



2022 Fair Housing & Hurricane Season Preparedness Outreach  
Application

**Overview**

Repeated flood events have significantly magnified barriers to fair housing and impacted members of protected classes. Advanced preparation and planning is critical during hurricane season and throughout the year so that vulnerable Houstonians may make a full recovery after a flood event. HCDD is seeking community advocates, including non-profit organizations, to provide outreach, education, information, and advertising addressing fair housing and hurricane preparedness or risk reduction.

The overall goal of the 2022 Fair Housing & Hurricane Season Preparedness Outreach Program is to support outreach and engagement at the neighborhood level in Houston and increase fair housing and resilience knowledge of residents. The program's target audiences are historically underserved populations including communities of color, persons with disabilities, immigrant communities, individuals with limited English proficiency, low- and- moderate-income households, seniors, and vulnerable persons previously impacted or displaced by disasters.

*\*All applicants must attend at least one of the mandatory Fair Housing 101 Workshop Sessions to qualify*

For Reference Only

## Grant Award

Awardees will be reimbursed for eligible costs according to Community Development Block Grant regulations (24 CFR Part 570) for fair housing activities (24 CFR § 570.206I) and federal grant requirements (2 CFR Part 200). The maximum amount per award is \$10,000.

## Key Dates

March 24, 2022  
Applications Available Online

April 7, 2022  
10 AM to 11:30 AM  
Virtual Grant Introduction Workshop  
Workshop registration link: <https://conta.cc/3t4oYlw>

April 14, 2022  
10 AM to 11 AM  
Fair Housing 101 Workshop Session 1\*  
Workshop registration link: <https://conta.cc/36xg1cF>

April 27, 2022  
11 AM to Noon  
Fair Housing 101 Workshop Session 2\*  
Workshop registration link: <https://conta.cc/36xg1cF>

May 6, 2022  
Application Due  
All applications must be submitted by 11:59 PM CST

May 27, 2022  
Grants Awarded (estimated)

Week of May 30, 2022  
Virtual Orientation of Grant Awardees (estimated)

June 15 (estimated) to November 11, 2022  
Grant Awardee Marketing and Outreach Period

## Evaluation Criteria

Priority will be given to applicants who

- Show a history or demonstrated ability to reach and engage members from underserved communities in similar ways to the proposed activities in their outreach and marketing plan
- Propose activities which engage and benefit historically underserved communities
- Propose activities that are well planned and suitable to the goals and objectives of program
- Propose activities that have a long-term impact within the organization and/or community
- Utilize existing community initiatives, such as Complete Communities, or relationships with other organizations to enhance outreach efforts
- History of past performance in fair housing outreach grants with HCDD (Fair Housing and Hurricane Season Preparedness Outreach Program and Ambassador Program).

All awardees must be registered as a vendor for the City and actively registered in the System for Award Management (SAM). Visit: [purchasing.houstontx.gov](http://purchasing.houstontx.gov) and [www.sam.gov/SAM](http://www.sam.gov/SAM)

QUESTIONS? [FairHousing@houstontx.gov](mailto:FairHousing@houstontx.gov)

\* 1. Are you registered with SAM.gov

Yes

No

2. If yes, what is your DUNS number?

3. If no, please explain where you are in the SAM.gov registration process.

\* 4. Are you registered as a City of Houston vendor?

Yes

No

5. If yes, what is your City of Houston vendor ID number?

6. If no, please explain where you are in the City of Houston vendor registration process.

\* 7. I understand that in order to be a recipient of this grant, I must be registered as a City of Houston vendor, and registered and active on SAM.gov under the name of the organization that is submitting this application.

I understand

For Reference Only



2022 Fair Housing & Hurricane Season Preparedness Outreach  
Application

Tell us about yourself and your organization

**Directions:** Please fill in all questions. You may go from page to page, and the information you entered will be saved for a period of time unless you close your browser window. However, your application will not be submitted until you select the "Submit Application" button on the final page.

**Points of Contact**

8. Please enter your contact information.

|  |                      |
|--|----------------------|
| Name of Contact Person                             | <input type="text"/> |
| Organization Name                                  | <input type="text"/> |
| Address  | <input type="text"/> |
| Phone Number                                       | <input type="text"/> |
| Email Address                                      | <input type="text"/> |
| Project Manager (if different than Contact Person) | <input type="text"/> |
| Project Manager Phone Number                       | <input type="text"/> |
| Project Manager Email Address                      | <input type="text"/> |
| Website (if applicable)                            | <input type="text"/> |

9. Please check the boxes below as applicable.

- At least one member from my organization attended the Fair Housing 101 Session #1 on April 14, 2022.
- At least one member from my organization attended the Fair Housing 101 Session #2 on April 27, 2022.

Please list the members of your organization who attended the trainings and identify the dates attended.

[Click here](#) to register to attend a mandatory Fair Housing Workshop Session.

**Overview of Your Organization**

10. Briefly describe your organization. What is your mission? What are your key activities?

11. Why is providing fair housing and hurricane preparedness/disaster resiliency education and outreach to your community a priority for your organization?

**Past Outreach Capacity & Impact**

12. Please identify up to *three* communities that you have primarily worked with in the past.

- Communities of Color
- Persons with disabilities
- Individuals with Limited English Proficiency
- Seniors
- Other (please specify)
- Immigrant communities, including refugees or undocumented persons
- Low- and moderate-income households
- Vulnerable persons previously impacted or displaced by disasters
- None of the above/No prior experience

13. How have you worked with or served these communities in the past? Describe a recent example of how your organization was able to successfully reach and engage with these communities.



2022 Fair Housing & Hurricane Season Preparedness Outreach  
Application

Proposed Outreach

14. Briefly define the problem that the proposed activities will address related to fair housing and flood preparedness, risk reduction, or resilience.

15. Describe the strategy you plan to use to engage the community around the fair housing needs and hurricane preparedness/resilience. Briefly summarize your proposed activities and/or an outreach and marketing plan. Include a timeline and metrics of success. (Note: All outreach activities must extend through November 11, 2022.)

16. How will your organization work with current community initiatives or other organizations to expand or enhance outreach for your proposed activities?

For Reference Only

17. Please identify the primary communities that you plan to reach. (Select all that apply.)

- Communities of Color
- People with Disabilities
- Individuals with Limited English Proficiency
- Seniors
- Immigrant communities, including refugees and/or undocumented persons
- Low- and moderate-income households
- Other (please specify):

18. What barriers or challenges do you anticipate when communicating with your selected communities for the project? How will you address these barriers?

19. Describe how you intend to measure the following:

- Number of people reached
- Effectiveness of your message
- Communities reached

20. How will your proposed outreach help build hurricane preparedness and disaster resilience for these selected communities? How will these outreach activities have a lasting impact on these communities or your organization?

For Reference Only



2022 Fair Housing & Hurricane Season Preparedness Outreach  
Application

Conflict of Interest

All applicants applying must complete and upload this [Conflict of Interest Form](#). As applicable, the form should be completed by the applicant, which includes **one** of the following:

- The owner(s) of a company applying
- An Executive Director of an organization applying
- The individual directly applying for the funding

If there is a potential conflict of interest, the Department will not seek a waiver from the U.S. Department of Housing and Urban Development and will not fund the applicant.

Link to form: [Conflict of Interest Form](#)

21. Please upload completed Conflict of Interest form here:

Choose File Choose File No file chosen

For Reference Only



2022 Fair Housing & Hurricane Season Preparedness Outreach  
Application

Eligible Activities

Examples of Eligible Activities

- Conducting educational workshops, trainings, and symposia about fair housing and flood preparedness/risk reduction
- Executing outreach activities in underserved communities to education and create awareness about fair housing and flood preparedness/risk reduction
- Developing and executing mixed media tactics including: e-newsletters, email blasts, success stories/testimonials, social media (including video campaigns), paid advertising (i.e., web banners, digital billboards, TV, radio, and print advertisements) in various languages applicable to the community about fair housing and flood preparedness/risk reduction
- Developing and distributing PSAs, brochures, posters, infographics, fact sheets, etc. (in languages applicable to the community) about fair housing and flood preparedness/risk reduction

All activities must be located within Houston city limits.

Examples of Ineligible Activities

The following activities are ineligible for funding under this grant:

- Advertising/marketing of nonprofit
- Advertising/marketing not related to fair housing
- Alcoholic beverages
- Case Management
- Donations
- Entertainment costs
- Fund raising
- Gift cards
- Lobbying
- Organization costs
- Refreshments

All activities conducted through the grant must be a part of your proposal and approved by HCDD staff. Activities outside the Houston city limits or that do not serve Houstonians are ineligible.

\* 22. I acknowledge that I have read and understood the above list of eligible and ineligible items for the 2022 Fair Housing & Hurricane Season Preparedness Outreach Program application.

Yes, I have read and understood the above.

No, I have not read and/or do not understand the above.

For Reference Only

## FAIR HOUSING



### 2022 Fair Housing & Hurricane Season Preparedness Outreach Application

#### Proposed Budget

For selected organizations, reimbursements will be made after invoices and corresponding records are received by HCDD for costs that are reflected in the proposed budget. Reimbursements will be made only for eligible costs according to Community Development Block Grant regulations (24 CFR Part 570) for fair housing activities (24 CFR § 570.206(c)) and federal grant requirements (2 CFR Part 200).

**Using the Grant Budget and Activities Worksheet, please list your proposed activities to be completed within the program timeline.** Be sure to include the total cost of needs for each activity and include a budget amount for individual activities along with total for activity type. The amounts will add to your total budget. **The sum of the budget should not exceed \$10,000, which is the maximum grant amount.**

Payments will be based on activities completed. To receive reimbursement, each planned activity must be reported on and correspond with a set of documents, pictures or other materials that act as proof of the activity's occurrence. Example materials include:

- Printed Advertisements
- Digital Advertisements
- Event Photos
- Audio or Video Recordings
- Flyers/Handouts (information distributed at the event/activity)
- Presentation/Slides
- Social Media posts
- Print, Digital and Social Media Engagement (analytics, shares, impressions, etc.)

Link to worksheet: [Grant and Activity Budget Worksheet](#)

23. Please upload your completed Grant Activity and Budget Worksheet here:

Choose File

Choose File

No file chosen

**FAIR HOUSING**



2022 Fair Housing & Hurricane Season Preparedness Outreach  
Application

Thank you for your interest in the 2022 Fair Housing & Hurricane Season Preparedness Outreach Program. Please hit this submission button below to submit your application before May 6, 2022 11:59 p.m. (CST). For information or questions about this application, please contact: [FairHousing@houstontx.gov](mailto:FairHousing@houstontx.gov).

All awardees must be registered as a vendor for the City and actively registered in the System for Award Management (SAM). Visit: [purchasing.houstontx.gov](http://purchasing.houstontx.gov) and [www.sam.gov/SAM](http://www.sam.gov/SAM)

QUESTIONS? [FairHousing@houstontx.gov](mailto:FairHousing@houstontx.gov)

For Reference Only