



Harris County Community Services Department

Affirmative Marketing and Outreach Plan

2016 Funding

Prepared by Harris County Community Services Department
March 2019

EXECUTIVE SUMMARY

On April 17 to 30, 2016 (Tax Day Event) FEMA Disaster 4269 and May 22 to June 24, 2016 FEMA Disaster 4272, Harris County sustained significant damage from two major flooding events that resulted from severe storms and high rainfall. As a result, both flooding events were Presidentially Declared Disasters in Harris County.

To assess recovery needs, county staff conducted surveys of over 350 county residents. Staff attended school events, job fairs, housing fairs and community events to gather resident's feedback. The surveys were provided in English and Spanish. Of those residents reporting damage, water damage to flooring and walls was the most reported and roof damage from the storms was the second most reported damage. Four percent of residents reported that their home was destroyed or uninhabitable due to flood water damage.

Post Tax Day floods (DR 4269), county staff conducted a windshield survey of highly impacted flood areas, particularly low-income areas. Observations by surveyors found severe flood damage to homes in the Copperfield, Emerald Forest North, and Cypress Valley, which are low-income areas.

This assessment informed Harris County's geographic targeting for the Buyout program and validated the need for the Buyout Program. All areas to be assisted with 2016 Residential Buyout funds have been identified as LMI areas and Harris County will monitor applications to ensure that at least 70% of funding recipients are LMI households.

COMMUNICATIONS GOAL AND STRATEGY

The overarching communication goal of this outreach plan is to raise community awareness of HCCSD's RVBP and HAP programs. The marketing for these programs has been combined with the 2017 Project Recovery—Harvey marketing and outreach in order to maximize efforts.

The targeted area for RVBP outreach is limited to 13 areas identified by HCCSD (from Flood Control District data) as most affected. The HAP target area includes all of Harris County excluding properties within the boundaries of the City of Houston.

HCCSD's goal is that all stakeholders will have the opportunity to provide ongoing input on the program and to access services they are eligible to receive. To achieve this goal, the outreach activities will strive:

- To deliver a concise, transparent overview of how CDBG-DR funding is being made available and spent by program—via public meetings and publicly posted program guidelines.
- To ensure that all potentially eligible residents are aware of the relief programs offered by HCCSD and given a chance to participate in them.

- To ensure the maximum number of households are adequately served with the funding available.
- To ensure that all outreach efforts affirmatively further fair housing.
- Marketing materials will be distributed in multiple languages.
- Call center staff will be able to access translation services so that information can be distributed to ESL populations
- HCCSD will partner with disability rights advocates to ensure that blind and deaf communities receive necessary information and HCCSD will ensure that sign language interpreters are at all community engagements.
- HCCSD will engage with nonprofit partners who work with vulnerable populations to try to reach displaced persons.
- HCCSD will ensure that marketing materials include contact information for those who need to request reasonable accommodations, and HCCSD will provide reasonable accommodations upon request.

OUTREACH STRATEGY

The overarching outreach strategy will include a range of tools to ensure a comprehensive roll-out of messaging on the availability of assistance programs. Harris County will ensure consistent and effective messaging by engaging in the following activities: advertising on tv and radio outlets that broadcast throughout Harris County, sending out electronic and traditional mail to addresses throughout Harris County, posting on social media platforms related to Harris County neighborhoods, advertising in community-specific newspapers, door-to-door canvassing, and attending community-based group meetings and neighborhood fairs.

Utilizing the www.harrisrecovery.org site, efforts will be consistently branded through strong local media partnerships in affected areas, the use of social networking media (Facebook, Twitter, Next Door), and printed materials distributed by HCCSD staff, public officials, small municipalities, and relevant non-profit agencies.

Through the staff in the public information office, HCCSD will use its connections with local media outlets, nonprofit partners, and call center staff to maintain an ongoing list of issues, concerns, and suggestions. These will inform the team so that the team can make changes to outreach plans to make them more effective at reaching eligible populations and vulnerable members among those populations.

HCCSD will maintain a list of stakeholders, interested parties, individuals, organizations, businesses, and others involved in the outreach and engagement process for use in ongoing outreach events.

The outreach coordinator for HCCSD is ICF. The main contact is Zak Miller 713-247-9600.

MARKETING AND OUTREACH ACTIVITIES

HCCSD will use a combination of marketing and outreach strategies, both general and specific. General marketing strategies include, but are not limited to: marketing via website, television, radio, newspaper, social media, and informational precinct meetings. Targeted efforts will include, but are not limited to: direct mailing, direct email, meetings in local communities, public meetings coordinated with non-profit organizations and service providers, and door-to-door canvassing.

Marketing Activities

Website

A centralized website is a critical marketing tool. The website acts as an accessible, 24-hour repository for all program information. The main website for HCCSD's CDBG-DR programs is www.harrisrecovery.org. The site is regularly updated so it can be used as a primary information source for residents, community partners, and developers. It serves as a powerful resource providing broad access to up-to-date educational materials and resources. The website is accessible so that persons with visual impairments can access the relevant information.

The website will include:

- Information and advertisements for upcoming community events
- FAQs for each program, providing quick summaries of program goals and eligibility criteria
- Helpful homeowner guidance
- Information on HCCSD resource center locations and hours of operations
- All program guidelines, standard operating procedures, and updates to the action plan

Television

Television is one of the most powerful tools for reaching a large audience effectively. HCCSD has sent, and will send, marketing materials for all programs to stations that blanket storm-affected areas and reach all of Texas. This ensures that eligible residents who live in Harris County and those who have been displaced are able to receive program information. Stations include:

- KFDM TV CH 6 -Beaumont
- KIAH TV Channel 39
- KHOU Channel 11
- KTRK-TV
- KXLN Channel 45 – Univision

- NBC Universal - Telemundo Television
- News 4 WOAI-TV in San Antonio
- NBC Universal, TLMD KTMD
- Telemundo
- Telemundo Houston
- ABC - KTRK Channel 13
- ABC News - Thompsons, TX
- Afrocentric Network TV
- Azteca America – UVMTV
- CBS News
- CNN
- CNN - ATLANTA BUREAU
- FOX News
- Jim Lehrer News Hour – PBS
- KPRC Channel 2
- KRIV Channel 26
- KTMD (Channel 47)
- The Weather Channel
- KTBUS 5.5 International Television

Radio

Radio is another powerful tool for reaching broad audiences of persons at home and when they are in transit. HCCSD will send marketing materials to radio stations covering Harris County and other parts of Texas to ensure that potentially eligible residents can receive program information in their cars, at work, and at home. HCCSD will send marketing materials to stations including:

- KENR-AM/KKHT-FM
- KPFT-FM Pacifica
- KSBJ-FM
- K-Star Radio/KVST 99.7 FM
- KTRH 740 – AM
- KUHF Houston Public Radio
- News 92 FM - Radio One
- NPR
- Radio Saigon Houston

Newspapers

Harris County has an active news community serving its diverse array of residents. In order to reach as many communities and residents as possible, HCCSD sends out marketing releases to newspapers serving Harris County and surrounding regions, including:

- 1960 East Sun - The 1960 West Sun - OB Sun News
- Reuters America
- Alvin Sun - Alvin Advertiser
- Associated Press
- Banner Press Newspaper
- Bay City Tribune
- Baytown Sun, The
- Beaumont Examiner
- Bellaire Examiner
- Bellville Times
- Brazoria County News - The Facts
- Brenham Banner-Press
- Clear Lake Citizen - Exchange News
- Community Impact Newspaper
- Courier, The
- Crosby Highland Star Courier
- Daily Cougar, The - U of H
- Dow Jones Newswires
- DP News Wire
- E&E News
- El Campo Leader-News
- Eldia Newspaper
- Epoch Times
- Examiner Newspapers
- Fort Bend Independent
- Fort Bend Sun - Southwest Sun
- Ft. Worth Star-Telegram
- Friendswood Reporter-News - Pearland Reporter-News
- Galveston County News
- Galveston County Observer News
- Guidry News Service
- Houston Chronicle - Latino Issues
- Houston Chronicle - City Desk
- Houston Community Newspaper
- Houston Inner Looper Newspaper
- Houston PATCH
- Impact News – Houston
- India Herald

- La Informacion / El Periodico
- La Noticias de Fort Bend
- Lake Houston Tribune
- LA VOZ
- News Near You - Houston Chronicle
- Orange Leader - Opportunity Valley News
- Pakistan Chronicle
- Pasadena Citizen
- Pearland Journal
- RUMBO
- Sealy News
- Semana News Media
- South Belt - Ellington Leader
- Southern Chinese Daily News
- Southwest News - Village News
- SUCESOS Newspaper
- Texas Catholic Herald
- The Katy News
- The Tribune Newspapers
- Thuong Mai/Vietnam Post
- Times Tribune, The
- Waller County News Citizen
- Woodlands Villager, The
- The New York Times - Houston Bureau
- The Sentinel Newspapers—HCN
- Tomball Magnolia Tribune
- Urdu Times U.S.A. Weekly
- USA Today
- Wall Street Journal
- Humble-Kingwood edition of the Houston Chronicle

Other Publications

As one of the most diverse counties in the nation, some residents may receive their news from more specialized, local outlets that cater to certain communities or to persons with similar interests. Therefore, HCCSD has sent and will continue to send out press releases and PSAs to the following media outlets:

- NBIZ Magazine
- Newsline U.S.A.
- Quorum Report
- Spilled, Inc

- Tomball Magnolia Tribune
- Village News and Southwest
- Bay Area Houston Magazine
- Biz Journals
- BUENA SUERTA
- Bulletin of Brazoria County
- Bulletin, The - Conroe-Montgomery County
- Catholic Worker - Casa Juan Diego
- Dep Weekly Magazine
- Fort Bend - Southwest Star - Fort Bend Business Journal
- Forward Times - Forward Times Metro Weekender
- Forward Times Publishing Inc.
- GOLES
- Greater Houston Weekly (arts & lifestyle supplement for all
- Guestlife Houston
- Houston Defender
- Houston Latin Production
- Houston Press
- Houston Woman Magazine
- Informer, The and Texas Freeman
- Kickoff Soccer Magazine
- Korean Journal
- LA SUBASTA
- LA VIBRA
- Multimedios Houston
- iQue Onda! Magazine
- Southern Journal
- The Weekly Journal Online
- Voice of Asia
- West University Examiner

Digital and Social Media:

Social media is an essential component of any modern marketing and outreach plan. Social media presents an easy and inexpensive way to communicate with large groups of residents. HCCSD markets its programs on some of the most popular social media sites in an effort to reach a broad audience. HCCSD also shares marketing materials with other local social media accounts to help broaden their audience. HCCSD posts and shares content on the following sites:

- Twitter
- Facebook
- Instagram
- HoustonChronicle.Com
- Kingwood.com
- Harris County neighborhoods on Nextdoor.com

Outreach Activities

HCCSD uses multiple data sources to help conduct targeted outreach activities. These include FEMA data, HCAD data, signup sheets from community events, and contact information gathered via the www.harrisrecovery.org website and call center. HCCSD calls, mails, texts, and emails residents to inform them of community meetings in their areas and new program launches. Outreach materials include: Emails, Calls, Texts, Brochures, Handouts, Flyers, Postcards, Door Hangers, and Utility Bill Inserts. All materials are sent or posted in both English and Spanish.

HCCSD is also in regular communication with the City of Houston and Harris County Flood Control District leaders to ensure message coordination and procedural coordination for residents.

Phone (Call and Text)

Having a centralized phone number operated by trained call center staff is essential to any outreach program. HCCSD's central number is staffed by trained operators. Outside of business hours the number allows callers to leave messages and staff contact residents the next day. Call center staff are trained to identify whether or not clients qualify for a program and at what point a person needs to fill out a survey, application, speak to a case worker, etc.

HCCSD also uses text messaging to interested parties to market new programs and also keep in touch with applicants as they go through the application process.

The Call Center will keep the Outreach Coordinator and marketing coordinators informed of any trends in interest or confusion about individual programs. The call center sends media calls to the HCCSD PIO. For callers who do not qualify for HCCSD programs, the call center has contact information for other local programs operated by the City of Houston and surrounding counties.

- Central call number: (832)-927-4961

Mail and Email:

HCCSD markets to Harris county residents via mail and email. Direct mail is one of the surest ways for HCCSD to meet and monitor the goal of individually reach potentially eligible residents. HCCSD uses FEMA and HCAD data to identify affected addresses and send marketing mailers informing residents of county programs. All mailers are sent in English and Spanish.

Another inexpensive and effective way to reach residents is via email. HCCSD collects email addresses from interested residents who call in to the call center, request information from the HCCSD website, and sign up at community events. All emails are sent in English and Spanish.

Sample Email (English):



**Harris County Buyout Information Workshop and
Registration Event**

Thank you for expressing an interest in the Harris County Buyout Program. Your home has been identified as one of the hardest hit during the 2015 floods, 2016 floods, and/or 2017 Hurricane Harvey and one of the most at risk for future flooding. Harris County wants to make sure that you are fully aware of your options as a homeowner regarding the two different home buyout programs and the benefits of participating in either program.

Join Us

Where	When	RSVP
San Jacinto/Highlands Community Center 604 Highland Woods Highlands, TX 77562	Date: Wednesday, October 3, 2018 Date: Wednesday, October 10, 2018 Time: 5:00 PM - 8:30 PM	Please select the date you would like to attend and RSVP. By Friday, September 28, 2018 Phone: 832-927-4961 Email: RebuildHarris@csd.hctx.net

To start the qualification process we encourage all attendees to bring the following documents to the event:

- | | |
|---|-----------------------|
| ✓ Current Driver's License or State ID Card | ✓ FEMA Documents |
| ✓ Income Information for all Adults 18 or older | ✓ SBA Documents |
| ✓ Bank Statements (2 Most Recent) | ✓ Insurance Documents |
| ✓ Mortgage Statement | |

Incentives	Flood Control	Project Recovery
Buyout Purchase Price (Pre-Storm Fair Market Value)	✓	✓
Moving Expenses	✓	✓
Replacement Housing Incentive Payment	✓	✓
Social Vulnerability Incentive		✓
Equity Incentive		✓
Rehabilitation Incentive		✓
Down Payment Assistance		✓

Harris County will provide for reasonable accommodations for persons attending Harris County functions. Requests from persons needing special accommodations should be received by Harris County staff 24 hours prior to the start of the function.

Sincerely,

Harris County Project Recovery - Harvey

(Spanish):



Taller de información de Compra del Condado de Harris y Evento de Registro

Gracias por expresar su interés en el Programa de Compra Residencial del Condado de Harris. Su casa ha sido identificada como una de las más afectadas durante las inundaciones del 2015, 2016 y/o Huracán Harvey del 2017 y una de más riesgo de futuras inundaciones. El Condado de Harris quiere asegurarse que usted entienda y conozca sus opciones como propietario de vivienda con respecto a los dos programas diferentes de compra de casas y los beneficios de participar en cualquiera de estos programas.

Únete a nosotros

Dónde
Centro de Comunidad San Jacinto/Highlands

604 Highland Woods
Highlands, TX 77562

Cuando
Fecha: Miércoles, 3 de Octubre 2018
Fecha: Miércoles, 10 de Octubre 2018

Hora: 5:00 PM - 8:30 PM

RSVP
Seleccione la fecha que desea asistir y reserve su espacio antes del Viernes, 28 de Septiembre 2018
Teléfono: 832-927-4961
Correo electrónico: RebuildHarris@csd.hctx.net

Para iniciar el Proceso de Calificación le pedimos que traiga los siguientes documentos al evento:

- ✓ Licencia de Conducir Valida o Tarjeta de Identificación del Estado
- ✓ Información sobre los Ingresos para todos los Adultos Mayores de 18 años
- ✓ Estado de Cuentas Bancarias (las 2 más recientes)
- ✓ Estado Hipotecario
- ✓ Documentos de FEMA
- ✓ Documentos de la Administración de Pequeños Negocios (SBA)
- ✓ Documentos de Seguro contra Inundaciones

Incentivos	Control de Inundaciones	Proyecto Recuperación
Precio de Compra (Valor de Mercado Justo Antes de la Tormenta)	✓	✓
Gastos de Mudanza	✓	✓
Pago Incentivo Para Reemplazo de Vivienda	✓	✓
Incentivo de Vulnerabilidad Social		✓
Incentivo de Equidad		✓
Incentivo de Rehabilitación		✓
Asistencia para el Pago Inicial		✓

El Condado de Harris proveera acomodaciones razonables para personas con adaptaciones especiales que asistan a las funciones del Condado de Harris. Las solicitud de personas que necesitan adaptaciones especiales deben ser recibidas por el personal del Condado de Harris 24 horas antes de la funcion.

Sinceramente,

Recuperación del Proyecto del Condado de Harris – Harvey

Community Meetings and Events

Community events are efficient ways to get information out to a large number of residents at once and address questions that residents may have. HCCSD has held and will hold community outreach events in all the precincts of Harris County as new programs are launched. Spanish language translation is available at all community events. HCCSD also ensures that sign language interpreters are at every community meeting to make events accessible for hearing-impaired residents.

HCCSD has developed consistent branding to ensure that Harris County staff are recognizable at events. The program logo, T-shirts identifying CSD staff and volunteers, staff, and signage are present at all outreach events. Staff are trained to offer help to residents who need reasonable accommodations to access events.

- Hold and publicize public hearings for adoption of Guidelines
- HCCSD has and will identify locations for open houses and town hall meetings and schedule meetings in each of the four precincts (planning for at least two meetings in each precinct to ensure sufficient opportunity for attendance)
- HCCSD will hold application intake sessions where groups of residents can get answers to questions about the programs and submit documentation to get their application process started.

Sample schedule of outreach activities, community events, and door to door canvassing conducted by HCCSD for the residential Buyout Program:

Virtual Canvassing/Email Blast:

- Aldine Area 10/22, 10/29, 11/5, 11/12
- Channelview/Highlands Area 11/26, 12/3, 12/10

o Door to Door Canvassing (flyers delivered door to door in each neighborhood)

- Aldine Area 11/3, 11/10
- Channelview/Highlands Area 12/1, 12/8

o Buyout Information Workshops and Registration Event

Aldine Area, November 17, 2018,

Harris County Hardy Community Center
11901 West Hardy Rd.
Houston, TX 77076

Channelview/Highlands Area, December 15, 2018

Harris County Martin Flukinger Community Center
16003 Lorenzo
Channelview TX 77530

Sample flyer:



Door-to-Door Canvassing

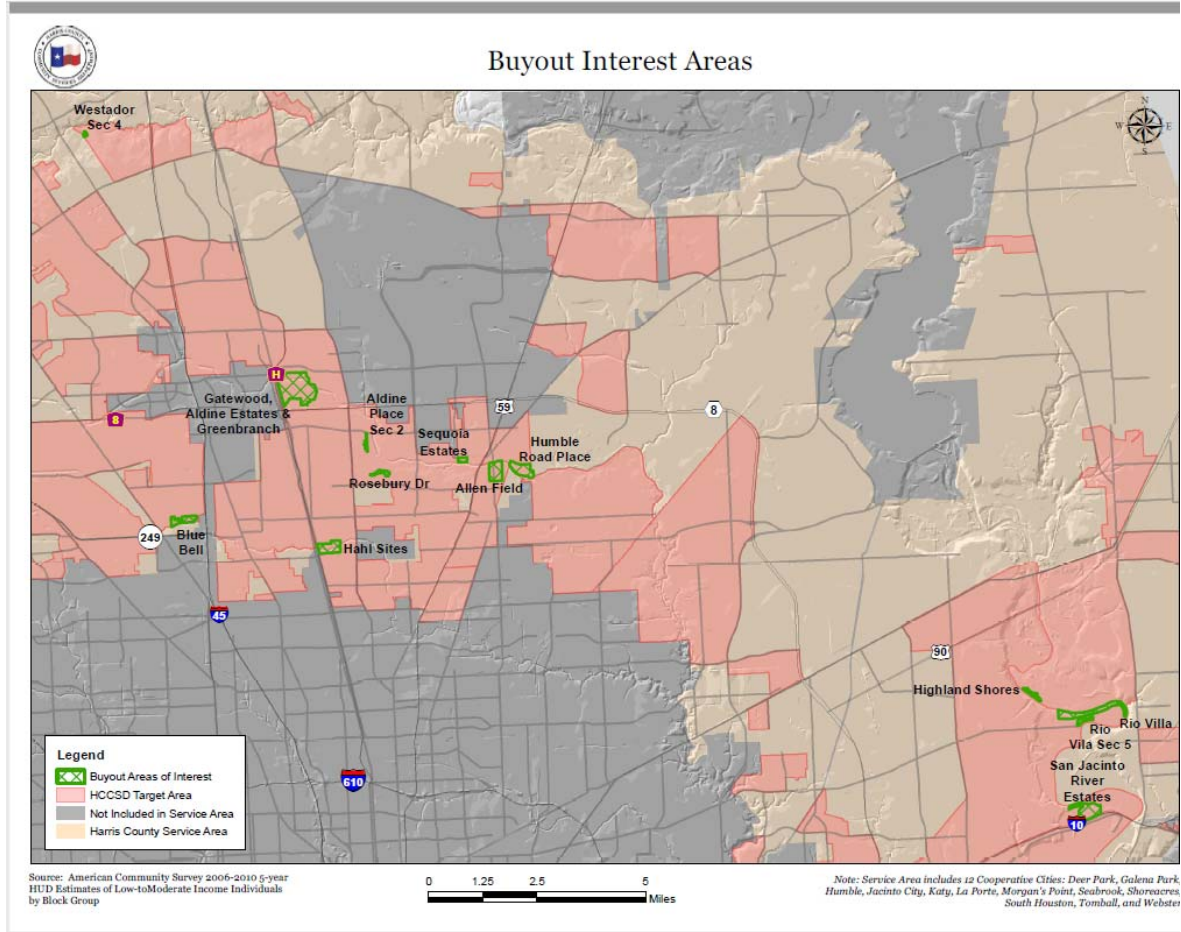
HCCSD will be conducting ongoing analysis of outreach activities to determine when door-to-door canvassing will be appropriate. Door-to-door canvassing is time consuming and costly, and therefore not appropriate for all programs. However, HCCSD recognizes that sometimes door-

to-door canvassing is the best way to reach LMI populations who often lack access to the internet, TV, radio, and social media.

HCCSD has already determined that door-to-door canvassing is appropriate for the Buyout Program and has conducted door-to-door canvassing in all targeted areas. HCCSD conducted sessions of door-to-door canvassing sending out teams of at least two to each house. The teams either spoke with residents about the Buyout Program or left a door hanger with call center information and information about a subsequent community meeting. Below is a sample of the Buyout Program door hanger.



Buyout area map (canvassing done in green areas) :



Mobile Assistance Centers

HCCSD has set up four mobile assistance centers around Harris County in order to make disaster program services convenient for residents. Residents will be able to not only schedule appointments, but also walk in to get information about disaster relief programs. These centers are in important part of daily, ongoing outreach for HCCSD.

Current Centers:

13101 Northwest Freeway, Suite 215, Houston, TX 77040

12941 North Freeway Suite 600, Houston, TX, 77060

14700 FM 2100 Suite 2 Crosby, Texas, 77532

3315 Burke Road, Suite 204, Pasadena, TX 77504

Referral of Public Services

HCCSD trains intake staff to recognize when residents need services to help them qualify for programs. Some common types of services include help with legal issues such as issues clearing title, disputed ownership, back taxes, etc. In order to get these issues cleared up, HCCSD refers applicants to Lonestar Legal.

Sometimes applicants need help with temporary housing, utility payments, mental health services, and disability access services. HCCSD refers applicants to community partners for help with these matters.

Network of Community Partnerships

Community partners are particularly important in helping HCCSD ensure that program marketing materials are made available to hard-to-reach populations. HCCSD is part of a Harris County community group that brings together service providers for vulnerable residents. HCCSD maintains relationships with organizations who serve the elderly, veterans, persons with mental and physical disabilities, communities whose residents do not speak English or Spanish as their primary language, and more.

HCCSD not only sends marketing materials to these community partners, but also holds specialized outreach events in conjunction with these partners, sometimes at their offices or at a convenient community space.

Community partners include, but are not limited to:

- Precinct Staff
- Greater Houston Partnership
- United Way
- Long-term recovery committee
- VOADs
- Lonestar Legal
- Texas Organizing Project
- East Harris County Empowerment Council
- Houston Chinese Alliance
- Association of Professionals & Students
- Habitat for Humanity
- Channelview East River Church
- Springbranch Community Health Center
- Our Lady of Grace Catholic Church
- Senior Centers
- Glazier Senior Center
- Houston Responds
- Credit Coalition
- Cypress Assistance Ministries

- Office of Sen. John Whitmire
- Office of Rep. Jon Rosenthal
- Messiah Lutheran Church
- Hope Disaster Recovery
- Office of Sen. Paul Bettencourt
- Windwood Presbyterian Church
- SCS Management Services
- Bayou City Initiative
- Office of Rep. Dwayne Bohac
- Cy-Fair ISD
- Aldine ISD
- Office of U.S. Rep. Lizzie Fletcher
- Office of U.S. Rep. Sylvia Garcia
- Office of Rep. Senfronia Thompson
- Office of Rep. Harald Dutton
- Houston Department of Transformation
- St. Leo the Great Catholic Church
- Javaccs
- Office of Harris County
- Commissioner Adrian Garcia
- Office of Harris County Commissioner Rodney Ellis
- Mission Centers of Houston
- Mosswood Properties
- Houston Women March On
- East Aldine District
- Green Forest Civic Club
- High Meadows Library
- United Way of Baytown
- Greenleaf
- Harris County Municipal Utility District 148
- Greens Brook Home Owners Association
- Parkway Home Owners Association & Utility District
- Houston Black Real Estate Association
- Parkway Forest Home Owners Association
- Dyer Forest Heights Civic Club
- Pine Trails Community Improvement Association
- East Harris County Empowerment
- Woodgate Civic Association
- Ashcreek HOA
- Lakes of Cypress Forest HOA
- Northwest Assistance Ministries
- Harris County Pct. 4

- Woodgate Civic Association
- Woodgate HOA
- Office of U.S. Rep. Dan Crenshaw
- RSVP of Southeast Texas
- City of La Porte
- City of Seabrook
- Goose Creek ISD
- Habitat for Humanity – Pasadena
- Office of State Senator Carol Alvarado
- Kid's Meals

Evaluation and monitoring and reporting

HCCSD will set up a monthly meeting to process feedback from the PIO team and the outreach team to assess outreach efforts and make adjustments to make outreach more effective.

Evaluation includes weekly monitoring of application statistics. Generally, all programs' applicants will be prioritized by the date and time HCCSD received their applications. If, at any time, HCCSD identifies that LMI targeting goals are not being met, HCCSD will change programs' wait list procedures to skip non-LMI households in order to ensure compliance with HUD and GLO requirements.

HCCSD will ensure that outreach efforts are monitored so that they can be reported in detail for in-house analysis and for audit purposes.

Regional Needs Assessment Informed Outreach Strategies

Low-to-Moderate Income Households and Racial and Ethnic Minorities Living in Poverty

According to census data, 39.41% of Harris County earn at or below 80% of the area median income. Racial and ethnic minority families are more likely to be LMI than white, non-Hispanic families. HCCSD has longstanding relationships with community partners and is constantly pursuing new connections in order to ensure that LMI residents receive adequate information to make informed decisions and have the same access to resources as higher income families. HCCSD is taking its cue from community partners on exactly how to accomplish this goal, but certainly all forms of outreach outlined above will be employed.

One recent example of HCCSD's efforts were the four outreach events HCCSD participated in at the request of the Texas Organizing Project.

Limited English Proficiency—

According to lep.gov, 20.4% of Harris County residents have limited English Proficiency.¹ For this reason, the call center has access to a language line and also has staff who speak other languages. Spanish is the most spoken second language, but as one of the most diverse counties in the United States, Harris County serves people from many different backgrounds.

All outreach material is produced in Spanish and English, and staff will be trained to recognize when they need to seek language line assistance for residents for whom English is not their first language.

Access and Functional Needs Population

HCCSD is committed to providing reasonable accommodations to residents who have special needs. This can either mean holding events at targeted living spaces or centers where persons with functional needs go for services or it can mean individual visits upon request.

Persons with Hearing Difficulty

Harris County ensures that all events have sign language interpreters present in order to accommodate the hearing-impaired population of Harris County. Videos produced by Harris County are also accessible.

Harris County also works with service providers for the hearing-impaired in Harris County to help provide targeted outreach to this population.

Hearing needs are also accommodated in the rebuilding and construction processes for any family who needs and requests such accommodation.

Persons with Vision Difficulty

The Harris County website is accessible for persons with visual impairments, and Harris County works with service providers for those with vision difficulty to try to conduct outreach to this populations. HCCSD can make accommodations for those with vision difficulty, such as printing special materials in large print upon request.

Vision difficulty is also accommodated in the rebuilding and construction processes for any family who needs and requests such accommodation.

Persons with an Ambulatory Difficulty

¹ https://www.lep.gov/maps/lma2015/Final_508/

Harris County works with service providers for those who have ambulatory difficulties to try to ensure that information reaches this population. HCCSD also holds community events in disabled accessible buildings that allow access for those with ambulatory difficulty. Reasonable accommodations can also be provided upon request if a person with ambulatory difficulty needs assistance with any step in the assistance process.

Ambulatory needs are also accommodated in the rebuilding and construction processes for any family who needs and requests such accommodation.

Persons with Self-Care Difficulty and Cognitive Difficulty

All general outreach efforts will be made to reach out to residents with self-care difficulty. Reasonable accommodations for anyone with self-care difficulties can be made. HCCSD and its partners will work with caretakers and legal guardians to ensure that services are available to this population.

Persons with Independent Living Difficulty

Persons with difficulty living independently will be targeted by both general and specific efforts like all other populations. Upon request, persons who cannot live independently will be accommodated at every stage of the program, from outreach efforts to application to rebuilding and construction.

Households with Elderly Individuals

HCCSD works with local service providers to ensure that elderly members of the population receive information about programs for which they may be eligible. HCCSD makes reasonable accommodations upon request for any disability-related needs throughout the cycle of outreach to application to rebuilding and construction.

Households with Children Under 18

HCCSD tries to ensure that all events are family friendly; children are always welcome. Beyond general accessibility, HCCSD conducts outreach at schools and works with schools and child care programs to send home materials with children to ensure that these populations are made aware of programs for which they may be eligible.

Displaced Homeowners/Abandoned Homes

XYZ