

NeighborImpact Housing Stabilization Program Affirmative Marketing Plan

NeighborImpact Housing Stabilization program will not discriminate against any individual or family because of race, color, national origin, religion, gender, disability, familial status or presence of children in a household. Reasonable accommodations will be offered to all disabled persons who request them at any time during an application or selection process.

Staff will receive initial Fair Housing training and periodic refreshers.

Agency literature, electronic communications and the NeighborImpact website will display the Equal Housing Opportunity logo and the relay information for the hearing impaired.

Eligibility standards are determined by HUD or OHCS for all rental programs. Established occupancy standards will be used.

Special marketing outreach consideration will be given to underserved populations including:

- African-Americans
- American Indians
- Hispanics
- Asians and Pacific Islanders
- Handicapped and Disabled Persons

Central Oregon is a rural community where the underserved population is comprised of Hispanics, American Indians, Veterans and the Handicapped & Disabled.

Outreach will be primarily conducted through the Homeless Leadership Coalition, a group of service providers representing all of the underserved populations in Central Oregon. Membership includes representatives from veteran's services, youth services, faith communities, county health services, disability services, Latino services and the American Indian community. The HLC meets monthly and program openings are announced during the meeting for participants to inform their communities. Minutes are recorded and distributed. Between meetings, electronic communications are used to disburse information to the programs.

Race and ethnicity data are collected on all application forms.

The Associate Director of Housing Stabilization will review the Affirmative Marketing Plan every 3 years and update as necessary.

Outreach materials will be maintained by the Associate Director of Housing Stabilization.

Applicant records will be maintained by the Associate Director of Housing Stabilization, including a file containing denied applications.