

Affirmative Marketing Procedures and Requirements

Housing rehabilitated under the HOME Program shall be marketed to eligible persons without regard to race, color, national origin, sex, religion, familial status or disability. Housing grantees with projects containing five or more HOME units must adopt affirmative marketing policies and written tenant selection policies in compliance with the HOME Program including the following procedures and requirements:

- Methods for informing the public, potential tenants and owners about Federal fair housing laws and the affirmative marketing policy that the grantee has adopted, including but not limited to the use of the Equal Housing Opportunity logo or slogan and written communication to fair housing and other groups;
- A description of what the property owner will do to affirmatively market housing assisted with HOME funds, e.g., use of commercial media, community contacts, and the Equal Housing Opportunity logotype or slogan, and display of fair housing poster;
- A description of what property owners will do to inform persons not likely to apply for housing without special outreach, e.g., use of community organizations, places of worship, employment centers, fair housing groups, or housing counseling agencies; and
- Maintenance of records to document actions taken to affirmatively market HOME-assisted units and to assess marketing effectiveness.

Grantees receiving HOME funds are required to contact one or more of the following agencies before filling vacancies during the HOME affordability period as referenced in the HOME Program Grant Agreement: local or State Housing Authority, Community Action agencies, area mental health agencies, area Office on Aging and Disability, area homeless shelters, the Department of Social Welfare, Vermont Center for Independent Living or any state-wide handicapped accessibility clearing house, area AIDS service organization, medical centers, schools, municipalities, and any other social service agencies.

Any advertisement of vacant rental units during the HOME affordability period must include the equal housing opportunity logo or statement. Advertising media may include newspapers, radio, television, brochures, leaflets, or be simply a sign in a window.

Housing grantees or management agents must display the fair housing poster in areas that are accessible to the public. Contact HOME program staff for copies of the fair housing poster and logo or visit HUD's website at <http://www.hud.gov/library/bookshelf15/hudgraphics/fheologo.cfm>.

Monitoring Procedures

Vermont Housing and Conservation Board will monitor compliance as part of its ongoing monitoring process. Where noncompliance is discovered, VHCB staff will provide technical assistance to secure

voluntary compliance. If this proves unsuccessful, VHCB staff will refer aggrieved parties to appropriate entities to seek redress.