

City Of Canton Department Of Development

Affirmative Marketing Policy (Equal Housing Opportunity)

STATEMENT

This Affirmative Marketing Policy (AMP) is developed for use in HUD funded and/or City supported rental and homebuyer housing projects using HOME Program regulations as its safe harbor, including, but not limited to 24 CFR 92.351, of the U.S. Department of Housing and Urban Development (HUD). The Policy is a commitment of the Administration, Legislative body, Department of Development (DOD), Fair Housing Office staff, and all applicable Owner/Developers (Participant) receiving housing assistance from the City of Canton. The Participant shares responsibility with the City of Canton (City) of informing the public about the Federal Fair Housing laws and Canton Fair Housing Code 515, soliciting eligible persons without regard to race, religion, color, ancestry, national origin, sex, disability, familial status, military status, sexual orientation or gender identity, or source of income into the affordable housing market and evaluating the effectiveness of these marketing efforts. This AMP is documented and maintained in the Department of Development (DOD) files, and shall be included in all federally funded and City supported housing development project proposals and agreements. The Participant is held to the terms of the AMP by the requirements in the applicable housing project agreement.

PURPOSE

In furtherance of the City of Canton's commitment to non-discrimination and equal housing opportunity, the DOD established procedures to help ensure units constructed or rehabilitated under this policy are affirmatively marketed. The AMP of the DOD ensures that individuals who normally might not apply for available housing units because they are socially and/or economically disadvantaged and/or have limited English proficiency:

- be informed of available units
- be encouraged to apply
- have an equal opportunity to rent/own units

AFFIRMATIVE MARKETING

All HUD funded and City supported rental and homebuyer housing projects with five or more units are required to submit an Affirmative Fair Housing Marketing Plan (AFHM) for approval by HUD. The AFHM Plan details the marketing strategy designed to provide information and to attract eligible persons or families in the housing market area to the available units without regard to race, color, national origin, sex, gender identity, religion, marital status, familial status, disability, sexual orientation, ancestry, or any other basis prohibited by law. The



plan will describe initial advertising, site signage, website and social media promotion, recorded messages, community outreach, and all other marketing and communication activities which will inform potential renters or buyers of the availability of the units.

AFFIRMATIVE FAIR HOUSING MARKETING PLAN REVIEW

Applicants agree to review AFHM Plans at least once every five (5) years throughout the life of the loan and to update it as needed in order to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). This shall be done more frequently if local conditions or project demographics significantly change. The Public Agencies and/or HUD may monitor the implementation of this AFHM Plan at any time, and may also request modification in its format and/or content, when deemed necessary.

COORDINATED ENTRY SYSTEMS

Developers of projects that include Permanent Supportive Housing (PSH) units may elect, or be required, to use a Coordinated Entry System (CES) or Coordinated Assessment process to prioritize tenants for selection. For purposes of this document, CES shall also refer to Coordinated Assessment processes.

The project's marketing and leasing plan shall identify if CES will be utilized and designate the units that will receive CES referrals. Use of CES for NOFA-funded projects must be approved as part of the marketing and lease-up plan.

EMERGENCY PREPAREDNESS

HUD funded and City supported buildings with over 15 rental units must develop a plan that addresses emergency preparedness for tenants.

1. METHODS FOR THE CITY TO USE TO INFORM THE PUBLIC, POTENTIAL TENANTS, AND POTENTIAL OWNERS ABOUT FEDERAL FAIR HOUSING LAWS AND AFFIRMATIVE MARKETING POLICIES.
 - A. The DOD shall be responsible for implementing and monitoring the AMP and evaluating its effectiveness.
 - B. The DOD shall inform the community, including persons with limited English proficiency, about its AMP through periodic updates and technical assistance including:
 - Periodically posting Affirmative Marketing information on its website at cantonohio.gov.



- Notify the general public through a notice in the Canton Repository of the Annual Action Plan and the DOD requirement to affirmatively market Fair Housing.
- Providing periodic Affirmative Marketing information for distribution to various agencies and offices that come in contact with low/mod-income clientele.

Agencies and offices that will be notified include:

- All City of Canton Community Housing Development Organizations (CHDOs)
- City of Canton Fair Housing Office
- Stark Community Foundation
- Stark County Community Action Agency
- Stark County District Library
- Stark Metropolitan Housing Authority
- Veterans Administration
- Stark County Continuum of Care

C. The City of Canton Fair Housing Office shall inform the community about Federal Fair Housing laws through:

- City website
- Social media
- New paper, radio and television advertising
- Promotional materials
- Providing training to local agencies

D. All graphic presentations by the City concerning projects identified in this plan shall display the HUD Equal Housing Opportunity logo or slogan.

E. At the time of funding, the City of Canton shall also provide the Participant copies of the City of Canton's Fair Housing brochures. The Participant shall provide homeowners, tenants, and rental property owners with copies, verified with receipt. The City will provide copies of brochures to Participants with units that are in their affordability period whenever the brochures are updated.

F. The City's Fair Housing Office shall provide general information and telephone numbers to persons contacting the City with questions regarding Affirmative Marketing, Federal Fair Housing, tenant's rights, assisted housing, and correction of code violation in tenant-occupied dwellings.

G. The City makes housing information available in Spanish and has partnerships with groups that can provide oral and written translation services, as needed.



H. The City has partnerships with groups that can provide oral and written translation services for deaf and blind residents, as needed.

2. REQUIREMENTS AND PRACTICES EACH PARTICIPANT OF A HOUSING PROJECT IDENTIFIED IN THE STATEMENT SECTION OF THIS POLICY MUST ADHERE TO IN ORDER TO CARRY OUT THE CITY'S AMP, PROCEDURES AND REQUIREMENTS.

SIGNAGE AND GRAPHICS

All construction or leasing signs on projects funded by HUD funds must include the International Symbol of Accessibility and the Equal Housing Opportunity Logo.

There must be a prominent display of the HUD Fair Housing poster at the leasing office and project site from the beginning of construction through occupancy. (24 CFR 110.10) The poster must meet the guidelines set at 24 CFR 110.25.

All posted rental information or interest phone numbers must include a TTY/TDD phone number or a Relay Service phone number.

An Equal Housing Opportunity logo, statement, or slogan must be included on all written outreach tools (i.e. signs, advertisements, brochures, direct mail solicitations, press releases, etc.)

Any rental office associated with the project must display the HUD Fair Housing Poster.

Rental offices must also display a Notice of Right to Reasonable Accommodation/Reasonable Modification.

LANGUAGE

All marketing materials should include a Spanish language contact. As approved in the Affirmative Marketing Plan, there may be other languages used for project marketing. It is important to register the project on the LAC-HRC, because the call center and website are bi-lingual, and the website includes a Google translator feature.

WEBSITES

Postings of project leasing information on the developer, architect, or management company's website must include the following items:

- International Symbol of Accessibility
- Equal Housing Opportunity logo



OTHER REQUIREMENTS

- A. Incorporate an Equal Housing Opportunity statement and logo in its correspondence.
- B. Purchase advertisements in minority and non-English language newspapers when possible or print fliers advertising vacant units in advance of selecting a buyer or tenant without holding units off the market. All ads must contain an Equal Housing Opportunity statement and logo.
- C. Notify the following when units are available for purchase or rent:
 - City of Canton Department of Development
 - City of Canton Fair Housing Office
 - Social Security Office
 - Stark County Job and Family Services
 - Stark Metropolitan Housing Authority
 - Veterans Administration
 - Stark County Continuum of Care

3. PROCEDURES TO BE USED BY PARTICIPANTS TO INFORM AND SOLICIT APPLICATIONS FROM PERSONS IN THE HOUSING MARKET AREA WHO ARE LEAST LIKELY TO APPLY FOR HOUSING WITHOUT SPECIAL OUTREACH.

- A. In order to solicit applications from persons in the housing market area who are least likely to apply for housing without special outreach, each Participant shall send notices of vacant units, or units that will become vacant within 30 days to:
 - City of Canton Department of Development
 - City of Canton Fair Housing Office
 - Social Security Office
 - Stark County Job and Family Services
 - Stark Metropolitan Housing Authority
 - Veterans Administration
 - Stark County Continuum of Care

4. RECORDS THAT WILL BE KEPT OR REQUIRED TO BE KEPT DESCRIBING ACTIONS TAKEN BY THE CITY OF CANTON AND BENEFICIARIES TO AFFIRMATIVELY MARKET UNITS AND RECORDS TO ASSESS THE RESULTS OF THESE ACTIONS.

A. TENANT RECORDS

The Property Owner or designee shall maintain records of all prospective tenant applicants, including their race, ethnicity and gender, reasons for denial



of application, placement on a waiting list, and other relevant information. Owners shall also maintain records of tenant requests for accessible units and the related occupancy, denial, or wait list determination for such requests.

Unless there is an approved CES process in place, the Property Owner or designee shall also provide for the selection of applicants from a written waiting list in the chronological order of their application, insofar as is practicable, and provide prompt written notification to any rejected applicants of the grounds for any rejection.

The Property Owner or designee must certify that it has affirmatively furthered fair housing at the time of lease up. Review of this affirmative marketing effort for rental projects will be conducted in conjunction with the Annual Owner's Tenant Certification process.

- B. The City of Canton will keep the following records:
 - i. Copies of all meeting agendas and minutes of the City's Fair Housing Commission pertaining to this Policy, and all agendas and training materials of any training workshop pertaining to this Policy.
 - ii. Copies of agreements, reports and any home buyer or tenant surveys conducted before and after new construction or rehabilitation of identified units.
- C. The City shall also require owners of property assisted under this policy to maintain records of how vacancies were advertised. The records should also indicate why applications filed by Hispanics, African Americans, Asians/Pacific Islanders, American Indians, persons with disabilities, and women not awarded the units. The City shall have the Participant submit annual reports as established by the applicable Agreement, identifying those served. This information shall be included in the Consolidated Annual Performance and Evaluation Report (CAPER). This information shall be required for the period of affordability as referenced in the applicable Agreement.

3. DESCRIPTION OF HOW THE CITY OF CANTON WILL ANNUALLY ASSESS THE SUCCESS OF AFFIRMATIVE MARKETING ACTIONS, AND WHAT CORRECTIVE ACTIONS WILL BE TAKEN.

- A. The City will assess the effectiveness of its Affirmative Marketing Policy on an annual basis and will include a summary of the "good faith efforts" taken by the City and Participants in the CAPER.
- B. The City will compare the information compiled in the manner described under Section 4: "Record keeping," and evaluate the degree to which statutory and policy objectives were met. If the required steps were taken, the City will determine that good faith efforts have, in fact, been made.



- C. To determine results, the City may examine whether or not specific groups in the City of Canton applied for or became tenants or owners of applicable units that were affirmatively marketed. If the City finds that specific groups are represented, particularly Hispanics, African Americans, Asians/Pacific Islanders, American Indians, persons with disabilities and women, the City will assume that the Affirmative Marketing procedures were effective. If one or more groups are not represented within the context of existing neighborhood composition, the City will review its procedures to determine what changes, if any, might be made to make the Affirmative Marketing efforts more effective.
- D. The City of Canton will take corrective action if it is determined that a Participant has failed to carry out Affirmative Marketing efforts as required. If a Participant continues to neglect responsibilities made incumbent by the terms of their Agreement, the City will consider taking one or both of the following actions:
 - 1. Declare the Participant disqualified from any further assistance made available under this policy.
 - 2. Notify the Participant of the project that there is a violation of the terms of the Agreement and that the City may exercise its right to require immediate repayment of the grant or loan.
- E. The Department of Development shall not proceed with corrective action without allowing time and effort by staff to counsel the Participant in accordance with the terms of the Agreement.
- F. The City of Canton will carry out assessment activities and complete a written assessment of Affirmative Marketing efforts in accordance with each Agreement.

