

**WESTCHESTER COUNTY FAIR AND AFFORDABLE HOUSING
IMPLEMENTATION PLAN**
August 9, 2010

Appendix G-2: Centralized Intake and Housing Outreach Plan

Overview:

In compliance with Paragraph 33(f) of the Stipulation, the County will establish a web-based tool to provide a mechanism for:

- 1) the centralize intake of potential home buyers, including statistical data;
- 2) the dissemination of information regarding community resources, and job data by municipality;
- 3) directing interested persons to home-buyer counseling; and
- 4) notification to interested persons of housing units becoming available for occupancy.

This Central Intake Tool shall provide comprehensive information regarding the fair and affordable housing application process for homeownership, including all applicable occupancy guidelines, income limits, and other relevant resources related to fair & affordable housing.

I. Preliminary Polling/General Interest Intake Mechanism.

The Central Intake Tool will operate as a mechanism for the County to conduct polling of persons interested in fair & affordable homeownership units, noting the criteria outlined below, and to develop a database of contacts for preliminary outreach at the time of marketing fair & affordable units (“Interest List”). Users will be informed that all individual information will be kept confidential but for the information in subsection (A)(1), below, and that the information in subsection (A)(1) below will only be transmitted to the professional entities, typically developers and/or their non-profit agents, which will be the official marketing agency for a particular housing unit or series of units. Users will be asked to provide the following information:

A. Online Data Collection/Polling Form. Users will be asked to provide:

1. Name, address and contact information, including cell phone and email address;
2. Household information including number persons in the household; number of dependants; race and ethnicity of head of household; place of birth; and legal residency status;
3. Gross Household income for each member of the household;
4. Geographic areas of interest within the County/Municipality using the 8 MLS regions for Westchester County.
5. Geographic areas of interest within the County/municipality.
6. Access to transportation needs, Such as Bus Lines, Trains or other forms of transportation.
7. Indication that the head of household and/or co-applicant(s) have participated in Homebuyers Education & Counseling Program by a HUD-certified counseling agency. A link will be provided to ensure access to HUD-certified counseling resources for those that have not participated or who seek further information.
8. Indication that the household would be interested in supporting proposed fair and affordable housing developments proposed in the municipality where they are interested

in living. They would have to agree to allow the County to provide their email and contact information to meeting organizers in order for notices of public hearings and other public meetings to be sent to the household.

B. Confirmation.

1. Once the user has completed the entry of information, the system will provide a mechanism for the user to review and confirm that the entered information is accurate.
2. Upon confirmation by the user, the system will send a confirmation (to email, if email address provided, or to mailing address) including both a confirmation reference number and a notice that the user is now logged into the interests list, and that it is the user's responsibility to update contact and other information, as necessary, in order to ensure reliable means of future contact. The system will also provide the user with a unique identifier (password/code) for future access to records and to allow data updates.

C. Notices.

1. At the initial contact phase, the tool must clearly notify users that completing the data collection/polling form is not a formal application for any housing units which may be available for occupancy currently or in the future, but that completion of the form merely provides a mechanism for future contact when suitable housing units become available. Users will also be notified that all information will be kept confidential and utilized strictly by Westchester County for informational purposes, with the exception of the contact information provided in Item (A)(1) above, which information shall only be disclosed to bona fide marketing agents responsible for the marketing of fair & affordable housing units within Westchester County.
2. At the time that specific units become available for occupancy, the County will transmit the Interest List, which as noted above shall be limited to the information provided by interested persons in Item (A)(1), above, to the professional entity managing the marketing of such units and the selection of residents therefor, and that entity will issue a notice to advise persons on the interest list of specific units becoming available for occupancy, application requirements and the processes for qualification.
3. Semi-Annual Notices will be issued by the County to all persons on the interest list in order to:
 - a) Verify continued interest; and
 - b) Provide an opportunity to update household information.

In the event that there is no response to the semi-annual email, a 2nd notice will be sent to confirm interest in remaining on the list, specifying a date on which an affirmative response will be required before data is purged from the database. Users will not be given any final notice of purging from the interest list.

II. Project-Specific Use of Interest List:

The Interest List, with contact information, will be provided electronically to all developers and/or non-profit agencies handling the marketing of specific units which are to become available for occupancy, with notice that contact to all listed is a required component of the Affirmative Fair Housing Marketing process, though by no means an exclusive source of potential candidates. It shall be the responsibility of the developer and/or non-profit agency handling the marketing of specific units to request the Interest List from the County not less than (2) weeks prior to the initiation of their public marketing efforts.

The County will monitor the Developers' outreach and marketing activities to ensure that persons on the Interest List receive equal notice of availability of the units as those who became aware of the development and the opportunity to apply through other means.

III. General Housing Resources:

The Central Intake Tool will also provide a wealth of resources in the areas of community resources, job data by municipality, County programs, and home-buyer counseling resources.

Timeline for Implementation/Testing/System-Online: 7 months/September 1, 2010