

**LOS ANGELES HOUSING DEPARTMENT
AFFIRMATIVE MARKETING GOALS AND PROCEDURES**



Affirmative Marketing Goals:

The City of Los Angeles is committed to ensuring decent, affordable housing for its residents. To further this goal, the City, acting through the Los Angeles Housing Department (LAHD), devotes significant resources to building and rehabilitating housing while concentrating on reversing patterns of decline and disinvestment in distressed neighborhoods. As these new or renewed housing resources become available, it is critical that they be made available in a manner which compliments the City's efforts to (1) provide fair access to this scarce resource and to (2) rebuild damaged communities by promoting neighborhood renewal and strengthening.

The purpose of Affirmative Marketing is to market dwelling units in a manner in which individuals of similar income levels in the same housing market area (defined as the County of Los Angeles) have available to them a like range of choices in housing regardless of the individual's race, color, religion, sex, sexual orientation, disability, familial status or national origin.

As a participant in the City of Los Angeles Housing Department Loan Program, owners are obligated to Affirmatively Market their restricted units in compliance with, and for the full term of, all Covenants and conditions attached to their loan. (See Regulatory Agreement)

The Affirmative Marketing strategies, as defined in the Property Management Plan, must be completed before tenants can be selected to occupy restricted units. However, during this marketing outreach period, applications can be accepted and screened in accordance with the designated methods outlined in Item 10, Page 4 of the Management Plan. If there are interested applicants for the restricted unit(s) before the marketing period begins or ends, they may be given an application only after they are apprised of the required Affirmative Marketing process. Regular tenant application forms may be used for tenant screening.

◆ **Restricted unit(s) cannot be promised to any applicant(s) before the Affirmative Marketing process is completed!**

Affirmative Marketing requirements are designed to promote outreach in the application process and are not intended to preclude reasonable screening of applicants on the basis of clearly established and legal selection criteria (e.g., credit history and references).

The following is a procedural guideline for implementing the *Affirmative Marketing* plan that is designated in your Property Management Plan. (See Property Management Plan; Pages 2-4; Items 6, 7, 8 & 9)

Affirmative Marketing Procedures:

Restricted units must be marketed as soon as possible after the Affirmative Marketing plan is approved by LAHD, and/or at least 90 calendar days prior to the completion of rehabilitation or construction of the project and whenever an affordable unit becomes vacant. The minimum Affirmative Marketing period of affordable units is seven (7) calendar days. During this period, the following marketing outreach strategies are to be implemented:

1. Special efforts must be made to reach persons in racial/ethnic categories who are “least likely to know” about housing vacancies using one or more of the following racial/ethnic categories:

ETHNICITY of Head of Household (Check all that apply)	RACE of Head of Household (Check <u>one</u>)
<input type="checkbox"/> African American/Black	<input type="checkbox"/> No, Non Hispanic or Latino
<input type="checkbox"/> American Indian/Alaskan Native	<input type="checkbox"/> Yes, Mexican/Chicano
<input type="checkbox"/> Asian	<input type="checkbox"/> Yes, Cuban
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	<input type="checkbox"/> Yes, Puerto Rican
<input type="checkbox"/> White	<input type="checkbox"/> Yes, Other Hispanic or Latino

2. Owner or authorized agent must notify target groups by advertising with the media designated in their Property Management Plan. This includes:
 - Advertising vacancies of affordable units in two or more papers with general public circulation and/or with publications of local real estate industry groups. The Los Angeles Times, Daily News, and Daily Journal, The Sentinel, Wave, La Opinion, Nuestro Tiempo and Korean Times are examples of newspapers that meet this requirement.
 - Multi-lingual advertising of affordable unit vacancies in two or more papers with ethnic community circulation. This can include neighborhood oriented newspapers and religious publications.
3. Notification of available affordable housing units with one or more public service, religious or tenant organizations in the housing market area that serve low income persons.
 - This is accomplished by distributing flyers, pre-approved by LAHD, to designated community and social services agencies. A list of organizations and instructions for meeting this requirement are attached to this document.
4. Inclusion of the Equal Housing Opportunity logo and/or statement in all advertisements of affordable housing. A sample of the logo and statement are attached to this document.

5. Implementation of all other Affirmative Marketing strategies designated in your Covenant and Property Management Plan. These include, but are not limited to, the following:
- Where appropriate, notice to current tenants as to the availability of affordable units in the newly rehabilitated building.
 - Advertisement of available affordable units on radio stations with either general public and/or ethnic community audiences.
6. Owner must maintain documentation of his/her marketing outreach and recruitment efforts for the duration of the affordability period. Such documentation must include, but is not limited to, the following items:
- Copies of all fax transmittal notices, flyers, newspaper and radio notices with dates documented.
 - A listing of the organizations notified of the vacant affordable housing with the contact person and date of contact specified. An example of a Notification Checklist is attached to this document.
 - An income and ethnic profile of all tenants selected to occupy restricted units.