



**State of Texas Homeowner Assistance Program (HAP)
Affirmative Housing Marketing and Outreach Plan
HGAC-W/Lower Colorado Region**

November 27, 2018



Table of Contents

Disclaimer	5
Executive Summary	5
Outreach Goals and Objectives.....	7
Affirmatively Furthering Fair Housing (AFFH).....	7
Weekly/Monthly Reporting	7
Goals/Targets	8
Marketing and Outreach Activities	10
Marketing Activities	10
Texas Recovery Website – HAP Webpage	10
Radio and Television	10
Out of Home – Billboards, Electronic Public Safety Signs, and Other Signage	12
Social Media	13
Digital and Printed Ads.....	14
Community Events.....	15
Local Newsletters, List Serves, and Other Information Outlets	15
Earned Media	16
Outreach Activities	16
Marketing Materials - Brochures, Handouts, Flyers, Postcards, and Utility Bill Inserts	16
Community Meetings.....	17
Door-to-Door Canvassing.....	18
In-Home Application Support.....	20
Phone (Calls and Text).....	20
Application Intake Session	21
Outreach to Residents of Abandoned Homes / Displaced Persons.....	21
Referral of Public Services (e.g., Housing Counseling, Legal Counseling, Job Training, Mental Health Services, General Health Services).....	22
Network of Community Partnerships	22
Regional Needs Assessment Informed Outreach Strategies	23
Low-to-Moderate Income (LMI) Households	27
Racial and Ethnic Minorities Living in Poverty	27
Limited English Proficiency (LEP)	27
Special Access and Functional Needs (AFN).....	28

State of Texas Homeowner Assistance Program (HAP)
 Affirmative Housing Marketing and Outreach Plan – HGAC-W/Lower Colorado Region
 November 21, 2018

Persons with a Hearing Difficulty.....	28
Persons with a Vision Difficulty.....	28
Persons with a Cognitive Difficulty.....	28
Persons with an Ambulatory Difficulty	28
Persons with a Self-Care Difficulty	28
Persons with an Independent Living Difficulty	28
Households with Elderly Individuals (i.e., 65 years or older)	29
Households with Children Under 18.....	29
Female Heads of Household	29
Displaced Homeowners / Abandoned Homes	29
Living in a Flood Hazard Zone	29
Veterans	29
Community Input and Collaborative Partnerships.....	32
COGs and Local Governments	32
Housing Counseling Agencies and Other Social Service Providers.....	33
Voluntary Organizations Active in Disasters, Long-Term Recovery Groups, and Emergency Management Coordinators.....	33
Other Community Partners	34
Public Comment / Citizen Participation	35
Protocols	36
Outreach Team.....	36
Glossary of Terms and Acronyms	37
Appendix A – Traditional Media Outlet Examples	42
Appendix B - Reporting Templates	44
Weekly Report	44
Monthly Report.....	44
Appendix C – HAP Flyer.....	45
Appendix D: Communicating with COGs and Local Elected Officials.....	46
Appendix E – GLO Approval and Standardization of Marketing and Outreach Material	47
Appendix F – Public Information Requests.....	48
Appendix G – Record Retention.....	49
Appendix H – Accessibility, Language, and Other Accommodations for Public Meetings and Other Outreach Activities	50
Appendix I – Census Tract Description for Areas Targeted for Door-to-Door Canvassing	51

Table of Figures

Figure 1: HGAC-W/Lower Colorado Region Map	6
Figure 2: Radio Script.....	11
Figure 3: Billboard Advertisement	12
Figure 4: Social Media Ad.....	13
Figure 5: Print Advertisement.....	14
Figure 6: Utility Bill Insert	17
Figure 7: Door Hanger	19
Figure 8: Example Email Blast.....	21
Figure 9: Areas for Targeted Marketing and Outreach.....	25
Figure 10: Map of Census Tracts where Door-to-Door Canvassing will be conducted.....	51

Table of Tables

Table 1: HAP Funding Targets (\$) by Income Category – HGAC-W/Lower Colorado Region	9
Table 2: Television Stations serving the HGAC-W/Lower Colorado Region	11
Table 3: Schools in the HGAC-W/Lower Colorado Region	15
Table 4: HGAC-W/Lower Colorado Region Targeted Population: Demographics	23
Table 5: Marketing and Outreach Activities.....	26
Table 6: Example VOADs, LTRGs, and EMCs.....	33
Table 7: Community Consultations	35
Table 8: Census Tracts where Door-to-Door Canvassing will be conducted.....	51

Disclaimer

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

Executive Summary

Hurricane Harvey (DR-4332) made landfall in south-central Texas on August 25, 2017. Millions of residents were impacted with extremely high winds, heavy rains, and a massive storm surge that swamped coastal areas. In response to the damage resulting from Hurricane Harvey, the U.S. Congress allocated Community Development Block Grant – Disaster Recovery (CDBG-DR) funds to support long-term recovery.

Over \$1 billion has been allocated to six regional areas impacted by Hurricane Harvey for the State Homeowner Assistance Program (HAP or “Program”) to be administered by the Texas General Land Office (GLO). \$218,621,431 of the funds is allocated for housing assistance to owner-occupied households in Austin, Colorado, Fort Bend, Matagorda, Waller, and Wharton counties. These six counties make up the HGAC-W/Lower Colorado Region (see Figure 1).

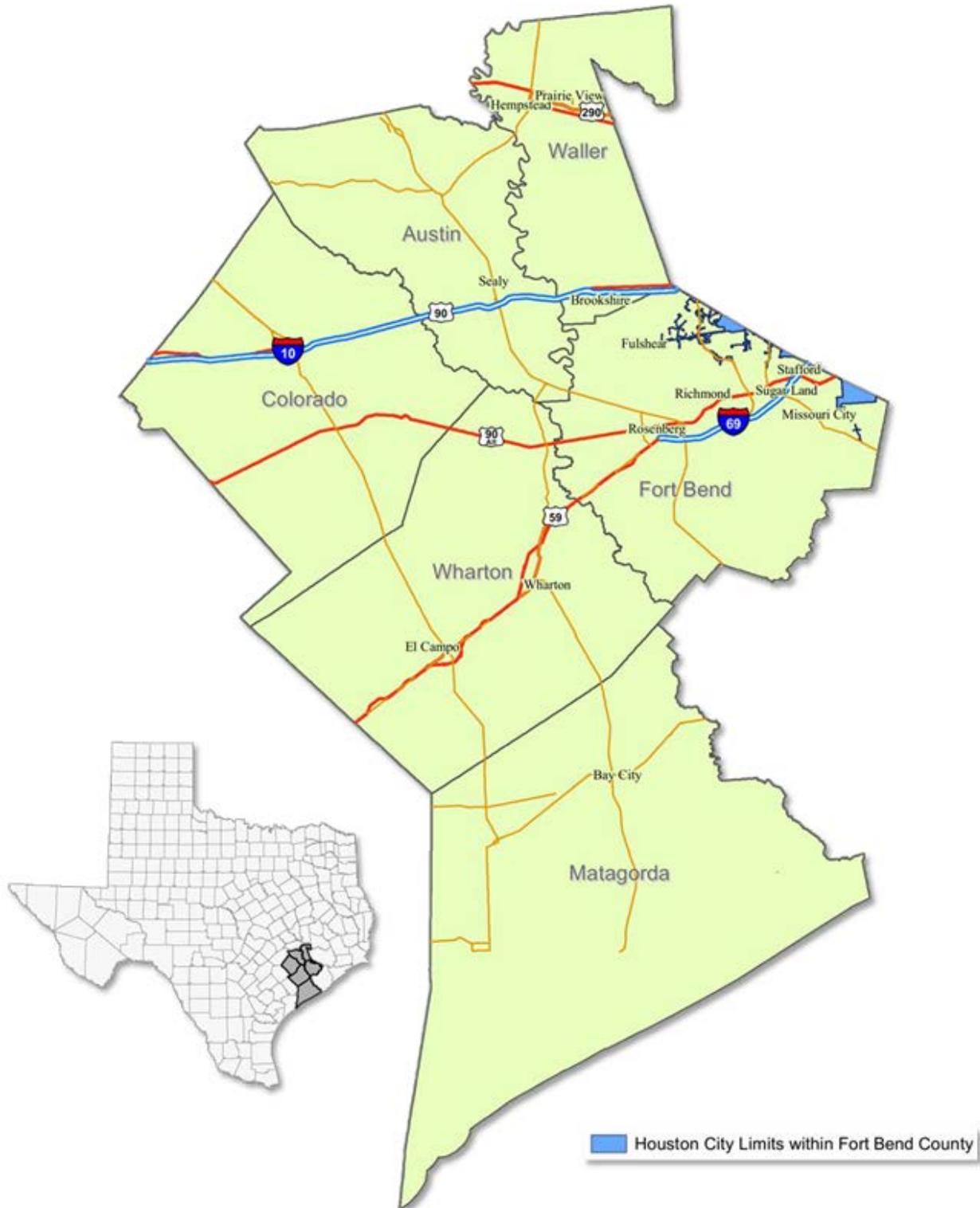
This plan outlines the marketing and outreach activities and strategies that will be implemented in the HGAC-W/Lower Colorado Region. This includes enhanced and targeted outreach activities to support fair housing for vulnerable, hard-to-reach populations. This marketing and outreach plan encompasses the intent of the Affirmatively Furthering Fair Housing (AFFH) regulations and policies to ensure the inclusive dissemination of information, collection of data and precise reporting procedures necessary for a sustainable housing outreach recovery program.

A program of this size and scale requires traditional and non-traditional marketing and outreach activities. Utilizing housing subject matter experts and outreach coordinators from the local areas, general outreach and marketing activities will be deployed in each region. In addition, the Outreach Team (“Team”) will deploy targeted marketing and outreach to reach specific groups in locations identified in the Regional Needs Assessment¹.

The outreach plan includes the creation of a collaborative partnership with community members and other key stakeholders. This will enable the Team to work more effectively, and efficiently, with Volunteer Organizations Active in Disasters (VOADs), Long Term Recovery Groups (LTRGs), Emergency Management Coordinators (EMCs) and other groups to align and work together to meet the needs of the community.

¹ The Regional Needs Assessment for HGAC-W Lower Colorado Region can be found at <http://recovery.texas.gov/public-notice/files/hap/hgac-w-regional-needs-assessment.pdf>

Figure 1: HGAC-W/Lower Colorado Region Map



Outreach Goals and Objectives

Affirmatively Furthering Fair Housing (AFFH)

The GLO and vendors administering GLO programs related to direct housing assistance are committed to affirmatively furthering fair housing through affirmative marketing and outreach. The goal is to ensure that HAP’s marketing and outreach efforts reach eligible persons from all racial, ethnic, and national origins; religious affiliations; familial situation; disability status; “special needs”; and gender groups (i.e., Fair Housing Act protected classes), so that populations that may be less likely to apply for assistance have equal access to HAP.

The Team’s marketing and outreach efforts to affirmatively further fair housing for HAP include but are not limited to the following:

- Advertise with traditional (Appendix A) and social media outlets that provide unique access for persons who are considered members of a protected class under the Fair Housing Act.
- Distribute marketing packets to non-profit and other identified community organizations serving vulnerable populations. Marketing packets will include GLO-approved marketing materials such as the HAP brochure, Homeowner Checklist, HAP Timeline, etc.
- Coordinate with community stakeholders to sponsor and/or attend community meetings and events and conduct door-to-door canvassing in areas identified in the Regional Needs Assessment.

Applications and forms will be offered in English and every effort will be made to assist those applicants with Limited English Proficiency.

The Outreach Team will ensure that HAP offices, satellite application intake centers, and outreach events are held in buildings compliant with the Americans with Disabilities Act (ADA), provide sign language (presumably ASL) provided a 3-day notice; visually impaired assistance likewise.

The Outreach Team will use the Fair Housing logo in its Program advertising, post Fair Housing posters and related information, and, in general, inform the public of its rights under Fair Housing regulations.

Weekly/Monthly Reporting

Weekly status reporting of marketing and outreach efforts will be provided during the weekly conference calls with the GLO Grant Manager. In addition, monthly reports will be sent to GLO with a comprehensive summary of all outreach and marketing activities by Region and county, along with data regarding outreach efforts in the HUD-identified most impacted counties and zip codes and vulnerable populations (Appendix B). Documentation of outreach and marketing activities, including copies of all advertisements and announcements, will be retained and made

available per GLO's request. The outreach results will be measured against expected results. As necessary, additional outreach activities will be scheduled or conducted to help reach the goal.

Goals/Targets

Marketing that is well-planned, strategic, consistent, and ongoing is an important component of a successful program. The marketing goals for HAP in the HGAC-W/Lower Colorado Region are:

- Inform and engage the potential applicants residing within the impacted Counties;
- Assist applicants in program enrollment;
- Assist applicants towards a better understanding of unresolved issues preventing their progression through the program;
- Assist (where applicable) community partners in serving applicants;
- Manage applicant and stakeholder expectations (e.g. program timeframes, funding limits, eligibility requirements).

The strategies that will be employed to achieve the marketing goals, regardless of the criteria for targeted marketing and outreach, are outlined in the Marketing and Outreach Activities section of this plan.

Although HAP is open to all eligible survivors of Hurricane Harvey affected in the region, survivors of certain demographics may be less likely to be reached by general marketing and outreach activities. As a result, these identified vulnerable populations will be the primary focus of enhanced and targeted marketing and outreach activities. Geographic areas with significant damage associated with Hurricane Harvey and high concentrations of any of the following individuals are identified for targeted marketing and outreach intended to reach these populations:

- Racial and ethnic minorities living in poverty
- Veterans
- Elderly
- Limited English Proficiency (LEP) individuals
- Female heads of household
- Displaced homeowners of abandoned homes
- Impacted owners of homes in a floodplain
- Households with disabled persons (e.g., self-reported FEMA registrants with access and functional needs (AFN), or persons with a hearing, vision, cognitive, ambulatory, self-care, and/or independent living difficulty identified in U.S. Census data).

These identified populations may be less likely to receive information about the Program and their potential eligibility through traditional sources because they are deterred from applying due to financial, physical, social, or language barriers. While general marketing and outreach strategies will be deployed across the region, additional targeted marketing and outreach will be conducted to reach these vulnerable and hard-to-reach households. It is important to establish a

targeted marketing and outreach strategy to reach certain vulnerable populations and provide equitable opportunities to apply for program benefits. Implementing a targeted marketing and outreach strategy supports equitable opportunity for survivors to apply for assistance and contributes to affirmatively furthering fair housing.

The State’s Action Plan for long-term recovery from Hurricane Harvey requires a minimum of 70% of funding available for the HGAC-W/Lower Colorado region be applied to LMI households, defined as having a household income below 80% of the Area Median Family Income (AMFI) adjusted for household size. The Regional Needs Assessment establishes minimum allocations to three LMI income sub-categories to ensure the lowest income households are served in proportion to their impact. These minimum funding targets are shown in Table 1, with the remaining \$65,586,429 (30% of Program funds) allocated to “Urgent Need” households above 80% AMFI.

Table 1: HAP Funding Targets (\$) by Income Category – HGAC-W/Lower Colorado Region

	Minimum Target	Maximum
<i>Budget</i>	\$218,621,431.00	
Greater of 0-30% AMFI** or Federal Poverty Level	\$66,928,319.25	
31-50% AMFI	\$18,611,972.08	
51-80% AMFI	\$30,701,445.02	
0-80% AMFI (Non-Targeted)	\$36,793,265.35	
Above 80% AMFI	\$0.00	\$65,586,429.30
Total	\$153,035,001.70	\$65,586,429.30
Total LMI	\$153,035,001.70	\$218,621,431.00

Spanning six counties, the HGAC-W/Lower Colorado Region has a population of approximately 811,000 individuals in over 260,000 households. In total, the region suffered over \$148 million in FEMA verified loss (FVL), with nearly \$500 million in estimated unmet need remaining to fully repair and rehabilitate housing in the region. Two counties were designated as most impacted and distressed (MID) areas by the U.S. Housing and Urban Development (HUD), Fort Bend and Wharton, as well as three ZIP codes: 77414, 78934, and 77423. These zip codes are in Matagorda, Colorado, and Waller counties, respectively. The remaining areas in the counties covered in this region were designated MID by the State. The HUD MID has a total funding allocation of \$152,295,880 and the State MID is \$66,325,551 with a total of \$218,621,431.

The region is comprised of 313 total U.S. Census block groups. Through the established target prioritization criteria, enhanced and targeted marketing and outreach activities will be aimed at 45 block groups with a population of 274,328, which is 34% of the impacted population, many of whom live in areas with high concentrations of LMI households, minorities living in poverty, and other vulnerable populations.

Marketing and Outreach Activities

This section includes general and enhanced targeted marketing and outreach activities that will be deployed in the HGAC-W/Lower Colorado Region. All marketing and outreach documents will be approved by GLO prior to utilizing as marketing materials and/or posting on various media platforms. As the Program moves forward, we will adapt our activities based on the level of responsiveness from homeowners. The focus will then shift to less responsive populations that are disproportionately participating in the Program. To ensure the Program has maximum exposure to all potential applicants, the team will constantly monitor application rates against LMI Targets on a geographic basis to direct where to conduct outreach and marketing. The monitoring will not only consist of the level of responsiveness of homeowners but will take into account the feedback given from program applicants and their advocates on the best ways to engage other potential applicants and driving additional training focal points for those individuals taking the application on how to obtain that feedback and report it so that those changes can be adopted.

Marketing Activities

Texas Recovery Website – HAP Webpage

The program website, <http://recovery.texas.gov/programs/homeowner-assistance/index.html> is a critical tool in the recovery process as it provides access to program materials and other beneficial materials and resources. The Team will assist in developing the following content for the program website:

- Frequently Asked Questions (FAQs)
- HUD income limits by county
- Marketing materials
- Main Office locations, phone numbers, and hours of operation
- Satellite application-intake locations, dates, and hours of operations
- Outreach event dates, locations, and hours

Radio and Television

Broadcast Radio is the medium reaching the largest audience, with over 93% of the country using broadcast radio on a weekly basis – as a comparison, broadcast TV reaches 79.5% and cable TV 77.3%. When it comes to lower income households specifically, broadcast radio reaches a very high percentage, 83.6%. This media asset provides blanket coverage over the targeted area both in and out of home, especially with in-car listening.

Through conversations with Texas residents impacted by Hurricane Harvey, we know they are increasingly reliant on information platforms available to them while they are mobile as they rebuild. Radio placements, via traditional AM/FM broadcasts and streaming internet radio, can reach target audiences at desired times of the day, with interest-specific and localized options.

The Team will utilize the media contact list provided by the HGAC (Appendix A) for marketing HAP on radio, television, and newspaper outlets. At this time, the radio schedule will commence during the initial outreach activities and main-office openings. Subsequent rounds of radio ads will occur based on the ongoing analysis of potentially eligible homeowners identified in the Regional Needs Assessment Report who have not applied to HAP and/or have incomplete applications. See the Figure below for an example of a radio script.

Figure 2: Radio Script

Example 30 -second Radio Script:

Has your home been impacted by Hurricane Harvey? Many of you, including our neighbors, family and friends were devastated and displaced by Hurricane Harvey. Now there is an opportunity to rebuild our homes and recover through a new Texas Homeowner Assistance Program. Go online to www.recovery.texas.gov or call 1-844-893-8937 for immediate assistance. That's www.recovery.texas.gov or call 1-844-893-8937. Do it now as assistance to help you rebuild your home is available through this new program provided by the State of Texas. That's www.recovery.texas.gov or call 1-844-893-8937. Let's rebuild together.

This public service announcement has been brought to you by the Texas General Land Office and the Texas Homeowner Assistance Program.

The broadcast television stations that reach the residents in the HGAC-W/Lower Colorado Region are primarily based in the Houston area. See Table 2 below. Because these stations also reach into the City of Houston, Harris County, and the HGAC-E/Gulf Coast Region, all of which are being served through separate outreach efforts, television advertisements will not be an effective means to reach our target audience. The stations listed below will be utilized as needed for broad advertisements but will not be a primary means for outreach or marketing.

Table 2: Television Stations serving the HGAC-W/Lower Colorado Region

Television Station/Network Affiliate	Designated Media Area	Counties Covered
KXLN (Univision)	Houston	Austin, Brazoria, Calhoun, Chambers, Colorado, Fort Bend, Galveston, Grimes, Harris, Jackson, Liberty, Matagorda, Montgomery, Polk, San Jacinto, Walker, Waller, Washington, Wharton
KFTH (UniMas)	Houston	Austin, Brazoria, Calhoun, Chambers, Colorado, Fort Bend, Galveston, Grimes, Harris, Jackson, Liberty, Matagorda, Montgomery, Polk, San Jacinto, Walker, Waller, Washington, Wharton
KTBU (MegaTV-Spanish)	Houston	Austin, Brazoria, Calhoun, Chambers, Colorado, Fort Bend, Galveston, Grimes, Harris, Jackson, Liberty, Matagorda, Montgomery, Polk, San Jacinto, Walker, Waller, Washington, Wharton
KTMD (Telemundo)	Houston	Austin, Brazoria, Calhoun, Chambers, Colorado,

Television Station/Network Affiliate	Designated Media Area	Counties Covered
		Fort Bend, Galveston, Grimes, Harris, Jackson, Liberty, Matagorda, Montgomery, Polk, San Jacinto, Walker, Waller, Washington, Wharton
KUVM (MundoFox)	Houston	Austin, Brazoria, Calhoun, Chambers, Colorado, Fort Bend, Galveston, Grimes, Harris, Jackson, Liberty, Matagorda, Montgomery, Polk, San Jacinto, Walker, Waller, Washington, Wharton

Out of Home – Billboards, Electronic Public Safety Signs, and Other Signage

Out-of-home paid media includes billboards and printed signs for our general marketing. This form of media also includes public buses, bus stops, and other forms of print and digital ads in public spaces frequented by our targeted groups.

Billboard marketing for this campaign will be used to reinforce the broadcast messaging in the marketplace. The permanent and digital panel locations utilized will target drivers travelling to and through the targeted zip codes. Additionally, interior public bus placards will target lower income residents that rely on public transportation. The Team will identify and work with billboard advertising companies (e.g., Lamar Advertising, JGI Outdoor Advertising) serving areas in the HGAC-West/Lower Colorado Region. The Figure below is an example of the billboard ad that will be utilized.

Billboard advertisements will be strategically placed in high traffic areas, preferably along interstates.

Figure 3: Billboard Advertisement



Social Media

Social media advertising provides the opportunity to hyper-target and localize messaging to exclusively reach target audiences on desktop and mobile devices. We will leverage GLO’s existing social media platforms (Facebook, Twitter, LinkedIn) to place local messaging into personal news feeds, providing homeowners with information on how, when, and where they can apply for the Program, general information about HAP, and construction/contractor items. The Figure below depicts an example of a social media ad.

Social media videos provide some of the most effective means of communicating detailed information on HAP guidelines, eligibility criteria, and funding priorities. In addition, we will highlight progress made through personal stories and share encouraging testimonial videos of those helped through similar programs in other states and storms.

Figure 4: Social Media Ad



Social Media posts will be an on-going means of outreach extending beyond the application phase. The Social Media platform will be a critical means to reach applicants who are accepted into the program and progressing into construction. These social media posts will include program updates, deadlines, policy updates, and clarifications or FAQ’s on commonly misunderstood policies.

Digital and Printed Ads

Digital and printed advertising will leverage a variety of content types and online channels to place specific messaging in front of our target audiences. Digital display ads (banner ads), video ads, and email ads will be primarily placed in the most affected targeted areas. Supplemental ads will also be placed throughout the region to encourage participation from all affected areas. The Figure below shows an example of initial print ads that will be used. The Team will identify the appropriate media outlets (Appendix A) for placement of specific digital and print ads in newspapers, magazines, and other publications in response to initial and ongoing application rates, providing targeted messaging to groups indicated as needing additional marketing/outreach based on incoming data.

Figure 5: Print Advertisement

The advertisement is a vertical rectangular graphic with a dark blue background and a gold border. The main text is in white and light blue. At the bottom, there is a white section with contact information and icons, and a dark blue footer with the organization's name.

**WAS YOUR HOME
DAMAGED OR
DESTROYED BY
HURRICANE HARVEY?**

**You may be eligible for
assistance. Don't delay.**

Apply Now.

 recovery.texas.gov

 **1-844-893-8937**

 cdr@glo.texas.gov



Texas General Land Office
Community Development and Revitalization

Community Events

Informing nonprofits and public officials of the parameters of HAP is vital to its overall success, as these community leaders can help lend credibility to the Program and establish trust among our target population. Local elected officials, government employees, and community partners can help inform and educate constituents they serve about the program and the potential to assist with the recovery efforts.

Community events whether sponsored by HAP, community organizations, or elected officials, etc. will play a substantial role in marketing the program. At these events, the Team will use the aforementioned marketing packets, GLO resources, etc. to provide HAP information to the community, perform application intake, and help survivors understand the status of their application and unresolved issues preventing their progression through the program, etc.).

Local Newsletters, List Serves, and Other Information Outlets

The Team will utilize the information outlets to disseminate information about HAP including school newsletters, parent-teacher organizations, and professional and trade organizations. Outreach will be conducted at existing, well-attended school events (i.e. sporting events, open houses, etc.) to inform parents and other individuals who may be in attendance about HAP. The flyer shown in Appendix C will be distributed at these events. The Outreach Team will also be available to answer any specific questions from attendees. Outreach efforts will include setting up booths at school events, disseminating information via email subscriptions lists, and engaging parents, school employees and vendors.

Listed in the Table below are some of the schools the Outreach Team will partner with as part of the marketing and outreach strategy. These schools provide an important connection to students who are receiving free/reduced lunches (LMI target rich environment) and enhance the team’s ability to conduct additional geo-targeted outreach as application submittal tracking pinpoints specific areas as low in application volumes.

Table 3: Schools in the HGAC-W/Lower Colorado Region

County	School Name
Austin	Sealy High School
Austin	Bellville High School
Austin	Brazos High School
Colorado	Rice High School
Colorado	Columbus High School
Colorado	Weimer High School
Fort Bend	Willowridge High School
Fort Bend	Thurgood Marshall High School
Fort Bend	Dulles High School
Fort Bend	Travis High School
Fort Bend	George Bush High School
Fort Bend	Stephen F Austin High School
Fort Bend	Clements High School

Fort Bend	Kempner High School
Fort Bend	Hightower High School
Fort Bend	Ridge Point High School
Fort Bend	Lamar Consolidated High School
Fort Bend	Stafford High School
Fort Bend	Foster High School
Fort Bend	BF Terry High School
Fort Bend	George Ranch High School
Fort Bend	Katy High School
Fort Bend	Needville High School
Fort Bend	Obra D Tompkins High School
Matagorda	Tidehaven High School
Matagorda	Van Vleck High School
Matagorda	Bay City High School
Matagorda	Palacios High School
Wharton	Wharton High School
Wharton	El Campo High School
Wharton	East Bernard High School
Wharton	Boling High School
Waller	Hempstead High School
Waller	Waller High School

Earned Media

Earned media is an opportunity to build trust with potential program applicants by delivering excellent results to existing program applicants. It will include the usage of public service announcements through local television and radio stations, interviews on morning news and radio affiliates, and letters to the editor of local newspapers. Each of these mediums will be used to discuss the program and its benefit to the participant. Once these interviews have taken place, they can be shared via social media outlets and/or through other forms of communication (i.e. text message, email, etc.) to inform others. Our customer service strategy is rooted in the delivery of accurate, timely, and consistent information, exceptional customer service with empathy, active engagement within the communities, and quality workmanship. We anticipate that applicants who have a positive experience will promote the program to their neighbors, family members, friends, and acquaintances.

Outreach Activities

Marketing Materials - Brochures, Handouts, Flyers, Postcards, and Utility Bill Inserts

The Team will utilize a suite of GLO-approved program materials to share with eligible residents and stakeholders to explain and simplify important program messages and processes. These materials will be available at the Texas Recovery Website –

<http://recovery.texas.gov/programs/homeowner-assistance/index.html>, distributed at outreach events, and provided to community partners and elected officials. Copies of printed materials will be placed at locations with high levels of access to our target population, such as grocery stores, public offices, and local churches. See Appendix C for a sample program flyer that will be the standard advertisement used at these locations.

The Outreach Team will contact local utility companies to coordinate inclusion of HAP advertisement, shown in the Figure below, in residents' utility bills. This method of outreach is meant to provide a simple, direct message about the program and direct residents on how to find out more information if they are interested.

Figure 6: Utility Bill Insert



The graphic is a utility bill insert with a dark blue background and white and light blue text. At the top, it asks "WAS YOUR HOME DAMAGED OR DESTROYED BY HURRICANE HARVEY?" in large white letters. Below that, it says "You may be eligible for assistance." in light blue, followed by "Don't delay. Apply Now." in white. At the bottom, there is a white bar with contact information: a globe icon, "recovery.texas.gov", a phone icon, "1-844-893-8937", an envelope icon, and "cdr@glo.texas.gov". Below this bar, it says "Texas General Land Office" and "Community Development and Revitalization" in white, with a small house icon on the right.

During all outreach efforts, the Outreach Team will be wearing a program badge and lanyard which identifies them and provides a consistent association with the program. While they are out in the field, they will also be required to wear a program security vest. The Outreach Team will be equipped with business cards for the Program where they can provide their own contact information to the applicant.

Community Meetings

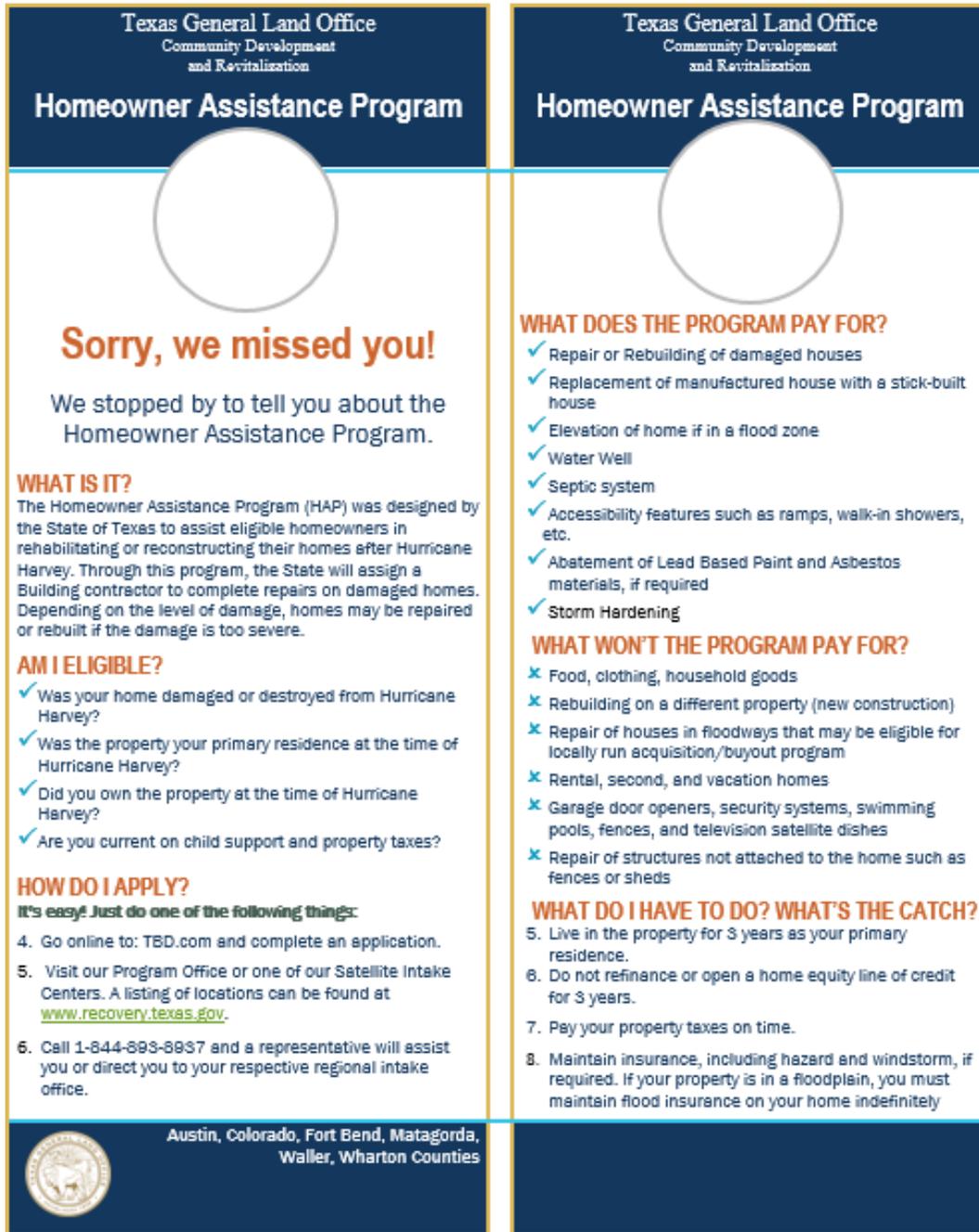
The Team will regularly attend community meetings to present an overview of the program, and be available to answer any questions and/or concerns residents may have regarding the Program. Community meetings at the local schools, non-profit organizations, church groups, county/area-specific community events, etc. will be attended by Team members to help identify potential applicants, provide resources and information, and answer questions on applying to the Program. In instances where certain target populations are recorded as low-responding, the Outreach Team will also work directly with the appropriate elected officials, non-profit organizations and church groups to develop program-specific community meeting/outreach sessions in addition to regularly scheduled meetings provided by these organizations and leaders.

Door-to-Door Canvassing

Canvassing neighborhoods to inform survivors about HAP is an effective way to engage with the targeted households, provide detailed program information, and answer questions. This activity provides a personal touch to service delivery with face-to-face interaction. The initial priority areas for door-to-door canvassing are based on areas with widespread and significant amounts of damage and high concentrations of LMI households, elderly, or individuals with Access and Functional Needs (AFN) as identified in the Regional Needs Assessment. See Appendix I for the specific areas where door-to-door canvassing will be conducted.

Teams of two will be disbursed into each street in these neighborhoods. They will provide residents with the HAP Flyer in Appendix C and explain the program to them. For residents that are not at home during the canvassing activity, the Outreach Team will leave the door hanger shown in the Figure below.

Figure 7: Door Hanger



After the initial door-to-door canvassing is complete, the Outreach Team will evaluate the effectiveness of the effort. Canvassing will be expanded to include additional areas based on field observations, feedback from community partners, and data collected during other outreach efforts (i.e. outreach events, community meetings, etc.)

Additionally, special outreach events will be held in locations that fit the criteria listed above to offer access to enhanced services to this vulnerable population. As the program evolves and homeowners apply to the Program, the Team will continuously track the proportions of completed and non-completed applications by these groups to inform modifications to the approach that will help achieve the goals and targets of this plan.

Printed signs will be used in impacted neighborhoods to direct survivors to GLO's HAP website and call center. These signs will also be available to community leaders for distribution in all impacted areas. Our sign distribution plan is as follows:

- Identify, connect, and distribute signs and information to community leaders, businesses, and nonprofits that serve these areas and engage them in canvassing efforts.
- Assign each two-person outreach team to a specific geographic area with the responsibility of tracking on provided maps where signs are placed in the area. A comprehensive map will be created with all areas reached by the Team.
- Each Team member will be responsible for contacting nonprofits and local officials to request support in the placement of yard signs in the designated geographic area and place signs along highly visible routes in their area
- Door hangers will be used to reach out to homeowners who may not be home at the time our Team is in their area, but will be subject to compliance with local code restrictions

In-Home Application Support

The Team will be available, upon request and for specific vulnerable populations (e.g., elderly and disabled), to conduct application intake at the applicant's primary or temporary residence. The requests will be approved on a case-by-case basis. In-home application support will be scheduled directly with the applicant.

Phone (Calls and Text)

Through partnership with local community groups who have established relationships with survivors, the Team will direct targeted phone communications to eligible residents to encourage their participation in HAP. These communications channels can also serve as vehicles for sharing important update messages on an ongoing basis during the application process and throughout the Program. We will work with LTRGs, non-profits and churches to develop language for text and/or email blasts to their contact lists. Our team will similarly target text messages to households who applied for FEMA IA, should FEMA and GLO approve the use of the FEMA database for HAP marketing purposes.

Figure 8: Example Email Blast

Was your home damaged by **Hurricane Harvey**? Do you still have Harvey related damage needing to be repaired? Assistance is now available through the Texas Homeowner Assistance Program. Please visit www.recovery.texas.gov or call 1-844-893-8937 to speak to a Program Representative and get your application started TODAY.

Visit the website for hours of operation for each of our locations. Program Specialists are available to provide in-person application assistance, answer any questions you may have and provide general information on the application process. Please visit www.recovery.texas.gov or come out to the Homeowner Assistance Center at the address above to learn more.

To start your application online today, we have provided a link to the information required to complete your Texas Homeowner Assistance Program Application <http://www.glo.texas.gov/recovery/files/hap-checklist.pdf>. Any questions may be discussed with a program representative at 1-844-893-8937.

Please feel free to forward this important information to other homeowners that had their home damaged by Hurricane Harvey and need assistance.

Application Intake Session

Application intake sessions will be scheduled throughout the region. These events will be held at easy-to-find, centrally located and accessible locations. The group sessions will begin with a program overview followed by a Q&A session. Next, the Team will assist residents with completing an application. These sessions will be held until a sufficient number of applications have been received to meet the Program's goals and targets.

Outreach to Residents of Abandoned Homes / Displaced Persons

The Outreach Program will include a reasonable effort to address empty lots and abandoned structures. The Program will keep a log noting the targeted properties from which informational mailers are returned as undeliverable. This information will be shared with GLO upon request.

Attempts will be made to identify the property owners of empty lots and abandoned structures as well as determine whether the lots are empty, or structures were abandoned due to damage to structures from Hurricane Harvey. Efforts to reach these individuals include leaving marketing materials with neighbors. Our team will also explore the practicality of including Program materials with annual tax bill mailouts, thereby reaching homeowners whose mailing address may be different than the damaged address. Utilization of FEMA IA data will be useful in reaching the diaspora and assisting in developing targeted approaches.

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

A list of available support services will be included in the materials provided to applicants during initial contact. Additionally, the most vulnerable populations will be provided information on the HAP Public Services and will be referred to HUD-certified housing counselors, as appropriate. The program’s applicant coordinators will work closely with these housing counselors to eliminate barriers to program entry for these vulnerable populations.

Network of Community Partnerships

An innovative part of our approach is to create a network of community partnerships by connecting with community resources. Many of these community-based entities are already working with the citizens affected by Hurricane Harvey and know precisely who they are and how to reach them. A Community Partner Tool Kit will be provided to the leaders of the community and faith-based organizations and other key stakeholders. This kit will include a partner introduction letter, the Team’s contact information, HAP FAQs, and HAP marketing materials. In addition, the packet will include a list of partnership opportunities with HAP (e.g., sponsor an outreach event, fliers in church bulletins, etc.). In addition, we will work with community leaders to distribute Program flyers in public utility service billing statements, local public school’s newsletters, local community organizations’ publications, and with the HGAC’s Meals on Wheels programs for seniors.

Regular and frequent training will be provided to community partners and faith-based organizations that will equip them on how to respond to the questions and concerns of program participants. These individuals serve often as a first point of contact for information and need to be adequately equipped with the necessary information and resources. This training will be done on a continual basis to include policy and procedural updates. An assessment component will be implemented to obtain feedback from service providers and participants to make changes as needed to the program’s policy and procedures.

Elected Officials Engagement

Elected officials are an essential point of contact for residents during disasters and disaster recovery. These individuals are in constant contact with constituents either through their outreach efforts (email blasts, community meetings, etc.) and/or through constituent-initiated contact. Therefore, elected officials and their staff will be provided resources to disseminate when they are contacted by a constituent. A curriculum and training module will be developed to provide on-going trainings on how to address constituent concerns regarding the program and on the program’s policy and procedural updates. Additionally, copies of the Community Partner Tool Kit will be available at their office for use and distribution.

Employers

A key component of the outreach strategy is engaging major employers in the region. Often when individuals are displaced during disasters they still report to work. Potential program participants

can be engaged at work by facilitating break-time informational meetings, setting up tables/booths in a common area, and hosting Lunch & Learns to provide information about the program while they are at work. Employer information on potential applicant can be obtained from VOADs and disaster recovery databases with permission or through information obtained through the local chamber of commerce. A survey will be developed to be used by local chamber of commerce, business, and/or trade organizations to assess the number of employees impacted by the disaster to determine which employers targeted outreach can be conducted. Employer-driven outreach engagements can be useful in reaching displaced homeowners as well as high populations of LMI staff embedded within large employer bases – for example, using employment-based tools to reach janitorial staff at school system/hospitals.

Regional Needs Assessment Informed Outreach Strategies

The targeted marketing and outreach strategies included in this Marketing and Outreach Plan focuses on specific demographics. It would not be practical, effective, or a responsible use of resources to conduct targeted marketing and outreach (e.g. door-to-door canvassing) everywhere in the region. Specific and targeted marketing and outreach activities were developed based on the Regional Needs Assessment for targeted populations. The general marketing and outreach activities will be delivered at the regional level.

Per the Regional Needs Assessment, data available from FEMA on households affected by Hurricane Harvey and who applied for FEMA IA programs provides an indicator of where concentrations of affected households are located in the Region. In the Regional Needs Assessment, the data was sorted first at the regional level and then the block group level. Block groups that met criteria for minimum number of households affected with a minimum average level of impact were identified as having a level of impact that warrants additional targeted marketing and outreach.

The methodology and values used to identify Block groups for targeted marketing and outreach is described in the Calculation Methodology and Assumptions section of the Regional Needs Assessment. As a result, 15 percent of block groups in the region were identified for targeted marketing and outreach. Those areas are highlighted in the Figure below. Table 4 provides an overview of the region’s demographics.

Table 4: HGAC-W/Lower Colorado Region Targeted Population: Demographics

Demographic	Total
Total Population in Targeted Block Groups**	274,328
Total Households in Targeted Block Groups**	84,529
Total FEMA IA Registrant Homeowners with FVL>\$0*	9,760
Total LMI Households*	4,433
Total LEP (Spanish) Individuals**	5,342
Total AFN Individuals**	227
Total Elderly Households**	13,244

State of Texas Homeowner Assistance Program (HAP)
 Affirmative Housing Marketing and Outreach Plan – HGAC-W/Lower Colorado Region
 November 21, 2018

Total Households with Children under 18**	45,736
Total Female Head of Household**	6,100
Total Destroyed Homes*	6
Total Households In Floodplain*	1,961
Total Veteran Individuals**	11,178

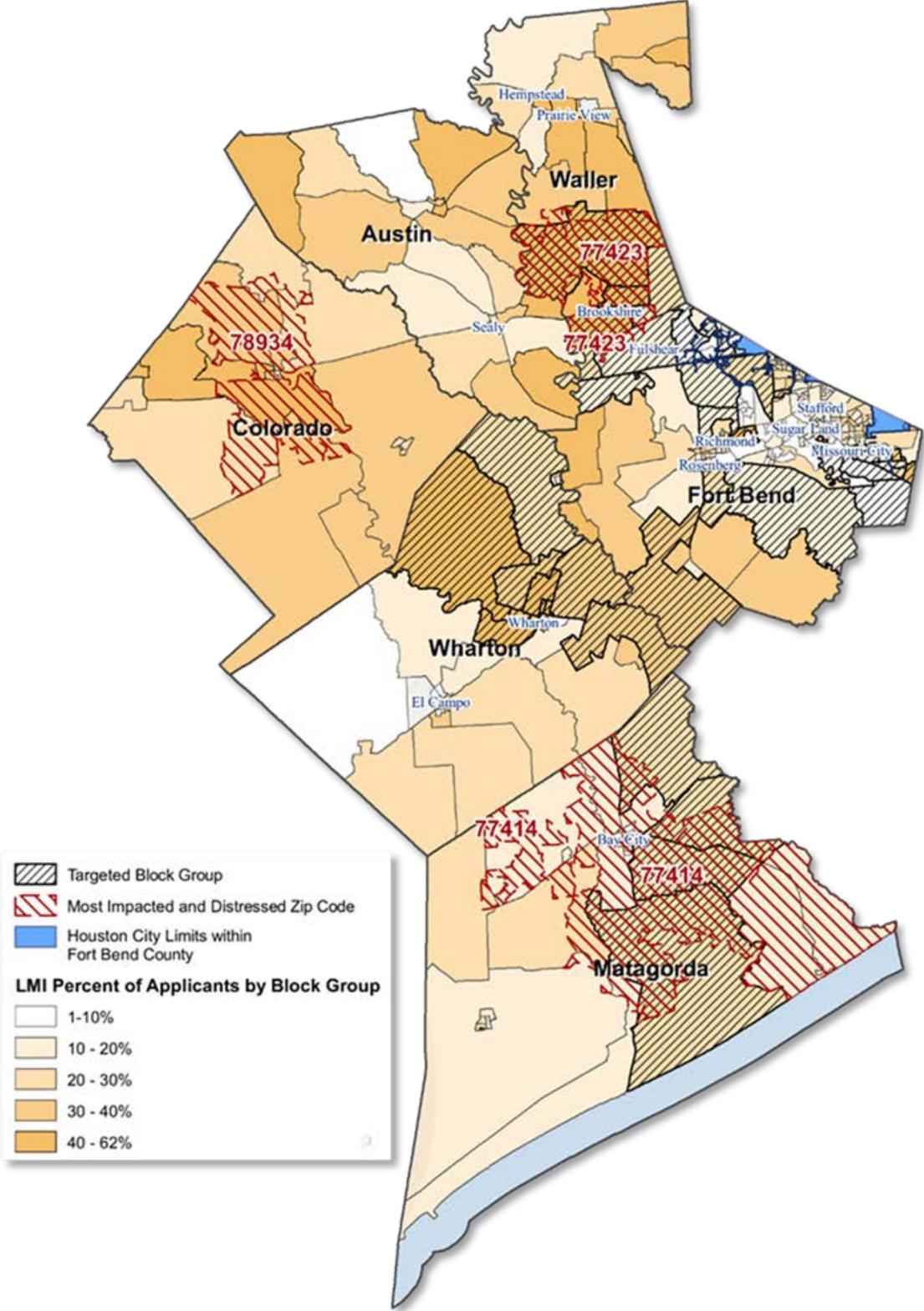
*FEMA IA Registrants (owners, primary residence) with FEMA Verified Loss >\$0. Data as of June 25, 2018.
 According to 2016 American Census Survey (ACS) data

**

To determine the specific marketing and outreach activities, demographic analysis was conducted of vulnerable populations that may be less likely than other eligible survivors to be reached by general program marketing and outreach activities. Demographics analyzed are listed in Table 4 along with example marketing and outreach activities. These activities consider the unique needs of the identified population and the services and communication channels that can be leveraged to reach the targeted population.

Threshold criteria (Table 5) were established to identify areas to receive the targeted marketing and outreach for each target population. In most cases the 75th percentile value was used as the threshold percentage, meaning that 25% of the areas in the region would be targeted for the marketing and outreach activities if the area also met the criteria for concentration of households affected by Hurricane Harvey. Additional detail on the determination of areas to target marketing and outreach activities tied to demographics is provided in the Calculation Methodology and Assumptions section of the Regional Needs Assessment.

Figure 9: Areas for Targeted Marketing and Outreach



State of Texas Homeowner Assistance Program (HAP)
Affirmative Housing Marketing and Outreach Plan – HGAC-W/Lower Colorado Region
November 21, 2018

Table 5: Marketing and Outreach Activities

Demographic	Data Source	Threshold (%)	Example Targeted Marketing and Outreach Activities
LMI households	FEMA Individual Assistance and HUD Section 8 Income Limits	80.0% (75 percentile)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Ads on Public Transportation
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 (30% of block groups)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Ads on Public Transportation
Racial and ethnic minorities living in poverty – Hispanic	U.S. Census – ACS	9.1% (75 percentile)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Ads on Public Transportation
Racial and ethnic minorities living in poverty – Asian	U.S. Census – ACS	5.0% or Above Average Asian Population and Poverty Rates (8% of block groups)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Ads on Public Transportation
Limited English proficiency (LEP) for Spanish speakers*	U.S. Census – ACS	5.0% (73 percentile)	<ul style="list-style-type: none"> • Printed documents translated into multiple languages • Bi-lingual staff during outreach events • Broadcast media
Special access and functional needs (AFN)	FEMA Individual Assistance	5.0% (81 percentile)	<ul style="list-style-type: none"> • Texas HHS • Broadcast media • Print media • HUD Approved Housing Counseling Agencies
Persons with a hearing difficulty	U.S. Census – ACS	5.0% (87 percentile)	<ul style="list-style-type: none"> • Texas HHS • HUD Approved Housing Counseling Agencies
Persons with a vision difficulty	U.S. Census – ACS	5.0% (93 percentile)	<ul style="list-style-type: none"> • Texas HHS Broadcast media • HUD Approved Housing Counseling Agencies
Persons with a cognitive difficulty	U.S. Census – ACS	5.0% (76 percentile)	<ul style="list-style-type: none"> • Texas HHS HUD Approved Housing Counseling Agencies
Persons with an ambulatory difficulty	U.S. Census – ACS	8.6% (75 percentile)	<ul style="list-style-type: none"> • Texas HHS Broadcast media • Print media • HUD Approved Housing Counseling Agencies
Persons with a self-care difficulty	U.S. Census – ACS	5.0% (95 percentile)	<ul style="list-style-type: none"> • Texas HHS • HUD Approved Housing Counseling Agencies
Persons with an independent living difficulty	U.S. Census – ACS	7.1% (75 percentile)	<ul style="list-style-type: none"> • Texas HHS • HUD Approved Housing Counseling Agencies
Households with elderly individuals (i.e., 65 years or older)	U.S. Census – ACS	33.6% (75 percentile)	<ul style="list-style-type: none"> • Texas HHS • Area Agency on Aging (HGAC) • Print media • HUD Approved Housing Counseling Agencies
Households with children under 18	FEMA Individual Assistance	48.3% (75 percentile)	<ul style="list-style-type: none"> • This demographic was not included in the analysis to determine target areas. • School Boards (flyers sent home with students) • Region Education Service Center

State of Texas Homeowner Assistance Program (HAP)
Affirmative Housing Marketing and Outreach Plan – HGAC-W/Lower Colorado Region
November 21, 2018

Demographic	Data Source	Threshold (%)	Example Targeted Marketing and Outreach Activities
			<ul style="list-style-type: none"> • School District
Female heads of household	U.S. Census – ACS	11.8% (75 percentile)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Broadcast Media • Print Media
Destroyed homes	FEMA Individual Assistance	5.0% and 10 or more homes destroyed (99 percentile)	<ul style="list-style-type: none"> • Text and email pushes specific to diaspora • Local Church Groups • Community Meetings • Broadcast Media • Print Media • Real estate agents/firms specializing in short-term leasing options • Apartment/Condo Leasing Communities, Extended Stay hotels/motels, and Mobile Unit areas/Trailer Parks
Living in FEMA-designated flood hazard zone	FEMA Individual Assistance	15.4% (75 percentile)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Print Media • Broadcast Media
Veterans	U.S. Census – ACS	8.7% (75 percentile)	<ul style="list-style-type: none"> • Community Centers • Events coordinated with HGAC Veteran Services

*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

Low-to-Moderate Income (LMI) Households

Targeted marketing and outreach activities will include local church groups, community meetings, employers, and ads on public transportation. Engagement with local church groups, community meetings, and employers will include having a representative available upon request to answer questions, conducting presentations, making FAQs available, and providing highlights of the program. Training will be provided to a representative(s) with each of these groups to be a direct point of contact for the individuals they serve. Additionally, one-on-one meetings can be facilitated as needed.

Racial and Ethnic Minorities Living in Poverty

The Outreach Team will partner with local churches, non-profits, and community leaders to reach this population. These partners, who already serve these populations in different capacities and are trusted, will be able to disseminate messages about the program directly to their constituents.

Limited English Proficiency (LEP)

Targeted marketing and outreach activities will include printed documents translated into multiple languages, bi-lingual staff during outreach events and broadcast media in the target language. The

team will provide signage to indicate materials and documents are available in multiple languages.

Special Access and Functional Needs (AFN)

Targeted marketing and outreach activities will include partnerships with Texas Health and Human Services (HHS) organizations, broadcast media, print media and HUD approved housing counseling agencies. At-home appointments will also be available to this population to support them with their application. Utility inserts and other direct mail methods will be used to reach this population.

Persons with a Hearing Difficulty

Targeted marketing and outreach activities will include Texas HHS and HUD approved housing counseling agencies. Direct mail, social media post, and other digital marketing will be used to target this population.

Persons with a Vision Difficulty

Targeted marketing and outreach activities will include Texas HHS broadcast media and HUD approved housing counseling agencies. At-home appointments will also be available to this population to support them with their application.

Persons with a Cognitive Difficulty

Targeted marketing and outreach activities will include Texas HHS HUD approved housing counseling agencies. This population will also be reached through direct mail and broadcast media.

Persons with an Ambulatory Difficulty

Targeted marketing and outreach activities will include Texas HHS broadcast media, print media and HUD approved housing counseling agencies.

Persons with a Self-Care Difficulty

This population will be reached through broadcast and direct mail advertising. Community partnerships with local churches, meals-on-wheels, and non-profits will also help reach this group. Targeted marketing and outreach activities will include Texas HHS and HUD approved housing counseling agencies.

Persons with an Independent Living Difficulty

This population will be reached through broadcast and direct mail advertising. Community partnerships with local churches, meals-on-wheels, and non-profits will also help reach this group. Targeted marketing and outreach activities will include Texas HHS and HUD approved housing counseling agencies.

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

This population will be reached through broadcast and direct mail advertising. Community partnerships with local churches, meals-on-wheels, and non-profits will also help reach this group. Targeted marketing and outreach activities will include Texas HHS, Area Agency on Aging, print media and HUD approved housing counseling agencies.

Households with Children Under 18

Targeted marketing and outreach activities will include school boards (flyers sent home with students), Region Education Service Center and School District.

Female Heads of Household

Targeted marketing and outreach activities will include local church groups, community meetings, broadcast media and print media. Targeted marketing and outreach will include outreach and engagement at shopping centers, boutiques, local salons, and health facilities.

Displaced Homeowners / Abandoned Homes

Individuals meeting these criteria will be targeted through disaster displacement contact lists, employers, and community events in addition to the utilization of FEMA IA contact datasets in dissemination of targeted messaging via text and email systems. A review of that information will also allow the team to target specific outreach events in locations where higher volumes of displaced persons are currently residing.

Living in a Flood Hazard Zone

These residents will be reached using all marketing and outreach listed in this document. Targeted marketing and outreach activities will include community meetings, mailers, print media and broadcast media. If the FEMA IA data is available for marketing/outreach use, this is a targeted group we will message to directly using that data.

Veterans

Targeted marketing and outreach activities will include community centers and events coordinated with HGAC-W/Lower Colorado Region Veteran Services.

The Regional Needs Assessment also identified 45 block groups (based on Census data) that will be targeted for marketing and outreach across the HGAC-W/Lower Colorado Region. This represents 15% of the total block groups in the region. A summary of the specific block groups and the associated demographics are listed below.

- All 45 of the targeted block groups exceed the threshold of \$3,000 in average FVL for all income levels.
- 6 of the targeted block groups exceed the **LMI Households** threshold
- 9 of the targeted block groups exceed the **LEP (Spanish) Individuals** threshold
- 1 of the targeted block groups exceed the **AFN Individuals** threshold
- 3 of the targeted block groups exceed the **Total Elderly Households** threshold

- 19 of the targeted block groups exceed the **Total Households with Children under 18** thresholds
- 8 of the targeted block groups exceed the **Total Female Head of Households** threshold
- 0 of the targeted block groups exceed the **Damaged Homes** threshold
- 25 of the targeted block groups exceed the **Households in a Floodplain** threshold
- 15 of the targeted block groups exceed the **Total Veteran Individuals** threshold

The Team will utilize the Regional Needs Assessment to identify areas in which targeted marketing and outreach efforts will be conducted to reach the targeted demographics. Listed below are example activities for each county in the HGAC-W/Lower Colorado Region:

- **Austin County** - The County was not declared a MID by HUD and had 247 households with a FVL totaling \$2,250,055. Of the county's 20 total block groups, none exceeded the threshold criteria to be considered for targeted marketing and outreach. General marketing efforts at the regional and county level are appropriate and no specific demographic or geographic targeting will be conducted. However, at least one application intake session will be held within the county and further consultation with county officials, emergency management coordinator, and social service organizations may be used to identify specific homeowners that were not identified through this Needs Assessment.
- **Colorado County** – The County was not declared a MID county by HUD and had a FVL totaling \$1,601,937. Of the county's 18 total block groups, none exceeded the threshold criteria to be considered for targeted marketing and outreach. General marketing efforts at the regional and county level are appropriate and no specific demographic or geographic targeting will be conducted. However, at least one application intake session will be held within the county and further consultation with county officials, emergency management coordinator, and social service organizations may be used to identify specific homeowners that were not identified through the Needs Assessment.

- **Fort Bend County** – Fort Bend County, which as 188 total block groups, is the most populated and urban county in HGAC-W/Lower Colorado, and therefore has significant outreach and engagement needs. Fort Bend County was declared a MID area by HUD with 11,292 households having a FVL totaling over \$114 million. Using the established methodology, a population of approximately 245,000 was identified to be targeted for outreach in this area.
- **Matagorda County** – Matagorda County, which as 35 total block groups, had some of the most impacted and distressed areas by ZIP code, according to HUD. Matagorda County was not declared a MID area by HUD but had 1,449 households with an FVL greater than \$0, totaling \$4,658,256 in FVL. Based on the data, the team will focus on total households with children under the age of 18 and elderly households. The zip code 77414 in Matagorda County must be targeted carefully so as to not set false expectations; preliminary analysis shows a relatively low concentration of LMI households compared to households with FEMA Verified Loss. Based on the funding targets for LMI households, this area may have a lower percentage of impacted households served.
- **Waller County** –Waller County, which has 18 total block groups, was not declared a MID County by HUD with a total of 789 households having a FVL totaling over \$5 million. Using the methodology described in the previous section, the county population exceeds the thresholds. The two largest affected demographics, households with children under of the age of 18 and the elderly, have been identified as groups that will receive targeted outreach.
- **Wharton County** – Wharton County, which as 34 total block groups, was declared a MID county by HUD with 1,682 households having a FVL totaling over \$20 million. Using the methodology described in the previous section, the population exceeds the thresholds. The two demographic groups which will receive targeted outreach include households with children under the age of 18 and the elderly.

Community Input and Collaborative Partnerships

Our approach is to work in partnership with regional and statewide non-profit and governmental organizations to mount an intensive grassroots campaign to reach eligible residents. Many of these community-based entities are already working with the citizens affected by Hurricane Harvey and know precisely who they are and how to reach them. The Team, in partnership with GLO's assigned Community Outreach Coordinator, will collaborate with these organizations and local government officials by attending and speaking at public events, hearings and workshops. In addition, we will use data from our Regional Needs Assessment to identify community partners. This allows our team to maximize outreach to target audiences and ensures good stewardship of program funds by controlling costs and reducing duplicated communications. Community partners that have been identified and have an established track record will be engaged in manners appropriate to their populations and resources (i.e. list serve, databases, community relationships) to engage the target audiences. These community partners were discovered during the Regional Needs Assessment process. Frequent and regular updates to these organizations, including direct trainings on the Program, are essential to this partnership. The feedback provided by these partners can be key to improving processes as the Program matures.

In the Network of Community Partnerships Section of this Plan, we identify our intent to create a network of community partnerships. As stated above, a Community Partner Tool Kit will be provided to the leaders of the community and faith-based organizations and other key stakeholders. The Team will also create a listserv with the email addresses of our community partners. So, when there are program updates, changes, upcoming events, etc., an email will go out swiftly and directly - in "real-time" - to the group.

To achieve the best outreach results, stakeholders will be engaged at every step of the process to ensure that their vital local knowledge is a component of marketing and outreach. Engagement with these individuals will happen by email, phone call, and by coordinating with them directly at stakeholder meetings.

COGs and Local Governments

Our team will continue to meet with local elected officials, government employees, and COGs to help inform and educate constituents they serve about the program and its potential to assist with rebuilding and recovery efforts. The following stakeholder meetings have already occurred in the region:

- Fort Bend County – November 5, 2018, University of Houston-Sugar Land Campus
- Waller County – November 7, 2018, United Way of Greater Houston
- Wharton County – November 8, 2018, Wharton County Civic Center

The meetings brought together elected officials, COG staff, community development organizations, nonprofit and religious organizations, and fair housing advocates in the COG together to discuss recovery topics. Input from these meetings have laid the groundwork for future

COG collaborations on outreach and inform future needs and targeted marketing to potential program beneficiaries.

Housing Counseling Agencies and Other Social Service Providers

The Team has identified and established relationships with the HGAC-W/Lower Colorado Region housing advocates and counseling agencies that provide housing counseling services to the target population. We will leverage the HUD national databases and local county-level databases utilizing referrals to identify a targeted set of providers in the Region. These providers would assist in providing the following types of services:

- Financial management/budget counseling
- Financial, budgeting, and credit workshops
- Weatherization and home maintenance counseling

These include agencies and non-profit providers such as:

- Catholic Charities
- Houston Area Urban League
- Baker-Ripley
- Avenue Community Development
- Chinese Community Center
- Fifth Ward Community Redevelopment
- Tejano Center for Community Concerns

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

VOADs, LTRGs and EMCs provide much needed support to local communities and are often the first-responders that assist in the initial aftermath of the disaster. Sharing of applicant and household information is essential for understanding history of the household and possible previous disaster damage, but also identifying needs of the applicant and households. In HGAC-W/Lower Colorado Region we are working directly with organizations with current connectivity to the community and applicants such as those listed in Table 6.

Table 6: Example VOADs, LTRGs, and EMCs

Organization	Division or Office
HGAC	Community and Environmental Planning Department -Disaster Debris
HGAC	Community and Environmental Planning Department-Hazard Mitigation
HGAC	Public Services Department-Flood Management Council
HGAC	Livable Centers
HGAC	Area Agency on Aging (AAA)
HGAC	Workforce Solutions (Veterans Services)
Austin County	Austin Community Foundation

City of Sugar Land	Department of Economic Development
City of Sugar Land	Environmental and Neighborhood Services
City of Sugar Land	Planning
City of Sugar Land	Permits and Inspections
Colorado County	Floodplain Coordinator
Colorado County	Emergency Management
Fort Bend County	Department of Community Development
Fort Bend County	Office of Emergency Management (OEM)
Fort Bend County	Department of Health and Human Services
Matagorda County	Emergency Management
Waller County	Emergency Management
Waller County	Environmental Division
Nonprofit Organizations	Habitat for Humanity
Nonprofit Organizations	Wharton County Long-Term Recovery Team

We will also contact the OEM for each designated service area and identify other VOADs, LTRGs and EMCs that have been most resourceful, responsive and effective in the local community. We will coordinate with these groups to share information on the local community’s recovery efforts as well as data and information that has been collected. We will use this information to confirm targeted outreach efforts and ensure that vulnerable populations are identified and assisted. These groups will enable our team to build trust in the local community and provide valuable resources to enable us to maximize awareness and participation in the program.

Other Community Partners

Our team will identify the “grassroots” and “grass-tops” in the community to expand our communication channels and pathways to reach our target population of impacted survivors. Faith-based organizations play an important role within most local communities, and their footprint is typically maximized within neighborhood blocks. They are often the safe-haven venue and shelter for those displaced by disasters. Therefore, they become trusted in the community as they are often part of the local community and neighborhood team of worshippers that has established ties with the survivors.

We will establish a communication campaign with churches, synagogues and other faith-based organizations at the neighborhood level to create awareness of the program and its benefits to survivors. We will attend services, and where appropriate, provide literature, pamphlets and other informational materials on the program and how and where to enroll. We will identify the community spokesperson(s), “grass-tops”, to establish credibility and identify connection with eligible survivors.

Public Comment / Citizen Participation

We will continue to deploy a comprehensive public comment and citizen participation plan that works with local community partners and officials to hold public meetings and/or utilize existing community events to inform applicants and stakeholders of the Program. These events and activities will be informative and also provide opportunities for engagement and responsiveness to their concerns.

We will coordinate, plan and schedule public meetings and community events by communicating in advance (minimum 7 days) prior to an event, in accessible locations with accommodations for elderly, disabled, LEP, Telecommunication Device for the Deaf (TDD) and within proximity to impacted areas or where residents predominately reside. We will comply with all federal Affirmative Fair Housing Marketing requirements, HUD, GLO and local requirements for citizen participation and communications. We will partner with service and transportation providers to provide transportation to these events for those with limited access to transportation or who reside in rural areas.

Similar to the overall goal of our marketing and outreach plan, our participation strategy will provide as much information through as many channels (radio, press releases, TV, print, digital media, social media, etc.) in an effort to reach as many applicants as possible and to effectively maintain communications and contact with applicants. The public comment and citizen participation plan will ensure the program and the process is inclusive and engaging for all applicants and potential beneficiaries of the program. Table 6 describes citizen participation opportunities that have occurred across the HGAC-W /Lower Colorado Region. Additional consultations will be scheduled upon approval of this Marketing and Outreach Plan.

Table 7: Community Consultations

Date	Meeting	Location	Purpose/ Parties Represented
11/05/18	Fort Bend County Program Design Meeting	University of Houston-Sugar Land Campus	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Elected officials • Long-term recovery group representatives • VOAD representatives • Governmental staff • Community organization representatives • Chambers of commerce
11/07/18	Waller County Program Design Meeting	Waller County’s United Way of Greater Houston	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Elected officials • Long-term recovery group representatives • VOAD representatives

Date	Meeting	Location	Purpose/ Parties Represented
			<ul style="list-style-type: none"> • Governmental staff • Community organization representatives • Chambers of commerce
11/08/18	Wharton County Program Design Meeting	Wharton County Civic Center	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Elected officials • Long-term recovery group representatives • VOAD representatives • Governmental staff • Community organization representatives • Chambers of commerce

Protocols

Our protocols will include establishing GLO approval for all outbound and external facing marketing material. We will also ensure compliance of regulatory requirements and the review of ethnically-sensitive material by subject matter experts prior to dissemination. In addition, we will maintain the **Brand Identity** of the program to ensure consistency across the regions and the State. This will enable the established network of stakeholders, non-profits and agencies, elected officials, faith-based organizations, grassroots and civic organizations, and media to provide consistent messaging and branding.

We will also ensure marketing and outreach events have accessibility for the hearing-impaired, disabled persons and provisions for multiple languages. This will enable access to all program materials for eligible applicants and beneficiaries.

Outreach Team

The Outreach Team will be led by Victoria Cooper. With the support of the Outreach Coordinators, she will provide direction and coordinate all outreach activities across HGAC-W/Lower Colorado and provide input to the Program Manager on the strategies, effectiveness and metrics. Outreach Coordinators will provide direction and coordinate all outreach activities across HGAC-W/Lower Colorado Region and provide input to the Program Manager on the strategies, effectiveness and metrics.

The Outreach staff will be primarily housed in the Sugar Land office in the Fort Bend County region and are expected to be mobile to attend region-wide activities and events. The office hours for the Outreach Team will have a flexible schedule to meet the needs of the Region and specific counties.

Glossary of Terms and Acronyms

ADA - Americans with Disabilities Act
AFFH – Affirmatively Furthering Fair Housing
AFN – Access and Functional Needs
AMI/AMFI - Area Median Family Income
CDBG - Community Development Block Grants
CDBG-DR – Community Development Block Grants – Disaster Recovery
COG - Council of Government
DOB – Duplication of Benefits
DR – Disaster Recovery
FEMA - Federal Emergency Management Agency
FVL – FEMA Verified Loss
FHEO - Fair Housing and Equal Opportunity Office
FR – Federal Register
GLO-CDR - Texas General Land Office-Community Development and Revitalization
HAP – Homeowner Assistance Program
HGAC – Houston Galveston Area Council
HUD – United States Department of Housing and Urban Development
IA – Individual Assistance
LEP – Limited English Proficiency
LMA – LMI Area Benefit
LMH – LMI Housing
LMI – Low- and Moderate-Income
OEM – Office of Emergency Management
SB – Slum and Blight
SBA - Small Business Administration
UN – Urgent Need

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.

Action Plan - The State of Texas Action Plan for Disaster Recovery, as amended; describes uses of funds, eligibility criteria, and the plan for long term recovery and restoration of infrastructure, housing, and economic revitalization in the most impacted and distressed areas affected by Hurricane Harvey.

Affected block group - A block group that contains one or more FEMA IA data base registrants in an owner-occupied primary residence with any amount of FEMA verified loss (greater than \$0).

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/ Survivor (Used interchangeably) - Individuals whose homes 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. This may also be referred to as 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.

Duplication of Benefits (DOB) - The Robert T. Stafford Disaster Assistance and Emergency Relief Act (Stafford Act) prohibits any person, business concern, or other entity from receiving financial assistance from CDBG Disaster Recovery funding with respect to any part of a loss resulting from a major disaster as to which he has already received financial assistance under any other program

or from insurance or any other source. The state will allow for the most permissive current interpretation provided by HUD in determining Duplication of Benefits.

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 - Marketing and outreach activities that will be conducted across the affected areas regardless of level of impact or prevalence of certain demographics that provide indication of vulnerable, hard-to-reach populations. Examples include television, radio, and newspaper announcements, application in-take sessions, and direct mailings.

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 Marketing and Outreach - Targeted marketing and outreach activities are designed to more effectively reach vulnerable populations and provide equitable opportunities to apply for program benefits. These identified populations are often less likely to be reached by general marketing and outreach as they may be deterred from applying due to financial, physical, social, or language barriers. Examples include door-to-door canvassing, partnering with local

government agencies and non-profits that provide services to the targeted populations, and providing materials in alternative formats.

Unmet Need - In relation to disaster recovery, unmet need is need that is not covered by other sources and is eligible to be covered by CDBG-DR funds. When defining a community's unmet needs, grantees are required to keep the following concepts in mind: 1) CDBG-DR addresses the wider impact of the disaster and not just specific damages (e.g., shocks to the community's housing, infrastructure and economy, shifts in demand from owner-occupied housing to rental, decreases to the tourist industry); 2) CDBG-DR allows the grantee to identify needs that were not recognized by other programs and funding sources; 3) CDBG-DR looks at needs at a community wide AND an individual level; and 4) unmet needs are a moving target and may change throughout the process.

(Source:https://www.hudexchange.info/resources/documents/Disaster_Recovery_Disaster_Impact_Needs_Assessment_Kit.pdf)

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 Populations – For purposes of this marketing and outreach plan, vulnerable 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 – Traditional Media Outlet Examples

Title	Contact Person	Organization
Editor	Ms. Flores	002houston Magazine
Traffic Anchor	Ms. Whaley	ABC 13 KTRK-TV
Publisher	Mr. Malonson	African-American News & Issues
Managing Editor	Ms. Smith	African-American News & Issues
Reporter	Mr. Lozano	Associated Press
Editor	Mr. Molony	Bay Area Citizen
Editor and Publisher	Ms. Gray	Baytown Sun
Reporter	Mr. Hollis	Baytown Sun
Reporter	Mr. James	Baytown Sun
Program Director	Ms. Thomas	KBXX Radio 97.9 FM
Corporate Vice President	Mr. Horton	KEYH Radio 850 FM
Community Affairs Director	Ms. Hernández	KFTH TV Channel 67
Vice President/Market Manager	Mr. Krieschen	KGLK Radio 107.5 FM
Morning Show Host	Mr. Myers	KGLK Radio 107.5 FM
Marketing Director	Ms. Searcy	KGLK Radio 107.5 FM
Media Relations	Mr. Michaels	KHJZ Radio 95.7 FM
Program Director	Mr. Neumann	KHMX Radio 96.5 FM
News Reporter	Ms. Gradney	KHOU TV Channel 11
Executive News Director	Ms. Ramirez	KHOU TV Channel 11
Managing News Editor	Mr. Bishop	KHOU TV Channel 11
President and General Manager	Ms. McEldoon	KHOU TV Channel 11
News Director	Ms. Lewis	KIAH TV Channel 39
News Assignment Manager	Ms. Solomon	KIAH TV Channel 39

*Please note this is not the entire list. In addition, the list will be updated as the Team learns of new media outlets that can help reach our targeted areas.

State of Texas Homeowner Assistance Program (HAP)
Affirmative Housing Marketing and Outreach Plan – HGAC-W/Lower Colorado Region
November 21, 2018

Title	Contact Person	Organization
Program Director	Mr. McCredden	KIKK Radio 650 AM
Program Director	Mr. Logan	KILT Radio 100.3 FM
Music Director	Ms. Brooks	KKBQ Radio 92.9 FM
Operations Manager	Mr. Chiang	KKBQ Radio 92.9 FM
Marketing Director	Ms. Searcy	KKBQ Radio 92.9 FM
Digital Content Manager	Mr. Tatar	KKBQ Radio 92.9 FM
News Director	Mr. Anderson	KKHA Radio 92.5 FM
Production Director	Ms. Lambeth	KKHT Radio 100.7 FM
News Director	Mr. Heredia	KLAT Radio 1010 AM
News Director	Mr. Buyat	KLOL Radio 101.1 FM
Community Affairs Director	Mr. Heredia	KLTN Radio 102.9 FM
	Mr. Heredia	KLTO Radio 104.9 FM
Program Director	Ms. Thomas	KMJQ Radio 102.1 FM
Marketing and Promotions Director	Mr. Cook	KMJQ Radio 102.1 FM
News Director	Mr. Hunter	KNRG Radio 92.3 FM
Operations Manager	Mr. Tiller	KNTH Radio 1070 AM
Sales Manager, Commercials and Advertisers	Mr. Yelverton	KODA Radio 99.1 FM
Morning Reporter	Mr. Tyson	KODA Radio 99.1 FM
Community Affairs Director	Mr. Heredia	KOVE Radio 106.5 FM
Program Director	Mr. Aguilar	KPFT Radio 89.7 FM
News Director	Mr. Wilson	KPFT Radio 90.1 FM
Program Director	Mr. Aguilar	KPFT Radio 90.1 FM
Operations Manager	Mr. Erickson	KPRC Radio 950 AM
Radio Host	Mr. Garfield	KPRC Radio 950 AM
Reporter	Mr. Korsgard	KPRC TV Local 2
Vice President of News	Ms. Collura	KPRC TV Local 2
Vice President/General Manager	Mr. Martin	KPRC TV Local 2

*Please note this is not the entire list. In addition, the list will be updated as the Team learns of new media outlets that can help reach our targeted areas.

Appendix B - Reporting Templates

Weekly Report

Weekly Report
Total Applications Received: _____
Summary of Outreach Efforts Completed: (to include description of event, location, number of people attended, purpose of event)
1. _____
2. _____
3. _____
4. _____
Total Count of Persons Served through Outreach efforts: _____

Monthly Report

Monthly Report			
Total Outreach Events/Efforts Completed: _____			
Total Count of Persons Served through Outreach Efforts: _____			
Summary of Outreach Efforts Completed: (to include description of event and location)			

Total Applications Received by County		Total Applications with Homeowner Eligibility Approved by County	
Austin		Austin	
Colorado		Colorado	
Fort Bend		Fort Bend	
Wharton		Wharton	
Waller		Waller	
Matagorda		Matagorda	
<i>Total Applications Received</i>		<i>Total Applications Approved</i>	

Appendix C – HAP Flyer

HGAC-W / Lower Colorado Region Homeowner Assistance Program

Austin, Colorado, Fort Bend, Matagorda, Waller, and Wharton Counties



Texas General Land Office
Community Development and Revitalization

WHAT IS THE HOMEOWNER ASSISTANCE PROGRAM?

The Homeowner Assistance Program (HAP) was designed by the State of Texas to assist eligible homeowners in rehabilitating or reconstructing their homes after Hurricane Harvey. Through this program, the State will assign a Building contractor to complete repairs on damaged homes. Depending on the level of damage, homes may be repaired or rebuilt if the damage is too severe.

AM I ELIGIBLE?

- ✓ Was your home damaged or destroyed from Hurricane Harvey?
- ✓ Was the property your primary residence at the time of Hurricane Harvey?
- ✓ Did you own the property at the time of Hurricane Harvey?
- ✓ Are you current on child support and property taxes?

If you answered yes to the questions above, you should apply! You may be eligible to receive assistance¹. Additional documentation will be required, see the reverse side of this sheet for a complete list.

HOW DO I APPLY?

Check at the website for more information: www.recovery.texas.gov/hap.

1. Go online to complete an application.
2. Visit our Program Office or one of our Satellite Intake Centers. A listing of locations can be found at www.recovery.texas.gov.
3. Call 1-844-893-8937 and a representative will assist you or direct you to your respective regional intake office.

WHAT DOES THE PROGRAM PAY FOR?

- ✓ Repair or Rebuilding of damaged houses
- ✓ Replacement of manufactured house with a stick-built house
- ✓ Elevation of home if in a flood zone
- ✓ Water Well
- ✓ Septic system
- ✓ Accessibility features such as ramps, walk-in showers, etc.
- ✓ Abatement of Lead Based Paint and Asbestos materials, if required.
- ✓ Storm Hardening

WHAT WON'T THE PROGRAM PAY FOR?

- ✗ Food, clothing, household goods
- ✗ Rebuilding on a different property (new construction)
- ✗ Repair of houses in floodways that may be eligible for locally run acquisition/buyout program
- ✗ Rental, second, and vacation homes
- ✗ Garage door openers, security systems, swimming pools, fences, and television satellite dishes
- ✗ Repair of structures not attached to the home such as fences or sheds

WHAT DO I HAVE TO DO? WHAT'S THE CATCH?

1. Live in the property for 3 years as your primary residence.
2. Do not refinance or open a home equity line of credit for 3 years.
3. Pay your property taxes on time.
4. Maintain insurance, including hazard and windstorm, if required. If your property is in a floodplain, you must maintain flood insurance on your home indefinitely.

1. Assistance is subject to funding availability. Applications are funded on a first come, first served basis. All eligibility criteria must be met to be considered. Refer to the Regional Housing Guidelines posted on www.recovery.texas.gov for full details.



recovery.texas.gov

Appendix D: Communicating with COGs and Local Elected Officials

All communication with COGs and local elected officials will be coordinated with GLO's assigned Community Outreach Coordinator.

Throughout the outreach and marketing phase of the program, AECOM will work closely with the COG and local elected officials to keep them informed of all outreach activities in the region. These activities include, but are not limited to, public informational sessions, application intake sessions, public advertisements, and other community engagements. It is important for local stakeholders to be aware of outreach efforts, so they can help promote those efforts to their constituents and provide consistent messaging throughout the region.

As outreach events are identified, announcements will be sent to the COG and local elected officials to forward to their constituents, as appropriate.

Feedback was received from local stakeholders during the community engagement period of the Regional Needs Assessment. All feedback received during this period was considered but did not have a substantial impact on the defined targeted regions. Additional feedback may be received and considered in the future.

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

All marketing material and documents will be sent to GLO for approval prior to publication. The materials will be developed using GLO’s approved templates and style guides. This will create a standardization among the regions to ensure all available information is fair and equitable. **All marketing materials will be submitted to GLO 21 days before dissemination; GLO will provide feedback/revisions within seven (7) days if needed. Final approval must be given no later than five (5) days before dissemination of any materials. All materials will be reviewed by subject matter experts for cultural sensitivity.**

Appendix F – Public Information Requests

The GLO is committed to open government and has staff dedicated to ensuring that all requests for public information are responded to quickly and efficiently. Public information requests will be met in accordance with any federal, state, and/or local requirements. Upon receipt of proper documentation from any interested party, the outreach team will cooperate in distributing requested information.

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 will 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

Appendix G – Record Retention

The HAP Vendor will maintain records in accordance with HUD recordkeeping requirements as listed in 24 CFR 570.490. All pertinent documentation will be maintained for five (5) years after contract close out. Such files shall be open for public inspection in accordance with the Texas Public Information Act.

The HAP vendor will maintain accurate files and records for each applicant participating in the program. All documents and records will be maintained in GLO's system of record, TIGR. Upon completion of each project, the HAP vendor will perform a review of each record to ensure all required forms and documentation are uploaded and available to GLO.

GLO, its auditors, federal auditors, and state agencies that have monitoring or auditing responsibilities will have access to all books, accounts, documents, papers and records pertaining to the administration of HAP.

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

In accordance with Section 504 of the Rehabilitation Act of 1973, all program public meetings and outreach activities will be readily accessible to and usable by persons with disabilities.

Bi-lingual outreach staff or Applicant Coordinators will be available during office hours and outreach events to accommodate applicants with Limited English Proficiency. Bi-lingual staff will also assist LEP individuals with completing their application, explain the eligibility requirements, and review the program guidelines to aid the applicant in the understanding of the program.

Marketing material will be made available in multiple languages, as appropriate and in conformance with GLO’s Language Access Plan found at <http://recovery.texas.gov/local-government/hud-requirements-reports/limited-english-plan/index.html>.

Appendix I – Census Tract Description for Areas Targeted for Door-to-Door Canvassing

Table 8: Census Tracts where Door-to-Door Canvassing will be conducted

Census Tract	Location Description
7403	Area encompassing the Colorado River and Highway 59 to the South, County Rd. 461 to the West, FM 192 Rd. to the North, and County Rd 448 and part of Highway 59 to the East.
7405	Area encompassing FM 192 Rd. to the South, Highway 59 to the West, Bates Allen Park to the North, and San Bernard River to the East.

Figure 10: Map of Census Tracts where Door-to-Door Canvassing will be conducted

