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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)**

Oregon Housing & Community Services (OHCS)  
725 Summer Street NE, Suite B  
Salem, Marion County, Oregon 97301  
(503) 986-2000; ryan.d.miller@oregon.gov

**1b. Rental Assistance Contract Number**

OR16RDD1301

**1c. No. of Units**

75

**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

Ryan D. Miller, Asset Management & Compliance Manager  
Oregon Housing & Community Services  
725 Summer Street NE, Suite B  
Salem, Oregon 97301  
503-986-2000

**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.**

Grantee will require monthly reports from the Department of Human Services (DHS) Office of Developmental Disability Services (ODDS) & Oregon Health Authority (OHA) Health Systems Division (HSD) which will include a checklist of activities that are required to be performed to ensure compliance and all requirements are being met. Grantee will also complete quality assurance reviews annually.

**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.**

Ryan D. Miller, Asset Management & Compliance Manager  
Oregon Housing & Community Services  
725 Summer Street NE, Suite B  
Salem, Oregon 97301  
503-986-2000  
ryan.d.miller@oregon.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)

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

Persons who are age 18 and over and under 62 years of age at selection with a disability resulting from a severe and persistent mental illness or with an intellectual or developmental disability.

Within these target populations, priority will be given to:

(a) individuals residing in an institution, hospital, licensed or group home setting who are ready to transition to a supported housing setting; or

(b) individuals who are homeless, at risk of becoming homeless or at risk of reentering an institution, hospital, licensed or facility setting.

**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.**

Department of Human Services (DHS) Office of Developmental Disability Services (ODDS) Data Sources

- 1) State Datamart - provides compiled data from all systems used. ODDS can access demographics, payments, medicaid eligibility, etc.
- 2) DHS eXPRS - Express Reporting System - information on individuals receiving services, type of services, Medicaid and service eligibility, payments, etc.

Oregon Health Authority (OHA) Health Systems Division (HSD) Data Sources

- 1) Medicaid Management Information System (MMIS) - information on individuals receiving health insurance benefits under the Oregon Health Plan (OHP) and other Medicaid services
- 2) Measures and Outcomes Tracking System (MOTS) - non-Medicaid status data on services within treatment episodes

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

- 1) People with Limited English Proficiency (LEP)
- 2) Individuals (people with intellectual or developmental disability [ID or DD] services) who are receiving services from Department of Human Services (DHS) Office of Developmental Disability Services (ODDS) employment first program who live in a residential group home who want to live on their own but do not have the funds to live on their own without assistance such as rent subsidy or other housing subsidies. These individuals are currently receiving DHS ODDS State only funded rent subsidy in a group or supported living setting and at risk of being homeless if this program ends due to lack of State funding.

**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).**

Grantee has partnered with the Department of Human Services (DHS) & Oregon Health Authority (OHA) to provide the outreach needed for our target population; DHS will serve the Intellectual or Developmental Disability (ID or DD) population & OHA will serve the Severe and Persistent Mental Illness (SMI) population. Grantee will provide brochures regarding the HUD 811 PRA program to DHS ODDS and OHA HSD that will be given to Service Providers and CDDPs to hand out to the target population. All training mentioned below will also include information regarding the following: Fair Housing Act and Outreach, Section 504, Title VI of the Civil Rights Act, and Americans with Disabilities.

1) LEP ~ OHA's outreach and services will be culturally responsive and linguistically appropriate, provided by skilled and diverse staff possessing the training and support needed to serve a diverse population. Spanish speaking individuals have been identified through service data analysis as the population least likely to access mental health services. Program outreach materials and the Fair Housing poster will be provided in English and Spanish. The services of interpreters will be secured as needed to assist in outreach and to facilitate the rental process for program applicants. Materials will be provided in other languages as the need is identified through examination of data on service provision and anecdotal information on outreach efforts by service providers.

DHS ODDS will provide outreach and marketing materials that are simple and easy to understand so that Intellectual/Developmental Disabilities (I/DD) individuals with limited English proficiency understand the program and their responsibilities (our target population). These materials will also be available in Spanish as needed. For individuals who speak a language other than English or Spanish, the CDDPs will provide interpreters as they do for all I/DD services. ODDS will review these periodically with I/DD Providers, advocates, families and individual via surveys and communications.

2) ID or DD Individuals in Residential Group Homes ~ ODDS will compile a list of all Community Developmental Disability Programs (CDDPs) and Developmental Disabilities (DD) Providers for group residential, supported living and employment services site and main office addresses. Promotional materials will be made available to these sites to describe the HUD PRA 811 program to ensure the target population is reached at several levels.

ODDS will provide a training of the overview of the program and how it will work for CDDPs, client advocates and DD Providers. This training will only be an overview and will not allow for the person who received training to make referrals for the HUD PRA 811 program. Providing this training will help to ensure our target population is reached.

ODDS will train the CDDP case managers regarding the HUD PRA 811 which will include an overview of the program, methods of outreach and referrals, how to make a referral (completing application forms and proving income documentation) and Fair Housing. After completing the training, the case managers of the CDDP that were trained will be the individuals to make referrals. If a case manager is not trained, they cannot make referrals.

**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) Service Provider's Office/CDDP

**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) Service Provider's Office/CDDP

**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.

Grantee will provide the project owner with a Fair Housing Poster and a copy of the approved AFHMP. Grantee will require an annual compliance certification from the project owner and Grantee will check for compliance during the onsite review that is done every 3 years.

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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.

For the 1st five (5) years after the initial plan is approved, the Grantee will obtain annual data from OHA & DHS. This data will be used to evaluate the success of the outreach to the target population. If it is determined that the outreach is unsuccessful or inadequate, the Grantee will reevaluate this plan with OHA & DHS to determine the necessary changes; the Grantee will then complete an updated plan and submit it to HUD for review and approval.

If there are no changes needed in the 1st five (5) years after the initial plan is approved, the Grantee will then review this plan every five (5) years, at a minimum, to determine if changes are needed. If changes are needed, the Grantee will complete an updated plan and submit it to HUD for review and approval.

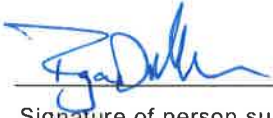
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**7. Additional Considerations.** Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to eligible persons in the target population(s) who are least likely to apply for the program? Please attach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

N/A

**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).



02/22/2016

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

Ryan D. Miller

Name (type or print)

Asset Management & Compliance Manager; Oregon Housing & Community Services

Title & Name of Company

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

Reviewing Official:

[Empty box for Reviewing Official signature]

[Empty box for Reviewing Official date]

Signature & Date (mm/dd/yyyy)

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

Approval

Disapproval

[Empty box for HUD-Office of Fair Housing and Equal Opportunity date]

Signature & Date (mm/dd/yyyy)

Name (type or print) [Empty box]

Name [Empty box]

Title [Empty box]

Name (type or print) [Empty box]

Title [Empty box]