NEW YORK STATE OF OPPORTUNITY. | **Homes and Community Renewal**

## NYS HCR Standard Advertisement User Guide

New York State Homes and Community Renewal ("NYS HCR" or "HCR")-funded developments are required to submit a sample advertisement as part of their Affirmative Fair Housing Marketing Plan ("AFHMP") (unless otherwise permitted). Please follow this User Guide to complete the Standard Ad template. **All advertisements must be approved by the Fair and Equitable Housing Office (FEHO) and Asset Management prior to the commencement of any marketing.** Please consult with your HCR representative with any additional questions.

**Disclaimer:** The obligation to ensure that the project's advertisement complies with all applicable federal, New York State, and local fair housing laws and regulations lies with the Owner, Developer, and/or Managing Agent ("Housing Provider"). HCR's approval of the project's advertisement is not intended to establish or to serve as legal advice.

### I.    General Guidance

There are 2 formats of the Standard Ad.

1. The Primary English Standard Ad with Translation Boxes (the "Primary Standard Ad")
2. Translated Standard Ads that are fully translated in each of the 12 languages most spoken in New York,

Projects must complete the Primary Standard Ad, the Spanish Translated Standard Ad and the Translated Standard Ad that corresponds to the language spoken by those determined in the AFHMP who are Least Likely to Apply (LLA).

The Standard Ads are provided in word format for ease of editing. However, any changes beyond what is in the highlighted yellow fields must be approved by HCR FEHO and Asset Management.

Fields highlighted in <mark>YELLOW</mark> are for the Housing Provider to adapt to the project. Replace the highlighted language with the relevant details for the project.

For the Primary Standard Ad, everything through the World (⊕) symbol should fit on one page. Translations should continue on the following pages.

## II. Content of English Version
### A. Identifying Information



The advertisement must provide the following:

- Project's name
- # of available units that will be included in the lottery (does not include supportive housing units)
- Project's complete address, including neighborhood, city and county
- Application deadline in month, date, and year format
- List of building amenities not to exceed the 2 lines provided
- List of admissions that will receive priority in tenant selection
- # of units designed for people with a mobility, hearing and/or vision impairment
- # of units for people with either special needs or challenging life conditions as provided in the Regulatory Agreement, Funding Commitment Letter or otherwise approved by FEHO
- Any other occupancy preferences as approved by FEHO
- Website URL for the project, if available [Note: The project's website must have all information contained in it translated into the Least Likely to Apply languages as agreed upon in the AFHMP]
- Image of the project building, as would be recognized walking by on the street
- Developer's Logo may be added in the space provided

**A note on electronic public-facing materials**: NYS HCR is generally supportive of the use of digital media (e.g. Project website, electronic applications, social media, email, etc.) to promote and manage Project occupancy, subject to these requirements.

- Applications must still be made available in paper format even if available in electronic format. They also must be accepted in paper format even if made available electronically.

- Digital applications, like their paper counterparts, must be translated and available in Spanish and the language(s) spoken by those Least Likely to Apply (LLA) in the AFHMP.
- All public-facing materials (e.g. a Project website) must be translated into Spanish and the LLA language(s) determined in the AFHMP.

### B. Rents and Income Bands

| Unit Size | XX% AREA MEDIAN INCOME (AMI) UNITS | # Units | Monthly Rent* | House-hold Size | House-hold Income** | XX% AREA MEDIAN INCOME (AMI) UNITS | # Units | Monthly Rent* | House-hold Size | House-hold Income** | XX% AREA MEDIAN INCOME (AMI) UNITS | # Units | Monthly Rent* | House-hold Size | House-hold Income** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Studio | | XX | $X,XXX | 👤 | $XXX,XXX - $XXX,XXX | | XX | $X,XXX | 👤 | $XXX,XXX - $XXX,XXX | | XX | $X,XXX | 👤 | $XXX,XXX - $XXX,XXX |
| | | | | 👥 | $XXX,XXX - $XXX,XXX | | | | 👥 | $XXX,XXX - $XXX,XXX | | | | 👥 | $XXX,XXX - $XXX,XXX |
| 1 BR | | XX | $X,XXX | 👤 | $XXX,XXX - $XXX,XXX | | XX | $X,XXX | 👤 | $XXX,XXX - $XXX,XXX | | XX | $X,XXX | 👤 | $XXX,XXX - $XXX,XXX |
| | | | | 👥 | $XXX,XXX - $XXX,XXX | | | | 👥 | $XXX,XXX - $XXX,XXX | | | | 👥 | $XXX,XXX - $XXX,XXX |
| 2 BRs | | XX | $X,XXX | 👥 | $XXX,XXX - $XXX,XXX | | XX | $X,XXX | 👥 | $XXX,XXX - $XXX,XXX | | XX | $X,XXX | 👥 | $XXX,XXX - $XXX,XXX |
| | | | | 👥👤 | $XXX,XXX - $XXX,XXX | | | | 👥👤 | $XXX,XXX - $XXX,XXX | | | | 👥👤 | $XXX,XXX - $XXX,XXX |
| | | | | 👥👥 | $XXX,XXX - $XXX,XXX | | | | 👥👥 | $XXX,XXX - $XXX,XXX | | | | 👥👥 | $XXX,XXX - $XXX,XXX |
| 3 BRs | | XX | $X,XXX | 👥👤 | $XXX,XXX - $XXX,XXX | | XX | $X,XXX | 👥👤 | $XXX,XXX - $XXX,XXX | | XX | $X,XXX | 👥👤 | $XXX,XXX - $XXX,XXX |
| | | | | 👥👥 | $XXX,XXX - $XXX,XXX | | | | 👥👥 | $XXX,XXX - $XXX,XXX | | | | 👥👥 | $XXX,XXX - $XXX,XXX |
| | | | | 👥👥👤 | $XXX,XXX - $XXX,XXX | | | | 👥👥👤 | $XXX,XXX - $XXX,XXX | | | | 👥👥👤 | $XXX,XXX - $XXX,XXX |
| | | | | 👥👥👥 | $XXX,XXX - $XXX,XXX | | | | 👥👥👥 | $XXX,XXX - $XXX,XXX | | | | 👥👥👥 | $XXX,XXX - $XXX,XXX |

*Rent includes [Insert types of utilities included]. Income guidelines & permitted household size are subject to change.

**Minimum income listed may not apply to applicants with Section 8 or other qualifying rental subsidies. Asset limits also apply.

HCR has provided 2 formats with which to list the units that will be subject to the lottery, rent levels and corresponding AMIs. Changes can be made to fit the Project including the deletion of rows and columns that do not reflect the makeup of the Project.

**All rents and income ranges must conform to what is agreed upon in the Regulatory Agreement and Funding Commitment Letter. Any changes must be approved by Asset Management. Please contact your HCR representative if you have any questions.**

A statement as to what utilities (if any) are included in the rent must be included.

Note: Income disclaimer language, including how Section 8 and other subsidies must be treated, are prewritten into the standard advertisement and must not be removed by the project without prior HCR approval.

## C. Application and Lottery Information

| |
|---|
| **Application Due Date: DATE XX, XXXX** |
| Must be submitted online or, if mailed, postmarked by this date. Sending more than 1 application may disqualify you. |
| **How to Apply:** |
| **Online:** [URL here] |
| **Request Application By Phone or Email:** [telephone number] [email address] |
| **By Mail or In-Person:** [Managing Agent Name] [Address Line 1] [Address Line 2] |
|     Include your address & the name and address of the building where you want to apply. |
| **Lottery Date & Location: [DATE XX, XXX] [TIME] [LOCATION or livestream URL]** |
| The lottery will determine which applications will be reviewed for tenancy |

Fill in the yellow fields subject to the following guidance:

- Application due date
    - o If no electronic application option exists, language must be edited to reflect.
    - o The application due date is a postmark date – application envelopes must be marked by that date to be considered for the lottery. Electronic applications must also be received by that date.
- How to request an application.
    - o Potential applicants must be able to request an application by mail and by telephone. *The requirement of a self-addressed stamped envelope is prohibited.*
    - o Projects can choose to also have it available by email or on a website – the website address should be provided.
    - o All websites and applications are subject to translation requirements described above and in the AFHMP.
- Lottery date, time and location or website url
    - o Due to the on-going Covid pandemic, lotteries can be performed by livestream rather than in person. Provide the website address for public viewing of the lottery.
    - o Website addresses can be shortened for free using bitly.com or another url shortener. This way, applicants can enter the website address easier.

## D. Fair Housing Rights Notification



This section is mandatory and cannot be altered unless there is additional information that Project wants to add, and subject to FEHO approval.

### E. Accessibility Information



The advertisement must indicate:

- The number of units that are *already adapted* for residents with a mobility or vision and/or hearing impairment. These are generally units that the developer committed to creating in their application for Low Income Housing Tax Credits, but they may also include "Section 504" accessible units as long as they are already adapted for accessibility.
- Most HCR-funded projects also have wheelchair visitability requirements that all ground floor units or, if there is an elevator, all units have an accessible route to accommodate visitability for those in a wheelchair. Choose which option applies. If neither do, include an explanation in the comments for why these requirements do not apply to the particular project.
- Include any other accessibility information that is relevant to the project.

### F. TRANSLATION BOXES IN PRIMARY STANDARD AD

The Primary Standard Ad also has follow-on pages with the most relevant information in the 12 languages most spoken in New York (Arabic, Bengali, Chinese, French, Haitian Creole, Italian, Korean, Polish, Russian, Spanish, Urdu, and Yiddish). This language is pre-populated on the standard advertisement. Simply insert the appropriate application and lottery information in each prompt, for every language.

NOTE: The months must be translated into the language of that section. Please refer to the translated list of months on the following pages.

### G. TRANSLATED STANDARD AD

HCR has also provided a Standard Ad in each of the 12 languages. Housing Providers must complete the Translated Standard Ad in Spanish and LLA language(s). While most of the content is already translated, the Housing Provider must procure translations for the highlighted text to insert, including the description of the amenities and any special preferences.

## MONTH TRANSLATIONS TO USE FOR TRANSLATED AD BOXES

| Month | Spanish | Simplified Chinese | Haitian Creole | Korean | Bengali | Russian | Urdu | Polish | Arabic | Hebrew | Italian | French |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | Enero | 一月 | Janvye | 일월 | জানুয়ারি | январь | جنوری | Styczeń | كَانُون ٱلثَّانِي | יְנוּאָר | gennaio | janvier |
| February | Febrero | 二月 | Fevriye | 이월 | ফেব্রুয়ারি | февраль | فروری | Luty | شُبَاط | פֶברוּאר | febbraio | février |
| March | Marzo | 三月 | Mas | 삼월 | মার্চ | март | مارچ | Marzec | آذَار | מַרְס | marzo | mars |
| April | Abril | 四月 | Avril | 사월 | এপ্রিল | апрель | اپریل | Kwiecień | نَيْسَان | אַפְּרִיל | aprile | avril |
| May | Mayo | 五月 | Me | 오월 | মে | май | مئی | Maj | أَيَّار | מַאי | maggio | mai |
| June | Junio | 六月 | Jen | 유월 | জুন | июнь | جون | Czerwiec | حَزِيرَان | יוּנִי | giugno | juin |
| July | Julio | 七月 | Jiyè | 칠월 | জুলাই | июль | جولائی | Lipiec | تَمُّوز | יוּלִי | luglio | juillet |
| August | Agosto | 八月 | Out | 팔월 | আগস্ট | август | اگست | Sierpień | آب | אוֹגוּסְט | agosto | aout |
| September | Septiembre | 九月 | Septanm | 구월 | সেপ্টেম্বর | сентябрь | ستمبر | Wrzesień | أَيْلُول | סֶפְּטֶמְבֶּר | settembre | septembre |
| October | Octubre | 十月 | Oktòb | 시월 | অক্টোবর | октябрь | اکتوبر | Październik | تِشْرِين ٱلْأَوَّل | אוֹקְטוֹבֶּר | ottobre | octobre |

NYS HCR Fair and Equitable Housing Office (FEHO)          https://hcr.ny.gov/fair-housing          FEHO@hcr.ny.gov
Form date: 9/12/2022

| November | Noviembre | 十一月 | Novanm | 십일월 | নভেম্বর | ноябрь | نومبر | Listopad | تِشْرِين ٱلثَّانِي | נוֹבֶמְבֶּר | novembre | novembre |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| December | Diciembre | 十二月 | Desanm | 십이월 | ডিসেম্বর | декабрь | دسمبر | Grudzień | كَانُون ٱلْأَوَّل | דֶּצֶמְבֶּר | dicembre | décembre |