

**MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY
COMMUNITY DEVELOPMENT DIVISION**

SUBJECT: MSHDA Affirmative Fair Housing Marketing Plan for CD -- Procedures and Requirements for HOME-Funded Rental and Homebuyer Projects of Five or More Units

Policy Bulletin #23

EFFECTIVE DATE: July 1, 2008 (Revised April 5, 2011)

The HOME final rule 24 CFR 92.351 (**Attachment A**) requires written affirmative marketing procedures and requirements for **rental** and **homebuyer** projects containing five or more HOME-assisted units, regardless of the specific activity the HOME funds will finance. The HOME project subject to this policy may include one or more sites or buildings; however, the threshold requirement is that there are five or more units in the project, all units have common ownership, management and financing, and all units are to be assisted with HOME funds as a single undertaking.

Affirmative marketing steps consist of actions to provide information and otherwise attract eligible persons to available housing without regard to race, color, national, origin, sex, religion, familial status, or disability. Special outreach efforts must be made to potentially eligible households that are least likely to apply for assistance. Affirmative marketing procedures do not apply to programs that provide tenant-based rental assistance, owner-occupied rehab, or down-payment assistance only.

Grantees receiving CD HOME funds for rental or homebuyer projects containing five or more HOME-assisted units must adhere to affirmative marketing requirements and procedures that comply with 24 CFR 92.351 and include:

- 1. Methods for informing the public, owners, and potential tenants about Federal fair housing laws and the grantee's affirmative marketing policy;**
- 2. Description of what a property owner must do to market housing assisted with HOME funds;**
- 3. Procedures to be used by owners to inform and solicit applications from persons in the housing market area who are not likely to apply for the housing without special outreach;**
- 4. Description of the records that document actions taken by the grantee and by owners to affirmatively market units and requiring them to be maintained by both the grantee and property owner;**
- 5. A description of how the grantee will annually assess the effectiveness of these affirmative marketing actions;**
- 6. A description of corrective actions to be taken when affirmative marketing requirements are not met; and**
- 7. Description of minority outreach procedures.**

CD grantees that have projects subject to this policy bulletin must complete **Attachment B**, MSHDA Affirmative Fair Housing Marketing Plan for CD, and submit it to their Community Development Specialist at the time the project is set-up on OPAL. Project funds will not be disbursed until this plan is submitted and approved on OPAL by the CD Specialist.

Any questions regarding this Policy Bulletin should be addressed to your Community Development (CD) Specialist or CD staff at (517) 373-1974.

Attachments

A, 24 CFR 92.351

B, MSHDA AFHM Plan for OCD form