

**Affirmative Marketing Plan for 555 Stewart Avenue, Garden City, NY 11530**

1. Name and location of Project:  
555 Stewart Ave.  
Garden City, N.Y. 11530  
Tract code: 4066.00
2. The Project will contain 17 (5 at or below 40% of the AMI, 5 at or below 60% of the AMI, 5 at or below 80%, and 2 workforce units at or below 130% of the AMI) affordable units for rent.
3. The Project will contain 133 market rate units for rent.
4. The Project is not specifically designated as "housing for older persons."
5. The affordable units will be marketed by the Long Island Housing Partnership, or such other service provider as acceptable to the Nassau County Industrial Development Agency (the "Agency"). The affordable units will be advertised by newspaper publications, the LIHP website, and other forms of advertising as the Long Island Housing Partnership, or such other service provider as acceptable to the Agency, determines to be necessary. The market rate units will be advertised through applicant's own website and other forms of advertising as the applicant determines to be necessary.
6. The applicant will use either the Fair Housing Logo, or phrase "Equal Housing Opportunity" on all advertising.
7. The applicant anticipates utilizing the services of the Long Island Housing Partnership or other similar fair housing organization to determine the eligibility for all affordable unit applicants. Written information regarding the availability of affordable units at the Project will be distributed to the list of organizations provided by the Agency and attached hereto, which list may be updated annually.
8. The applicant anticipates utilizing the services of the Long Island Housing Partnership, or other similar fair housing organization, to conduct the marketing and initial rent-up of the affordable units.
9. An initial application period with a specific start date and end date will be utilized for accepting applications for consideration for the initial rent-up of the affordable units. The application period will last for a minimum of thirty (30) days after the marketing of the affordable units as described herein has commenced. Following the initial application period, all applications submitted during the initial application period 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 is less than the total number of affordable units available for rent.
10. The applicant, in partnership with the Long Island Housing Partnership, or other similar fair housing organization, will maintain records of the activities it undertakes to implement its marketing plan.

Schedule A

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, Suit 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. 2502-0608  
(exp.04/30/2020)

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**1a. Grantee Name & Address (including City, County, State, Zip Code, Telephone No. & email address) 1b. Rental Assistance Contract Number**

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**1c. No. of Units**

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**1d. Entity Responsible for conducting Outreach and Referral (check all that apply)**

Grantee      Service Provider      Other (specify)

Entity Name, Contact Person and Position (if known), Address (including City, County, State & Zip Code), Telephone Number & Email Address

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**1e. If the outreach is performed by any other entity other than the Grantee, explain how the Grantee will monitor their activities to ensure compliance with affirmative fair housing outreach requirements. Enter "N/A" in the field below if not applicable.**

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**1f. To whom in the Grantee's office should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State & Zip Code), Telephone Number & E-Mail Address.**

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**2a. Affirmative Fair Housing Marketing Plan**

Plan Type

Date of the First Approved AFHMP:

Reason(s) for current update:

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**2b. Outreach Start Date**

Grantees should not begin accepting applications prior to conducting the marketing and outreach activities identified in the approved AFHMP.

Date Outreach will begin (xx/xx/xxxx)

Date Grantee will begin accepting applications (xx/xx/xxxx)

Note: Only Fiscal Year 12 Demonstration Grantees are permitted to accept applications prior to conducting marketing and outreach activities identified in the approved AFHMP.

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**3a. Target Areas (check one):****Statewide****Other (specify)**

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**3b. Target Population(s)**

**3c. Is all or some of the Target Population(s) covered by a Settlement Agreement?**    **No**            **Yes**

**3d. Demographics of Target Population(s)**

(check all that apply)

White

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

Hispanic or Latino

Families with Children (under age 18)

Other ethnic group, religion, sex, etc. (specify)

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**3e. Data Source(s) used to obtain the demographic characteristics.**

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**4a. Identify the demographic group in the target population(s) that are least likely to apply.**

**4b. For each demographic group in the target population(s) that are least likely to apply, provide a description of how the program will be marketed to eligible individuals in the target population(s).**

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**5a. Fair Housing Poster**

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

Rental Office      Grantee Office      Model Unit      Other (specify)

**5b. Affirmative Fair Housing Marketing Plan**

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

Rental Office      Grantee Office      Model Unit      Other (specify)

**5c. Project Owner Compliance to display Fair Housing Poster and the AFHMP**

Explain how you will ensure that every project owner will prominently display the Fair Housing Poster and AFHMP.

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**6. Evaluation of Marketing Activities**

Explain the evaluation process you will use to determine whether your outreach activities have been successful in attracting individuals in the target population(s) who are least likely to apply, including who will be responsible for conducting this evaluation, when this evaluation will be conducted and how the results of this evaluation will inform future marketing activities.

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**7. Additional Considerations.** Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to eligible persons in the target population(s) who are least likely to apply for the program? Please attach additional sheets, as needed.



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**8. Review and Update**

By signing this form, the grantee agrees to implement its AFHMP, and to review and update its AFHMP in accordance with the instructions to item 8 of this form in order to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). The Grantee also certifies that training will be provided to staff/entities that provide outreach to target population(s) for the purpose of enrollment in the 811 PRA program. Training will consist of affirmative fair housing outreach requirements and the Fair Housing Act, Section 504 of the Rehabilitation Act, Title VI of the Civil Rights Act and the American with Disabilities Act. 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).

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

Name (type or print)

Title & Name of Company

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**For HUD-Office of Housing Use Only**

Reviewing Official:

Signature & Date (mm/dd/yyyy)

Name  
(type or print)

Name

Title

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

Approval

Disapproval

Signature & Date (mm/dd/yyyy)

Name  
(type or print)

Title

**FFIEC** 2018 FFIEC Geocode Census Report

Matched Address: 555 STEWART AVE, GARDEN CITY, NY, 11530  
 MSA: 35004 - NASSAU COUNTY-SUFFOLK COUNTY, NY  
 State: 36 - NEW YORK  
 County: 059 - NASSAU COUNTY  
 Tract Code: 4066.00

**Summary Census Demographic Information**

Tract Income Level	Upper
Underserved or Distressed Tract	No
2018 FFIEC Estimated MSA/MD/non-MSA/MD Median Family Income	\$116,700
2018 Estimated Tract Median Family Income	\$158,245
2010 Tract Median Family Income	\$146,719
Tract Median Family Income %	135.60
Tract Population	4252
Tract Minority %	10.75
Tract Minority Population	457
Owner-Occupied Units	1329
1- to 4- Family Units	1439

**Census Population Information**

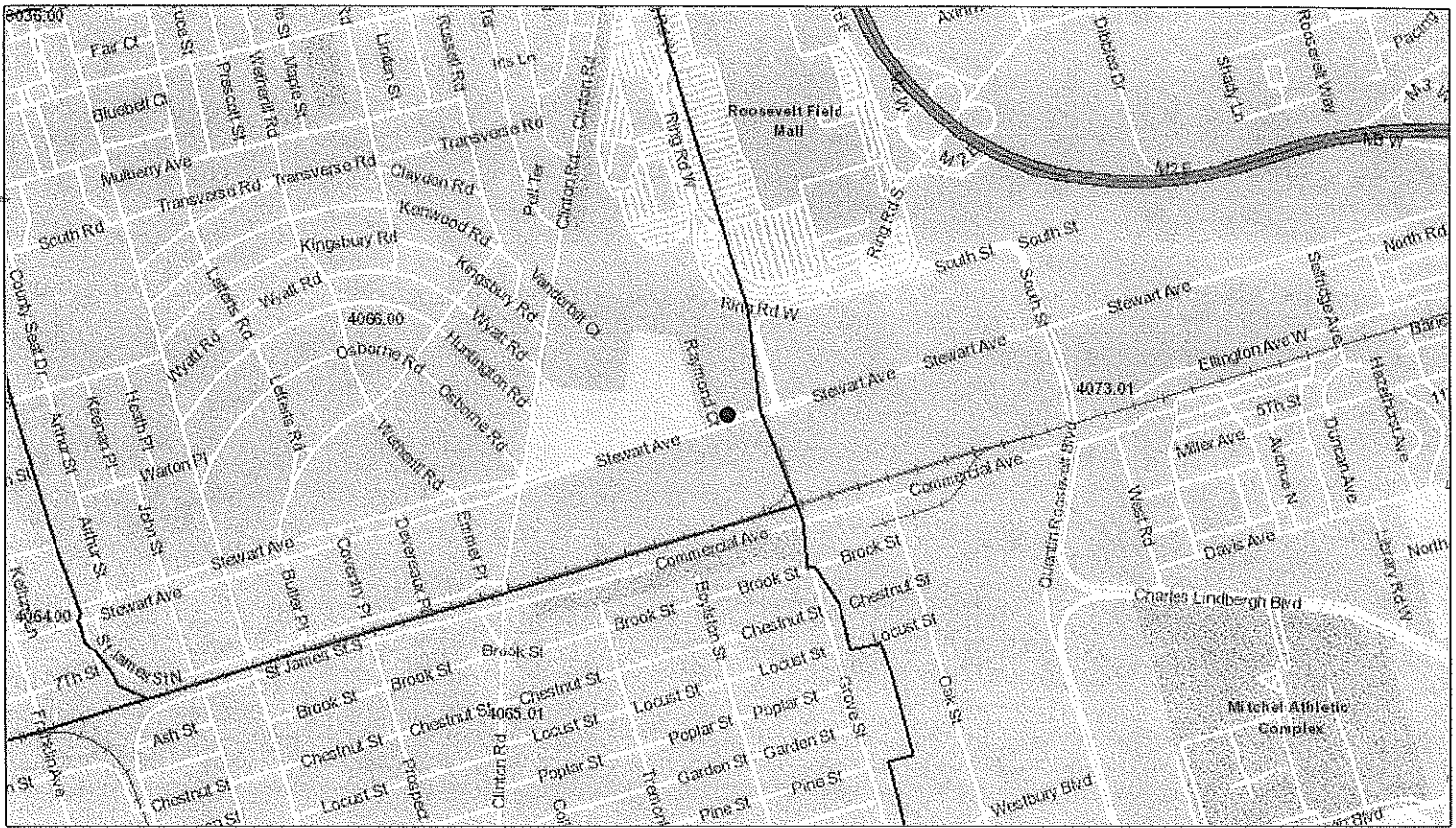
Tract Population	4252
Tract Minority %	10.75
Number of Families	1197
Number of Households	1407
Non-Hispanic White Population	3795
Tract Minority Population	457
American Indian Population	0
Asian/Hawaiian/Pacific Islander Population	165
Black Population	0
Hispanic Population	194
Other/Two or More Races Population	98

**Census Income Information**

Tract Income Level	Upper
2010 MSA/MD/statewide non-MSA/MD Median Family Income	\$108,193
2018 FFIEC Estimated MSA/MD/non-MSA/MD Median Family Income	\$116,700
% below Poverty Line	1.74
Tract Median Family Income %	135.60
2010 Tract Median Family Income	\$146,719
2018 Estimated Tract Median Family Income	\$158,245
2010 Tract Median Household Income	\$138,224

**Census Housing Information**

Total Housing Units	1439
1- to 4- Family Units	1439
Median House Age (Years)	63
Owner-Occupied Units	1329
Renter Occupied Units	78
Owner Occupied 1- to 4- Family Units	1329
Inside Principal City?	NO
Vacant Units	32



● Matched Address: 555 STEWART AVE, GARDEN CITY, NY, 11530  
MSA: 35004 - NASSAU COUNTY-SUFFOLK COUNTY, NY || State: 36 - NEW YORK || County: 059 - NASSAU COUNTY || Tract Code: 4066.00

● Selected Tract  
MSA: || State: || County: || Tract Code:

## **Community Outreach Plan**

The segments of the eligible population who are least likely to apply for the proposed affordable rental units without special outreach efforts are very low- and low- income persons, especially minorities within those income groups. The LIHP will make every reasonable effort to identify these persons and to market the units to them. The Marketing Plan set forth herein will be used to ensure that marketing efforts are fair and reach a broad spectrum of the population.

The proposed project will employ the following means to affirmatively market the units. Paid advertising will be done by LIHP. Community outreach and notifications will also be done by LIHP.

### **Community Outreach**

#### **Newspapers**

Display or classified advertisements will be placed in NEWSDAY and its affiliate publications, which have a wide circulation throughout Long Island as well as, regional weekly newspapers. In addition, an advertisement will be placed in minority publications. Minority publications include: New York Amsterdam News, Bi Lingual News, and NOTICIA HISPANO AMERICANA. An ad will also be placed in ABLE, which is a publication targeted to persons with disabilities.

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 be done a minimum of 30 days prior to the deadline for submission of applications.

#### **Brochures**

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.

### **Media**

#### **Radio and Television**

LIHP will also provide the following radio and cablevision stations with media releases suitable for use as public service announcements: WALK, WBAB, WBLI, NEWS 12 LONG ISLAND, WLIG-TV 55, TELICARE and WLIW-TV.

#### **Social Media**

LIHP will also advertise the program on social media sites, such as Facebook and Twitter.

## Community Contacts

LIHP will notify the following governmental and community organizations in writing of the program:

New York Communities for Change  
91 N. Franklin St. Room 209  
Hempstead, NY 11550  
Lucas Sanchez, Long Island Director

Long Island Housing Services  
640 Johnson Ave #8  
Bohemia, NY 11716  
Ian Wilder, Deputy Director

NAACP Freeport/Roosevelt  
PO Box 292  
Roosevelt, NY 11575  
Attn: Douglas Mayers

Nassau County Office for the Aging  
60 Charles Lindbergh Blvd.  
Uniondale, New York 11533-3691  
Victoria Meyerhoefer, Director

Adelante of Suffolk County, Inc.  
10 Third Ave  
Brentwood, NY 11717  
Olga Elsehamy, Executive Director

NAACP – Westbury  
P.O. Box 10602  
Westbury, NY 11590  
Robin L. Garrison Bolling, President

Nassau County Office  
for the Physically Challenged  
60 Charles Lindberg Blvd.  
Uniondale, New York 11553  
Matthew Dwyer, Director

NAACP - Eastern Long Island  
P.O. Box 2699  
33 Flying Point Rd., Suite 131  
Southampton, NY 11969  
Attn: Lucius Ware, President

Suffolk County Office for the Aging  
H. Lee Dennison Building, 3rd Floor  
P. O. Box 6100  
Hauppauge, New York 11788-0099  
Holly Rhodes-Teague, Director

United Spinal Association  
120-34 Queens Blvd., Suite 320  
Kew Gardens, NY 11415  
James Weisman, President & CEO

Freeport/Roosevelt CSC  
281 Babylon Turnpike  
Roosevelt, NY 11575  
Eric Poulson, Director of CAP Services

Suffolk County Office  
for People with Disabilities  
PO Box 6100  
Hauppauge, NY 11788  
Frank Krotschinsky, Esq., Director

Suffolk County Asian American  
Advisory Board  
PO Box 6100  
Hauppauge, NY 11788  
Ramon Villongco, Chairman

NAACP - Huntington  
P.O. Box 3044  
Huntington Station, NY 11746  
Betty J. Miller, President

Long Island 100 Black Women  
PO Box 341  
Garden City, NY 11530  
Ms. Wilma Tootle, President

The Long Island Center  
for Independent Living, Inc.  
3601 Hempstead Turnpike, Suite 208  
Levittown, NY 11729  
Ms. Patricia Moore, Executive Director

Family Service League of Long Island  
790 Park Avenue  
Huntington, NY 11743  
Karen Boorshtein, President & CEO

NAACP – North Shore/Great Neck  
P.O Box 2151  
Roslyn Hts., NY 11577  
Jacqueline Terry Lee, President

Economic Opportunity Commission  
of Nassau County, Inc.  
134 Jackson Street  
Hempstead, NY 11550  
Ms. Iris A. Johnson, CEO

NAACP - Islip Town  
P.O Box 577  
Bays Shore, NY 11706  
Pastor Roderick A. Pearson, President

Urban League of Long Island  
100 Terminal Drive  
Plainview, NY 11803  
Attn: Theresa Sanders

Economic Opportunity Council  
of Suffolk, Inc.  
31 West Main Street, Suite 300  
Patchogue, New York 11772  
Adrian Fassett, President & CEO

NAACP – Central Long Island  
P.O Box 688  
Amityville, NY 11701  
Jordan K. Wilson, Sr., President

Long Island Progressive Coalition  
90 Pennsylvania Ave  
Massapequa, NY 11758  
Lisa Tyson, Director

Long Island Council of Churches  
230 Hanse Ave  
Freeport, NY 11520  
Attn: Executive Director

NAACP – Hempstead  
P.O Box 369  
Hempstead, NY 11551  
Melvin Harris, Jr., President

Make The Road New York  
1090 Suffolk Ave  
Brentwood, NY 11717  
Walter Barrientos, Lead Organizer

100 Black Men of Long Island  
9 Center Street  
Hempstead, NY 11550  
Phillip M. Andrews, President

NAACP – Lakeview  
P.O. Box 268  
West Hempstead, NY 11552  
Beatrice Bayley, President

Hispanic Brotherhood of Rockville Center Inc.  
59 Clinton Ave  
Rockville Center, NY 11570  
Margarita Grasing, Executive Director

Community Housing Innovations  
of Nassau County  
250 Fulton Ave, #514-A  
Hempstead, NY 11550  
Alexander Roberts, Executive Director

United Way of Long Island  
819 Grand Blvd.  
Deer Park, NY 11729  
Theresa Regnante, President

Family and Children's Association  
100 East Old Country Road  
Mineola, NY 11501  
Dr. Jeffrey Reynolds, President & CEO

ERASE Racism  
6800 Jericho Turnpike, Suite 109W  
Syosset, NY 11501  
Elaine Gross, President

The Kerala Center  
1824 Fairfax Street  
Elmont NY 11003  
Dr. Thomas Abraham

HELP USA – HELP Suffolk  
685 Brookhaven Ave  
North Bellport, NY 11735

Community Development Corporation  
of Long Island  
2100 Middle Country Road  
Centereach, NY 11720  
Gwen O'Shea, President & CEO

Suffolk Independent Living Org.  
(SILO)  
755 Waverly Ave  
Holtsville, NY 11742  
Joseph M. Delgado, CEO

Health & Welfare Counsel of LI  
150 Broadhollow Road, Suite 118  
Melville, NY 11747  
Rebecca Sanin, President/CEO

Nassau County Department  
of Human Services  
600 Charles Lindberg Blvd.  
Uniondale, NY 11553  
Carolyn Mc Cummings, Commissioner

## **Program Participant Selection**

The Long Island Housing Partnership will conduct a lottery to establish a ranking list of potential renters. A household interested in participating in the Program must complete and submit a Lottery Intake Application form. The application must be submitted by the advertised deadline date to LIHP to be eligible for the lottery. At a minimum thirty days will be provided between the commencement of advertising and the deadline for the submission of the Lottery Intake Application.

The lottery will establish a list of potential renters for the units being developed by 555 Stewart Garden City, LLC. Applications received or post marked after the lottery is held will be accepted on a first come first served basis after lottery applicants have been served.

Lottery Intake Applications can be completed and submitted online at: [www.lihp.org](http://www.lihp.org) or by being mailed to or submitted to the LIHP office in Hauppauge. LIHP will notify applicants in writing of their ranking.

As an applicant's name is reached on the lottery list, the applicant will be contacted by LIHP to submit a **Formal Program Application** and supporting documents. LIHP will then conduct an eligibility review to determine if an applicant meets all program guidelines. A letter from LIHP detailing eligibility will be sent to an applicant after a full review of the formal program application has been completed.

Applications will include a cover page directing the applicant to the enclosed program guidelines that fully describe the program and requirements. The cover page will also advise that LIHP staff will assist applicants with completion of the application and provides both an address and telephone number to secure such assistance.

The application requests a variety of information to enable determination of an applicant's program eligibility including but not limited to: applicant(s) name, address, telephone number and Social Security Number; names of persons who will reside in the home (to determine family size); credit history; employment data; monthly debts; asset information. In addition, supporting documentation is requested including tax returns, pay stubs, and bank statements to determine household income.

In the event that an applicant is determined not to be eligible for the program, the applicant is sent a certified letter advising of the reason for the ineligibility. The applicant is also afforded ten days to challenge the determination and/or provide clarifying information. In addition, he/she is offered mortgage counseling.

It should be noted that all staff is instructed to comply with all applicable fair housing laws specifically the Fair Housing Act - Title VIII of the Civil Rights Act of 1968 as amended and with the Fair Housing Amendments Act of 1988. All staff will also be instructed that it is illegal to base any qualifying criteria on a person's race, color, national origin, sex, religion, familial status or handicap in accordance with the Fair Housing Act and other rules and regulations pertaining to the above.