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## COMMUNITY BOARD ELEVEN

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### **Affordable Housing Community Preference Outreach Guidelines**

1. Partnership with Community Board
  - a. Work with Community Board to develop a customized outreach strategy for achieving community preference goals of each project
  - b. Maintain ongoing and frequent communication on goals and assessment of progress in outreach effort
2. Pre-Marketing
  - a. Information Sessions
    - i. Hold forum to inform local community about project and explain application process and requirements
    - ii. Partner with credit and financial counseling services to provide information and advice to potential applicants
  - b. Email a flier to all community organizations on CB11 list with preliminary project information, including when people could expect to receive applications, where applications should be submitted, location of project and projected income guidelines
  - c. Develop a website for project that includes all relevant information; email link of project website to all community organizations. Website should also contain web links to HPD web page advertising project details and application process
  - d. At project construction site, display large, detailed posters from commencement of construction through completion of application process with all relevant information
  - e. Establish toll-free telephone line to provide information and answer questions about project to potential applicants
3. Marketing
  - a. Conspicuous postings should be made in all local media
    - i. City-wide circulation newspapers (i.e. NY Daily News, NY Post, NY Times, Amsterdam News, El Diario La Prensa, etc.)
    - ii. Community based newsletters
      1. Local government agencies
      2. Local elected officials
      3. Other community based organizations
  - b. Establish relationships with CBO's, churches and tenant associations to utilize existing channels of communication with local community. Conduct the following form of outreach using a CB11 list of community organizations:

- i. Email all marketing material to all community organizations
  - ii. Contact Tenant Association President, Pastor, Executive Director or Community Relations representative of each organization to request their commitment and assistance in distributing project materials
  - iii. Photo copy flyers and drop them off at select community organizations
    - 1. Request community organizations post materials on bulletin boards or other conspicuous places
    - 2. Request community organizations distribute materials to their clients, constituents or parishioners
    - 3. Request community organizations make announcements during services or other large meetings
  - iv. Follow-up with phone calls and determine if additional photocopies are needed
- c. Request local retail establishments, particularly small businesses such as laundromats and grocery stores, conspicuously display posters and/or flyers advertising project materials