

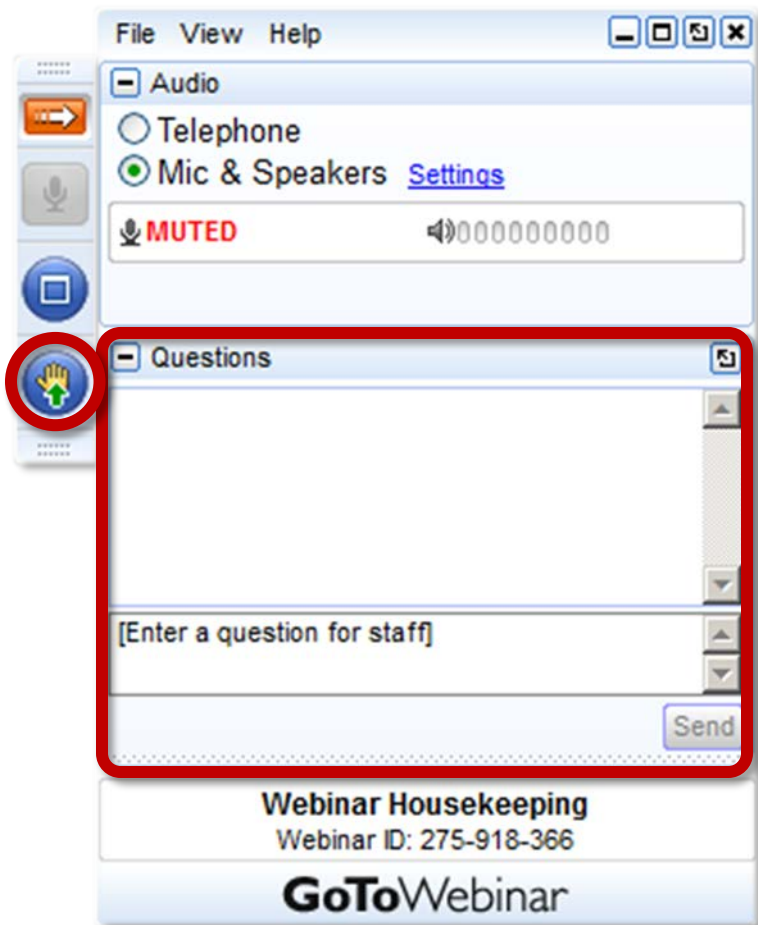


Section 811 Project Rental Assistance Program

Affirmative Fair Housing Marketing and Marketing Plan

October 8, 2015

Reminders



Your Participation

- Please join audio by using the information provided in the Audio Panel. Your audio pin is required and may be entered on your phone's keypad at any time by pressing # [pin number] #
- Please raise your hand to be unmuted for verbal questions.
- You may also submit your text questions and comments using the Questions Panel.

Introductions/Contacts

HUD

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Today's Agenda

- HUD's Affirmative Marketing Policies
- How Policies Apply to PRA Program
- Grantee Responsibilities
- Review OMB Form 92243-PRA
- Resources
- Questions?
- Next PRA Events

HUD Policy

- It is the policy of the Department to administer its housing programs affirmatively, as to achieve a condition in which individuals of similar income levels in the same housing market area have a like range of housing choices available to them regardless of their race, color, national origin, religion, sex, disability, or familial status.

Affirmative Outreach

- Each grantee must conduct affirmative fair housing outreach activities to the target population(s) as defined in Exhibit 3 of their Cooperative Agreement (InterAgency Partnership Agreement).
- Grantee's methods of outreach and referral must be sufficient to reach eligible persons in the target population(s) without regard to race, color, national origin, religion, sex, disability or familial status.

Least Likely to Apply

- Affirmative fair housing outreach activities include, but are not limited to, methods of advertising and community outreach that are designed to reach eligible persons in the target population(s) who are **least likely to apply** for the program.

Least Likely to Apply

- "Least likely to apply" means that there is an identifiable presence of eligible persons of a specific demographic group (i.e., race, color, national origin, religion, sex, disability, or familial status) in the target population(s), but members of that group are not likely to apply for the housing in the absence of special outreach efforts.
- Special outreach may include activities the Grantee is already engaged in.

Examples

- People who have difficulty communicating such as people who are deaf or hard of hearing
- People who have cognitive disabilities such as developmental disabilities or brain injuries
- People who have Limited English Proficiency

Grantee Responsibilities

- For the Section 811 PRA program, compliance with affirmative fair housing outreach requirements is the responsibility of the grantee.
- If the grantee delegates its outreach activities to another entity(s), the grantee is responsible for ensuring that the entity(s) complies with affirmative fair housing outreach requirements.
- Grantees should not begin accepting applications prior to conducting the marketing and outreach activities identified in their AFHMP.

Owner's AFHMP

- Many Multifamily Owners will already have AFHMPs. How does the PRA Program AFHMP relate to the Owner's Plan?
- The PRA Plan is about the outreach and referral of applicants for this program. Generally this is done by the Grantee or their human services partner not by the Owner.

Owner's AFHMP

- The PRA Program will refer eligible applicants to the Owners who may screen the applicants.
- Owners will very rarely be conducting outreach for the PRA Program.
- The Owner's Tenant Selection Plan will apply to PRA applicants but not the AFHMP.

OMB Form 92243-PRA

Resources

- OMB Form 92243-PRA
- PRA Program AFHMP Guidance
- http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opportunity/marketing
- HUD PRA Program Staff
- TAC TA Leads

Questions?

Next Events

- PRA Grantee Convening
 - October 28 and 29, Washington DC

Contacts

- Any questions? Please e-mail or call us

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