

# HPD/HDC Marketing

*How to Enter a Housing Lottery*

*April 2012*



**Department of  
Housing Preservation  
& Development**

Mathew M. Wambua  
Commissioner



**NEW YORK CITY  
HOUSING DEVELOPMENT  
CORPORATION**

Marc Jahr  
President

# WHAT IS MARKETING?

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- The NYC Department of Housing Preservation and Development (HPD) and the NYC Housing Development Corporation (HDC) create affordable housing opportunities through **public-private partnerships** with real estate developers and community sponsors. HPD and HDC **do not directly rent and manage apartments**. The real estate developers and community sponsors develop, market, and manage the apartments. If apartments receive City subsidy, we require these apartments to be rented through an Open Lottery system.
- **Objectives** of the marketing and rent-up of HPD and HDC affordable housing programs
  - To achieve an ethnic, age and geographic diversity of tenants
  - To comply with fair housing and equal opportunity requirements
  - To create affordable housing opportunities for qualified tenants in a way that is fair, open, and accessible to all



# LOOK FOR ADVERTISEMENTS AND NOTICES

**NEWLY CONSTRUCTED  
APARTMENTS  
FOR RENT**

10th Avenue Associates is pleased to announce that applications are now being accepted for 19 affordable housing rental apartments now under construction at 303 10th Avenue in the Chelsea section of Manhattan. This building is being constructed through the Inclusionary Housing and 421-a Affordable Housing Programs of New York City's Department of Housing Preservation and Development (HPD). The size, rent and targeted income distribution for the 19 apartments are as follows:

Apartments Available	Apartment Size	Household Size	Monthly Rent*	Total Annual Income Range** Minimum - Maximum
6	Studio	1	\$ 960	\$37,366 - \$43,008
11	1 Bedroom	1	\$1,027	\$39,877 - \$43,008
		2	\$1,027	\$39,877 - \$49,152
2	2 Bedroom	2	\$1,237	\$47,705 - \$49,152
		3	\$1,237	\$47,705 - \$55,296
		4	\$1,237	\$47,705 - \$61,440



\* Includes gas for cooking.  
\*\* Income guidelines subject to change.

Qualified applicants will be required to meet income and household size guidelines and additional selection criteria to qualify. Applications may be downloaded at [www.10thAveAssoc.com](http://www.10thAveAssoc.com) or requested by mail from: 10th Avenue Associates, 941 Hoe Avenue, Bronx NY 10459. Please include a self-addressed envelope with your request. Completed applications must be returned by **regular mail** only (no priority, certified, registered, express, or overnight mail will be accepted) to a post office box number that will be listed with the application, and must be postmarked by **April 27th, 2010**. Applications postmarked after April 27th, 2010 will be set aside for possible future consideration. Applications will be selected by lottery; applicants who submit more than one application will be disqualified. Preference will be given to New York City residents. Current and eligible residents of Manhattan Community Board 4 will receive preference for 50% of the units. Eligible households that include persons with mobility impairments will receive preference for 5% of the units; eligible households that include persons with visual and/or hearing impairments will receive preference for 2% of the units; and eligible New York City Municipal Employees will receive a preference for 5% of the units.

**No Brokers Fee. No Application Fee.**

**MICHAEL R. BLOOMBERG**, Mayor  
The City of New York

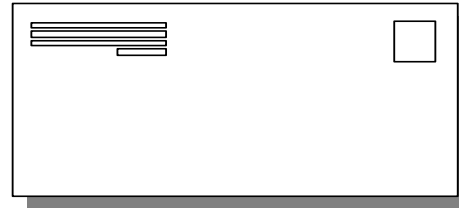
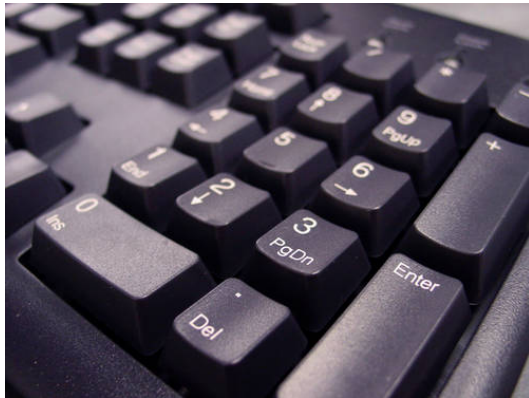
Department of Housing Preservation and Development  
RAFAEL E. CESTERO, Commissioner  
[www.nyc.gov/hpd](http://www.nyc.gov/hpd)

- Newspapers
  - City-wide Publications
  - Ethnic Publications
  - Local Publications
- HPD's website: [www.nyc.gov/hpd](http://www.nyc.gov/hpd)
  - Click on "Apartment Seekers" on left side of home page
  - Then click on link to "Open Housing Lotteries"
- Sign-up for E-mail Alerts
- Call 311 for HPD Affordable Housing Hot Line
- Community Boards
- Elected Officials

# OBTAIN AN APPLICATION

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- Send a self-addressed envelope to the address stated in the advertisement.
- Contact the marketing office of the developer.
- Download a paper application online

# HOW TO FILL OUT AN APPLICATION

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Please fill out every section of the Application.

- Name and address of applicant
- Information for all household members who will be living in the unit
- Income of all household members 18 and over
- Assets
- Section 8 Housing Assistance
- Disability, if applicable
- Current Landlord & Rent
- Reason for Moving
- **Signature & Date**



HPD Contractors hard at work

# TYPES OF INCOME AND ASSETS

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## TYPES OF INCOME

- Salary
- Self-employment earnings
- Unemployment, Disability, Worker's Compensation
- Social Security
- Pension
- SSI Interest
- Welfare Assistance
- Armed Forces Reserves
- Alimony
- Child Support
- Dividends
- Interest Income
- Income from Rental Property
- Scholarships and/or grants

## TYPES OF ASSETS

- Savings Account
- Checking Account
- Cash Value of Revocable Trusts
- Equity in real property or other capital investments
- Stocks, Bonds, Treasury Bills, Certificates of Deposit, Money Market Funds
- Retirement Plans
- Surrender value of life insurance policies
- Inheritances, lottery winnings, capital gains, insurance settlements
- Assets disposed of for less than fair market value during the two years preceding application review
- Mortgages or deeds of trust held by family member



# RETURN THE APPLICATION

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- Make sure you answered all the questions and signed it
- Address the envelope to the post box address that is listed on the application
- Make sure you write your return address on the top left hand corner of the return envelope
- Make sure you place a stamp on the envelope.
- Finally make sure you mail it before the deadline date.
- **DO NOT SEND IT BY PRIORITY, CERTIFIED, REGISTERED, EXPRESS, OVERNIGHT OR OVERSIZED MAIL.**
- Duplicates will **NOT** be accepted.



# LOTTERY DAY

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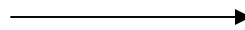
- Lottery Day: Approximately 7 to 10 days after the deadline
- Reason: To allow enough time for all the mail that is postmarked by the deadline date to arrive at the post office box
- HPD or HDC Representatives and the Developer/Marketing agent go to the post office and pick up all the accumulated mail
- The Lottery will take place at the Developer or Marketing Agent's office or a rented space
- Mail is placed on tables or the floor and is mixed up to ensure a random selection
- The mail is then placed in dark bags, the envelopes are drawn, given a log number, opened, and recorded onto log sheets.



# ELIGIBILITY

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- You will receive a letter in the mail notifying you of your status.
- The letter will state if you are eligible or ineligible based on information from your application.
- If you are found **eligible**, you will be given an interview date and list of documents to bring to the interview.
- If you are found **ineligible**, the letter will state why and give you an appeal period.
- All appeals must be done in writing.
- If you cannot make the interview on the date given, you need to contact the marketing agent and reschedule.



*454 Manhattan Ave, Manhattan*

## Why am I ineligible?

- Under minimum income
- Over maximum income
- Family size is too small or too large for the units
- Incomplete application
- Unsigned application
- Non-NYC resident

# PREFERENCE CATEGORIES

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- NYC Resident
- Community Board Preference: 50%
- NYC Municipal Employee: 5%
- Mobility Impairment: 5%
- Visually and/or Hearing Impairment: 2%

Homeowners at Gateway Estates  
*Brooklyn*



# INTERVIEW PROCESS

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- **Be on time!**
- **Every household member who will be occupying the apartment needs to be present at the interview.**
- **Have all the documents that were requested.**
- You may be asked to fill out a questionnaire.
- Interviewer will go over the questionnaire and your application.
- Your income will be verified or calculated to determine if you qualify.
- If you **are** income qualified, you will be asked for the credit check fee and a credit check will be run.
- If you **are not** income qualified, you will be given an opportunity to appeal in writing.
- Once a credit check is run you will be told whether you meet their credit guidelines or not.
- If you do not meet the credit guidelines, you will be given the reason and an opportunity to appeal in writing.
- If you do meet the credit guidelines you will go to the next step.
- Next steps vary from project to project: Home visit, view apartment, etc.
- Once you have completed the income, credit, and other processes your information will be sent to HPD or HDC for review and approval.
- If an applicant is rejected, he/she will receive a rejection in writing.
- **Interviews are typically conducted 2-4 months prior to occupancy.**

# APPROVAL PROCESS

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Resident relaxing in her affordable HPD unit

- Your documents will be reviewed for accuracy.
- If there are any questions, the reviewing agency will contact the marketing agent who will then contact you.
- If everything is in order you will be notified by the marketing agent to come in and sign a lease.
- If everything is **not** in order you will be notified and told why, and given an opportunity to appeal in writing.

# NYC Simplicity

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## Housing Lottery Automation

The City is planning to automate and streamline the lottery process for affordable housing. The Department of Housing Preservation and Development and the Housing Development Corporation will create a centralized, user-friendly online portal where applicants can apply to multiple projects with a single application as well as track their application status online. Paper applications would still be accepted to ensure that all populations are served.

**COMING IN 2012**

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# Questions and Answers