



NEW JERSEY HOUSING AND MORTGAGE FINANCE AGENCY

CDBG-DR FRM Project Developer Marketing Forms and Requirements



Chris Christie
Governor
State of New Jersey



Kim Guadagno
Lt. Governor
State of New Jersey



Charles A. Richman
Commissioner
Department of
Community Affairs



Anthony L. Marchetta
Executive Director
New Jersey HMFA

637 South Clinton Avenue
P.O. Box 18550
Trenton, New Jersey 08650-2085
Telephone: 1-800-NJ-HOUSE
Fax: 609-278-1720
www.NJHousing.gov

**Marketing Guide for CDBG-DR
Fund for Restoration of Multifamily Housing (FRM)
Project Developers**

In accordance with HMFA’s “Sandy Impacted Resident Selection Priority Policy”, priority residency in all FRM projects shall be given to qualified Sandy-impacted residents that were displaced by and/or experienced major or severe damage from Superstorm Sandy until 90 days after construction completion (i.e. the temporary certificate of occupancy is issued for the first building).

REQUIRED MARKETING:

*Marketing must begin at least **6 months prior** to the anticipated date when a temporary certificate of occupancy will be issued for the first building*

- 1. Conform to the Affirmative Fair Housing Marketing Plan approved by HMFA**
- 2. Post project to the Housing Resource Center (HRC) website, <http://www.nj.gov/njhrc/> - MUST include:**
 - Anticipated completion date (Temporary Certificate of Occupancy date for first building)
 - Directions on How to Apply (via mail, website, visiting leasing office)
 - Phone Number and/or Website for Housing Applications
- 3. Newspaper Ad - MUST include all of the following logos and language:**

Logos:

 - ReNew Jersey Stronger
 - HMFA
 - HUD
 - Handicap accessible (if applicable)

Requisite Language:

 - Qualified Sandy impacted tenants will be given priority for the first 90 days of rent-up.

Translation Requirements:

 - Must be translated into Spanish
 - Must be translated into the languages identified in DCA’s Language Access Plan (LAP) for the county in which the development is located
- 4. Residency Application**

Translation Requirement:

 - Must be translated into Spanish
 - If alternate language services are requested, refer to section II below

5. Sandy Fraud Prevention Notices and Davis Bacon Posters

- These notices must be prominently displayed in English and Spanish on all FRM project job sites. Both posters can be found at the following link: <http://www.state.nj.us/dca/divisions/sandyrecovery/monitoring/> The notices should be displayed in size 11 x 17.

SUGGESTED MARKETING:

1. FRM developers should make a “good faith effort” to carry out the provisions of HUD’s Affirmative Marketing requirements. Good faith efforts are recorded activities and documented outreach to those individuals identified as least likely to apply. Examples marketing efforts include:
 - Advertising in print and electronic media that is used and viewed or listened by those identified as least likely to apply;
 - Marketing housing to specific community, religious or other organizations frequented by those least likely to apply;
 - Developing a brochure or handout that describes facilities to be used by renters, e.g. transportation services, schools, hospitals, industry and recreational facilities. The brochure should also describe how the project will be accessible to physically handicapped persons and describes any reasonable accommodations made to persons with disabilities.
2. FRM developers should prominently display the availability of effective communication methods (qualified sign language and oral interpreters, readers, tapes, Braille materials, TTD, etc.) on all marketing materials, including websites.
3. FRM developers should work with State and local organizations that serve or represent persons with disabilities, and ensuring that information about the projects is disseminated in a manner that is accessible to persons with disabilities. *Suggested* organizations include, but are not limited to:
 - NJ Commission for the Blind and Visually Impaired,
 - New Jersey council of the Blind,
 - New Jersey Federation of the Blind
 - New Jersey Blind Citizen’s Association
 - NJ State Independent Living Council
 - NJ Lions Clubs
 - NJ Self Advocacy Project
 - Deaf-Blind League of NJ
 - Deaf-Blind Association
 - NJ Division of Deaf and Hard of Hearing

I. Language Access Plan (LAP)

Marketing for FRM funded projects must be consistent with the DCA CDBG-DR [Language Access Plan \(LAP\)](#). Newspaper Ads must be provided in the languages identified in the LAP for the county in which the development is located, based on the chart below. **If you have need assistance with translating your materials into languages other than Spanish, contact Amy Palmer, Apalmer@njhmfa.gov.**

Sandy-Affected County	Top Non-English Languages Spoken	Estimated LEP Population
Atlantic	Spanish Vietnamese Chinese	15,800 2,000 2,000
Bergen	Spanish Korean Polish	41,300 26,200 8,300
Cape May	Spanish	2,300
Essex	Spanish Portuguese French Creole	59,600 15,300 8,500
Hudson	Spanish Arabic Tagalog	105,400 5,000 4,700
Middlesex	Spanish Chinese Gujarati	53,800 11,700 10,500
Monmouth	Spanish Portuguese Chinese	21,300 4,000 3,900
Ocean	Spanish Italian Polish	13,400 1,400 1,000
Union	Spanish Portuguese French Creole	70,400 9,100 5,000

II. “I Speak” chart

The attached “I Speak” chart must be available at the project’s management office and provided to staff that will be assisting applicants at the leasing office. Please print the instructions below as well.

WHAT TO DO IF ALTERNATE LANGUAGE SERVICES ARE REQUESTED

If an applicant comes into the leasing office requesting information for an FRM funded project and does not speak English, please show the “I Speak” chart. The “I Speak” cards and signs display multiple languages and ask people to point to the language they read or speak.

Once a person’s primary language is established, leasing office agents are encouraged to facilitate an appropriate meeting space for a conference call with the Language Line interpreter service.

The Interpreter Line is the essential tool to use when communicating with an applicant whose primary language is something other than English.

How to use the Interpreter Line:

Optimal Phone Interpreter (OPI):

Toll free: 877 746 4674

Local: 321 972 0605

1. Provide the Account number 7647
2. Say you are placing the call through NJ 211 Partnership
3. Provide your name
4. State that you are calling in regards to Sandy Recovery
5. An operator will ask what language is needed and connect the appropriate interpreter
6. Provide the phone number and name of the person who needs assistance and they will place the call

This service is only available to projects funded with CDBG-DR funds, including FRM.

<input type="checkbox"/> ضع علامة في هذا المربع إذا كنت تقرأ أو تتحدث العربية.	Arabic
<input type="checkbox"/> Խնդրում ենք նշում կատարել այս քառակուսում, եթե խոսում կամ կարդում եք հայերեն:	Armenian
<input type="checkbox"/> 如果你能读中文或讲中文，请选择此框。	Simplified Chinese
<input type="checkbox"/> 如果你能讀中文或講中文，請選擇此框。	Traditional Chinese
<input type="checkbox"/> Označite ovaj kvadratić ako čitate ili govorite hrvatski jezik.	Croatian
<input type="checkbox"/> Mark this box if you read or speak English.	English
<input type="checkbox"/> Cocher ici si vous lisez ou parlez le français.	French
<input type="checkbox"/> Make kazyè sa a si ou li oswa ou pale kreyòl ayisyen.	French Creole (Haitian Creole)
<input type="checkbox"/> Σημειώστε αυτό το πλαίσιο αν διαβάζετε ή μιλάτε Ελληνικά.	Greek
<input type="checkbox"/> તમે વાંચી અથવા ઈંગલિશ વાત જો આ બોક્સ માર્ક.	Gujarati
<input type="checkbox"/> अगर आप हिन्दी बोलते या पढ़ सकते हैं तो इस बक्स पर चिह्न लगाएँ।	Hindi

<input type="checkbox"/> Marchi questa casella se legge o parla italiano.	Italian
<input type="checkbox"/> 日本語を読んだり、話せる場合はここに印を付けてください。	Japanese
<input type="checkbox"/> 한국어를 읽거나 말할 수 있으면 이 칸에 표시하십시오.	Korean
<input type="checkbox"/> Prosimy o zaznaczenie tego kwadratu, jeżeli posługuje się Pan/Pani językiem polskim.	Polish
<input type="checkbox"/> Assinale este quadrado se você lê ou fala português.	Portuguese
<input type="checkbox"/> Пометьте этот квадратик, если вы читаете или говорите по-русски.	Russian
<input type="checkbox"/> Обележите овај квадратич уколико читате или говорите српски језик.	Serbian
<input type="checkbox"/> Marque esta casilla si lee o habla español.	Spanish
<input type="checkbox"/> Markahan itong kuwadrado kung kayo ay marunong magbasa o magsalita ng Tagalog.	Tagalog
<input type="checkbox"/> اگر آپ اردو پڑھتے یا بولتے ہیں تو اس خانے میں نشان لگائیں۔	Urdu
<input type="checkbox"/> Xin đánh dấu vào ô này nếu quý vị biết đọc và nói được Việt Ngữ.	Vietnamese

SANDY IMPACTED RESIDENT SELECTION PRIORITY POLICY
FUND FOR RESTORATION OF MULTI-FAMILY HOUSING

1. FRM funded projects will be marketed to indicate a priority will be given to “qualified”* “Sandy-impacted residents”** until 90 days after the project is completed (i.e. a temporary certificate of occupancy (“TCO”) is issued for the first building).
2. Marketing shall include in addition to the affirmative marketing plan submitted to HMFA: (a) listing at least six (6) months prior to the anticipated TCO date on the NJ Housing Resource Center website on a page specifically designated for people impacted by Superstorm Sandy; (b) at least six (6) months prior to the anticipated TCO date provide information as to the availability of units and how to apply, including an application form, to a contact person designated as part of the DCA outreach program conducted pursuant to the Voluntary Compliance Agreement; (c) conduct all marketing in the affirmative marketing plan consistent with the DCA CDBG-DR Language Action Plan (LAP) and provide marketing in the languages identified in the LAP for the county in which the development is located.
3. Sandy-impacted residents must provide at least one of the following:
 - a) FEMA registration number;
 - b) Copies of insurance claims;
 - c) Tax return as evidence of casualty loss;
 - d) Receipts showing extended stays at hotels/motels;
 - e) Evidence that the applicant has received other rental assistance from a program specifically designed to assist people impacted by Superstorm Sandy requiring demonstration of impact from Sandy, such as funding from FEMA, SHRAP, DCA and/or a private philanthropy or non-profit;
 - f) Local inspection (including flood plain manager) reports showing major or severe damage to pre-storm residence;
 - g) Contractor estimates of damage to their pre-storm residence;
 - h) Other evidence, such as a letter or certification from the owner of the resident’s pre-storm and/or post-storm residence, showing that that the resident was required to relocate by and/or suffered major or severe damage from Superstorm Sandy;
 - i) Other evidence of financial distress directly related to housing which is a direct result of Superstorm Sandy.
4. The Sponsor’s resident selection plan, which must be approved by HMFA’s Property Management Division, must clearly indicate this priority and its impact on the waiting list.

5. Through the end of the priority period, should 2 qualified applicants apply, the unit would go to the Sandy impacted resident, even if a Sandy impacted resident applies at a later date than a non-impacted resident.
6. If the project is fully occupied prior to the end of the priority period, but a qualified Sandy victim applies within that period, that applicant would jump to the top of the waiting list for the next available unit.
7. Residents must sign the New Jersey Housing and Mortgage Finance Agency FRM Certification of Sandy Displacement.
8. Developers receiving FRM Funds are required to sign a CDBG-DR Owner Certification which includes language that requires developers to comply with the priority period policy.
9. Priority for Sandy impacted residents is included in the FRM Guidelines. This policy is the more detailed interpretation of that priority which all recipients of FRM funds are required to utilize.

**qualified - the Sandy priority would not exempt them from any other selection criteria that may be in place (e.g. income, credit, etc)*

*** Sandy impacted residents – requires that applicant was displaced by and/or experienced major or severe damage from Superstorm Sandy*

**NEW JERSEY HOUSING AND MORTGAGE FINANCE AGENCY
CERTIFICATION OF MAJOR OR SEVERE DAMAGE, DISPLACEMENT, OR IMPACT FROM SANDY
FRM PROGRAM**

Name

Address of Damaged Residence

City State (must be NJ) Zip

Social Security #

I, _____, hereby certify that I have been displaced, suffered major or severe damage to my residence, or otherwise experienced financial distress directly related to housing which was a direct result of Superstorm Sandy. In support of this certification, I attach the following (must provide at least one):

- _____ Proof of Valid FEMA Registration
- _____ Copy of insurance claims
- _____ Tax return evidencing of casualty loss
- _____ Receipts showing extended stays at hotels/motels
- _____ Evidence of receipt of other rental assistance from a program specifically designed to assist people impacted by Superstorm Sandy requiring demonstration of impact from Sandy, such as funding from FEMA, SHRAP, DCA and/or a private philanthropy or non-profit
- _____ Local inspection report (including flood plain manager) showing major or severe damage to pre-storm residence
- _____ Other evidence, such as a letter or certification from the owner of the resident's pre-storm and/or post-storm residence, showing that that the resident was required to relocate by and/or suffered major or severe damage from Superstorm Sandy
- _____ Other evidence of financial distress directly related to housing which is a direct result of Superstorm Sandy.

Under penalties of perjury, I certify that the information presented in this Certification is true and accurate to the best of my/our knowledge and belief. I further understand that providing false representations herein constitutes an act of fraud. False, misleading or incomplete information may result in the termination of the lease agreement.

Signature

Date

This form **must** be completed electronically after your preconstruction meeting with HMFA and provided to Amy Palmer, Apalmer@njhmfa.gov

FRM Marketing Timeline <i>Fill this form out electronically and provide to: Amy Palmer – Apalmer@njhmfa.gov</i>	
Project Name:	
HMFA #:	
Address:	
City:	County:
Primary Contact:	Date:
Email address:	Phone #:
Marketing must begin at least 6 months prior to Anticipated Temporary Certificate of Occupancy date, based upon current anticipated completion of construction. <i>Priority Period for Sandy-Impacted Residents begins at this time.</i>	
Required Information	Date
Anticipated Construction Completion Date (i.e. Temporary Certificate of Occupancy date):	
Anticipated Date Applications will be accepted	
End date for priority lease up period (90 days after construction completion):	
Marketing of projects begins:	
Project posted to Housing Resource Center (HRC) website, http://www.nj.gov/njhrcc/	

This form, the requested materials and information **must** be provided to Amy Palmer, Apalmer@njhmfa.gov when your marketing efforts begin. **Marketing must begin at least 6 months prior to anticipated Temporary Certificate of Occupancy date, based upon current anticipated completion of construction**

FRM Marketing Check List <i>Fill this form out electronically and provide to: Amy Palmer – Apalmer@njhmfa.gov</i>	
Project Name:	
HMFA #:	
Address:	
City:	County:
Primary Contact:	Date:
Email address:	Phone #:
Materials and information required to begin marketing <i>(Items listed below must be provided to Amy Palmer)</i>	Date completed
Completed FRM Marketing Timeline & Sign Off Sheet:	
Anticipated Temporary Certificate of Occupancy date, based upon current anticipated completion of construction:	
Directions on How to Apply (Leasing office name, address, contact, phone number, email address, website and office hours):	
Application in English:	
Application in Spanish:	
Newspaper Ad in English, Spanish and LAP languages	
When and where Newspaper Ad will appear	
Dates and location of any planned events and social media initiatives associated with the promotion of the project:	
List ALL social media outlets associated with the promotion of the project and URL:	