



Job Outreach Plan

Purpose

The Job Outreach Plan (“Plan”) is intended to provide communities in which an affordable housing project will occur with information and opportunities to apply for open positions that may be available on these projects.

What types of projects would this apply to?

Beginning October 1st 2019, any project that the New York City Department of Housing Preservation and Development (HPD) contributes \$2 million dollars or more towards the creation or preservation of affordable housing will be required to submit a Job Outreach Plan.

What is required?

Prior to HPD’s construction loan closing, a developer and/or borrower requesting city subsidies must use HPD’s approved form to submit information on their job outreach plans related to employment opportunities generated on the proposed project. The Job Outreach Plan should at a minimum engage and inform communities within a three-mile radius of the particular project. The plan is to be implemented during the construction phase of the project.

If a project is also subject to the M/WBE Build Up Program requirements, the Job Outreach Plan should accompany the M/WBE Implementation Plan submission.

A quarterly report must be submitted identifying the number and types of positions filled, and the outreach strategies employed.

What should the Job Outreach Plan include?

- The Job Outreach Plan should reflect the efforts that will be deployed to inform and recruit eligible candidates for current and future employment needs related to the affordable housing project.
- Identify specific positions that will likely be created and a timeline.

What happens if I am not able to accomplish the plan?

HPD may factor non-compliance in determining future business dealings with the Developer and/or Borrower.

Who can I contact with questions regarding program requirements?

If you have questions about the program requirements send an email to the Economic Opportunity and Inclusion Program unit at EOIP@hpd.nyc.gov .

Examples of Job Outreach activities

- Use Social Networking Sites such as LinkedIn, Facebook, Instagram, etc. to advertise positions;
- Post positions on targeted online jobsites including but not limited to Indeed, Craigslist and Monster.com;
- Host recruiting events (separately or with local partners) and open houses to attract candidates;
- Post recruiting information at the job site or within close proximity to the job site;
- List open positions and contact information on a strategic partner's website including but not limited to non-profits, government entities, schools, churches and block associations;
- Post open positions on job boards, as well as local newspapers, newsletters and blogs.