

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

The agreement must specify the State recipient's affirmative marketing responsibilities in accordance with §92.351, if the HOME funds received by the State recipient will be used for housing containing five or more assisted units.

A. Each grant recipient shall display in public view, posters affirming Equal Housing Opportunity as amended under the Fair Housing Amendments Act of 1988.

B. The State certifies that HOME program funds will be awarded in accordance with the nondiscrimination and equal opportunity requirements set forth in the program regulations. The State will provide the recipients with all applicable non-discrimination laws. Recipients will be provided with procedures outlining corrective action for non-compliance, as well as copies of the State's Minority Business Directory to be used in selection and award of contracts for HOME activities.

C. The State will require grant recipients to establish appropriate procedures and requirements to affirmatively market units in the HOME projects and to assess the results of their efforts in accordance with the HOME program regulations. Procedures and requirements must include the following:

1. The methods for informing the public, owners, and potential tenants about the federal fair housing laws and the grant recipient's affirmative marketing policy.
2. The requirements and practices for owners to follow in complying with the grant recipient are affirmative marketing procedures and requirements.
3. The special outreach procedures to be used by owners to inform and solicit applications from persons in the housing market area who would not otherwise apply. The owner may wish to use community organizations, places of worship, employment centers, fair housing counseling agencies, social service centers, and other resources for this outreach.
4. The owner must maintain a listing of all tenants residing in each unit at the time of application submittal through the end of the compliance period.
5. The owner must maintain a file containing all marketing efforts (i.e., copies of newspapers, calls, letters, etc.)
6. Records must be kept on file describing efforts and results of grant recipients and owners in affirmatively marketing units.
7. Owner advertisement of vacant units must contain the fair housing opportunity logo or statement.