



Affirmative Fair Housing Marketing Plan

NYS HCR HOME Local Program: Compass MHC

10/3/2022 (revised 10/31/2024)

Housing Market Area:

- Primary Housing Market Area: Compass MHC, Homeowners

Targeted Marketing Activity – Program requirements and Service Area

Homeowners in Compass have been identified as the target of these funds because ongoing improvements undertaken through MHAP are intended to increase the number of new for-rent units in the park, leaving owner occupied units underserved within the community.

Programmatic requirements require HOME Local funds be used to reconstruct substandard homes.

42 owner occupied units have been identified within Compass that meet these criteria based on a visual survey conducted in 2021 and again in 2022, but further data is limited because Compass is not well represented in broader statistics and residents have generally been resistant to data collection.

Targeted Marketing Activity – Populations least likely to apply

- Elderly or frail
- Disabled persons

Proposed Marketing Activities: Direct Outreach to Inform Potential Participants

- To increase access to the program, BHTC will conduct in-person outreach to homes in Compass that have been identified as substandard.
- Outreach will be conducted both during the week and on the weekend in order to ensure that program information is available to those with varying work schedules.

Proposed Marketing Activities: Direct Mailer

- In order to expand the reach of the program and to facilitate access for those who cannot easily answer their door, a direct mailer for the 42 substandard homes will be sent with information regarding the program.
- All marketing material will include information regarding BHTC's commitment to undertaking all program activities in a way that encourages participation regardless of disability, age, or other protected status, and a description of the ways that this may be accomplished .

Application Procedures: Access and Submission of Applications

- Applications will be available on the Compass web page and will be mailed to applicants who request an application by phone. Access to applications will also be provided during outreach efforts both in person and by mail.



- The fair housing and affirmative marketing policy will be made available to potential participants on the compass webpage.
- If applicant requests translation services, INHS will make appropriate arrangements.
- Applicants can submit applications via mail, upload, fax, send a secure email, or drop it off at 115 W. Clinton Street, Ithaca, NY.

Evaluation, Assessment, and Amendment of this Plan

- During the waitlist and application phases, the INHS lending team will track demographic information and overall response rate and compare benchmark demographic data and expected participation. The results of this analysis will be used to determine if marketing efforts need to be revised.
- This plan will be reviewed and revised if indicated for each MHR project in order to align better with project goals and plans for an increased geographic scope at minimum every 5 years.
- All records related to this marketing plan will be clearly delineated and stored discretely in a digital folder for reference and benchmarking of current and future marketing efforts.

Appeals and Complaints

- Appeals may be made at any time in the process preceding the commitment of funds and this information will be conveyed to all program participants, applicants, and those interested during interviews and home inspections.
- Complaints may be made at any time in the process preceding the commitment of funds and sent to the INHS general information line, where they will be processed and passed on to program staff. If program staff are named in the complaint, complaints will be sent to their supervisor.
- If INHS or BHTC are named in the complaint, if serious wrongdoing is alleged, or if the complaint cannot be addressed before the commitment of funds, complaints will be directed to HOME staff at homeprogram@hcr.ny.gov who may elevate the issue to the HCR Fair and Equitable Housing (FEHO) office at their discretion.

Marketing Staff

- Except as noted above, the INHS Strategic Communications Manager Justina Fetterly will be responsible for affirmative marketing and will coordinate all efforts with Compass onsite staff and Ben Carver.

