

## NYC HPD/HDC: Marketing Agent Memo re: COVID19 Protocols

Dear Partners,

As the City continues to release new guidance on how to best respond to the COVID19 outbreak, HPD and HDC's Marketing Teams are considering how to continue to connect New Yorkers to housing while keeping our respective teams safe.

There are several points in our lottery and lease-up process that include interacting with others that may be a cause for concern right now. Please review our suggestions on how to maintain the integrity of our process while limiting physical contact where possible:

1. **Post Office Boxes and Caller Service:** For newly advertising lotteries, a P.O. Box or Caller Service box will need to be established for the collection of paper applications. As we are trying to limit the amount of time staff are out in public, please consider only scheduling the establishment of a P.O. or Caller Service Box when your team is ready to begin the advertising period for a development. Likewise, we may request the meeting time to be outside of commuter rush hours. This will be established on a case-by-case basis.
2. **Paper Entry:** Paper entry is a vital part of the lottery process to ensure that all those who applied to our lotteries via paper mail are given a fair chance to be considered for a unit in your development. It also requires a significant amount of staff being out of the office and congregated in one space—a situation we are trying to avoid right now.
  1. For projects where it is feasible, we are recommending postponing paper entry until further notice. We are willing to revisit the scheduling of the paper entry on a weekly basis until your organization deems it safe to gather and conduct the paper entry.
  2. For those who are unable to postpone the paper entry, please communicate with your Project Manager about how you will ensure that your paper entry set-up is in compliance with all social distancing guidance currently released: e.g. separating staff by at least 6 feet, capping team sizing at 10 people, having hand sanitizer and other sanitary products available for use, etc.
3. **Processing Applications:** Marketing Agents currently conducting eligibility appointments should endeavor to move to the new Direct Document Submission process and minimize the requirement that applicants appear in person to submit paperwork. This process is outlined on page 28 of the [Marketing Handbook](#), and H notices in the Attachments have been updated to include this language. Please note that this process still requires a non-electronic option, e.g. accepting and providing receipts for documents dropped off at your office.
4. **File Submissions to the Agency:** For those whose staff are working remotely and may not have access to printing and scanning capabilities, we anticipate that you may be submitting files less frequently and/or in bulk. We have adapted our systems so as to provide uninterrupted review of tenant files.

**If your office is planning to close entirely, please contact us to discuss how this will impact your ability to process applications and lease or sell units in your developments.**

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As the situation changes, other accommodations may need to be considered. For example, if an applicant does not have online banking and would typically go to their bank to get a statement in-person, this may not be possible based on restrictions. At this time, we do not know of any institutional barriers for applicants to collect and submit their documents for processing; however, if these arise please contact us to discuss--it would not be appropriate to penalize applicants who may be affected by these changes. Likewise, applicants who prefer to drop off sensitive documentation in-person may not be bypassed or rejected for this reason should this option cease to be viable, e.g. the City mandates that people self-quarantine.

Again, our priority is keeping our staff, your staff, and our applicants safe during this time, while ensuring that the process is fair to all applicants. We appreciate your cooperation and will continue to keep you updated with any relevant developments.

Stay safe,  
**HPD/HDC Marketing**

*For HPD inquiries:* Aileen Reynolds  
Executive Director of Housing Opportunity  
NYC Department of Housing Preservation and Development  
[ReynoldA@hpd.nyc.gov](mailto:ReynoldA@hpd.nyc.gov)

*For HDC inquiries:* Josephine Logozzo  
Assistant Vice President of Marketing  
NYC Housing Development Corporation  
[jlogozzo@nychdc.com](mailto:jlogozzo@nychdc.com)