

PUBLIC POLICY LAB

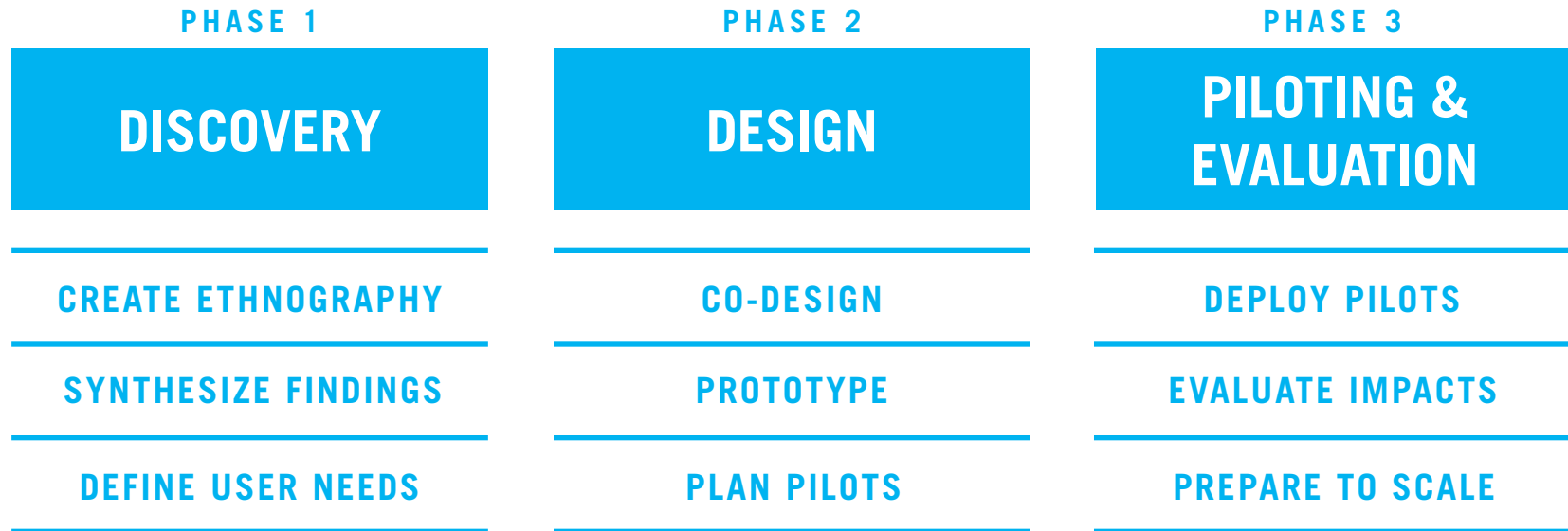
Nonprofit / Charitable Organization

Founded: 2011

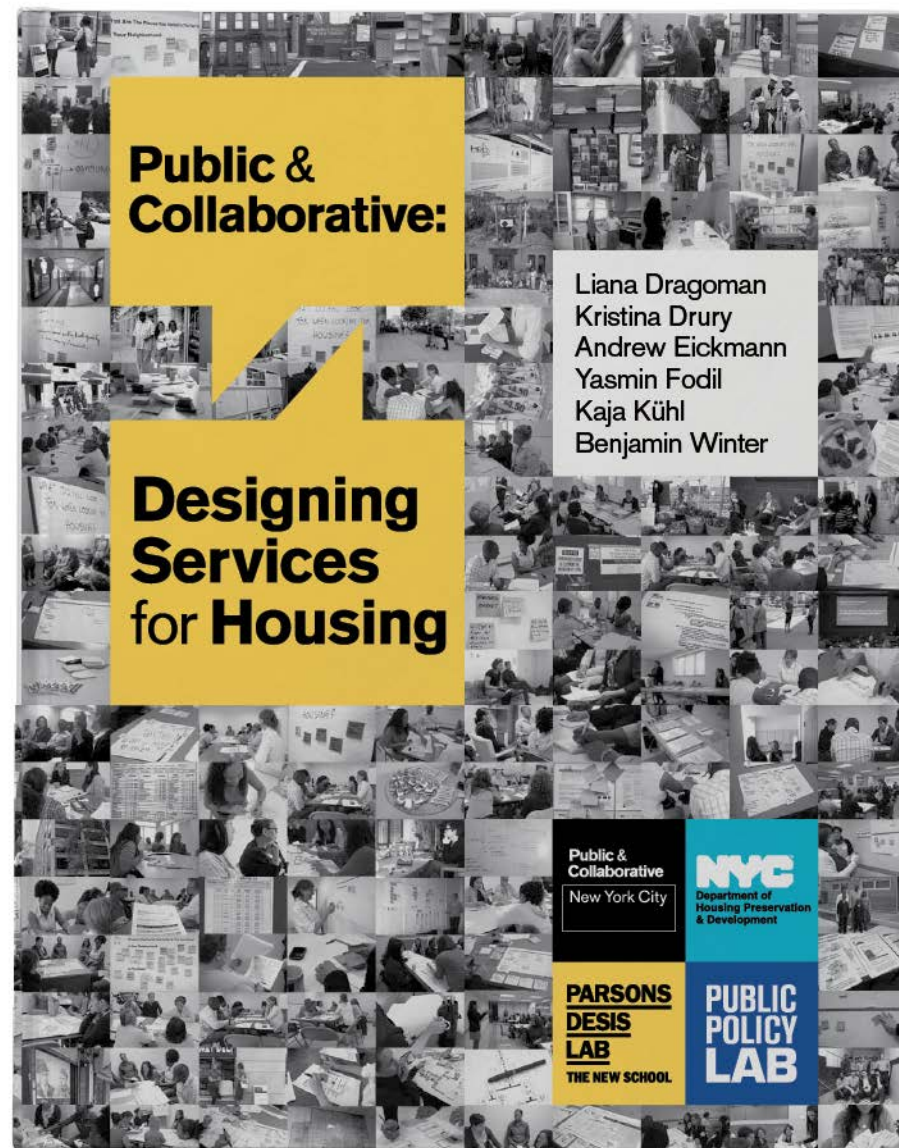
Partner with Government

Improve Public Services

How have we used service design to improve public services?



How do we help more eligible people apply for affordable housing?





Lottery & Lease-Up Services

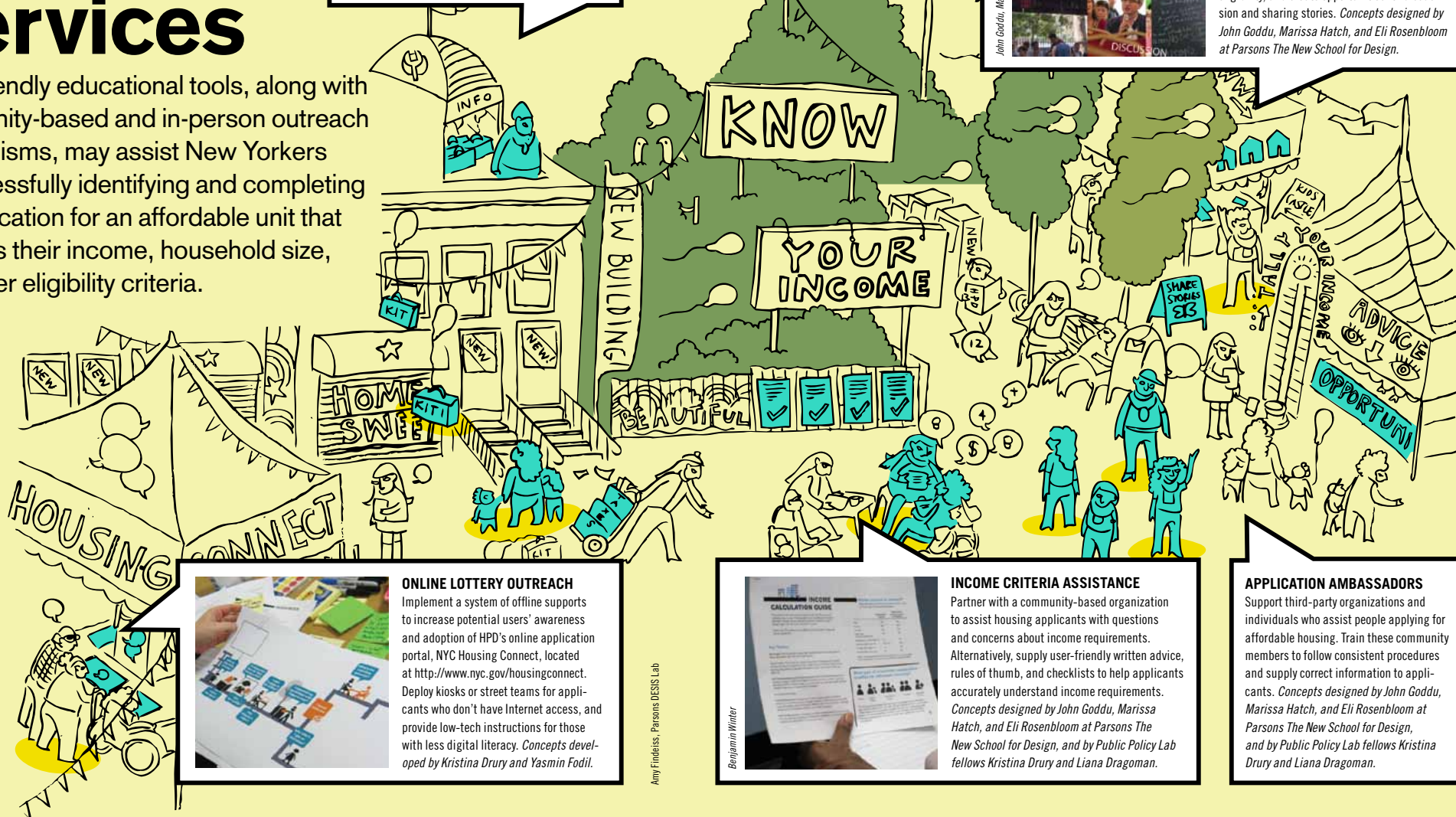
User-friendly educational tools, along with community-based and in-person outreach mechanisms, may assist New Yorkers in successfully identifying and completing an application for an affordable unit that matches their income, household size, and other eligibility criteria.

LOTTERY & LEASE-UP TOOLKIT

Equip applicants with the tools and information they need to better understand their eligibility for affordable housing and more easily fulfill the requirements of the Lottery & Lease-Up process. Include tips to understand income requirements, documentation checklists, process maps, and timelines that align expectations and encourage applicants. *Concepts developed by Kristina Drury and Yasmin Fodil.*

**PEOPLE'S HOUSING WEEK
EVENTS & KIOSKS**

Organize regular campaigns to educate, inform, and excite people about affordable housing in New York City. Provide a staffed kiosk to allow applicants to test-drive HPD's online application website, distribute information and advice about eligibility, and create opportunities for discussion and sharing stories. *Concepts designed by John Goddu, Marissa Hatch, and Eli Rosenbloom at Parsons The New School for Design.*



ONLINE LOTTERY OUTREACH

Implement a system of offline supports to increase potential users' awareness and adoption of HPD's online application portal, NYC Housing Connect, located at <http://www.nyc.gov/housingconnect>. Deploy kiosks or street teams for applicants who don't have Internet access, and provide low-tech instructions for those with less digital literacy. *Concepts developed by Kristina Drury and Yasmin Fodil.*

INCOME CRITERIA ASSISTANCE

Partner with a community-based organization to assist housing applicants with questions and concerns about income requirements. Alternatively, supply user-friendly written advice, rules of thumb, and checklists to help applicants accurately understand income requirements.

Concepts designed by John Goddu, Marissa Hatch, and Eli Rosenbloom at Parsons The New School for Design, and by Public Policy Lab fellows Kristina Drury and Liana Dragoman.

APPLICATION AMBASSADORS

Support third-party organizations and individuals who assist people applying for affordable housing. Train these community members to follow consistent procedures and supply correct information to applicants. *Concepts designed by John Goddu, Marissa Hatch, and Eli Rosenbloom at Parsons The New School for Design, and by Public Policy Lab fellows Kristina Drury and Liana Dragoman.*

ITERATIVE RESEARCH & DESIGN WITH AGENCY, CBOs, DEVELOPERS & RESIDENTS



DESIGN CHALLENGE: DOCUMENTING INCOME

How can residents better understand how to accurately report their income, so they'll be more likely to apply for units for which they're actually eligible?

I applied so many times already, but I don't think I am doing it right. Most of the time I never hear back.

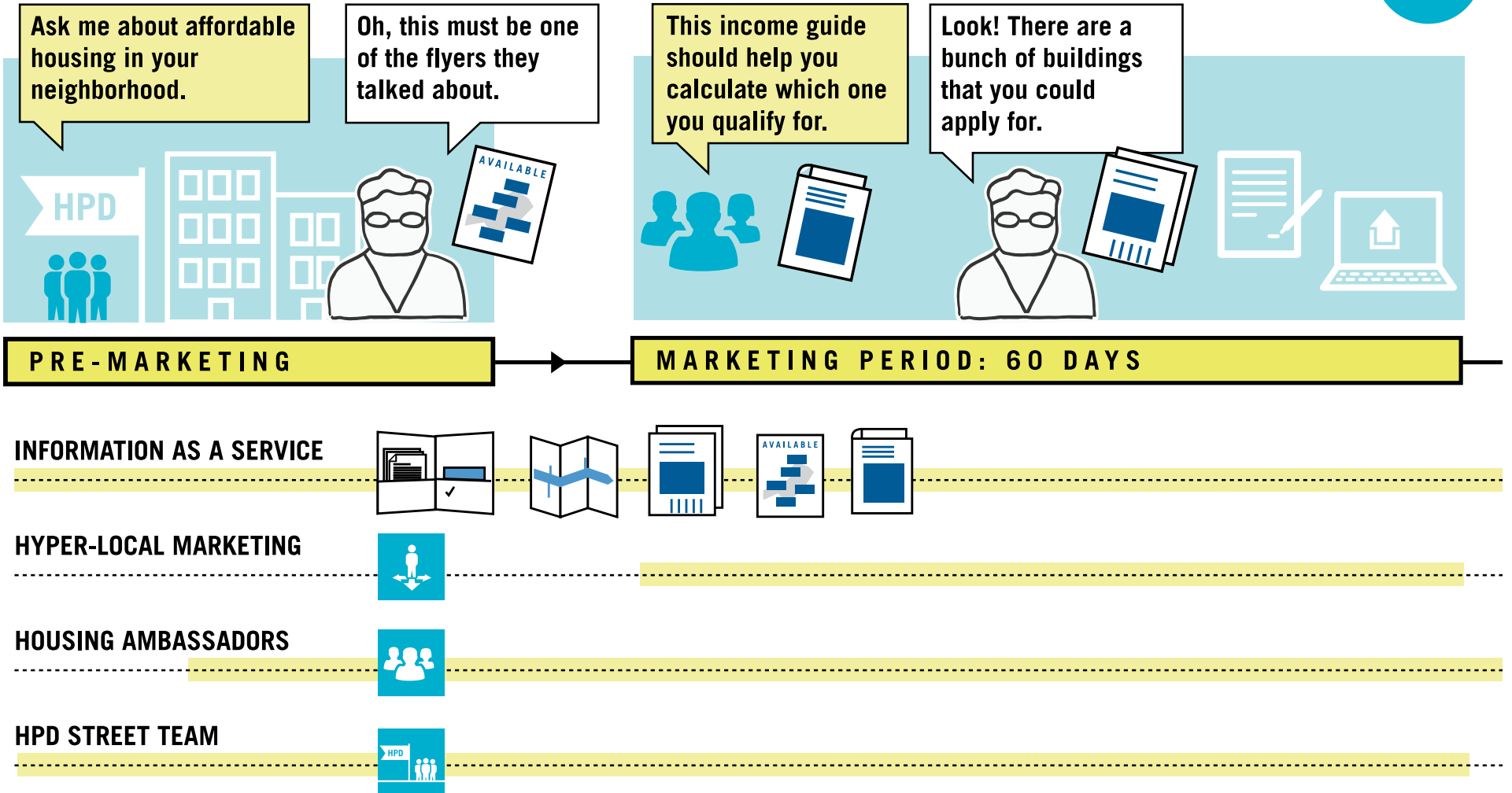
**DESIGN CHALLENGE: CLARIFYING THE PROCESS**

What's the best way to support eligible residents who may be intimidated by the process of filling out a housing application?

We are expecting our first child and would love our own apartment.



We saw this flyer for a new building in our neighborhood, but we don't know how the application works.





Affordable Housing for Rent June 2013 Listing

Visit www.nyc.gov/housingconnect to get more info or to apply online.

Bethany Place in North Harlem, Manhattan
Income ranges between \$47,383 – \$129,610*
23 apartments Deadline: August 22, 2013

Harlem River Point South in East Harlem, Manhattan
Income ranges between \$18,855 – \$59,820*
139 apartments Deadline: August 12, 2013

50 North Fifth Street in Williamsburg, Brooklyn
Income ranges between \$29,829 – \$51,540*
46 apartments Deadline: July 1, 2013

Berean Apartments in Crown Heights, Brooklyn
Income ranges between \$30,069 – \$59,820*
106 apartments Deadline: July 15, 2013

CAMBA Gardens in East Flatbush, Brooklyn
Income ranges between \$29,760 – \$59,820*
61 apartments Deadline: July 12, 2013

*You are eligible for an apartment based on your total household income and household size, and other criteria. Make sure to review detailed requirements, including income range, on the individual advertisement for each development.



www.nyc.gov/housingconnect
Find and Apply for Affordable Housing

Facebook.com/NYCHPD
@nychousing
www.nyc.gov/housingconnect
www.nyc.gov/housingconnect

Visit www.nyc.gov/housingconnect to get more information or to apply online.

This document is for informational purposes only. This is not an application for affordable housing.

pages
48–49



Your Guide to Applying for Affordable Housing: Online Application Income Guide



About This Guide

Use this guide to understand how to enter or update your household information on NYC Housing Connect, the online application website for New York City affordable housing. You can also review this guide when filling out a paper application for affordable housing.

Apartments offered through New York City affordable housing programs have income requirements and other selection criteria. You and your household members need to earn between specific minimum and maximum amounts. Your eligibility also depends on the number of people in your household.

This guide helps you understand how developers and the City look at your income. This guide is not a housing application, and it will not tell you if you are eligible for an affordable apartment! But it can help you figure out how to give honest, accurate answers on your housing application.



After You Apply for Affordable Housing: Checklists and Resources



ABOUT This Guide

Affordable housing applications are selected for review through a lottery process. If your application is selected and you appear to qualify for an apartment, you will be invited to an interview. That interview is to figure out if you are eligible for affordable housing.

Interviews are usually scheduled from two to ten months after the application deadline. You will be asked to bring in documents about who will be living with you, how much money the household makes, your current apartment, and other information.

This guide helps you prepare for the interview. It lists the documents you may need to bring and offers tips on how to find and prepare the copies you need.



Affordable Housing For Rent



45 NEWLY CONSTRUCTED UNITS

500 West 30th Street, Chelsea, Manhattan

Amenities: 24-hour attended lobby, on-site resident manager, sun terrace, fitness center, computer lounge, bbq terrace, party rooms (*additional fees apply).

Transit: A/CCE to 34th St or M34 bus

More info: www.developerevents.com

No application fee. No broker's fee.

Who Should Apply?

Individuals or households who meet the income and household size requirements listed in the table below may apply. Only qualified applicants will be eligible for apartments. Applicants who live in New York City receive a general preference for apartments.

Preference for a percentage of units goes to:
• applicants with mobility impairments (5%)
• applicants with visual or hearing impairments (2%)
• residents of Manhattan community district 7 (50%)
• municipal workers (5%)

1. View the Available Units

Unit Size Monthly Rent* Units Available

Studio \$525 4

Studio \$670 22

1 bedroom \$564 5

1 bedroom \$720 28

2 bedroom \$687 3

2 bedroom \$873 2

2 bedroom, 2 bath \$873 14

2. See Unit Requirements

Household Size** Annual Household Earnings***

1 person \$19,920 \$24,080

1 person \$24,892 \$30,100

2 people \$21,326 \$24,080

2 people \$21,326 \$27,520

3 people \$26,675 \$30,100

3 people \$26,675 \$34,400

4 people \$25,612 \$27,520

4 people \$25,612 \$30,960

4 people \$31,989 \$34,400

4 people \$31,989 \$38,700

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How Do You Apply?

Apply online or through mail. To apply online, please go to: www.nyc.gov/housingconnect. To request an application by mail, send a postcard to: Macdonald Plaza, P.O. Box 1160, New York, NY 10039. Only send one application per development. Don't submit duplicate applications. Do not apply online and also send in a paper application. Applicants who submit more than one application will be disqualified.

When is the Deadline?

Applications must be submitted or submitted online no later than May 25, 2014. Late applications will not be considered.

What Happens After You Submit an Application?

After the deadline, applications are selected for review through a lottery process. If yours is selected and you appear to qualify, you will be invited to an interview to continue the process of determining your eligibility. Interviews are usually scheduled from 2 to 10 months after the application deadline. You will be asked to bring documents that verify your household size, identity of members of your household, and your household income.



www.nyc.gov/housingconnect



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Your Guide to Affordable Housing

LET'S GET STARTED...

1 Look for affordable housing

2 Understand eligibility guidelines

3 Submit your application

4 Wait while applications are processed

5 If selected, prove your eligibility

6 Sign a lease, appeal, or apply to others

1 Look for affordable housing

2 Understand eligibility guidelines

3 Submit your application

4 Wait while applications are processed

5 If selected, prove your eligibility



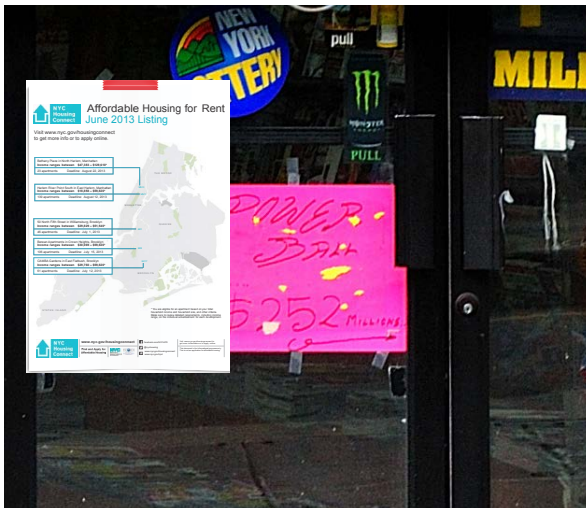
**HYPER-LOCAL
MARKETING**

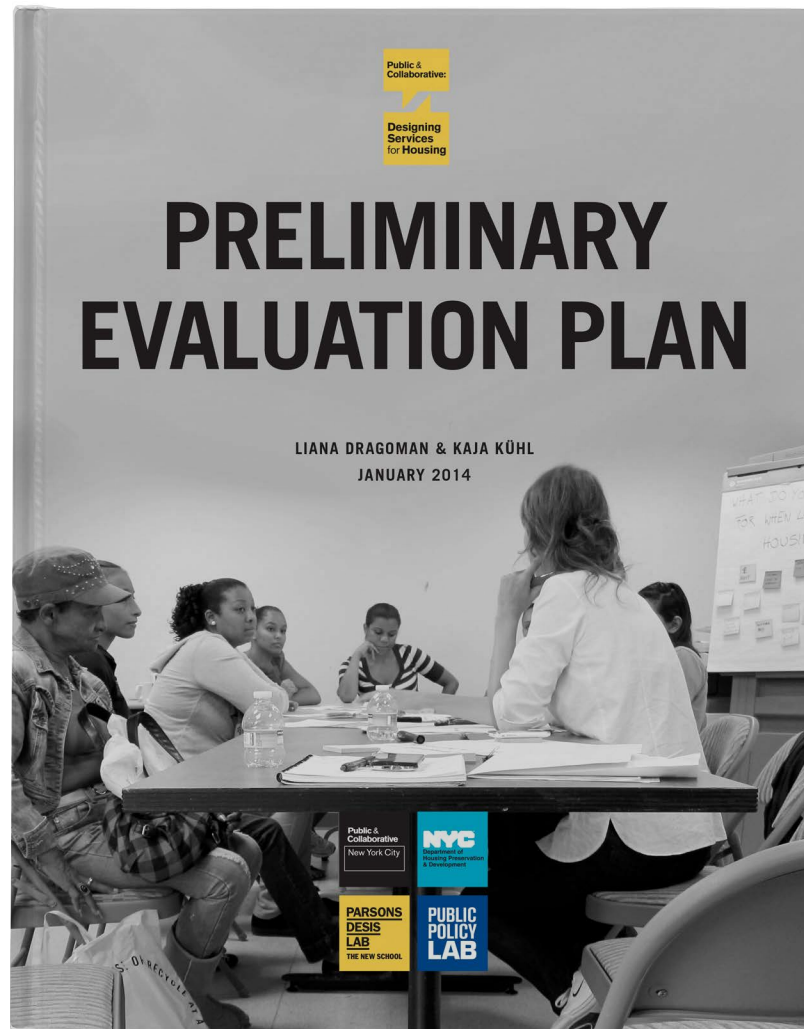


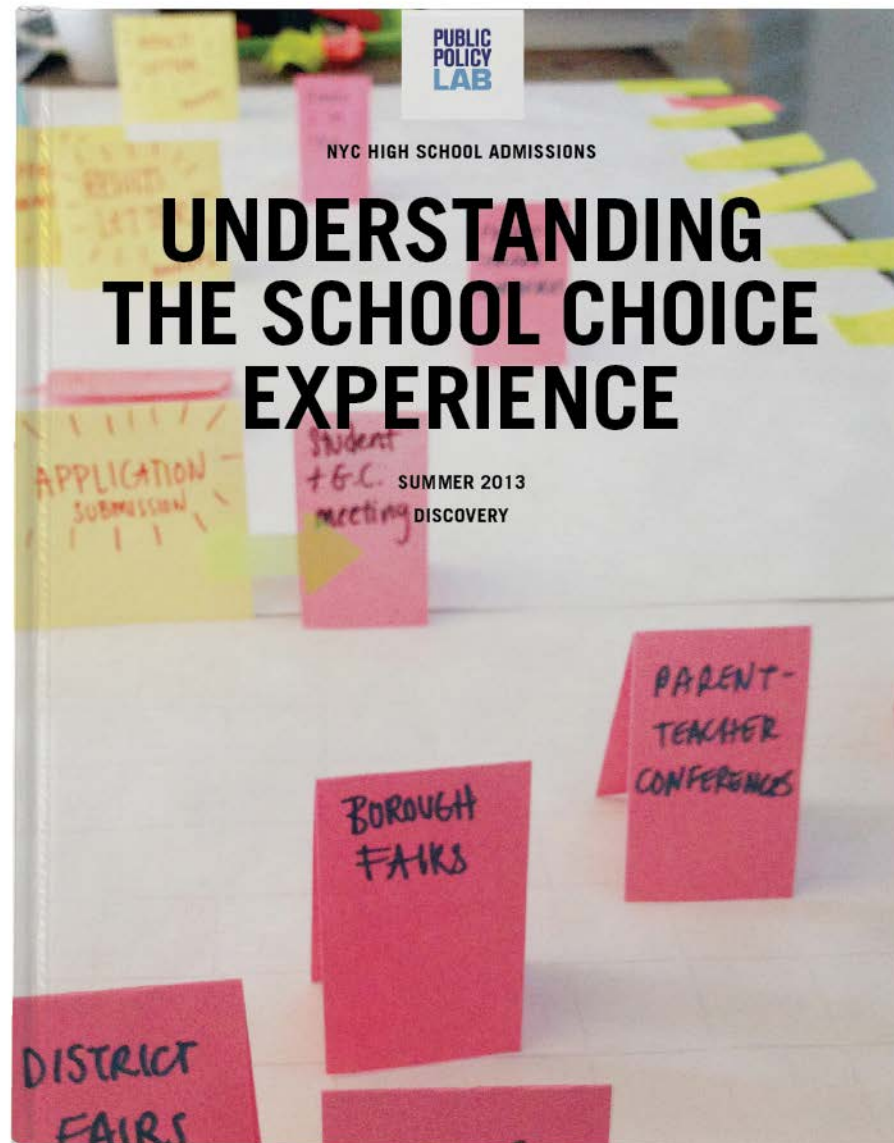
**HOUSING
AMBASSADORS**

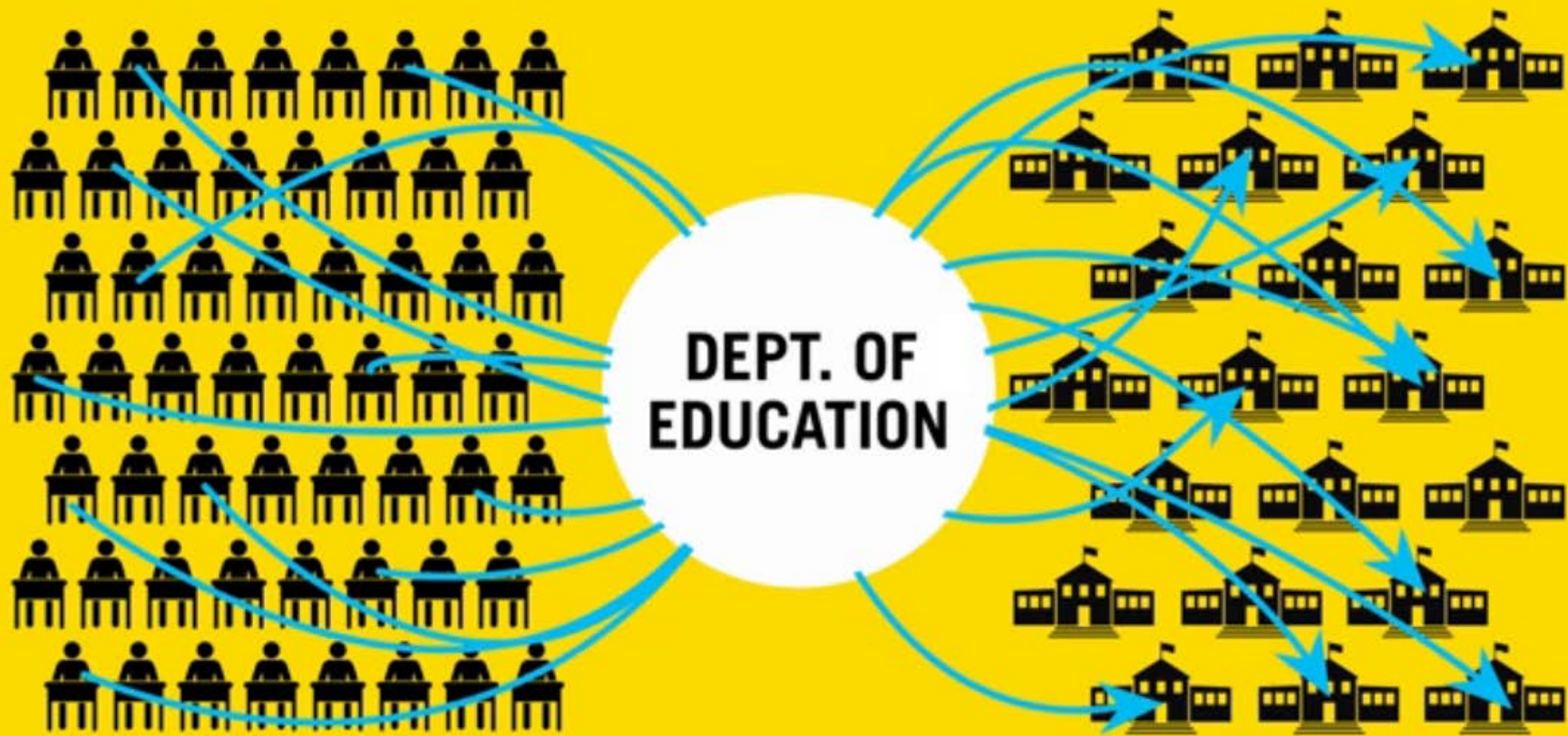


**HPD
STREET TEAM**



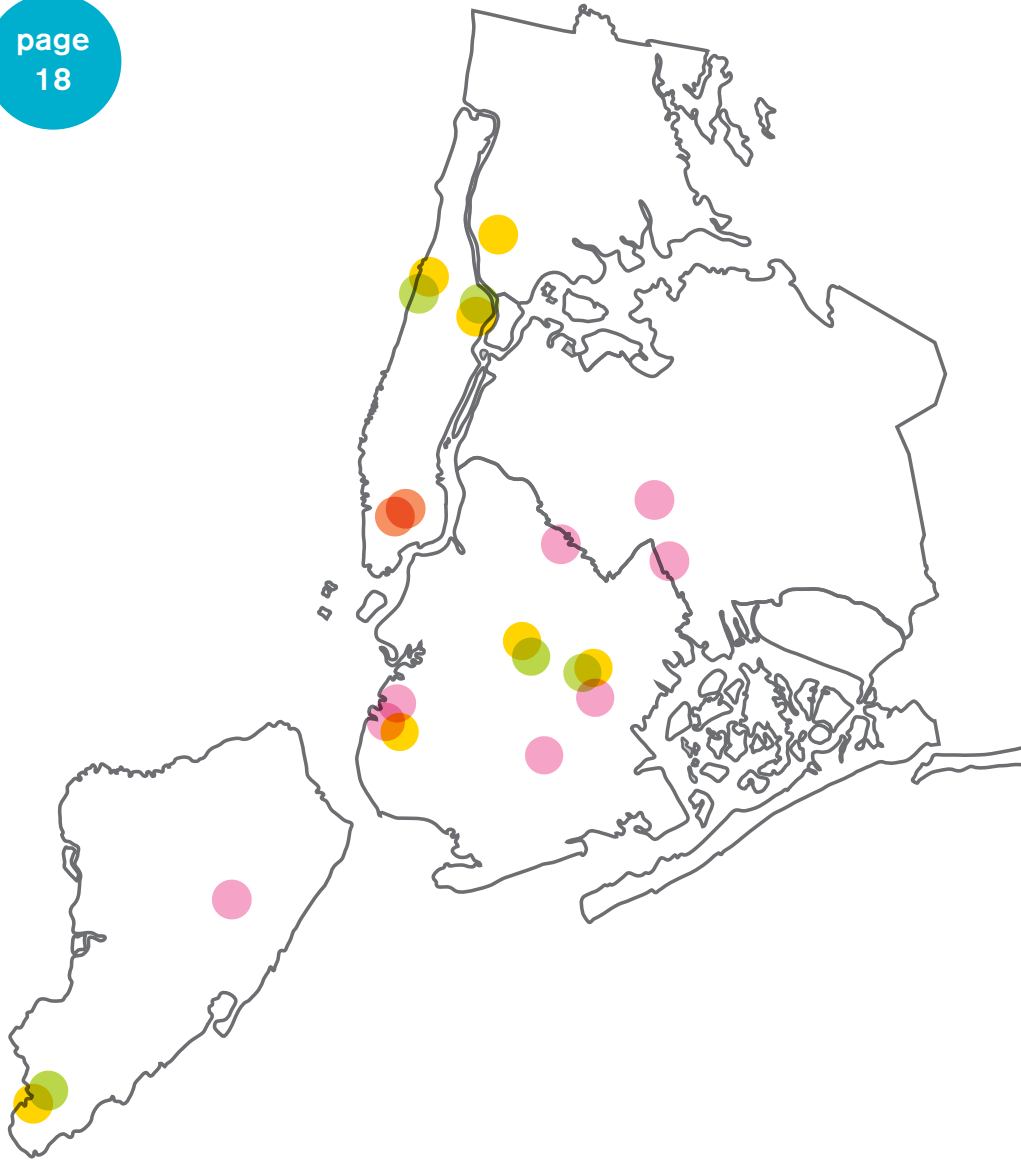






75,000 STUDENTS
700 SCHOOLS

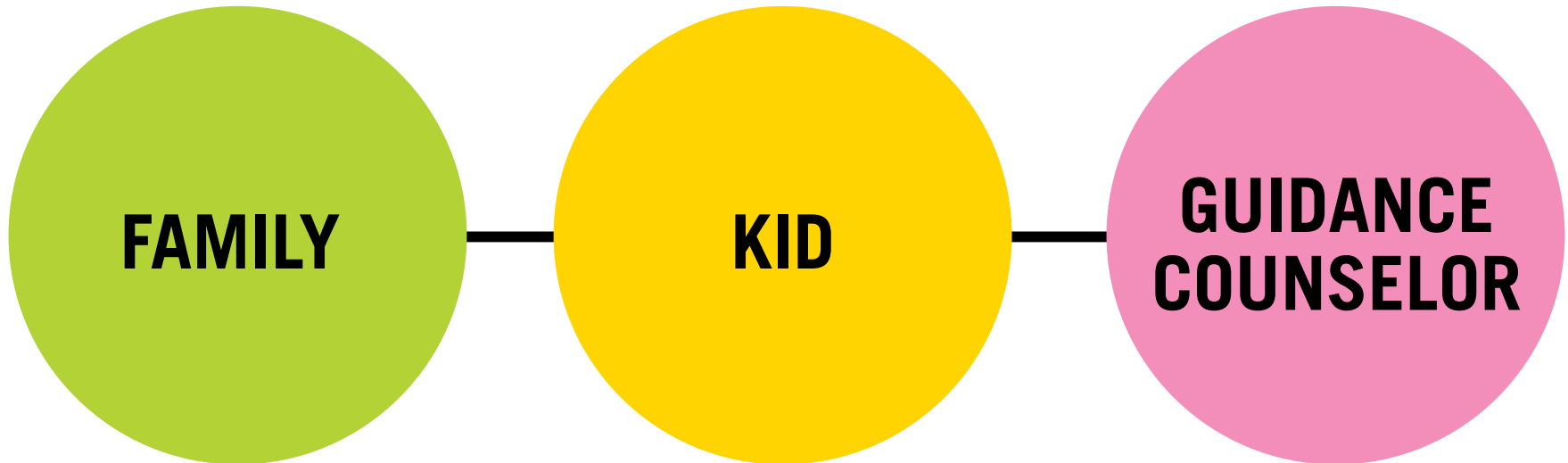
What do families need to make informed, meaningful school choices?



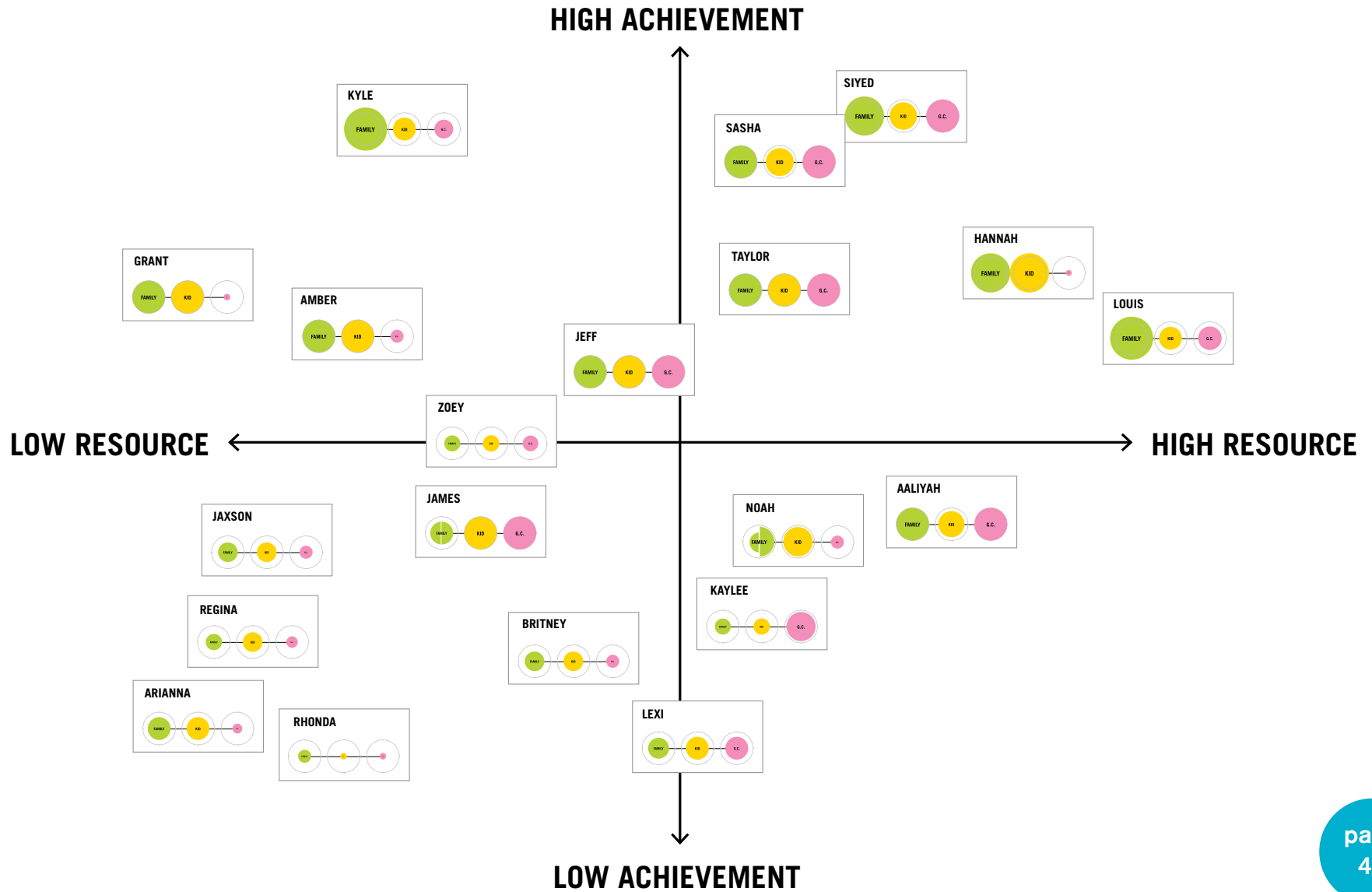
PROJECT
MANAGER

CHOICE
DRIVER

PROCESS
NAVIGATOR



VARIETY OF CHOICE CONTEXTS



1

Optimized Use of Available Time

2

Clearer Visions of the Future

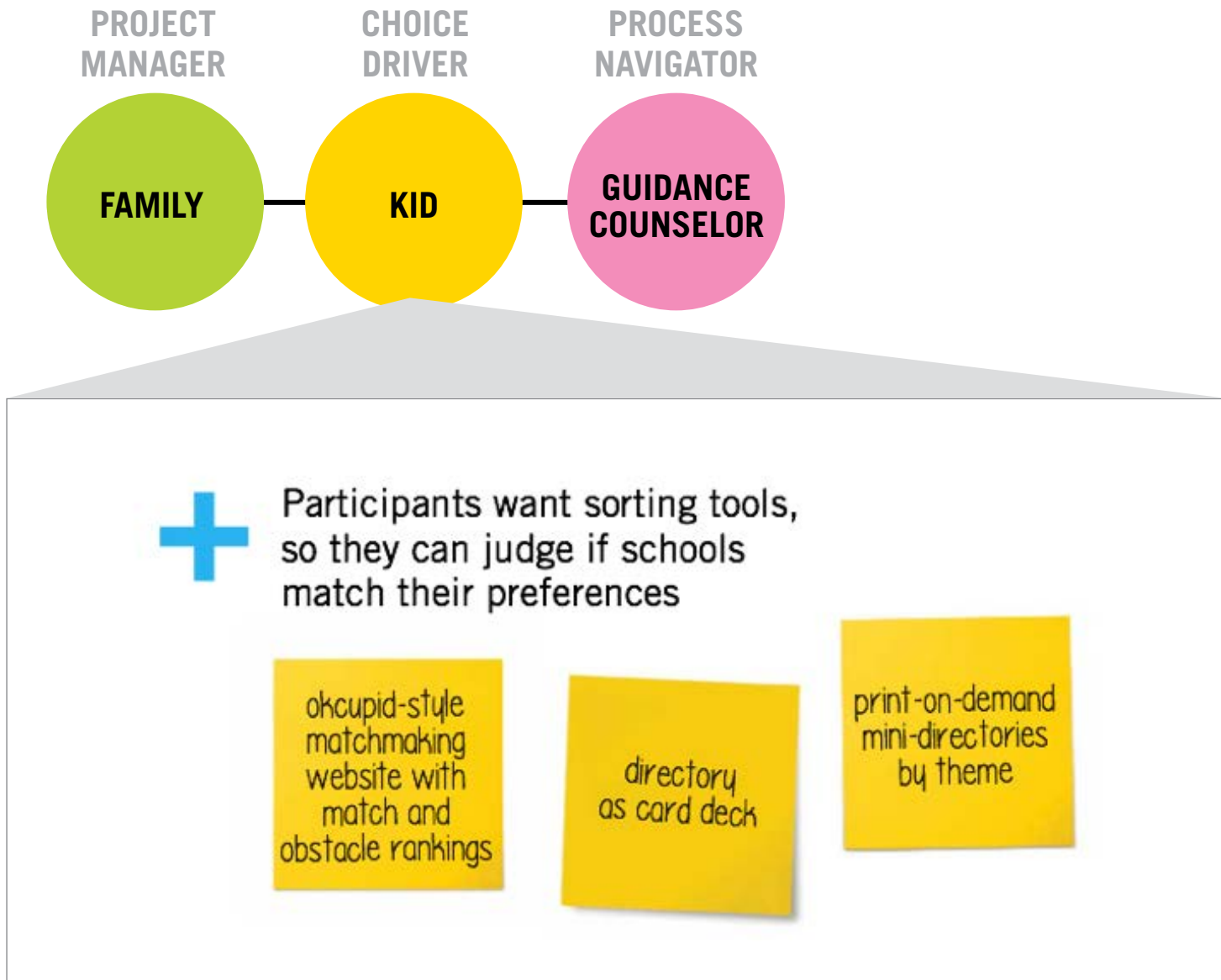
3

First-Person School Experiences

4

Balance of Facts and Feelings

PROMPTS & CONCEPTUAL RESPONSES





Nonprofit / Charitable Organization

Founded: 2011

Partner with Government

Improve Public Services



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THANK YOU

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