

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
DIVISION OF STATE FINANCIAL ASSISTANCE**

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DATE: February 18, 2025

MEMORANDUM FOR: Interested Parties

FROM: Jennifer Seeger, Deputy Director *J Seeger*
Division of State Financial Assistance

SUBJECT: Joe Serna, Jr. Farmworker Housing Grant Program
(FWHG) Marketing and Prioritization Requirements in
Office of Migrant Services (OMS) Centers

ADMINISTRATIVE NOTICE NO. 25-02

This Administrative Notice establishes a formal written notification of administrative guidelines and policies that affect the operation of the California Department of Housing and Community Development's ("HCD" or "Department") financing programs. This format is used to identify, clarify, and record administrative guidelines and interpretations of public interest.

This Administrative Notice ("Notice") sets forth and establishes the Department's FWHG Marketing Policy ("FWHG Marketing Policy" or "Policy") applicable to HCD FWHG Awardees and Applicants, except in cases where this Policy conflicts with federal requirements. This memo serves to implement important changes regarding the marketing of Joe Serna, Jr. Farmworker Housing Grant (FWHG) multifamily units associated with projects being monitored and awarded Department funding, as well as those pending funding under the December 26, 2019, Notice of Funding Availability (NOFA) and thereafter.

Purpose

The objective of this Notice is to ensure that available FWHG units in multifamily projects are marketed specifically to residents of the Office of Migrant Services (OMS) migrant centers.

In accordance with [Assembly Bill 2240](#) (Chapter 523, Statutes of 2024), signed into law by the Governor on September 24, 2024 and integrated into the Health and Safety Code (HSC) Section 50718(b) effective January 1, 2025, farmworkers who currently reside or have resided within the past 36 months at an OMS migrant center, shall be given priority admission to vacant farmworker-restricted units funded by the FWHG program, if desired.

Policy Requirements

1. **Applicability:** This Policy applies to all FWHG units in multifamily projects awarded and monitored by the Department. These new marketing requirements are only

applicable to FWHG projects located within 50-mile radius of an OMS center. However, all FWHG-funded projects are required to offer priority admission to eligible migrant farmworkers who currently reside or have resided within the past 36 months at an OMS migrant center. Failure to comply with the Policy will constitute a default of the FWHG award and related loan documents and may result in the assessment of negative points.

- **Projects Awarded and Pending Permanent Loan Closing:** For projects that have an executed FWHG Standard Agreement but have not yet reached permanent loan closing with the Department, a revised marketing plan will be required. This plan must be submitted at least 60 days prior to commencing lease-up activities. The revised marketing plan must detail how FWHG units will be marketed to OMS migrant centers within a 50-mile radius of the project. At a minimum, the marketing plan must outline how OMS residents will be informed of:
 - Total number of available FWHG units;
 - Application eligibility requirements;
 - Waitlist timeline and eligible OMS resident prioritization procedures;
 - On-site amenities and services offered;
 - Project name and location;
 - Project contact information; and
 - Required documentation to verify status as a current or prior OMS resident.
- **Existing Projects in Operation:** Projects with FWHG multifamily units that are currently being monitored by the Department must revise the current marketing plan within 90 days of this notice and submit directly to the project's assigned Asset Management and Compliance Representative. The plan must demonstrate how FWHG units will be marketed to OMS Centers within a 50-mile radius of the project, detailing the elements listed above.

2. **FWHG Project Sponsors:**

Sponsors are required to provide the Department with documentation of marketing outreach to OMS migrant centers, evidencing efforts to market FWHG multifamily units in coordination with OMS center operators to eligible OMS residents. Additionally, Sponsors shall report the admission of eligible OMS residents to FWHG restricted multifamily units as follows:

- **Projects Awarded and Pending Permanent Loan Closing must** submit documentation to the designated Single Point of Contact.
- **Existing Projects in Operation must** submit documentation to the project's assigned Asset Management and Compliance Representative.

3. **OMS Migrant Center Operators:**

Migrant center operators must provide documentation to OMS residents verifying their eligibility as a migrant farmworker currently or recently (within the preceding 36 months) housed at an OMS migrant center. Migrant center operators, must provide documentation within 10 business days, verifying eligibility as a migrant farmworker

currently or recently (within the preceding 36 months) housed at an OMS migrant center.

Migrant center operators shall assist with conducting a pre-screening of OMS residents for FWHG multifamily units within 60 calendar days of lease execution.

Migrant center operators shall collect and maintain evidence of the applicant's interest in occupying a FWHG-funded unit within 60 calendar days of lease execution.

Migrant center operators shall assist in displaying marketing materials for available FWHG multifamily units provided by sponsors, in common areas, and ensuring information is available in both English and the predominant language spoken by OMS residents.

Attached to this Notice is **Appendix A**, which includes a list of OMS centers. This resource is intended to assist in implementing the marketing strategies. It is essential that all stakeholders comply with these requirements to effectively serve OMS residents and fulfill the Department's mission of promoting safe and affordable housing.

Appendix A

**California Department of Housing and Community Development
Office of Migrant Services (OMS)**

OMS Migrant Farmworker Centers

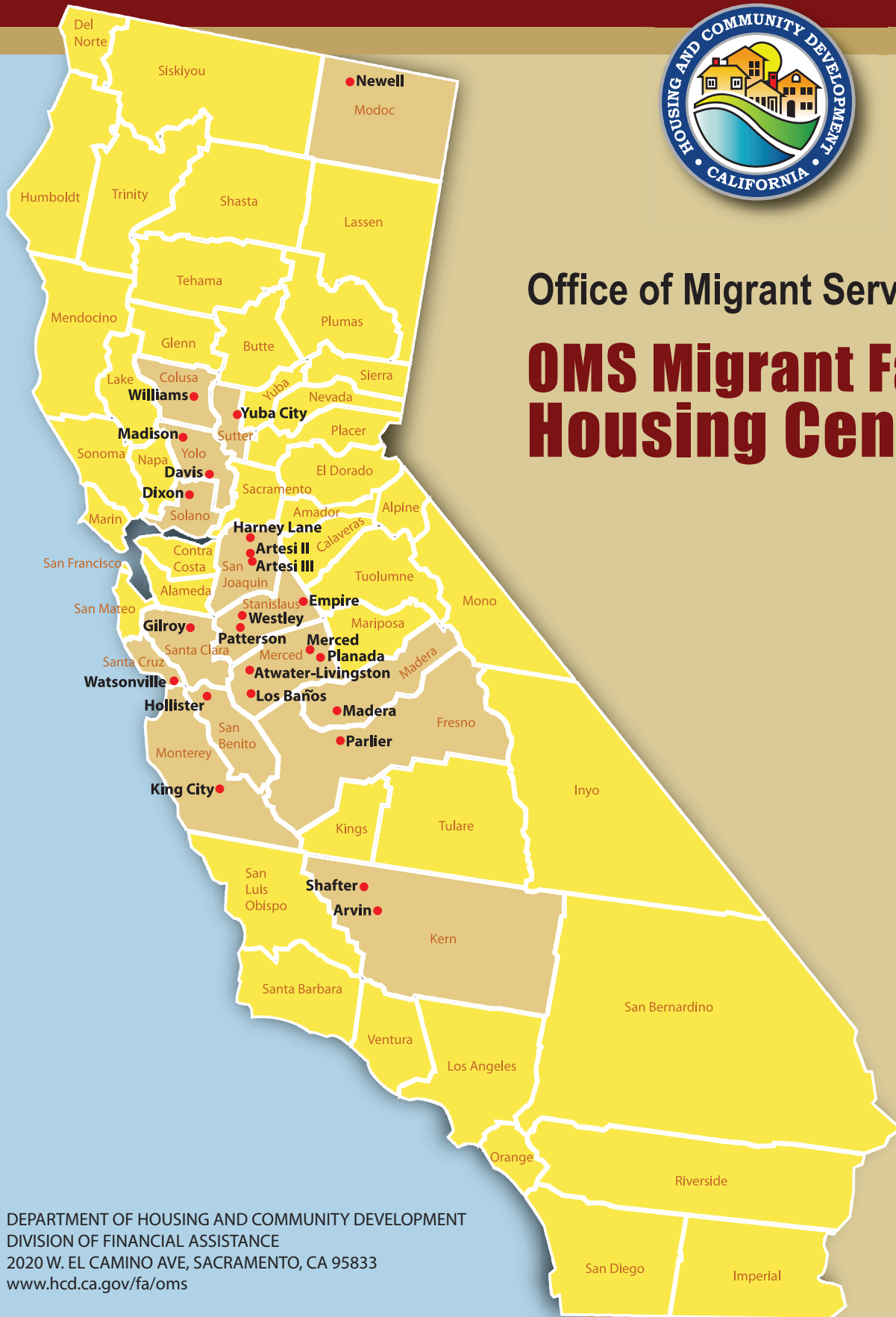
#	Migrant Center	Address	City/Town	County	Phone No.	Migrant Center Operator	Web Address
1	Artesi II	777 W Mathews Road	French Camp	San Joaquin	(209) 234-1192	Delta Community Development Corp.	https://hacsj.org/dcdc/
2	Artesi III	333 W Mathews Road	French Camp	San Joaquin	(209) 234-1430	Delta Community Development Corp.	https://hacsj.org/dcdc/
3	Arturo Ochoa	903 Arizona Circle	Gilroy	Santa Clara	(408) 842-7552	EAH Housing	https://www.eahhousing.org/
4	Arvin	8701 Sunset Boulevard	Bakersfield	Kern	(661) 631-8500	Housing Authority of the County of Kern	https://kernha.org/
5	Atwater-Livingston	9200 Westside Boulevard	Atwater	Merced	(209) 358-8121	Housing Authority of the County of Merced	https://www.merced-pha.com/
6	Buena Vista (Watsonville)	113 Tierra Alta	Watsonville	Santa Cruz	(831) 722-5411	Stanislaus Regional Housing Authority	https://stanregionalha.org/
7	Davis	31150 County Road 105	Dixon	Solano	(707) 678-2552	Housing Authority of the County of Yolo	https://www.ych.ca.gov/
8	F.H. Rehman (Dixon)	7290 Radio Station Road	Dixon	Solano	(707) 678-3200	Housing Authority of the County of Yolo	https://www.ych.ca.gov/
9	Empire	5132 South Avenue	Empire	Stanislaus	(209) 527-0648	Stanislaus Regional Housing Authority	https://stanregionalha.org/
10	Felix Torres (Planada)	925 North Plainsburg Road	Planada	Merced	(209) 382-2003	Housing Authority of the County of Merced	https://www.merced-pha.com/
11	Harney Lane	14320 E. Harney Lane	Lodi	San Joaquin	(209) 365-1549	Delta Community Development Corp.	https://hacsj.org/dcdc/
12	Hollister	3235 Southside Road	Hollister	San Benito	(831) 637-7913	County of San Benito, Health and Human Services	https://hhsa.cosb.us/
13	King City	440 Jayne Street	King City	Monterey	(831) 385-3482	Housing Authority of the County of Monterey	https://www.hamonterey.org/
14	Madison	29289 State Highway 16	Madison	Yolo	(530) 662-1880	Housing Authority of the County of Yolo	https://www.ych.ca.gov/
15	Merced	2753 N Santa Fe Avenue	Merced	Merced	(209) 722-5991	Housing Authority of the County of Merced	https://www.merced-pha.com/
16	Newell	501 Dunsmuir Street	Tulelake	Modoc	(530) 640-0152	County of Modoc	https://www.co.modoc.ca.us/
17	Parlier	8800 S. Academy Avenue	Parlier	Fresno	(559) 646-3653	Housing Authority of Fresno County	https://fresnohousing.org/
18	Patterson	506 Mayette Street	Patterson	Stanislaus	(209) 892-8948	Stanislaus Regional Housing Authority	https://stanregionalha.org/
19	Pomona Ranch	11777 Woodward Way	Madera	Madera	(559) 661-0104	Housing Authority of the City of Madera	https://maderaha.org/
20	Rafael Silva (Los Banos)	18926 West Henry Miller Road	Los Banos	Merced	(209) 826-5993	Housing Authority of the County of Merced	https://www.merced-pha.com/
21	Shafter	17213 Central Valley Highway	Shafter	Kern	(661) 631-8500	Housing Authority of the County of Kern	https://kernha.org/
22	Westley	696 Livingston Circle	Westley	Stanislaus	(209) 894-3461	Stanislaus Regional Housing Authority	https://stanregionalha.org/
23	Williams	400 Theatre Road	Williams	Colusa	(530) 473-2129	County of Colusa	https://www.countyofcolusaca.gov/
24	Yuba City	479 Bernard Drive	Yuba City	Sutter	(530) 674-7008	Regional Housing Authority	https://regionalha.org/

The Office of Migrant Services (OMS) at the Department of Housing and Community Development (HCD) is dedicated to providing safe, affordable, and seasonal housing for migrant farmworkers and their families. The program operates a network of 24 seasonal housing centers across California, offering essential services and support during the agricultural work season. The migrant center operations are overseen by migrant center operators which provide the day-to-day property and asset management. By addressing the unique housing needs of migrant workers, the OMS program helps improve living conditions, supports agricultural communities, and contributes to the state's vital farming economy.



Office of Migrant Services

OMS Migrant Family Housing Centers



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