

## **AFFIRMATIVELY FURTHER FAIR HOUSING MARKETING & MINORITY OUTREACH GUIDELINES AND REQUIREMENTS**

Affirmative marketing provides information and otherwise attracts eligible persons to the available housing without regard to race, color, national origin, sex, religion, familial status, or disability (e.g. populations protected by the Fair Housing Act).

All City of Rockford staff, sub-recipients, developers, owners, and sponsors must follow these guidelines.

### **Marketing Tools:**

- Brochures
- Yard signs which include the following: In cooperation with the City of Rockford and HUD 987-5690
- Flyers (from small inserts to large posters)
- Fair housing poster: A poster must be posted at work site and in offices of the organization.
- Fair housing booklets: Must be available at all offices and showings of unit/property; each assisted homeowner, homebuyer, or tenant must sign a form confirming they received a copy.

### **Requirements:**

- A marketing plan shall be in place that identifies the marketing tasks, associated costs and person responsible for carrying out each task.
- Monthly reports shall include the number of inquiries, showings, open houses, ads placed, and if the application was approved/denied/not accepted.
- Initial signage indicating the development was made possible with funding provided by the City of Rockford and HUD.
- Four clear and brief message points about why people should buy/rent or rent (such as the quality of renovation, value for the dollars, ease of maintenance, etc.).
- Include the Fair Housing logo (below) on all marketing material including ads in the newspaper.



<http://portal.hud.gov/hudportal/HUD?src=/library/bookshelf11/hudgraphics/fheologo>

- Use of a fair housing statements on brochures and flyers such as: It is the policy of the *(insert name of agency)* to provide services without regard to race, color, religion, national origin, ancestry, age, sex, familial status, physical handicap or disability.

### **Ways to promote housing units:**

Marketing efforts should specifically target potential tenants and homebuyers who are least likely to apply for the housing in order to make them aware of available affordable housing opportunities. Some examples of ways to promote housing units are as follows:

#### **Required forms of marketing for both homebuyer & rental developments**

#### **Required forms of marketing for homebuyer developments**

- Newspapers, including papers serving protected populations
- Radio
- web site
- Facebook
- Community Organizations (A minimum of one organization serving protected populations. Examples: Goodwill, La Voz Latina, etc.)
- Places of worship
- Neighborhood groups
- Neighborhood Network
- Multiple Listing Service through use of a Realtor
- [www.flatfeelistings.com](http://www.flatfeelistings.com) (homebuyer projects)
- Craig's List
- Community Fairs/events
- At the unit (exterior or window)
- Mass Mailings; including areas serving protected populations
- Press releases
- Bill Boards
- Community Boards (local restaurants, gas stations, etc.)
- In the neighborhood through flyers and workshops
- School District handouts/kids bringing home to parents, newsletters
- Organizational workshop
- Employment centers
- Housing counseling agencies
- Fair housing groups
- At the site e.g. open house

### **Minority Outreach:**

The Developer must establish and oversee a minority outreach program to ensure the inclusion, to the maximum extent possible, of minorities and women, and entities owned by minorities and women in all contracts.

The City of Rockford's Minority and Women Business Enterprise Procurement Policy states:

*The City of Rockford is committed to ensuring the participation of certified minority-owned business enterprises (MBE) and women-owned business enterprises (WBE) in its'*

*procurement of commodities and services, construction contracting, and professional services. In conjunction with this policy the City of Rockford has established a program for certifying minority and women-owned business enterprises as those entities are defined in the policy. Contractors responding to Information For Bids and Requests For Proposals will be required to register with the City of Rockford and provide information on their MBE or WBE status and the MBE or WBE status of their subcontractors, including completion of a certification declaration. The Equal Opportunity Compliance (EOC) Officer will provide certification information and assistance to MBEs and WBEs.*

**Monitoring:**

The following must be made easily accessible at the time of a monitoring visit:

- Copies of documents (applications, leases, contracts for purchase, etc.) and marketing materials, including ads.
- Clear photos of units with advertising
- Copy of policy for review and acceptance of applicants
- Copy of the marketing plan
- Copy of minority outreach efforts
- Income/race/ethnicity of tenants for assisted units at lease up with supporting documentation of income
- Marketing reports which include reasons for applicants/tenants deciding to move elsewhere; location, quality, features, price and/or financing.

**Corrective Actions:**

After evaluating all marketing efforts, corrective actions may need to be imposed with additional monitoring required.

**Other Resources:**

- 24 CFR Part 92.351—Affirmative marketing; minority outreach program
- PART 109—Fair Housing Advertising
- HUD Form 935.2 - Affirmative Fair Housing Marketing Plan. While not required, this form is a useful tool for organizing and documenting the affirmative marketing plan for owners.