HUD's Web Publication Procedures and Style Guide

Appendix D: State Page Rules

General Rules

1. Templates

- Every state will follow the same template and format.
- Changes to the template/format must be vetted and agreed upon by ALL Regional Web Managers, and approved by the Web Management Officer, or his/her appointed designee, before the changes can be implemented.
- Only the Web Management Officer, or his/her appointed designee, can instruct the contractor to make changes to the state page template.
- Anyone who has suggestions for new or revised content should send it to the Web Management Officer, or his/her appointed designee, who will coordinate it with the Regional Web Managers.

2. Content

- The main content section of the topic and lower level pages is to be used for inherently local information only; links should go to local (within that state) resources only or to specific local content on national websites.
- New content should not duplicate existing content; use links instead.
- Any content related to program policy must be vetted with the appropriate Headquarters program office to ensure it doesn't duplicate existing content and that it is accurate.

3. Page titles: All state pages, whether topic or lower level pages, must use the title convention:

> **Title: State Name**

> Example:

> **Predatory Lending: Connecticut**

> All state program and regional pages must use the title convention:

> **Program Name**
> **Serving [State names]**

> Example (do not add blank line between program name and serving states):

Community Planning and Development
Serving Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island and Vermont

4. Departmental links: Critical links to key Departmental information will go in the **More from HUD** box on the right. These links will be standard for all states.

5. Outside links:

- For the main content sections of the topic and lower level pages, national non-HUD links must be vetted and agreed upon by a majority of Regional Web Managers to be considered for the Departmental pages.
- In exceptional cases, national links to outside websites may be featured on both topic and lower level pages, in a box labeled **Links**. The national links used must be vetted and agreed upon by a majority of Regional Web Managers.

6. Good stories: On each state index page, you have the option to spotlight a "good story" - success stories showcasing specific uses of HUD's programs and other innovative programs – via the slideshow. A learn more bar can be added to the slideshow image to link to the good story. See *Appendix F* for more on good stories.

7. "Turning off" content: On each of the topic level pages, you may "turn off" a sub-topic in the main content section until you have enough local information to make it viable. For example, if you can't find any local information on food banks, you can turn off that sub-topic on the homeless page.

8. Using links to national websites for local info: In some instances, the group may decide to link to the local information on a specific national website, for all states. In those cases, everyone will use the same link text.

- If for some reason that site does not provide content specific to a certain state, it is better to turn off the text than to direct it to a different URL and cause confusion to people who review more than one state page. In this case, use different text to point to the more helpful link.
- You may create an intermediary page if that would make your content more usable, as long as the originally intended URL is included on the new page.

9. Use links: Use links whenever you can – if you can find a website that is maintaining valuable information, use that link rather than try to maintain that information yourself. If you want to list addresses and phone numbers of homeless shelters in a state, for example, it is much more efficient to link to a state website that is maintaining that data than to try to collect and post the data yourself. It will be very time-consuming to keep those addresses and phone numbers current and accurate. Using links will save you time in verifying web content each quarter, it will save the contractors' time in doing constant updates, and it serves the audience just as effectively because they get the info they need.

10. Creating sub-level pages: Follow good usability practices. If your content will be more usable by breaking into 2nd or 3rd level pages so links are better organized, that's fine.

- All subordinate pages must follow all applicable rules.
- ***You must notify all of the Regional Web Managers and the Web Management Officer, or his/her appointed designee, when you introduce any variations from the template (e.g., new kinds of information, new lower level pages, etc.) so that the group can decide if this is something that everyone might want to do***.
- Do not develop new sections to take the place of mandatory sections that have been agreed upon by the group.

11. Photos: If photos are sent to the contractor to edit and turn into thumbnails/slideshow images, the photos must be saved in jpg format prior to forwarding.

- The contractor will maintain a photo directory for each Regional Web Manager from which they can select photos for features, etc.

- Web Managers may prepare and insert their own photos.

Rules for the Front Page (/index)

12. In general, the front page is the "message" page – the page that Regional Directors and Public Affairs Officers can use to promote the Department's major initiatives and strategic goals.

- Be sure to feature our "killer content" topic based "snippets" on homeownership and renting issues.

13. Slideshow images/captions feature news items, topic snippets and/or good stories. A photo is added to the slideshow, and a caption is provided to include a title and body of text. Title of caption is to be a larger font size than body of caption. You may include a Learn More bar under the caption of the body and link to other information or additional information on the same topic.

- Slideshow features can be used to promote new initiatives or events, such as a visit by the Secretary, National Homeownership month, etc.
- Each month, all states will have at least one feature highlighting a homeownership or renting snippet of important audience interest – "killer content."
- There shall be no more than 10 slideshow images per state index page.

14. I Want to section lists bullets that link to some of the most requested information.

- The I Want to section is located at the top left-hand main content section of the page below the slideshow.
- No more than eight links are to be located within this section and will include the following seven mandatory links:
    - Learn About Homeownership

- Get Rental Help
- Avoid Foreclosure
- Find Homeless Resources
- Talk to a Housing Counselor
- File a Housing Discrimination Complaint
- Contact My Local Office
- If there is a request to change any of the mandatory links, the requested change(s) must be vetted and agreed upon by all Regional Web Managers.
- One additional link may be added at the Regional Web Manager's discretion; to be added after the last link in the I Want to section. The link must link to a local topic or lower level page.
- Do not use the I Want to section to link to specific program office pages.
- Each link must fit on one line; do not use teasers.

15. Featured Local News section lists the most current news releases, Newsroom and Stories bullets.

- The Featured Local News section is located at the top right-hand main content section of the page below the slideshow.
- No more than three news releases (those with the most current date and listed from newest to oldest) are to be located within the top part of this section.
- In addition to listing news releases, the following links are also mandatory:
    - Newsroom (link to HUD News in [State] **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/news**)
        - Mandatory information:
            - News releases, listed by date—newest to oldest--for the current year and previous year
            - Additional [State] News: **http://www.hud.gov/local/xx/library/archivednews.cfm**
    - Stories (link to HUD Stories in [State] **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/stories**)
        - Mandatory information:
            - Good stories, listed by date—newest to oldest—for the current year and previous year
            - Additional [State] Stories: **http://archives.hud.gov/local/xx/goodstories/index.cfm**
- One additional link may be added at the Regional Web Manager's discretion; to be added after the Stories link. The link must be news related such as providing a link to an RSS feed, regional newsletter, etc.
- If there is a request to change any of the mandatory links, the requested change(s) must be vetted and agreed upon by all Regional Web Managers.
- Other than the news release text, each link must fit on one line; do not use teasers.

16. Local Resources section lists links that link to some of the most requested information.

- The Local Resources section is located at the bottom left-hand main content section of the page below the I Want to section.
- No more than eight links are to be located within this section and will include the following four mandatory links:

- o HUD Homes for Sale
- o Subsidized Apartment Search
- o Visit the Library
- o Events Calendar
- If there is a request to change any of the mandatory links, the requested change(s) must be vetted and agreed upon by all Regional Web Managers.
- Four additional links may be added at the Regional Web Manager's discretion; to be added after the last link in the Local Resources section. The link must link to a local topic or lower level page.
- Do not use the Local Resources section to link to specific program office pages.
- Each link must fit on one line; do not use teasers.

17. In Focus section lists links that link to current "hot topics" such as NOFAs, training opportunities, grant announcements for the state and other timely information. These should change routinely.

- The Local Resources section is located at the bottom right-hand main content section of the page below the Featured Local News section.
- During the period when many grants are being announced, all state pages will have "grant announcements" as the first link (by agreement with the Headquarters Public Affairs Office).
- No more than four links are to be located within this section.
- Links may be added at the Regional Web Manager's discretion, but be in keeping with current "hot topics."
- Do not use the Local Resources section to link to specific program office pages.
- Each link must fit on one line; do not use teasers.

Rules for the Homeownership Topic

18. Getting Started section:

- Mandatory links/teasers:
  - o Housing counseling agencies:
    http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/hsgcounseling
    Note: If you do not have a Housing Counseling 3rd level page, link directly to the listing of housing counseling agencies for your state at
    http://portal.hud.gov/hudportal/HUD?src=/i_want_to/talk_to_a_housing_counselor.
  - o Predatory lending:
    http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/predatorylending
- Optional link (if including, use standardized teaser):
  - o Education:
    http://www.hud.gov/local/xx/homeownership/eduprgms.cfm

19. Buying a Home section:

- Mandatory links/teasers:
  - o Assistance programs:
    http://www.hud.gov/local/xx/homeownership/buyingprgms.cfm

- o HUD homes for sale:
  http://hudhomestore.com/HudHome/Index.aspx
- o Homeownership vouchers:
  http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/vouchers

20. **Owning and Maintaining Your Home** section:

- Mandatory link/teaser:
  - o Home repairs:
    http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/homerepairs
  - o Avoiding foreclosure:
    http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/homerepairs
- Optional link (if including, use standardized teaser):
  - o Make your home more energy efficient:
    http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/energy

21. **Other State Resources** section:

- Mandatory links/teasers:
  - o Legal assistance:
    http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/legalaid; or link directly to state's legal aid URL
  - o Help with your utility bills:
    http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/renting/energyprgms
  - o Disaster relief and emergency assistance:
    http://www.hud.gov/local/xx/library/disasterrelief.cfm
  - o Health and environmental information:
    http://www.hud.gov/local/xx/library/healthandenviron.cfm
  - o Rural housing programs: **http://www.rurdev.usda.gov/xx/housing.htm**
- Optional link (if including, use standardized teaser):
  - o Housing resources for seniors:
    http://www.hud.gov/local/xx/homeownership/seniors.cfm

22. **More From HUD** box:

- Homebuyer's kit:
  http://portal.hud.gov/hudportal/HUD?src=/topics/buying_a_home
- How much home can I afford?
  http://www.ginniemae.gov/2_prequal/intro_questions.asp?Section=YPTH
- Let FHA loans help you: **http://www.hud.gov/buying/insured.cfm**
- How to buy a HUD home:
  http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/reo/reobuyfaq
- FHA mortgage limits:
  https://entp.hud.gov/idapp/html/hicostlook.cfm

- Settlement and closing costs:
  http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/rmra/res/respa_hm
- Home improvements:
  http://portal.hud.gov/hudportal/HUD?src=/topics/home_improvements
- Refinancing home mortgages:
  http://www.hud.gov/buying/refinance.cfm
- Reverse mortgages:
  http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/hecm/rmtopten
- Fair Housing:
  http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opp/promotingfh/atyourservice
- Approved mortgage lenders:
  http://www.hud.gov/ll/code/llplcrit.html

23. Links box:

- Mortgage information from the Federal Reserve Bank:
  http://www.federalreserveconsumerhelp.gov/learnMore/home-mortgages.cfm
- Loan programs for veterans: **http://www.homeloans.va.gov**
- Is homeownership right for you?
  http://www.freddiemac.com/corporate/buyown/english/preparing/right_for_you/
- Homesales.gov:
  http://homesales.gov/homesales/mainAction.do

24. Housing Counseling (sub-page): This page provides information on HUD-approved housing counseling agencies as well as similar programs. Some local governments or other entities offer housing counseling; and though they may not be "HUD Approved," they may provide good housing counseling options.

- See #18 above: mandatory link/teaser (if including page): HUD-approved housing counseling agencies:
  http://www.hud.gov/offices/hsg/sfh/hcc/hcs.cfm?&webListAction=search&searchstate=XX
- **Other Housing Counseling Services and Resources** section: If you do not have any information for this section, page is optional and you can link directly from Homeownership topic page to listing of housing counseling agencies in your state:
  http://portal.hud.gov/hudportal/HUD?src=/i_want_to/talk_to_a_housing_counselor.
- **More From HUD** box:
  - Housing counseling for Native Americans:
    http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/ih/homeownership/counseling
  - Reverse mortgages:
    http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/hecm/hecmlist

25. (Homeownership) **Education** (sub-page): Page is optional. If including page, the following link/teaser is mandatory: Homeownership assistance programs: **http://www.hud.gov/local/xx/homeownership/buyingprgms.cfm**.

- **More From HUD** box:
  - Tips for homeowners:
    http://portal.hud.gov/hudportal/HUD?src=/topics/owning
  - Mortgage calculator:
    http://www.ginniemae.gov/ypth/index.asp?Section=YPTH
- **Links** box:
  - Save, invest and manage your money:
    http://www.mymoney.gov

26. Predatory Lending (sub-page): This page provides local resources on predatory lending, discrimination, fair housing assistance providers and any other fair housing information. All main content links are optional depending on the resources available in each state, but at a minimum, a link to legal assistance should be included: **http://www.hud.gov/local/xx/homeless/legalaid.cfm** or link directly to state's legal aid URL.

- **More From HUD** box:
  - More on predatory lending:
    http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/pred/predlend
  - Homebuyer rights – RESPA:
    http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/rmra/res/respa_hm
  - Don't Be a Victim of Loan Fraud:
    http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/buying/loanfraud
  - Fair Housing:
    http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/buying/loanfraud
- **Links** box:
  - Freddie Mac's Don't Borrow Trouble **http://www.dontborrowtrouble.com**

27. Homeownership Assistance (sub-page): This page lists programs that promote/assist homeownership and/or are homebuyer training programs--sort information by city/town and/or county, if possible.

- **Statewide and Regional Programs** section:
  - Mandatory links/teasers:
    - Homeowner education programs (if you have the page, link to **http://www.hud.gov/local/xx/homeownership/eduprgms.cfm**).
    - U.S. Department of Agriculture Rural Housing link is optional (link to **http://www.rurdev.usda.gov/xx/housing.htm**).
- **Programs by City/Town** section:
  - Section is optional; if using, list in alphabetical order.
- Wording for both subheadings is optional

- **More From HUD** box:
    - Let FHA loans help you: **http://www.hud.gov/buying/loans.cfm**
    - Find an FHA lender: **http://www.hud.gov/buying/loans.cfm**
    - American Dream Downpayment Initiative:
      http://www.hud.gov/offices/cpd/affordablehousing/programs/home/addi
    - Homebuyer's kit:
      http://portal.hud.gov/hudportal/HUD?src=/topics/buying_a_home
    - Fair housing:
      http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opp
    - Mortgage calculator:
      http://www.ginniemae.gov/ypth/index.asp?Section=YPTH
    - Homebuyer rights (RESPA):
      http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/rmra/res/respa_hm
    - Good Neighbor Next Door:
      http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/reo/goodn/gnndabot
- **Links** box:
    - Loans for veterans: **http://www.benefits.va.gov/homeloans**

28. Homeownership Vouchers (sub-page): This page either links to a list of all PHA's and/or lists housing agencies that are participating in this program. Making the voucher available for homeownership is the decision of the PHA, not HUD.

- Listing of "current participants" is optional; or use shared regional page to list state name which link to listing of PHAs within state.
- **More From HUD** box:
    - Homeownership Voucher Program:
      http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/programs/hcv/homeownership

29. Home Repairs (sub-page)

- Top section: Mandatory links/teasers:
    - Veterans Affairs Regional Loan Center: Find your local state link at **http://www.va.gov**
    - USDA Rural Development Office :
      http://www.rurdev.usda.gov/xx/housing.htm
    - Programs by City/Town: Listing of city/town links to programs is mandatory (list in alphabetical order). Places to begin searching for links to programs:
        - CDBG Contacts:
          http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/community/cdbg
        - Home Contacts:
          http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/community/home
        - SF Approved Nonprofit Roster--select those approved for secondary financing:
          http://www.hud.gov/offices/hsg/sfh/np/np_hoc.cfm
    - **Other Local Resources** section: optional

- o **More From HUD** box:
  - ▪ Home improvement programs: **http://portal.hud.gov/hudportal/HUD?src=/topics/home_improvements**
  - ▪ Reverse mortgages: **http://www.hud.gov/buying/rvrsmort.cfm**

30. Avoid Foreclosure (sub-page)

- Mandatory links/teasers:
  - o Housing counseling agencies: link to either level page at **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/hsgcounseling** or directly to housing counseling agency list at **http://portal.hud.gov/hudportal/HUD?src=/i_want_to/talk_to_a_housing_counselor**.
  - o Veterans Affairs Regional Loan Center: Find your local state link at **http://www.va.gov**
  - o Legal assistance: **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/legalaid**; or link directly to state's legal aid URL
  - o Add foreclosure laws if can find for state.
- **More From HUD** box:
  - o Guide to avoiding foreclosure: **http://portal.hud.gov/hudportal/HUD?src=/topics/avoiding_foreclosure**
- **Links** box:
  - o Know Your Options: **http://www.knowyouroptions.com**
  - o FBI--Mortgage Fraud: **http://www.fbi.gov/about-us/investigate/white_collar/mortgage-fraud/mortgage_fraud**

31. Make Your Home More Energy Efficient (sub-page):

- Mandatory links/teasers:
  - o Weatherization Assistance Program (drilled down to state): **http://www1.eere.energy.gov/wip/wap.html**
  - o Home repairs: **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/homerepairs**
  - o Help with your utility bills: **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/renting/energyprgms**
- More information links/teasers:
  - o Provide links to utility companies and any state energy info, rebates, payment help, etc.
- **More From HUD** box:
  - o About Energy Star: **http://www.hud.gov/energystar/about.cfm**
  - o Energy Efficient Mortgages: **http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/eem/eemhog96**

- o Saving Money by Saving Energy in Your Manufactured (Mobile) Home: **http://www.huduser.org/portal/publications/destech/saveEnrgy.html**
- **Links** box:
  - o Alliance to Save Energy: **http://www.ase.org**
  - o Department of Energy Advice for Homeowners: **http://www.energysavers.gov/your_home**
  - o Consumer Guide to Home Energy Savings: **http://www.aceee.org/consumer**
  - o Energysavers.gov – for homeowners and landlords: **http://www.energysavers.gov**
  - o EPA's Protecting the Environment: **http://www.epa.gov/epahome/home.htm**
  - o Home Energy Magazine: **http://www.homeenergy.org**
  - o Learn About Wind Energy: **http://www.awea.org**
  - o Tax Credits for Energy Efficiency Improvements: **http://energy.gov/taxbreaks.htm**
  - o Weatherize Your Home: **http://www.pueblo.gsa.gov/cic_text/housing/weather/weather.htm**

32. Housing Resources for Seniors (sub-page): optional.

- Mandatory links/teasers:
  - o U.S. Administration on Aging's ElderWeb (drilled down to state): **http://elderweb.com**
  - o Housing counseling agencies: link to either level page at **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/hsgcounseling** or directly to housing counseling agency list at **http://portal.hud.gov/hudportal/HUD?src=/i_want_to/talk_to_a_housing_counselor**.
  - o Discounted utility rates: **http://www.liheap.ncat.org/profiles/xxxxx.htm**
  - o Legal assistance: **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/legalaid**; or link directly to state's legal aid URL.
- **More From HUD** box:
  - o Information for senior citizens: **http://portal.hud.gov/hudportal/HUD?src=/topics/information_for_senior_citizens**
  - o Reverse mortgages: **http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh/hecm/hecmhome**
- **Links** box:
  - o USA.gov for seniors: **http://www.usa.gov/Topics/Seniors.shtml**
  - o Eldercare Locator: **http://www.eldercare.gov/Eldercare.NET/Public/Index.aspx**
  - o SeniorResource.com: **http://seniorresource.com**
  - o AARP housing options: **http://www.giclocalsupport.org/bop_statefactsheets/statefactsheets.html**

- o AARP reverse mortgages: **http://www.aarp.org/money/credit-loans-debt/reverse_mortgages**
- o Home modification resources: **http://www.bsu.edu/wellcomehome**

Rules for the Rental Help Topic

33. Top Section

- Mandatory links:
  - o Search for a subsidized apartment (drill down to state): **http://www.hud.gov/apps/section8/index.cfm?CFID=53496723&CFTOKEN=94568966**.
  - o PHAs in [State] (drill down to state via the HQ page): (**http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/pha/contacts**).
  - o Questions? Email us or call (800) 955-2232: **pihirc@firstpic.org**
  - o Contact a housing counseling agency: link to either level page at **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/hsgcounseling** or directly to housing counseling agency list at **http://portal.hud.gov/hudportal/HUD?src=/i_want_to/talk_to_a_housing_counselor**.
- Optional links:
  - o Links to PHA websites: Collaborate with the local Public Housing office to create a page of PHA websites and/or email addresses in each state.

34. Other state resources section

- Mandatory links:
  - o Tenant rights, laws & protections: **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/renting/tenantrights**
  - o Help with your utility bills: **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/renting/energyprgms**
  - o Find rural units for rent--link directly to your state in the USDA rural apartment search: **http://rdmfhrentals.sc.egov.usda.gov/RDMFHRentals/select_state.jsp**
  - o Independent living centers--link directly to your state from the ILRU clearinghouse: **http://www.ilru.org/html/publications/directory/index.html**
- Optional links:
  - o Emergency rental assistance--external link
  - o State housing finance authority--external link
  - o State office of community development--external link
  - o Search for federal tax credit rental housing: http://lihtc.huduser.org
  - o Apartment finder (only if HUD-sponsored or HUD-funded)

35. More from HUD box is standard for all states and contains the following links:

- What is Public Housing?
  http://portal.hud.gov/hudportal/HUD?src=/topics/rental_assistance/phprog
- What are Housing Choice Vouchers?
  http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/programs/hcv/about/fact_sheet
- Fair housing:
  http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opp/promotingfh/atyourservice
- More rental assistance:
  http://portal.hud.gov/hudportal/HUD?src=/topics/rental_assistance
- Income limits:
  http://www.huduser.org/portal/datasets/il.html
- Landlords:
  http://portal.hud.gov/hudportal/HUD?src=/groups/landlords
- Tenants:
  http://portal.hud.gov/hudportal/HUD?src=/groups/tenants
- Senior citizens:
  http://portal.hud.gov/hudportal/HUD?src=/topics/information_for_senior_citizens
- People with disabilities:
  http://portal.hud.gov/hudportal/HUD?src=/topics/information_for_disabled_persons

36. Help with Your Utility Bills (sub-page): All main content links optional depending on the resources available in each state, but at a minimum should link to utility companies and any state energy info, rebates, payment help, etc.

- Links box is standard for all states and contains the following links:
  - Energy Star:
    http://www.energystar.gov
  - Energy-saving tips: **http://www.eere.energy.gov**
  - Home Energy Saver: **http://hes.lbl.gov/consumer**
  - Save energy in your apartment:
    http://www.energysavers.gov/your_home/apartments/index.cfm/mytopic=10010

37. Tenant Rights, Laws and Protections (sub-page): With the exception of the need help section, all main content links optional depending on the resources available in each state. Where available, include links to state landlord/tenant laws, Attorney General, and legal assistance.

- Mandatory section:
  - Need help? Link complaints to
    http://www.hud.gov/complaints/index.cfm and housing counseling agency to either level page at
    http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/hsgcounseling or directly to housing counseling agency list at
    http://portal.hud.gov/hudportal/HUD?src=/i_want_to/talk_to_a_housing_counselor
- **More from HUD** box is standard for all states and contains the following links:

- o Renter's Kit:
  http://portal.hud.gov/hudportal/HUD?src=/topics/rental_assistance
- o Homebuyer's Kit:
  http://portal.hud.gov/hudportal/HUD?src=/topics/buying_a_home
- **Links** box is standard for all states and contains the following links:
  - o Fair Housing Accessibility First: **http://www.fairhousingfirst.org**
  - o Fair Housing Laws:
    http://www.civilrights.org/fairhousing/laws/federal.html
  - o Americans with Disabilities Act: **http://www.ada.gov**
  - o National Consumer Law Center: **http://www.nclc.org**

Rules for the Library Topic

38. Research and Archived features and good stories are both mandatory using the text and teaser (for the first item only), which must be exactly as it appears on the template, inserting the name of the appropriate state in the teaser line of the first item.

39. The Research sub-page includes data about the state: state/local statistical data, income limits, fair market rents, etc.

40. Archived features and good stories is a link to a directory of said stories sorted by date and/or topic: **http://archives.hud.gov/local/xx/goodstories/index.cfm**.

41. Grants and News releases, is mandatory and links to a page listing all news releases in the state, by date, including all current and previous year releases:
http://portal.hud.gov/hudportal/HUD?src=/states/xx/news.

42. Disaster relief and emergency assistance and Health and environmental information are mandatory, as is the teaser line, "keep your home and family safe and healthy."

- **Disaster relief and emergency assistance** is a subpage of state/local resources for victims of disasters and/or those who may need emergency assistance. Can cover information about emergencies common to that state: floods, tornados, earthquakes, hail storms, forest fires, etc.
- **Health and environmental information** describes and provide resources on local health and environmental issues. Health examples might include mold, lead paint, meth labs, faulty wiring, bad wells, etc. Environmental issues might include present or former EPA sites, links to FEMA for flood plain maps. Sources of information: state environmental office, State Dept of Social & Health Services (DSHS), regional environmentalist, research and sharing of ideas.

43. All specific items under the **Frequently Requested Info** heading are optional:

- Must contain no more than 10 bulleted items
- No teasers
- Each item must be limited to a single line
- These items are just what they are called: links to local information that is requested by people most often

44. All items in the **More From HUD** box are set in the template and may not be changed--no additions; no deletions.

Rules for the Homeless Information Topic

45. Homeless Topic Page

- In **Search for Services** section, a link such as emergency hotlines and/or shelters may be added to clearinghouses or single points of contact if the state has such a service.
- In **Are you at risk of losing your home**? section:
  - Housing counseling links to either level page at **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/hsgcounseling** or directly to housing counseling agency list at **http://portal.hud.gov/hudportal/HUD?src=/i_want_to/talk_to_a_housing_counselor**.
  - Emergency rental help—(optional) link to a list of agencies that provide short-term, emergency rental and mortgage payment assistance.
  - Avoid foreclosure links to the local page on this topic.
  - Help with your utility bills links to the local page on this topic.

46. In Other State Resources (all links are mandatory except for Jobs and Job Training):

- Food banks**:** deep link to the state's information
- Supplemental Nutritional Assistance Program (SNAP): **http://www.fns.usda.gov/fsp/outreach/states/xxxxx.htm**
- Homeless service groups: **http://www.hudhre.info/index.cfm?do=viewCocContacts**
- Legal assistance: **http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/homeownership/legalaid**; or link directly to state's legal aid URL.
- Social Security offices: deep link to SSA's website for the state: **http://www.socialsecurity.gov/xxxxx/XX.htm**
- Homeless veterans - deep link to the National Coalition of Homeless Veterans' website for the state: **http://www.nchv.org/veterans.cfm**
- United Way - deep link to United Way's website for the state: **http://apps.liveunited.org/myuw**
- Jobs and job training (optional page) link to list of local job training and job placement sites.

47. How Can You Help? box contains:

- Volunteer: **http://www.hud.gov/local/x/homeless/volunteer.cfm**
- Resources: link to regional CPD page.

48. More from HUD box:

- For the homeless:
  http://portal.hud.gov/hudportal/HUD?src=/topics/homelessness

49. Links box:

- Medicaid:
  http://www.cms.gov/home/medicaid.asp

50. Volunteering (sub-page)

- The first two links on this page are standard:
  - Homeless service groups—deep link to the National Coalition for the Homeless' website for the state:
    http://www.nationalhomeless.org/index.html
  - Points of Light--the link for homeless service groups can be deleted if it is found that no applicable resources are found for a given state. Intro teaser is standard.
- **More from HUD** box:
  - Volunteering:
    http://portal.hud.gov/hudportal/HUD?src=/topics/volunteering
  - Helping the homeless:
    http://portal.hud.gov/hudportal/HUD?src=/topics/homelessness
- **Links** box:
  - ServiceLeader.org:
    http://portal.hud.gov/hudportal/HUD?src=/topics/homelessness
  - United We Serve: **http://www.serve.gov**
  - Volunteer.gov:
    http://www.volunteer.gov/gov

Rules for the Contact HUD page

51. Contact HUD [State] page must reflect contact information that takes both citizens and partners to FPM staff.

- Standard information:
  - General questions statement. If there is more than one Field Office in the state, they are to be listed at the top with jump-to links.
  - Contact information for the FHA Resource Center
  - Contact information for the Public and Indian Housing (Section 8) Resource Center
  - Contact information for each local Field/Regional Office
  - The address and phone numbers of the local office in the state
  - Customer Service email link to the Web Manager mailbox for the state
  - Office hours
  - Contact the Director (Regional Administrator for regional offices) (email link optional)
  - Jurisdiction (counties) (optional)
  - Map or map link to the office (optional)
  - For states with a Homeownership Center, list information below location city.
- **Information for HUD Partners** box:

- o Link to pages with local program content for that state/region. These are templates that should be maintained by the local program staff.
- o Toolkit for faith-based and community organizations: link to the page for that region. These are templates that should be maintained by the Regional FBCI coordinator.
- o Toolkit for farmworker/colonias practitioners: link to page for specific state in region (does not apply to all states). This is a template that should be maintained by the appropriate SW Border/Farmworker specialist out-stationed from ODOC.

- **Regional Administrator** box:
  - o Include standard text with information about the Regional Administrator/Jurisdiction served.
  - o Link to bio (optional).
  - o Link to contact information page for Regional Administrator's Office (optional): (**http://www.hud.gov/local/xx/working/stafflisting.cfm**).
  - o Link to Invitations and meeting requests (optional): (**http://portal.hud.gov/hudportal/HUD?src=/states/xxxxx/Invitations**).
  - o Link to HUD's Phone Book (optional): **http://www5.hud.gov:63001/po/i/netlocator**).

Rules for the Program Offices pages

52. Program Office Pages:

These templates are created in conjunction with the program office. Subsequent template changes must be vetted and agreed upon by a majority of Regional Web Managers before they are implemented. On the program office pages, anything in the main topic section must be inherently local information.

- Standard links
  - o Contact info
  - o Staff listings (optional)
  - o Training and Technical assistance (optional)
  - o Local program information
    - Regional Web Manager has the option of adding a highlights/specialized section(s) after the standard links.
      - No more than 8 links per category.
- **More from HUD** box:
  - o Links to be determined by each Regional Web Manager/Program area and contain HUD information only.
  - o All links used must be must be vetted and agreed upon by a majority of Regional Web Managers before they are implemented.
  - o Good Story box (optional).
- **Links/Basics** boxes:
  - o Locate Links box below More From HUD box and locate Basics box below Links box; links to be determined by each Regional Web Manager/Program area. All links used must be must be vetted and agreed upon by a majority of Regional Web Managers before they are implemented.