

Single Family Affirmative Marketing Tool – Purpose, Source, and Methodology

Purpose

The tool was built to comply with 10 TAC § 20.9 Fair Housing, Waitlist Policy, Affirmative Marketing and Procedures, Homebuyer Counseling, Denials, Notice to Applicants, Reasonable Accommodations, and Limited English Proficiency.

Source Data

The Single Family Affirmative Marketing Tool pulls data from Texas Department of Housing and Community Affairs (“TDHCA” or “the Department”) Housing Contract System (“HCS”) database of all single-family households served with HOME Single Family funds during calendar years 2009 through June 2019. The Census Demographic Data come from the American Community Survey, 2013-2017:

- Race data: American Community Survey, 2013-2017 5-year estimates, tables B11001A, B11001B, B11001C, B11001D, B11001E, and B11001I.
- Ethnicity data: American Community Survey, 2013-2017 5-year estimates, table B11001I and B11016.
- Household size data: American Community Survey, 2013-2017 5-year estimates, table B11016.

Methodology: Least Likely to Apply Populations

- For the purpose of this tool, groups include White, Black and African American, Asian, Hawaiian and Pacific Islander, American Indian and Alaskan Native, Hispanic, and households with children (households with 3 or more persons).
- The tool will identify any group that is underrepresented in the region compared to ACS data for the same region. For a group to be underrepresented, the percentage of the households belonging in the group served in the Housing Contract System is at least 20% less than the percentage of the same group representation in the region.
- Example: Region two data show 80% of the population in the region are Hispanic; the HCS data for households served in the region, by activity type, indicate that 40% of households served in the region were Hispanic. The tool would indicate that the Administrator must market to the Hispanic population because the 40% Hispanic population served shows an underrepresentation of over 20% (*e.g.*, it is lower than 64%, which is 20% of 80%) when compared with the percentage of the same group in the region ($80\% \times 20\% = 16\%$; $80\% - 16\% = 64\%$). If the HCS data show evidence of 65% or more of the households served were Hispanic, the Administrator would not affirmatively market to the Hispanic population.
- Any groups that represent less than 1% of the region’s population are excluded and are not required to be considered “least likely to apply.”
- Any program types in regions in which there were fewer than 30 households served by that program type are not considered and will not have least likely to apply populations determined.
- The tool excludes the racial categories of “other race” and “two or more races.”
- The tool analyzes Census household size data as a proxy for familial status (a protected class). In areas where households with 3 or more persons are underrepresented, the tool indicates that households with children are least likely to apply.



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