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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)

<b>1a. Grantee Name &amp; Address (including City, County, State, Zip Code, Telephone No. &amp; email address)</b> Maryland Department of Housing and Community Development 7800 Harkins Road Lanham, Maryland 20706 Attn:Gregory Hare; Gregory.Hare@maryland.gov; 301-429-7775	<b>1b. Rental Assistance Contract Number</b> MD06RDD1301
	<b>1c. No. of Units</b> 150

## 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

Patricia Rynn Sylvester, Director Housing Policy and Programs  
Maryland Department of Disabilities  
217 E Redwood St, Baltimore, MD 21202  
410-767-3635 patriciaR.sylvester@maryland.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.

DHCD will monitor the affirmative fair housing outreach requirements using the Interagency Workgroup. The status of the efforts are an agenda item for monthly Interagency meetings among DHCD, MDOD and MDH. The MPAH Advisory Committee will also be a forum for discussion of AFFMP efforts. DHCD will also be involved in MDOD's annual review of the demographic information on applicants and tenants and will ensure changes in the AFFHMP are made as appropriate. DHCD will also retain the ability to review MDOD's and MDH's records and materials related to outreach and marketing to those least likely to apply.

## 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.

Gregory Hare, Director, Multifamily Housing  
Maryland Department of Housing and Community Development  
7800 Harkins Road  
Lanham, Maryland 20706  
Gregory.Hare@maryland.gov  
301-429-7775

## 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)

**3b. Target Population(s)**

The target populations for the FY 13 MD Section 811 Program are non-elderly adults with disabilities, age 18 and over and below 62 years of age at selection, with income at or below 30% of AMI who are Medicaid recipients. In order to ensure the state's priority policy issues - including meeting Olmstead requirements and ending homelessness - are addressed, the MD PRA Advisory Committee determined that certain populations would have a priority for the Section 811 units. These households would be prioritized on the centralized referral list. These Priority Populations are, in priority order:

1. Institutionalized Medicaid Recipients
2. Households At Risk of Institutionalization Due to Current Housing Situation
3. Developmental Disabilities Administration (DDA) Community Pathways Waiver Participants Moving from Group Homes/Alternative Living Units (ALUs) to independent renting, Behavioral Health Administration (MHA) Residential Rehabilitation Program participants moving to independent renting, and Brain Injury waiver participants transitioning to independent renting; and
4. Homeless persons who are Medicaid recipients, prioritized in HEARTH Act definition order (HEARTH Act of 2009)

**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.**

Demographic data was provided by the MD Department of Health, MD Developmental Disabilities Administration, MD Behavioral Health Administration and Baltimore Health Care for the Homeless.

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

The Grantee has identified the following groups as least likely to apply:

- Persons whose disability impacts their ability to communicate
- Persons with limited English proficiency
- People with visual disabilities

**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).**

The Grantee has designated the Maryland Department of Disabilities (MDOD) as the single point of contact for outreach and referral for the MD Section 811 PRA Program. The outreach plan will undertake marketing to those least likely to apply as follows:

**Limited English Proficiency:** Outreach materials will be provided in Spanish, the language that has been identified as most common among the target populations. Materials will be translated into other languages as need is identified by outreach staff. Interpreters will also be provided as needed.

**Persons with Communication Barriers:** Based on the target populations' demographic data, it is expected that persons whose disability interferes with their ability to communicate are largely located in nursing facilities and DDA ICF/ID centers. Outreach to this population will be conducted through the MFP Program, as well as by MDOD staff. These individuals will be identified using the state's Minimum Data Set (MDS) for nursing facilities. The MFP Program has committed to identifying persons who have difficulty communicating and making special outreach efforts to this population, using assistive technology as needed. The Maryland Technology Assistance Program's (MTAP) Device Library includes items for hearing, vision, education, communication, computer access, cognitive learning, aids for daily living, memory aids, and environmental adaptations. These devices will be made available as needed by applicants. Additionally, the Developmental Disabilities Administration (DDA) and Behavioral Health Administration (BHA) of MDH will review data related to their populations to identify the need for special outreach. Using the results of this data review, DDA and BHA will take advantage of assistive technology, marketing materials, and personal visits, as appropriate, to ensure persons are informed about the Section 811 program opportunity.

**Persons with Visual Disabilities:** The Section 811 Program brochure will be made available in large print and will also be available on MDOD's website in a visually accessible format. Additionally, as needed, other alternative formats will be used by working with MTAP, including taking advantage of their lending library for assistive technologies. MFP will also use the MDS data to identify persons with visual disabilities who desire to move into the community and will work with MDOD to ensure there is individual phone or face-to-face contact with these individuals.

Additionally, to reach as many eligible persons as possible, outreach and referral for the MD Section 811 PRA Program will be conducted by a broad range of entities who work directly with the target populations. Outreach and referral to potentially eligible persons will be provided through regular case manager to client contact, Money Follows the Person (MFP) outreach efforts in institutions and program informational materials distributed to Centers for Independent Living (CILs), advocacy organizations, consumer groups, service providers and other health care organizations. Program information and outreach activities will include information about eligibility criteria and instructions for enrollment procedures. All eligible applicants must be enrolled in the program by their case manager or by CIL staff. In addition to fair housing training, case managers for all service programs and CIL staff will receive training in Section 811 program requirements, enrollment procedures, unit application processes, transition planning and person-centered planning for community-based housing.

**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) case managers, state service agencies

**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.

DHCD will ensure that the properties with Section 811 units display the fair housing poster at their sites. DHCD will reinforce this requirement in manager training and check for compliance during on-site review.

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**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.

On an annual basis, MDOD will evaluate the success of this outreach and marketing plan. MDOD will review the demographic characteristics of program applicants and tenants and compare this information with the baseline demographic data on file. If this review indicates that populations identified as least likely to apply – or other populations – are not represented in the applicant and tenant populations in percentages roughly equivalent to those in the baseline data, then MDOD will assume adjustments need to be made to the outreach plan. At that point, MDOD will establish an ad hoc committee of appropriate parties to discuss the outcomes and identify potential system changes to achieve better results.

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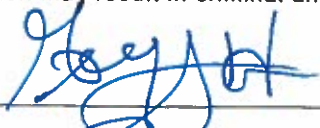
**7. Additional Considerations.** Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to eligible persons in the target population(s) who are least likely to apply for the program? Please attach additional sheets, as needed.

<http://mdod.maryland.gov/mdtap/Pages/MDTAP-Home.aspx> -- website with additional information on assistive technology that will be available to assist in outreach to those least likely to apply.

The same registry is being used for the FY 2012 and FY 2013 grants. Both grants cover the Baltimore and Washington DC metro areas with the FY 2013 grant also covering the rest of the state. Therefore outreach is underway for the FY 2013 grant and additional outreach will be done for the new parts of the state covered by the FY 2013 grant.

**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).



09/10/2018

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

Gregory Hare

Name (type or print)

Director, Multifamily Programs, Maryland Department of Housing and Community Development

Title & Name of Company

**For HUD-Office of Housing Use Only**

Reviewing Official:

[Empty box for signature]

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