

Affirmative Fair Housing Marketing Plan

35 Broadway Hicksville, LLC

Project Description

Project Name: 35 Broadway Hicksville, LLC

Project Address: 35 Broadway, Hicksville, NY 11801

Housing Type: Multifamily

Total Number of Units: 18 Rental Units

Number of Affordable Units: 2 Rental Units

Number of Market Rate Units: 16 Rental Units

Number of Accessibility Units: All units will be handicap accessible

Preferences: The project will not have any community or special population preferences. The project will not constitute "housing for older persons".

Census Tract: 36-059-5193.00

Project Funding Sources – Private Sources

Owner /Managing Agent

Contact Person: Greg DeRosa, Managing Partner

Address: 52 Elm Street, Suite 7

City/State/Zip: Huntington, NY 11743

Telephone Number: 631-923-1700

Email Address: gderosa@g2ddevelopment.com

Affirmative Fair Housing Marketing Contact

Contact Person: Community Development Corporation of Long Island, Inc.

Attn: Pat Johnson

Address: 2100 Middle Country Road

City/State/Zip: Centereach, NY 11720

Telephone Number: 631-471-1215

Email Address: pjohnson@cdcli.org

Type of project: Redevelopment of an Existing Building

Marketing Timeline

The projected date of initial occupancy is October 1, 2018.

The proposed affirmative fair housing marketing plan will commence at least 120 days prior to the anticipated receipt of certificate of occupancy. The proposed general advertising plan will commence at least 90 days prior to occupancy.

Marketing and initial rent up will be conducted by the owner/manager.

Demographics of Project's Housing Marketing Area

Primary Market Area - The project's primary housing market area from which it intends to draw applicants is Hicksville, NY.

Secondary Market Area – The project's secondary housing market area from which it intends to draw applicants to increase the diversity of individuals to be reached by its marketing efforts is Nassau/Suffolk Counties, NY.

According to the American Community Survey 5-Year Estimates, below are racial and ethnic demographic groups in the project's primary market area.



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American Community Survey 5-Year Estimates

Hicksville Census-designated Place Population by Race

Total Population	42,333
White	29,141
African American	1619
Asian	9,081
American Indian and Alaska Native	53
Native Hawaiian and Pacific Islander	0
Other	1,057
Identified by two or more	1,382
Hispanic or Latino	5,503
Non Hispanic or Latino	36,830

Below are racial and ethnic demographic groups in the project's secondary market area.

American Community Survey 5-Year Estimates

Population by Race and Ethnicity by County	Nassau	Suffolk
Total Population	1,354,612	1,501,373
White	951,347	1,215,341
African American	154,320	115,040
Asian	115,232	56,776
American Indian and Alaska Native	3,384	3,100
Native Hawaiian and Pacific Islander	220	421
Other	87,238	74,326
Identified by two or more	42,871	36,369
Hispanic or Latino	213,372	267,396
Non Hispanic or Latino	1,141,240	1,233,977

Description of Least Likely to Apply (LLA) Populations

The LLA populations are as follows: African-American and Hispanic/Latino

Marketing Strategies

a. Community Networks

Owner/manager will cast a wide net marketing strategy and will reach out to its numerous networking partners including civic organizations, grassroots and religious bodies, community based organizations and local government. Owner/manager will notify networking partners through letters, emails, and and/or



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information packets that include leaflets/brochures, followed by personal contact. See Appendix A for a list of community resources that will be utilized to reach the LLA.

b. *Social Media*

At least 120 days prior to the date that the project's Certificate of Occupancy is anticipated to be issued, Owner/manager will register the project on www.NYHousingSearch.gov, a free service provided by New York State to advertise and search for affordable and accessible housing. The service also provides a toll-free, bilingual call center 1-877-428-8844. Owner/manager will also utilize social media outlets (e.g., Owner/manager's website, Twitter, and Facebook) to announce the availability of the units, eligibility requirements, and application procedures.

c. *Commercial and Print Media*

Owner/manager will place advertisements in newspapers/publications that circulate to LLA population, as needed.

Marketing Materials

All print and online marketing materials (e.g. such as advertisements, press releases, brochures, signs, leaflets, website ads) will be available in English and Spanish, written to accommodate limited reading proficiency, and upon request, materials will be made available in other languages and in Braille. Materials will be written that clearly describes eligibility requirements, rent structure, type of unit, bedroom size, location of property, and where applications can be obtained. All marketing materials will include the applicable fair housing logos, including the Equal Housing Opportunity and Accessibility logos.

Tenant Selection Procedures

Lottery

Owner/manager will manage the initial selection process through the use of a lottery. Owner/manager will develop and market an online application that will automatically date and time stamp the submission. The application link will be posted on owner/manager's website. The online application will alert users if they are eligible for the lottery based on information the applicant provides upon completion of the online application. Eligible applicants will be automatically alerted that, based on the information they provided, they are eligible for the lottery and will be notified of the lottery date and location. Ineligible applicants will be also notified automatically and given instructions on how to appeal the decision as described in the [Appeal Process](#) below.

Marketing materials will also inform applicants that during the lottery, press as well as community and governmental dignitaries may be present and, that during the lottery drawing, the names of applicants will be announced as their names are drawn and information will be entered in a lottery database in sequential order.

The lottery will be conducted at a location that is reasonably accessible to transportation and will be announced at least sixty (60) days in advance. The application period will last for at least thirty (30) days after the marketing of units has commenced. The deadline for all applications will be ten (10) business days before the lottery drawing.

Applications will also be available to applicants via mail, which may be requested by phone, mail, fax or email or by visiting the following location:

Owner's Leasing Office:
52 Elm Street, Suite 7, Huntington, NY
Telephone Number: 631-923-1700



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Applications not submitted online (e.g., via hand-delivered, faxed, mailed or email) shall be added to the same database to track date and time of submission, as well as eligibility and/or completeness of the application. Ineligible applicants will be notified in writing that they are ineligible within five (5) business day. Applicants who submit incomplete applications will be notified by phone or email that they must resubmit their application prior to the deadline to be eligible for the lottery. Three documented attempts will be made to reach the applicant by phone or email. If the applicant fails to respond, a letter will be sent notifying the applicant that he or she will not be included in the lottery due to an incomplete application.

Appeals Process

Applicants will be withdrawn or deemed ineligible for the lottery if applicants:

1. Do not meet eligibility criteria based on income and/or household size;
2. Submit incomplete applications after being given an opportunity to provide additional requested information before the lottery takes place.

Applicants who are denied due to ineligibility or incomplete applications will be given an opportunity to appeal the decision, in writing, within five (5) business days of the receipt of denial by Owner/manager or up ten (10) business days prior to the deadline for all applications, whichever date comes first. The appeal will be reviewed by Owner/manager; a decision with a written explanation will be sent to the applicant within three (3) business days of the decision. All appeals, subsequent follow-up information and documentation, and eligible applications must be in receipt no later than ten (10) business days prior to the established deadline for applications to be eligible for the lottery.

Tenant Eligibility

Initial tenant eligibility for acceptance into the lottery will be based on income and household size in accordance to the target income of up to 120% AMI as defined by HUD. The first 10 applicants selected from the lottery will be asked to provide additional information/documentation to complete the income certification process, as well as employment verification, creditworthiness, and background checks utilizing a reputable company and adhering to the Fair Credit Report Act. Applicants rejected due to adverse results based on the screening criteria will be advised in writing and given an opportunity to appeal, in writing, within five (5) business days unless otherwise required (see Applicants with Criminal Convictions and Pending Arrests below). The appeal will be reviewed in accordance with the tenant selection criteria established in writing and published on all marketing materials; the appeals decision will be sent by owner/manager, in writing, to the applicant within three (3) business days of the decision. The process above will be repeated until two eligible applicants are identified and forwarded to the Owner for lease signing. Tenants will be recertified annually in accordance with the guidelines established for affordability. Leases will contain addendums which outline the requirements for continued eligibility and requirements to recertify annually.

Applicants with Criminal Convictions and Pending Arrests

Owner/manager will assess applicants with criminal convictions and pending arrests that involved physical danger or violence to persons or property or that adversely affected the health, safety and welfare of other people by conducting an individualized assessment pursuant to HUD's Guide, Worksheet and Webinar Tutorial for Applying New York State's Anti-Discrimination Policies When Assessing Applicants for State-Funded Housing Who Have Criminal Convictions. A written assessment will be provided to the Owner with a recommendation to approve or deny the application. Applicants denied on the basis of this assessment will have fourteen (14) business days to appeal.

Waitlist



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Owner/manager will notify all applicants of their lottery ranking by mail within thirty (30) days of the drawing. Once the units are filled, the remaining applicants will be placed on a waitlist. If the waitlist exceeds 100 applicants, owner/manager will publicize that the waitlist has been closed on the owner/manager's website.

When vacancies occur, the owner/manager will contact the first eligible applicant on the waitlist to inform him/her that a unit is available at the preferred mode of contact as indicated on the application. Three attempts will be made to inform the applicant before proceeding to the next applicant on the list; all attempts will be documented. If the applicant is no longer interested, the application will be removed from the waitlist with an explanation for the reason for the removal from the waitlist. Interested applicants will have five (5) business days to provide documentation to conduct income certification, employment verification, creditworthiness, and background checks.

Compliance with the Violence Against Women Act ("VAWA")

Owner/manager will adhere to the VAWA final rule that prohibits denial of tenancy or eviction as a result of an incident of domestic violence, dating violence, sexual assault, or stalking that is reported and confirmed. A VAWA lease addendum will be included in the leasing documents.

Smoking Policy

Owner/manager will indicate if the project is smoking or non-smoking in its marketing materials, describe non-smoking rules (e.g., designated smoking areas) and add the "No Smoking" logo to all marketing materials, if applicable.

Record Keeping

Owner/manager will maintain all records for a period of five years, about tenant selection and rejection in a project file and will ensure the confidentiality of the information provided by applicants, especially with respect to sensitive and personal information such as criminal records, disability status and child support payments by maintaining applications in a locked file cabinet in a secure room.

Reasonable Accommodation

Owner/manager will review all requests for reasonable accommodations and/or modifications that are needed as a result of a disability within two (2) business days of the request. The owner/manager will inform the tenant whether the request has been approved or denied (with a written explanation) within five (5) business of the request.

Future Affirmative Fair Housing Marketing

Owner/manager will keep abreast of updates or changes to Federal, State and Local changes to affirmative fair housing rules and regulations that impact the current plan. In addition, the current marketing plan will be reviewed and updated every five (5) years to capture changes in the primary and secondary market area.



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Appendix A

Sampling of Community and Media Networks
Targeting LLA Population



Affordable Housing Organizations

Long Island Housing Services
640 Johnson Ave #8
Bohemia, NY 11716

Community Development Corporation of Long Island
2100 Middle Country Road
Centereach, New York 11720

Community Housing Innovations - Nassau County
175 Fulton Avenue. #211B3
Hempstead, NY 11550

Economic Opportunity Commission of Nassau County
281 Babylon Turnpike
Roosevelt, NY 11575

ERASE Racism
6800 Jericho Turnpike, Suite 109W
Syosset, NY 11791

Family and Children's Association
100 East Old Country Road
Mineola, NY 11501

Family Service League of Long Island
790 Park Avenue
Huntington, NY 11743

HELP USA - HELP Suffolk
685 Brookhaven Avenue
North Bellport, NY 11735

Long Island Center for Independent Living
3601 Hempstead Turnpike, Suite 208
Levittown, NY 11756

Long Island Housing Partnership
10 Oser Avenue
Hauppauge, NY 11788

Long Island Progressive Coalition
90 Pennsylvania Avenue
Massapequa, NY 11758

Make the Road New York
92-10 Roosevelt Avenue
Jackson Heights, NY 11372

Nassau County Office of Housing & Community Development
40 Main Street, 1st Floor- Suite C
Hempstead, NY 11550

New York Communities for Change
91 N. Franklin, Room 209
Hempstead, NY 11550

NAACP New York State Conference

Long Island Regional Director: Tracey Edwards
516-318-4572
traceyedwards-naacpliregionaldirctor@gmail.com

Central L.I.-2137
President: Mildred Hodgson
631-842-4766
mildredhodgson@gmail.com

Eastern L.I.-2142
President: Lucius Ware
631-903-9445
elibnaacp@aol.com

Freeport/ Roosevelt-2147
President: Douglas Mayers
PO Box 292, Roosevelt, NY 11575
516-223-0111
Dnd219@aol.com

Glen Cove
President: Rev. Roger C. Williams
PO Box 449, Glen Cove, NY 11542

Hempstead- 2153
President: Dr. David Gates
PO Box 369, Hempstead, NY 11151
516-314-6194
drdavidgates@aol.com

Huntington- 2159
President: Rev. Larry Jennings, Sr.
PO Box 3044, Huntington Station, NY 11746
631-943-8791
Ljenn32293@aol.com

Islip Town- 2131
President: William King Moss III
631-348-4781
isliptownnaacp@gmail.com

Lakeview- 2173
President: Beatrice Bayley
PO Box 268, West Hempstead, NY 11552
516-764-5537
naacplakeview@hotmail.com

North Shore/Great Neck- 2151
President: Marge Simon
msimon1014@yahoo.com

NAACP New York State Conference (Continued)

Westbury- 2184

President: Dr. Betty Hylton

PO Box 10602, Westbury, NY 11590

516-387-0232

Betty_hylton@hotmail.com

Civic Associations

Mastic Park Civic Association
PO Box 560
Mastic , NY 11950 631 231-1044

Mastic Beach Civic Association
PO Box 212
Mastic Beach, NY 11951 631-399-6111

Central Islip Civic Council
PO Box 219 68 Wheeler Rd. Central Islip, NY 11722
631-348-0669

Brentwood Civic Association Inc.
14 Washington Avenue, Suite C
Brentwood, New York, 11717

Wyandanch Community Civic Association
21 Davidson Street
Wyandanch, New York 11798

Wheatley Heights/Dix Hills Civic Association
PO Box 472
Wheatley Heights, NY 11798

Hempstead Hispanic Civic Association
236 Main Street
Hempstead, NY 11550
516-292-0007

West Hempstead Civic Association
PO Box 425
West Hempstead, NY 11552

Amity Harbor Civic Association
100 Western Concourse
Amity Harbor, NY 11701
631-842-2562

Clearview Village Civic Association
PO Box 253
Hicksville, NY 11802-0253

East Norwich Civic Association
PO Box 126
East Norwich, NY 11732
516-606-8053

Civic Associations (Continued)

East Park Civic Association
PO Box 374
Roslyn Heights, NY 11577-0374

Glenwood/Glen Head Civic Association
PO Box 23
Glenwood Landing, NY 11547

Greater Gordon Heights Civic Association
PO Box 131
Coram, NY 11727
631-732-0065

Melville Blvd Civic Association
25 Melville Rd
Huntington Station, NY 11746 631-271-8170

Nassau County Civic Association
PO Box 505
Cedarhurst, NY 11516

West Hempstead Civic Association
PO Box 425
West Hempstead, NY 11552-0425
516-733-0879

Hispanic/Latino Groups

Hispanic Brotherhood of Rockville Centre, Inc.
59 Clinton Avenue
Rockville Centre, New York 11570
(516)766-6610

Centro Salvadoreno, Inc.
54 Washington St., #1 & #2
Hempstead, NY 11550
(516)565-1550

Hempstead Hispanic Civic Association, Inc.
236 Main Street
Hempstead, NY 11550
(516)292-0007

Hispanic Counseling Center
344 Fulton Ave.
Hempstead, NY 11550
(516)538-2613

Long Island Hispanic Chamber of Commerce
522 Grand Blvd.
Westbury, NY 11590
(516)333-0105

Nassau County Coordinating Agency for Spanish Americans
40 Main Street, 3rd Floor
Hempstead, NY 11550
(516)572-0750

National Association of Puerto Rican/Hispanic Social Workers, Inc.
P.O. Box 651
Brentwood, NY 11717
(631)864-1536

Media Outlets

Publication/Media Outlet

Anton News
Anton News
Babylon Beacon
Babylon Villago Patch
Baldwin Herald
Beacon Newspapers
Bellmore Herald
Bethpage Tribune
Building Long Island
Business LI
East Meadow Herald
Fios Newsdesk
Fios1
Freeport-Baldwin Leader
Freeport-Pennsaver/Shopper's Guide/Yankee Trader
Garden City Life Anton Community Newspaper
Garden City News
Glen Cove Record Pilot
Great Neck Record-Anton News
Hicksville Illustrated News-Anton Community Papers
Hofstra Chronicle
Island 94.3
Levittown Tribune
LI News Tonight
LI Woman
Lindenhurst Patch
Long Beach Herald
Long Island Association (LIA) Magazine
Long Island Business News
Long Island Catholic
Long Island Channel 23-WVVH
Long Island Exchange
Long Island Herald
Long Island Jewish Star
Long Island Parenting News
Long Island Parents and Children Magazine
Long Island Press
Lynbrook/East Rockaway Herald
Malverne/West Hempstead Herald
Massapequa Observer
Merrick Herald
Merrick Life
Metro Long Island
Mineola American-Anton Community Papers
Nassau Herald
New Hyde Park Illustrated News
Newday

Email

a.anton@antonnews.com
c.seaman@antonnews.com
ACJnews@rcn.com
Judy.Mottl@patch.com
baldwineditor@liherald.com
thebeaconnews5@aol.com
belleditor@liherald.com
nuz2u@aol.com
rmancini@buildinglongisland.com
thansen@longislandassociation.org
emeadoweditor@liherald.com
newsdesk@fios1news.com
kpavlovic@fios1news.com
lmedit@optonline.net
edit@lipennysaver.com
a.anton@antonnews.com
editor@gcnews.com
glencoverecordpilot@antonnews.com
greatneck@antonnews.com
a.anton@antonnews.com
hofstrachronicle@gmail.com
jdaniels@liradiogroup.com
a.anton@antonnews.com
rsherwin@nyit.edu
editor@liwomanonline.com
barbara.loehr@patch.com
lbeditor@liherald.com
thansen@longislandassociation.org
claudesolnik@libn.com
editor@licatholic.org
info@wvvh.com
email@longislandexchange.com
Kbloom@liherald.com
pressreleases@thejewishstar.com
rachel@parentguidenews.com
editor@liparentonline.com
assignmentdesk@Longislandpress.com
lyn-ereditor@liherald.com
mal-wheditor@liherald.com
j_scotchie@antonnews.com
merrickeditor@liherald.com
lmedit@optonline.net
erinduenas@yahoo.com
a.anton@antonnews.com
nassaueditor@liherald.com
nassauillustrated@antonnews.com
events@newsday.com

Media Outlets (Continued)

News 12 Long Island	News12li@News12.com
North Shore News Group	info@smithtownnews.com
Oceanside/Island Park Herald	oceaneditor@liherald.com
Pennysaver/This Week	bafisher@starcpg.com
Press of Manorville	frankc@pressnewsgroup.com
Riverhead Local	denise@riverheadlocal.com
Riverhead News Review	joew@timesreview.com
Rockville Centre Herald	rvceditor@liherald.com
Roslyn News-Anton Community Papers	j_scotchie@antonnews.com
Sag Harbor On Line	CWalla@sagharboronline.com
Senior News Long Island	FCT@50plusny.com
Smithtown Messenger	messenger127e@aol.com
South Shore Press	sspress2000@aol.com
Southampton Press	mailbag@pressnewsgroup.com
Star Community Publishing Group	bafisher@starcpg.com
Suffolk Journal Newspaper LLC	News@suffolk.com
Suffolk Times	mwhite@timesreview.com
The Bilingual	bilingualnews@gmail.com
The Independent News	news@indyeastend.com
The Long Islander's Half Hollow Newspaper	info@longislandernews.com
Times Beacon Record Newspapers	news@tbrnewspapers.com
WALK 97.5 FM	walknews@walkradio.com
Wantagh-Seaford Citizen, The	lmedit@optonline.net
WBAB 102.3	suzanne.riccio@cox.com
WBLI 106.1 FM	suzanne.riccio@cox.com
Westbury Times	a.anton@antonnews.com
WHPC-FM 90.9	greenj@ncc.edu
WKJY	leeana@kjoy.com
WLNG	info@wlng.com
WLNK TV 10/55 News at Eleven	desk@cbs2ny.com
WNYC	jhoulihan@nypublicradio.org
WRHU (FM 88.7)	marketing@wrhu.org
WRIV 1390	1390wriv@gmail.com
WSHU	newsdirector@wsu.org