach additional sheets as needed.

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**9. Review and Update**

By signing this form, the applicant/respondent agrees to implement its AFHMP, and to review and update its AFHMP in accordance with the instructions to item 9 of this form in order to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). I hereby certify that all the information stated herein, as well as any information provided in the accompaniment herewith, is true and accurate. Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (See 18 U.S.C. 1001, 1010, 1012; 31 U.S.C. 3729, 3802).

Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)

Name (type or print)

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Title & Name of Company

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For HUD-Office of Housing Use Only  
Reviewing Official:

For HUD-Office of Fair Housing and Equal Opportunity Use Only

☐ Approval

☐ Disapproval

Signature & Date (mm/dd/yyyy)

Signature & Date (mm/dd/yyyy)

Name  
(type  
or  
print)

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Title

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Name  
(type  
or  
print)

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Title

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Public reporting burden for this collection of information is estimated to average six (6) hours per initial response, and four (4) hours for updated plans, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. This agency may not collect this information, and you are not required to complete this form, unless it displays a currently valid Office of Management and Budget (OMB) control number.

**Purpose of Form:** All applicants for participation in FHA subsidized and unsubsidized multifamily housing programs with five or more units (see 24 CFR 200.615) must complete this Affirmative Fair Housing Marketing Plan (AFHMP) form as specified in 24 CFR 200.625, and in accordance with the requirements in 24 CFR 200.620. The purpose of this AFHMP is to help applicants offer equal housing opportunities regardless of race, color, national origin, religion, sex, familial status, or disability. The AFHMP helps owners/agents (respondents) effectively market the availability of housing opportunities to individuals of both minority and non-minority groups that are least likely to apply for occupancy. Affirmative fair housing marketing and planning should be part of all new construction, substantial rehabilitation, and existing project marketing and advertising activities.

An AFHM program, as specified in this Plan, shall be in effect for each multifamily project throughout the life of the mortgage (24 CFR 200.620(a)). The AFHMP, once approved by HUD, must be made available for public inspection at the sales or rental offices of the respondent (24 CFR 200.625) and may not be revised without HUD approval. This form contains no questions of a confidential nature.

**Applicability:** The form and worksheets must be completed and submitted by all FHA subsidized and unsubsidized multifamily housing program applicants.

#### INSTRUCTIONS:

Send completed form and worksheets to your local HUD Office, Attention: Director, Office of Housing

#### Part 1: Applicant/Respondent and Project

**Identification.** Blocks 1a, 1b, 1c, 1g, 1h, and 1i are self-explanatory.

Block 1d- Respondents may obtain the Census tract number from the U.S. Census Bureau (<http://factfinder2.census.gov/main.html>) when completing Worksheet One.

Block 1e- Respondents should identify both the housing market area and the expanded housing market area for their multifamily housing projects. Use abbreviations if necessary. A **housing market area** is the area from which a multifamily housing project owner/agent may reasonably expect to draw a substantial number of its tenants. This could be a county or Metropolitan Division. The U.S. Census Bureau provides a range of levels to draw from.

An **expanded housing market area** is a larger geographic area, such as a Metropolitan Division or a Metropolitan Statistical Area, which may provide additional demographic diversity in terms of race, color, national origin, religion, sex, familial status, or disability.

Block 1f- The applicant should complete this block only if a Managing Agent (the agent cannot be the applicant) is implementing the AFHMP.

#### Part 2: Type of AFHMP

Block 2a- Respondents should indicate the status of the AFHMP, i.e., initial or updated, as well as the date of the first approved AFHMP. Respondents should also provide the reason (s) for the current update, whether the update is based on the five-year review or due to significant changes in project or local demographics (See instructions for Part 9).

Block 2b- Respondents should identify all groups HUD has approved for occupancy in the subject project, in accordance with the contract, grant, etc.

Block 2c- Respondents should specify the date the project was/will be first occupied.

Block 2d- For new construction and substantial rehabilitation projects, advertising must begin at least 90 days prior to initial occupancy. In the case of existing projects, respondents should indicate whether the advertising will be used to fill existing vacancies, to place individuals on the project's waiting list, or to re-open a closed waiting list. Please indicate how many people are on the waiting list when advertising begins.

### Part 3 Demographics and Marketing Area.

"Least likely to apply" means that there is an identifiable presence of a specific demographic group in the housing market area, but members of that group are not likely to apply for the housing without targeted outreach, including marketing materials in other languages for limited English proficient individuals, and alternative formats for persons with disabilities. Reasons for not applying may include, but are not limited to, insufficient information about housing opportunities, language barriers, or transportation impediments.

Block 3a - Using Worksheet 1, the respondent should indicate the demographic composition of the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area. The applicable housing market area and expanded housing market area should be indicated in Block 1e. Compare groups within rows/across columns on Worksheet 1 to identify any under-represented group(s) relative to the surrounding housing market area and expanded housing market area, i.e., those group(s) "least likely to apply" for the housing without targeted outreach and marketing. If there is a particular group or subgroup with members of a protected class that has an identifiable presence in the housing market area, but is not included in Worksheet 1, please specify under "Other."

Respondents should use the most current demographic data from the U.S. Census or another official source such as a local government planning office. Please indicate the source of your data in Part 8 of this form.

Block 3b - Using the information from the completed Worksheet 1, respondents should identify the demographic group(s) least likely to apply for the housing without special outreach efforts by checking all that apply.

### Part 4 - Marketing Program and Residency Preference (if any).

Block 4a - A residency preference is a preference for admission of persons who reside or work in a specified geographic area (see 24 CFR 5.655(c)(1)(ii)). Respondents should indicate whether a residency preference is being utilized, and if so, respondents should specify if it is new, revised, or continuing. If a respondent wishes to utilize a residency preference, it must state the preference area (and provide a map delineating the precise area) and state the reason for having such a preference. The respondent must ensure that the preference is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a) (see 24 CFR 5.655(c)(1)).

Respondents should use Worksheet 2 to show how the percentage of the eligible population living or working in the residency preference area compares to that of residents of the project, project applicant data, census tract, housing market area, and expanded housing market area. The percentages would be the same as shown on completed Worksheet 1.

Block 4b - Using Worksheet 3, respondents should describe their use of community contacts to help market the project to those least likely to apply. This table should include the name of a contact person, his/her address, telephone number, previous experience working with the target population(s), the approximate date contact was/will be initiated, and the specific role the community contact will play in assisting with affirmative fair housing marketing or outreach.

Block 4c - Using Worksheet 4, respondents should describe their proposed method(s) of advertising to market to those least likely to apply. This table should identify each media option, the reason for choosing this media, and the language of the advertisement. Alternative format(s) that will be used to reach persons with disabilities, and logo(s) that will appear on the various materials (as well as their size) should be described. **Please attach a copy of the advertising or marketing material.**

### Part 5 - Availability of the Fair Housing Poster, AFHMP, and Project Site Sign.

Block 5a - The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Respondents should indicate all locations where the Fair Housing Poster will be displayed.

Block 5b - The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check all of the locations where the AFHMP will be available.

Block 5c - The Project Site Sign must display in a conspicuous position the HUD-approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Respondents should indicate where the Project Site Sign will be displayed, as well as the size of the Sign and the size of the logo, slogan, or statement. **Please submit photographs of project site signs.**

## **Part 6 - Evaluation of Marketing Activities.**

Respondents should explain the evaluation process to be used to determine if they have been successful in attracting those individuals identified as least likely to apply. Respondents should also explain how they will make decisions about future marketing activities based on the evaluations.

## **Part 7 - Marketing Staff and Training.**

Block 7a - Respondents should identify staff positions that are/will be responsible for affirmative marketing.

Block 7b - Respondents should indicate whether staff has been trained on the AFHMP and Fair Housing Act. Please indicate who provides the training and how frequently. In addition, respondents should specify whether they periodically assess staff members' skills in using the AFHMP and in applying the Fair Housing Act. They should state how often they assess employee skills and how they conduct the assessment.

Block 7c - Respondents should indicate whether staff has been trained on tenant selection in accordance with the project's occupancy policy, including residency preferences (if any). Respondents should also identify those staff positions that are/will be responsible for tenant selection.

Block 7d - Respondents should include copies of any written materials related to staff training, and identify the dates of past and anticipated training.

## **Part 8 - Additional Considerations.**

Respondents should describe their efforts not previously mentioned that were/are planned to attract those individuals least likely to apply for the subject housing.

## **Part 9 - Review and Update.**

By signing the respondent assumes responsibility for implementing the AFHMP. Respondents must review their AFHMP every five years or when the local Community Development jurisdiction's Consolidated Plan is updated, or when there are significant changes in the demographics of the project or the local housing market area. When reviewing the plan, the respondent should consider the current demographics of the housing market area to determine if there have been demographic changes in the population in terms of race, color, national origin, religion, sex, familial status, or disability. The respondent will then determine if the population least likely to apply for the housing is still the population identified in the AFHMP, whether the advertising and publicity cited in the current AFHMP are still appropriate, or whether advertising sources should be modified or expanded. Even if the demographics of the housing market area have not changed, the respondent should determine if the outreach currently being performed is reaching those it is intended to reach as measured by project occupancy and applicant data. If not, the AFHMP should be updated. The revised AFHMP must be submitted to HUD for approval. HUD may review whether the affirmative marketing is actually being performed in accordance with the AFHMP. If based on their review, respondents determine the AFHMP does not need to be revised, they should maintain a file documenting what was reviewed, what was found as a result of the review, and why no changes were required. HUD may review this documentation.

## **Notification of Intent to Begin Marketing.**

No later than 90 days prior to the initiation of rental marketing activities, the respondent must submit notification of intent to begin marketing. The notification is required by the AFHMP Compliance Regulations (24 CFR 108.15). The Notification is submitted to the Office of Housing in the HUD Office servicing the locality in which the proposed housing will be located. Upon receipt of the Notification of Intent to Begin Marketing from the applicant, the monitoring office will review any previously approved plan and may schedule a pre-occupancy conference. Such conference will be held prior to initiation of sales/rental marketing activities. At this conference, the previously approved AFHMP will be reviewed with the applicant to determine if the plan, and/or its proposed implementation, requires modification prior to initiation of marketing in order to achieve the objectives of the AFHM regulation and the plan.

OMB approval of the AFHMP includes approval of this notification procedure as part of the AFHMP. The burden hours for such notification are included in the total designated for this AFHMP form.

**Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing Opportunities**  
(See AFHMP, Block 3b)

In the respective columns below, indicate the percentage of demographic groups among the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area (See instructions to Block 1e). If you are a new construction or substantial rehabilitation project and do not have residents or project applicant data, only report information for census tract, housing market area, and expanded market area. The purpose of this information is to identify any under-representation of certain demographic groups in terms of race, color, national origin, religion, sex, familial status, or disability. If there is significant under-representation of any demographic group among project residents or current applicants in relation to the housing/expanded housing market area, then targeted outreach and marketing should be directed towards these individuals least likely to apply. Please indicate under-represented groups in Block 3b of the AFHMP. Please attach maps showing both the housing market area and the expanded housing market area.

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract	Housing Market Area	Expanded Housing Market Area
% White	Vacant		26%	54.8%	73%
% Black or African American	Vacant		38.2%	5.3%	12.6%
% Hispanic or Latino	Vacant		53.9%	12.8%	16.1%
% Asian	Vacant		1.4%	14.9%	9.1%
% American Indian or Alaskan Native	Vacant		0.08%	.1%	0.2%
% Native Hawaiian or Pacific Islander	Vacant		0	0	0
% Persons with Disabilities	Vacant		3.7%	0.04%	4.6%
% Families with Children under the age of 18	Vacant		N/A	N/A	N/A
Other (specify)	N/A				



**Worksheet 2: Establishing a Residency Preference Area (See AFHMP, Block 4a)**

Complete this Worksheet if you wish to continue, revise, or add a residency preference, which is a preference for admission of persons who reside or work in a specified geographic area (see 24 CFR 5.655(c)(1)(ii)). If a residency preference is utilized, the preference must be in accordance with the non-discrimination and equal opportunity requirements contained in 24 CFR 5.105(a). This Worksheet will help show how the percentage of the population in the residency preference area compares to the demographics of the project's residents, applicant data, census tract, housing market area, and expanded housing market area. **Please attach a map clearly delineating the residency preference geographical area.**

<b>Demographic Characteristics</b>	<b>Project's Residents (as determined in Worksheet 1)</b>	<b>Project's Applicant Data (as determined in Worksheet 1)</b>	<b>Census Tract (as determined in Worksheet 1)</b>	<b>Housing Market Area (as determined in Worksheet 1)</b>	<b>Expanded Housing Market Area (as determined in Worksheet 1)</b>	<b>Residency Preference Area (if applicable)</b>
% White	N/A	N/A	26%	64.6%	73%	N/A
% Black or African American	N/A	N/A	38.2%	5.3%	12.6%	N/A
% Hispanic or Latino	N/A	N/A	53.9%	12.8%	16.1%	N/A
% Asian	N/A	N/A	1.4%	14.9%	9.1%	N/A
% American Indian or Alaskan Native	N/A	N/A	0.08%	1%	0.02%	N/A
% Native Hawaiian or Pacific Islander	N/A	N/A	0	0	0	N/A
% Persons with Disabilities	N/A	N/A	3.7%	0.04%	4.6%	N/A
% Families with Children under the age of 18	N/A	N/A	N/A	N/A	N/A	N/A
Other (specify)	N/A	N/A				N/A

Worksheet 3: Proposed Marketing Activities –Community Contacts (See AFHMP, Block 4c)

For each targeted marketing population designated as least likely to apply in Block 3b, identify at least one community contact organization you will use to facilitate outreach to the particular population group. This could be a social service agency, religious body, advocacy group, community center, etc. State the names of contact persons, their addresses, their telephone numbers, their previous experience working with the target population, the approximate date contact was/will be initiated, and the specific role they will play in assisting with the affirmative fair housing marketing. Please attach additional pages if necessary.

Targeted Population(s)	Community Contact(s), including required information noted above.
White	Long Island Housing Partnership, 160 Cser Avenue Suite 800, Hauppauge, NY 11788 - James Britz (631) 435-4710 info@lihp.org
Asian	Great Neck Chinese Association, PO Box 220442, Great Neck, NY 11022 gnca.org@gmail.com
Asian	Asian Americans for Equality, 133-04 39th Avenue Flushing, NY 11354 (718) 961-0888 askaafe@aafe.org
Persons with Disabilities	Long Island Center for Independent Living, 3601 Hempstead Tpke, Suites 208/500, Levittown, NY 11756 (516) 796-0144 - LICIL@aol.com

Worksheet 4: Proposed Marketing Activities – Methods of Advertising (See AFHMP, Block 4c)

Complete the following table by identifying your targeted marketing population(s), as indicated in Block 3b, as well as the methods of advertising that will be used to market to that population. For each targeted population, state the means of advertising that you will use as applicable to that group and the reason for choosing this media. In each block, in addition to specifying the media that will be used (e.g., name of newspaper, television station, website, location of bulletin board, etc.) state any language(s) in which the material will be provided, identify any alternative format(s) to be used (e.g. Braille, large print, etc.), and specify the logo(s) (as well as size) that will appear on the various materials. Attach additional pages, if necessary, for further explanation. Please attach a copy of the advertising or marketing material.

Targeted Population(s)— Methods of Advertising	Targeted Population:	Targeted Population:	Targeted Population:
<b>Newspaper(s)</b>	White - Westbury Times.	Asian - Manhasset Press,	Disabled - All Herald
LI Herald Newspapers	Mineola American, Garden City Life, New Hyde Park	Port Washington News, Flushing Times, Great Neck	Newspapers listed in Appendix A
<b>Radio Station(s)</b>			
N/A			
<b>TV Station(s)</b>			
N/A			
<b>Electronic Media</b>	Utilize Facebook to target specific communities & demographics - White	Utilize Facebook to target specific communities and demographics - Asian	Utilize Facebook to target specific communities and demographics - Disabled
Facebook, Craigslist, Trulia			
<b>Bulletin Boards</b>	White - Distribute advertising flyers within target communities	Asian - Distribute advertising flyers within target communities	Disabled - Distribute advertising flyers within target communities
Churches & Community Center			
<b>Brochures, Notices, Flyers</b>	Advertising Flyers within target community centers & real estate offices	Advertising Flyers within target community centers & real estate offices	Advertising Flyers within target community centers & real estate offices
Flyers			
<b>Other (specify)</b>			

Worksheet 4: Proposed Marketing Activities – Methods of Advertising (Site AFRH/F, Block 4a)

Complete the following table by identifying your targeted marketing population(s), as indicated in block 3b, and the methods of advertising that will be used to market to that population. For each targeted population, state the means of advertising that you will use as applicable to that group and the reason for choosing this media. In each column, in addition to specifying the media that will be used (e.g., name of newspaper, television station, website, radio, or bulletin board, etc.) state any language(s) in which the material will be provided, identify any alternative formats that will be used (e.g., Braille, large print, etc.), and specify the logo(s) (as well as size) that will appear on the various materials. Attach additional pages, if necessary, for further explanation. Please attach a copy of the advertising or marketing material.

Targeted Population(s) – Methods of Advertising	Targeted Population:	Targeted Population:	Targeted Population:
Newspaper(s)			
Radio Station(s)			
TV Station(s)			
Electronic Media			
Bulletin Boards			
Brochures, Notices, Flyers			
Other (specify)	Disabled Residents	Newspaper ads as well as	
Able Newspaper		advertising on Ablenews.com	

## **Marketing Plan**

### **New Cassel**

#### **Introduction**

The Marketing Plan set forth herein will be used to ensure that marketing efforts are fair and affirmatively further fair housing. Community outreach and notification will be conducted to reach a broad spectrum of the population.

The proposed project will employ the following actions to affirmatively market the units:

1. **Media.** Newspaper advertising will primarily be used; with advertisements placed in newspapers or online of general circulation, as well as publications targeted to minority populations and disabled persons. In addition, public service radio announcements will also be distributed. Direct mailing will be done to relevant governmental agencies and community outreach and information will be made available.

#### **Newspapers (Print or Online)**

Display or classified advertisements will be placed in LI Herald Newspapers a publication which has a wide general circulation through local publications throughout Long Island. In addition, advertisements will be placed in minority publications. An ad will also be placed in ABLE a publication that is targeted to the disabled population.

All ads will include a statement advising that fair housing laws will be followed. The ads will be placed a minimum of one time. Initial advertising will commence at least 30 days prior to the deadline for submission of applications.

#### **Social and Electronic Media**

Facebook will be utilized to assist in the marketing and outreach of the program.

#### **Community Outreach**

##### **Community Seminars**

To educate and increase participation of community residents who are least likely to apply for the proposed affordable housing homes, special outreach efforts will be implemented. Upon advertisement of the project, one or more community seminars will be conducted by LIHP. At these seminars community residents will be educated on program guidelines, application process, lottery procedures, mortgage requirements, credit issues and general home buying requirements. Pre purchase housing counselors



will be in attendance to answer questions and provide assistance. The time and place of any seminar will be advertised.

### **Brochures/Flyers**

Brochures or flyers will be prepared which will include, at a minimum, the name and location of the development, telephone number and address to obtain an application, number of units, and fair housing law compliance.

### **Community Contacts**

LIHP will notify the following, in writing, of the program and any others it is requested to notify:

Nassau County Office for the Aging  
60 Charles Lindbergh Blvd.  
Uniondale, New York 11533-3691  
(516) 227-8900  
Victoria.meyerhoefer@hhsnassaucountyny.us  
Victoria Meyerhoefer, Director

Nassau County Office for the Physically Challenged  
60 Charles Lindbergh Blvd.  
Uniondale, New York 11553  
(516) 227-7399  
Matthew.Dwyer@hhsnassaucountyny.us  
Matt Dwyer

Great Neck Chinese Association  
PO Box 220442  
Great Neck, NY 11022  
[Gnca.org@gmail.com](mailto:Gnca.org@gmail.com)

Asian Americans for Equality  
133-04 39<sup>th</sup> Avenue  
Flushing, NY 11354  
[askaafe@aafe.org](mailto:askaafe@aafe.org)

Suffolk County Office for People with Disabilities  
North County Complex, Building 158  
PO Box 6100  
Veterans Memorial Highway  
Hauppauge, NY 11788  
(631) 853-8333  
[Frank.Krotschinsky@suffolkcountyny.gov](mailto:Frank.Krotschinsky@suffolkcountyny.gov)  
Contact: Frank Krotschinsky, Esq., Director

United Spinal Association  
75-20 Astoria Blvd.  
Jackson Heights, NY 11370-1177  
(718) 803-3782  
J.Gaskins@UnitedSpinal.org  
Joseph Gaskins, Interim President & CEO

The Long Island Center for Independent Living, Inc.  
3601 Hempstead Turnpike, Suite 208  
Levittown, NY 11729  
(516) 796-6176  
licil@aol.com  
Ms. Patricia Moore, Executive Director

Economic Opportunity Commission of Nassau County, Inc.  
134 Jackson Street  
Hempstead, NY 11550  
516-486-2800  
ymiller@eoc-nassau.org  
Ms. Iris A. Johnson, CEO – her assistant is Yvette Miller

Long Island Council of Churches  
1664 Denton Green  
Hempstead, New York 11550  
(516) 565-0290  
LICCrev@optonline.net  
Rev. Dyanne Pina, Executive Director

**LONG ISLAND 100 BLACK WOMEN**

<http://www.li100bw.com/>  
[info@li100bw.com](mailto:info@li100bw.com)  
P.O. Box 341  
Garden City, New York, 11530-0315  
(P) 516 223 0289

**URBAN LEAGUE OF LONG ISLAND**

<http://www.urbanleaguelongisland.org/>  
**URBAN LEAGUE OF LONG ISLAND YOUNG PROFESSIONALS**  
[http://www.urbanleaguelongisland.org/Young\\_Professionals.html](http://www.urbanleaguelongisland.org/Young_Professionals.html)

Theresa Sanders – [Tsanders@urbanleaguelongisland.org](mailto:Tsanders@urbanleaguelongisland.org)  
[There47530@aol.com](mailto:There47530@aol.com)

First Baptist Church  
212 Garden St, Westbury, NY 11590  
(516) 333-5422  
Left Multiple Messages  
Lionel Harvey Pastor

St Brigids Catholic Church

75 Post Ave, Westbury, NY 11590  
(516) 334-0021  
Maria Panero  
Left Messages

United Methodist Church  
265 Asbury Ave E #3, Westbury, NY 11590  
(516) 333-0874  
Sheila Ann Beckford  
Left Messages

St John's Baptist Church  
1025 Prospect Ave, Westbury, NY 11590  
(516) 338-9390  
William Watson  
Left Messages