

**CITY OF BIRMINGHAM, ALABAMA
DEPARTMENT OF COMMUNITY DEVELOPMENT**

NSP Program Affirmative Marketing Plan

Statement of Policy:

In accordance with Regulations of Title 24 CFR 511.10 (m), and in furtherance of the City's commitment to non-discrimination and equal opportunity in housing, the City of Birmingham will conduct an Affirmative Marketing Plan for all HOME-assisted housing containing five or more units. The Affirmative Marketing Plan is designed to provide information to, and attract eligible persons from all racial, ethnic, and gender groups in the housing market to the available housing. All non-profit organizations, CHDOs, owners, and other prospective participants in the HOME Rental Rehabilitation Program will be required to enter into an agreement with the City confirming their participation in the Affirmative Marketing Plan.

The City will also apply the Affirmative Marketing Plan Procedures described herein to its Neighborhood Stabilization Program (NSP) funding. These procedures will govern the selection and purchase of NSP housing units as well as the solicitation and selection of potential residents in a manner that is nondiscriminatory and consistent with Fair Housing and Equal Opportunity (FH&EO) requirements.

HOME & NSP Affirmative Marketing Procedures:

1. The City of Birmingham will inform all potential/ prospective HOME Rental Rehabilitation Program participants of the City's policy on affirmative marketing. The City will use the Equal Housing Opportunity logotype or slogan in all press releases, pamphlets, solicitations for owners, and other written communication to fair housing and other groups.
2. All non-profit organizations, CHDOs, owners, and other prospective participants in the HOME Rental Rehabilitation Program will be required to confirm through a written agreement that in they will comply with all applicable fair housing laws, including the City of Birmingham's Fair Housing Ordinance Number 80-165, adopted August 20, 1980; 2-4-71, et. sec., General Code of the City of Birmingham, 1980 as amended.
3. Owners must explicitly agree not to discriminate against prospective tenants on the basis of their receipt of, or eligibility for housing assistance under any federal, state, or municipal housing assistance program (except for a project for housing elderly persons) or on the basis that tenants have a minor child who will be residing with them.
4. Owners will agree to adhere to the Affirmative Marketing Plan by assuring the display of the fair housing poster, and the use of Equal Housing Opportunity

logotype or slogan in press releases, advertisements, flyers, announcements, and other forms of community contact or solicitation which makes known the availability of housing units. A copy of any such advertisement will be forwarded to the City of Birmingham.

5. Owners will assure the special outreach to persons who are not likely to apply for housing by notifying the following parties in the event of any vacancies: The City of Birmingham (Housing and Community Resources Divisions), the Housing Authority of the Birmingham District, Greater Birmingham Ministries, Birmingham Urban League, the Jefferson County Committee for Economic Opportunity, the Birmingham News and Post Herald, and the Birmingham Times.
6. Owners must agree to undertake the affirmative marketing requirements for a period of affordability per HOME regulations from the date of the completion of the rehabilitation.
7. The City of Birmingham will review and assess the affirmative marketing actions of participants in the HOME Rental Rehabilitation Program semi-annually for a period of five years not to exceed fifteen years following the completion of rehabilitation. Participants with affirmative marketing deficiencies will be given a written statement which will define the deficiencies, and provide an opportunity for corrective action. Each participant will be informed that failure to comply with the affirmative marketing requirements within a specified time frame may result in disqualification from further participation in the HOME Rental Rehabilitation Program, or other similar programs administered by the City of Birmingham. All records of the affirmative marketing monitoring will be maintained in the Housing Division.