**Addendum to the HPD-HDC Marketing Handbook**

**Update to Section 4-2: Marketing**

**Effective Date: September 1, 2026**

HPD and HDC are shortening the minimum advertising period for affordable housing lotteries marketed on Housing Connect, per a recommendation from the Office of the Mayor's Streamlining Procedures to Expedite Equitable Development ("SPEED") Report. This recommendation is consistent with the report's aim to shorten the time apartments sit vacant and move qualified New Yorkers into new homes more quickly.

The standard marketing period for lotteries has been reduced to a minimum of **21 calendar days**.

The following changes will supersede the text in Section 4-2 of the Marketing Handbook as of the effective date above:

## A. GENERAL INFORMATION

1. The official marketing period, during which a Project is advertised and people may submit applications typically should begin ~~at least~~ approximately six months prior to the anticipated occupancy of the first unit.

2. Standard vs. Modified Marketing - Rentals

a. The requirements for the marketing process may differ based on the type of project and number of affordable units being marketed. All standard and modified marketing requirements are subject to the Agency's discretion. **The advertising period for standard and modified marketing is a minimum of 21 calendar days.**

b. "Standard marketing" (20 or more available units, except as otherwise approved by HPD or HDC) ~~has a 60-calendar-day advertising period.~~: Standard marketing for rental units requires a lottery through Housing Connect, advertising in newspapers, and publicity targeted to people with disabilities and those least likely to apply.

c. "Modified marketing" (up to 19 available units, except as otherwise approved by HPD or HDC): ~~may have a shorter advertising period, no less than 21 days.~~: Depending on the number of vacant units and the timeline by which the units will be ready for occupancy, the Agency will determine whether an advertised lottery through the Housing Connect system is required.

3. Advertising – Homeownership (Coops, Condos, and Small Homes)

a. The advertising period for homeownership projects is a minimum of 21 calendar days. ~~The advertising period for projects of one to six homeownership units is 30 calendar days. For projects of seven or more homeownership units, the advertising period is 60 calendar days.~~

## C. ADVERTISEMENTS

2. Advertisements in print publications and other media for “standard marketing” (rentals) and homeownership projects:

a. The initial advertisement must be published at the same time as the application period opens on Housing Connect. ~~Advertisements must appear at least 60 calendar days prior to the application deadline date.~~ *See Print Advertisement Templates: Attachments F-2 and F-3.*

b. The Marketing Agent must begin marketing by placing an advertisement in accordance with the following:

*(Note: Romanettes i. - v. remain unchanged)*

vi. The newspaper advertisement is to run at least three days in each publication with at least one day falling on a weekend (one ad placement in a weekly publication meets both the three-day and weekend requirements). The initial advertisement must be published at the same time as the application period opens on Housing Connect. ~~The initial publication must be at least 60 calendar days prior to the application deadline.~~ The Marketing Agent must run the additional two advertisements within two weeks of the initial publication. Any delays must be reported to the Agency.