**ATTACHMENT C-2: GUIDE TO LANGUAGE ACCESS IN THE MARKETING PROCESS**

**Pre-Marketing**

1. **CREATE THE ADVERTISEMENT**

The template for the project advertisement, *ATTACHMENT F-2 OR F-3*, includes instructions in each language for applying online and requesting a translated ad and paper application.

* When creating the ad, application deadline date must be filled in six times (in addition to English), **in the correct format for each language.**
* See the end of this document for the correct date formats for each language.

HPD will have the full advertisement translated into six languages and posted on Housing Connect.

1. **CUSTOMIZE APPLICATION AND “H” NOTICES FOR CONTACTING APPLICANTS**

HPD will provide the developer/agent with translated templates for the paper application, *ATTACHMENT G-1 or G-2*, and for each notice for communicating with applicants about their status (“*H Notices”*).

* When the developer/agent customizes the paper application and H Notices with the project information, **they will need to ensure that the application deadline on all templates** **is** **in the correct format for each language.** See the *Translating Dates* section at the end of this document for correct formats.

**Advertising/Application Period**

1. **PLACE AD IN PRINT PUBLICATIONS**

* If the developer/agent places an advertisement in a non-English newspaper or other publication, they must use the translated version of the ad that HPD has provided. If the language isn’t available in the templates provided by HPD, the developer/agent is responsible for having the ad translated. Newspapers and other publications may offer this service.

1. **RESPOND TO REQEUSTS FOR ADS AND APPLICATIONS**

People may submit requests by mail for translated ads and paper applications.

* When receiving requests for paper applications in other languages, the developer/agent must print and mail the translated ad AND application to the requester. Note: It is not necessary to print multiple copies of the translated ads and applications before receiving requests. The developer/agent can print as needed.
* The developer/agent must record the number of requests received for paper applications in each language.

**Lottery**

1. **PAPER APPLICATION ENTRY**

Paper entry staff must enter translated applications, parts of which may have been filled out in other languages, into Housing Connect. Fortunately, the key information that must be entered into Housing Connect is in a standard format on the paper application, regardless of language.

* Paper entry staff should have a blank English version of the application on hand as a guide for understanding which information which on non-English applications is.
* If information that is essential for determining apparent eligibility appears on an application in a way that can’t be entered into Housing Connect—for example, address or income information is written in Chinese—staff should instead enter into Housing Connect the name of the language (e.g. “CHINESE”) in the Name field for the head of household. This is a cue to the person who later reviews the log that the application must be translated before processing.
* The name of the language appears in English at the bottom of each page of the application form.

**Resident Selection**

1. **INITIAL APPLICATION SCREENING**

The key information on the log should be sufficient to determine initial apparent eligibility, regardless of the language in which the application was submitted or whether it was submitted online or on paper.

* At the start of processing each batch of applications, the developer/agent must first check for paper log entries in which the head of household’s Name field contains the name of a language (e.g. “CHINESE”). This indicates that the application cannot be processed for apparent eligibility without translation. Those applications should be submitted immediately to HPD for a rush translation. Rush turnaround time is approximately 2-3 business days.
* For each application that appears eligible, the developer/ agent must pay special attention to whether it was submitted on paper and in another language. If so, the developer/agent must review the paper application for any information the applicant entered that needs translation. Those applications should be submitted to HPD, for translation, at the time of sending the *APPOINTMENT SCHEDULING/DOCUMENT REQUEST NOTICE* (*ATTACHMENT H-1A*) to the applicant. Standard turnaround time is 5-7 business days.

The log shows each applicant’s Language Contact Preference.

* The developer/agent must send the appropriate “H Notice” (provided by HPD) **in the applicant’s preferred language,** to each applicant as they are processed for apparent eligibility.
  + *ATTACHMENT H-1A (APPOINTMENT SCHEDULING/DOCUMENT REQUEST NOTICE)* goes to apparently eligible applicants, along with *ATTACHMENT H-1C,* *DOCUMENT LIST,* with required documents indicated via checkboxes.
  + *ATTACHMENT H-2 (INELIGIBILITY NOTICE)* goes to apparently ineligible applicants.
  + *ATTACHMENT H-5 (LOW PRIORITY NOTICE)* goes to low-priority applicants, such as non-NYC residents.
  + HPD provides translated templates for these notices.

1. **SCHEDULING APPOINTMENTS OF ELIGIBILITY**

LEP applicants who have received *H-1A, APPOINTMENT SCHEDULING/DOCUMENT REQUEST NOTICE,* will call, email, or use an online calendaring system to schedule their eligibility appointment or confirm document drop-off times, and may need interpretation or translation assistance to do so.

* The developer/agent must have a service in place to interpret phone calls and translate emails from LEP applicants. Large language service companies often offer 3-way phone interpretation on demand.
* The developer/agent must have a plan in place to translate and respond to email requests in multiple languages.
* Automated over-the-phone interpretation services may provide efficient alternatives to one-by-one scheduling.
* The developer/agent must send the applicant *ATTACHMENT H-1B (APPOINTMENT/DOCUMENT SUBMISSION CONFIRMATION NOTICE),* **in the applicant’s preferred language,** to confirm appointment details and/or receipt of documents.

1. **CONDUCTING APPOINTMENTS OF ELIGIBILITY**

* The developer/agent must have a service in place to provide over-the-phone or in-person interpretation during applicant appointments. Large language service providers often have on-demand over-the-phone interpretation (OPI), which can be used with a dual-handset telephone. HPD require the developer to have access to an OPI provider.
* Some services provide video interpretation and in-person interpreters. These services add additional quality and expediency to the interpretation but tend to cost more than OPI.
* Applicants may bring friends or family members to interpret for them. Due to the complicated and technical nature of eligibility appointments, HPD requires the interpreter to be at least 18 years of age.
* Instructions helping applicants identify their language and understand how to access available interpretation services must be posted and readily apparent at the appointment or document drop-off location.

1. **POST-** **APPOINTMENT OF ELIGIBILITY**

* The developer/agent must use the pre-translated templates, **in the applicant’s preferred language**, to communicate the outcome of their eligibility determination.
  + *ATTACHMENT H-3 (APPROVAL NOTICE)* goes to approved applicants.
  + *ATTACHMENT H-4 (REJECTION NOTICE)* goes to rejected applicants.
  + *ATTACHMENT H-5 (LOW PRIORITY NOTICE)* goes to low-priority applicants, such as non-NYC residents.
  + *ATTACHMENT H-6 (WAITING LIST NOTICE)* goes to applicants who will be on the project’s waiting list, per Section 4-4 of the HPD-HDC Marketing Handbook.
* If the developer/agent receives an appeal in another language, the developer/agent is responsible for using a translation service to translate the content of the appeal, as well as any non-English content entered by the applicant on a paper application.
* If the appeal is unsuccessful, the developer/agent must send *ATTACHMENT H-7 (APPEAL REJECTION NOTICE)* **in the applicant’s preferred language**.
* If the appeal is successful, the developer/agent must send *ATTACHMENT H-3 (APPROVAL NOTICE)* **in the applicant’s preferred language**.

**DATE FORMATS IN DIFFERENT LANGUAGES**

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|  | **ARABIC** | **CHINESE** | **HAITIAN CREOLE** |
| **Format >>**  English: [month] [date], [year] | [year] ،[month] [date] | [year]/[month#]/[date] | [lowercase month name] [date], [year] |
| **Example >>**  October 8, 2016  10/08/2016  MM/DD/YYYY | 8 أكتوبر، 2016  08/10/2016  YYYY/MM/DD | 2016/10/8  2016/10/8  YYYY/MM/DD | oktòb 8, 2016  10/08/2016  MM/DD/YYYY |
| **DATES BY MONTH:** |  |  |  |
| January | [date] يناير، 2016 | 2016年1月[date]日 | janvye [date], 2016 |
| February | [date] فبراير، 2016 | 2016年2月[date]日 | fevriye [date], 2016 |
| March | [date]مارس، 2016 | 2016年3月[date]日 | mas [date], 2016 |
| April | [date] أبريل 2016 | 2016年4月[date]日 | avril [date], 2016 |
| May | [date] مايو، 2016 | 2016年5月[date]日 | me [date], 2016 |
| June | [date] يونيو، 2016 | 2016年6月[date]日 | jen [date], 2016 |
| July | [date] يوليو، 2016 | 2016年7月[date]日 | jiyè [date], 2016 |
| August | [date] أغسطس، 2016 | 2016年8月[date]日 | out [date], 2016 |
| September | [date] سبتمبر، 2016 | 2016年9月[date]日 | septanm [date], 2016 |
| October | [date] أكتوبر، 2016 | 2016年10月[date]日 | oktòb [date], 2016 |
| November | [date] نوفمبر، 2016 | 2016年11月[date]日 | novanm [date], 2016 |
| December | [date] ديسمبر، 2016 | 2016年12月[date]日 | desanm [date], 2016 |

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|  | **KOREAN** | **RUSSIAN** | **SPANISH** |
| **Format >>**  English: [month] [date], [year] | [year]년 [month#]월 [date]일 | [date] [month name] [year] | [date] de [lowercase month name] [year] |
| **Example >>**  October 8, 2016  10/08/2016  MM/DD/YYYY | 2016년10월8일  2016/10/8  YYYY/MM/DD | 8 октября 2016  08/10/2016  DD/MM/YYYY | 08 de octubre 2016  08/10/2016  DD/MM/YYYY |
| **DATES BY MONTH:** |  |  |  |
| January | 2016년1월[date]일 | [date] январь 2016 | [date] de enero 2016 |
| February | 2016년2월[date]일 | [date] февраль 2016 | [date] de febrero 2016 |
| March | 2016년3월[date]일 | [date] март 2016 | [date] de marzo 2016 |
| April | 2016년4월[date]일 | [date] апреля 2016 | [date] de abril 2016 |
| May | 2016년5월[date]일 | [date] май 2016 | [date] de mayo 2016 |
| June | 2016년6월[date]일 | [date] июнь 2016 | [date] de junio 2016 |
| July | 2016년7월[date]일 | [date] июль 2016 | [date] de julio 2016 |
| August | 2016년8월[date]일 | [date] август 2016 | [date] de agosto 2016 |
| September | 2016년9월[date]일 | [date] сентябрь 2016 | [date] de septiembre 2016 |
| October | 2016년10월[date]일 | [date] октября 2016 | [date] de octubre 2016 |
| November | 2016년11월[date]일 | [date] ноябрь 2016 | [date] de noviembre 2016 |
| December | 2016년12월[date]일 | [date] декабрь 2016 | [date] de diciembre 2016 |

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|  | **FRENCH** | **POLISH** | **BENGALI** |
| **Format >>**  English: [month] [date], [year] | Le [jour] [mois] [année] | [dzień] [miesiąc] [rok] | [মাস] [দিন], [সাল] |
| **Example >>**  October 8, 2021  10/08/2021  MM/DD/YYYY | Le 8 octobre 2021  08/10/2021  JJ/MM/AAAA | 8 października 2021  08.10.2021  DD/MM/RRRR | অক্টোবর 8, 2021  10/08/2021  MM/DD/YYYY |
| **DATES BY MONTH:** |  |  |  |
| January | [date] janvier 2021 | [date] styczeń 2021 | জানুয়ারী [date], 2021 |
| February | [date] février 2021 | [date] luty 2021 | ফেব্রুয়ারী [date], 2021 |
| March | [date] mars 2021 | [date] marzec 2021 | মার্চ [date], 2021 |
| April | [date] avril 2021 | [date] kwiecień 2021 | এপ্রিল [date], 2021 |
| May | [date] mai 2021 | [date] maj 2021 | মে [date], 2021 |
| June | [date] juin 2021 | [date] czerwiec 2021 | জুন [date], 2021 |
| July | [date] juillet 2021 | [date] lipiec 2021 | জুলাই [date], 2021 |
| August | [date] août 2021 | [date] sierpień 2021 | আগস্ট [date], 2021 |
| September | [date] septembre 2021 | [date] wrzesień 2021 | সেপ্টেম্বর [date], 2021 |
| October | [date] octobre 2021 | [date] październik 2021 | অক্টোবর [date], 2021 |
| November | [date] novembre 2021 | [date] listopad 2021 | নভেম্বর [date], 2021 |
| December | [date] décembre 2021 | [date] grudzień 2021 | ডিসেম্বর [date], 2021 |

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|  | **URDU** |  |  |
| **Format >>**  English: [month] [date], [year] | [ماہ] [تاریخ]، [سال] |  |  |
| **Example >>**  October 8, 2021  10/08/2021  MM/DD/YYYY | 8 اکتوبر 2021  10/08/2021  ماہ/تاريخ/سال |  |  |
| **DATES BY MONTH:** |  |  |  |
| January | [date] جنوری، 2021 |  |  |
| February | [date] فروری، 2021 |  |  |
| March | [date] مارچ، 2021 |  |  |
| April | [date] اپريل 2021 |  |  |
| May | [date] مئی، 2021 |  |  |
| June | [date] جون، 2021 |  |  |
| July | [date] جولائی، 2021 |  |  |
| August | [date] اگست، 2021 |  |  |
| September | [date] ستمبر، 2021 |  |  |
| October | [date] اكتوبر، 2021 |  |  |
| November | [date] نومبر، 2021 |  |  |
| December | [date] دسمبر، 2021 |  |  |