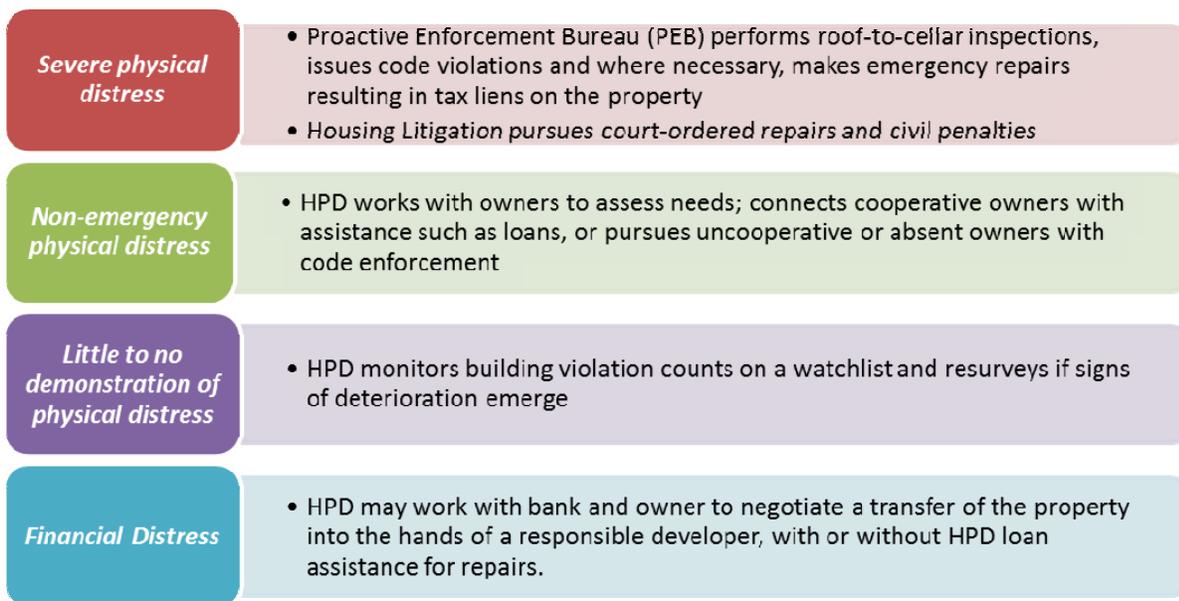


**Purpose:**

Officially launched in January 2011, the Proactive Preservation Initiative (PPI) is the City’s strategic approach to identifying and addressing deteriorating physical conditions in multifamily buildings before they endanger the health and safety of residents or threaten the quality of the surrounding neighborhood. PPI combines tough enforcement tools with low-interest loans and other incentives to ensure that owners are accountable and equipped to maintain their buildings in safe condition.

**Process:**

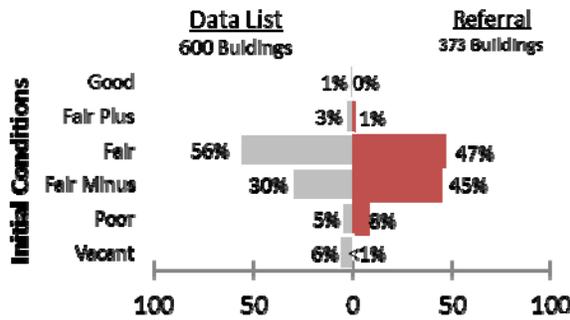
- **Identify signs of distress** in multi-family buildings using city-wide data and community referrals.
- **Survey at-risk buildings** and recommend appropriate action based on observed conditions.
- **Publish addresses** of severely distressed buildings, with violation counts, on a public list on the HPD website.
- **Share data** on distressed properties with lenders and regulators.



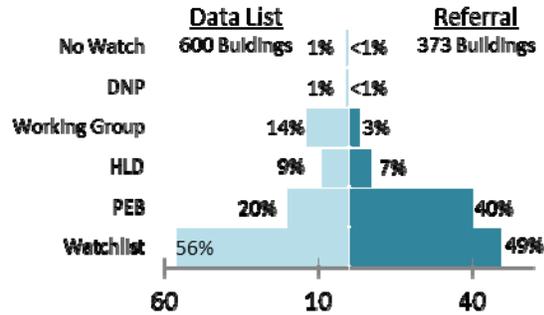
**Key Goals and Program Accomplishments (January 2011-December 2012):**

- Use data and community referrals to identify problem buildings in early stages of decline
  - ✓ Surveyed 963 buildings in 2 years and performed hundreds of “watchlist” resurveys to monitor conditions
  - ✓ Engaged over 50 different referral sources, from community-based partners to elected officials. Referrals now account for more than half of our inspection pipeline
- Promote responsibility among property owners through enhanced enforcement
  - ✓ Performed roof-to-cellar inspections on 280 buildings took 181 buildings to housing court and published these building addresses on a public list
  - ✓ Successfully advocated for legislation that made emergency repair liens a stand-alone trigger for the City’s tax lien sale
- Improve living conditions for tenants
  - ✓ 96% of buildings on our public list have experienced a decrease in violations
  - ✓ 90% of court cases have settled with an order to correct and civil penalties imposed
- Target HPD’s scarce resources by linking at-risk buildings to loan programs
  - ✓ We’ve closed 2 loans totaling nearly \$2M for 64 units in 7 buildings; a third loan of approximately \$5M for 63 units in 3 buildings will close in May 2013

**Building Conditions by Source**  
 (Initiative to Date)



**Pathways to Treatment by Source**  
 (Initiative to Date)



**Testimonials**

“It feels like winning the Mega Millions. Since the new owners came, the heat hasn’t stopped and they’re coming to fix everything. I’ve lived an experience in this apartment that no one should have to.”

*Dominga Sanchez  
 College Avenue Apartments, Bronx*

- PEB roof-to-cellar inspection
- Facilitated transfer of ownership
- \$5M HPD repair loan to close in May '13.

“Repairs were not being done in this building before, and my two year old daughter had a pre-lead poison level, but not anymore...The new management brought this company that discovered that my apartment had lead and it took seven days for them to remove it from my apartment...The management is still doing work; we have a new electric system and new apartment doors.”

*Reginald Griffin  
 St. Nicholas Ave., Brooklyn*

“A year ago the building was not in that great shape but now it’s much better. They replaced the broken tiles on my bathroom floor. They even repaired the walls and ceiling then painted it. They also painted the hallways and repaired the stairs.”

*Anthony Rodriquez  
 Bainbridge Ave., Bronx*

- PEB roof-to-cellar inspection
- 71% decrease in violations
- since entering PPI

“This was not an easy task. It required a crew of five full time, 24/7 attention, and many, many thousands of dollars...Everyone at HPD has been very helpful in guiding the process and solving problems, and for that we are thankful.”

*Andrew Landsman, New Building Owner*

- PEB roof-to-cellar inspection
- Voluntary Repair Agreement signed with new owner
- 53% decrease in violations since entering PPI