



**State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan
Central / Golden Crescent Region**

November 26, 2018



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Disclaimer

The Affirmative Marketing and Outreach Plan is subject to change as additional data and information becomes available.

Executive Summary

The impacts of Hurricane Harvey are widespread and far-reaching, and the ongoing recovery efforts require the continued collaboration of many parties, reaching from government officials at Federal, State, regional and local levels, Voluntary Organizations Active in Disasters, Long Term Recovery Groups, and Emergency Management Coordinators, to community-based partners, service organizations and the public.

The State of Texas Plan for Disaster Recovery: Hurricane Harvey (“Action Plan”), and the subsequent Housing Guidelines, conceived of an owner-occupied, single-family housing assistance program to be funded through Community Development Block Grant Disaster Recovery funds. The implementation of this Homeowner Assistance Program, or HAP, has been divided into six regions, with each region being assigned to one of three Vendors being overseen by the State of Texas General Land Office (GLO). Because the impact of Hurricane Harvey varied widely both across and within the six regions, a [Regional Needs Assessment and Regional Housing Guidelines](#) have been developed for each region.

The Affirmative Marketing and Outreach Plan is the final development tool to be produced, as the Plan is informed by data compiled within the Regional Needs Assessment and Regional Housing Guidelines, as well as comments received during the public comment period. The purpose of this Affirmative Marketing and Outreach Plan is to define a clear marketing and outreach strategy for the HAP within the Central/Golden Crescent Region, in accordance with the geographic and demographic findings revealed within the Regional Needs Assessment.

Marketing and outreach will occur at both a regional and targeted level, as outlined within the plan. Marketing activities, especially in the early phases, are designed to provide general information about the HAP, as overall awareness of the program will be vital to its success. Marketing channels shall include television, radio and newspaper, websites and social media, community events, local newsletters/list serves, and earned media. Outreach activities are designed to provide specific information and drive applications, and may include the dissemination of brochures, handouts, flyers and postcards, utility bill inserts and door hangers, community meetings and application intake sessions, and referrals for public services.

The Regional Needs Assessment analyzed demographic data for vulnerable and/or historically hard-to-reach populations in order to define areas for additional targeted outreach. Target areas were identified wherever a selected demographic population concentration converged with a

level of damage above the identified threshold. Outreach strategies to these target areas will vary depending on the demographic concentration, but may include such activities as providing flyers to be distributed at pharmacies alongside their low-cost/free medication refills, distributing handouts at elementary schools to those who qualify for free/reduced lunch or those who are enrolled in dual-language curriculum, and coordinating with our network of community partners to identify applicants who are least likely to apply.

Outreach Goals and Objectives

Affirmatively Furthering Fair Housing (AFFH)

Affirmatively furthering fair housing requires “taking meaningful actions, in addition to combating discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics.”¹

Further, this specifically necessitates taking the following “meaningful actions”:

1. Address significant disparities in housing needs and in access to community opportunity;
2. Replacing segregated living patterns with truly integrated and balanced living patterns;
3. Transforming racially and ethnically concentrated areas of poverty into areas of opportunity; and
4. Fostering and maintaining compliance with civil rights and fair housing laws.

HAP is designed to repair and/or replace *existing* housing stock, which limits the ability of the HAP to truly address concentration and segregation. However, while homeowners will not be moving to other areas of the community, there are still opportunities under the HAP to further access to community opportunity and to foster and maintain compliance with civil rights and fair housing laws.

This Affirmative Marketing and Outreach Plan has been developed in combination with a Regional Needs Assessment, finalized by utilizing available data to identify target geographies and vulnerable and/or hard-to-reach populations and through public input and comment. The Regional Needs Assessment has defined minimum funding targets for each of four income bands (the greater of 0-30% Area Median Family Income [AMFI] or the Federal Poverty Level, 31-50% AMFI, 51-80% AMFI and above 80% AMFI). Though vulnerable and hard-to-reach populations haven’t been assigned a separate funding target, the largest percentage of homeowners with unmet need is generally within the lowest income band of 0-30% AMFI (38.62% - 54.6%). This economic disparity, often combined with other challenges, could cause a significant disparity in access to opportunity.

Pairing this Plan with the Regional Needs Assessment allowed marketing to be refined toward generating increased awareness of the HAP in areas where persons may have less awareness of and/or less ability to access the program. While general marketing will be deployed throughout the region (as described further, below), extra effort will be made to reach the most vulnerable and hardest to reach households to ensure equitable access to the program.

These populations, often deterred from applying to assistance programs due to financial, physical, social or language barriers, will be encouraged to apply through direct outreach and will have access to additional resources designed to help overcome these barriers, such as:

¹ <https://www.hudexchange.info/programs/affh/>

- Documents available in dual languages
- Translation/interpretation services
- In-home intake sessions
- Office appointments and intake sessions scheduled outside of regular business hours (evenings and/or weekends), along public transit routes and within accessible locations
- Online application which can be accessed at any time

The messaging contained within outreach material must be consistent across the region whenever possible, and staff must take efforts to ensure that members of vulnerable populations are receiving the same (if not more detailed) information as that which is made generally available. ALL applicants MUST utilize the approved standard application form. Reasonable accommodations must always be made to assist applicants with the completion of the application process, when requested. The Fair Housing Act prohibits discrimination and harassment due to race, color, national origin, religion, sex, familial status and disability; discrimination and harassment in any manner will not be tolerated, and **will** be grounds for immediate termination.

Compliance with all statutes, regulations and executive orders related to fair housing, civil rights, and Community Development Block Grant funding will be required, including, but not limited to the following: Fair Housing Act, Title VI of the Civil Rights Act of 1964, Sections 504 and 508 of the Rehabilitation Act of 1973, Titles II and III of the Americans with Disabilities Act of 1990, Architectural Barriers Act of 1968, Section 109 of Title I of the Housing and Community Development Act of 1974, and the Age Discrimination Act.

Weekly/Monthly Reporting

Weekly and/or monthly reporting will be completed by the Marketing and Outreach Team. GrantWorks' Outreach Coordinator, Amy Basham, shall be the contact for reporting items.

Reporting will focus primarily on three different items:

- Minimum funding targets by income category
 - Low-to-moderate income (LMI) applicants (0-30%, 31-50% and 51-80% AMFI)
 - Above 80% AMFI (non-LMI) applicants
 - A minimum of 70% of regional funds must be spent on LMI applicants
 - A maximum of 30% of regional funds may be spent on non-LMI applicants
- Funding within HUD-identified and State-identified Most Impacted and Distressed Areas (HUD MIDs and State MIDs)
 - A minimum of 80% of funds statewide must be spent within HUD MIDs; for the Central / Golden Crescent region, this minimum requirement is \$57,834,617
 - A maximum of 20% of funds statewide may be spent within State MIDs; for the Central / Golden Crescent region, this maximum is \$58,994,353
- Effectiveness of outreach to vulnerable and hard-to-reach populations

When applicant information is entered into the State's integrated reporting system (TIGR), various demographic and socio-economic information shall be captured. As funding caps could be quickly surpassed, information related to income and funding maximums will be **compiled weekly**. Outreach efforts can take several weeks to prove effective. As such, information related to outreach of vulnerable/hard to reach populations will be **compiled monthly**. However, during periods of rapid awarding of funds, this information may be compiled weekly.

Goals/Targets

Funding Targets by Income Category

The minimum targets by income category are based on the actual counts of FEMA Individual Assistance (IA) Registrants (owners, primary residence) with FEMA Verified Loss >\$0, as of June 25, 2018. However, the FEMA IA dataset is an incomplete picture of the region, as some homeowners with losses may not have applied for FEMA assistance, including lower income and other hard-to-reach or vulnerable populations. The minimum targets are goals, which may be adjusted with documented reason and with GLO approval but in no case shall more than 30% of funds be expended on non-LMI homeowners.

When the percentage of total LMI applicants varies widely from the regional percentages expected, additional outreach to LMI groups shall be completed. Since the expectation is that approximately 70-80% of the applicants will be LMI applicants (detailed by COG region below), whenever weekly reporting shows the LMI applicants are less than **52.66% to 60.23%** of the total LMI applicant pool (detailed by COG region below) for three or more consecutive weekly reports, additional marketing and outreach to LMI populations may be warranted.

Table 1. HAP LMI Applicant Goals by COG

COG	LMI % (FEMA IA registrants with FVL > \$0 AND 0-80% AMFI)	75% of LMI %
AACOG	80.37%	60.23%
BVCOG	83.16%	62.37%
CAPCOG	77.61%	58.21%
CTCOG	71.34%	53.51%
GCRPC	70.21%	52.66%

EXAMPLE:

In the following example, additional outreach could be required within the LMI target areas in CTCOG after week 3, depending on week 3 results, as the goal was not met two weeks in a row. No additional outreach would be required in AACOG, however, as the goal was met in one of the three weeks.

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Table 2. HAP LMI Applicant Tracking

	Total Applicants	Total LMI Applicants	% of total Applicants	Target %	Target Exceeded?
WEEK 1					
AACOG	5	2	40%	60.23%	NO
BVCOG	10	8	80%	62.37%	YES
CAPCOG	36	30	83.33%	58.21%	YES
CTCOG	2	1	50%	53.51%	NO
GCRPC	47	39	82.98%	52.66%	YES
TOTAL	100	80	N/A	N/A	N/A
WEEK 2					
AACOG	9	6	66.67%	60.23%	YES
BVCOG	17	12	70.59%	62.37%	YES
CAPCOG	65	49	75.38%	58.21%	YES
CTCOG	3	1	33.33%	53.51%	NO
GCRPC	86	62	72.09%	52.66%	YES
TOTAL	180	130	N/A	N/A	N/A

HAP Funding Targets (%) by Income Category follow, shown by each COG region.

Table 3. HAP Funding Targets (%) by Income Category – AACOG

Income Category	Count	% of Count	Minimum Target	Maximum
Greater of 0-30% AMFI or Federal Poverty Level	89	54.60%	\$3,276,073.62	
31-50% AMFI	15	9.20%	\$552,147.24	
51-80% AMFI	27	16.56%	\$993,865.03	
0-80% AMFI (Non-Targeted)			\$0.00	
Above 80% AMFI	32	19.63%	\$0.00	\$1,177,914.11
Total	163	100.00%	\$4,822,085.89	\$1,177,914.11
Total LMI	131	80.37%	\$4,822,085.89	\$6,000,000.00

Table 4. HAP Funding Targets (%) by Income Category – BVCOG

Income Category	Count	% of Count	Minimum Target	Maximum
Greater of 0-30% AMFI or Federal Poverty Level	96	50.53%	\$5,406,269.31	
31-50% AMFI	30	15.79%	\$1,689,459.16	
51-80% AMFI	32	16.84%	\$1,802,089.77	
0-80% AMFI (Non-Targeted)			\$0.00	
Above 80% AMFI	32	16.84%	\$0.00	\$1,802,089.77
Total	190	100.00%	\$8,897,818.23	\$1,802,089.77
Total LMI	158	83.16%	\$8,897,818.23	\$10,699,908.00

Table 5. HAP Funding Targets (%) by Income Category – CAPCOG

Income Category	Count	% of Count	Minimum Target	Maximum
Greater of 0-30% AMFI or Federal Poverty Level	360	41.76%	\$17,620,109.37	
31-50% AMFI	160	18.56%	\$7,831,159.72	
51-80% AMFI	149	17.29%	\$7,292,767.49	
0-80% AMFI (Non-Targeted)			\$0.00	
Above 80% AMFI	193	22.39%	\$0.00	\$9,446,336.41
Total	862	100.00%	\$32,744,036.59	\$9,446,336.41
Total LMI	669	77.61%	\$32,744,036.59	\$42,190,373.00

*A maximum \$17,012,974 may be spent in CAPCOG State MID areas (all areas outside of 78945)

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Table 6. HAP Funding Targets (%) by Income Category – CTCOG

Income Category	Count	% of Count	Minimum Target	Maximum
Greater of 0-30% AMFI or Federal Poverty Level	3,684	39.43%	\$788,611.79	
31-50% AMFI	1,318	14.11%	\$282,136.36	
51-80% AMFI	1,663	17.80%	\$355,988.44	
0-80% AMFI (Non-Targeted)			\$0.00	
Above 80% AMFI	2,678	28.66%	\$0.00	\$573,263.41
Total	9,343	100.00%	\$1,426,736.59	\$573,263.41
Total LMI	6,665	71.34%	\$1,426,736.59	\$2,000,000.00

Table 7. HAP Funding Targets (%) by Income Category – GCRPC

Income Category	Count	% of Count	Minimum Target	Maximum
Greater of 0-30% AMFI or Federal Poverty Level	3,139	38.62%	\$21,603,290.45	
31-50% AMFI	1,113	13.69%	\$7,659,911.52	
51-80% AMFI	1,455	17.90%	\$10,013,630.97	
0-80% AMFI (Non-Targeted)			\$0.00	
Above 80% AMFI	2,421	29.79%	\$0.00	\$16,661,856.06
Total	8,128	100.00%	\$39,276,832.94	\$16,661,856.06
Total LMI	5,707	70.21%	\$39,276,832.94	\$55,938,689.00

*A maximum \$23,281,471 may be spent within any GCRPC State MID (all areas outside of 77979 and Victoria County)

Funding within HUD MIDs and State MIDs

In the Central / Golden Crescent region, approximately 49.5% of funds must be expended in HUD-identified MIDs; 28% in the GCRPC and 21.5% in CAPCOG. **Until monetary award amounts are made, applicant numbers must be tracked.** Whenever weekly reporting shows that applicants in HUD MIDs are 16% and 21% or less in CAPCOG and GCRPC, respectively, of the total applicant pool for three or more consecutive weekly reports, additional marketing and outreach to HUD MID areas may be warranted. **Once awards are made, total dollars should be tracked.** Additional marketing and outreach to HUD MID areas may be warranted whenever weekly reporting shows that HUD MID awards are 16% or 21% or less in CAPCOG and GCRPC, respectively, of the total dollars being awarded for three or more consecutive weekly reports.

Calculation: Of the funds available to the Central/Golden Crescent Region, 28% must be spent in HUD MIDs in the GCRPC and 21.5% must be spent in HUD MIDs in CAPCOG. 21% and 16% are 75% of 28% and 21.5%, respectively.

Table 8. HUD and State Designated Most Impacted and Distressed (MID) Areas

	Funding Allocation (based on Statewide numbers)	Affected Areas
HUD-identified Most Impacted and Distressed Areas (HUD MIDs), GCRPC	\$32,657,218*	Victoria County and zip code 77979 (Port Lavaca)
HUD-identified Most Impacted and Distressed Areas (HUD MIDs), CAPCOG	\$25,177,399*	Zip code 78945 (La Grange)
State Most Impacted and Distressed Areas (State MIDs)	\$58,994,353*	Bastrop, Burleson, Caldwell, Calhoun (outside of zip 77979), Comal, DeWitt, Fayette (outside of zip 78945), Goliad, Gonzales, Grimes, Guadalupe, Jackson, Karnes, Lavaca, Lee, Madison, Milam and Washington Counties

*Allocations do NOT total 80% and 20% of regionally allocated funding; these minimums and maximums were calculated at a Statewide level and applied to the six HAP regions. For the Central / Golden Crescent region, the percentage split is closer to 49.5% and 50.5%, with approximately 28% going to HUD MIDs in GCRPC and 21.5% going to HUD MIDs in CAPCOG.

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The following figure illustrates the locations of the MID areas within the region.

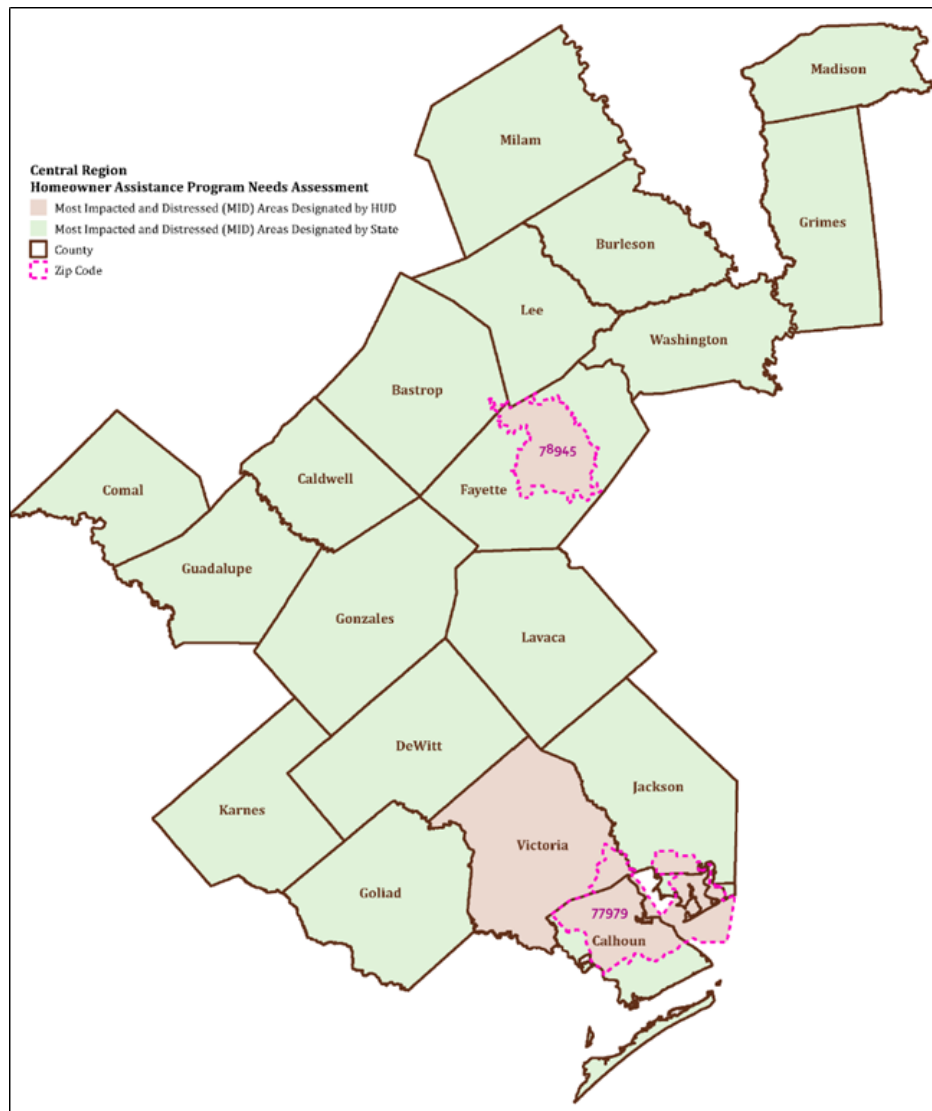


Figure 1 Central / Golden Crescent Region Most Impacted and Distressed Areas

Effectiveness of Outreach to Hard-to-Reach and Vulnerable Populations

While thresholds for determining target areas were primarily calculated based on the higher of 5% or the 75th percentile, when determining the effectiveness of demographic outreach, the actual demographic makeup of the overall Harvey affected area will be utilized. Demographic outreach shall be measured on a **monthly basis**.

Whenever the percentage of applicants compared to the entire applicant pool for a specific demographic are less than the *Harvey Affected Area* percentages, outreach to that specific demographic group shall be warranted. When goals are not met, a number of remedies for reaching additional applicants within target areas are suggested for each demographic group within this Plan; however, it is important to note that not all vulnerable and/or hard-to-reach applicants live within target areas, and as such, broad or regional marketing and outreach should also be increased as feasible.

Monthly reporting will provide a snapshot of all outreach efforts made during the month and provide suggested remedies and a plan of action for upcoming outreach if goals are not met.

Example:

Total household applicants at measurement period: 400

Harvey Affected Area Average, Limited English Proficiency (LEP): 3.3%

Harvey Affected Area Average, Elderly Households: 26.5%

Demographic target based on Harvey Affected Area, LEP: 13.2 applicants

Total household applicants at measurement period with LEP: 12

12 actual applicants < 13.2 target applicants; therefore additional outreach to targeted LEP areas would be warranted.

Demographic target based on Harvey Affected Area, Elderly Households: 106 applicant households

Total applicant households at measurement period with elderly residents: 115 applicant households

115 actual applicants > 106 target applicants; therefore additional outreach to elderly household areas would NOT be indicated.

Table 9. Threshold Criteria Values: Harvey Affected Area Average by Demographic

Demographic	Harvey Affected Area Avg.
Low- and moderate-income (LMI) households	60.2%
Racial and ethnic minorities living in poverty – Black/African-American	2.3%
Racial and ethnic minorities living in poverty - Hispanic	6.1%
Racial and ethnic minorities living in poverty - Asian	0.4%
Limited English proficiency (LEP) for Spanish speakers	3.3%
Special access and functional needs (AFN)	3.0%
Persons with a hearing difficulty	3.8%
Persons with a vision difficulty	2.5%
Persons with a cognitive difficulty	4.5%
Persons with an ambulatory difficulty	6.8%
Persons with a self-care difficulty	2.4%
Persons with an independent living difficulty	4.3%
Households with elderly individuals (i.e., 65 years or older)	26.5%
Households with children under 18	37.2%
Female heads of household	8.5%
Destroyed homes (displacement)	0.7%
Living in FEMA-designated Flood Hazard Zone	17.8%
Veterans	8.8%

Marketing and Outreach Activities

Marketing Activities

Marketing, including market research, is designed to analyze the potential demand for a product, as well as identify potential faults or problems. When successfully implemented, marketing defines an audience, introduces the audience to a product, and drives sales. In this case, the “product” is HAP; the audience, at the broadest level, is those who were impacted by Hurricane Harvey; and the “sales” we are seeking are completed applications.

The GLO’s Needs Assessment in the State Action Plan and the Regional Needs Assessment completed prior to the creation of this Plan helped to answer several key marketing questions:

- How and where should the program be offered?
- Who is the target audience?
- Where will different types of messaging and/or different platforms drive applicants?
- What do various groups/public think of the program, and what questions do they have?
- How and where should applications be accepted?

The overall audience is large and diverse, and general marketing should first be completed at a broad level to provide information to the entire regional audience. Increasing familiarity with the program amongst all potential applicants as well as trusted community ambassadors and stakeholders will in turn drive the efficiency of secondary outreach.

Numerous channels have been identified for general marketing including the Texas Recovery website, television, radio, newspapers, signage, social media, community events, local newsletters and earned media.

Texas Recovery Website – HAP Webpage

The GLO’s disaster recovery website, www.recovery.texas.gov, contains a wealth of information regarding the HAP. In addition, Regional webpages will be created for each of the six HAP regions within this website. The Central / Golden Crescent regional webpage will include regional program specifics (counties served/maps/funding and target areas); regional office locations, hours of operation, transit information and contact information; staff listings; and the dates, times and locations of scheduled intake sessions.

Once the program has been successfully administered for several applicants within the region, the webpage should be updated to include success stories. These success stories can also be shared through various other marketing channels to help generate and support additional earned media.

Television

Local public access television stations will be utilized where possible to familiarize residents and community ambassadors with the HAP and to provide regional information, including the Texas Recovery website address (including online application), local office contact information and dates, times and locations of upcoming scheduled intake sessions.

Multiple demographic populations can be reached through free public access television, including low-to-moderate income homeowners, those with hearing difficulties or impairment and persons with Limited English Proficiency.

The following public access stations have been identified in the region:

Table 10. Central/Golden Crescent Public Access Television Stations

City/County	Station Name	Website
Bastrop	Bastrop Community Access TV (BCAT-TV)	
New Braunfels	New Braunfels Independent School District TV - Channel 98 (NBISD-TV)	https://web.archive.org/web/20101221130156/http://nrhtx.com/dept_comm_online.aspx
Victoria	Victoria TV (VTV-15)	http://www.vtv15.org/

Radio

Similarly to television, radio will be used where possible to familiarize residents and community ambassadors with the HAP. Regional information, such as upcoming scheduled intake sessions and key dates (online application acceptance period, etc.) may also be advertised using radio.

Multiple demographic populations can be reached through radio, including LMI homeowners, those with vision difficulties or impairment and persons with LEP (through Spanish language stations).

Radio stations identified in the region are listed on Table 11.

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Table 11. Central/Golden Crescent Public Access Radio Stations

Call sign	Frequency	City of License	County	Licensee	Format
KHIB	88.5 FM	Bastrop	Bastrop	Houston Christian Broadcasters, Inc.	Religious
KLZT	107.1 FM	Bastrop	Bastrop	Ennis Austin Radio Broadcasting Company, L.P.	Regional Mexican
KTAE	1260 AM	Elgin	Bastrop	Genuine Austin Radio, L.P.	Sports
KALD	91.9 FM	Caldwell	Burleson	Houston Christian Broadcasters, Inc.	Christian radio/KHC
KAPN	107.3 FM	Caldwell	Burleson	Brazos Valley Communications, Ltd.	Spanish Top 40/CHR
KXBT	88.1 FM	Somerville	Burleson	The University of Texas at Austin	Public radio
KFIT	1060 AM	Lockhart	Caldwell	KFIT, Inc.	Gospel
KAMX	94.7 FM	Luling	Caldwell	Entercom License, LLC	Hot AC
KBPA	103.5 FM	San Marcos	Caldwell (mostly in Hays County and small part in Guadalupe County and Comal County)	Emmis Austin Radio Broadcasting Company, L.P.	Adult hits
KTSW	89.9 FM	San Marcos	Caldwell (mostly in Hays County and small part in Guadalupe County and Comal County)	Texas State University-San Marcos	Alternative Rock
KZOS-LP	103.1 FM	San Marcos	Caldwell (mostly in Hays County and small part in Guadalupe County and Comal County)	City of San Marcos	Variety
KJAZ	94.1 FM	Point Comfort	Calhoun	S Content Marketing, LLC	Silent
KNAL	93.3 FM	Port Lavaca	Calhoun	Victoria Radioworks, LLC	Country
KHPO	91.9 FM	Port O'Connor	Calhoun	Houston Christian Broadcasters, Inc.	Christian

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Call sign	Frequency	City of License	County	Licensee	Format
KMAT	105.1 FM	Seadrift	Calhoun	Cordell Communications, Inc.	Religious
KTLZ	89.9 FM	Cuero	DeWitt	The Worship Center of Kingsville	Religious
KGGB	96.3 FM	Yorktown	DeWitt	Gerald Benavides	
KYKM	94.3 FM	Yoakum	DeWitt (partly in Lavaca County)	Krmling Enterprises, Inc.	Country
KBUK	104.9 FM	La Grange	Fayette	KBUK Radio, Inc.	Country
KVLG	1570 AM	La Grange	Fayette	KBUK Radio, Inc.	Country
KHMC	95.9 FM	Goliad	Goliad	Minerva R. Lopez	Tejano
KPQG	104.3 FM	Goliad	Goliad	Hispanic Target Media Inc.	
KCTI	1450 AM	Gonzales	Gonzales	Texas Public Radio	Texas country
KCTI-FM	88.1 FM	Gonzales	Gonzales	Sun Radio Foundation	Americana
KMLR	106.3 FM	Gonzales	Gonzales	Educational Media Foundation	Contemporary Christian (K-Love)
KSXT	90.3 FM	Smiley	Gonzales	Hispanic Christian Communications	
KWUP	92.5 FM	Navasota	Grimes	KSBJ Educational Foundation	Contemporary Christian
KBIB	1000 AM	Marion	Guadalupe	Hispanic Community College	Spanish Religious
KSMG	105.3 FM	Seguin	Guadalupe	Cox Radio, Inc.	Hot adult contemporary
KWED	1580 AM	Seguin	Guadalupe	Guadalupe Media, Ltd.	Country
KSAH	720 AM	Universal City	Guadalupe (mostly in Bexar County)	Alpha Media Licensee, LLC	Regional Mexican
KGNB	1420 AM	New Braunfels	Guadalupe (mostly in Comal County)	New Braunfels Communications, Inc.	Sports
KNBT	92.1 FM	New Braunfels	Guadalupe (mostly in Comal County)	New Braunfels Communications, Inc.	Americana
KBBT	98.5 FM	Schertz	Guadalupe (partly in Bexar and Comal Counties)	Univision Radio Illinois, Inc.	Rhythmic contemporary
KIOX-FM	96.1 FM	Edna	Jackson	Globecom Media, LLC	Country
KHTZ	94.9 FM	Ganado	Jackson	S Content Marketing, LLC	Country (simulcast of KTWL)

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Call sign	Frequency	City of License	County	Licensee	Format
KHHL	103.1 FM	Karnes City	Karnes	Alpha Media Licensee, LLC	Spanish Sports
KCAF-FM	92.1 FM	Kenedy	Karnes	Rufus Resources, LLC	Spanish Christian
KAML	990 AM	Kenedy-Karnes City	Karnes	Siga Broadcasting Corp.	Spanish Contemporary Christian
KTXM	99.9 FM	Hallettsville	Lavaca	Kremling Enterprises, Inc.	Country
KANJ	91.1 FM	Giddings	Lee	Houston Christian Broadcasters, Inc.	Christian radio
KGID	96.3 FM	Giddings	Lee	KGID Inc.	Classic Country
KAGG	96.1 FM	Madisonville	Madison	CC Licenses, LLC	Country
KHML	91.5 FM	Madisonville	Madison	Houston Christian Broadcasters, Inc.	Religious
KMVL	1220 AM	Madisonville	Madison	Leon Hunt	Adult Standards
KMVL-FM	100.5 FM	Madisonville	Madison	Leon Hunt	Classic Country
KMIL	105.1 FM	Cameron	Milam	Centex Broadcasting, LLC	Country
KTON	1330 AM	Cameron	Milam	M&M Broadcasters, Ltd.	Sports
KRXT	98.5 FM	Rockdale	Milam	KRXT, Inc.	Country
KOKE-FM	99.3 FM	Thorndale	Milam (small part in Williamson County)	Genuine Austin Radio, L.P.	Country
KHVT	91.5 FM	Bloomington	Victoria	Houston Christian Broadcasters, Inc.	Religious
KLUB	106.9 FM	Bloomington	Victoria	Townsquare Media Victoria License, LLC	Album-oriented rock
KAYK	88.5 FM	Victoria	Victoria	American Family Association	Religious talk (AFR)
KBAR-FM	100.9 FM	Victoria	Victoria	Victoria Radioworks, LLC	Active rock
KBRZ-FM	89.3 FM	Victoria	Victoria	Aleluya Broadcasting Network	Spanish Religious
KITE	1410 AM	Victoria	Victoria	Victoria Radioworks, LLC	Adult Standards
KIXS	107.9 FM	Victoria	Victoria	Townsquare Media Victoria License, LLC	Country
KQVT	92.3 FM	Victoria	Victoria	Townsquare Media Victoria License, LLC	Hot adult contemporary
KSEJ-LP	106.5 FM	Victoria	Victoria	Ralph Salazar Victory Ministries	Christian contemporary

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Call sign	Frequency	City of License	County	Licensee	Format
KTXN-FM	98.7 FM	Victoria	Victoria	Broadcast Equities Texas Inc.	Adult hits
KVIC	104.7 FM	Victoria	Victoria	Victoria Radioworks, LLC	Top 40 (CHR)
KVLJ-LP	99.5 FM	Victoria	Victoria	Victoria Texas Community Radio	Spanish Religious
KVNN	1340 AM	Victoria	Victoria	Victoria Radioworks, LLC	News Talk Information
KVRT	90.7 FM	Victoria	Victoria	South Texas Public Broadcasting System, Inc.	Public radio
KLTR	94.1 FM	Brenham	Washington	Roy E. Henderson	Adult contemporary
KTTX	106.1 FM	Brenham	Washington	Tom S. Whitehead, Inc.	Country
KWHI	1280 AM	Brenham	Washington	Tom S. Whitehead, Inc.	Full service

Newspapers

Local newspapers will be utilized where possible to familiarize residents and community ambassadors with the HAP and to provide regional information, including the Texas Recovery website address (including online application), local office contact information and dates, times and locations of upcoming scheduled intake sessions.

Multiple demographic populations can be reached through newspaper, including those with hearing difficulties, and the print format is especially useful for providing information for persons with Limited English Proficiency (dual language marketing).

The following newspapers have been identified in the region: *Burleson County Tribune, Caldwell County News, Wave, Cuero Record, Fayette County Record, Advance-Guard Press, Gonzales Inquirer, Navasota Examiner, Seguin Gazette-Enterprise, Jackson County Herald Tribune, Shiner Gazette, Lexington Leader, Madisonville Meteor, Cameron Herald, Victoria Advocate and Brenham Banner Press.*

Electronic Public Safety Signs

Electronic public safety signs may be utilized in coordination with local officials to advertise upcoming public intake sessions in the area.

Social Media

The prevalence and far-reaching abilities of social media make this channel a viable option for advertising key dates, as well as providing a secondary location to provide local office information. The GLO will utilize social media channels to advertise the HAP on a statewide level; regionally, localities and partner organizations should be asked to advertise key information on their social media pages and websites.

Potential social media sites include: Facebook, Twitter, YouTube, Instagram, Snapchat, Google+

Community Events

Community events may be utilized as a location for marketing and outreach activities, though in most cases presence at community events will likely be tied to partnerships with local organizations (see Network of Community Partnerships, below). Partner organization events could provide an opportunity to foster relationships, build trust in the community and/or disseminate general information regarding the program.

Local Newsletters, List Serves, and Other Information Outlets

Local newsletters, list serves and other information outlets (e.g. locality webpages, GLO information blasts, GrantWorks' HAP email distribution lists) will be utilized as necessary to provide general program information.

Newsletters and list serves that serve a large area (i.e. statewide or national coverage) may be utilized to provide a first look at the program to populations that will also be targeted with outreach, in an effort to have the information available from a variety of trusted sources to which a person generally voluntarily subscribes (e.g., VA, LULAC, NAACP). General HAP information could include the following:

- HAP FAQs and Presentation Slides
- GLO HAP Handouts (e.g., Applicant Checklists, Program Timeline)
- Application website address
- Contact information for local offices
- Dates, times and locations of upcoming application intake sessions

Earned Media

Earned media, or publicity gained through promotional efforts other than paid media advertising, will be one of the most vital and useful tools for disseminating information about the program. Earned media includes press mentions, shares by social media influencers, blog posts, and – perhaps most importantly – word of mouth promotion. “Earned media are generated when the

quality or uniqueness of a company’s products and content compel consumers to promote the company at no cost to itself through external or their own ‘media’.”²

Building trust and forming partnerships with local community organizations will be of utmost importance to a successful rollout of the program. When community partners and successful applicants (once the program rolls out) speak about the program to potential applicants, the message will be heard more successfully than when it is disbursed through paid and/or owned marketing channels.

As mentioned above, the HAP regional webpage should be updated with success stories at the earliest moment feasible, in order to generate and support earned media. These success stories should be shared widely to garner maximum momentum from positive word-of-mouth “buzz.”

Any earned media related to the press (local news appearances, newspaper quotes, etc.) must be coordinated with the marketing and intergovernmental relations divisions of the GLO.

² <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/beyond-paid-media-marketings-new-vocabulary>

Outreach Activities

Although outreach is required within “target areas” as identified by the Regional Needs Assessment, outreach activities shall not be solely limited to these target areas. The activities described below will be implemented throughout the region as necessary to ensure equitable access to the program.

Table 12. Outreach Activities Summarized

Brochures, Handouts, Flyers & Postcards	LMI, Racial and Ethnic Minorities Living in Poverty, LEP, AFN, Hearing/Vision, Cognitive/Ambulatory/Self-care/Independent Living Difficulty, Elderly, Households with Children Under 18, Female Head of Household, Displaced Homeowner, Veterans
Utility Bill Inserts	LMI, Flood Plain
Community Meetings	Flood Plain, Racial and Ethnic Minorities Living in Poverty, LMI, LEP, Households with Children Under 18
Door to Door Canvassing/Door Hangers	Flood Plain, Racial and Ethnic Minorities Living in Poverty, LMI, LEP, Households with Children Under 18, Displaced Homeowners (neighbors)
Phone Calls	Displaced Homeowners
Scheduled Application Intake Session	LMI, Racial and Ethnic Minorities Living in Poverty, LEP, AFN, Hearing/Vision, Cognitive/Ambulatory/Self-care/Independent Living Difficulty, Elderly, Households with Children Under 18, Female Head of Household, Veterans
In-home Application Support	AFN, Ambulatory/Self Care/Independent Living Difficulty
School Flyers/Newsletters	LMI, Racial and Ethnic Minorities Living in Poverty, LEP, Households with Children Under 18, Female Head of Household
Referral of Public Services	Flood Plain, All
Community Partnerships	AFN, Hearing/Vision/Cognitive, Ambulatory/Self Care/Independent Living, Elderly

Brochures, Handouts, Flyers, Postcards

Brochures, handouts, flyers and postcards will be utilized to reach nearly all of the demographically targeted groups, and will be used in multiple phases throughout the application acceptance period. These handouts will be distributed in a wide variety of locations, more thoroughly detailed below. Brochures and flyers will generally be full color, and provide a more detailed look at the program; postcards and handouts may range from black and white to full color, and will often include program-at-a-glance information, or specific information such as upcoming community wide application intake dates.

Utility Bill Inserts

Utility bill inserts will be utilized where available, but primarily in LMI and flood plain target areas.

Community Meetings

Several meetings have already been held for stakeholders, and additional rounds of meetings and trainings are being scheduled. Community meetings will be utilized at the beginning of each community application intake session, and will be scheduled whenever goals are not being met as outlined in the goals/targets above.

Door-to-Door Canvassing / Door Hangers

Canvassing and door hangers may be utilized where appropriate for floodplain areas, as well as when goals aren't being met in target areas for racial and ethnic minorities living in poverty, LMI households, LEP households, households with children under 18 and for the neighbors of displaced homeowners.

Phone Calls

Phone calls will be primarily utilized for contacting displaced homeowners, and for connecting with community organizations. Phone calls will also be an important component of staying in communication with applicants throughout the lifecycle of their application/award.

Application Intake Session

Numerous application intake sessions will take place throughout the region to complement the online application and appointment-based application intakes in local outreach offices. A minimum of one application session will be scheduled in each of the following locations, within or nearby the actual target areas outlined in the Regional Needs Assessment whenever possible (multiple intakes and/or multi-day intakes will be necessary in several locations):

Bastrop
Bloomington
Brenham
Caldwell
Cuero
Edna
Giddings
Goliad
Gonzales
Hallettsville
Karnes City

Kenedy
La Grange
Lockhart
Luling
Madisonville
Navasota
New Braunfels
Nursery
Placedo
Port Lavaca
Port O'Connor
Rockdale
Schulenburg
Seadrift
Seguin
Smithville
Victoria
Yoakum

In addition, a regional outreach office in Victoria will also accept applications.

Outreach to Residents of Abandoned Homes / Displaced Homeowners

Identifying the owners of abandoned/destroyed homes will require working with Local Code Inspectors, Emergency Management Coordinators, case managers from LTRGs and VOADs, county tax offices and the immediate neighbors of destroyed homes. Widespread/general marketing efforts must make it clear that homeowners living in the home at the time of the disaster may be eligible for assistance, regardless of their current address.

Working backwards by contacting rental housing providers and mobile home/travel trailer lot owners may also help identify displaced homeowners in the region.

In-Home Application Support

In-home application support will be available to all mobility impaired persons who schedule an appointment with an Applicant Coordinator. In-home application support may range from completing an application with a homeowner in full, to assisting a homeowner with gathering follow-up documentation. In-home application support shall be offered to any applicant requesting reasonable accommodation to ensure equal access to the program.

School Newsletters and Take-Home Flyers

Take-home flyers sent through school districts will be an important component of marketing and outreach to target areas with higher concentrations of the following demographic groups: LMI Households, Racial and Ethnic Minorities Living in Poverty, Limited English Proficiency, Households with Children Under 18 and Female Heads of Households. The overall approach will vary depending on the group; in some cases every enrolled student will be sent home with a flyer, but in some cases, only children who qualify for free/reduced lunch, free pre-kindergarten and/or those enrolled in dual language elementary education classes will receive flyers.

Referral of Public Services (e.g., Housing Counseling, Legal Counseling, Job Training, Mental Health Services, General Health Services)

Wherever possible, the network of community partnerships created should be utilized in both directions: 1) information from these organizations should be collected to ensure outreach to all hard-to-reach populations and 2) when an applicant is in need of additional services, referrals should be made to these groups to assist in the removal of barriers and ensure equal access to the program.

Texas RioGrande Legal Aid, Texas FEMA Voluntary Agency Liaisons, Texas State Affordable Housing Corporation (TSAHC), Feeding Texas, and the Texas Health and Human Services Commission have been contacted to date.

Housing Counseling services are always available to homeowners through HUD's network of approved housing counselors. Services are completed free of charge for those who are at risk of foreclosure. All applicants who request housing counseling will be directed to the listing of HUD-approved Housing Counseling Agencies. TSAHC also maintains the Texas Financial Toolbox (<http://www.texasfinancialtoolbox.com/>), which provides homeowners with resources and tools to manage finances and prevent foreclosure.

HAP Public Services funds may be made available to those requiring additional financial assistance (i.e. mortgage and/or utility assistance) on an extremely limited, case-by-case basis if the applicant meets specific qualifications outlined in the Regional Housing Guidelines.

Network of Community Partnerships

Working in collaboration with community groups already providing services in the region will be a vital component of successful outreach. This network (currently established with over 300 contacts) will continue to grow throughout the lifecycle of the HAP, and should include representatives and stakeholders from Councils of Governments, local governments, Housing Counseling Agencies and other social service providers, Voluntary Organizations Active in Disasters, Long Term Recovery Groups, Emergency Management Coordinators, and other community partners. See ***Community Input and Collaborative Partnerships*** for more detail.

Regional Needs Assessment Informed Outreach Strategies

This Affirmative Marketing and Outreach Plan has been developed using a Regional Needs Assessment, finalized by utilizing available data to identify target geographies and vulnerable and/or hard-to-reach populations, and through public input and comment.

The Regional Needs Assessment has defined minimum funding targets for each of four income bands (the greater of 0-30% Area Median Family Income [AMFI] or the Federal Poverty Level, 31-50% AMFI, 51-80% AMFI and above 80% AMFI), as well as identified target areas of concentrations of demographic groups impacted by Hurricane Harvey (detailed in table below) who may have less awareness and/or less ability to access the program. Demographic-based marketing and outreach activities and strategies to be deployed for each demographic identified are shown in the following table.

Table 13. Marketing and Outreach Activities

Demographic	Data Source	Threshold (%)	EXAMPLE Targeted Marketing and Outreach Activities
Low- to moderate-income (LMI) households	FEMA Individual Assistance and HUD Section 8 Income Limits	87.7% (75 percentile)	<ul style="list-style-type: none"> • Television, Radio, Newspaper, Websites/Social Media • Flyer distribution (WIC offices, food banks/pantries, Head Start offices, pharmacies, public health clinics, churches/places of worship, libraries) • School newsletters/take home flyers • Utility bill inserts • Community meetings and application intake sessions
Racial and ethnic minorities living in poverty – Black/African American	U.S. Census – ACS	5.0% or Above Average Black/African-American Population and Poverty Rates	<ul style="list-style-type: none"> • Television, Radio, Newspaper, Websites/Social Media • Flyer distribution (WIC offices, food banks/pantries, Head Start offices, pharmacies, public health clinics, churches/places of worship, vocational/community colleges, libraries) • School newsletters/take home flyers • Community meetings and application intake sessions
Racial and ethnic minorities living in poverty – Hispanic	U.S. Census – ACS	10.1% (75 percentile)	<ul style="list-style-type: none"> • Television, Radio (including Spanish language stations), Newspaper, Websites/Social Media • Dual language flyer distribution (WIC offices, food banks/pantries, Head Start offices, pharmacies, public health clinics, population-based markets/grocers, race/ethnicity based community centers, ESL providers, vocational/community colleges, churches/places of worship, libraries) • School newsletters/take home flyers (enrolled in dual language classes) • Community meetings and application intake sessions

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Demographic	Data Source	Threshold (%)	EXAMPLE Targeted Marketing and Outreach Activities
Racial and ethnic minorities living in poverty – Asian	U.S. Census – ACS	5.0% or Above Average Asian Population and Poverty Rates	<ul style="list-style-type: none"> • Television, Radio, Newspaper, Websites/Social Media • Flyer distribution (WIC offices, food banks/pantries, Head Start offices, pharmacies, public health clinics, population-based markets/grocers, race/ethnicity based community centers, vocational/community colleges, churches/places of worship, libraries) • School newsletters/take home flyers • Community meetings and application intake sessions
Limited English proficiency (LEP) for Spanish speakers*	U.S. Census – ACS	5.0% (79 percentile)	<ul style="list-style-type: none"> • Television, Radio (including Spanish language stations), Newspaper, Websites/Social Media • Dual language flyer distribution (WIC offices, food banks/pantries, Head Start offices, pharmacies, public health clinics, population-based markets/grocers, race/ethnicity based community centers, ESL providers, vocational/community colleges, churches/places of worship, libraries) • School newsletters/take home flyers (enrolled in dual language classes) • Community meetings and application intake sessions
Special access and functional needs (AFN)	FEMA Individual Assistance	5.0% (84 percentile)	<ul style="list-style-type: none"> • Social service organizations • Health and human services agencies • In-home application support • Flyer distribution (public health clinics, occupational/physical therapy offices, pharmacies, adult day activity centers, recreation/activity centers) • Television, Radio, Newspaper, Websites/Social Media
Persons with a hearing difficulty	U.S. Census – ACS	5.9% (75 percentile)	<ul style="list-style-type: none"> • Print media/cable access advertisements • Flyer distribution (public health clinics, ENTs and audiologists, pharmacies, hearing aid sales/service locations, libraries, recreation/community centers) • Human service agencies • Interpreter services
Persons with a vision difficulty	U.S. Census – ACS	5.0% (93 percentile)	<ul style="list-style-type: none"> • Broadcast media channels that work in coordination with adaptive/assistive technologies, websites, social media, radio • Brochures and flyers which drive applicants to telephone numbers and/or accessible websites that can be used with adaptive/assistive technology • Health and human services agencies • In-home application support
Persons with a cognitive difficulty	U.S. Census – ACS	6.7% (75 percentile)	<ul style="list-style-type: none"> • Social service organizations • Health and human services agencies • In-home application support • Flyer distribution (public health clinics, occupational/physical therapy offices, pharmacies, adult day activity centers, recreation/activity centers) • Television, Radio, Newspaper, Websites/Social Media

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Demographic	Data Source	Threshold (%)	EXAMPLE Targeted Marketing and Outreach Activities
Persons with an ambulatory difficulty	U.S. Census – ACS	10.3% (75 percentile)	<ul style="list-style-type: none"> • Social service organizations • Health and human services agencies • In-home application support • Flyer distribution (public health clinics, occupational/physical therapy offices, pharmacies, adult day activity centers, recreation/activity centers) • Television, Radio, Newspaper, Websites/Social Media
Persons with a self-care difficulty	U.S. Census – ACS	5.0% (89 percentile)	<ul style="list-style-type: none"> • Social service organizations • Health and human services agencies • In-home application support • Flyer distribution (public health clinics, occupational/physical therapy offices, pharmacies, adult day activity centers, recreation/activity centers) • Television, Radio, Newspaper, Websites/Social Media
Persons with an independent living difficulty	U.S. Census – ACS	8.2% (75 percentile)	<ul style="list-style-type: none"> • Social service organizations • Health and human services agencies • In-home application support • Flyer distribution (public health clinics, occupational/physical therapy offices, pharmacies, adult day activity centers, recreation/activity centers) • Television, Radio, Newspaper, Websites/Social Media
Households with elderly individuals (i.e., 65 years or older)	U.S. Census – ACS	39.9% (75 percentile)	<ul style="list-style-type: none"> • Earned media • Flyer distribution (Senior/recreation/community centers, Area Agencies on Aging, Meals on Wheels, Public health clinics, pharmacies, libraries, adult day activity centers, Rural Economic Assistance League) • Social service organizations • Health and human services agencies
Households with children under 18	U.S. Census – ACS	40.1% (75 percentile)	<ul style="list-style-type: none"> • School take-home flyers, newsletters • Flyer distribution (WIC Offices, food banks, Head Start Offices, YMCA, libraries, Boys & Girls Clubs, Big Brothers/Big Sisters, Scouts BSA/Girl Scouts)
Female heads of household	U.S. Census – ACS	12.3% (75 percentile)	<ul style="list-style-type: none"> • Referrals by and flyer distribution through Head Start, daycare, early childhood centers, along with WIC Offices, food banks, YMCA, libraries, Boys & Girls Clubs, Big Brothers/Big Sisters, Scouts BSA/Girl Scouts • After hours/weekend intake sessions (children welcome to attend intakes) • Additional after-hours appointment slots
Destroyed homes	FEMA Individual Assistance	5.0% and 10 or more homes destroyed (97 percentile)	<ul style="list-style-type: none"> • EMC lists • Door-to-door (neighbor information) • Research through local tax offices • Contact rental housing providers to find potential displaced homeowners
Living in FEMA-designated flood hazard zone	FEMA Individual Assistance	5.0% (82 percentile)	<ul style="list-style-type: none"> • Direct mail or flyers to affected areas • Door hangers • EMC lists

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Demographic	Data Source	Threshold (%)	EXAMPLE Targeted Marketing and Outreach Activities
Veterans	U.S. Census – ACS	13.5% (75 percentile)	<ul style="list-style-type: none"> • Flyers/newsletters of local VFW/American Legion outposts, other associations • Veteran health and service centers

*Analysis of U.S. Census data at the Census tract level for language spoken at home identified few instances in which a Census Tract had at least 5% of persons who spoke a language at home other than English or Spanish and spoke English less than “very well”. Given this and the assumption that many of those households may speak English “well” it was determined that targeting multi-lingual outreach to non-English languages other than Spanish speaking populations is not warranted. However, material will be made available that will provide contact information for those who speak certain languages other than English or Spanish and do not speak English well.

Low-to-Moderate Income (LMI) Households

LMI households are households or families with a combined annual gross income that does not exceed eighty percent (80%) of the median income for the areas adjusted to account for household size.

Overall Strategy

Since LMI households are such a large component of HAP, a wide variety of marketing through channels designed to reach this demographic broadly – at regional, county- and citywide levels will be conducted. Several target areas, however, primarily in Victoria, have been identified as requiring further outreach efforts.

The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - WIC offices
 - Food banks/pantries
 - Head Start offices
 - Pharmacies
 - Public health clinics (e.g. low-cost clinics, Planned Parenthood offices, pregnancy resource centers)
 - Churches/places of worship
 - Libraries
- **School newsletters/take home flyers**, distributed to children within target area attendance zones enrolled for:
 - Free pre-kindergarten classes at elementary schools
 - Free/reduced lunch at elementary, middle and high schools
- **Utility bill inserts** for all homeowners located within the target areas
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas
 - Victoria (an outreach office is also located within Victoria)

If goals are not being met, a scheduled community meeting will be planned within/reasonably near to the target areas, and door-to-door canvassing/door hangers will be considered to generally advertise the HAP and any scheduled meetings. Case managers from local social service agencies identified as part of our network of community partnerships will be contacted, especially those serving residents living in Victoria.

Table 14. LMI Household Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for low-to-moderate income households was set at the 75th percentile (87.7%).

Data Source:

FEMA IA Data Affected Population
(Primary, Owner-Occupied, FVL>\$0): Income Group Data Field

Data Calculations (for each Census block group):

Sum of LMI [ELI+I50+I80] /
Registrant Count for Census Block Group

Racial and Ethnic Minorities Living in Poverty (Black/African American, Asian, Hispanic)

Racial and ethnic minorities living in poverty are defined as families or unrelated individuals that identify as a member of a racial or ethnic group other than “white, not Hispanic,” and who earn at or below the income threshold set by the U.S. Office of Management and Budget for poverty, which varies by family size and composition. The Regional Needs Assessment further analyzed this overall demographic, identifying target areas with concentrated populations of black/African American, Asian and/or Hispanic minorities living in poverty.

Overall Strategy

The qualification of “living in poverty” substantially overlaps the previous demographic of “low-to-moderate income.” As such, the strategies for reaching racial and ethnic minorities living in poverty will be similar to the strategies outlined above.

Several target areas, including portions of Port Lavaca, Seadrift, Cuero, La Grange, Goliad, Edna, Victoria, Placedo and Bloomington have been identified as requiring further outreach efforts. The primary method of outreach for these target areas will be **flyers/handouts, school newsletters/take home flyers and scheduled application intake sessions located within the target areas.**

The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - Churches/places of worship
 - Population based markets/grocers
 - Race/ethnicity based community centers
 - ESL providers
 - Vocational/community colleges
 - Libraries
- **School newsletters/take home flyers**, distributed to children within target area attendance zones enrolled for:
 - Free pre-kindergarten classes at elementary schools
 - Free/reduced lunch at elementary, middle and high schools
 - Dual language elementary education classes
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Port Lavaca
 - Seadrift
 - Cuero
 - La Grange
 - Goliad
 - Edna
 - Victoria (an outreach office is also located within Victoria)
 - Placedo and Bloomington, as space is available

If goals are not being met, a scheduled community meeting will be planned within/reasonably near to one or more of the target areas, and door-to-door canvassing/door hangers should be considered to generally advertise the HAP and any scheduled meetings. Case managers from local social service agencies identified as part of our network of community partnerships should be contacted, especially those serving residents living in Port Lavaca, Cuero, La Grange, Goliad, Edna and Victoria.

***Table 15. Racial and Ethnic Minorities Living in Poverty
Marketing and Outreach Targeted Areas***

County	Census Tract	Block Group	Area Description	Race/Ethnicity meeting threshold
Calhoun	2	1	Southeastern Port Lavaca south of W Austin and east of Harbor of Refuge rail spur	Black/African American and Hispanic
Calhoun	2	2	Western Port Lavaca between Seadrift St, W Austin, Alcoa Dr and US 87	Black/African American and Hispanic
Calhoun	2	3	Central Port Lavaca between US 87, Seadrift St, and West Austin	Black/African American and Hispanic
Calhoun	1	1	Eastern Port Lavaca between SH 35, N Virginia, and W Main	Hispanic
Calhoun	1	3	Central Port Lavaca between N Virginia, SH 35, Half League Rd, and US 87	Hispanic
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake	Hispanic
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor	Hispanic
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road	Hispanic
Calhoun	4	1	Southern Port Lavaca and unincorporated county between Alcoa Dr, US 87, FM 2433, SH 238/316, and CR 2717 (Washington Avenue)	Asian
Calhoun	4	2	Unincorporated county between US 87, SH 238/316, CR 2717 (Washington Avenue), Powderhorn Lake, CR 107, and SH 35	Asian
Calhoun	4	3	Unincorporated county between SH 185, SH 35, Westerlund Grade, and McDonald Road	Asian
Calhoun	4	4	Northwestern Port Lavaca and unincorporated county between N Virginia/Lake Placedo Rd, Westerlund Grade, McDonald Road and US 87	Asian

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County	Census Tract	Block Group	Area Description	Race/Ethnicity meeting threshold
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake	Asian
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor	Asian
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road	Asian
DeWitt	9702	3	Southern Cuero between Gohlke Creek, Live Oak, Stockdale, and W Heaton	Black/African American and Hispanic
DeWitt	9702	4	Western Cuero between the Guadalupe River, FM 766, Esplanade, Live Oak, Gohlke Creek and W Heaton	Black/African American and Hispanic
DeWitt	9703	4	Eastern Cuero between E Courthouse/US 87, Esplanade, Newman, FM 236, and the Guadalupe River	Black/African American
Fayette	9703	4	Southwestern La Grange between the Colorado River, S Jackson, and W Lower Line	Black/African American
Fayette	9703	5	Western La Grange between the Colorado River, N Jackson, W Guadalupe and W Lower Line	Black/African American
Goliad	9601	2	Eastern unincorporated county between Coleta Creek, US 183, Goliad city limit, Guadalupe River, Victoria County line	Hispanic
Goliad	9601	3	Goliad between Market, North St and the Guadalupe River	Hispanic
Jackson	9502	1	Northeastern City of Edna and rural Jackson County between Sandy Creek, CR 402, CR 401, FM 111 and US 59	Black/African American
Victoria	1	2	Southwestern Victoria between US 77 Business, Convent, Union Pacific railroad tracks, and Guadalupe River	Black/African American and Hispanic
Victoria	2.01	2	Central Victoria between Navarro, Goodwin, and US 77 Business	Hispanic
Victoria	2.02	1	Southeastern Victoria between US 59 Business, Ben Wilson, Lone Tree, and Delmar	Hispanic

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County	Census Tract	Block Group	Area Description	Race/Ethnicity meeting threshold
Victoria	2.02	2	Southeastern Victoria between US 59 Business, Ben Wilson, US 87, and Ben Jordan	Hispanic
Victoria	2.02	3	Southeastern Victoria between Lone Tree, Ben Wilson, E North and Delmar	Hispanic
Victoria	3.01	1	Southern Victoria between SH 185, US 59, Hand Road, Union Pacific railroad tracks, and Goodwin/US 87	Black/African American and Hispanic
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks	Black/African American and Hispanic
Victoria	3.02	1	Southern Victoria between SH 185, Odem St, and Port Lavaca Dr/US 87	Black/African American and Hispanic
Victoria	3.02	2	Southern Victoria between SH 185, Odem St, Port Lavaca Dr/US 87 and US 59	Black/African American and Hispanic
Victoria	5.02	2	Central Victoria between E Crestwood, N Laurent, E Airline, N Ben Jordan	Hispanic
Victoria	6.01	1	Central Victoria between E Airline, N Navarro/US 77 Business, E Red River, N Laurent	Black/African American and Hispanic
Victoria	6.02	1	Eastern Victoria between N Ben Wilson, Sam Houston, and US 59 Business	Black/African American and Hispanic
Victoria	7	1	Unincorporated county between US 59, FM 1686, Gin Rd, Miller Rd, and Midway Rd	Hispanic
Victoria	7	2	Eastern Victoria between US 59 Business, Delmar, and US 59	Hispanic
Victoria	7	3	Unincorporated county between US 59, US 87, FM 1686, FM 444, Midway Rd, Miller Rd, Gin Rd	Hispanic
Victoria	8	2	Placedo (CDP) and eastern unincorporated county between US 87, FM 1686, FM 444, eastern county line	Black/African American
Victoria	17	1	Southern unincorporated county between US 59, US 87, Bayer Rd, Old Bloomington Rd, Canal Rd and Guadalupe River	Black/African American and Hispanic

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County	Census Tract	Block Group	Area Description	Race/Ethnicity meeting threshold
Victoria	17	2	Bloomington (CDP) north of Black Bayou Rd and Key Rd, southern unincorporated county between US 87, Bayer Rd, Old Bloomington Rd, Canal Rd, Guadalupe River	Black/African American and Hispanic
Victoria	17	3	Bloomington (CDP) south of Black Bayou Rd and west of SH 185	Black/African American and Hispanic
Victoria	17	4	Bloomington (CDP) south of Key Rd and east of SH 185	Black/African American and Hispanic

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for Hispanic minorities living in poverty was set at the 75th percentile (10.1%). The 75th percentile threshold measurement for black/African American and Asian minorities failed to identify a meaningful number of targeted areas, so 5.0% was utilized.

In order to identify additional target areas with high concentrations of minority populations, an additional threshold was developed: if the population of the minority group by tract is greater than the regional average (2.3% and 6.1% for black/African American and Asian minorities, respectively) AND the poverty rate, regardless of race or ethnicity, is greater than the regional average, (and the tract met minimum damage thresholds) a tract was also included for targeting.

Data Source:

US Census ACS 5-Year (2012-2016),
Table S1701 (Poverty Status in Past 12 Months)

Data Calculations (for each Census tract):

Sum of Below Poverty Level Count for Black or African American Alone /
Total population for whom Poverty Status is determined
Sum of Below Poverty Level Count for Hispanic or Latino origin (any race) /
Total population for whom Poverty Status is determined
Sum of Below Poverty Level Count for Asian Alone /
Total population for whom Poverty Status is determined

Limited English Proficiency (LEP)

The limited English proficiency demographic is defined by respondents to the American Community Survey whose primary language is not English; limited English proficiency (LEP) refers to their assessment of their ability to speak English “not well” or “not at all.”

Overall Strategy

At a regional level, dual language materials/advertisements will be made available whenever possible. However, in areas where LEP is prevalent, the use of Spanish language radio stations and newspapers allowing for a dual language print format will be especially important.

Several target areas, including portions of Port Lavaca, Seadrift, La Grange, Victoria, Placedo and Bloomington have been identified as requiring further outreach efforts.

The primary methods of outreach for these target areas will be:

- **Dual language flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - Churches/places of worship
 - Population based markets/grocers
 - Race/ethnicity based community centers
 - ESL providers
 - Libraries
- **Dual language school newsletters/take home flyers**, distributed to children within target area attendance zones enrolled for:
 - Free pre-kindergarten classes at elementary schools
 - Free/reduced lunch at elementary, middle and high schools
 - Dual language elementary education classes
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Port Lavaca
 - Seadrift
 - La Grange
 - Victoria (an outreach office is also located within Victoria)
- **Translation services** will be available to all applicants who require services, either through Spanish-fluent Applicant Coordinators (currently 2 fluent staff in the Victoria outreach office) or a third-party translation service. Appointments may be scheduled in advance with a Spanish-speaking Applicant Coordinator or translator.

If goals are not being met, a scheduled community meeting will be planned within/reasonably near to one or more of the target areas, and door-to-door canvassing/door hangers should be considered to generally advertise the HAP and any scheduled meetings. Case managers from local social service agencies identified as part of our network of community partnerships should

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be contacted, especially those serving residents living in Port Lavaca, Seadrift, La Grange, Victoria, Placedo and Bloomington.

Table 16. LEP Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	1	3	Central Port Lavaca between N Virginia, SH 35, Half League Rd, and US 87
Calhoun	2	1	Southeastern Port Lavaca south of W Austin and east of Harbor of Refuge rail spur
Calhoun	2	2	Western Port Lavaca between Seadrift St, W Austin, Alcoa Dr and US 87
Calhoun	2	3	Central Port Lavaca between US 87, Seadrift St, and West Austin
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road
Fayette	9703	5	Western La Grange between the Colorado River, N Jackson, W Guadalupe and W Lower Line
Victoria	1	2	Southwestern Victoria between US 77 Business, Convent, Union Pacific railroad tracks, and Guadalupe River
Victoria	2.02	2	Southeastern Victoria between US 59 Business, Ben Wilson, US 87, and Ben Jordan
Victoria	2.02	3	Southeastern Victoria between Lone Tree, Ben Wilson, E North and Delmar
Victoria	3.01	1	Southern Victoria between SH 185, US 59, Hand Road, Union Pacific railroad tracks, and Goodwin/US 87
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks
Victoria	3.02	1	Southern Victoria between SH 185, Odem St, and Port Lavaca Dr/US 87
Victoria	3.02	2	Southern Victoria between SH 185, Odem St, Port Lavaca Dr/US 87 and US 59
Victoria	6.01	1	Central Victoria between E Airline, N Navarro/US 77 Business, E Red River, N Laurent
Victoria	6.02	1	Eastern Victoria between N Ben Wilson, Sam Houston, and US 59 Business
Victoria	7	2	Eastern Victoria between US 59 Business, Delmar, and US 59

County	Census Tract	Block Group	Area Description
Victoria	8	2	Placedo (CDP) and eastern unincorporated county between US 87, FM 1686, FM 444, eastern county line
Victoria	17	2	Bloomington (CDP) north of Black Bayou Rd and Key Rd, southern unincorporated county between US 87, Bayer Rd, Old Bloomington Rd, Canal Rd, Guadalupe River
Victoria	17	4	Bloomington (CDP) south of Key Rd and east of SH 185

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for limited English proficiency was set at 5% (79th percentile).

Data Source:

US Census ACS 5-Year (2012-2016),
Table B16004 (Age by Language Spoken at Home by Ability to Speak English)

Data Calculations (for each Census block group):

Sum of Count of Speak Spanish and Speak English Less than Well /
Total Population

Special Access and Functional Needs (AFN)

A person's functional needs are defined as maintaining independence, communication, transportation and medical care. A person with special access and functional needs may have difficulty with one or more of these tasks, and may require modifications to programs, facilities, procedures and services.

Overall Strategy

Working with Case Managers from our **network of community partnerships** will be integral to truly reaching this demographic group. Flyer distributions should focus on **in-home application support**, transit options for those with disabilities and accessibility/accommodation features of any public intake sessions.

Several target areas, including portions of Cuero, Victoria and Placedo have been identified as requiring further outreach efforts. The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is

only one pharmacy in town, and it is not located within the target area) for the following location categories:

- Public health clinics
 - Occupational and Physical Therapy offices
 - Pharmacies
 - Adult Day Activity Center
 - Recreation/Community Center
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Cuero
 - Victoria (an outreach office is also located within Victoria)

If goals are not being met, community meetings alongside partner organizations serving those with special access and functional needs should be planned, and the availability of in-home application appointment time slots should be analyzed. Special events planned by partner organizations should also be attended by one or more Applicant Coordinator.

Table 17. AFN Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
DeWitt	9702	4	Western Cuero between the Guadalupe River, FM 766, Esplanade, Live Oak, Gohlke Creek and W Heaton
Victoria	2.02	1	Southeastern Victoria between US 59 Business, Ben Wilson, Lone Tree, and Delmar
Victoria	2.02	3	Southeastern Victoria between Lone Tree, Ben Wilson, E North and Delmar
Victoria	3.01	1	Southern Victoria between SH 185, US 59, Hand Road, Union Pacific railroad tracks, and Goodwin/US 87
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks
Victoria	3.02	1	Southern Victoria between SH 185, Odem St, and Port Lavaca Dr/US 87
Victoria	4	1	Western Victoria west of US 87, north of US 77 Business, east of the Guadalupe River, excluding area bounded by W Red River, N Bluff and W Slayton
Victoria	7	1	Unincorporated county between US 59, FM 1686, Gin Rd, Miller Rd, and Midway Rd
Victoria	8	2	Placedo (CDP) and eastern unincorporated county between US 87, FM 1686, FM 444, eastern county line

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for special access and functional needs was set at 5.0% (84th percentile).

Data Source:

FEMA IA Data Affected Population
(Primary, Owner-Occupied, FVL>\$0): AFN Data Field

Data Calculations (for each Census block group):

Count of “Y” /
Registrant Count for Census Block Group

Persons with a Hearing Difficulty

A person with a hearing difficulty is deaf or has a hearing impairment that makes it very difficult to hear conversations, televisions or radio broadcasts.

Overall Strategy

Media channels allowing for easy-to-read information (including newspapers and television cable access stations) will be especially important for this demographic group.

Working with Case Managers from our **network of community partnerships** will also be important.

Several target areas, including portions of Port Lavaca, Seadrift, Goliad, Victoria and Bloomington, have been identified as requiring further outreach efforts. The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - Public health clinics; audiologist and ENT offices
 - Hearing aid sales and service locations
 - Pharmacies
 - Libraries
 - Recreation/Community Centers
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Port Lavaca
 - Seadrift

- Goliad
- Victoria (an outreach office is also located in Victoria)
- **Interpreter services** will be available to all applicants who require services, though appointments must be scheduled in advance.

Because this group is widely dispersed across the overall region, **if goals are not being met**, broad/general marketing efforts should be analyzed to see if increasing the amount of easy-to-read information generally available would have an impact on applicant numbers.

Table 18. Persons with a Hearing Difficulty Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	4	1	Southern Port Lavaca and unincorporated county between Alcoa Dr, US 87, FM 2433, SH 238/316, and CR 2717 (Washington Avenue)
Calhoun	4	2	Unincorporated county between US 87, SH 238/316, CR 2717 (Washington Avenue), Powderhorn Lake, CR 107, and SH 35
Calhoun	4	3	Unincorporated county between SH 185, SH 35, Westerlund Grade, and McDonald Road
Calhoun	4	4	Northwestern Port Lavaca and unincorporated county between N Virginia/Lake Placedo Rd, Westerlund Grade, McDonald Road and US 87
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road
Goliad	9601	2	Eastern unincorporated county between Coletto Creek, US 183, Goliad city limit, Guadalupe River, Victoria County line
Goliad	9601	3	Goliad between Market, North St and the Guadalupe River
Victoria	1	2	Southwestern Victoria between US 77 Business, Convent, Union Pacific railroad tracks, and Guadalupe River
Victoria	3.01	1	Southern Victoria between SH 185, US 59, Hand Road, Union Pacific railroad tracks, and Goodwin/US 87
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks

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County	Census Tract	Block Group	Area Description
Victoria	6.01	1	Central Victoria between E Airline, N Navarro/US 77 Business, E Red River, N Laurent
Victoria	13	1	Southern unincorporated county between US 59, Coletto Creek, US 77, and southwestern county line
Victoria	13	2	Southern unincorporated county between Guadalupe River, US 59, Coletto Creek, US 77, southern county line
Victoria	17	1	Southern unincorporated county between US 59, US 87, Bayer Rd, Old Bloomington Rd, Canal Rd and Guadalupe River
Victoria	17	2	Bloomington (CDP) north of Black Bayou Rd and Key Rd, southern unincorporated county between US 87, Bayer Rd, Old Bloomington Rd, Canal Rd, Guadalupe River
Victoria	17	3	Bloomington (CDP) south of Black Bayou Rd and west of SH 185
Victoria	17	4	Bloomington (CDP) south of Key Rd and east of SH 185

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for persons with a hearing difficulty was set at the 75th percentile (5.9%).

Data Source:

US Census ACS 5-Year (2012-2016),
Table S1810 (Disability Characteristics)

For each Census Tract:

Sum of Count of Persons with a Hearing Difficulty /
Civilian Noninstitutionalized Population for Census Tract

Persons with a Vision Difficulty

A person with a vision difficulty is blind or has serious difficulty reading or driving due to a visual impairment, even when wearing glasses.

Overall Strategy

Media channels that work in coordination with adaptive/assistive technology, such as websites and social media, in combination with channels that audibly distribute information (i.e. radio, earned media) will be especially important for this demographic group. Working with Case

Managers from our **network of community partnerships** will also be important. For those who are visually impaired, large print formats may be utilized.

Several target areas, including portions of Seadrift, Victoria and Bloomington, have been identified as requiring further outreach efforts. The primary methods of outreach for these target areas will be:

- **Informational brochures and checklists** distributed to organizations serving the blind and visually impaired will increase earned media potential. These brochures should drive applicants to the applicant customer service phone number(s) and to websites which can be used with adaptive/assistive technology for additional information/assistance.
 - South Texas Lighthouse for the Blind (Victoria)
 - Department of Assistive and Rehabilitative Services - Division for Blind Services (Victoria)
 - Education Service Center Region 3 VI/O&M Services
 - Optometrist and Ophthalmologist Offices
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Seadrift
 - Victoria (an outreach office is also located in Victoria)

If goals are not being met, community meetings alongside partner organizations serving those with vision difficulties should be planned. Special events planned by partner organizations should also be attended by one or more Applicant Coordinator.

Table 19. Persons with a Vision Difficulty Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road
Victoria	5.02	2	Central Victoria between E Crestwood, N Laurent, E Airline, N Ben Jordan
Victoria	7	1	Unincorporated county between US 59, FM 1686, Gin Rd, Miller Rd, and Midway Rd
Victoria	7	2	Eastern Victoria between US 59 Business, Delmar, and US 59
Victoria	7	3	Unincorporated county between US 59, US 87, FM 1686, FM 444, Midway Rd, Miller Rd, Gin Rd

County	Census Tract	Block Group	Area Description
Victoria	17	1	Southern unincorporated county between US 59, US 87, Bayer Rd, Old Bloomington Rd, Canal Rd and Guadalupe River
Victoria	17	2	Bloomington (CDP) north of Black Bayou Rd and Key Rd, southern unincorporated county between US 87, Bayer Rd, Old Bloomington Rd, Canal Rd, Guadalupe River
Victoria	17	3	Bloomington (CDP) south of Black Bayou Rd and west of SH 185
Victoria	17	4	Bloomington (CDP) south of Key Rd and east of SH 185

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for persons with a vision difficulty was set at 5.0% (93rd percentile).

Data Source:

US Census ACS 5-Year (2012-2016),
Table S1810 (Disability Characteristics)

For each Census Tract:

Sum of Count of Persons with a Vision Difficulty /
Civilian Noninstitutionalized Population for Census Tract

Persons with a Cognitive Difficulty

Cognitive difficulty is a disability type found in the current American Community Survey questionnaire, defined as having difficulty remembering, concentrating or making decisions because of a physical, mental or emotional problem. A person with a cognitive difficulty may have a difficult time with one or more of these tasks.

Overall Strategy

Working with Case Managers from our **network of community partnerships** will be integral to truly reaching this demographic group.

Several target areas, including portions of Port Lavaca, Seadrift, Cuero, Edna and Victoria have been identified as requiring further outreach efforts. The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - Public health clinics
 - MHMR offices
 - Adult Day Activity Centers
 - Recreation/Community Centers

- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Port Lavaca
 - Seadrift
 - Cuero
 - Edna
 - Victoria (an outreach office is also located within Victoria)

If goals are not being met, community meetings alongside partner organizations serving those with cognitive difficulties should be planned. Special events planned by partner organizations should also be attended by one or more Applicant Coordinator.

Table 20. Persons with Cognitive Difficulties Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	4	1	Southern Port Lavaca and unincorporated county between Alcoa Dr, US 87, FM 2433, SH 238/316, and CR 2717 (Washington Avenue)
Calhoun	4	2	Unincorporated county between US 87, SH 238/316, CR 2717 (Washington Avenue), Powderhorn Lake, CR 107, and SH 35
Calhoun	4	3	Unincorporated county between SH 185, SH 35, Westerlund Grade, and McDonald Road
Calhoun	4	4	Northwestern Port Lavaca and unincorporated county between N Virginia/Lake Placedo Rd, Westerlund Grade, McDonald Road and US 87
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road

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County	Census Tract	Block Group	Area Description
DeWitt	9702	3	Southern Cuero between Gohlke Creek, Live Oak, Stockdale, and W Heaton
DeWitt	9702	4	Western Cuero between the Guadalupe River, FM 766, Esplanade, Live Oak, Gohlke Creek and W Heaton
Jackson	9502	1	Northeastern City of Edna and rural Jackson County between Sandy Creek, CR 402, CR 401, FM 111 and US 59
Victoria	2.01	2	Central Victoria between Navarro, Goodwin, and US 77 Business
Victoria	2.02	1	Southeastern Victoria between US 59 Business, Ben Wilson, Lone Tree, and Delmar
Victoria	2.02	2	Southeastern Victoria between US 59 Business, Ben Wilson, US 87, and Ben Jordan
Victoria	2.02	3	Southeastern Victoria between Lone Tree, Ben Wilson, E North and Delmar
Victoria	3.01	1	Southern Victoria between SH 185, US 59, Hand Road, Union Pacific railroad tracks, and Goodwin/US 87
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks
Victoria	3.02	1	Southern Victoria between SH 185, Odem St, and Port Lavaca Dr/US 87
Victoria	3.02	2	Southern Victoria between SH 185, Odem St, Port Lavaca Dr/US 87 and US 59
Victoria	5.02	2	Central Victoria between E Crestwood, N Laurent, E Airline, N Ben Jordan
Victoria	6.01	1	Central Victoria between E Airline, N Navarro/US 77 Business, E Red River, N Laurent
Victoria	6.02	1	Eastern Victoria between N Ben Wilson, Sam Houston, and US 59 Business
Victoria	7	1	Unincorporated county between US 59, FM 1686, Gin Rd, Miller Rd, and Midway Rd
Victoria	7	2	Eastern Victoria between US 59 Business, Delmar, and US 59
Victoria	7	3	Unincorporated county between US 59, US 87, FM 1686, FM 444, Midway Rd, Miller Rd, Gin Rd

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for persons with a cognitive difficulty was set at the 75th percentile (6.7%).

Data Source:

US Census ACS 5-Year (2012-2016),
Table S1810 (Disability Characteristics)

For each Census Tract:

Sum of Count of Persons with a Cognitive Difficulty /
Civilian Noninstitutionalized Population for Census Tract

Persons with an Ambulatory Difficulty

Ambulatory difficulty is a disability type found in the current American Community Survey questionnaire, defined as having serious difficulty walking or climbing stairs. A person with an ambulatory difficulty may require accessibility modifications and/or in-home visits.

Overall Strategy

Working with Case Managers from our **network of community partnerships** will be integral to effectively reaching this demographic group. Flyer distributions should focus on **in-home application support**, transit options for those with disabilities and accessibility/accommodation features of any public intake sessions.

Several target areas, including portions of Port Lavaca, Seadrift, Cuero, Goliad, Edna, Victoria and Bloomington have been identified as requiring further outreach efforts. The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - Public health clinics
 - Occupational and Physical Therapy offices
 - Pharmacies
 - Adult Day Activity Center
 - Recreation/Community Centers
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Port Lavaca
 - Seadrift

- Cuero
- Goliad
- Edna
- Victoria (an outreach office is also located within Victoria)

If goals are not being met, community meetings alongside partner organizations serving those with ambulatory difficulties should be planned, and the availability of in-home application appointment time slots should be analyzed. Special events planned by partner organizations should also be attended by one or more Applicant Coordinator.

Table 21. Persons with Ambulatory Difficulties Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	2	1	Southeastern Port Lavaca south of W Austin and east of Harbor of Refuge rail spur
Calhoun	2	2	Western Port Lavaca between Seadrift St, W Austin, Alcoa Dr and US 87
Calhoun	2	3	Central Port Lavaca between US 87, Seadrift St, and West Austin
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road
DeWitt	9702	3	Southern Cuero between Gohlke Creek, Live Oak, Stockdale, and W Heaton
DeWitt	9702	4	Western Cuero between the Guadalupe River, FM 766, Esplanade, Live Oak, Gohlke Creek and W Heaton
Goliad	9601	2	Eastern unincorporated county between Coletto Creek, US 183, Goliad city limit, Guadalupe River, Victoria County line
Goliad	9601	3	Goliad between Market, North St and the Guadalupe River
Goliad	9602	1	Northwestern Goliad north of North St and west of Davis Ave and unincorporated county between Guadalupe River, US 59, US 183 and SH 119
Goliad	9602	2	Southern unincorporated county south of the Guadalupe River
Jackson	9502	1	Northeastern City of Edna and rural Jackson County between Sandy Creek, CR 402, CR 401, FM 111 and US 59
Victoria	3.01	1	Southern Victoria between SH 185, US 59, Hand Road, Union Pacific railroad tracks, and Goodwin/US 87

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County	Census Tract	Block Group	Area Description
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks
Victoria	3.02	1	Southern Victoria between SH 185, Odem St, and Port Lavaca Dr/US 87
Victoria	3.02	2	Southern Victoria between SH 185, Odem St, Port Lavaca Dr/US 87 and US 59
Victoria	5.02	2	Central Victoria between E Crestwood, N Laurent, E Airline, N Ben Jordan
Victoria	6.01	1	Central Victoria between E Airline, N Navarro/US 77 Business, E Red River, N Laurent
Victoria	17	1	Southern unincorporated county between US 59, US 87, Bayer Rd, Old Bloomington Rd, Canal Rd and Guadalupe River
Victoria	17	2	Bloomington (CDP) north of Black Bayou Rd and Key Rd, southern unincorporated county between US 87, Bayer Rd, Old Bloomington Rd, Canal Rd, Guadalupe River
Victoria	17	3	Bloomington (CDP) south of Black Bayou Rd and west of SH 185
Victoria	17	4	Bloomington (CDP) south of Key Rd and east of SH 185

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for persons with an ambulatory difficulty was set at the 75th percentile (10.3%).

Data Source:

US Census ACS 5-Year (2012-2016),
Table S1810 (Disability Characteristics)

For each Census Tract:

Sum of Count of Persons with an Ambulatory Difficulty /
Civilian Noninstitutionalized Population for Census Tract

Persons with a Self-Care Difficulty

Self-care difficulty is a disability type found in the current American Community Survey questionnaire, defined as having difficulty bathing or dressing. A person with a self-care difficulty may require accommodations or modifications to programs, facilities, procedures and services.

Overall Strategy

Working with Case Managers from our **network of community partnerships** will be integral to effectively reaching this demographic group. Flyer distributions should focus on **in-home application support**, transit options for those with disabilities and accessibility/accommodation features of any public intake sessions.

Several target areas, including portions of Seadrift and Victoria, have been identified as requiring further outreach efforts. The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - Public health clinics
 - Home Health Organizations
 - Occupational and Physical Therapy offices
 - Adult Day Activity Center
 - Recreation/Community Centers
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Seadrift
 - Victoria (an outreach office is also located within Victoria)

If goals are not being met, community meetings alongside partner organizations serving those with self-care difficulties should be planned, and the availability of in-home application appointment time slots should be analyzed. Special events planned by partner organizations should also be attended by one or more Applicant Coordinator.

Table 22. Persons with Self-Care Difficulties Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road
Victoria	5.02	2	Central Victoria between E Crestwood, N Laurent, E Airline, N Ben Jordan
Victoria	6.01	1	Central Victoria between E Airline, N Navarro/US 77 Business, E Red River, N Laurent

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for persons with a self-care difficulty was set at 5.0% (89th percentile).

Data Source:

US Census ACS 5-Year (2012-2016),
Table S1810 (Disability Characteristics)

For each Census Tract:

Sum of Count of Persons with a Self-Care Difficulty /
Civilian Noninstitutionalized Population for Census Tract

Persons with an Independent Living Difficulty

Independent Living difficulty is a disability type found in the current American Community Survey questionnaire, defined as having difficulty doing errands alone, such as visiting a doctor's office or shopping, because of a physical, mental or emotional problem. A person with an independent living difficulty may require accommodations or modifications to programs, facilities, procedures and services.

Overall Strategy

Working with Case Managers from our **network of community partnerships** will be integral to effectively reaching this demographic group. Flyer distributions should focus on **in-home application support**, transit options for those with disabilities and accessibility/accommodation features of any public intake sessions.

Several target areas, including portions of Port Lavaca, Seadrift, Cuero and Victoria, have been identified as requiring further outreach efforts. The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - Public health clinics
 - Occupational and Physical Therapy offices
 - Adult Day Activity Center
 - Recreation/Community Centers
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Port Lavaca
 - Seadrift
 - Cuero
 - Victoria (an outreach office is also located within Victoria)

If goals are not being met, community meetings alongside partner organizations serving those with independent living difficulties should be planned, and the availability of in-home application appointment time slots should be analyzed. Special events planned by partner organizations should also be attended by one or more Applicant Coordinator.

***Table 23. Persons with Independent Living Difficulties
Marketing and Outreach Targeted Areas***

County	Census Tract	Block Group	Area Description
Calhoun	4	1	Southern Port Lavaca and unincorporated county between Alcoa Dr, US 87, FM 2433, SH 238/316, and CR 2717 (Washington Avenue)
Calhoun	4	2	Unincorporated county between US 87, SH 238/316, CR 2717 (Washington Avenue), Powderhorn Lake, CR 107, and SH 35
Calhoun	4	3	Unincorporated county between SH 185, SH 35, Westerlund Grade, and McDonald Road
Calhoun	4	4	Northwestern Port Lavaca and unincorporated county between N Virginia/Lake Placedo Rd, Westerlund Grade, McDonald Road and US 87
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
Calhoun	5	3	Seadrift between SH 185, 13 th Street, and Dierlam Road
DeWitt	9702	3	Southern Cuero between Gohlke Creek, Live Oak, Stockdale, and W Heaton
DeWitt	9702	4	Western Cuero between the Guadalupe River, FM 766, Esplanade, Live Oak, Gohlke Creek and W Heaton
Victoria	2.02	1	Southeastern Victoria between US 59 Business, Ben Wilson, Lone Tree, and Delmar
Victoria	2.02	2	Southeastern Victoria between US 59 Business, Ben Wilson, US 87, and Ben Jordan
Victoria	2.02	3	Southeastern Victoria between Lone Tree, Ben Wilson, E North and Delmar
Victoria	3.01	1	Southern Victoria between SH 185, US 59, Hand Road, Union Pacific railroad tracks, and Goodwin/US 87
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks
Victoria	6.01	1	Central Victoria between E Airline, N Navarro/US 77 Business, E Red River, N Laurent

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for persons with an independent living difficulty was set at the 75th percentile (8.2%).

Data Source:

US Census ACS 5-Year (2012-2016),
Table S1810 (Disability Characteristics)

For each Census Tract:

Sum of Count of Persons with an Independent Living Difficulty /
Civilian Noninstitutionalized Population for Census Tract

Households with Elderly Individuals (i.e., 65 years or older)

A Household with Elderly Individuals contains at least one person age 65 or older, related by blood, marriage or adoption, and refers to all the people within the household.

Overall Strategy

Media channels allowing for easy-to-read/large font information (including newspapers and television cable access stations) will be especially important for this demographic group. Working with Case Managers from our **network of community partnerships** will also be important. **Earned media from trusted sources** will be crucial for elderly individuals.

Several target areas, including portions of Port Lavaca, Seadrift, La Grange, Bloomington and unincorporated areas of Goliad and Victoria Counties, have been identified as requiring further outreach efforts. The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts** (increased font size and/or condensed information for ease of reading), distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - Area Agencies on Aging
 - Meals on Wheels coordinators
 - Public health clinics
 - Pharmacies
 - Libraries
 - Adult Day Activity Centers
 - Senior/Recreation/Community Centers

- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Port Lavaca
 - Seadrift
 - La Grange

Because this group is widely dispersed across the overall region, **if goals are not being met**, broad/general marketing efforts should be analyzed to see if additional general marketing strategies would have an impact on applicant numbers.

Table 24. Households with Elderly Individuals Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	2	1	Southeastern Port Lavaca south of W Austin and east of Harbor of Refuge rail spur
Calhoun	4	2	Unincorporated county between US 87, SH 238/316, CR 2717 (Washington Avenue), Powderhorn Lake, CR 107, and SH 35
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
Fayette	9703	5	Western La Grange between the Colorado River, N Jackson, W Guadalupe and W Lower Line
Goliad	9602	2	Southern unincorporated county south of the Guadalupe River
Victoria	13	2	Southern unincorporated county between Guadalupe River, US 59, Coletto Creek, US 77, southern county line
Victoria	14	2	Western unincorporated county between FM 622, Guadalupe River, Colettoville Rd, Diebel Rd, Old Goliad Rd, and US 59
Victoria	17	4	Bloomington (CDP) south of Key Rd and east of SH 185

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for households with elderly individuals (65+) was set at the 75th percentile (39.9%).

Data Source:
US Census ACS 5-Year (2012-2016),
Table B11007 (Households by Presence of People 65 Years and Over,
Household Size and Household Type)

For each Census block group:
Count of Persons with Households with One or More People 65 Years and Over /
Households in Census block group

Households with Children Under 18

A Household with Children Under 18 contains at least one person under age 18, related by blood, marriage or adoption, and refers to all the people within the household.

Overall Strategy

The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - WIC offices
 - Food banks/pantries
 - Head Start offices
 - YMCA Before/After School Childcare Programs
 - Libraries
 - With coordinators for groups for children (i.e. Boys and Girls Clubs; Big Brothers, Big Sisters; Scouts BSA/Girl Scouts)
- **School newsletters/take home flyers**, distributed to children within target area attendance zones
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas
 - Port Lavaca
 - Seadrift
 - Cuero
 - Victoria (an outreach office is also located within Victoria)
 - Placedo
 - Bloomington

If goals are not being met, a scheduled community meeting will be planned within/reasonably near to the target areas, and door-to-door canvassing/door hangers should be considered to generally advertise the HAP and any scheduled meetings. Case managers from local social service agencies identified as part of our network of community partnerships should be contacted.

Table 25. Households with Children Under 18 Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	1	1	Eastern Port Lavaca between SH 35, N Virginia, and W Main
Calhoun	1	3	Central Port Lavaca between N Virginia, SH 35, Half League Rd, and US 87
Calhoun	2	1	Southeastern Port Lavaca south of W Austin and east of Harbor of Refuge rail spur
Calhoun	2	2	Western Port Lavaca between Seadrift St, W Austin, Alcoa Dr and US 87
Calhoun	5	1	Seadrift north of SH 185 and unincorporated county between SH 185, CR 107 and Powderhorn Lake
DeWitt	9702	3	Southern Cuero between Gohlke Creek, Live Oak, Stockdale, and W Heaton
Victoria	1	2	Southwestern Victoria between US 77 Business, Convent, Union Pacific railroad tracks, and Guadalupe River
Victoria	2.01	2	Central Victoria between Navarro, Goodwin, and US 77 Business
Victoria	2.02	1	Southeastern Victoria between US 59 Business, Ben Wilson, Lone Tree, and Delmar
Victoria	2.02	2	Southeastern Victoria between US 59 Business, Ben Wilson, US 87, and Ben Jordan
Victoria	2.02	3	Southeastern Victoria between Lone Tree, Ben Wilson, E North and Delmar
Victoria	3.02	2	Southern Victoria between SH 185, Odem St, Port Lavaca Dr/US 87 and US 59
Victoria	7	1	Unincorporated county between US 59, FM 1686, Gin Rd, Miller Rd, and Midway Rd
Victoria	7	2	Eastern Victoria between US 59 Business, Delmar, and US 59
Victoria	8	2	Placedo (CDP) and eastern unincorporated county between US 87, FM 1686, FM 444, eastern county line
Victoria	14	1	Northwestern unincorporated county between FM 622, FM 236, FM 447 and Guadalupe River
Victoria	16.04	1	Northeast Victoria between SH 463, Mockingbird, Sam Houston, Mistletoe, creek, and Ben Jordan
Victoria	17	1	Southern unincorporated county between US 59, US 87, Bayer Rd, Old Bloomington Rd, Canal Rd and Guadalupe River

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County	Census Tract	Block Group	Area Description
Victoria	17	2	Bloomington (CDP) north of Black Bayou Rd and Key Rd, southern unincorporated county between US 87, Bayer Rd, Old Bloomington Rd, Canal Rd, Guadalupe River
Victoria	17	3	Bloomington (CDP) south of Black Bayou Rd and west of SH 185

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for households with children under 18 was set at the 75th percentile (40.1%).

Data Source:
US Census ACS 5-Year (2012-2016),
Table B11005 (Households by Presence of People Under 18 Years,
by Household Type)

For each Census block group:
Count of Persons with Households with One or More People Under 18 Years /
Households in Census block group

Female Heads of Household

Head of Household is a tax filing status available to taxpayers who must: 1) be unmarried or considered unmarried, 2) have paid more than half the cost of keeping up a home and 3) have a qualifying person who lived with the head of home for more than half of the tax year (generally a child or parent dependent). Female Head of Household is specific to an applicant who meets the above qualification who is also female.

Overall Strategy

There is potentially an outreach overlap between households with children under 18 and female head of households. Outreach should focus on locations with services for children, and separately, services for single women. The primary methods of outreach for these target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is

only one pharmacy in town, and it is not located within the target area) for the following location categories:

- WIC offices
 - Food banks/pantries
 - Grocery and convenience stores
 - Head Start offices
 - YMCA Before/After School Childcare Programs
 - Libraries
 - With coordinators for groups for children (i.e. Boys and Girls Clubs; Big Brothers, Big Sisters; Scouts BSA/Girl Scouts)
 - Public health offices offering low-cost healthcare options, Planned Parenthood offices, Pregnancy Resource Centers
- **School newsletters/take home flyers**, distributed to children within target area attendance zones
 - **Scheduled application intake session(s)** located within (or reasonably near) the target areas
 - Port Lavaca
 - Cuero
 - Victoria (an outreach office is also located within Victoria)

If goals are not being met, additional community intake sessions should be considered, especially after normal business hours and/or on the weekends to overcome childcare challenges this demographic group may have (children are also welcome to attend intake sessions). Additional appointment slots may also need to be opened at outreach offices to accommodate this group. Case managers from local social service agencies identified as part of our network of community partnerships should be contacted.

Table 26. Female Head of Household Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	1	1	Eastern Port Lavaca between SH 35, N Virginia, and W Main
Calhoun	2	1	Southeastern Port Lavaca south of W Austin and east of Harbor of Refuge rail spur
Calhoun	2	2	Western Port Lavaca between Seadrift St, W Austin, Alcoa Dr and US 87
Calhoun	4	1	Southern Port Lavaca and unincorporated county between Alcoa Dr, US 87, FM 2433, SH 238/316, and CR 2717 (Washington Avenue)

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County	Census Tract	Block Group	Area Description
Calhoun	4	4	Northwestern Port Lavaca and unincorporated county between N Virginia/Lake Placedo Rd, Westerland Grade, McDonald Road and US 87
DeWitt	9702	4	Western Cuero between the Guadalupe River, FM 766, Esplanade, Live Oak, Gohlke Creek and W Heaton
Fayette	9703	4	Western Cuero between the Guadalupe River, FM 766, Esplanade, Live Oak, Gohlke Creek and W Heaton
Victoria	1	2	Southwestern Victoria between US 77 Business, Convent, Union Pacific railroad tracks, and Guadalupe River
Victoria	2.02	2	Southeastern Victoria between US 59 Business, Ben Wilson, US 87, and Ben Jordan
Victoria	2.02	3	Southeastern Victoria between Lone Tree, Ben Wilson, E North and Delmar
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks
Victoria	3.02	1	Southern Victoria between SH 185, Odem St, and Port Lavaca Dr/US 87
Victoria	3.02	1	Southern Victoria between SH 185, Odem St, Port Lavaca Dr/US 87 and US 59
Victoria	4	1	Western Victoria west of US 87, north of US 77 Business, east of the Guadalupe River, excluding area bounded by W Red River, N Bluff and W Slayton
Victoria	5.02	2	Central Victoria between E Crestwood, N Laurent, E Airline, N Ben Jordan
Victoria	6.01	1	Central Victoria between E Airline, N Navarro/US 77 Business, E Red River, N Laurent
Victoria	14	1	Northwestern unincorporated county between FM 622, FM 236, FM 447 and Guadalupe River
Victoria	16.04	1	Northeast Victoria between SH 463, Mockingbird, Sam Houston, Mistletoe, creek, and Ben Jordan
Victoria	17	3	Bloomington (CDP) south of Black Bayou Rd and west of SH 185

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for households with a female head of household was set at the 75th percentile (12.3%).

Data Source:
US Census ACS 5-Year (2012-2016),
Table B11005 (Households by Presence of People Under 18 Years,
by Household Type)

For each Census block group:
Count of Persons with Households with One or More People Under 18 Years and Female
Householder, No Husband Present /
Households in Census block group

Displaced Homeowners / Destroyed Homes

Destroyed homes are homes which have been determined to be uninhabitable or destroyed following Hurricane Harvey, based on FEMA on-site inspections, causing the temporary or permanent displacement of residents.

Overall Strategy

Identifying destroyed homes and displaced homeowners is the first challenge in providing outreach to this group of homeowners. We will attempt to gather this information from:

- Local Code Inspectors
- Emergency Management Coordinators
- Case Managers from LTRGs and VOADs
- This information will be gathered for each of the cities within the HAP affected counties of the Central / Golden Crescent region, prioritizing cities and counties within the target areas outlined below

Once these properties have been identified, we can begin the process of contacting the homeowner of record. In most cases this will involve coordinating with the county tax offices to obtain forwarding information (where possible due to privacy concerns) as well as contacting immediate neighbors of destroyed homes.

Additional options include contacting rental housing providers (multifamily and extended stay properties) and mobile home/travel trailer lot owners near the target areas to determine if displaced homeowners have temporarily moved into any of these properties. Homeowners are often displaced locally following a disaster, and when enrolled in continuing education

programs, often maintain their enrollment. As such, flyers may also be distributed with local vocational and community colleges, such as University of Houston - Victoria and Victoria College.

Table 27. Displaced Homeowners Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Fayette	9703	4	Southwestern La Grange between the Colorado River, S Jackson, and W Lower Line
Fayette	9703	5	Western La Grange between the Colorado River, N Jackson, W Guadalupe and W Lower Line

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for destroyed homes (displacement) was set at 5% and 10 or more homes destroyed (97th percentile).

Data Source:
FEMA IA Data Affected Population
(Primary, Owner-Occupied, FVL>\$0): Destroyed Data Field

Data Calculations (for each Census block group):
Count of “Y Destroyed” /
Registrant Count for Census Block Group

Living in a Flood Hazard Zone

A Flood Hazard Zone is a geographic area that the Federal Emergency Management Agency (FEMA) has defined according to varying levels of flood risk. Flood hazard areas identified on the Flood Insurance Rate Maps are identified as a Special Flood Hazard Area (SFHA); SFHA are defined as the area that will be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year. The 1-percent annual chance flood is also referred to as the base flood or 100-year flood. Homeowners whose home was located within a Flood Hazard Zone at the time of the event are considered to be living in a flood hazard zone.

Overall Strategy

Outreach to homeowners living in a flood hazard zone will be a two-prong approach. First, Emergency Management Coordinators should be contacted to gather any available information. This information will most likely be limited to people with repetitive National Flood Insurance Program losses, and floodplain mapping for each area (including residences and businesses). Once this data is accumulated, a combination of notification options may be utilized, including utility bill inserts, door-to-door canvassing/door hangers, and community meetings. Our network of community partners must also be utilized to reach all impacted homeowners. Outreach materials designed for those living in a flood hazard zone should explain Federal requirements regarding flood insurance:

- Applicants who have previously received federal flood disaster assistance conditioned on obtaining and maintaining flood insurance who did not obtain and/or maintain flood insurance are ineligible to receive HAP funds.
- CDBG-DR assistance for rehabilitation/reconstruction of a damaged home is prohibited when the combined household income is greater than 120 percent AMI or national median, and the property was in a floodplain at the time of the disaster, and the property owner did not maintain flood insurance on the damaged property, even when the property owner was not required to obtain and maintain such insurance.

Because this group is widely dispersed across the overall region, **if goals are not being met**, broad/general marketing efforts should be analyzed to see if additional general marketing strategies would have an impact on applicant numbers, and further coordination with partner groups and Emergency Management Coordinators may be warranted.

Table 28. Flood Hazard Zone Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	4	2	Unincorporated county between US 87, SH 238/316, CR 2717 (Washington Avenue), Powderhorn Lake, CR 107, and SH 35
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
DeWitt	9703	4	Eastern Cuero between E Courthouse/US 87, Esplanade, Newman, FM 236, and the Guadalupe River
Fayette	9703	4	Southwestern La Grange between the Colorado River, S Jackson, and W Lower Line
Fayette	9703	5	Western La Grange between the Colorado River, N Jackson, W Guadalupe and W Lower Line

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County	Census Tract	Block Group	Area Description
Jackson	9502	1	Northeastern City of Edna and rural Jackson County between Sandy Creek, CR 402, CR 401, FM 111 and US 59
Victoria	1	2	Southwestern Victoria between US 77 Business, Convent, Union Pacific railroad tracks, and Guadalupe River
Victoria	3.01	2	Southern Victoria between Hand Road, US 59, Guadalupe River, and Union Pacific railroad tracks
Victoria	4	1	Western Victoria west of US 87, north of US 77 Business, east of the Guadalupe River, excluding area bounded by W Red River, N Bluff and W Slayton
Victoria	13	2	Southern unincorporated county between Guadalupe River, US 59, Coletto Creek, US 77, southern county line
Victoria	14	3	Western Victoria and unincorporated county between Guadalupe River, US 59, FM 236, Coletoville Rd
Victoria	17	1	Southern unincorporated county between US 59, US 87, Bayer Rd, Old Bloomington Rd, Canal Rd and Guadalupe River

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for households in FEMA-designated Flood Hazard Zones was set at 5% (82nd percentile).

Data Source:

FEMA IA Data Affected Population
(Primary, Owner-Occupied, FVL>\$0): Flood Plain Data Field

Data Calculations (for each Census block group):

Count of “Y Floodplain” /
Registrant Count for Census Block Group

Veterans

A "civilian veteran" is a person aged 18 years old or over who has served (even for a short time), but is not now serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or who served in the U.S. Merchant Marine during World War II. People who served in the National Guard or military Reserves are classified as veterans only if they were ever called or ordered to active duty, not including initial training.

Overall Strategy

The population of veterans in nearly every affected Central / Golden Crescent region exceeds the statewide average for veterans. Coordinated marketing and outreach efforts will be made throughout the region. Several target areas, including portions of Seadrift and unincorporated areas of Goliad county, however, have been identified as requiring further outreach efforts. The primary methods of outreach for target areas will be:

- **Flyers/postcards/handouts**, distributed both within the target areas and at any location near the target areas where a resident would be reasonably expected to visit (e.g. there is only one pharmacy in town, and it is not located within the target area) for the following location categories:
 - VFW and American Legion outposts
 - VA/Public health clinics
- **Scheduled application intake session(s)** located within (or reasonably near) the target areas of:
 - Seadrift
 - Goliad

Because this group is widely dispersed across the overall region, **if goals are not being met**, broad/general marketing efforts should be analyzed to see if additional general marketing strategies would have an impact on applicant numbers, and further coordination with veteran groups may be warranted.

Table 29. Veterans Marketing and Outreach Targeted Areas

County	Census Tract	Block Group	Area Description
Calhoun	5	2	Seadrift west of 13 th Street and unincorporated county south of SH 185 including southern Port O'Connor
Goliad	9602	2	Southern unincorporated county south of the Guadalupe River

See Appendix A for map

Threshold Determination

In calculating thresholds for identifying target areas, the greater of the 75th percentile value or 5% was utilized. The threshold for veterans was set at the 75th percentile (13.5%).

Data Source:
US Census ACS 5-Year (2012-2016),
Table B21001 (Sex by Age by Veteran Status
For The Civilian Population 18 Years and Over)

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For each Census block group:
Count of Veterans /
Civilian Population 18 Years and Over in Census Block Group

Note: the outreach team may utilize the GrantWorks HAP Viewer tool once fully developed; see Appendix for areawide listings by category, current as of the date of this plan

Community Input and Collaborative Partnerships

COGs and Local Governments

Previous Consultation

Prior to the submission of the draft Needs Assessment, the GLO and GrantWorks engaged the COGs throughout the Central/Golden Crescent region (AACOG, BVCOG, CAPCOG, CTCOG and GCRPC) in coordination calls (September 24-26, 2018). The purpose of these calls was to introduce and answer questions about the HAP; to identify the types of damage found in the hardest impacted areas; to discuss plans regarding the intake of applications; to discuss groups “on the ground” who should be invited to participate in the stakeholder input process; and to identify possible marketing and outreach channels.

Local government officials (listed below) were also contacted with an invitation to attend community consultation meetings (October 29 & 30, 2018), to begin conversations regarding application intake locations, and to identify any missing stakeholders. Numerous officials from across the region participated in the meetings; anyone who was unable to attend has been sent the presentation slides and handouts.

- | | | |
|---|--|---------------------------------------|
| ● Bastrop County Judge Paul Pape | ● Cibolo Mayor Stosh Boyle | ● Navasota Mayor Bert Miller |
| ● Burleson County Judge Mike Sutherland | ● Cuero Mayor Sara Post-Meyer | ● New Berlin Mayor Nick Milanovich |
| ● Caldwell County Judge Ken Schawe | ● Edna Mayor Joe D. Hermes | ● New Braunfels Mayor Barron Casteel |
| ● Calhoun County Judge Michael J. Pfeifer | ● Elgin Mayor Chris Cannon | ● Niederwald Mayor Reynell Smith |
| ● Comal County Judge Sherman Krause | ● Fair Oaks Ranch Mayor Mary Anne Havard | ● Nixon Mayor Dorothy Riojas |
| ● DeWitt County Judge Daryl L. Fowler | ● Falls City Mayor Brent Houdmann | ● Nordheim Mayor Katherine Payne |
| ● Fayette County Judge Edward F. Janecka | ● Fayetteville Mayor Stephen Cushing | ● Normangee Mayor Troy Noey |
| ● Goliad County Judge P.T. “Pat” Calhoun | ● Flatonia Mayor Bryan Milson | ● Plantersville Mayor Karen Hale |
| ● Gonzales County Judge David Bird | ● Ganado Mayor Clinton Tegeler | ● Point Comfort Mayor Leslie Machicek |
| ● Grimes County Judge Joe Fauth | ● Garden Ridge Mayor Larry Thompson | ● Port Lavaca Mayor Jack Whitlow |
| ● Guadalupe County Judge Joe Fauth | ● Giddings mayor John Dowell | ● Rockdale Mayor John King |
| | | ● Round Top Mayor |

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- Guadalupe County Judge Kyle Kutscher
- Jackson County Judge Dennis Simons
- Karnes County Judge Walter R. Long, Jr.
- Lavaca County Judge Tramer K. Woytek
- Lee County Judge Paul E. Fischer
- Madison County Judge C.E. McDaniel
- Milam County Judge David Barkemeyer
- Victoria County Judge Ben Zeller
- Washington County Judge John Brieden
- Anderson Mayor Gail Sowell
- Bastrop Mayor Connie Schroeder
- Bedias Mayor Gwen Boullion
- Brenham Mayor Milton Y. Tate, Jr.
- Buckholts Mayor Terri Eaton
- Bulverde Mayor Bill Krawietz
- Burton Mayor David Jajicek
- Caldwell Mayor Norris L. McManus
- Cameron Mayor Connie Anderle
- Carmine Mayor Wade Eilers
- Goliad Mayor Trudia Preston
- Gonzales Mayor Connie Kacir
- Hallettsville Mayor Stephen Hunter
- Iola Mayor Christina Stover
- Karnes City Mayor Leroy Skloss
- Kenedy Mayor James Sutton
- Kingsbury Mayor Shirley Nolen
- La Grange Mayor Janet Moerbe
- La Ward Mayor William R. Koch
- Lexington Mayor Alan Milligan
- Lockhart Mayor Lew White
- Luling Mayor Mike Hendricks
- Madisonville Mayor William Parten
- Marion Mayor William Seiler
- Martindale Mayor Kim Smith
- Midway Mayor Tony Leago
- Milano Mayor Roddy Gage
- Moulton Mayor Mark Zimmerman
- Mustang Ridge Mayor Alisandro “Joe” Flores
- Barnell Albers
- Runge Mayor Homer Lott, Jr.
- Santa Clara Mayor Jeff Hunt
- Schertz Mayor Michael Carpenter
- Schulenburg Mayor Elaine Kocian
- Seadrift Mayor Elmer DeForest
- Seguin mayor Don Keil
- Selma Mayor Tom Daly
- Shiner Mayor Fred Henry Hilscher
- Smiley Mayor Michael K. Mills
- Smithville Mayor Scott Saunders, Jr.
- Snook Mayor John See III
- Spring Branch Mayor James Mayer
- Staples Mayor Eddie Daffern
- Thorndale Mayor George Galbreath, Jr.
- Todd Mission Mayor George Coulam
- Uhland Mayor Pro-Tem Vicki Hunter
- Victoria Mayor Paul Polasek
- Waelder Mayor Roy Tovar
- Yoakum Mayor Anita R. Rodriguez
- Yorktown Mayor Rene Hernandez

Ongoing Collaboration

Open communication channels will be maintained with all HAP key partners including the COGs and local government officials, and collaboration will occur whenever feasible. A HAP email distribution list, currently exceeding 300 contacts, will be continuously maintained. Any programmatic updates and general requests for collaboration will be sent through this distribution list.

Local elected official/COG coordination will be critical during the on-site application intake phases. We will work with these groups to find locations that are central to areas where the most hurricane damage occurred and to targeted block groups/Census tracts. We will also ask these officials to help us spread the word about the HAP, primarily through their websites and social media accounts as trusted community ambassadors (earned media).

Housing Counseling Agencies and Other Social Service Providers

Previous Consultation

HUD-approved Housing Counseling Agencies and other social service providers were also invited to the community consultation meetings that occurred on October 29 & 30, 2018, including Catholic Charities of Corpus Christi, Inc., Money Management International, Catholic Charities of Southeast Texas, Easter Seals of Greater Houston, Hope Now, Tejano Center for Community Concerns, Greenpath Financial Wellness, Chinese Community Center, Covenant Community Capital and Credit Coalition.

Ongoing Collaboration

HUD-approved Housing Counseling Agencies will provide an important HAP service, that of counseling/provision of services to extremely low-income applicants (0-30%) who are in imminent risk of foreclosure. This assistance will be funded through the HAP Public Services budget, further details of which can be found in the Regional Housing Guidelines.

In addition to forming relationships with, and providing information to, HUD-approved housing counseling agencies providing services in the region, applicants will be referred to specific organizations when required. By forming a partnership with a smaller number of organizations we will be able to provide better oversight and quality control of services offered to our applicants. The caliber of services provided by third party vendors to applicants must be regularly monitored, and applicants should be consistently rating the services of vendors “satisfactory” or better.

While the Texas State Affordable Housing Corporation (TSAHC) does not offer housing counseling directly, the organization does provide training to HUD-approved agencies. In addition, they offer an online tool to connect consumers directly with HUD-approved housing counselors, the Texas Financial Toolbox. We’ve worked with TSAHC to obtain recommendations for providers with the potential capacity to handle regional referrals. Based on their recommendations, we’ve reached out to four organizations: Clearpoint Credit Counseling

Solutions, Navicore Solutions, Greenpath and Money Management International. At least one HUD-approved housing counseling agency will be approved as a referral option prior to the opening of the application acceptance window, anticipated to be late November 2018.

Voluntary Organizations Active in Disasters, Long-Term Recovery Groups, and Emergency Management Coordinators

Previous Consultation

Voluntary Organizations Active in Disasters, Long-Term Recovery Groups and Emergency Management Coordinators (listed below) were also contacted with an invitation to attend community consultation meetings (October 29 & 30, 2018), to begin conversations regarding application intake locations, and to identify any missing stakeholders. Numerous groups from across the region participated in the meetings; anyone who was unable to attend has been sent the presentation slides and handouts.

- | | | |
|--|--|--|
| ● Alamo Area Agency on Aging | ● Mennonite Disaster Service | ● Rebuild Texas Fund |
| ● Bastrop County LTRT | ● OneStar Foundation | ● Rebuilding Together |
| ● Brazos Valley Aging and Disability Resource Center | ● Presbyterian Disaster Assistance | ● Rio Texas Conference |
| ● Brazos Valley Community Action Agency | ● Community Council of South Central Texas | ● United Methodist Church |
| ● Buddhist Tzu Chi - Point Comfort Office | ● Disaster Services Corporation - Society of St. Vincent de Paul | ● Southern Baptists of Texas Convention |
| ● Calhoun County LTRG | ● Fayette County HFH | ● Texas Annual Conference/Texas Recovers (United Methodist Church) |
| ● Calhoun County Senior Citizens Association | ● Fayette County LTRT | ● Texas Baptist Men |
| ● Calhoun County, Inc. HFH | ● Golden Crescent HFH | ● TEXSAR - Central Texas Office |
| ● CAPCOG Aging Advisory Council | ● Gonzales County Senior Citizens Association | ● The Episcopal Diocese of Texas, Hurricane Recovery |
| ● Combined Community Action Agency | ● Guadalupe County VOAD | ● United Way - Calhoun County |
| ● Community Action, Inc. of Central Texas | ● Islamic Relief USA | ● United Way - Jackson County |
| ● Community Action Committee of Victoria | ● Jewish Federation of North America | ● United Way - Victoria County |
| | ● Lutheran Disaster Response | ● Victoria County LTRG |
| | ● Lutheran social Service Disaster | ● Washington County HFH |
| | ● Meals on Wheels of Central Texas | |

Ongoing Collaboration

Case managers working under the umbrellas of VOADs and LTRGs will be indispensable throughout the lifecycle of the HAP. We envision a true partnership, where case managers are welcomed to attend any portion of the process when a homeowner requests their presence (e.g. application intake, home inspection/damage assessment, pre-construction meeting, final walk through, etc.). These groups and people have been on-the-ground, in the communities since before the disaster, and are trusted sources of information.

Other Community Partners

Other community partner groups, such as the ARC of Texas, Big Brothers Big Sisters of Comal & Guadalupe Counties, Big Brothers Big Sisters of the Brazos Valley, Brazos Valley Center for Independent Living, Calhoun County Senior Citizens Association, Friends of Elder Citizens, Goliad Senior Center, Housing 4 Texas Heroes and RV Disaster Corps, were also contacted with an invitation to attend community consultation meetings (October 29 & 30, 2018). Anyone who was unable to attend has been sent the presentation slides and handouts, and will remain on our HAP distribution list.

We've also reached out to Texas RioGrande Legal Aid, Texas FEMA Voluntary Agency Liaisons, Feeding Texas, and the Texas Health and Human Services Commission to collect any information they have that may be useful to us in our outreach efforts, as well as to begin discussions regarding future referrals for public services.

Public Comment / Citizen Participation

The Regional Housing Needs Assessment was completed following several meetings, conference calls and emails to stakeholders within the Central/Golden Crescent Region (see above). These stakeholders served as representatives of the public within the communities. The Regional Housing Guidelines were also posted for an open 30-day comment period. Both of these documents helped in the design of the program and informed this Affirmative Marketing and Outreach Plan.

As the application acceptance period opens, additional meetings and trainings will be conducted, first for stakeholder groups (VOADs, LTRGs, nonprofit case managers) providing assistance to residents during the application period, and then to communities and target areas as needed to provide information regarding the HAP.

All meetings will be held at accessible locations, within or nearby (subject to room availability) impacted areas. Access to additional resources and accommodations will be made available whenever required to ensure equal program access, including:

- Documents available in dual languages,
- Translation/interpretation services,

- In-home intake sessions,
- Community meetings, office appointments and intake sessions scheduled outside of regular business hours (evenings and/or weekends), along public transit routes/accessible locations

Compliance with all statutes, regulations and executive orders related to fair housing, civil rights, and Community Development Block Grant funding will be required, including, but not limited to the following: Fair Housing Act, Title VI of the Civil Rights Act of 1964, Sections 504 and 508 of the Rehabilitation Act of 1973, Titles II and III of the Americans with Disabilities Act of 1990, Architectural Barriers Act of 1968, Section 109 of Title I of the Housing and Community Development Act of 1974, and the Age Discrimination Act. A copy of the Complaint, Grievance and Appeals Procedure is attached to this Plan.

Protocols

Marketing and outreach activities and materials must be in compliance with the GLO-CDR Style Guide and the Language Access Plan for Limited English Proficient Persons. Templates provided by the GLO should be utilized whenever feasible to ensure consistency of marketing materials across regions and to all vulnerable/hard-to-reach populations.

HOPE NOW is a non-profit alliance between counselors, mortgage companies, investors, regulators and other mortgage market participants. The Hope Now Alliance Letter Committee has put together a [short list of recommended practices](#) for crafting letters/marketing materials to delinquent mortgage customers to improve communication and create more customer centric models.³ A number of these guidelines can be incorporated into HAP materials as well:

- Reduce long narratives and work toward bullet points
- Clear standard action box or language up front on required homeowner action
- Be distinct with language (i.e. missing vs incomplete)
- Keep language to an eighth-grade level
- If possible, use only three action items per page
- Always encourage action on the part of the homeowner
- If possible, use decision trees or grids to help identify important pieces of information
- Include status or expiration information
- Consider customer preferred communication platforms (i.e. telephone or web based)
- Ideally, sentence length should be 22 words or less

Posters notifying applicants of the availability of interpretation services available in specific languages, along with information regarding an applicant's rights to request reasonable accommodation and the Complaint, Grievance and Appeals Procedure will be posted at each outreach office and during community application intake sessions.

³ <http://www.hopenow.com/letter-committee.php>

Outreach Team

The Outreach Coordinator for GrantWorks is Amy Basham. Amy will be coordinating with all outreach office staff to manage outreach efforts, as well as track goals and targets on a weekly/monthly basis.

Table 30. Outreach Team

Name	Title	Email	Office Location
Amy Basham	Outreach Coordinator	amy@grantworks.net	Austin HAP Mgmt
Donna Johnson	Associate Vice President	donna@grantworks.net	Corpus Christi/Rockport
Jay Francis	Central/GC Regional Manager	jay@grantworks.net	Victoria
Shana DeWitt	Case Manager and Special Needs Coordinator	shana@grantworks.net	Austin HAP Mgmt
Eileen Manes	HAP Planning and Policy Analysis Lead	eileen@grantworks.net	Austin Main

Table 31. Office Locations, Contact Information and Hours

GrantWorks Main Office 2201 Northland Dr., Austin, TX 78756 512.420.0303 Monday - Friday, 8 AM to 5 PM	GrantWorks HAP Management Office 555 North Lamar Blvd., Suite J-10, Austin, TX 78751 512.992.0634 Monday - Friday, 8 AM to 5 PM
Regional Outreach Office: Victoria 2208 Leary Lane, Suite 100, Victoria, TX 77901 361.485.0000 M, T, W, F, 8 AM to 5 PM Thursday, 8 AM to 7 PM Saturday, 9 AM to 12 PM	

Glossary of Terms and Acronyms

Acronyms

ADA - Americans with Disabilities Act

AFFH – Affirmatively Further Fair Housing

AFN – Access and Functional Needs

AMI/AMFI - Area Median Family Income

CBCOG – Coastal Bend Council of Governments

CDBG - Community Development Block Grants

CDBG-DR – Community Development Block Grants – Disaster Recovery

COG - Council of Government

EMC – Emergency Management Coordinator

FEMA - Federal Emergency Management Agency

FVL – FEMA Verified Loss

HAP – Housing Assistance Program

HUD – United States Department of Housing and Urban Development

IA – Individual Assistance

LEP – Limited English Proficiency

LMI – Low- and Moderate-Income

LTRG – Long Term Recovery Group

SBA - Small Business Administration

VOAD – Voluntary Organizations Active in Disasters

Terms

Access and Functional Needs (AFN) - A person's functional needs, including but not limited to: maintaining independence, communication, transportation and medical care; may also refer to modifications to programs, facilities, procedures and services.

Affirmatively Furthering Fair Housing (AFFH) - AFFH is a legal requirement that federal agencies and federal grantees must further the purposes of the Fair Housing Act by taking meaningful actions to overcome historic patterns of segregation, promote fair housing choice, and foster inclusive communities that are free from discrimination.

Ambulatory Difficulty - A disability type found in the current American Community Survey questionnaire, defined as having serious difficulty walking or climbing stairs.

Applicant/Homeowner/Renter/Survivor (Used interchangeably) - Individuals whose homes or housing units were destroyed, made uninhabitable, needed repairs, or who suffered disaster-related displacement from their primary residences and/or loss of property.

Area Median Family Income (AMFI) - Calculated annual limits based on HUD-estimated median family income with adjustments based on family size used for demonstrating LMI beneficiaries in the programs. May also be referred to Area Median Income (**AMI**) in other program documents.

Block group - A statistical subdivision of a census tract, generally defined to contain between 600 and 3,000 people and 240 and 1,200 housing units, and the smallest geographic unit for which the Census Bureau tabulates and publishes data. A sub-division of a census tract (or, prior to 2000, a block numbering area), a block group is a cluster of blocks having the same first digit of their four-digit identifying number within a census tract.

Census block - A statistical area bounded by visible features, such as streets, roads, streams, and railroad tracks, and by nonvisible boundaries, such as selected property lines and city, township, school district, and county boundaries. Many blocks correspond to individual city blocks bounded by streets, but blocks – especially in rural areas – may include many square miles and may have some boundaries that are not streets. A block is the smallest geographic unit used by the Census Bureau for tabulation of decennial census data.

Census tract - A small, relatively permanent statistical subdivision of a county delineated by a local committee of census data users for the purpose of presenting data. Census tracts nest within counties, and their boundaries normally follow visible features, but may follow legal geography boundaries and other non-visible features in some instances, Census tracts ideally contain about 4,000 people and 1,600 housing units.

Cognitive Difficulty - A disability type found in the current American Community Survey questionnaire, defined as having difficulty remembering, concentrating or making decisions because of a physical, mental or emotional problem.

Destroyed Homes (displacement) - Homes which are determined to be uninhabitable or destroyed following a disaster, based on FEMA on-site inspections, causing the temporary or permanent displacement of residents.

Disability – Includes hearing, vision, cognitive, ambulatory, self-care, or independent living difficulty as defined for the American Community Survey.

Elderly Household - A householder and all (one or more) other people living in the same household who are related to the householder by blood, marriage, or adoption, of which at least one is age 65 or older.

Fair Housing Act - Prohibits discrimination in the sale, rental and financing of dwellings based on race, color, religion, sex, national origin, disability, or on familial status (presence of child under age of 18, and pregnant women).

Families with Children under 18 - A householder and all (one or more) other people living in the same household who are related to the householder by blood, marriage, or adoption, of which at least one is under the age 18.

FEMA IA Registrants - Individuals and families who have sustained losses due to disasters and registered for the IA program. Registration requires applicants to provide their social security number, the address of the damage, current contact information, insurance information, total household annual income, bank account information and a description of the disaster-caused damage and losses.

FEMA Verified Loss (FVL) - Following a disaster, FEMA performs on-site inspections to calculate an amount of loss, based on the general depreciation amount for items of average quality, size and capacity with disaster-related damage. FEMA verified losses are based on the minimum amount necessary to restore the home to a safe, sanitary and secure condition.

Flood Hazard Zone - Geographic areas that the Federal Emergency Management Agency (FEMA) has defined according to varying levels of flood risk. The zones are depicted Flood hazard areas identified on the Flood Insurance Rate Map are identified as a Special Flood Hazard Area (SFHA). SFHA are defined as the area that will be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year. The 1-percent annual chance flood is also referred to as the base flood or 100-year flood. FEMA determined whether each registrant was in a flood hazard zone and included this information in the FEMA IA data set.

General Marketing and Outreach Activities – General marketing and outreach activities are activities performed on a broad basis, such as regionally, or on a county by county basis, to provide homeowners with basic HAP information. These activities may include the use of television, radio, newspapers, websites and social media, community events, local newsletters/list serves, earned media, dissemination of brochures, handouts, flyers and postcards, utility bill inserts and door hangers, community meetings and application intake sessions, and referrals for public services.

Hearing Difficulty - A person with a hearing difficulty is deaf or has a hearing impairment that makes it very difficult to hear conversations, televisions, or radio broadcasts.

Homeowner – The owner of a home, including if it is mortgaged or otherwise not paid-in-full.

Housing Activities - Housing activities may include single family home repair, reconstruction, new construction, demolition, acquisition, and code enforcement or rental activities.

Independent Living Difficulty - A disability type found in the current American Community Survey questionnaire, defined as having difficulty doing errands alone, such as visiting a doctor's office or shopping, because of a physical, mental or emotional problem.

Individual Assistance (IA) - A program provided by FEMA following a Presidential declaration of disaster in the form of financial help or direct services to those who have necessary expenses and serious needs that they are unable to meet through other means. Financial help is available as Housing Assistance (including Temporary Housing, Repair, Replacement, and Semi-Permanent or Permanent Housing Construction) and Other Needs Assistance (including personal property and other items).

Limited English Proficiency (LEP) - For a respondent whose primary language is not English, this refers to their assessment of their ability to speak English as "not well" or "not at all."

Low- and Moderate-Income (LMI) - A household or family with an income that does not exceed 80 percent of the median income for the area, as determined by HUD, with adjustments for smaller and larger households or families.

LMI National Objective – Activities which benefit households whose total annual gross income does not exceed 80% of Area Median Income, adjusted for family size.

Minorities in Poverty - Families or unrelated individuals that identify as a member of a racial or ethnic group other than “white, not Hispanic” and who earn at or below the income threshold set by the U.S. Office of Management and Budget for poverty, which varies by family size and composition.

Most Impacted and Distressed (designated by HUD) - Counties and zip codes which have been identified by the U.S. Department of Housing and Urban Development (HUD) as having concentrated damage following a disaster.

Owner-occupied - A housing unit is owner-occupied if the owner or co-owner lives in the unit, including if it is mortgaged or otherwise not paid-in-full.

Primary Home - The applicant's principal residence, not a secondary or vacation home.

Self-care Difficulty - A disability type found in the current American Community Survey questionnaire, defined as having difficulty bathing or dressing.

Targeted block group - A block group that meets the FEMA IA registrant thresholds established in the Needs Assessment and designated to receive consideration for targeted outreach and marketing efforts.

Targeted Outreach and Marketing Activities – Outreach activities completed in one or more of the areas identified in the Regional Needs Assessment as a targeted block group, meant to provide information to a concentration of demographically vulnerable or hard-to-reach persons.

Urgent Need National Objective – An urgent need that exists because existing conditions pose serious and immediate threat to health/welfare of community, the existing conditions are recent or recently became urgent (typically within 18 months), and the subrecipient cannot finance the activities on its own because other funding sources are not available.

Veteran - A "civilian veteran" is a person aged 18 years old or over who has served (even for a short time), but is not now serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or who served in the U.S. Merchant Marine during World War II. People who served in the National Guard or military Reserves are classified as veterans only if they were ever called or ordered to active duty, not including initial training.

Vision Difficulty - a person with a vision difficulty is blind or has serious difficulty reading or driving due to a visual impairment even when wearing glasses.

Vulnerable or Hard-to-Reach Populations – For purposes of this needs assessment, vulnerable or hard-to-reach populations are certain protected classes under the Fair Housing Act and other demographic groups likely to need assistance but less likely to be reached by general marketing and outreach activities.

Appendix A – Census Tract and Block Group Target Area Maps

Calhoun County Block Group Demographics
Calhoun County Census Tract Demographics
DeWitt County Block Group Demographics
DeWitt County Census Tract Demographics
Fayette County Block Group Demographics
Fayette County Census Tract Demographics
Goliad County Block Group Demographics
Goliad County Census Tract Demographics
Jackson County Block Group Demographics
Jackson County Census Tract Demographics
Victoria County Block Group Demographics
Victoria County Census Tract Demographics (Inset)
Victoria County Block Group Demographics
Victoria County Census Tract Demographics (Inset)

Calhoun County

Calhoun County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Block Group Level Characteristic

Block Group Boundary

- Targeted
- Affected

Demographic Characteristics

2016 ACS Data (5-Year)

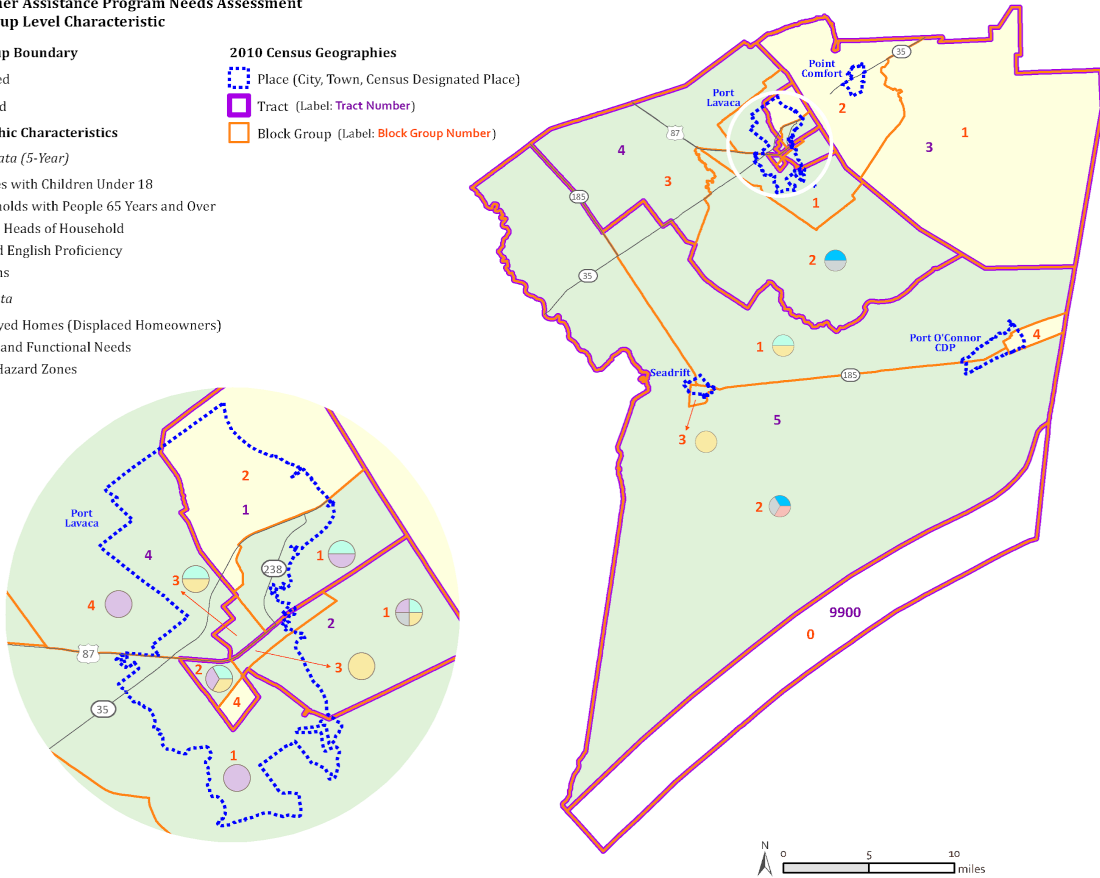
- Families with Children Under 18
- Households with People 65 Years and Over
- Female Heads of Household
- Limited English Proficiency
- Veterans

FEMA IA Data

- Destroyed Homes (Displaced Homeowners)
- Access and Functional Needs
- Flood Hazard Zones

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



Calhoun County Block Group Demographics

State of Texas Homeowner Assistance Program (HAP)
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November 26, 2018

Calhoun County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Census Tract Level Characteristic

Block Group Boundary

- Targeted
- Affected

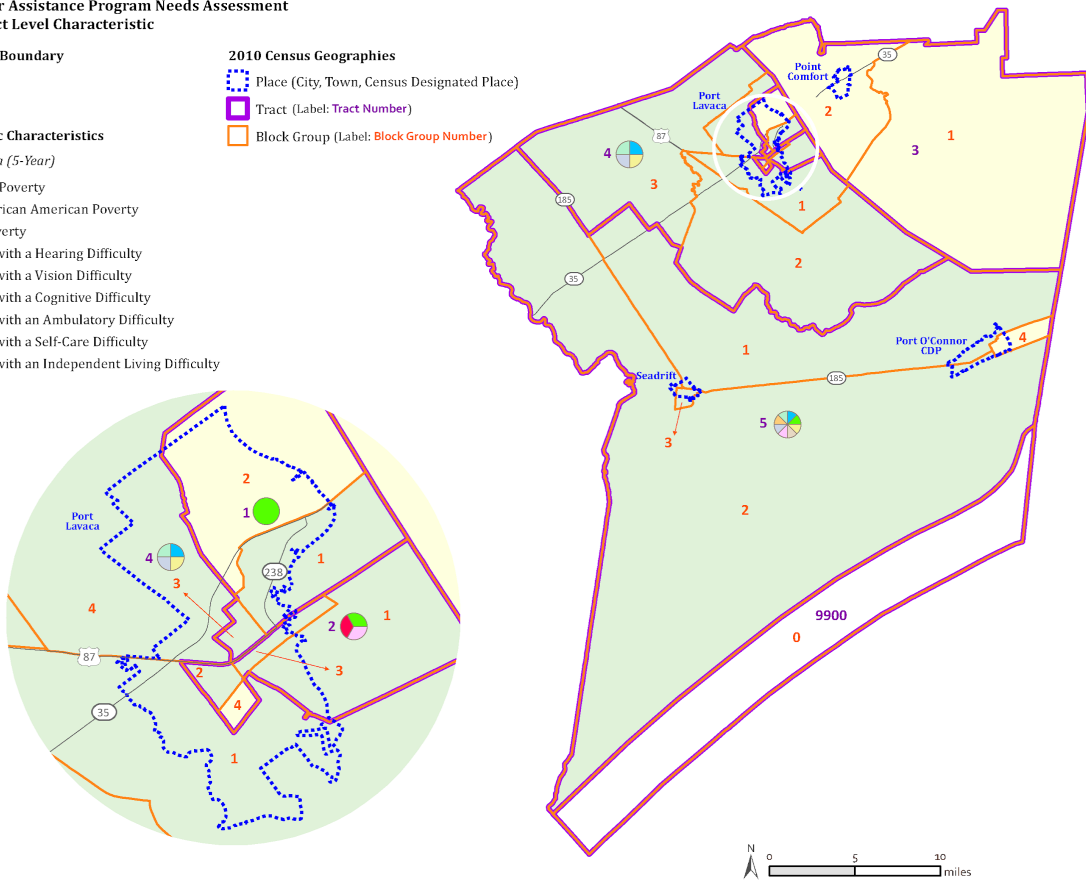
Demographic Characteristics

2016 ACS Data (5-Year)

- Hispanic Poverty
- Black/African American Poverty
- Asian Poverty
- Persons with a Hearing Difficulty
- Persons with a Vision Difficulty
- Persons with a Cognitive Difficulty
- Persons with an Ambulatory Difficulty
- Persons with a Self-Care Difficulty
- Persons with an Independent Living Difficulty

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



Calhoun County Census Tract Demographics

DeWitt County

DeWitt County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Block Group Level Characteristic

Block Group Boundary

- Targeted
- Affected

Demographic Characteristics

FEMA IA Data

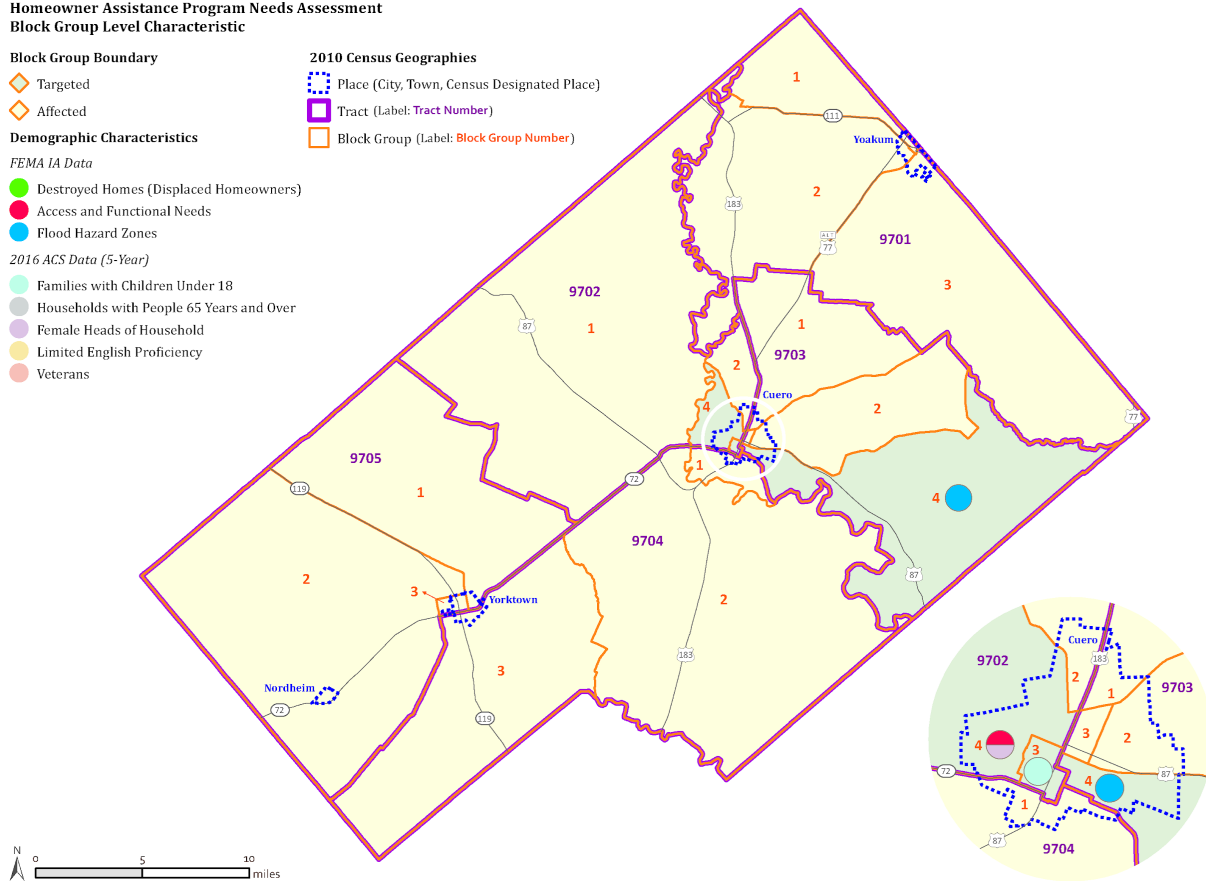
- Destroyed Homes (Displaced Homeowners)
- Access and Functional Needs
- Flood Hazard Zones

2016 ACS Data (5-Year)

- Families with Children Under 18
- Households with People 65 Years and Over
- Female Heads of Household
- Limited English Proficiency
- Veterans

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: **Tract Number**)
- Block Group (Label: **Block Group Number**)



DeWitt County Block Group Demographics

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

DeWitt County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Census Tract Level Characteristic

Block Group Boundary

- Targeted
- Affected

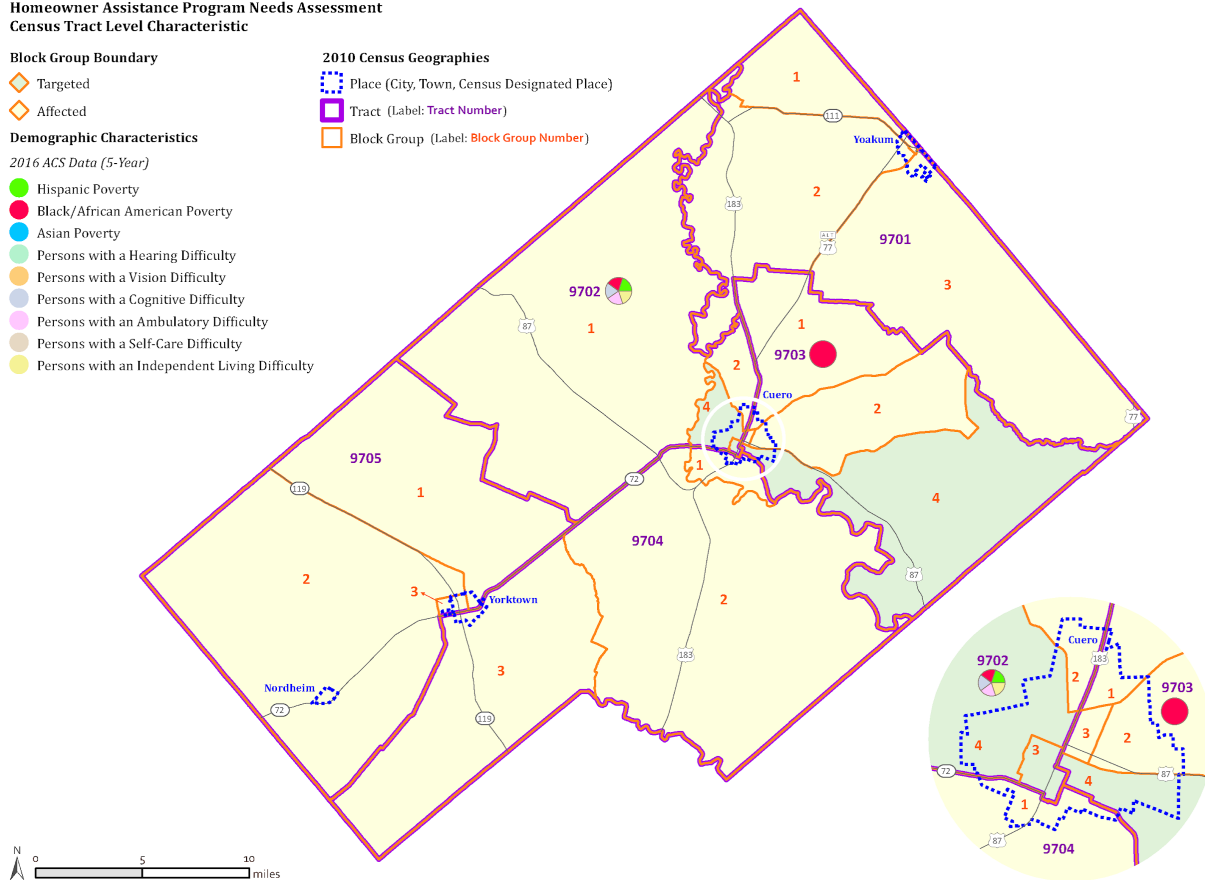
Demographic Characteristics

2016 ACS Data (5-Year)

- Hispanic Poverty
- Black/African American Poverty
- Asian Poverty
- Persons with a Hearing Difficulty
- Persons with a Vision Difficulty
- Persons with a Cognitive Difficulty
- Persons with an Ambulatory Difficulty
- Persons with a Self-Care Difficulty
- Persons with an Independent Living Difficulty

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



DeWitt County Census Tract Demographics

Fayette County

Fayette County, Texas
Central/Golden Crescent Region, CAPCOG
Homeowner Assistance Program Needs Assessment
Block Group Level Characteristic

Block Group Boundary

- Targeted
- Affected

Demographic Characteristics

FEMA IA Data

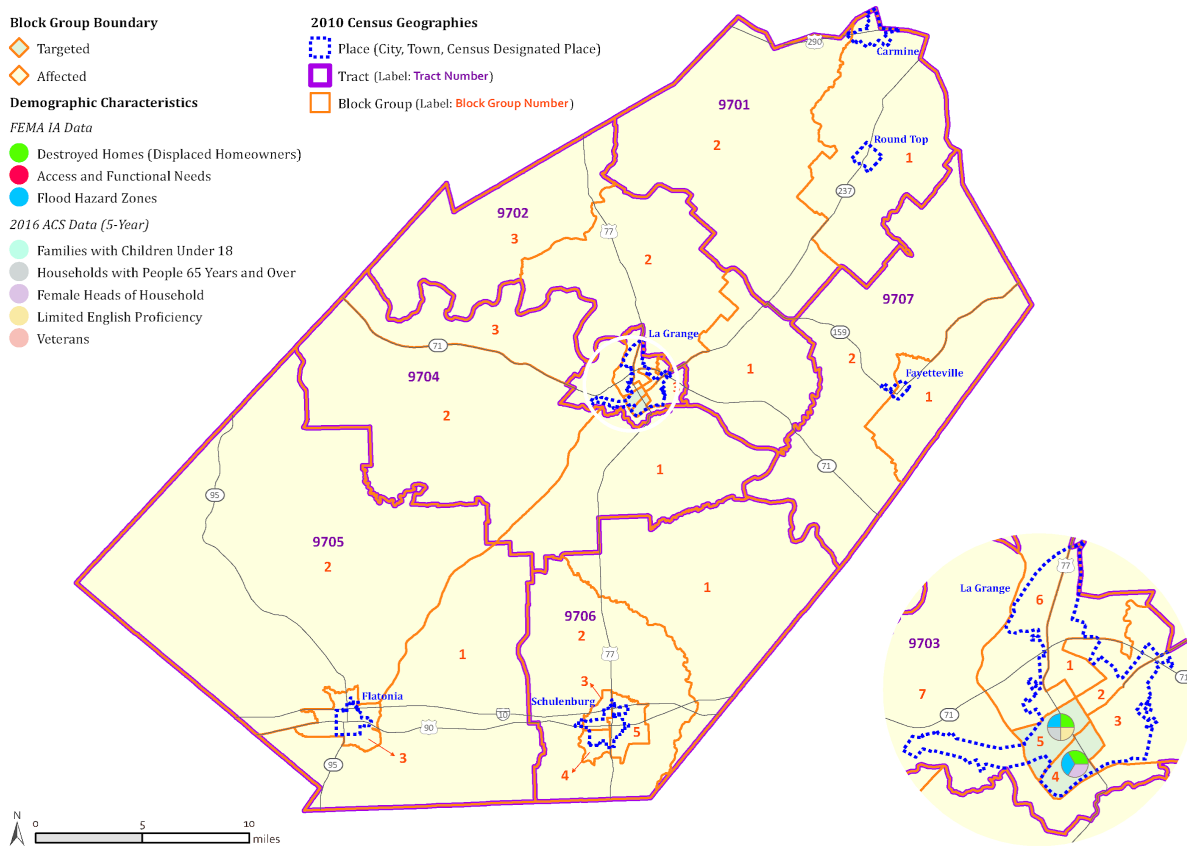
- Destroyed Homes (Displaced Homeowners)
- Access and Functional Needs
- Flood Hazard Zones

2016 ACS Data (5-Year)

- Families with Children Under 18
- Households with People 65 Years and Over
- Female Heads of Household
- Limited English Proficiency
- Veterans

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



Fayette County Block Group Demographics

State of Texas Homeowner Assistance Program (HAP)
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Fayette County, Texas
Central/Golden Crescent Region, CAPCOG
Homeowner Assistance Program Needs Assessment
Census Tract Level Characteristic

Block Group Boundary

- Targeted
- Affected

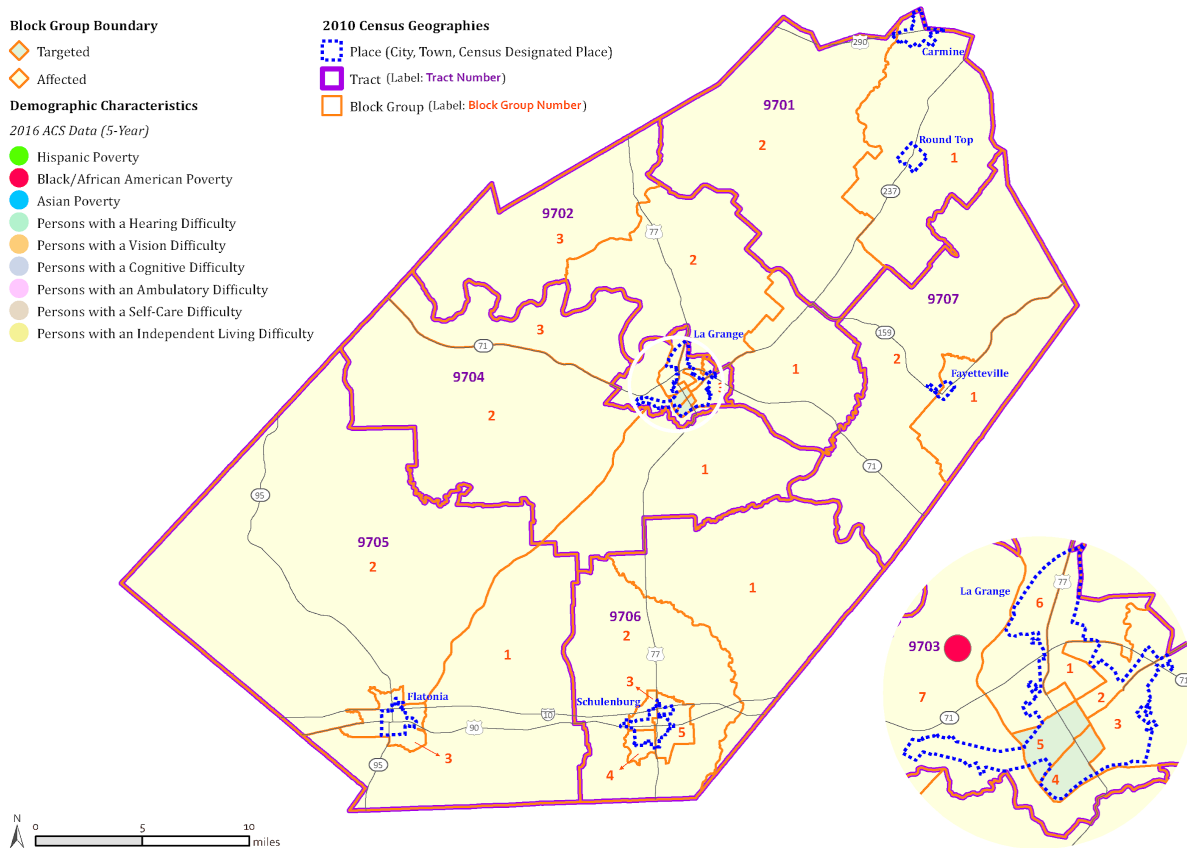
Demographic Characteristics

2016 ACS Data (5-Year)

- Hispanic Poverty
- Black/African American Poverty
- Asian Poverty
- Persons with a Hearing Difficulty
- Persons with a Vision Difficulty
- Persons with a Cognitive Difficulty
- Persons with an Ambulatory Difficulty
- Persons with a Self-Care Difficulty
- Persons with an Independent Living Difficulty

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



Fayette County Census Tract Demographics

Goliad County

Goliad County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Block Group Level Characteristic

Block Group Boundary

- Targeted
- Affected

Demographic Characteristics

FEMA IA Data

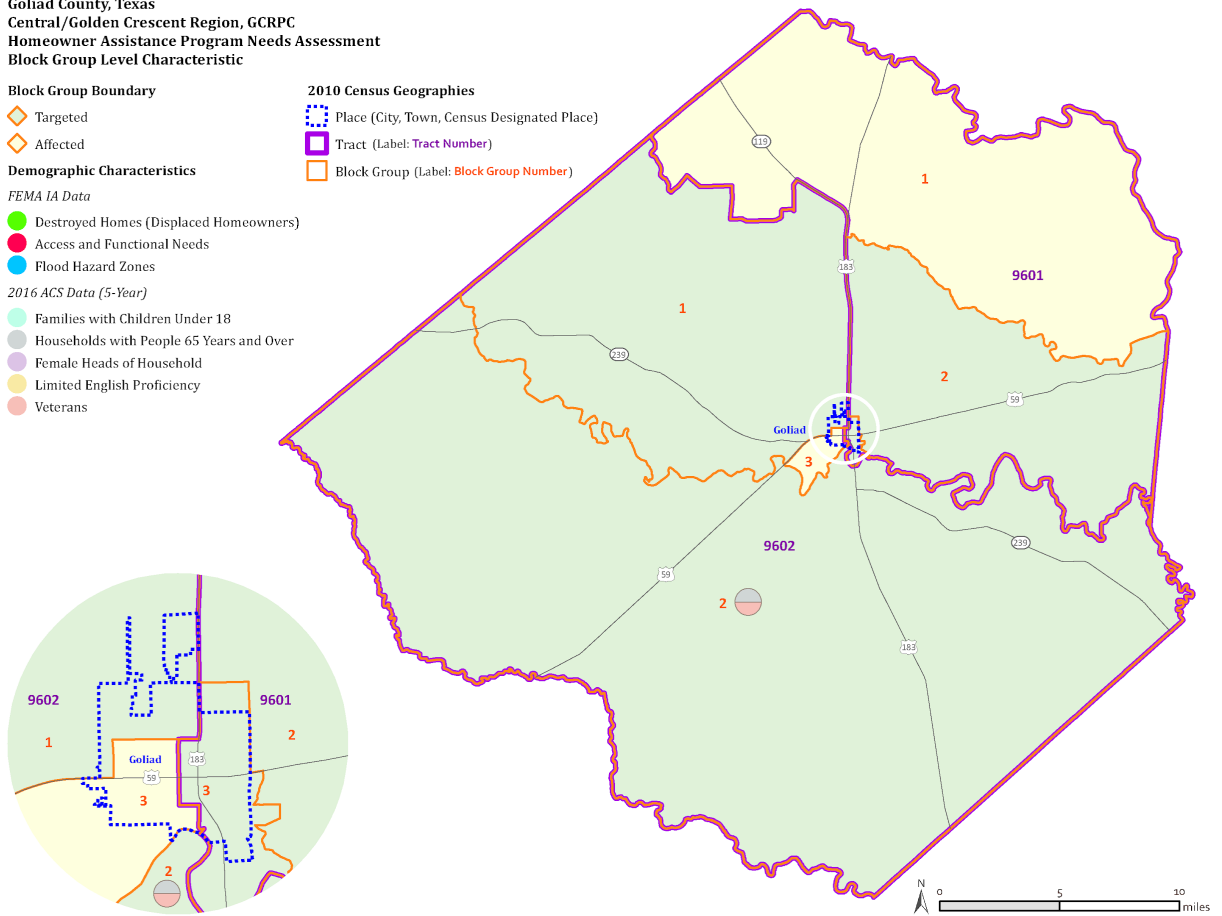
- Destroyed Homes (Displaced Homeowners)
- Access and Functional Needs
- Flood Hazard Zones

2016 ACS Data (5-Year)

- Families with Children Under 18
- Households with People 65 Years and Over
- Female Heads of Household
- Limited English Proficiency
- Veterans

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: **Tract Number**)
- Block Group (Label: **Block Group Number**)



Goliad County Block Group Demographics

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

Goliad County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Census Tract Level Characteristic

Block Group Boundary

- Targeted
- Affected

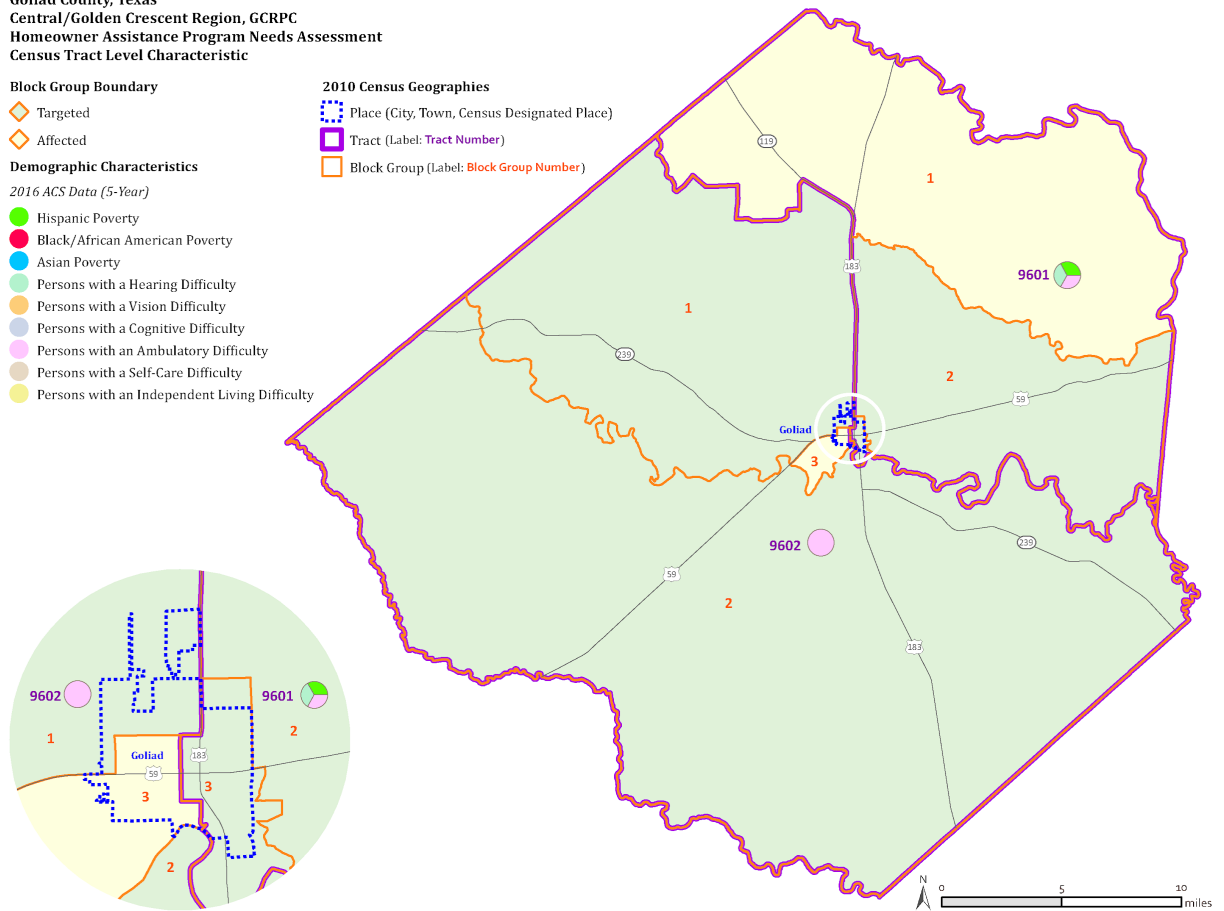
Demographic Characteristics

2016 ACS Data (5-Year)

- Hispanic Poverty
- Black/African American Poverty
- Asian Poverty
- Persons with a Hearing Difficulty
- Persons with a Vision Difficulty
- Persons with a Cognitive Difficulty
- Persons with an Ambulatory Difficulty
- Persons with a Self-Care Difficulty
- Persons with an Independent Living Difficulty

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: *Tract Number*)
- Block Group (Label: *Block Group Number*)



Goliad County Census Tract Demographics

Jackson County

Jackson County, Texas
 Central/Golden Crescent Region, GCRPC
 Homeowner Assistance Program Needs Assessment
 Block Group Level Characteristic

Block Group Boundary

- Targeted
- Affected

Demographic Characteristics

FEMA IA Data

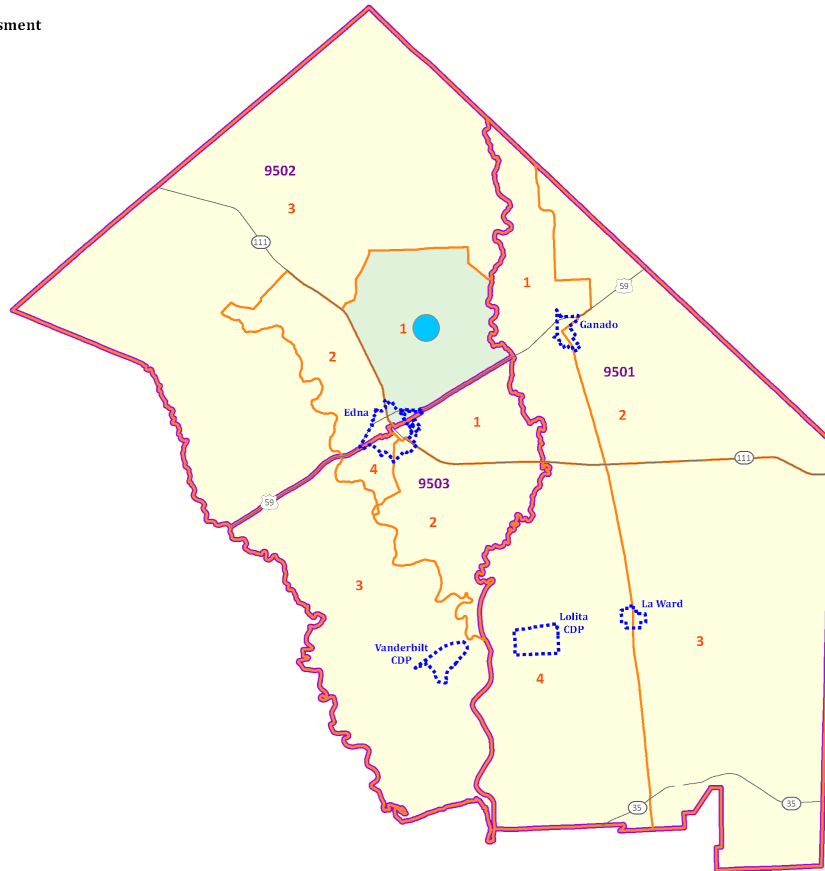
- Destroyed Homes (Displaced Homeowners)
- Access and Functional Needs
- Flood Hazard Zones

2016 ACS Data (5-Year)

- Families with Children Under 18
- Households with People 65 Years and Over
- Female Heads of Household
- Limited English Proficiency
- Veterans

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



Jackson County Block Group Demographics

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

Jackson County, Texas
GCRPC, Central Region
Homeowner Assistance Program Needs Assessment
Census Tract Level Characteristic

Block Group Boundary

- Targeted
- Affected

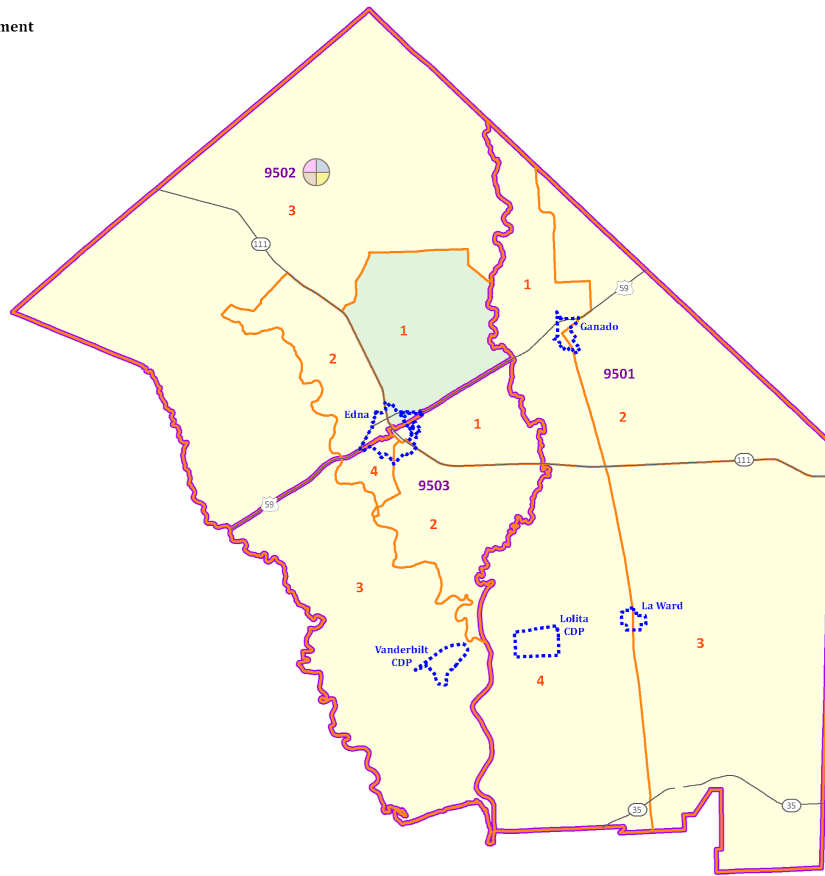
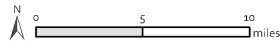
Demographic Characteristics

2016 ACS Data (5-Year)

- Racial and Ethnic Minorities Living in Poverty
- Persons with a Hearing Difficulty
- Persons with a Vision Difficulty
- Persons with a Cognitive Difficulty
- Persons with an Ambulatory Difficulty
- Persons with a Self-Care Difficulty
- Persons with an Independent Living Difficulty

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: **Tract Number**)
- Block Group (Label: **Block Group Number**)



Jackson County Census Tract Demographics

Victoria County

Victoria County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Census Block Group Level Characteristic

Block Group Boundary

- Targeted
- Affected

Demographic Characteristics

FEMA IA Data

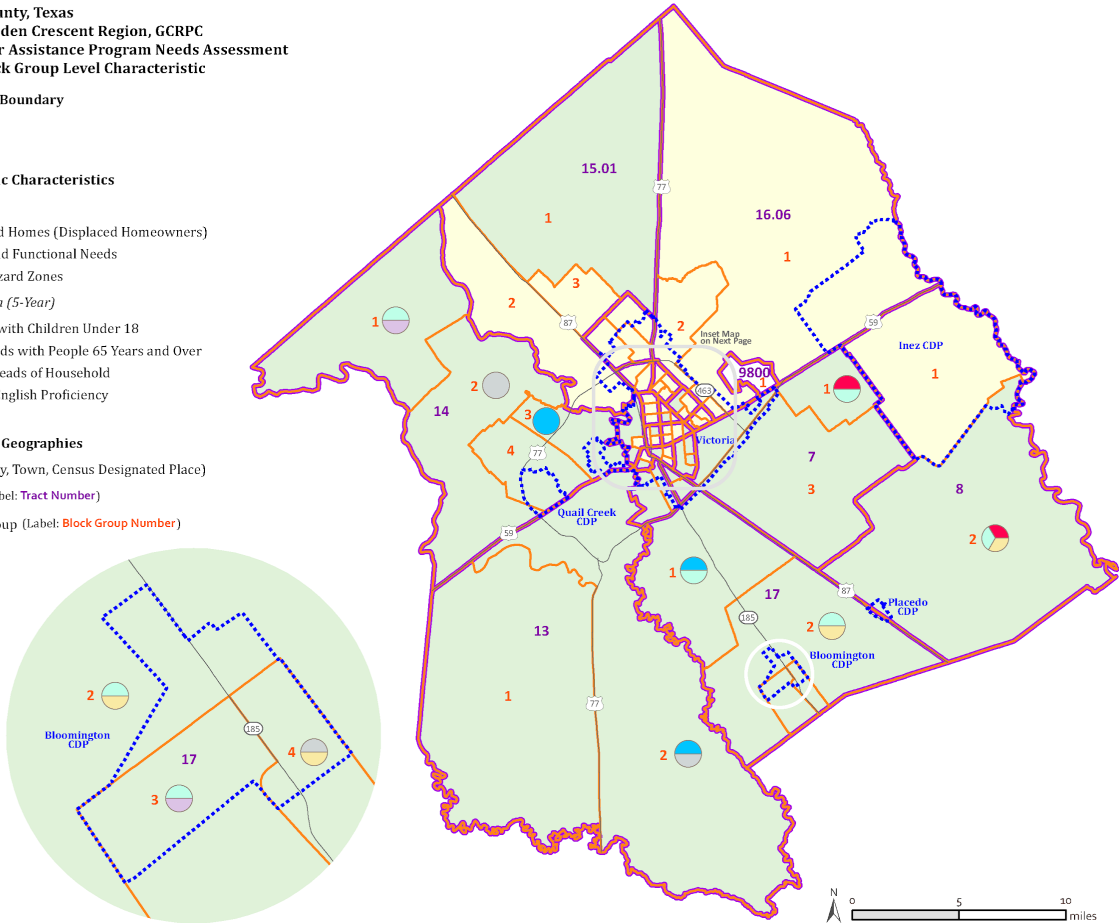
- Destroyed Homes (Displaced Homeowners)
- Access and Functional Needs
- Flood Hazard Zones

2016 ACS Data (5-Year)

- Families with Children Under 18
- Households with People 65 Years and Over
- Female Heads of Household
- Limited English Proficiency
- Veterans

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



Victoria County Block Group Demographics

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

Victoria County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Census Block Group Level Characteristic

Block Group Boundary

- Targeted
- Affected

Demographic Characteristics

FEMA IA Data

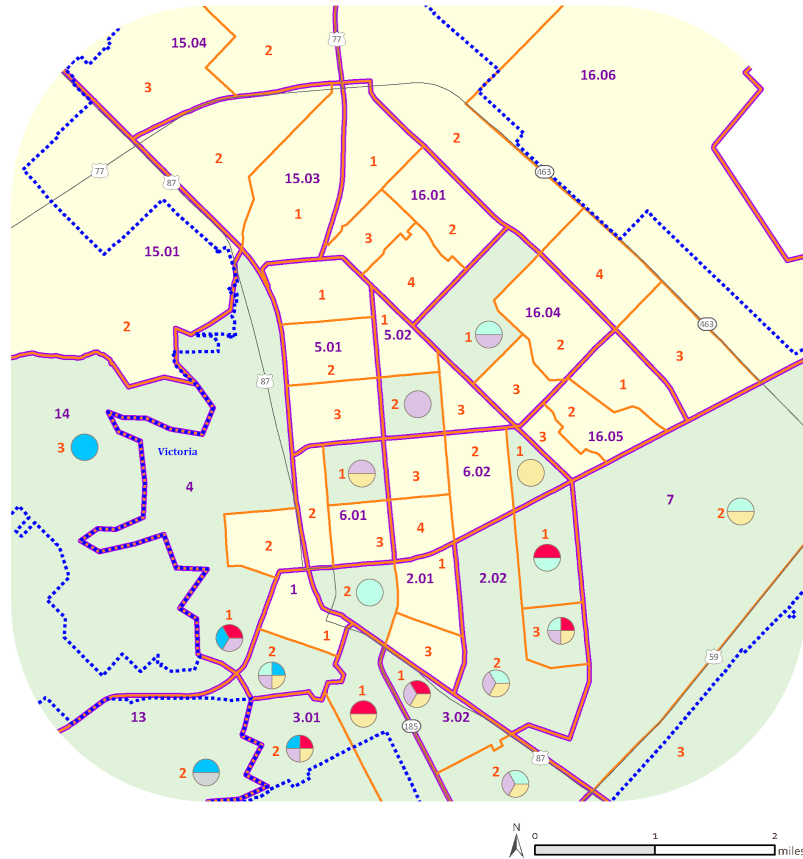
- Destroyed Homes (Displaced Homeowners)
- Access and Functional Needs
- Flood Hazard Zones

2016 ACS Data (5-Year)

- Families with Children Under 18
- Households with People 65 Years and Over
- Female Heads of Household
- Limited English Proficiency
- Veterans

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: **Tract Number**)
- Block Group (Label: **Block Group Number**)



Victoria County Block Group Demographics (Inset)

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

Victoria County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Census Tract Level Characteristic

Block Group Boundary

- Targeted
- Affected

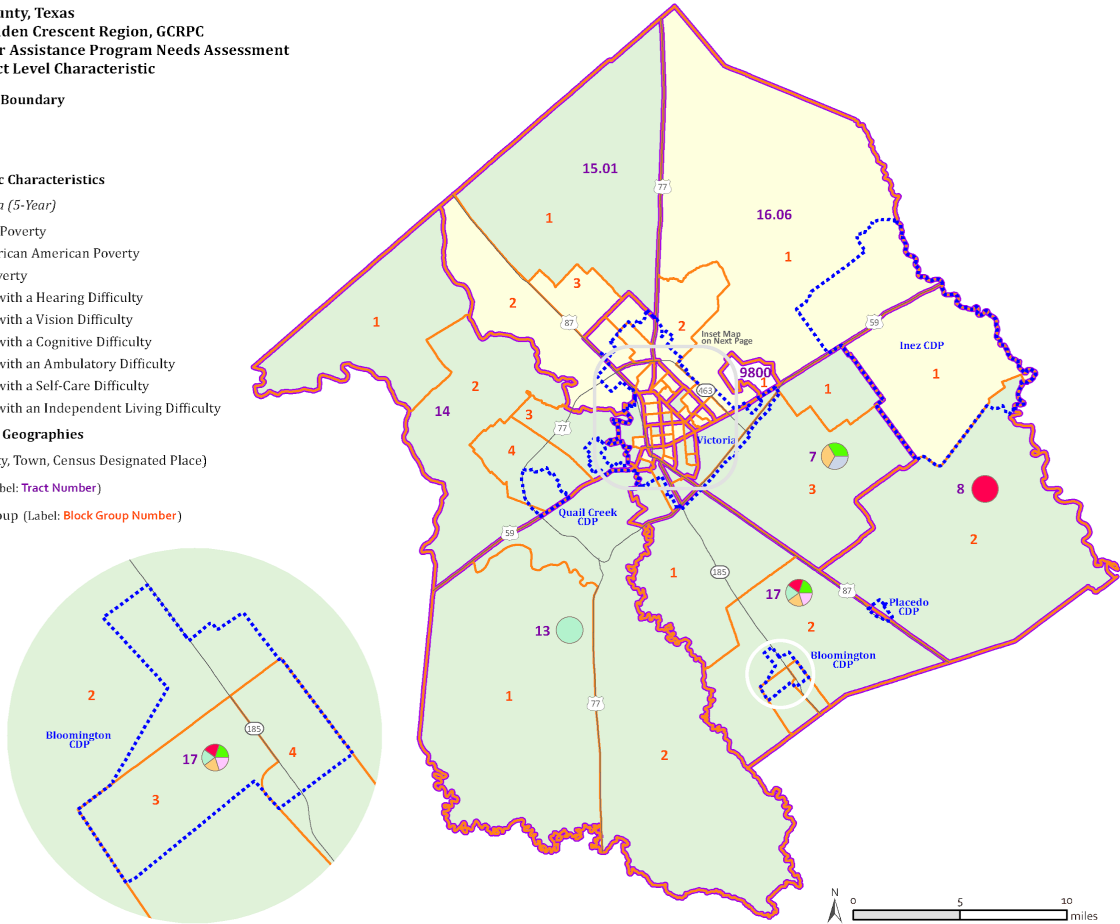
Demographic Characteristics

2016 ACS Data (5-Year)

- Hispanic Poverty
- Black/African American Poverty
- Asian Poverty
- Persons with a Hearing Difficulty
- Persons with a Vision Difficulty
- Persons with a Cognitive Difficulty
- Persons with an Ambulatory Difficulty
- Persons with a Self-Care Difficulty
- Persons with an Independent Living Difficulty

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



Victoria County Census Tract Demographics

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

Victoria County, Texas
Central/Golden Crescent Region, GCRPC
Homeowner Assistance Program Needs Assessment
Census Tract Level Characteristic

Block Group Boundary

- Targeted
- Affected

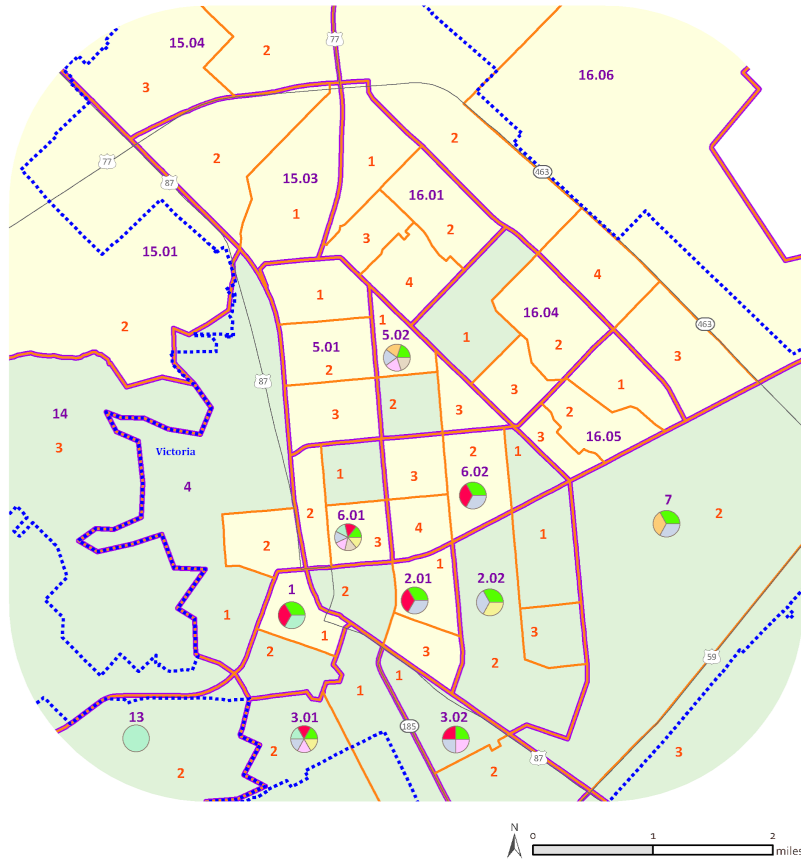
Demographic Characteristics

2016 ACS Data (5-Year)

- Hispanic Poverty
- Black/African American Poverty
- Asian Poverty
- Persons with a Hearing Difficulty
- Persons with a Vision Difficulty
- Persons with a Cognitive Difficulty
- Persons with an Ambulatory Difficulty
- Persons with a Self-Care Difficulty
- Persons with an Independent Living Difficulty

2010 Census Geographies

- Place (City, Town, Census Designated Place)
- Tract (Label: Tract Number)
- Block Group (Label: Block Group Number)



Victoria County Census Tract Demographics (Inset)

Appendix B – Reporting Templates

Weekly and monthly reporting templates follow.

**HOMEOWNER ASSISTANCE PROGRAM WEEKLY SUMMARY REPORT
CENTRAL/GOLDEN CRESCENT REGION**

GLO Contract #18-304-013

Work Order No. B316

Funding Targets by Income Category

	Goal Exceeded Week 1 (Y/N) Week Ending: XX/XX/2018	Goal Exceeded Week 2 (Y/N) Week Ending: XX/XX/2018	Goal Exceeded Week 3 (Y/N) Week Ending: XX/XX/2018	Remedy Required (Y/N)
AACOG				
BVCOG				
CAPCOG				
CTCOG				
GCRPC				

PLAN TO REMEDY IF GOALS NOT EXCEEDED (3 consecutive weeks):

Funding within HUD and State MIDs

	Goal Exceeded Week 1 (Y/N) Week Ending: XX/XX/2018	Goal Exceeded Week 2 (Y/N) Week Ending: XX/XX/2018	Goal Exceeded Week 3 (Y/N) Week Ending: XX/XX/2018	Remedy Required (Y/N)
AACOG				
BVCOG				
CAPCOG				
CTCOG				
GCRPC				

PLAN TO REMEDY IF GOALS NOT EXCEEDED (3 consecutive weeks):

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

****EXAMPLE ONLY****

HAP Funding Targets by Income Category						
DATE:	11/27/2018	WEEK #:	1	Central/Golden Crescent		
COG	Total Apps	Total LMI Apps	Total Non LMI Apps	% LMI of total Apps	Target %	Exceeded?
AACOG	0	0	0	#DIV/0!	60.23%	#DIV/0!
BVCOG	0	0	0	#DIV/0!	62.37%	#DIV/0!
CAPCOG	1	1	0	100.00%	58.21%	YES
CTCOG	0	0	0	#DIV/0!	53.51%	#DIV/0!
GCRPC	1	1	0	100.00%	52.66%	YES

Funding within HUD and State MIDs												
DATE	11/27/18	WEEK #:	1						CENTRAL/GOLDEN CRESCENT REGION			
COG	TOTAL APPS	TOTAL \$	HUD MID	STATE MID	HUD MID %	GOAL	GOAL MET	HUD MID \$	STATE MID \$	HUD MID %	GOAL	GOAL MET
CAPCOG	1	\$ 101,600.00	0	1	0.00 %	21.50 %	NO	\$ -	\$ 101,600.00	0%	21.50 %	NO
GCRPC	1	\$ 5.00	1	0	100.0 0%	28.00 %	YES	\$ 5.00	\$ -	100 %	28.00 %	YES

Funds Expended to Date by Income Category and HUD/State MID						
DATE:	11/27/2018	WEEK #:	1			CENTRAL/GC REGION
AACOG			EXPENDED TO DATE, AACOG			\$ -
			REMAINING BALANCE, AACOG			\$ 6,000,000.00
	Income Band	0-30	31-50	51-80	OVER 80	
	Targets	\$ 3,276,073.62	\$ 552,147.24	\$ 993,865.03	\$ 1,177,914.11	
	Expended	\$ -	\$ -	\$ -	\$ -	
	Remaining to MIN	\$ 3,276,073.62	\$ 552,147.24	\$ 993,865.03	n/a	
	Remaining to MAX	n/a	n/a	n/a	\$ 1,177,914.11	
				\$ -	VALID	
			EXPENDED TO DATE, BVCOG			\$ -
BVCOG			REMAINING BALANCE, BVCOG			\$ 10,699,908.00
	Income Band	0-30	31-50	51-80	OVER 80	
	Targets	\$ 5,406,269.31	\$ 1,689,459.16	\$ 1,802,089.77	\$ 1,802,089.77	
	Expended	\$ -	\$ -	\$ -	\$ -	
	Remaining to MIN	\$ 5,406,269.31	\$ 1,689,459.16	\$ 1,802,089.77	n/a	
	Remaining to MAX	n/a	n/a	n/a	\$ 1,802,089.77	

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

					\$ -	VALID
CAPCOG			EXPENDED TO DATE, CAPCOG			\$ 101,600.00
			EXPENDED TO DATE, HUD MIDS			\$ -
			EXPENDED TO DATE, STATE MIDS			\$ 101,600.00
			REMAINING BALANCE, CAPCOG			\$ 42,088,773.00
			REMAINING BALANCE, HUD MIDS			\$ 25,177,399.00
			REMAINING BALANCE, STATE MIDS			\$ 16,911,374.00
	Income Band	0-30	31-50	51-80	OVER 80	
	Targets	\$ 17,620,109.37	\$ 7,831,159.72	\$ 7,292,767.49	\$ 9,446,336.41	
	Expended	\$ -	\$ 101,600.00	\$ -	\$ -	
	Remaining to MIN	\$ 17,620,109.37	\$ 7,729,559.72	\$ 7,292,767.49	n/a	
	Remaining to MAX	n/a	n/a	n/a	\$ 9,446,336.41	
					\$ 101,600.00	VALID
CTCOG			EXPENDED TO DATE, CTCOG			\$ -
			REMAINING BALANCE, CTCOG			\$ 2,000,000.00
	Income Band	0-30	31-50	51-80	OVER 80	
	Targets	\$ 788,611.79	\$ 282,136.36	\$ 355,988.44	\$ 573,263.41	
	Expended	\$ -	\$ -	\$ -	\$ -	
	Remaining to MIN	\$ 788,611.79	\$ 282,136.36	\$ 355,988.44	n/a	
	Remaining to MAX	n/a	n/a	n/a	\$ 573,263.41	
					\$ -	VALID
GCRPC			EXPENDED TO DATE, GCRPC			\$ 5.00
			EXPENDED TO DATE, HUD MIDS			\$ 5.00
			EXPENDED TO DATE, STATE MIDS			\$ -
			REMAINING BALANCE, GCRPC			\$ 55,938,684.00
			REMAINING BALANCE, HUD MIDS			\$ 32,657,213.00
			REMAINING BALANCE, STATE MIDS			\$ 23,281,471.00
	Income Band	0-30	31-50	51-80	OVER 80	
	Targets	\$ 21,603,290.45	\$ 7,659,911.52	\$ 10,013,630.97	\$ 16,661,856.06	
	Expended	\$ 5.00	\$ -	\$ -	\$ -	
	Remaining to MIN	\$ 21,603,285.45	\$ 7,659,911.52	\$ 10,013,630.97	n/a	
	Remaining to MAX	n/a	n/a	n/a	\$ 16,661,856.06	
					\$ 5.00	VALID

**HOMEOWNER ASSISTANCE PROGRAM MONTHLY SUMMARY REPORT
CENTRAL/GOLDEN CRESCENT REGION**

GLO Contract #18-304-013

Work Order No. B316

Effectiveness of Outreach to Vulnerable and Hard-to-Reach Populations

Identify any demographic population(s) where number of applicants did not exceed goals:

Describe outreach and marketing efforts conducted within this measurement period, specifically detailing efforts made to targeted vulnerable/hard-to-reach populations:

Describe outreach and marketing plans for next 30-day period, specifically detailing plans to outreach to the above-mentioned demographic populations:

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

EFFECTIVENESS OF OUTREACH TO VULNERABLE AND/OR HARD-TO-REACH POPULATIONS:																		
CENTRAL/GOLDEN CRESCENT REGION																		
	DATE			11/27/18				MONTH #			1							
Total Applicants, Coastal Bend				2				NOTE: Outreach to target areas warranted when goals not exceeded										
	R&E Minority: Black/ AA	R&E Minority: Hispanic	R&E Minority: Asian	LEP	AFN	Hearing Difficulty	Vison Difficulty	Cognitive Difficulty	Ambulatory Difficulty	Self-Care Difficulty	Independent Living Difficulty	Elderly	Children Under 18	Female Head of Household	Displaced Homeowner	Flood Hazard Zone	Veterans	
Demographic Applicants	0	0	2	1	0	0	2	0	0	0	0	0	1	0	1	0	1	
Harvey Affected Area	2.30 %	6.10 %	0.40 %	3.3 0%	3.00 %	3.80 %	2.50 %	4.50 %	6.80 %	2.40 %	4.30 %	26.50 %	37.20 %	8.50 %	0.70 %	17.80 %	8.80 %	
% of Applicants	0%	0%	100 %	50 %	0%	0%	100 %	0%	0%	0%	0%	0%	50%	0%	50%	0%	50%	
Exceeded Goal?	NO	NO	YES	YES	NO	NO	YES	NO	NO	NO	NO	NO	YES	NO	YES	NO	YES	

Appendix C – Communicating with COGs and Local Elected Officials

The involvement of Councils of Governments staff and other local elected officials in the rollout of the HAP is vital to its success. The outreach team has already involved both COGs and local elected officials through a series of calls, emails and outreach meetings, and will continue to do so throughout the lifecycle of the program. Program information and marketing materials useful to officials and constituents, such as timelines and milestones, will be made available to COGs and local elected officials via an email distribution group and on the regional webpage.

Webinars, conference calls and in-person meetings may also be utilized when necessary, or whenever requested by an official.

While one-on-one meetings and small group communications do not require GLO involvement, all mass distribution materials should be sent to the GLO for pre-approval prior to being distributed. Weekly and monthly reports made to the GLO will also include any communication made with COGs and local elected officials.

Type of Communication	Details	Date
Conference Call	Coordination calls with AACOG, BVCOG, CAPCOG, CTCOG and GCRPC	9/24/2018 - 9/26/2018
Email distribution	Subject: Program Design Meetings: GLO Homeowner Assistance Program (HAP)	10/22/2018
Email distribution	Subject: REMINDER: HAP Program Design Meetings Coastal Bend and Central/GC Regions	10/26/2018
Email distribution	Subject: REMINDER: HAP Program Design Meetings (Central/GC Region)	10/29/2018
HAP Program Design Meeting	Stakeholder meeting, located in Victoria	10/30/2018
HAP Program Design Meeting	Stakeholder meeting, located in La Grange	10/30/2018
Email distribution	Subject: HAP Program Design Meetings Presentation Slides	10/30/2018
Email distribution	Subject: Reminder: HAP Regional Housing Guidelines Public Comment Period Closing 11/12/2018	11/9/2018

Appendix D – GLO Approval and Standardization of Marketing and Outreach Material

All marketing and outreach material shall be in compliance with the GLO's style guide requirements, and include GLO branding and fair housing logos wherever necessary. Dual-language materials should be made available in accordance with this plan and the GLO's Language Access Plan for Limited English Proficient Persons.

Outreach staff should be aware that there are multiple programs utilizing the HAP acronym, including the Housing Assistance Program, and be cognizant of the five other Homeowner Assistance Program regions when producing marketing materials, especially where regions abut.

The GLO has provided HAP templates, including brochures, tri-folds, postcards and handouts. These templates should be utilized wherever feasible; any deviations from the template should receive approval from GLO staff prior to distribution.

Consistency in all marketing materials – including HAP materials from outside the region – will be vital to the success of the program.

Texas GLO CDR Style Guide

LAP for LEP Persons

Texas General Land Office - CDR Style Guide

The primary CDR style colors include:

Gold - R-220, G-184, B-88, HEX# - dbb857

Blue - R-19, G-55, B-93 HEX# - 13375d

White - R-255, G-255, B-255 HEX# - fffffff

The accent CDR style colors include:

Green - R-16, G-84, B-84 HEX# - 105454

Orange - R-204, G-100, B-44 HEX # - cc642c

Light Blue - R-54, G-196, B-234 HEX# - 36c4ea

Powerpoint Presentation Fonts:

Title - Arial Narrow (bold)

Subtitle - Franklin Gothic (medium)

Header - Franklin Gothic (medium)

Body Text - Franklin Gothic (book)

Formal document fonts

Brochures/handouts/legislative briefings:

- * Headings should be in Arial Narrow (bold)

- * Subtitle - Franklin Gothic (medium)

- * Content in Franklin Gothic (book)

GLO-CDR letters:

- * Use 12-point Times New Roman, unless an 11-point font would sensibly maintain a single page length.

GLO-CDR emails:

- * Always use an 11-point Calibri font.

Per Federal Register guidance, citizens must have equal access to information about CDBG-DR programs, including persons with disabilities and limited English proficiency (LEP). Each vendor must ensure that program information is available in the appropriate languages for the geographic areas to be served and take appropriate steps to ensure effective communications with persons with disabilities pursuant to [24 CFR 8.6](#) and other fair housing and civil rights requirements, such as the effective communication requirements under the [Americans with Disabilities Act](#).

For assistance in ensuring that this information is available to LEP populations, recipients should consult the Final Guidance to Federal Financial Assistance Recipients Regarding Title VI, Prohibition Against National Origin Discrimination Affecting Limited English Proficient Persons, published on January 22, 2007, in the Federal Register (72 FR 2732) and at: [https:// www.lep.gov/guidance/HUD_guidance_Jan07.pdf](https://www.lep.gov/guidance/HUD_guidance_Jan07.pdf).

**Texas General Land Office
Community Development and Revitalization Program
Language Access Plan for Limited English Proficient Persons**

The U.S. Department of Housing and Urban Development (HUD) has allocated Community Development Block Grant Disaster Recovery (CDBG-DR) funds to the state of Texas in response to Hurricane Harvey, DR-4332. The Texas General Land Office is administering the CDBG-DR funds for the state of Texas.

The GLO is responsible for ensuring that all citizens, including persons with disabilities and limited English proficiency (LEP), have equal access to information about the programs. The GLO will ensure that program information is available in the appropriate languages for the geographic areas to be served within the 49 counties that received a Presidential disaster declaration for Hurricane Harvey, DR-4332.

The GLO has evaluated the population of persons with limited English proficiency in the 49 affected counties. The GLO consulted the Final Guidance to Federal Financial Assistance Recipients Regarding Title VI, Prohibition Against National Origin Discrimination Affecting Limited English Proficient Persons, published on January 22, 2007, in the Federal Register (72 FR 2732) and at: [https:// www.lep.gov/guidance/HUD_guidance_Jan07.pdf](https://www.lep.gov/guidance/HUD_guidance_Jan07.pdf). Based on the four-factor analysis below, the GLO has concluded that it will translate vital documents into the following five (5) languages: Spanish, Vietnamese, Chinese, Urdu, and Arabic. The additional fourteen (14) languages identified below will be accessible upon request.

Definition of a Limited English Proficient Individual:

Limited English proficient (LEP) individuals are persons who, as a result of national origin, do not speak English as their primary language and who have a limited ability to speak, read, write, or understand English.

Four Factor Analysis

The GLO is required to take reasonable steps to ensure meaningful access to LEP persons. This "reasonableness" standard is intended to be flexible and fact-dependent.

The GLO conducted an individualized assessment that balances the following four factors:

- 1. Number or proportion of LEP persons served or encountered in the eligible service population ("served or encountered" includes those persons who would be served or encountered by the recipient if the persons were afforded adequate education and outreach).*

The GLO took the following steps to identify the number LEP persons in the 49 counties impacted by Hurricane Harvey:

- Downloaded Census Table **B16001** (table showing less than "very well" English proficiency) from the 2015 American Community Survey 5-year estimates (most recent available for all 49 Counties).
- Extracted 49 CDBG-DR Eligible Counties.
- Summed up totals for all languages and compared percentages for each language (speakers of "X" Language who speak English less than "very well").
- For languages with high totals, percentages were then broken down by county to see if any particular counties were showing figures above 5% or 1,000.

No LEP population other than Spanish exceeds 5% of the total population of the 49 counties in the impacted area or county's population.

The total percent of the population across all 49 counties that are Spanish speakers who speak English less than "very well" is 11.89%, a total population of 922,921 people. Thirty-two of the 49 counties have populations greater than 5% of Spanish speakers who speak English less than "very well".

The second highest total of LEP population is Vietnamese speakers who speak English less than "very well". The total percent of the population across all 49 counties that is Vietnamese speakers who speak English less than "very well" is 0.78%; a total population of 60,695 people. The counties with the highest percentage of population of Vietnamese speakers who speak English less than "very well" are Fort Bend (1.3%), Harris (1.13%), Jefferson (0.88%), and Aransas (0.82%). (None totaling more than 1,000 people.)

The third highest total of LEP population is Chinese speakers who speak English less than "very well". The total percent of the population across all 49 counties that is Chinese speakers who speak English less than "very well" is 0.47%; a total population of 36,853 people. The counties with the highest percentage of population of Chinese speakers who speak English less than "very well" are Fort Bend (1.79%), Calhoun (1.39%), and Harris (0.55%). (None totaling more than 1,000 people.)

The fourth highest total of LEP population is Urdu speakers who speak English less than "very well". The total percent of the population across all 49 counties that is Urdu speakers who speak English less than "very well" is 0.14%; a total population of 11,183 people. The counties with the highest percentage of population of Urdu speakers who speak English less than "very well" are Fort Bend (0.67%), Galveston (0.15%), and Harris (0.5%). (None totaling more than 1,000 people.)

The fifth highest total of LEP population is Arabic speakers who speak English less than "very well". The total percent of the population across all 49 counties that is Arabic speakers who speak English less than "very well" is 0.13%; a total population of 9,818 people. The counties with the highest percentage of population that is Arabic speakers who speak English less than "very well" are Harris (0.25%), Fort Bend (0.18%), Chambers (0.14%). (None totaling more than 1,000 people.)

An additional fourteen languages totals of greater than 1,000 people who speak English less than “very well”: French, French Creole, Italian, Portuguese, German, Russian, Persian, Gujarati, Hindi, Japanese, Korean, Cambodian, Thai, and Tagalog. to. [Table 2]

2. Frequency with which LEP persons come into contact with the program.

The CDBG-DR programs address the long-term recovery needs of homeowners, renters, small businesses, and communities impacted by Hurricane Harvey.

Homeowners, renters, and small business owners are likely to have frequent contact with the program as they apply for and receive assistance. [Table 1]

3. Nature and importance of the program, activity, or service provided by the program.

The CDBG-DR programs provide funds for long-term recovery from the damage caused by Hurricane Harvey. These programs are important to the impacted counties as the programs will repair/reconstruct damaged homes, develop affordable rental units, reimburse homeowners for repair to their damage homes, and provide assistance to small business owners.

4. Resources available to the recipient and costs to the recipient.

The GLO is taking all reasonable steps to provide access for LEP persons for the Hurricane Harvey CDBG-DR programs. The availability of resources, however, may limit the provision of language services in some instances. “Reasonable steps” may cease to be reasonable when the costs imposed substantially exceed the benefits.

Table 1. Potential Interaction with LEPs by Program

Program	Applicants	Potential Interaction with LEP Persons
Homeowner Assistance Program	Homeowners	Rehabilitate and reconstruct owner-occupied single-family homes damaged
Local Buyout/Acquisition Program	Units of Local Governments/Homeowners	Buyouts/Acquisition of homes
Homeowner Reimbursement Program	Homeowners	Reimbursement for homeowners of repairs to a primary residence
Affordable Rental Program	Developers/Public Housing Authorities	Rehabilitation, reconstruction and new construction of multifamily units
PREPS Program	State Government	None
Local Infrastructure Program	Units of Local Governments	None
Economic Revitalization Program	Small Business Owners	Interim assistance to small business

Language Assistance

- The GLO assistance to LEP persons may include, but is not limited to:
 - Oral interpretation services;
 - Bilingual staff;
 - Telephone service lines interpreter;
 - Written translation services;
 - Notices to staff and subrecipients of the availability of LEP services; or
 - Referrals to community liaisons proficient in the language of LEP persons.
- Posters notifying LEP individuals of the availability of interpretation services in the languages identified Table 2 will be available in the application in-take locations and on the GLO website, recovery.texas.gov.
- Website Content—using the same prioritization as noted above, translated web content will be posted notifying LEP individuals of the availability of interpretation services.

Vital Documents

- Vital documents may include the following written materials:
 - State Action Plans and amendments;
 - Notice of assistance availability;
 - Applications for assistance for homeowner, renters, and small business owners;
 - Consent and complaint forms;
 - Written notices of rights, denial, loss, or decreases in benefits or services;
 - Notices advising LEP persons of free language assistance; and
 - Notices of public hearings,
- To identify vital documents for translation, a survey will be provided to the subrecipients for each program asking for feedback on which documents are most necessary for LEP persons. Translation will be prioritized for those documents that are most needed to alleviate an immediate problem for an individual.
- Posters in the languages identified Table 2 will be available in the application in-take locations notifying LEP individuals of the availability of translation assistance with documents.
- Website Content—using the same prioritization as noted above, translated web content and vital documents will be posted.

Language Service Protocols

Translated web content and vital documents are available on the GLO's website for web-based access to CDBG-DR programs, services and activities. Written Contact, in the form of email, letters, etc., and related responses are routed to either internal resources or external translation service provider(s) for translation, as needed.

Phone calls from persons of limited English proficiency may be transferred to internal staff or vendor(s) with the required language fluency.

The GLO contracts with vendors for telephone, document, and web content translation services and provision of in-person translations outside of the GLO staff's capabilities on an as-needed basis.

Staff Training

Staff will be trained to recognize and work with persons of limited English proficiency, and the use of appropriate language translation services. Internal staff will have access to a list of all staff members with fluency in languages other than English.

Staff training documents will also be changed in order to reflect a focus on training subrecipients and other grant administrators to recognize and work with persons of limited English proficiency.

Notice to Public

The GLO will post on its website the languages that are available for translation and interpretation services assistance.

Monitoring and Updating Language Access Plan

The GLO will monitor and update the Language Access Plan, including seeking input from beneficiaries and the community on how it is working and what other actions should be taken, as needed.

Appendix E – Public Information Requests

Individuals seeking public information about HAP will be directed to make a formal request in writing, or via the GLO web form located at <http://www.glo.texas.gov/the-glo/public-information/requests/index.html>. Public information requests made in writing may be directed to:

Hadassah Schloss
Texas General Land Office
1700 N. Congress Ave.
Austin, Texas 78701
Email: PIALegal@glo.texas.gov
Phone: 512.463.9072
Fax: 512.463.6311

The GLO is committed to programmatic transparency. As such, public information requests will be addressed in a timely manner, in accordance with federal, state, and/or local requirements.

Appendix E also includes a summary of public comment and requests for additional information received prior to the publication of this Plan, along with information on how they have been incorporated into this Plan.

State of Texas Homeowner Assistance Program (HAP)
Affirmative Marketing and Outreach Plan – Central / Golden Crescent Region
November 26, 2018

Commenter	Date Received	Summary of Comment	Clarification only (answered separately)	Addressed within AMOP	Considered, but not incorporated into AMOP (answered separately)	Notes (PLEASE NOTE: Public comment received during the public comment window, addressed to CDR@recovery.texas.gov, will be responded to by the GLO. While comments were incorporated into plan as necessary, notes have not been captured for these groups at the time of completion of the plan.)
Cynthia Staley, Golden Crescent Habitat	11/13/2018	What is the "reach back" for verifying flood insurance was maintained as required by previous Federal funding; Can HAP funds be used for deferred maintenance over and above storm damage?	x			If the home is in a floodplain and the property owner has received prior federal assistance conditioned on maintaining flood insurance, proof of flood insurance must be collected. There is no official "reach back" period, though the maintenance of flood insurance hasn't always been a condition of receipt of federal funds; HAP funds can only be awarded to a property that received storm damage, but if deferred maintenance occurred prior to or following the storm, it wouldn't make the home ineligible. If a home needs \$65k of work or more (repairing storm damage + bringing home up to local code, elevating as necessary and abating lead-based paint as necessary), the home must be awarded under "reconstruction" rather than "rehabilitation"
Tracy Figueroa, Texas RioGrande Legal Aid	11/13/2018	Is funding available for legal aid services to assist low income homeowners requiring assistance with title work, as there was following Ike and Dolly?	x			There is currently no funding in the HAP program specifically for legal aid; homeowners will be referred to one of several free or low-cost legal aid services if they require additional assistance; a title search is not a required element of the HAP, only proof and certification of ownership
Cynthia Staley, Golden Crescent Habitat	11/12/2018	Should other regional funders stop rebuilding/repairs while waiting for HAP? Clear title and FEMA receipts will be very difficult to provide in places like Refugio	x			Definitely not; a title search is not a required element of the HAP, only proof and certification of ownership; when receipts for completed work cannot be provided for a duplication of benefits review, homeowners will be able to self-certify to up to \$15k in funds, along with a review of their financial records (bank statements, etc)
Reverend Beth Tatum, Coastal Bend Disaster Recovery Group	11/8/2018	Expect a huge surge in applicants as the funds as first come, first serve; recommend considering provisions for security, shade, seating and restrooms; Can GW provide a case manager training to			x	Vendor has 3 local outreach offices and will be scheduling additional future intakes around the regions. Each office will have restrooms and seating, and if a large crowd develops, applicants will be scheduled for appointments so they don't have to wait for long periods of time; we are happy to assist in any way that we can, but we can't provide a training to one group that doesn't allow for others to attend, or prior

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		assist case managers with helping applicants fill out the online application?				to the release of the application, to ensure equal access to the program.
Kim Foutz, LTRT Aransas Co	10/29/2018	Seeking information regarding HUD Housing Counselors	x			The complete list of HUD-approved housing counseling agencies may be found here: https://apps.hud.gov/offices/hsg/sfh/hcc/hcs.cfm
Janet Carrigan, Fayette County	11/1/2018	Can new construction homes be funded with HAP for people in the floodplain?	x			New construction is not an eligible HAP activity. However, reconstruction of an existing home is allowed within the floodplain.
Rick Villa, Victoria Co LTRG	11/1/2018	Can local contractors be added to the GLO's approved contractor list?	x			The GLO completed an RFP process for contractors. Please contact the GLO (Jerry Rahm) for more information.
Roger Sheridan, BVCOG	10/29/2018	Can meetings be conducted closer to the jurisdictions within the BVCOG area?	x			Presentation slides and handouts were provided to everyone who was unable to attend an initial informational meeting, and requests for additional one-on-one meetings, presentations, calls, etc. will be scheduled as requested/as allowable
Jennifer Richards & Rachel Zummo, Texas RioGrande Legal Aid	11/12/2018	It is unclear how the Regional Housing Guidelines interact with the existing network of Housing Guidelines and related documents.			x	
		The Needs Assessments are incomplete.			x	
		FEMA Verified Loss is a deficient measure of unmet need.			x	
		The outreach plan for gathering more information about unmet need is poorly timed and lacks accountability.			x	
		The Needs Assessments place the burden on local			x	

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		governments to provide on-the-ground information about the needs of their communities, but there is no indication that the local governments actually have that information.				
		The Needs Assessments must do more to get input from community groups.			x	
		The targeted marketing and outreach strategies identified in the Regional Needs Assessments fail to meet the requirements of an Affirmative Fair Housing Marketing Plan.		x		
		The AFHM Plans contained in the Regional Needs Assessments do not identify the populations that are least likely to apply to the Homeowner Assistance Program.		x		
		The methodology used to determine the “targeted blocks” is flawed and likely results in the exclusions of communities in need of assistance.		x		
		The methodology used to evaluate the existence of targeted populations is flawed		x		

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		and its use will result in the exclusion of populations that would benefit from targeted marketing.				
		None of the counties identify specific methods they will use to target populations identified as eligible.		x		
		The State and the majority of sub-recipient’s failure to provide Spanish language materials in its outreach and marketing efforts is a violation of both the Fair Housing Act and Title VI.		x		
Madison Sloan, Texas Appleseed	11/12/2018	We strongly encourage the Region to implement a voluntary relocation program modeled on the Homeowner Opportunity Program (HOP) implemented after Hurricanes Ike and Dolly.			x	
		We are particularly concerned about the Cost Effectiveness Verification process. Such a process should include infrastructure projects as a part of this evaluation (a local infrastructure project that removes part of a neighborhood from			x	

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		the floodplain may be more cost effective than elevating multiple houses, for example) but there is no explanation of what happens if the process determines that the most cost effective assistance is an infrastructure project.				
		We have similar concerns about coordination with the buyout program. Will the programs be linked to ensure that homes are not simply left out of any recovery program?			x	
		The Needs Assessment itself acknowledges that “it is often the local communities themselves that are able to best identify need”, however, outreach and input on the assessment were limited to “public institutions, social service organizations, nonprofits and local churches/faith-based groups”. While these organizations may have valuable information on unmet needs, they are not themselves the local community. It is critical that the		x		

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		Region get input from community members who have been most directly affected by Hurricane Harvey, and will be most directly affected by the results of the Needs Assessment.				
		We also note that Needs Assessment reached out to groups representing the elderly and persons with disabilities, no groups who work with families with children or represent members of other protected classes under the Fair Housing Act were included.		x		
		FEMA Verified Loss (FVL) above zero, however, that data still does not capture the full extent of loss to low-income households. The requirement that there be FEMA verified loss, for example, excludes low-income households who were told they had no damage from Hurricane Harvey because the inspector assumed the house was in bad shape before the storm (FEMA is not legally entitled to use			x	

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		this standard, but continues to do so.)We recommend that the Region allow money be reallocated to lower-income categories, but not to higher-income categories, at minimum.				
		The Region appropriately mandates the use of multiple methods of communication, although we recommend that caseworkers tie the methods of communications to the needs of the applicant (who may not have access to email, for example). While we appreciate the inclusion of deadlines and timelines that will keep the application moving forward in a timely manner, we do recommend that a process for waiving response deadlines, for example, if the applicant was admitted to the hospital and did not receive letters or phone calls.		x		
		Given the problems with FEMA data, we recommend tracking applicants who were denied FEMA benefits			x	

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		but qualified for disaster recovery assistance under the CDBG-DR program. This will help the State estimate how inaccurate this data is in future disasters.				
Marsha Pyle	11/12/2018	Homeowners with mobile homes who didn't own the lot took FEMA funds/insurance and purchased substandard properties in need of repairs, inside Fayette County. Are there any resources for these homeowners?	x			These homeowners would not be eligible under the HAP, but may qualify for TDHCA's HOME program, or future disaster relief programs under the GLO (e.g. buyout/acquisition, homeowner reimbursement, etc)
Amelia Adams, Texas Housers	11/12/2018	The use of FVL as a determinant of need has severe limitations			x	
		Will non-LMI households be served on a first come/first served basis as well as LMI? Will the be funded until the max % allotted fro LMI households is reached? The actual unmet need among LMI households more than likely dwarfs the total funding available. LMI households should be formally prioritized for grants and all accepted LMI applicants should be served first before any non-LMI applicants are allocated funds.			x	

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		Affirmative outreach for vulnerable communities: making deliberate outreach to low income survivors will mean learning from earlier challenges and remedying them through proactive methods and alternative options (unlikely to be reached by an inspector due to unreliable phone service; hard time meeting an inspector in their home if displaced or lack of car, FEMA couldn't validate social or link apps for duplicate review)		x		
Eric Selk, HOPE NOW Alliance	11/11/2018	Income Guidelines: What is the plan for families who apply outside of income guidelines			x	There is no upper income limit on the HAP. Funds will be allocated on a first-come, first served basis based on a combined household adjusted gross income of <80% AMFI (LMI) or >80% AMFI (non-LMI)
		Proof of Event Damage: Could GLO pull the FEMA or SBA records for the customer, since many families may not be able to produce a document that is over a year old			x	A damage assessment inspection will be completed for all homeowners who do not have a FEMA/SBA Award letter
		Timeliness of App Status #2: requiring an appointment time may prove trickier than assumed. It is best to collect all information/documents when a customer reaches out			x	Appointments will be utilized in outreach offices as a measure of crowd control and to keep applicants from waiting in line for long periods of time. However, the application will be available to all applicants online (computers are also available at outreach offices to people who would like to apply without assistance but lack internet access or a computer), and community application intake sessions will be

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						scheduled for drop in applicants who would like assistance but don't want to/are unable to come at a specific time. Application must be made using the standard application form to ensure equitable access for all applicants.
		Affirmative Marketing Outreach Plan: Connecting with LMI borrowers will require creative thinking and recognition of standard modes of behavior; smart phones are ubiquitous, including text messages will improve communications; commercial providers like pharmacies see elderly and disabled daily		x		Numerous business partners have been identified as places to provide outreach within the AMOP
		Affirmative Marketing Outreach Plan: use plain language standards, avoid acronyms, short sentences and bullet points; adhere to 8th grade language level; find ways to reward creative outreach so vendors don't feel punished if efforts produce large numbers but few qualified applications; cobranding		x		
		Survivor Case Management: leverage business partners to improve outreach and public messaging; help any scammed families			x	

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		connect quickly with the Texas Department of Insurance Fraud or other necessary resources; keep vendors abreast of any potential fraud detected				
		Application Intake and Counseling: use docuSign, or electronic signatures; develop a mobile phone app; leverage providers that have brand awareness (notaries at Staples Stores, tax docs from H&R Block)			x	Electronic document collection will be utilized wherever possible. Vendor has notaries on staff, and a range of referral sources for applicants requiring additional assistance

Appendix F – Record Retention

All records shall be maintained for a 3-year period beyond the closing of a grant between the GLO and HUD. This includes copies of marketing and outreach materials utilized as well as sign-in sheets/attendance records for HAP outreach events. Applicant records, including records of correspondence, must be maintained electronically.

All projects, program activity files, and applicant information received will be maintained within the GLO's system of record (TIGR), and a backup copy shall be maintained by the regional vendor. All Federal and State requirements regarding the safeguarding of Personally Identifying Information (PII) and Sensitive Personally Identifying Information (SPII) must be met.

Appendix G – Accessibility, Language, and Other Accommodations for Public Meetings and Other Outreach Activities

Equitable access to the program is of utmost importance, and this must be reflected in marketing and outreach efforts.

The messaging contained within outreach material must be consistent across the region and between regions whenever possible, and staff must make efforts to ensure that members of vulnerable populations are receiving the same (if not more detailed) information as that which is made generally available. ALL applicants MUST utilize the approved standard application form. Reasonable accommodations must always be made to assist applicants with the completion of the application process, when requested. The Fair Housing Act prohibits discrimination and harassment due to race, color, national origin, religion, sex, familial status and disability; discrimination and harassment in any manner will not be tolerated, and **will** be grounds for immediate termination.

The following additional resources must be made available:

- Documents available in dual languages
- Translation/interpretation services
- In-home intake sessions
- Office appointments and intake sessions scheduled outside of regular business hours (evenings and/or weekends), along public transit routes and within accessible locations

Compliance with all statutes, regulations and executive orders related to fair housing, civil rights, and Community Development Block Grant funding will be required, including, but not limited to the following: Fair Housing Act, Title VI of the Civil Rights Act of 1964, Sections 504 and 508 of the Rehabilitation Act of 1973, Titles II and III of the Americans with Disabilities Act of 1990, Architectural Barriers Act of 1968, Section 109 of Title I of the Housing and Community Development Act of 1974, and the Age Discrimination Act.

A complaint and grievance procedure must be posted at each outreach office and community intake session, and include contact information for the designated Special Needs Coordinator (currently Shana DeWitt).

Assistance posters for outreach offices and intake sessions; these posters will be available in both English and Spanish.

Central /Golden Crescent Region Homeowner Assistance Program

Bastrop, Burleson, Caldwell, Calhoun, Comal, DeWitt, Fayette, Goliad, Gonzales, Grimes,
Guadalupe, Jackson, Karnes, Lavaca, Lee, Madison, Milam, Victoria, and Washington Counties



Texas General Land Office
Community Development and Revitalization

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Central /Golden Crescent Region Homeowner Assistance Program

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Texas General Land Office
Community Development and Revitalization

GENERAL COMPLAINTS

If a citizen has a complaint, they should contact their Applicant Coordinator to formally file a complaint. If the complaint is in reference to the Applicant Coordinator, or an applicant coordinator has not yet been assigned, complainants may speak to a supervisor at any Regional HAP Outreach Office to file a complaint.

COMPLAINT PROCESS

Complaint received

Applicant Coordinator will make no less than 3 documented attempts to contact complainant within 3 business days to:

- Provide immediate resolution;
- Request additional documentation from the Homeowner/Applicant or third-party provider (if the subject of a complaint);
- Attempt to schedule a conference (via telephone or in-person as necessary) with involved parties; or
- Escalate the complaint to supervisors within one business day of contact

All complaints should have a resolution within 15 business days from the time of the complaint, or, in cases where resolution has not yet been made, a request for additional time should be well documented.

SECTION 504 GRIEVANCES

All citizens shall have the right to submit a grievance on the basis of disability policies or practices regarding services, activities, facilities or benefits provided by the program.

The designated Special Needs Coordinator, the person responsible for ensuring compliance with grievance procedures and investigating discrimination complaints, shall be:

Shana DeWitt

HAP Application Coordinator Team Lead, (512) 992-0634 x105, shana@grantworks.net

When filing a grievance, the citizen must provide detailed information to allow an investigation, including the date, location, and description of the problem. A grievance must be in writing and must include the name, address, telephone number, and applicant ID, if applicable. Upon request, alternative means of filing grievances, such as personal interviews or a tap recording, will be made available. Applicants may request a review of their grievance by the HAP Special Needs Coordinator within one hundred eighty (180) days of alleged violation.

For information regarding the grievance processing timeline and appeals procedures, a full copy of the plan may be found here ([Regional website address](#)), at any HAP office or by phone/email, [here](#).

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