

**State of Texas Homeowner Assistance Program (HAP)
Affirmative Housing Marketing and Outreach Plan
South East Texas Region**

November 27, 2018



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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). Of these funds, \$205,019,250 is allocated for housing assistance to owner occupied households in Jefferson, Hardin, and Orange counties. These three counties make up the South East Texas Region (SETR) (see Figure 1).

This plan outlines the marketing and outreach activities and strategies that will be implemented in the impacted South East Texas 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. However, we recognize that non-traditional methods will be critical to successfully reaching the vulnerable populations. 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 Assessment.

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.

Figure 1: South East Texas 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 the 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 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 (LEP).

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 SETR include the following:

- 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

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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 South East Texas 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 \$61,505,775 (30% of Program funds) allocated to “Urgent Need” households above 80% AMFI)

Table 1: HAP Funding Targets (\$) by Income Category – South East Texas Region

	Minimum Target	Maximum
<i>Budget</i>	\$205,019,250.00	
Greater of 0-30% AMFI** or Federal Poverty Level	\$57,073,708.13	
31-50% AMFI	\$14,507,867.92	
51-80% AMFI	\$32,692,519.38	
0-80% AMFI (Non-Targeted)	\$39,239,379.58	
Above 80% AMFI	\$0.00	\$61,505,775.00
Total	\$143,513,475.00	\$61,505,775.00
Total LMI	\$143,513,475.00	\$205,019,250.00

Spanning three counties, SETR has a population of approximately 378,292 individuals in over 145,000 households. In total, the region suffered over \$458 million in FEMA verified loss (FVL), with nearly \$1.2 billion in estimated unmet need remaining to fully repair and rehabilitate housing in the region. All three counties were designated as most impacted and distressed (MID) areas by the U.S. Housing and Urban Development (HUD). Orange County also contains one ZIP code, 77632, which was designated a MID area.

The region is comprised of 303 total U.S. Census block groups. Through the established target prioritization criteria, enhanced and targeted marketing and outreach activities will be aimed at 65 block groups with a population of 110,763 (29% 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 SETR. 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 (FAQ's)
- 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 events 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 eligible 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 (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 as identified in the Regional Needs Assessment who have not applied to HAP and/or have incomplete applications. See the Figure below for a sample 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 primary broadcast television stations that reach residents in the South East Texas Region are featured in Table 2 below. The stations below will be utilized as needed for broad advertisements but will not be a primary means for outreach or marketing. The Team will engage with the local news stations for coverage of Program activities rather than paid advertisement.

Table 2: Television Stations serving the South East Texas Region

Television Station/Network Affiliate	Designated Media Area	Counties Covered
KFDM Channel 6 (CBS Affiliate)	South East Texas Region	Hardin, Jefferson, Orange
KBMT 12 News Now (ABC/NBC Affiliate)	South East Texas Region	Hardin, Jefferson, Orange
KBTX Fox 4 Beaumont (Fox Affiliate)	South East Texas Region	Hardin, Jefferson, Orange
KITU-TV (TBN Affiliate)	Beaumont	Jefferson
KUMY-LD (Mexicanal Affiliate)	Beaumont	Jefferson
Univision	Jefferson, Orange	Jefferson, Orange
Telemundo	Jefferson, Orange	Jefferson, Orange

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 (ex: Lamar Advertising, JGI Outdoor Advertising) serving areas in SETR. Advertising with Maddison Outdoor will also be explored, as Maddison is a South East Texas-based business.

Billboard advertisements will be strategically placed in high-traffic areas, such as interstates like I-10 and US-90 and US-96. Figure 3 shows a sample billboard ad.

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. Figure 4 below depicts a sample social media ad.

Figure 4: Social Media Advertisement



The advertisement is a dark blue rectangle with white and light blue text. At the top, it reads "HOME DAMAGED OR DESTROYED BY HURRICANE HARVEY?" in large white capital letters. Below that, in smaller light blue text, it says "You may be eligible for assistance." and "Apply Now." in white. At the bottom, there are three contact options: a globe icon for "recovery.texas.gov", a phone icon for "1-844-893-8937", and an envelope icon for "cdr@glo.texas.gov". To the right of the envelope icon is a small house icon with "Texas General Land Office" written below it. At the very bottom, a yellow bar contains the text "Texas General Land Office" and "Community Development and Revitalization" in black.

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.

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. Figure 5 below shows an example of initial print ads that will be used. The Team will identify the appropriate media outlets from within 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. Table 3 lists the circulars for the region.

Figure 5: Print Advertisement



Table 3: SETR Circulars

County	Name	Phone	Circulation
Jefferson	Beaumont Enterprise	409-838-2893	10,931
Hardin	Hardin County News	409-755-4912	11,000
Hardin	The Silsbee Bee	409-385-5278	5,000
Orange	Orange Leader	409-883-3571	3,000
Orange	Penny Record	409-735-5305	21,000
Orange	The Record Newspapers	409-886-7183	14,000
Orange	Vidor Vidorian	409-769-5428	10,500

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 identify the appropriate information outlets to disseminate information about HAP, including school newsletters, parent-teacher organizations and list serves for specific professional and trade organizations. Outreach will be conducted at existing, well-attended school events (i.e. sporting events, open houses, etc.) in an effort 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 4: Schools in the SETR

School Name	District	County Name*
Hardin Co J J A E P	Hardin-Jefferson ISD	†
Hardin Co J J A E P	Hardin-Jefferson ISD	†
Hardin-Jefferson H S	Hardin-Jefferson ISD	Hardin County
Henderson Middle	Hardin-Jefferson ISD	Hardin County
Sour Lake El	Hardin-Jefferson ISD	Hardin County
West Hardin El	West Hardin County CISD	Hardin County
West Hardin H S	West Hardin County CISD	Hardin County
Hardin-Jefferson H S	Hardin-Jefferson ISD	Hardin County
Henderson Middle	Hardin-Jefferson ISD	Hardin County
Sour Lake El	Hardin-Jefferson ISD	Hardin County
West Hardin El	West Hardin County CISD	Hardin County
West Hardin H S	West Hardin County CISD	Hardin County
China El	Hardin-Jefferson ISD	Jefferson County
Alter Sch	Port Neches-Groves ISD	Jefferson County
Alternative Education School	Nederland ISD	Jefferson County
Amelia El	Beaumont ISD	Jefferson County
Bingman Pk	Beaumont ISD	Jefferson County
Blanchette El	Beaumont ISD	Jefferson County
Bob Hope School	Bob Hope School	Jefferson County
Caldwood El	Beaumont ISD	Jefferson County

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Central Middle	Nederland ISD	Jefferson County
Central Senior H S	Beaumont ISD	Jefferson County
Charlton-Pollard El	Beaumont ISD	Jefferson County
China El	Hardin-Jefferson ISD	Jefferson County
Curtis El	Beaumont ISD	Jefferson County
Dequeen El	Port Arthur ISD	Jefferson County
Dishman El	Beaumont ISD	Jefferson County
Dowling El	Port Arthur ISD	Jefferson County
Dr Mae E Jones-Clark El	Beaumont ISD	Jefferson County
Ehrhart School	Ehrhart School	Jefferson County
Evolution Academy Beaumont	Evolution Academy Charter School	Jefferson County
Fehl-Price El	Beaumont ISD	Jefferson County
Fletcher El	Beaumont ISD	Jefferson County
Groves El	Port Neches-Groves ISD	Jefferson County
Groves Middle	Port Neches-Groves ISD	Jefferson County
Guess El	Beaumont ISD	Jefferson County
Hamshire-Fannett El	Hamshire-Fannett ISD	Jefferson County
Hamshire-Fannett H S	Hamshire-Fannett ISD	Jefferson County
Hamshire-Fannett Int	Hamshire-Fannett ISD	Jefferson County
Hamshire-Fannett Middle	Hamshire-Fannett ISD	Jefferson County
Harmony Science Academy- Beaumont	Harmony School Of Science – Houston	Jefferson County
Helena Park El	Nederland ISD	Jefferson County
Highland Park El	Nederland ISD	Jefferson County
Hillcrest El	Nederland ISD	Jefferson County
Homer Dr El	Beaumont ISD	Jefferson County
Houston El	Port Arthur ISD	Jefferson County
Jefferson Co J J A E P	Port Neches-Groves ISD	Jefferson County
Jefferson Co Youth Acad	Port Arthur ISD	Jefferson County
Jefferson Co Youth Acad	Beaumont ISD	Jefferson County
Jefferson Middle	Port Arthur ISD	Jefferson County
Langham El	Nederland ISD	Jefferson County
Lee El	Port Arthur ISD	Jefferson County
Lincoln Middle	Port Arthur ISD	Jefferson County
Lucas Pk	Beaumont ISD	Jefferson County
M L King Middle	Beaumont ISD	Jefferson County
Marshall Middle	Beaumont ISD	Jefferson County
Martin El	Beaumont ISD	Jefferson County

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Memorial H S	Port Arthur ISD	Jefferson County
Nederland H S	Nederland ISD	Jefferson County
O C Taylor Ctr	Beaumont ISD	Jefferson County
Odom Middle	Beaumont ISD	Jefferson County
Ozen H S	Beaumont ISD	Jefferson County
Pathways Learning Ctr	Beaumont ISD	Jefferson County
Paul A Brown Alternative Center	Beaumont ISD	Jefferson County
Pietzsch/Mac Arthur El	Beaumont ISD	Jefferson County
Port Arthur Alternative Center	Port Arthur ISD	Jefferson County
Port Neches El	Port Neches-Groves ISD	Jefferson County
Port Neches Middle	Port Neches-Groves ISD	Jefferson County
Port Neches-Groves H S	Port Neches-Groves ISD	Jefferson County
Regina Howell El	Beaumont ISD	Jefferson County
Ridgewood El	Port Neches-Groves ISD	Jefferson County
Sabine Pass School	Sabine Pass ISD	Jefferson County
Smith Middle	Beaumont ISD	Jefferson County
South Park Middle	Beaumont ISD	Jefferson County
Staff Sergeant Lucian Adams El	Port Arthur ISD	Jefferson County
Stilwell Tech Ctr/Cate	Port Arthur ISD	Jefferson County
Taft El	Port Neches-Groves ISD	Jefferson County
Tekoa Academy Of Accelerated Studies	Tekoa Academy Of Accelerated Studies Stem School	Jefferson County
Tekoa Academy Of Accelerated Studies	Tekoa Academy Of Accelerated Studies Stem School	Jefferson County
Tekoa Academy Of Accelerated Studies	Tekoa Academy Of Accelerated Studies Stem School	Jefferson County
Travis El	Port Arthur ISD	Jefferson County
Tyrrell El	Port Arthur ISD	Jefferson County
Van Buren El	Port Neches-Groves ISD	Jefferson County
Vincent Middle	Beaumont ISD	Jefferson County
Vista Academy Of Beaumont	Texas College Preparatory Academies	Jefferson County
Washington El	Port Arthur ISD	Jefferson County
West Brook Sr H S	Beaumont ISD	Jefferson County
West Groves Early Learning Center	Port Neches-Groves ISD	Jefferson County
Wheatley School Of Early Childhood Programs	Port Arthur ISD	Jefferson County

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Wilson Middle	Nederland ISD	Jefferson County
Woodcrest El	Port Neches-Groves ISD	Jefferson County
China El	Hardin-Jefferson ISD	Jefferson County
Aim Center H S	Vidor ISD	Orange County
Bridge City El	Bridge City ISD	Orange County
Bridge City H S	Bridge City ISD	Orange County
Bridge City Int	Bridge City ISD	Orange County
Bridge City Middle	Bridge City ISD	Orange County
Lit Cypr-Mrceville H S	Little Cypress-Mauriceville CISD	Orange County
Little Cypress El	Little Cypress-Mauriceville CISD	Orange County
Little Cypress Int	Little Cypress-Mauriceville CISD	Orange County
Little Cypress J H	Little Cypress-Mauriceville CISD	Orange County
M B North E C Lrn Ctr	West Orange-Cove CISD	Orange County
Mauriceville El	Little Cypress-Mauriceville CISD	Orange County
Mauriceville Middle	Little Cypress-Mauriceville CISD	Orange County
Oak Forest El	Vidor ISD	Orange County
Orangefield El	Orangefield ISD	Orange County
Orangefield H S	Orangefield ISD	Orange County
Orangefield J H	Orangefield ISD	Orange County
Pine Forest El	Vidor ISD	Orange County
Tekoa Academy Of Accelerated Studies - Orange	Tekoa Academy Of Accelerated Studies Stem School	Orange County
Vidor El	Vidor ISD	Orange County
Vidor H S	Vidor ISD	Orange County
Vidor J H	Vidor ISD	Orange County
Vidor Middle	Vidor ISD	Orange County
West Orange-Stark El	West Orange-Cove CISD	Orange County
West Orange-Stark H S	West Orange-Cove CISD	Orange County
West Orange-Stark Middle	West Orange-Cove CISD	Orange County

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, 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.

The Outreach Team will contact local utility companies to coordinate inclusion of the 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



During all outreach efforts, the Outreach Team will be wearing a program badge and lanyard which identifies them. While they are out in the field, they will be required to wear a program security vest. The Outreach Team will also 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 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 targeted in locations that fit these criteria with high-volume populations available within a specific area in order to offer enhanced service access 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 disseminated 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 for areas listed in Appendix I 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
- Designate individuals who will work as two-person outreach teams, familiarized with signage codes in their designated geographic area
- Plan distributions in the target areas with vulnerable populations and FHA protected classes down to the level of neighborhoods and streets to distribute and post signs in an organized manner to assure all areas are provided with the same information/access;
- 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 may 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 restriction

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, our 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 South East Texas Regional Planning Commission'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, 65 block groups or approximately 111,000 individuals in the region were identified for targeted marketing and outreach. Those areas are highlighted in Figure 9. Table 5 provides an overview of the Region’s demographics.

Table 5: South East Texas Region Targeted Population: Demographics

Demographic	Total
Total Population in Targeted Block Groups**	110,763
Total Households in Targeted Block Groups**	41,185
Total FEMA IA Registrant Homeowners with FVL>\$0*	17,436
Total LMI Households*	8,035
Total LEP (Spanish) Individuals**	3,185
Total AFN Individuals**	582
Total Elderly Households**	10,702
Total Households with Children under 18**	14,502
Total Female Head of Household**	3,702
Total Destroyed Homes*	60
Total Households In Floodplain*	4,272
Total Veteran Individuals**	7,645

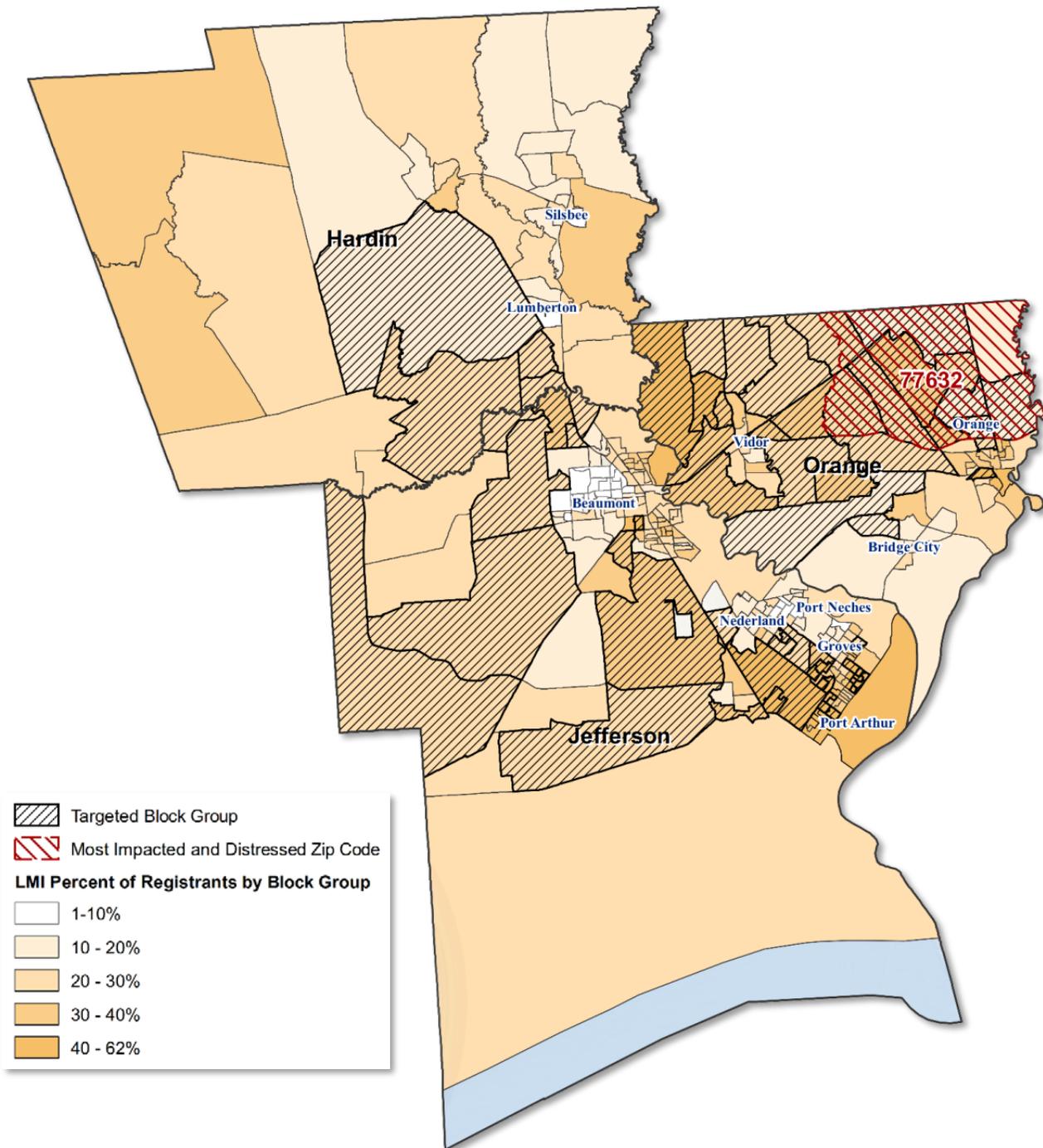
*FEMA IA Registrants (owners, primary residence) with FEMA Verified Loss >\$0. Data as of June 25, 2018.

** 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 6 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 6) 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



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Table 6: Marketing and Outreach Activities

Demographic	Data Source	Threshold (%)	Targeted Marketing and Outreach Activities
Low- to moderate-income (LMI) households	FEMA Individual Assistance and HUD Income Limits	72.4% (75 percentile)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Ads on Public Transportation • Public Schools (reduced/free lunch students) • Child Care Centers (admission based on income and/or supplemented by the government)
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 (45% of block groups)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Ads on Public Transportation • Public Schools (reduced/free lunch students) • Child Care Centers (admission based on income and/or supplemented by the government)
Racial and ethnic minorities living in poverty-Hispanic	U.S. Census – ACS	4.7% (75 percentile)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Ads on Public Transportation • Public Schools (reduced/free lunch students) • Child Care Centers (admission based on income and/or supplemented by the government)
Racial and ethnic minorities living in poverty-Asian	U.S. Census – ACS	5.0% or Above Average Asian Population and Poverty Rates (18% of block groups)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Ads on Public Transportation • Public Schools (reduced/free lunch students) • Child Care Centers (admission based on income and/or supplemented by the government)
Limited English proficiency (LEP)	U.S. Census – ACS	5.0% (84 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 and HUD Income Limits	5.0% (77 percentile)	<ul style="list-style-type: none"> • Texas HHS • Broadcast media • Print media • HUD Approved Housing Counseling Agencies • The Arc of Texas (local chapters)
Persons with a hearing difficulty	U.S. Census – ACS	5.0% (75 percentile)	<ul style="list-style-type: none"> • Texas HHS • HUD Approved Housing Counseling Agencies • The Arc of Texas (local chapters)

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Demographic	Data Source	Threshold (%)	Targeted Marketing and Outreach Activities
Persons with a vision difficulty	U.S. Census – ACS	5.0% (88 percentile)	<ul style="list-style-type: none"> • Texas HHS Broadcast media • HUD Approved Housing Counseling Agencies • The Arc of Texas (local chapters)
Persons with a cognitive difficulty	U.S. Census – ACS	7.7% (75 percentile)	<ul style="list-style-type: none"> • Texas HHS HUD Approved Housing Counseling Agencies • The Arc of Texas (local chapters)
Persons with an ambulatory difficulty	U.S. Census – ACS	11.6% (75 percentile)	<ul style="list-style-type: none"> • Texas HHS Broadcast media • Print media • HUD Approved Housing Counseling Agencies • The Arc of Texas (local chapters)
Persons with a self-care difficulty	U.S. Census – ACS	5.0% (94 percentile)	<ul style="list-style-type: none"> • Texas HHS • HUD Approved Housing Counseling Agencies • The Arc of Texas (local chapters)
Persons with an independent living difficulty	U.S. Census – ACS	8.2% (75 percentile)	<ul style="list-style-type: none"> • Texas HHS • HUD Approved Housing Counseling Agencies • The Arc of Texas (local chapters)
Households with elderly individuals (i.e., 65 years or older)	U.S. Census – ACS	35.4% (75 percentile)	<ul style="list-style-type: none"> • Texas HHS • Area Agency on Aging (SETRPC) • Print media • HUD Approved Housing Counseling Agencies
Households with children under 18	FEMA Individual Assistance	40.1% (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 • School District
Female heads of household	U.S. Census – ACS	14.7% (75 percentile)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Broadcast Media • Print Media • Businesses servicing this group (ex: grocery stores, nail/hair salons)
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

Demographic	Data Source	Threshold (%)	Targeted Marketing and Outreach Activities
			<ul style="list-style-type: none"> • Apartment/Condo Leasing Communities, Extended Stay hotels/motels, and Mobile Unit areas/Trailer Parks
Living in FEMA-designated flood hazard zone	FEMA Individual Assistance	16.7% (75 percentile)	<ul style="list-style-type: none"> • Local Church Groups • Community Meetings • Print Media • Broadcast Media
Veterans	U.S. Census – ACS	11.2% (75 percentile)	<ul style="list-style-type: none"> • Community Centers • Events coordinated with local Veteran Service organizations

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

Low-to-Moderate Income (LMI) Households

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. 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.

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)

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. 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

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. 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

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. 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

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. 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

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

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

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. 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)

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. 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

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. Targeted marketing and outreach activities will include school boards (flyers sent home with students), Region Education Service Center and School District. Note: this demographic was not included in the analysis to determine targeted areas.

Female Heads of Household

Female Heads of Household- A female maintaining a household with no husband of the householder present. 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

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. Individuals fitting the criteria will be targeted through disaster displacement contact lists, employers, and community events in addition to the utilization of FEMA IA contact datasets (where permissible) 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

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 1percent 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. 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

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.

Targeted marketing and outreach activities will include community centers and events coordinated with Veteran Services within the South East Texas Region.

In addition, the Regional Needs Assessment also identified 65 block groups (based on Census data) which will be targeted for marketing and outreach across the South East Texas Region. The 65 represent 21% of the total block groups in the region. A summary of the specific block groups and the associated demographics are listed below.

- 1 of the targeted block groups exceed the **LMI Households** threshold
- 13 of the targeted block groups exceed the **LEP (Spanish) Individuals** threshold
- 9 of the targeted block groups exceed the **AFN Individuals** threshold
- 15 of the targeted block groups exceed the **Total Elderly Households** threshold
- 17 of the targeted block groups exceed the **Total Households with Children under 18** threshold
- 14 of the targeted block groups exceed the **Total Female Head of Households** threshold
- 1 of the targeted block groups exceed the **Damaged Homes** threshold
- 37 of the targeted block groups exceed the **Households in a Floodplain** threshold
- 16 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 demographic. Listed below are example activities for each county in the South East Texas Region:

- **Hardin County** - The County, which has 37 total block groups, was declared a MID by HUD and 3,346 households with a FVL totaling \$64,668,195. Using the methodology described above and in the Regional Needs Assessment, a population of approximately 11,462 was identified to be targeted for outreach in this area (e.g., total households with children under the age of 18, elderly households).
- **Jefferson County** – Jefferson County, which has 201 total block groups, is the highest population county in the South East Texas Region and therefore has the highest number of individuals and households that must be engaged during the outreach effort. The County was declared a MID county by HUD and has 17,467 households with a FVL totaling \$220,021,319. Using the methodology described above and in the Regional Needs Assessment, a population of approximately 54,098 was identified to be targeted for outreach in this area (e.g., total households with children under the age of 18, elderly households).
- **Orange County** – Orange County, which has 65 total block groups, was declared a MID area by HUD with 11,083 households having a FVL totaling over \$173 million. Using the methodology described above and in the Regional Needs Assessment, a population of approximately 45,203 was identified to be targeted for outreach in this area (e.g., total households with children under the age of 18, elderly households).

Community Input and Collaborative Partnerships

Our approach is to work in partnership with regional and statewide non-profits 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. 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.

This allows our team to maximize outreach to target audiences and ensures good stewardship of program funds by controlling costs and reducing duplicated communications.

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:

Table 7: Stakeholder Program Design Meetings

Date	Meeting	Location	Purpose/ Parties Represented
11/09/18	Hardin County Stakeholder Meeting	Hardin County Courthouse	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Regional Elected officials • COG Staff • Community Development Organizations • Nonprofit Organizations • Religious Organizations • Fair Housing Advocates
11/15/18	Jefferson County Stakeholder Meeting	Jefferson County Courthouse	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Regional Elected officials • COG Staff • Community Development Organizations • Nonprofit Organizations • Religious Organizations • Fair Housing Advocates
11/16/18	Orange County Stakeholder Meeting	Orange County Expo and Convention Center	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Regional Elected officials • COG Staff • Community Development Organizations • Nonprofit Organizations • Religious Organizations • Fair Housing Advocates

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 South East Texas Regional Planning Commission has an established Disaster Recovery Division, as well as a suite of Community Services Programs. Collaboration with this voluntary association should help inform the outreach plan based on their knowledge of the region’s unique recovery needs.

Hardin County is uniquely positioned in the COG to also fall within the Deep East Texas Regional Housing Authority (DETRHA). DETRHA develops and operates housing programs for low-income families.

The City of Beaumont operates the Beaumont Housing Authority (BHA). BHA serves almost 3,000 families with affordable housing opportunities in and around the region. The BHA administers housing assistance programs for the entire SETRPC including Hardin County despite its overlap with DETRHA.

Counties provide social services through their individual offices as defined in the COG and local governments section detailed above. Specific social services provided by the COG include the Aging and Disability Resource Center (ADRC) and the Area Agency on Aging (AAA). These organizations advocate for aging persons and disability needs in the COG.

These public housing agencies and social service providers will be engaged in the outreach effort to ensure vulnerable low income, aging, and disabled populations are effectively reached as outreach efforts continue.

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, but also identifying needs of the applicant and households. In SETR we will work directly with organizations with current connectivity to the community and applicants such as those listed in Table 8.

Table 8: VOADs, LTRGs, and EMCs

Organization	Division or Office
SETRPC	Community Services Division
SETRPC	Disaster Recovery

Organization	Division or Office
SETRPC	Transportation and Environmental Resources
Orange County	Diocese of Beaumont
Orange County	Emergency Management
Orange County	Social Services
Orange County	Environmental Health & Code Compliance
Jefferson County	Southeast Texas Emergency Relief Fund
Jefferson County	SETRPC, Faith Based Organizations
Jefferson County	Office of Emergency Management
Jefferson County	Environmental Control
Jefferson County	Jefferson County Historical Commission
Jefferson County	Public Health
Jefferson County	Risk Management
Hardin County	Floodplain Managers Office
Hardin County	Office of Emergency Management
Hardin County	Office of Emergency Management
Hardin County	Deep East Texas Regional Housing Authority (DETRHA)
City of Beaumont	Emergency Management
City of Beaumont	Planning & Community Development
Nonprofit Organizations	Aging and Disability Resource Center (ADRC)
Nonprofit Organizations	Area Agency on Aging (AAA)
Nonprofit Organizations	Habitat for Humanity
Nonprofit Organizations	The United Way of Orange County
Nonprofit Organizations	Orange County Disaster Rebuild
Nonprofit Organizations	Hardin County Strong

Other Community Partners

Our team will continue to identify the “grassroot” 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 worshipers 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 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 9 describes citizen participation opportunities that have occurred across the South East Texas Region.

Table 9: Community Consultations

Date*	Meeting	Purpose/ Parties Represented
October 12, 2018 9:30 am	Initial Stakeholder Meeting at the SETRPC	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Elected officials throughout the COG • COG Staff • Community Development Organizations • Nonprofit Organizations • Religious Organizations • Fair Housing Advocates
November 9, 2018 12:00 pm	Orange County Stakeholder Meeting	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Regional Elected officials • COG Staff • Community Development Organizations • Nonprofit Organizations • Religious Organizations • Fair Housing Advocates

Date*	Meeting	Purpose/ Parties Represented
November 12, 2018 9:00 am	Hardin County Stakeholder Meet	To gather input on methodology for Needs Assessment. <ul style="list-style-type: none"> • Regional Elected officials • COG Staff • Community Development Organizations • Nonprofit Organizations • Religious Organizations • Fair Housing Advocates

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 Jennifer Mattingly. With the support of Outreach Coordinators, she will provide direction and coordinate all outreach activities across SETR and provide input to the Program Manager on the strategies, effectiveness and metrics.

The Outreach staff will be primarily housed in the Beaumont office in SETR 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
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
SETRPC – South East Texas Regional Planning Commission
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. May also be referred to Area Median Income (AMI) in other program documents.

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

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

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

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

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

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

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

SETR Newspapers

County	Name	Phone
Jefferson	Beaumont Enterprise	409-838-2893
Hardin	Hardin County News	409-755-4912
Hardin	The Silsbee Bee	409-385-5278
Orange	Orange Leader	409-883-3571
Orange	Penny Record	409-735-5305
Orange	The Record Newspapers	409-886-7183
Orange	Vidor Vidorian	409-769-5428

SETR Radio

Company	Phone
KOGT 1600 AM	409-883-4381
KTXB-FM Beaumont	409-835-2141
Univision Radio	409-832-8221
KVLU Radio	409-880-8164
KZZB 990 AM	409-833-0990
Kykr	409-896-5957
Magic 102.5	409-838-1025
Cumulus Broadcasting	409-833-9421
Clear Channel Radio/Big Dog	409-212-1061

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	
Hardin		Hardin	
Jefferson		Jefferson	
Orange		Orange	
<i>Total Applications Received</i>		<i>Total Applications Received</i>	

Appendix C – HAP Flyer

South East Texas Region Homeowner Assistance Program

Hardin, Jefferson, and Orange 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.



Appendix D: Communicating with COGs and Local Elected Officials

All communication with COG's 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 10: Census Tracts where Door-to-Door Canvassing will be conducted

Census Tract	Block Group	Location
63	1	Central Port Arthur between Thomas Blvd, KC Southern railroad, SH 287/69, and Lake Charles Ave.
69	3	Northwestern in Port Arthur City north of TX-73 W and south of 60th St. Bounded in the south west by Union Pacific rail road and the north east by Marion Anderson Ave/50th St/Houston Ave.

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

