



GUIDING COMMUNITIES TOWARD A BETTER TOMORROW SINCE 1979.

Affirmative Fair Housing Marketing Plan

Clearwater Neighborhood Housing Services, Inc. dba Tampa Bay Neighborhood Housing Services (TBNHS)

OVERVIEW OF THE AFHM PLAN

The Affirmative Fair Housing Marketing Plan (AFHMP) is a marketing plan designed to attract buyers and renters of all majority and minority groups regardless of race, religion, color, national origin, sex, disability and familial status to assisted rental units and single family dwellings which are being marketed for sale or rent while providing the opportunity to target specific groups who may need special outreach to be made aware of and apply for the housing.

TARGETING

The housing market area has been established as the City of Clearwater. Income demographic targeted shall meet HOME requirements for low-moderate income families. According to Census.gov, 17.1 % of families in Clearwater are Hispanic/Latino, 17.2% are foreign born, and 21.2% speak a language other than English at home. Based on these statistics, TBNHS has determined that the Hispanic/Latino community is least likely to apply for housing without special outreach efforts.

OUTREACH

Outreach efforts can be broken down into two areas, General and Bilingual.

General outreach efforts shall include the following:

- TBNHS website
- Social media posting/advertising – including Facebook, Twitter, and Instagram
- Project site signage
- Flyers/handouts
- Ads/PSA in local community newspapers, such as the Bulletin News or The Weekly Challenger

Bilingual outreach efforts shall include the following:

- TBNHS website
- Social media posting/advertising – including Facebook, Twitter, and Instagram
- Project site signage in Spanish
- Flyers/handouts in Spanish
- Ads/PSA in local Hispanic/Latino newspapers, such as La Gaceta and others
- Partner with local Hispanic/Latino serving agencies to get information out to constituents

ASSESSMENT INDICATORS

To determine the effectiveness of marketing efforts, TBNHS will track the following:

- Did marketing effectively attract targeted buyers or renters?
- How many referrals are received from City, community groups, and partner organizations?
- How many walk-ins or phone inquiries are received from people who indicate they are responding to our marketing?

STAFF TRAINING

TBNHS has an ongoing commitment to fair housing. As such, front line staff shall receive periodic fair housing training to increase their knowledge of fair housing principles.

OTHER

All project signage, websites, social media postings, handout/flyers, and advertisement shall bear the equal housing provider logo.

Fair Housing posters shall be prominently displayed at TBNHS offices.