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# AFFIRMATIVE FAIR HOUSING MARKETING PLAN

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**Responsibilities:**

**Director of Housing** responsible for policies/procedures;  
**Housing Supervisor & Asset Manager** responsible for implementation

**Revision Approvals Required:**

**Revision History**

Revision	Description	Date	Approved By
A	Initial Release	11/1995	
B	Updated – Completely Revised	3/5/2018	



## 1. PURPOSE

The Affirmative Fair Housing Marketing Plan (AFHMP) is a marketing strategy designed to attract renters of all majority and minority groups, regardless of race, color, religion, sex, familial status, national origin, or handicap for assisted and insured rental projects. This Plan describes targeting, outreach, indicators and training. Statutory authority for AFHMP's derives from:

- Fair Housing Act (Title VIII of the Civil Rights Act of 1968)
- Section 504 of the Rehabilitation Act of 1973; and
- Title VI of the Civil Rights Act.

## 2. REQUIREMENTS

Subsidized and unsubsidized multifamily housing with five or more units must complete an AFHMP. A Multifamily property owner must review an existing AFHMP when

- At least five years have elapsed since the last review;
- the local jurisdiction's Consolidated Plan has been updated; or
- significant demographic changes have occurred in the housing market.

An AFHMP should only be submitted to Fair Housing & Equal Opportunity (FHEO) for review and approval if:

- Loveland Housing Authority (LHA) determines that the population "least likely to apply" for housing is not identified in the existing AFHMP; or
- existing advertising, publicity, or outreach are no longer appropriate and require modification or expansion.

If an owner's review concludes that an existing AFHMP is satisfactory, it does not have to be submitted to FHEO. However a copy should be maintained and be available to the public.

## 3. NONDISCRIMINATION

With respect to the treatment of applicants, Loveland Housing Authority will not discriminate against any individual or family because of race, color, religion, sex, familial status, national origin, or handicap.

## 4. TARGETING

According to the AFHMP's (HUD-935 2A) completed for Silverleaf II (Jul., 2017) and Orchard Place (Feb., 2018), the demographic group "least likely to apply" are Native Hawaiian or Other Pacific Islander and Asian for Loveland Housing Authority.

## 5. OUTREACH

- A. All advertising shall display the Equal Housing Opportunity logo or the phrase "Equal Housing Opportunity."
- B. LHA will ensure equal access to appropriate size units for all persons in any category protected by federal, state, and local laws governing discrimination. On June 7, 2017, HUD approved a local preference for applicants that live/work Loveland for Silverleaf II. It is also a Board directive that LHA serve our community first.



- C. Special marketing outreach consideration will be given to the following underserved populations:
  - a. Native Hawaiian or Other Pacific Islander
  - b. Asian
  - c. Elderly/Disabled
  
- D. Marketing shall include the use of newspapers of general circulation in Loveland, CO. LHA will place notices in newspapers, specialized publications, LHA website, Facebook, and newsletters to reach potential applicants. Applications, notices, and all publications will include a Fair Housing and Equal Opportunity Logo. Community media advertisement of the projects will be through the following local newspaper(s) or otherwise:
  - a. Loveland Reporter-Herald
  - b. LHA website [www.lovelandhousing.org](http://www.lovelandhousing.org)
  - c. Facebook
  - d. Coloradoan – Fort Collins CO; if necessary
  
- E. LHA will contact local civic and community organizations representative of the ethnic and cultural diversity of the area in order to disseminate information about the available housing. Groups representing the handicapped and the elderly will also be contacted. Where necessary, LHA will publish its marketing materials in Spanish in order to better reach potential applicants in the area with language limitations.

To further inform the groups “least likely to apply” for the available housing, the following local organizations will be contacted with housing information:

Name of Organization	Population Served
a. Larimer County Human Services-205 E 6 <sup>th</sup> St, Loveland CO	Native Hawaiian/Other Pacific Islander and Asian
b. House of Neighborly Service & Neighbor to Neighbor-1511 E 11 <sup>th</sup> St Suite 100, Loveland CO	Native Hawaiian/Other Pacific Islander and Asian
c. Salvation Army Attn: Olga Duvall-840 N Lincoln Ave, Loveland CO	Native Hawaiian/Other Pacific Islander and Asian
d. City of Loveland-700 E 4 <sup>th</sup> St, Loveland CO	Native Hawaiian/Other Pacific Islander and Asian
e. Loveland Public Library-300 Adams Ave, Loveland CO	Native Hawaiian/Other Pacific Islander and Asian
f. Disabled Resource Services Attn: Donna Wyant-1017 Robertson St Bldg B, Fort Collins CO	Disabled, Native Hawaiian/Other Pacific Islander and Asian
g. Catholic Charities-2100 Maple Dr, Loveland CO	Seniors, Handicapped, Disabled Native Hawaiian/Other Pacific Islander and Asian



## 6. INDICATORS TO MEASURE SUCCESS

- A. The Pre-application will ask how the applicant heard about LHA.
- B. LHA will compare waiting list for applicants "least likely to apply" prior to and after marketing.
- C. LHA shall establish and maintain an Affirmative Marketing binder to hold advertisements, flyers, and other public information documents to demonstrate that the appropriate logo and language have been used. Additionally, LHA shall keep records of its activities in implementing the affirmative marketing plan i.e. other community outreach efforts.
- D. LHA shall keep info based on census data, applications, and records about tenant selection (housed) or rejection.

## 7. TRAINING

- A. LHA shall provide staff educational opportunities to relevant regulations and Fair Housing provisions. LHA staff are required to take Fair Housing or related educational classes yearly.

