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COMMUNITY BOARD ELEVEN

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Land Use, Landmarks & Planning Committee
Wednesday, January 14, 2015 6:00 p.m.
Bonafacio Senior Housing
7 East 116th Street, New York, NY 10035

- Present: Adem Brija, Holley Drakeford, George Gallego, La Shawn Henry, Alvin Johnson, Keith Massey, Frances Mastrotta, Theresa Richardson, Vincent Torres, Candy Vives-Vasquez, Jemar Ward, Angel Mescain (staff)
- Excused: Beverly Alston, Diane Collier, Marissa Mack
- Absent: Hans Desnoyers
- Guests: Crystal Lee, Artimus; Amit Ben-Gal, Artimus; Evan Kashinian, Artimus; Thomas Brown, Acacia; Kevin Parris, HPD; Ashley Peate, L&M; Spencer Orkus, L&M; Juan Pagan, Positive Workforce; Lucian Reynolds, MBPO

Meeting called to order at 6:00 p.m. by committee chair La Shawn Henry.

1. Presentations/Discussions

a. Update on 1951 Park Avenue project

Project developers, Artimus Construction and L&M Development, presented updates on their success in achieving community preference and local hiring goals on the 1951 Park Avenue development project.

The representatives for Artimus explained that there were a total of 120 hires for their project, 25% of those hires were hired from East Harlem, 26 hires remained employed by the company. They explained that there were some challenges with retention of local hires due to lack of necessary training and inconsistent work ethic. They remain committed to improving future local hiring efforts and are working with local workforce developers to improve training programs to better match what is required for successful employment on these construction projects. Committee member expressed their belief that the level of compensation for the construction workers may explain the difficulty the project experience with retention.

They also reported that they were not able to meet the 50% community preference goal despite their outreach efforts. They explained they did not receive enough eligible applicants from East Harlem and that many applicants that were selected

from the lottery were ultimately disqualified due to income and/or credit-related issues.

The representatives from L&M Development reported that they received 1482 applications from East Harlem and were able to meet the 50% community preference goal. They further explained that 56 new people were hired as part of this project and 100% of the new permanent hires for this project are Harlem residents.

L&M explained that 55% of the applicants were disqualified for income or credit-related issues (22% below income, 15% over income, 11% income ineligible, 7% poor credit). They explained that they do have some flexibility in terms some issues that may appear in credit histories. For example, school and medical debt is not held against an applicant.

L&M is preparing a “one-pager” for prospective applicants which will explain how to best prepare when applying for affordable housing.

- b. Presentation of Preliminary Community Preference Outreach Plan for the East 120th Street Housing Development proposed by EHCCI and Promesa HDFC

Raul Rodriguez presented the project development teams’ preliminary plans (see attached) to market the residential units for the planned development. The plan includes a pre-marketing stage during which credit and budget counseling workshops will be made available to prospective applicants for affordable housing units in the community including those that will be included in this development. Credit issues are often listed as a reason why some applications for affordable housing are disqualified after they have been selected in a community preference lottery.

Mr. Rodriguez further explained that his organization is very committed to ensuring that the marketing of the residential units will be comprehensive within the community so as to best ensure that the 50% community preference goal for this project will be achieved. Because his organization is locally based and provides a variety of services to community residents, he is confident that they can reach many prospective applicants that organizations that do not have these local ties can achieve.

Mr. Rodriguez explained that this plan has met all of the requirements of the *CB11 Affordable Housing Community Preference Outreach Guidelines*.

Mr. Rodriguez explained that ULURP certification for this project is anticipated in February 2015.

- c. Committee discussion on 2015 goals and 2014 accomplishments

Ms. Henry instructed the committee members to submit a list of three committee goals for 2015. The recommendations that are collected from the members will be compiled and discussed at the February meeting.

2. Announcements

- a. On Monday, January 26, 2015, the Department of Homeless Services (DHS) will conduct its annual Homeless Outreach Population Estimate (HOPE) Count. To assist with this effort, DHS needs approximately 3,000 volunteers to help survey the number of homeless individuals living on city streets, parks and in other public spaces throughout New York City. Volunteers assist from approximately 10:30 p.m. to 4:00 a.m. To register online visit: <https://a071-hope.nyc.gov/HOPE/register.aspx>. For questions, contact the DHS HOPE team at hope@dhs.nyc.gov.
- b. The next meeting of the CB11 Land Use, Landmarks & Planning Committee will be held on Wednesday, February 11, 2015 at 6:00 p.m.

3. Adjournment

Vinny Torres made a motion to adjourn which was seconded by Keith Massey and passed. The meeting was adjourned at 7:46pm.

THE 120TH STREET PROJECT
AFFORDABLE HOUSING

Community Preference Outreach Plan
Preliminary Plan

Submitted to

Manhattan Community Planning Board 11

Submitted by

Acacia Network

December 2014

Project Overview

The proposed project at 411 East 120th Street will be a mixed- use affordable housing development project anticipated to have 179 units available for low and moderate income households. Community Board Residents will be given 50% preference. The project is sponsored by East Harlem Council for Community Improvement Inc. (EHCCI) together with Promesa Housing Development Fund Corporation (PHDFC) and Acacia Network.

The following plan is presented as a working document to be used as a guide for discussions in formulating the actual Community Preference Outreach Plan. Once finalized, the plan will be implemented during the early project's construction phase. We are committed to develop a marketing plan that is in alignment with the Community Board Preference Outreach Plan, as well as, a plan that meets the regulating agencies requirements, such as HPD's Marketing Guidelines.

Marketing Team

EHCCI will act as the lead partner in the development and implementation of the Community Preference Outreach Plan, and will develop a strong working partnership with Manhattan's Community Board 11. EHCCI will work with CB#11 key staff members to develop a customized outreach strategy in order to achieve the community preference goals for the project.

Close and regular contact will be maintained with the District Manager, the Chair of the Economic Development Committee, and the Chair of the Land Use, Landmarks & Planning Committee and/or any other representatives selected by CB#11.

The East Harlem Council for Community Improvement (EHCCI) housing counseling subsidiary, the Hellgate Management Corporation (Hellgate), will host and implement the project's pre-marketing phase. This includes project informational sessions for community members to review project income guidelines and eligibility requirements; when and where applications will be available; and how to accurately complete the application. Hellgate will also partner with credit and financial counseling services such as GreenPath and the New York Public Library to provide budgeting information and advice to applicants.

Through regular scheduled updates, all involved parties will be kept abreast of the progress towards meeting the prescribed community preference goals. As a key partner in reaching the community goals for the project, it is expected that Community Board 11 will play a key role as a referral source for potential applicants.

Project Timeline

The project is expected to close in June 2015 We expect the construction period will take up to 2 years and the project completion is expected in 2017. Our efforts will be strategically

coordinated so we can advertise the project in advance, while understanding that the targeted pre-marketing activities will take place at least 18 months prior to the move-in date. We will work with the respective city agencies to ensure our marketing plan receives approval well in advance of the expected move – in date. This will provide us with ample time to conduct our marketing activities and effectively reach the community members.

Marketing Plan

Our marketing plan will have specific benchmark activities for each marketing phase. We want to ensure our efforts are impactful and well coordinated.

Pre- Marketing

Kick- Off Meeting

The team will host a kick off meeting to further discuss the marketing strategies and develop goals and objectives. In collaboration with the Community Board 11 we will ensure our marketing efforts have an impactful reach to the community.

Informational Sessions

The informational sessions will provide attendees the opportunity to receive an overview of the application process and answers to their questions. Attendees will have an opportunity to review project income guidelines and eligibility requirements; receive information about application release date, process, and guidelines to accurately complete the application. We will partner with non-profit organizations with expertise in credit and financial counseling services such as GreenPath and the New York Public Library. Our goal is to provide sufficient information and tools for potential applicants to strengthen their applications.

Electronic Communication

Through a joint effort with the Community Board, a pre-marketing e-flyer will be developed and circulated to local community organizations on Community Board 11's list and to all of the organizations in EHCCI's outreach and recruitment network. The network has been developed over EHCCI's 35 years of service, which include Community Based Organizations (CBOs); churches; schools; business groups; elected officials; hospitals and clinics; civic and social groups; libraries; law enforcement agencies and government agencies. The e-flyer will contain the same information disseminated at the informational sessions. A contact name and number will be listed for those interested in attending the project's informational sessions. (Please see Appendix)

Project Website Development

EHCCI will utilize Acacia Network's IT resources to explore the development of a webpage for the project, which will be promoted to the community and its CBOs marketing partners. The webpage will be user-friendly for the public and accessible on www.acacianetwork.org as a

prominent link. Additional sources of information will be located on HPD's and Community Board 11's web sites.

Advertisement

Large posters containing the development project's relevant information: including informational session and workshop schedules will be posted on the construction site and easily visible. The posters will remain posted from commencement of construction through completion of the application process. Hellgate will provide a telephone number for callers interested in information on the project.

Marketing

Social Media

Given the popularity of social media and advertising on the internet, sites such as Facebook, Twitter, East-Harlem.com, DNAinfo.com, and East Harlem Preservation will also be used to promote affordable units to all qualified applicants. It should be noted that these pre-marketing efforts will continue into the marketing phase of the plan.

Media Placement

We will run conspicuous postings in local media including newspapers such as the NY Daily News, the NY Post, the NY Times, the Amsterdam News, El Diario, and La Prensa. In addition, project advertisements will be placed in the classified section of smaller news publications.

Newsletters

Information on the 120th Street projected will also be submitted to community based newsletters and electronic newsletters published by local government agencies, local elected officials and other community based organizations. Examples include the East Harlem Multi-Service Center's "Inside EHMSC", and Hope Community's "Hope Herald".

Local Targeted Outreach Activities

EHCCI will utilize its existing relationships with CBO's, churches, and tenant associations and all other existing channels of communication to "get the word out" to the local community. The agency will look to engage college students and volunteers in developing and implementing a comprehensive community outreach program. In addition to sending out online marketing materials, the outreach program will implement a telephone campaign to identify organizations that would be committed to assisting in the marketing program. These select community organizations will be asked to post the project information on their bulletin boards and distribute them to their clients, constituents or parishioners. Organizations will also be asked to make announcements during services and other meetings.

The outreach program will place a special emphasis on utilizing local retail establishments, such as laundromats and grocery stores, to conspicuously display project posters and/or flyers. In keeping with the focus on local businesses, the East Harlem Chamber of Commerce and the Third Avenue Merchants Association will be made aware of the project through presentations to their membership. Lastly, Hellgate will also have a table/booth at local events such as Metropolitan Hospital's Annual Health Fair, the East Harlem Multi-Service Center's Open House, the 116th Street Festival, and The East Harlem Harvest Festival.

It is our utmost commitment to ensure our project is targeted and marketed to the residences of Community Board 11. We believe the above marketing efforts will provide a platform to reach ample members of the community. We look forward to working with you and incorporating your feedback to this plan.

List of plan attachments (to be developed as we move to closing)

Project Description

Project Description Photo

List of Local Partnering Organizations

Sample Sign for Construction Site

Sample Flyer Advertising Project

Sample Flyer Advertising Informational Sessions

List of Website links for Credit and Budget Information

Copy of the Marketing Plan Procedures from the Regulatory Agencies