

ATTACHMENT I: AFFIRMATIVE MARKETING PLAN

The Consortium is committed to providing equal access and opportunity to all persons to encourage participation in the housing programs offered in the Cities of Kennewick, Pasco, and Richland. The three cities will not discriminate, and will require that all contractors, subcontractors, Subrecipient / Developers, owners, landlords, and vendors will not discriminate against any person on the basis of race, color, national origin, gender, sex, religion, disability, or familial status.

Actions to provide information and attract eligible persons in the community to the housing programs will include the following:

- Advertisements will be placed in the Tri-City Herald and Tu Decides, LaVoz, or other Hispanic publication. They may also be placed in the Giant Nickel. The circulation of these newspapers in Benton and Franklin Counties reaches a combination of Caucasian and minority readers in proportion to demographic characteristics of the populations in Benton and Franklin Counties.
- Direct mailings or inclusion as a utility bill insert of program opportunities and Fair Housing Laws will be distributed to the public.
- Brochures and flyers will be distributed to social service agencies such as: Benton Franklin CAC, Tri-Cities Community Health LaClinica, and Benton Franklin Housing Network.
- Brochures and flyers will be distributed to businesses with ties to the agricultural community such as: Lamb Weston, Simplot, and Welch Foods.
- Brochures and flyers will be distributed to the 4 local libraries and Housing Authorities.
- Brochures and flyers will be distributed at City and community events, as applicable.
- Community service announcements and press releases for special events and activities will be placed on local radio stations and on television stations.
- All announcements, program advertisements, solicitations, brochures, and flyers will display the Equal Housing Opportunity logo or slogan.
- Fair Housing and Equal Opportunity posters in Spanish and English will be displayed at each respective City Hall.
- Fair Housing and Equal Opportunity posters in Spanish and English will be distributed to each Subrecipient / Developer.
- Community contacts will be made to agencies that serve minority and disabled persons such as Washington State Migrant Council, Hispanic Chamber of Commerce, Washington State Department of Developmental Disabilities, Washington State Department of Human Resources, Columbia Industries, and Benton Franklin Human Services Coalition.
- Community contacts will be maintained with people who have agreed to act as interpreters and mentors for non-English speaking residents.

All Subrecipients / Developers funded with HOME-ARP dollars will be required to provide an Affirmative Marketing and Minority Outreach Plan to the Lead Entity. Subrecipients / Developers and owners who do not implement the plan could lose HOME-ARP funding for the project.

The plan at a minimum will include the list above and the following:

- A timeline for affirmative marketing and minority outreach efforts
- Actions that will be taken to promote the inclusion of all persons in the housing programs
- The names and types of commercial media that will be used to advertise the program
- Displaying a Fair Housing and Equal Opportunity poster at their business location
- Actions that will be taken to inform and solicit applications from persons in the housing market

area who are not likely to apply for housing without special outreach, such as notifying community organizations, places of worship, employment centers, fair housing groups, counseling centers or agencies, etc.

Records will be maintained describing the actions taken by the Consortium, Subrecipient / Developers and owners for a period of six (6) years following program completion and will be available for public and HUD review¹. The Lead Entity will assess the success of affirmative marketing actions and determine if any corrective or additional strategies are needed to better inform all persons of housing opportunities at least annually.

AFFIRMATIVE MARKETING / MINORITY OUTREACH PROGRAM (24 CFR 92.351)

AFFIRMATIVE MARKETING

Affirmative marketing steps consist of actions to provide information and otherwise attract eligible persons to the available Supportive Services without regard to race, color, national origin, sex, religion, familial status, or disability. Each participating jurisdiction must adopt and follow affirmative marketing procedures and requirements for Supportive Services projects. If participating jurisdiction's written agreement with the project owner permits the rental housing project to limit tenant eligibility or to have a tenant preference in accordance with §92.253(d)(3), the participating jurisdiction must have affirmative marketing procedures and requirements that apply in the context of the limited / preferred tenant eligibility for the project.

The affirmative marketing requirements and procedures adopted must include:

- Methods for informing the public, owners, and potential tenants about Federal fair housing laws and the participating jurisdiction's affirmative marketing policy (e.g., the use of the Equal Housing Opportunity logotype or slogan in press releases and solicitations for owners, and written communication to fair housing and other groups)
- Requirements and practices each Subrecipient / Developer and owner must adhere to in order to carry out the participating jurisdiction's affirmative marketing procedures and requirements (e.g., use of commercial media, use of community contacts, use of the Equal Housing Opportunity logotype or slogan, and display of fair housing poster)
- Procedures to be used by Subrecipient / Developers and owners to inform and solicit applications from persons in the housing market area who are not likely to apply for the housing program or the housing without special outreach (e.g., through the use of community organizations, places of worship, employment centers, fair housing groups, or housing counseling agencies)
- Records that will be kept describing actions taken by the Consortium and by Subrecipient / Developers to affirmatively market the program in order to reach a broad population and to assess the results of these actions
- A description of how the participating jurisdiction will annually assess the success of affirmative marketing actions and what corrective actions will be taken where affirmative marketing requirements are not met

MINORITY OUTREACH

The Consortium will prescribe procedures acceptable to HUD to establish and oversee a minority outreach program within its jurisdiction to ensure the inclusion, to the maximum extent possible, of minorities and women, and entities owned by minorities and women, including, without limitation, real estate firms, construction firms, appraisal firms, management firms, financial institutions, investment banking firms, underwriters, accountants, and providers of legal services, in all Agreements entered into by the Consortium with such persons or entities, public and private, in order to facilitate the activities of the Consortium to provide affordable housing¹¹

ATTACHMENT H: AFFIRMATIVE MARKETING PLAN

- ⁱ Washington State Archives: Local Government Common Records Retention Schedule: [GS50-01-39 Rev. 1](#).
- Project Files must be retained “for 6 years after completion of project, then (transferred) to Washington State Archives for appraisal and selective retention.” This requirement can be found at 1.1 Administration (General) on page 9 of 197 of [local-government-common-records-retention-schedule-core-v.4.2-\(august-2021\).docx \(live.com\)](#)*
- ⁱⁱ 61 FR 48750, Sept. 16, 1996, as amended at 78 FR 44678, July 24, 2013. Section 85.36(e) of this title describes actions to be taken by a participating jurisdiction to assure that minority business enterprises and women business enterprises are used, when possible, in the procurement of property and services.