

II. OUTREACH TO FAMILIES AND OWNERS/LANDLORDS

A. FAMILY OUTREACH

The Housing Choice Voucher office publicizes and disseminates information, as needed, concerning the availability and nature of housing assistance. Upon execution of an Annual Contributions Contracts (ACC) for additional units, the Housing Choice Voucher office will publish in a newspaper of general circulation, minority media, and other suitable means the availability and nature of housing assistance for very low-income families, unless application-taking has been suspended according to HUD regulation.

The Housing Choice Voucher office may distribute fact sheets to the broadcast media. Personal contacts with the news media, community service personnel and public service announcements will be handled by the Executive Director or designee.

Upon receipt of new funding, the Housing Choice Voucher Manager and staff will review its current waiting list and determine whether outreach is needed and what types of outreach will be implemented.

Applicants and participants may be provided with:

- Information about general locations and characteristics of neighborhoods.
- A listing of available rental property. These listings show addresses, shopping centers, bus lines, amenities, deposit information, and any information regarding the rental as provided by owners/landlords.
- Information that they may choose any unit within the CDC's jurisdiction as long as the program requirements are met regarding the unit.
- Information on portability provisions that may be available in the Housing Choice Voucher Program.
- A map which identifies areas of low-poverty and minority concentrations, if applicable.

B. OWNER/LANDLORD OUTREACH

The Housing Choice Voucher office will strive to maintain good relations with existing owners/landlords and will encourage new owners/landlords to participate and to make dwelling units available for leasing by eligible families in accordance with the Administrative Plan.

The CDC will use a comprehensive marketing effort described in the next section to recruit owners/landlords in areas that offer expanded opportunities to our participants.

In order to assure that owner/landlord outreach efforts are reaching owners/landlords with units outside areas of low-income and minority concentration, the CDC will evaluate new Request for Tenancy Approvals by determining if the address is in an area outside poverty/minority concentration.

The CDC may participate in community-based organization(s) comprised of private property and apartments/landlords and managers where they exist.

The CDC may conduct periodic meetings with participating owners/landlords to improve owner/landlord relations and to recruit new owners/landlords.

C. PROMOTING GREATER HOUSING OPPORTUNITIES FOR FAMILIES OUTSIDE AREAS OF LOW-INCOME AND MINORITY CONCENTRATION

1. A comprehensive marketing plan may be used to locate owners/landlords, as follows:
 - a. Un-impacted areas are identified.
 - b. Regular meetings are held with realtors and identifiable owner/landlord groups to explain the program and recruit owners/landlords. A presentation is given and written materials are distributed.
 - c. The rental stock in areas without concentration of very low-income and minority residents are surveyed to identify vacant units. The owners/ landlords and managers are contacted.
 - d. Collaborative partnerships may be entered into with for profit or non-profit developers in the jurisdiction. The partnerships may provide additional opportunities for leasing to Housing Choice Voucher applicants and participants.
 - e. Apartment complex managers may be recruited through meetings with manager associations and special training programs geared toward apartment management.
 - f. Ads and articles may be placed in owner/landlord and property management newsletters.
 - g. All Housing Choice Voucher staff is required to adopt the customer service representative approach and implement the program accordingly.
 - h. Tax credit investors may be monitored for proper participation to meet their responsibilities as participants using the Housing Choice Voucher Program (HCVP) in conjunction with their other subsidies.

CDC must comply with the HCVP regulations and HUD guidance with relationship to the potential conflicts between competing subsidies to assure there are not duplicative subsidies being paid on a family's behalf.

2. Mass media is used as needed.
3. Printed materials for owners/landlords may consist of:
 - a. A one-page tri-fold handout; or
 - b. An owner/landlord packet that describes all of the procedures as well as tips on how to be successful with the Housing Choice Voucher (HCVP.)

D. OPENING/CLOSING THE WAITING LIST

1. Opening the Waiting List:

The opening of the Waiting List shall be announced through public notices as follows:

- a. The notice shall be placed in a newspaper of general circulation, in a minority publication and in plain view of the application office.
- b. Postings may be made at locations throughout the community and may be sent to social service agencies.
- c. The notices shall contain where and when interested parties can apply.
- d. The notice shall state limitations on who may apply (i.e. residents of jurisdiction, working families, extremely low-income, etc).
- e. The notice shall contain the Equal Opportunity Housing logo and non-discrimination statement in the advertising message.

2. Closing the Waiting List

The closing of the waiting list shall be announced through public notices. The closing date of the Waiting List may be announced at the same time as the opening is announced if determinable, or at another time when the CDC reaches a number of applicants who will most likely receive assistance within a twenty four (24) month period.

- a. The notice shall be placed in a newspaper of general circulation, in a minority publication and in plain view of the application office.
- b. Postings may be made at locations throughout the community and may be sent to social service agencies.

- c. The Community Development Commissioners may approve by Board Resolution any limitations in the accepting of applications when the waiting list is closed.

