

# AFFIRMATIVE MARKETING PLAN

## HOME Investment Partnership Program



City of Bloomington  
Housing and Neighborhood Development  
401 North Morton Street, Suite 130  
Bloomington, Indiana 47404  
(812) 349-3401  
[www.bloomington.in.gov](http://www.bloomington.in.gov)

## **CITY OF BLOOMINGTON AFFIRMATIVE MARKETING PLAN**

The HOME Investment Partnerships Act (HOME) Program requires that an Affirmative Marketing Plan (AMP) be developed and followed for any HOME funded program with the goal of soliciting eligible persons in the housing market area who are otherwise not likely to apply for the said program(s) without special outreach. These outreach action steps must be implemented without regard to race, color, national origin, ancestry, sex, religion, familial status, sexual orientation, gender identity, or disability. The AMP has been developed in response to federal regulation (see 24 CFR 92.351) and is intended to inform the public of the compliance of the City of Bloomington with these requirements. The AMP outlines reasonable steps which the City of Bloomington will take to maximize outreach to appropriate populations and ensure compliance with all applicable federal requirements.

It is the policy of the City of Bloomington to make all reasonable efforts to ensure that HOME funded programs and housing units are marketed to those least likely to apply. This furthers the City of Bloomington's existing commitment to non-discrimination and equal housing opportunity. HOME funded housing developers and providers will share the responsibility of affirmative marketing with the City of Bloomington.

This AMP is documented and maintained in the City of Bloomington's Department of Housing and Neighborhood Development (HAND) files, and shall be included in all HOME project agreements. Housing developers and providers are held to the terms of the AMP by the requirements in the applicable HOME agreement.

The major objectives of the AMP are that individuals who normally might not apply for available housing units because they are socially and/or economically disadvantaged:

- Be informed of available HOME housing units
- Be encouraged to apply
- Have an equal opportunity to rent/own housing units

### **I. Methods for informing the public, owners, and potential tenants about Federal fair housing laws and the AMP.**

- A. HAND shall inform the community about its AMP through making it available to view on the HAND website along with having copies available to the public at the HAND office.
- B. HAND will make use of the Equal Housing Opportunity logotype on any housing related brochure, website page, press release, and/or other written communication. HAND will display fair housing posters within its office and in the City Hall atrium/entrance.

- C. In partnership with the City of Bloomington Human Rights Commission, HAND will continue its practice of providing general information and references to persons contacting HAND with questions regarding fair housing and related topics, which includes making available an informational brochure about fair housing.

**II. Requirements and practices each housing developer and provider of HOME funded housing project must adhere to in order to carry out the city's affirmative marketing plan**

- A. Make use of the Equal Housing Opportunity logotype or slogan in all HOME program related advertisements, notices, and communications.
- B. Clearly display a fair housing poster in a public place within your office. Posters are available from HAND.
- C. Identify the market population least likely to apply for housing and the marketing efforts that will be used to reach this segment of the housing market population.
- D. Notify HAND when vacant HOME units become available for purchase or rent for HAND to notify a listserv of interested community agencies that serve clientele who are likely to be income eligible for HOME units.

**III. Procedures to be used by housing developers/providers to inform and solicit applications from persons in the housing market area who are not likely to apply for housing without special outreach**

- A. For each HOME project, housing developers/providers will identify the market population least likely to apply for housing and the marketing efforts that will be used to reach this segment of the housing market population outside of normal marketing practices.
- B. Housing developers/providers will provide notices of vacant units or units that will become vacant within 30 days to HAND.
- C. Notify HAND when vacant HOME units become available for purchase or rent for HAND to notify a listserv of interested community agencies that serve clientele who are likely to be income eligible for HOME units.

**IV. Records that will be kept describing actions taken to affirmatively market units and records to assess actions**

- A. The City of Bloomington will keep copies of correspondence, agreements, and reports conducted in regard to HOME funded units.
- B. Housing developers/providers will maintain records of how vacancies were marketed and demographic information from the applications processed including how applicants learned of the unit being available. An annual report

will be given to HAND by June 15<sup>th</sup> of each year. Records from each year should be maintained for 5 years throughout the period of affordability.

**V. Description of how the City of Bloomington will assess the success of affirmative marketing actions, and what corrective actions will be taken if requirements are not being met**

- A. There will be an annual assessment of the success of the AMP with a summary outlined in the CAPER.
- B. The summary in the CAPER will examine the demographics of persons who applied and became tenants or owners of HOME funded units and how those demographics compare to the overall demographics of the housing market area. If it is determined that there is a lack of representation by a specific population the AMP will be reviewed to determine if changes are necessary to improve the effectiveness of efforts.
- C. In accordance with the HOME agreement, a funded developer/provider is contractually obligated to follow and comply with the AMP and failure to comply will be considered an event of default. Thirty (30) days will be given to correct any compliance issues found. The City of Bloomington will have the option to take corrective action if necessary. Corrective action may include, but not be limited to, immediate repayment of the grant or loan, or disqualification from future HOME funding.

Please contact the HAND office if you have questions regarding the City of Bloomington AMP:

Phone Number: (812)349-3401 Office Hours: 8 am- 5 pm

Office Address: Housing And Neighborhood Development  
401 North Morton Street, Suite 130