

ARCH Community Housing Trust Affirmative Marketing Policy

Description

In furtherance of the State of Idaho's commitment to non-discrimination and equal opportunity in housing, ARCH Community Housing Trust has established the following procedures to affirmatively market all projects funded with HOME funds. These procedures are intended to further objectives of Title VIII of the Civil Rights Act of 1968 and Executive order 11063.

Affirmative Marketing consists of actions taken to provide outreach to attract eligible persons in the housing market area to the available housing without regard to race, color, national origin, sex, religion, familial status, sexual orientation, gender identity or disability, that are LEAST LIKELY TO APPLY.

Affirmative Marketing Plan

The ARCH Community Housing Trust Affirmative Marketing Plan consists of the following:

- 1) Our method for informing the public, owners and potential tenants about federal Fair Housing laws and affirmative marketing is:
 - a) Use of the Equal Opportunity Logo on our web site and all marketing documents
 - b) Providing notice to the Blaine County Housing Authority of all available properties
- 2) The equal opportunity logo is displayed at the ARCH offices, on our web site and in all marketing documents, leases and community contacts.
- 3) Our methods to inform and solicit applications from persons in the housing market least likely to apply for the housing include:
 - a) Advertising the local paper
 - b) Placing notice at the local housing authority
 - c) Notification to all persons on the housing authority waiting list
- 4) Special outreach includes:
 - a) Advertisements in Idaho Hispano (208)353-9313 idahohispano@gmail.com
 - b) Announcements at St. Charles Catholic Church in Hailey
 - c) Announcements at Blaine County Housing Authority
- 5) ARCH will keep records of all actions taken to affirmatively market units for the duration of the HOME period of affordability