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Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing

U.S. Department of Housing and Urban Development
Office of Fair Housing and Equal Opportunity

OMB Approval No. 2502-0608
(exp.02/28/2017)

1a. Grantee Name & Address (including City, County, State, Zip Code, Telephone No. & email address) Georgia Housing and Finance Authority (GHFA) 60 Executive Park South, NE Atlanta, Georgia 30329-2231 Carmen Chubb: 404-679-0607, Carmen.Chubb@dca.ga.gov	1b. Rental Assistance Contract Number GA06RDD1201
	1c. No. of Units 134

1d. Entity Responsible for conducting Outreach and Referral (check all that apply)

Grantee Service Provider Other (specify) _____

Entity Name, Contact Person and Position (if known), Address (including City, County, State & Zip Code), Telephone Number & Email Address

[1] GHFA/Dept of Community Affairs (DCA): Don Watt, Director, Office of Homeless and Special Needs Housing, 60 Executive Park South NE, Atlanta, Georgia 30329-2231, 404-679-0660, Don.Watt@dca.ga.gov [2] Dept of Behavioral Health and Developmental Disabilities (DBHDD): Terri Timberlake, PhD, Director, Adult Mental Health, 2 Peachtree St., 23rd Floor Room 402, Atlanta, GA 30303, (404) 232-1644, Terri.Timberlake@dbhdd.ga.gov [3] Dept of Community Health (DCH): Pam Johnson, Director, Money Follows the Person Program, 2 Peachtree St., NW., 37th floor, Atlanta, GA 30303, 404-651-9961, PAJohnson@dch.ga.gov

1e. If the outreach is performed by any other entity other than the Grantee, explain how the Grantee will monitor their activities to ensure compliance with affirmative fair housing outreach requirements. Enter "N/A" in the field below if not applicable.

DCA will coordinate all outreach activities related to this grant. DCA will provide training modules/presentations for all outreach activities related to this grant. This will ensure consistency of process and compliance with the AFHMP. Contact information for all state, regional, and local outreach and referral efforts is available by contacting DCA. Main points of contact are listed in 1d. above.

1f. To whom in the Grantee's office should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State & Zip Code), Telephone Number & E-Mail Address.

Don Watt, Director of the Office of Homeless and Special Needs Housing
Georgia Department of Community Affairs (DCA)
60 Executive Park South, NE
Atlanta, Georgia 30329-2231
404-679-0660
Don.Watt@dca.ga.gov

2a. Affirmative Fair Housing Marketing Plan

Plan Type

Date of the First Approved AFHMP:

Reason(s) for current update:

2b. Outreach Start Date

Grantees should not begin accepting applications prior to conducting the marketing and outreach activities identified in the approved AFHMP.

Date Outreach will begin (xx/xx/xxxx)

Date Grantee will begin accepting applications (xx/xx/xxxx)

Note: Only Fiscal Year 12 Demonstration Grantees are permitted to accept applications prior to conducting marketing and outreach activities identified in the approved AFHMP.

3a. Target Areas (check one): Statewide Other (specify)

HUD 811 PRA rental assistance is targeted to the entirety of five metropolitan areas in the state: Augusta, Columbus, Macon, Savannah, and the core of the Atlanta MSA (Clayton, Cobb, DeKalb, Fulton, and Gwinnett counties).

3b. Target Population(s)

1. Settlement Agreement Serious and Persistent Mental Illness (SPMI) Target Population: This target population group includes those individuals with SPMI who are currently being served in the State Hospitals, who are frequently seen in Emergency Rooms, who are chronically homeless, and/or who are being released from jails or prisons. In addition, forensic status individuals with SPMI are included if the relevant court finds that community based services are appropriate. Also, any individual in the above Settlement Agreement SPMI Target Population who otherwise satisfies one of the eligibility criteria above and who has a co-occurring condition, such as substance abuse disorders, intellectual/developmental disabilities, or traumatic brain injuries is included in this target population.

2. MFP Target Population: This target population includes those Eligible Tenants who are functionally impaired adults with intellectual/developmental disabilities, those with physical disabilities (PD), those with traumatic brain injury (TBI), and eligible youth leaving Psychiatric Residential Treatment Facilities (PRTFs) aged 18-21 with a primary diagnosis of mental illness.

The State of Georgia will give equal weight to both core populations within the Section 811 Targeted Population when considering a household for Section 811 PRA assistance.

3c. Is all or some of the Target Population(s) covered by a Settlement Agreement? No Yes

3d. Demographics of Target Population(s)

(check all that apply)

White American Indian or Alaska Native Asian Black or African American

Native Hawaiian or Other Pacific Islander Hispanic or Latino

Families with Children (under age 18) Other ethnic group, religion, sex, etc. (specify)

3e. Data Source(s) used to obtain the demographic characteristics.

1. Migration Policy Institute Tabulations from the US Census Bureau's pooled 2009-2011 American Community Survey (ACS) and 2007-2011 ACS.
2. Employment Status by Disability Status Type: US Census Bureau, 2013 American Community Survey.
3. Disability and Employment Status Report for Georgia, 2008:
<http://www.disbilitystatistics.org/reports/report.cfm?fips=201300>
4. Georgia 2013 Mental Health National Outcome Measures(NOMS): CMHS Uniform Reporting System.

4a. Identify the demographic group in the target population(s) that are least likely to apply.

1. Individuals with Limited English Proficiency: (Clayton, Cobb, DeKalb, and Gwinnett counties have over 5% Spanish speaking residents and 17.8 % of the overall population of Georgia use Spanish as their primary language)
2. Individuals in the Following Demographic Categories: Black/African American and Hispanic/Latino
3. Individuals with mobility, visual, and hearing impairments

4b. For each demographic group in the target population(s) that are least likely to apply, provide a description of how the program will be marketed to eligible individuals in the target population(s).

1. Limited English Proficiency: Special marketing and outreach efforts are targeted to Cobb, DeKalb, Clayton, and Gwinnett counties to be able to identify and recruit Spanish speaking individuals. Written and oral translation services are available to all persons requiring Spanish translation services. Special outreach and engagement efforts are conducted where Spanish speaking people live, work, and play, including area churches and social service centers. Special efforts are given to engage Spanish speaking individuals living in nursing homes and other institutional setting who wish to live in their their own apartments in the community.
2. Race: Black/African American and Hispanic/Latino: Special outreach and marketing services are targeted to identify and engage Black/African American and Hispanic/Latino individuals living in the five targeted MSAs to identify those individuals least likely to apply. Similar outreach efforts targeted to nursing homes and other institutional settings are in place to engage individuals in the population group. Marketing materials are available in English and Spanish. Verbal and written translation services are provided on a case-by-case basis. Outreach and marketing efforts are conducted in the five 811 targeted metropolitan areas with special emphasis in those areas with the highest concentrations of Black/African American and Hispanic/Latino residents.
3. Mobility, Visual, and Hearing Impairments: Outreach and marketing services are targeted to individuals with mobility, visual, and hearing impairments. Access to a variety of transportation services is provided by our partners to make it easier for individuals with mobility impairments to access services and housing. DCA's Effective Communications Policy provides information on the auxiliary aids and services that DCA's employees provide to individuals with disabilities so they will have equal opportunity to participate in, and enjoy the benefits of, the programs, services, and activities conducted by DCA. Auxiliary aids and services may include, but are not limited to: (1) qualified sign language interpreters, note-takers, transcription services, written materials, telephone handset amplifiers, telephones compatible with hearing aids, telecommunications devices for deaf persons (TDDs), or other effective methods of making orally delivered materials available to individuals with hearing impairments; and, (2) qualified readers, large print materials, or other effective methods of making visually delivered materials available to individuals with visual impairments.

5a. Fair Housing Poster

The Fair Housing Poster must be prominently displayed in all offices/locations in which rental activity takes place (24 CFR 200.620(e)). Check below all locations where the Poster will be displayed.

- Rental Office Grantee Office Model Unit Other (specify)

5b. Affirmative Fair Housing Marketing Plan

The AFHMP must be available for public inspection at all rental offices/locations (24 CFR 200.625). Check below all locations where the AFHMP will be made available.

- Rental Office Grantee Office Model Unit Other (specify)

5c. Project Owner Compliance to display Fair Housing Poster and the AFHMP

Explain how you will ensure that every project owner will prominently display the Fair Housing Poster and AFHMP.

DCA displays the Fair Housing Poster in the lobby of their main office and all regional offices. The HUD 811 PRA Demo AFHMP is also posted on DCA's website and is available for review during normal working hours. DCA's Section 811 PRA Demo program targets properties that are developed through the Low Income Housing Tax Credit (LIHTC) program. All LIHTC property owners are required to prominently display the Fair Housing Poster at each property that has HUD 811 units and have the property's AFHMP available for review as part for their normal operating requirements of the LIHTC program. DCA will provide, upon request, the Fair Housing poster to all participating properties. DCA's Office of Portfolio Management monitors all LIHTC properties once every three years. DCA will also conduct HUD 811 PRA monitoring visits on an annual basis. Checking the proper display of the Fair Housing Poster and AFHMP is part of the standard compliance monitoring visits. Any violation of the policy will be addressed quickly with the property owner and manager in order to bring the property into compliance.

6. Evaluation of Marketing Activities

Explain the evaluation process you will use to determine whether your outreach activities have been successful in attracting individuals in the target population(s) who are least likely to apply, including who will be responsible for conducting this evaluation, when this evaluation will be conducted and how the results of this evaluation will inform future marketing activities.

DCA prepares a monthly HUD 811 Occupancy Report for each property with a HUD 811 Rental Assistance Contract (RAC). The report indicates the number of individuals recruited and the number of individuals who executed leases and what target population groups they represent. The report highlights recruitments and engagement activities of those individuals who are least likely to apply. The report is presented to the HUD 811 Operations Committee for review on a monthly basis. The Operations Committee makes recommendations to DCA, DBHDD, and DCH related to changes that may be needed to adjust marketing and outreach efforts if the AFHMP goals are not being met. The process continues on a monthly basis to ensure that units are leased in a timely manner and that those individuals least likely to apply are being informed about unit availability and are successful in securing units.

7. Additional Considerations. Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to eligible persons in the target population(s) who are least likely to apply for the program? Please attach additional sheets, as needed.

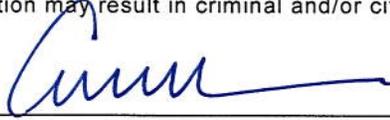
DCA has three other documents that provide additional information related to the implementation and oversight of the AFHMP for the Georgia HUD 811 PRA Demonstration program. Those documents are:

1. DCA HUD 811 PRA Demo Tenant Selection Plan:
2. DCA Language Access Plan (LAP): <http://www.dca.ga.gov/main/FairHousing.asp>
3. DCA Effective Communications Policy:
<http://www.dca.ga.gov/main/downloads/AttachmentAandB.pdf>

These documents along with this plan can be downloaded from the DCA website at www.dca.ga.gov or by contacting DCA at fairhousing@dca.ga.gov.

8. Review and Update

By signing this form, the grantee agrees to implement its AFHMP, and to review and update its AFHMP in accordance with the instructions to item 8 of this form in order to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). The Grantee also certifies that training will be provided to staff/entities that provide outreach to target population(s) for the purpose of enrollment in the 811 PRA program. Training will consist of affirmative fair housing outreach requirements and the Fair Housing Act, Section 504 of the Rehabilitation Act, Title VI of the Civil Rights Act and the American with Disabilities Act. I hereby certify that all the information stated herein, as well as any information provided in the accompaniment herewith, is true and accurate. Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (See 18 U.S.C. 1001, 1010, 1012; 31 U.S.C. 3729, 3802).



01/27/2015

Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)

Carmen Chubb

Name (type or print)

Deputy Commissioner for Housing, Georgia Department of Community Affairs

Title & Name of Company

For HUD-Office of Housing Use Only

Reviewing Official:

Signature & Date (mm/dd/yyyy)

For HUD-Office of Fair Housing and Equal Opportunity Use Only

Approval

Disapproval

Signature & Date (mm/dd/yyyy)

Name
(type or print)

Name

Title

Name
(type or print)

Title