



CITY OF LANCASTER AFFIRMATIVE MARKETING PLAN FOR FAIR HOUSING

In accordance with Neighborhood Stabilization Program (NSP) regulations and in furtherance of the City of Lancaster's commitment to non-discrimination and equal opportunity in housing, the City of Lancaster has established procedures to affirmatively market units acquired, rehabilitated, constructed or otherwise assisted under the NSP. The City of Lancaster is committed to the goals of non-discrimination and equal access. In addition, the City of Lancaster is committed to the goals of increasing the housing opportunities of those with limited English proficiency, low-income residents and under-represented ethnic and racial groups. These goals will be reached through the implementation of the City's Affirmative Marketing Plan. The implementation of this plan should result in a diverse tenant population in each of the affordable housing developments, with a representation of ethnic and racial groups which is consistent with their representation in the City.

The City of Lancaster actively promotes fair housing through:

- Ongoing funding of fair housing services
- Adoption and implementation of an "Analysis of Impediments to Fair Housing Choice"
- Adoption of "Consolidated Plan" for NSP program, with an analysis and strategy for fair housing every five years, and in the Annual Action Plan.
- Annual monitoring of fair housing activities through monitoring of fair housing services and reporting on ongoing activities in its Consolidated Annual Performance and Evaluation Report (CAPER)

The goal of the affirmative marketing procedures and outreach efforts are to ensure that all persons – regardless of their race, color, national origin, age, religion, sex, disability, familial status or English proficiency – are aware of the affordable housing opportunities generated by federal NSP funds and City Housing Funds and program activities, in accordance with 24 CFR 108.1.

The City of Lancaster is responsible for the implementation of the Affirmative Marketing Plan and all owners, developers, Community Housing Development Organizations and other nonprofits must comply with this policy for all NSP and City funded housing developments.

I. Methods for Informing the Public, Owners and Potential Tenants about Fair Housing

- A. The City of Lancaster's Lancaster Housing Authority shall be responsible for implementing the City's Affirmative Marketing Plan.
- B. The City shall continue to fund outside agencies to provide fair housing information/referral and case investigation services and tenant/landlord information/referral and mediation services.
- C. The City collaborates with the Housing Rights Center to reduce discrimination in housing regionally.
- D. The City shall work with its fair housing agency to develop an outreach plan each year, which will include advertisements in local newspapers, public service announcements, distribution of fair housing brochures at relevant events, community presentations, and other outreach activities to inform the community about fair housing rights and responsibilities.
- E. The City shall refer tenants and rental property owners to the California Department of Housing and Community Development (www.hcd.ca.gov) regarding tenant and landlord rights and responsibilities, fair housing brochures as well as the City's Housing website and Affirmative Marketing Plan.
- F. The City provides information about fair housing, fair housing services providers and links on the City's website.
- G. The City shall require that owners of NSP funded rental/homebuyer housing provide an annual report describing how their actions have complied with the City's Affirmative Marketing Plan.
- H. The City shall periodically post flyers and brochures which describe fair housing laws and services, in City Hall, which is open to the public.
- I. Housing project owners shall instruct all employees and agents in writing and orally in the policy of nondiscrimination and fair housing.

II. Description of Requirements of Property Owners and the City to Affirmatively Market Housing Assisted with NSP and/or City Funds

It is the City of Lancaster's policy to require that each owner of a rental or ownership project carried out with NSP and/or City funds:

- A. Use the "Equal Housing Opportunity" logotype or slogan on all correspondence and advertising prepared relating to the rental of units.
- B. Place ads in a local citywide newspaper of general circulation, e.g. The Antelope Valley Press [c/o Classified Advertising, 37404 Sierra Highway, Palmdale, CA 93550, Tel (661) 273-2700], to advertise housing opportunities.
- C. Circulate flyers (at least six weeks prior to the opening of any waiting lists) to the Lancaster City Hall, Library, Community Center, Neighborhood Centers, Senior Centers and homeless shelter organizations to advertise housing opportunities.
- D. *Sales/Leasing Staff*; Maintain a nondiscriminatory hiring policy in recruiting from both minority and majority groups including both sexes and the handicapped, for staff engaged in the sale or rental of properties.
- E. *Advertising*: All advertising depicting persons shall depict persons of majority and minority groups, including both sexes.
- F. *Fair Housing Poster*: Prominently display in all offices in which sale or rental activity pertaining to the project or subdivision takes place using the HUD-approved Fair Housing poster.
- G. *Sign on project site*: Post in a conspicuous position on the project site a sign displaying prominently either the Equal Housing Opportunity logo or slogan or statement.
- H. *Affirmative Marketing and Fair Housing Plan*: Project owners should submit the Affirmative Marketing and Fair Housing Plan to the City of Lancaster's Lancaster Housing Authority for review 120 days prior to initiating sales or rental marketing activities. The City will review and consider approval of the Plan within 30 days.

For direct activities carried out by the City of Lancaster, the City shall carry out the following:

- 1. Post flyers of upcoming housing opportunities in the City Hall, Senior Centers, Community Centers, Neighborhood Centers and Library and homeless shelter organizations.

2. Maintain and make available to interested parties a listing of the affordable housing stock which includes information about who to contact regarding the availability of housing.
3. Monitor, in conjunction with the project monitoring, compliance with the City's Affirmative Marketing Plan.

III. Description of What Property Owners and/or the City will do to Inform Persons not Likely to Apply for Housing Without Special Outreach

In order to solicit applications from persons who are not likely to apply for housing without special outreach, particularly those persons with limited English proficiency, each owner of NSP assisted property, will be required to:

- A. Utilize HUD Form 935.2 to organize and document the affirmative marketing plan for a project.
- B. Target outreach, through a variety of means, to ethnic and racial groups that are underrepresented in the housing development based on their representation in the City.
- C. At a minimum, utilize newspapers, churches and places of worship, and nonprofit organizations that serve the underrepresented group to distribute information about housing openings.
- D. Provide all advertising in the language the group is most familiar with and provide a contact person who can answer questions in the language primarily spoken by the target group.
- E. Send flyers to applicable homeless and advocacy groups, and other organizations as identified by the City, which serve groups that may need special assistance to apply for housing.
- F. Post notice of availability of housing on the website.

IV. Maintenance of Records to Document Actions Taken to Affirmatively Market NSP and/or City Assisted Units and to Assess Marketing Effectiveness

The City shall request owners of property assisted under NSP and/or City to maintain the following records and report annually on:

- Written description of how vacancies were filled
- Copies of newspaper advertisements and flyers or other printed material used
- Copies of mailing lists to organizations that were sent flyers and other material
- Copies of press releases and description of circulation
- Evidence of broadcast of television and radio advertisements

- Photographs of site signs
- The racial, ethnic and gender characteristics of tenants

The City shall report on compliance with the City's Affirmative Marketing Plan and consult with the property owners about any improvements which need to be addressed. The City shall maintain records regarding vacancies which occurred during the year and the process used to fill them. The City will examine whether or not persons from a variety of racial and ethnic groups in the City applied for or became tenants of units that were affirmatively marketed. If the City finds that a variety of ethnic groups are represented, the City will assume that the affirmative marketing procedures were effective. If one or more groups are not represented consistent with their representation in the City, the City will review its procedures to determine what changes, if any, might be made to make the affirmative marketing efforts more effective.

V. What Corrective Actions will be Taken Where Affirmative Marketing Requirements are not Met

The City of Lancaster will take corrective action if it is determined that a participating property owner has failed to carry out affirmative marketing efforts as required by the City's agreement. The City, prior to taking any corrective action, will discuss with the owner ways to improve affirmative marketing efforts. Initially, the City will provide a reasonable time period for the owner to establish written procedures for future use. If a participant property owner, after receiving notice and an opportunity to correct identified deficiencies, continues to neglect the responsibilities made incumbent by the terms of the agreement, the City will consider action such as notifying the property owner that a breach of the terms of the agreement with the City has occurred and that the City will exercise its rights under the terms of the agreement.

The City notes that federal regulations [24 CFR 108.50 - Compliance Procedures for Affirmative Fair Housing Marketing-Sanctions] state: "Applicants failing to comply with the requirements of these regulations, the AFHM regulations, or an AFHM plan will make themselves liable to sanctions authorized by law, regulations, agreements, rules, or policies governing the program pursuant to which the application was made, including, but not limited to, denial of further participation in Departmental programs and referral to the Department of Justice of suit by the United States for injunctive or other appropriate relief."

VI. Attachments

- Form 935.2
- Impediments to Fair Housing Analysis