

AFFIRMATIVE MARKETING POLICY FOR THE CITY OF LAUREL, MISSISSIPPI

Statement of Policy:

In accordance with the Federal Fair Housing Law and the Civil Rights Act of 1964 and program regulations pertaining to nondiscrimination, equal opportunity and affirmative marketing and in furtherance of The City of Laurel's commitment to non-discrimination and equal opportunity in housing, The City of Laurel hereby establishes procedures to affirmatively market The City of Laurel's homeowner rehabilitation program.

The City of Laurel believes that individuals of similar economic levels in the same housing market area should have available to them a like range of housing choices regardless of their race, color, religion, sex, and national origin.

The City of Laurel is committed to the goals of affirmative marketing which will be implemented in our Housing Rehabilitation Grant Program, where applicable, through a specific set of steps that The City of Laurel and participating owners will follow. These goals will be reached through the following procedures:

Procedure 1: Informing the public, potential applicants, and homeowners about Federal fair housing laws and affirmative marketing policies:

The City of Laurel will inform the public, potential applicants, and property owners about this policy and fair housing laws by posting signs with the Equal Housing Opportunity logo and fair housing posters at project sites. The City of Laurel will also inform potential applicants about fair housing regulations during publicized public meetings and during periodic meetings with homeowners.

Procedure 2: Special Outreach

For homeowners of properties that are to be rehabilitated, The City of Laurel has determined the racial/ethnic characteristics of the current tenants and of residents in the surrounding neighborhoods. Based on this analysis, The City of Laurel has concluded that disabled individuals may need special outreach. Based on this analysis, The City of Laurel will provide written information for distribution by City employees during the application stage of the proposed project.

Procedure 3: Recordkeeping

The City of Laurel will keep records on:

1. The racial, ethnic, and gender characteristics of tenants and applicants throughout the application process, up to and including the 90 days following rehabilitation as required of the selected properties.
2. Where possible, The City of Laurel will also ask applicants where they heard about the housing rehabilitation opportunity.

Motion that the foregoing Affirmative Marketing Plan be adopted was made by _____ and seconded by _____. The roll call vote was as follows:

Ayes: _____

Nays: _____

Abstaining: _____

Absent: _____

Adopted this the _____ day of _____ 2019.

BY: _____
Mayor

ATTEST: _____
City Clerk