

CITY OF LORAIN DEPARTMENT OF BUILDING, HOUSING & PLANNING



AFFIRMATIVE MARKETING POLICY AND PROCEDURES



AFFIRMATIVE MARKETING POLICY

1. Applicability:

The Affirmative Marketing Policy applies to all programs which utilize City of Lorain HOME Funds where at least five (5) housing units are contained within the overall project, as well as HOME-funded programs, including, but not limited to tenant-based rental assistance and downpayment assistance programs.

2. Purpose:

Affirmative Marketing shall consist of actions to provide information and otherwise attract eligible persons in the City of Lorain to HOME funded housing without regard to race, color, national origin, sex, religion, familial status or disability, and shall consist of actions that welcome, encourage and support the response and active participation of qualified contractors and/or service providers owned by minorities and/or women (MBE and WBE).

3. Objective:

The objective of the City of Lorain Affirmative Marketing Policy is to insure that housing and contracting utilizing federal HOME funds reflects and encourages the continued diversity of our community.

4. The Department of Building, Housing and Planning (BHP), HOME Program administrators for the City of Lorain, and every officer of a HOME recipients, subrecipient, or Community Housing Development Organizations ("CHDO") shall:

- A. In a prominent place, display the Equal Housing Opportunity logo.
- B. In a prominent place, display at least one (1) Fair Housing Poster.

5. Every advertisement to sell or rent housing supported with City of Lorain HOME funds shall contain:

- A. The Equal Opportunity Housing logo, and the following statement:
"Equal Opportunity Housing- This housing is offered without regard to race, color, national origin, sex, religion, familial status or disability."

- B. In addition, the aforementioned statement shall be displayed and translated into Spanish:

“Igualdad de oportunidades en la vivienda - Esta vivienda se ofrece sin importar raza, color, origen nacional, sexo, religión, estado familiar o discapacidad.”

6. Every solicitation, solicitation for bids, requests for proposals, or request for qualifications (collectively “solicitations”) issued by the Department of Building, Housing and Planning, and/or every HOME recipient, subrecipient, or CHDO shall contain the following statement:

“The City of Lorain welcomes, encourages and supports the response and active participation of qualified MBE and WBE firms.”

7. Affirmative Marketing Outreach:

Every HOME recipient, subrecipient, or CHDO shall advertise the sale or availability of rental housing in at least two outlets or venues, which may include:

- I. Posting at:

- Lorain Metropolitan Housing Authority’
- Community Centers;
- Neighborhood Centers;
- Public Libraries;
- Community Bulletin Boards;
- Local businesses;
- Websites; or
- Community newsletters

- II. Paid advertisements in or on:

- Newspapers
- Radio
- Television
- Appropriate internet sites

- a) Every HOME recipient, subrecipient, or CHDO shall maintain a file of all advertisements and solicitations required under this section, and shall provide to the City of Lorain’s Department of Building, Housing and Planning, as requested, a copy of all advertisements and solicitations.

This shall be effective until the end of the affordability period on each project.

- b) Every HOME recipient, subrecipient, or CHDO shall provide to the City of Lorain Department of Building, Housing and Planning by June 15th of each year until the year following acceptance by BHP of project completion, a report with the following data on results of solicitations for contracting, goods, and/or services for any program or development which utilized HOME funds:
 - I. Number of responses to solicitations;
 - II. Number of responses that were qualified minority or women-owned firms; and
 - III. Number of awards to qualified minority or women-owned firms.

BHP shall review for compliance with the City of Lorain Affirmative Marketing Policy during its review of HOME funded projects, conducted annually. If it is determined that the recipient, subrecipient, or CHDO has not complied with the policy, BHP will cite the non-compliance in the monitoring review and request corrective action to be taken. If no corrective action is taken, BHP may determine not to recommend that recipient, subrecipient, or CHDO receive additional HOME funding in the future or make a request to place on the City's debarred and suspended vendor/contractor listing.

- 8. The Affirmative Marketing Policy was adopted on (Month)_____ (Day)_____ of (Year) and shall be formally reviewed every year and updated as needed.
- 9. This Affirmative Marketing Policy shall be included by reference in the following documents:
 - a) All solicitations to bid, requests for proposals, or requests for qualifications involving HOME funding;
 - b) All program manuals for programs that utilize HOME funding; and
 - c) All applications to received funds that include HOME dollars as a funding or financing source.