TDHCA Affirmative Marketing, Best Practices for Single Family Programs

10 TAC § 20.9 Fair Housing, Affirmative Marketing and Reasonable Accommodations, outlines requirements for recipients of single family programs which include the Department's HOME Investment Partnerships Program (HOME), State Housing Trust Fund (SHTF or HTF), Texas Neighborhood Stabilization (NSP), and Office of Colonia Initiatives (OCI) Programs and other single family Programs as developed by the Department. This document is intended to give additional assistance in understanding how to comply specifically with single family Affirmative Marketing requirements.

10 TAC §20.9(b), Affirmative Marketing and Procedures, requires an Administrator receiving Federal or state funds to have an Affirmative Fair Housing Marketing Plan (AFHMP). The AFHMP must be submitted to the Department each time the Administrator applies for a new contract or a new type of activity. The plan must be submitted at a minimum of every three years if the Administrator continues to accept new applications.

The rule further requires in (b)(1)(A) that the Administrator identify the population "least likely to apply" for the Administrator's Program(s) without special outreach efforts. Administrators are strongly encouraged to use the Department's single family affirmative marketing tool to determine populations "least likely to apply" as the tool will identify those populations for the Administrator. If, however, Administrators choose to use another method to determine the populations "least likely to apply" the AFHMP must provide a detailed explanation of the methodology used. Persons with Disabilities must always be included as a population least likely to apply. If the results generated using another method vary from the results of the Department's tool, an explanation should also be provided.

Using the SF Affirmative Marketing Tool
To access the Department’s tool go to http://www.tdhca.state.tx.us/pmcomp/sf-amt.htm. You will enter your service region and the type of activity you are doing – homebuyer, rehabilitation, or rental assistance activities. The program funding source is not a determinant in the results and is not required to be entered. The box below provides sample results from the tool for an Administrator having indicated that their contract is to perform rehabilitation activities (this could be HOME, Amy Young, etc.) in Region 3.

<table>
<thead>
<tr>
<th>TDHCA Region: 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity: Rehabilitation</td>
</tr>
</tbody>
</table>

**Least likely to apply populations:**
- Race: White, Asian
- Ethnicity: Hispanic
- Household: Households with children
- Disability: Persons with disabilities
The tool displays the population groups that are least likely to apply. This information has been generated from a comparison between Census data and demographic data for households that have been served by the Department, for that particular activity type, as reported on the Housing Contract System (“HCS”) database, aggregated to the regional level. Populations representing less than 1% of the total population of the region are not generated in the tool and are therefore not required to be included in your affirmative marketing.

All populations listed under “Least Likely to Apply” should be reflected in your Affirmative Marketing Plan. All Affirmative Marketing Plans must provide for affirmative marketing to Persons with Disabilities.

**Determining How to Proceed with Affirmative Marketing Efforts**

- An Administrator could reach out to local groups representing those least likely to apply

- An Administrator can use various online tools to locate information about organizations in the region, county, or service area. Where a simple Google or Google Earth search does not yield sufficient results, searches might be performed for outreach organizations serving specific least likely to apply populations in areas where large populations of “least likely to apply” populations live. Additional searches might also be performed by using online resources such as the following: [https://www.policymap.com/](https://www.policymap.com/), [http://www.211texas.org/](http://www.211texas.org/), [www.onestarfoundation.com](http://www.onestarfoundation.com) (fee-based service). Examples of such organizations could be health clinics, community action agencies, or other community-based charitable organizations such as Salvation Army.

- Consider contacting your local city or county Planning and Development Department and/or utilize Nonprofit and business directories from your local Chamber of Commerce Offices.

- Utilize Community Commons ([https://www.communitycommons.org/maps-data/](https://www.communitycommons.org/maps-data/)) to access and map race and ethnicity data in the service area or region. Affirmative marketing efforts may be marketed to community centers, places of worship, libraries, and grocery stores in areas (census tracts, zip codes) with a high concentration of the least likely to apply population.
Specific examples:

- **Least likely to apply population: People with Disabilities**
  - Local Center for Independent Living (“CIL”), list of CILs and associations in Texas. CILs serve persons with all disability types; not all counties are covered: http://www.txsilc.org/page_CILs.html
  - Aging and Disability Resource Center (“ADRC”) – intake and referral for persons with physical disabilities and intellectual or developmental disabilities (IDD) - all counties are covered: https://www.dads.state.tx.us/contact/search.cfm
  - Local Intellectual and Developmental Disability Authority (LIDDA) – serves persons with IDD - all counties are covered: https://www.dads.state.tx.us/contact/search.cfm
  - Local Mental Health Authority (LMHA) – serves persons with Mental Illness and Substance Use disorders -all counties are covered: https://www.dshs.texas.gov/mhservices-search/
  - Local non-profits in your area serving people with disabilities
  - Call 211 and ask about resources for people with disabilities in your area, reach out to groups serving people with disabilities in your community

- **Least likely to apply population: Asian**
  - Reach out to the Asian real estate association
  - Asian Chamber of Commerce
  - Asian American Resource Center
  - Local organizations serving the Asian community
  - Community centers, places of worship, libraries, grocery stores in areas with a high concentration of the racial group. Consider utilizing Community Commons (https://www.communitycommons.org/maps-data/) to map race and ethnicity data in the service area or region.

- **Least likely to apply population: Black/African American**
  - Black Chamber of Commerce
  - Black Professionals Social Network
  - Weekly black newspaper/website for a city
  - Local “NAACP” (National Association for the Advancement of Colored People) Chapter: http://www.naaccp.org/find-local-unit/
  - Local community center or YMCA in a historically black neighborhood
  - Community centers, places of worship, libraries, grocery stores in areas with a high concentration of the racial group. Consider utilizing Community Commons (https://www.communitycommons.org/maps-data/) to map race and ethnicity data in the service area or region.

- **Least likely to apply population: White/Caucasian**
  - Community centers, places of worship, libraries, grocery stores in areas with a high concentration of the racial group. Consider utilizing Community Commons (https://www.communitycommons.org/maps-data/) to map race and ethnicity data in the service area or region.

- **Least likely to apply population: Hispanic**
  - Reach out to the Hispanic Chamber of Commerce
• Young Hispanic Professional Association
• The Hispanic Alliance
• Mexican American Cultural Center
• Local "LULAC" (League of United Latin American Citizens) Chapter:
  http://lulac.org/about/find_lulac_councils/
• Local Spanish language publications
• Community centers, places of worship, libraries, grocery stores in areas with a
  high concentration of the racial group. Consider utilizing Community Commons
  (https://www.communitycommons.org/maps-data/) to map race and ethnicity data
  in the service area or region.

  • Least likely to apply population: Households with Children
    • Local schools, churches, daycares
    • Local parenting organizations
    • Local community center or YMCA
    • Community centers, places of worship, libraries, grocery stores in areas with a
      high concentration of the households with children. Consider utilizing Community
      Commons (https://www.communitycommons.org/maps-data/) to map households
      with children in the service area or region.