

AFFIRMATIVE MARKETING POLICY

1. Applicability.
 - 1.1. The Affirmative Marketing Policy applies to all programs of (Insert name of CHDO [Insert Acronym]) which utilize HOME, CDBG or other Federal funds (“collectively referred to as Federal funds”).
 - 1.2. The affirmative marketing policy does not apply to Section 8 tenant-based rental housing assistance or to families with tenant-based rental assistance provided with Federal funds. (Note: This exception is permitted, but not required)
2. Purpose:
 - 2.1. Affirmative Marketing shall consist of actions to provide information and otherwise attract eligible persons in the (insert City/County/State) to Federally funded housing without regard to race, color, national origin, sex, religion, familial status or disability; and
 - 2.2. Affirmative Marketing shall consist of actions that welcome, encourage and support the response and active participation of qualified firms owned by minorities and/or women.
 - 2.3. Affirmative Marketing shall consist of actions that identify specific populations that are the least likely to apply without special outreach and shall tailor affirmative marketing efforts to the identified populations. (Optional Language)
3. Objective:
 - 3.1. The objective of the (insert acronym) Affirmative Marketing Policy is to insure that housing and contracting utilizing HOME funds reflects and encourages the diversity of our community.
4. The (insert acronym) shall:
 - 4.1. In a prominent place, display the Equal Housing Opportunity logo.
 - 4.2. In a prominent place, display at least one Fair Housing Poster.
5. Every advertisement to sell or rent housing supported with HOME funds shall contain:
 - 5.1. The Equal Housing Opportunity logo; or the following statement:
 - 5.1.1. Equal Opportunity Housing. This housing is offered without regard to race, color, national origin, sex, religion, familial status or disability.

6. Every solicitation, solicitation for bids, request for proposals, or request for qualifications (collectively “solicitations”) issued by the (insert acronym) shall contain the following statement:
 - 6.1. (Name of Organization) welcomes, encourages and supports the response and active participation of qualified firms owned by minorities and/or women.
7. In setting evaluative criteria for responses to solicitations by the (insert acronym), (insert acronym) shall provide a defined evaluative bonus to qualified firms owned by minorities and/or women.
8. Affirmative Marketing Outreach
 - 8.1. The (insert acronym) shall advertise the sale or availability of rental housing in at least two outlets or venues, which may include:
 - 8.1.1. Postings at:
 - 8.1.1.1. Public Housing Authorities;
 - 8.1.1.2. Community Centers;
 - 8.1.1.3. Neighborhood Centers;
 - 8.1.1.4. Public Libraries
 - 8.1.1.5. Community Bulletin Boards;
 - 8.1.1.6. Local businesses;
 - 8.1.1.7. Web sites; or
 - 8.1.1.8. Community newsletters
 - 8.1.2. Paid advertisements in or on:
 - 8.1.2.1. Newspapers
 - 8.1.2.2. Radio
 - 8.1.2.3. Television
 - 8.1.2.4. Appropriate internet sites
 - 8.2. The (insert acronym) shall advertise every solicitation in at least two outlets or venues, which may include:
 - 8.2.1. Postings at:
 - 8.2.1.1. Public Housing Authorities;
 - 8.2.1.2. Community Centers;
 - 8.2.1.3. Neighborhood Centers;
 - 8.2.1.4. Public Libraries
 - 8.2.1.5. Community Bulletin Boards;
 - 8.2.1.6. Local businesses;
 - 8.2.1.7. Web sites; or
 - 8.2.1.8. Community newsletters
 - 8.2.2. Paid advertisements in or on:

- 8.2.2.1. Newspapers
- 8.2.2.2. Radio
- 8.2.2.3. Television
- 8.2.2.4. Appropriate internet sites

8.3. (Insert acronym) shall maintain a file of all advertisements and solicitations required under this section, and shall provide to the (City/County), at contract close, or at the annual contract anniversary date, a copy of all advertisements and solicitations.

8.4. (Insert acronym) shall provide to the (City/County), at contract close, or at the annual contract anniversary date, the following data on the results of advertisements for the sale or rental of HOME assisted housing:

8.4.1. Number of written applications received as a result of advertisements.

8.4.2. A breakdown of the familial composition of applicants, including:

- 8.4.2.1. Ethnicity
- 8.4.2.2. Sex
- 8.4.2.3. Age group
 - 8.4.2.3.1. Under 18 years of age
 - 8.4.2.3.2. Over 18 years of age
- 8.4.2.4. Disability

8.4.3. A breakdown of the familial composition of successful applicants, including:

- 8.4.3.1. Ethnicity
- 8.4.3.2. Sex
- 8.4.3.3. Age group
 - 8.4.3.3.1. Under 18 years of age
 - 8.4.3.3.2. Over 18 years of age
- 8.4.3.4. Disability

8.5. (Insert acronym) shall provide to the (City/County), at contract close, or at the annual contract anniversary date, the following data on the results of solicitations for goods or services for any program or development which utilized HOME funds:

8.5.1. Number of responses to solicitations.

8.5.2. Number of responses that were qualified minority or women owned firms.

8.5.3. Number of awards to qualified minority or women owned firms.

9. Annual Review and Evaluation

9.1. Each year, between October 31st and December 31st, the (insert acronym) shall establish quantifiable objectives in affirmative marketing for the coming year.

9.2. Each year, between October 31st and December 31st, the (insert acronym) shall complete a performance and compliance review of the results of the Affirmative Marketing Policy.

9.2.1. The compliance review shall include a review of all advertisements and solicitations data collected.

9.2.2. The compliance review shall include a review of affirmative marketing results against the quantifiable objectives established.

10. The Affirmative Marketing Policy was:

10.1. Updated on 1 December 2005 based Chapter 24, Combined Federal Regulations, Section 92.351 (24 CFR 92.351)

10.2. Adopted by the Board of Directors of the (insert name of the CHDO) on (Day/Month/Year).

10.3. And shall be formally reviewed every year as required by 24 CFR 92.351 and defined in Section 9 herein.

11. This Affirmative Marketing Policy shall be included by reference in the following documents:

11.1. All Solicitations to Bid, Request for Proposals, or Requests for Qualifications involving Federal funds;

11.2. All program manuals for programs that utilize federal funds.