

WestMetro Consortium Affirmative Marketing Plan for the City of Newton

Affirmative Marketing and Minority Outreach

The City of Newton has adopted the following Affirmative Marketing plan. The procedures and requirements are in place for the City's HUD-funded rental and homebuyer projects. Each procedure is designed to attract eligible persons in the housing market area to available housing programs without regard to race, color, national origin, sex, religion, familial status, or disability. The Affirmative Marketing Plan is updated periodically.

The City of Newton, a participating jurisdiction in the WestMetro HOME Consortium shall:

- I. Require Sub-grantees who are making housing units or programs available to applicants to practice the City's affirmative marketing procedures and requirements. The language mandating this shall exist in the NCDA-Subgrantee LOAN AGREEMENT or program MEMORANDUM OF UNDERSTANDING. Examples of this include but are not limited to the use of commercial media, use of community contacts, use of the Equal Housing Opportunity logo and slogan and the display of a Fair Housing poster.
- II. Use the "Equal Housing Opportunity" slogan and logo when advertising program availability in local or state-wide newspapers (e.g., *The Bay State Banner*, *El Mundo*, *The Newton Times Tribune*, and *The Newton Tab*). The logo shall not be used without the slogan at any time.



- III. Require Housing Providers of HUD-funded housing units to inform and solicit applications from persons in the housing market who are not likely to apply for housing without special outreach. This includes, but is not limited to, the use of community organizations, newspapers or other media outlets, places of worship, employment centers, fair housing groups, or housing counseling agencies.
- IV. Keep records describing actions taken by the City of Newton, its sub-grantees, and owners of property that affirmatively market housing units. These records shall be logged and included in the annual update of the *Consolidated Planning Strategy (CPS)* under the *Affirmatively Furthering Fair Housing* component.
- V. Annually assess the success of affirmative marketing actions in the annual update of the City's Analysis of Impediments to Fair Housing (AI). The AI will include what corrective actions will be taken where affirmative marketing efforts are not proven sufficient.

- VI. Make available program descriptions and applications in languages other than English, as appropriate.
- VII. Include language in each application and program description that states applicant eligibility shall not be based on race, color, national origin, sex, religion, familial status or disability.
- VIII. Ensure that *Affirmative Marketing Policy and Implementing Procedures* of the Brookline-Newton-Waltham-Watertown HOME Consortium are also implemented (see attached).

These efforts shall be amended if records indicate that Affirmative Marketing and Minority Outreach goals and objects are not met or if current procedures prove to be ineffective.