

### Do these requirements apply to your property?

All properties funded by the Rental Housing Program are required to submit a Management Plan prior to the opening of the property. A requirement in the Management Plan is a strong Affirmative Marketing Plan that demonstrates cultural competency. Beginning in 2024, the Rental Housing Program is looking for properties to demonstrate their compliance with their Affirmative Marketing Plan that also meet the expectations of the Office of Housing.

### Why is this required?

Individuals of similar economic levels in the same housing market should have available to them a like range of housing choices regardless of their race, color, religion, sex, national origin, familial status, disability, or other protected class status. The Affirmative Marketing requirements detailed in this document are consistent with City, State, and federal fair housing laws.

### What is an Affirmative Marketing Plan?

Successful implementation of Affirmative Marketing will help individuals and households otherwise unlikely to apply for housing:

- Know about rental vacancies
- Feel welcome to apply; and
- Know how to apply and what is required of them

### Requirements

Program participation begins with the submittal of a Management Plan, which includes a description of plans to advertise to the general public, as well as a declaration of intent to implement affirmative marketing requirements and comply with record-keeping standards.

Properties must submit this to the project's Office of Housing Asset Manager upon the due date outlined in the Loan Agreement.

### Due at Lease-Up for Rental Properties

At least two weeks prior to pre-leasing/lease-up for the general public, properties are required to conduct special outreach as follows:

1. Complete the Outreach for Affirmative Marketing form. This form includes information on the number of affordable units at the property and the income- and rent-restrictions on those units; leasing and tenant selection criteria; and how the property intends to advertise vacancies.
2. Identify three community-based organizations to encourage applications from households who otherwise might be unlikely to apply for housing at the property. A list of Community based Organizations for Affirmative Marketing is available on the Management Resources page. After identifying three agencies, supply them with information about vacancies and the leasing process using the Outreach for Affirmative Marketing form.
3. Provide notice of the vacancies to the Seattle Housing Authority (SHA) by e-mailing the Outreach for Affirmative Marketing form to [LeasewithHCV@seattlehousing.org](mailto:LeasewithHCV@seattlehousing.org) or by calling 206-



239-1572. SHA will then share rental unit information with prospective tenants enrolled in SHA's Housing Choice Voucher program and direct eligible voucher shoppers to the participating properties for application; and

4. Document your efforts using the Affirmative Marketing Report. Note this report requires records of your email correspondence.

### **Outreach for Properties with Extended Vacancies**

Rental properties with multiple vacancies for more than 30 days must conduct supplemental outreach to three community-based organizations and the Seattle Housing Authority to encourage applications from households who otherwise might be unlikely to apply for housing at the property, using the Outreach for Affirmative Marketing form. Those efforts must be documented using the Affirmative Marketing Report. The Affirmative Marketing Report must be submitted to the Office of Housing's Asset Management team when used to report on extended vacancies.

### **Record Keeping Standards**

Participating properties must also:

- Record dates and retain documentation showing that special outreach was performed in advance of general marketing for both rental and homeownership properties; and
- Record dates and retain documentation showing that supplemental outreach was performed for any rental properties with multiple vacancies 30 days or more.

### **Where can I learn more about fair housing laws?**

Who can I contact if I have questions about Affirmative Marketing for Affordable Housing Programs?

- [OFH\\_Portfolio@Seattle.Gov](mailto:OFH_Portfolio@Seattle.Gov)

Several government agencies provide helpful guidance to participating properties on compliance with fair housing laws, including:

- Seattle Office for Civil Rights – <https://www.seattle.gov/civilrights/civil-rights/fair-housing>
- Renting in Seattle - <https://www.seattle.gov/rentinginseattle>