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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)	1b. Rental Assistance Contract Number
Pennsylvania Housing Finance Agency ("PHFA") P.O. Box 8029 Harrisburg, PA 17101	PA23RDD1201
	1c. No. of Units 200

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

PHFA - Steve Chopek, Manager of Housing Services, P.O. Box 8029, Harrisburg, PA 17101, 412.429.2843, SChopek@phfa.org Department of Human Services ("DHS") - Susan Gingrich, Director of Housing, 323 B Health & Welfare Bldg., Harrisburg PA 17120, 717.783.2203, SGingrich@pa.gov Jason Demanincor, Community MH Services Area Manager, 717.772.6835, JDemaninco@pa.gov
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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.

DHS and PHFA will monitor LLA outreach activities and referrals. Specifically, we will monitor outreach efforts designed to include LEP populations and the LLA's referral and waitlist systems to ensure all disability groups are fairly considered for 811 Program participation. We will also monitor the priority levels for individuals receiving 811 PRA housing to make sure persons in institutions, our highest priority group, receive first consideration for 811 PRA housing. Members of the 811 Program Workgroup will also assist the DHS 811 Project Manager in monitoring activities.
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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.

Steve Chopek, Manager of Housing Services, P.O. Box 8029, Harrisburg, PA 17101, 412.429.2843, SChopek@phfa.org
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2a. Affirmative Fair Housing Marketing Plan

Plan Type

Date of the First Approved AFHMP:

Reason(s) for current update:

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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)

- Priority 1 – Persons with disabilities between the ages of 18-62, who are institutionalized, but able to live in the community in permanent supportive housing. Institutions include, but are not limited to, private and public mental health hospitals, nursing facilities and Intermediate Care Facilities for the Intellectually Disabled.

- Priority 2 – Persons with disabilities between the ages of 18-62, who are at risk of institutionalization without permanent supportive housing, including, but not limited to, persons who are living with elderly caregivers or in unstable situations, homeless, aging out of the Early and Periodic Screening, Diagnosis and Treatment Program with no family support system and individuals aging out of foster care.

- Priority 3 – Persons with disabilities between the ages of 18-62, who are living in congregate settings, who desire to move to an integrated community, including, but not limited to, persons in Community Residential Rehabilitation facilities, Long Term Structured Residences, personal care homes and domiciliary care.

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.

The demographic data for this analysis is from the U.S. Census Bureau, 2012 ACS 1-year Public Use Microdata Sample (PUMS). The PUMS file provides record level population and housing unit data in an un-tabulated format. The PUMS file was chosen because it allowed us to create the combination of attributes needed for this analysis. For example, individuals age 18-62 with a disability and Medicaid separated by race is not a table available in the more popular U.S. Census Bureau's American FactFinder but this data can be tabulated using the PUMS file.

Since eligibility for the 811 Program in Pennsylvania requires the individual to be eligible for Medical Assistance ("Medicaid") the DHS Client Information System ("CIS") was also utilized. CIS contains reporting of race as described in 3d. with the exception of Families with Children Under the Age of 18. Reporting of Gender, Ethnicity, County of Origin and Language is also included in CIS, in the individual recipient's file. Demographics for Household Members of a Disabled Person can also be obtained by the CIS.

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

Using the sources described above, it was determined that there is a significant population of non-English speaking individuals or those with Limited English Proficiency ("LEP") - PHFA and DHS believe this is the group within the target populations that are least likely to apply.

Via CIS, a snapshot of disabled individuals ages 18-62, currently receiving Medicaid, demonstrates that Spanish speaking individuals are by far the largest population of non-English speaking citizens in Pennsylvania.

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).

Persons across demographic and priority groups may be "least likely to apply" for several reasons. LEP populations are less likely to receive traditional services so less likely to be working with staff that know them, know the 811 Program and can help them apply. Affirmative marketing will be done in community settings with non-traditional referral sources such as integration or community centers, peer support groups, agencies or religious groups who provide support to specific populations and in institutions with high concentrations of potential LEP applicants. In both community and institutions outreach workers and referring staff who have good verbal communication skills and good rapport will be sought to communicate with potential applicants.

Given that the LLAs in Pennsylvania and their referral sources are decentralized, DHS staff will assist LLAs through webinars and follow-up phone calls with LLAs, key stakeholders and staff representing state or regional referral sources, to understand and identify affirmative marketing techniques as described above. Each LLA will be asked to invite county/community workers and other local staff with direct community knowledge and connections to participate in educational opportunities focusing on targeted outreach - such as webinars, conference calls and meetings initiated by the LLA. Copies of the 811 Program webinars and program questions and answers will be made available to all LLAs.

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)

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.

Fair Housing posters will be displayed in management offices of those properties that have Program unit set asides, as well as in the DHS County Assistance Offices and PHFA offices. The on-site management offices are monitored by PHFA staff during regular site visits and monitoring will include checks for prominent display of the requisite Fair Housing posters.

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.

PHFA will work with DHS on design and implementation of an evaluation process to determine the effectiveness of outreach efforts. Review of applicable LLAs' Waitlists and 811 PRA housing placements against CIS eligibility records will help determine if individuals least likely to apply are being reached. The review may be on an annual or semi-annual basis. Successful strategies and marketing tools will be shared with other LLAs. Should there be unsuccessful efforts, the PHFA and DPW will work with the LLAs to determine barriers and develop new marketing and outreach strategies to effectively reach individuals least likely to apply.

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.

DHS will use several vehicles for outreach and referral. One will be through DHS offices via the 811 Workgroup. There are representatives from each DHS office in the Workgroup. Representatives will be disseminating 811 Program information to their agency, county human service entities, providers and advocacy groups. The 11 Regional Housing Coordinators ("RHCs") will also provide outreach and work with transition coordinators to assist institutionalized individuals desiring to return to the community. They also work closely with the LLAs to maximize use of available and affordable housing. The LLAs are largely county based organizations, located throughout the Commonwealth, and have primary responsibility for 811 PRA referral arrangements.

LLAs provide outreach about housing and 811 Program opportunities to human service agencies. Service agencies submit 811 referrals to the LLAs. LLAs are responsible for informing interested service agencies about the referral process. The process involves guidance about protocols for outreach efforts, such as identifying and referring applicants, gathering and submitting required documentation and communicating with property owners.

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).



12/12/2014

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

Rebecca L. Peace

Name (type or print)

Chief Counsel - Pennsylvania Housing Finance Agency

Title & Name of Company

For HUD-Office of Housing Use Only

Reviewing Official:

[Signature box]

Signature & Date (mm/dd/yyyy)

Name
(type or print) [Name box]

Name [Name box]

Title [Title box]

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

Approval Disapproval

Signature & Date (mm/dd/yyyy)

Name
(type or print) [Name box]

Title [Title box]