

Chapter 1 Part 3. AFFIRMATIVE MARKETING

A. It is the policy of the Shelton Housing Authority to conduct outreach as needed to maintain an adequate application pool representative of the eligible population in the area. All marketing efforts will include outreach to those least likely to apply. [24 CFR § 960.103(b)] which states:

§ 960.103 Equal opportunity requirements and protection for victims of domestic violence, dating violence, sexual assault, or stalking.

(a) Applicable requirements. The PHA must administer its public housing program in accordance with all applicable equal opportunity requirements imposed by contract or federal law, including the authorities cited in § 5.105(a) of this title.

(b) PHA duty to affirmatively further fair housing. The PHA must affirmatively further fair housing in the administration of its public housing program.

(c) Equal opportunity certification. The PHA must submit signed equal opportunity certifications to HUD in accordance with § 903.7(o) of this title, including certification that the PHA will affirmatively further fair housing.

(d) Protection for victims of domestic violence, dating violence, sexual assault, or stalking. The PHA must apply the requirements in 24 CFR part 5, subpart L (Protection for Victims of Domestic Violence, Dating Violence, Sexual Assault, or Stalking).

Outreach efforts will take into consideration:

1. The number of vacant units
2. Availability of units through turnover
3. Waiting List

Characteristics

A. The Shelton Housing Authority will periodically assess the factors in order to determine the need for and scope of any marketing efforts.

B. All marketing and informational materials will:

1. comply with the Fair Housing Act requirements with respect to the Equal Housing Opportunity logo and use of nondiscriminatory language [24 CFR § 109.30 (a)];
2. describe the housing units, application process, Waiting List, priority system and eligibility accurately;
3. will be in plain language and will use more than strictly English language print media;
4. will target all agencies that serve and advocate for potential applicants;
5. will make clear who is eligible: low-income individuals and families; working and non-working people; as well as the elderly and disabled.
6. will make clear that it is the Shelton Housing Authority's responsibility to provide reasonable accommodations to people with disabilities.