

City of Stamford
Affirmative Fair Housing Marketing

Statement of Policy

In furtherance of the City of Stamford's commitment to non-discrimination and equal opportunity in housing, the City of Stamford established procedures to affirmatively market units to be developed under the Stamford Community Development Program's (SCDP) Community Development Block Grant, HOME and Neighborhood Stabilization Program. These procedures are intended to further the objectives of Title VIII of the Civil Rights Act of 1968 and Executive Order 11063.

It is the affirmative marketing goal of the City of Stamford to assure that individuals who normally might not seek to rent or purchase units because of their race or ethnicity:

- know of the vacancies and purchase opportunities;
- feel welcome to apply;
- have the opportunity to rent/buy the units.

This policy will be carried out through the procedures outlined, herein. Where the procedures refer to actions required of the City of Stamford, the Stamford Community Development Program will assume such responsibilities.

Applicability

Housing units which are developed with assistance from CDBG, NSP or HOME Programs must be affirmatively marketed in accordance with the requirements of this document whenever a vacancy occurs. These marketing procedures will be utilized for the applicable period commencing upon the completion of the development. Affirmative marketing procedures will not apply to units rented to families with housing assistance provided by the Stamford Housing Authority, since such units are affirmatively marketed under the Housing Authority's Plan.

1. Informing the public, potential tenants, and owners about Federal fair housing laws and affirmative marketing policies.

The City of Stamford will inform the public, potential tenants, and owners about its affirmative marketing policy and Title VIII and Executive Order 11063. It will:

- place public notice in the *Stamford Advocate*;
- meet directly with property owners interested in participating in the program;
- provide tenants and prospective buyers of buildings/units selected for rehabilitation with information regarding affirmative marketing;
- provide Special Outreach Agencies with a copy of these procedures.

2. Rental Unit Affirmative Action Steps

Participating property owners will be required to contact the City of Stamford as soon as they become aware that a unit in their property will be available. Thirty days notice will be the desired norm, but no later than five days after notification of the owner by the tenant who is vacating the unit.

If the owner wishes to lease the vacant unit to a Section 8 tenant, the owner will contact the Stamford Housing Authority in order to receive referrals from their waiting list. No further affirmative marketing will be required.

Alternatively an owner who wishes to offer a vacant unit to the general public must contact the Stamford Community Development Program thirty (30) days prior to availability, or as soon as possible. Upon such notification, the City will initiate its special outreach to inform those “lease likely to apply” of the anticipated vacancy. General advertisement in the *Stamford Advocate* will be responsibility of the owner and will not commence until one week following the City’s receipt of the vacancy notice. All general advertisements must include the Equal Housing Opportunity slogan or logo. Dated copies of the advertisement must be provided to the City of Stamford, and owners must report to the City on the racial/ethnic and family composition characteristics of the selected tenants within two weeks or after leasing. No advertising will be required if the landlord accepts a tenant referred by a Special Outreach Agency.

As part of the City’s monitoring, the Stamford Housing Authority will notify the Stamford Community Development Program when a Section 8 tenant in an assisted apartment vacates their unit and the landlord does not request a Section 8 referral. This will serve as a back-up to “Landlord Notification” that Affirmative Marketing must be initiated.

3. Neighborhood Stabilization Program (NSP) Buyer Affirmative Action

SCDP monitors documents recorded with the Town Clerk, the Consolidated Multiple Listing Service and a variety of REO and bank web sites to identify property eligible for NSP assistance. Each foreclosed property listed for sale in the NSP Target Areas identified in our Local Action Plan is inspected by SCDP staff. Properties requiring moderate rehabilitation are brought to the attention of our non-profit partners (Mutual Housing Association of Southwestern Connecticut and New Neighborhoods, Inc.) Each non-profit partner who acquires property with NSP assistance is required to create and submit for State of Connecticut Department of Economic and Community Development approval an Affirmative Marketing Plan for the property.

In the case of properties which do not need moderate rehabilitation SCDP will promote NSP opportunities by engaging in outreach activity to encourage those least likely to apply to participate. SCDP will conduct presentations for participants in Homebuyer Education programs provided by HUD approved housing counseling agencies (Mutual Housing Association of Southwestern Connecticut and the Housing Development Fund).

SCDP presentations will explain the NSP program, showcase available property, and outline the steps an individual should take to determine if they are eligible for NSP assistance.

SCDP promotes NSP on our department web page on the City of Stamford web site and in periodic press releases and newspaper articles discussing the local foreclosure situation. A pdf of a NSP FAQ can be downloaded from our web page. An email blast explaining NSP with the pdf NSP FAQ flyer attached will be sent to our email list of community development agencies. The SCDP email distribution list contains over 180 contacts for organizations representative of the diversity of our community. SCDP will also distribute information about NSP to the Special Outreach organizations identified below.

4. Special Outreach

For each property that will be rehabilitated or constructed, the City will consult the Consolidated Plan to determine the racial/ethnic characteristics of the current tenants and of residents in the surrounding neighborhood. Based on this analysis, the City will identify the race/ethnicity of persons who are least likely to apply for housing without special outreach. Based on this identification of the outreach target group, the City will contact the appropriate organizations as follows:

Hispanic Outreach Agencies:

Family Centers
60 Palmer's Hill Road
Stamford, CT 06905
www.familycenters.org

Family Services
CTE, Inc.
34 Woodland Ave.
Stamford, CT 06902
www.ctecap.org

Black Outreach Agencies:

Yerwood Center
90 Fairfield Ave.
Stamford, CT 06902
www.yerwoodcenter.org

Urban League
46 Atlantic St.
Stamford, CT 06901
www.ulsc.org

NAACP
P.O. Box 885
Stamford, CT 06904
www.stamfordnaacp.org

General Outreach to Minorities

Stamford Housing Authority
22 Clinton Ave.
Stamford, CT 06902
www.charterooakcommunities.org

Social Services
Fair Rent Commission
Human Rights Commission
P.O. Box 10152
888 Washington Blvd.
Stamford, CT 06904-2152

These organizations will be requested to make the vacancy information available to their clients.

Whenever possible, these special outreach efforts will begin two weeks prior to informing the general public about available units through advertising.

NOTE: The Affirmative Marketing Procedures are only guidelines because HUD and the City are aware that an owner might not always know that a vacancy is to occur this far in advance. Owners are not expected to hold units vacant in conjunction with affirmative marketing efforts.

4. Record Keeping

The City will keep records of the following:

1. Copies of “unit availability” notice to outreach organizations and/or dates of email contact.

5. Assessment and Corrective Actions

Rental Properties

Effectiveness of our affirmative marketing effort will be assessed as follows:

a. to determine if good faith efforts have been made:

compare the information contained on the records to be kept, as determined by Procedure 4. If the required steps were taken, the City will determine that good faith efforts have been made.

b. to determine results:

examine whether or not persons from the variety of racial and ethnic groups in our area applied for or became tenants of units that were affirmatively marketed. If the City finds that a variety is represented, it will assume the procedures were effective.

If one or more such groups are not represented, the procedures will be reviewed to determine what changes, if any, might be made to make the affirmative marketing efforts more effective.

The City of Stamford will take corrective actions if property owners fail to carry out procedures required of them. If, after discussing with owners ways to improve procedures, the owners continue to fail to meet the affirmative marketing requirements, the City will consider disqualifying an owner from future participation in SCDP Programs, and/or demanding repayment of SCDP financing, if applicable.

The City will carry out assessment activities and complete a written assessment of affirmative marketing efforts in time to report results as required by HUD.

Home Ownership with the Neighborhood Stabilization Program (NSP)

Loan Documents will require compliance with the City of Stamford's Affirmative Marketing Procedures. Failure to comply with the Affirmative Marketing Procedures will be considered a default on the loan.