



TEXAS DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS

www.tdhca.state.tx.us

Single Family Fair Housing Affirmative Marketing Plan

Administrator Name: County of El Paso, Public Works Department

Housing Market/Service Area: The project geographic area are delineated with the targeted Colonia/areas

Program and Activity: Home Rehabilitation Assistance (HRA)

1. Identify Least Likely to Apply Populations per [10 TAC §20.9\(b\)\(1\)\(A\)](#) (Check all that apply):

☐ White ☒ Asian ☐ Hispanic or Latino ☒ Households with Children

☐ American Indian or Alaskan Native ☐ Black or African American ☐ Native Hawaiian or other Pacific ☐ Other (Please Specify)

☒ Persons with Disabilities

Specify “Other” populations below:

[Click here to enter text.](#)

2. Provide details as to how you identified “Least likely to apply” populations per [10 TAC §20.9\(b\)\(1\)\(A\)](#), If Administrators use another method to determine the populations “least likely to apply” the AFHMP must provide a detailed explanation of the methodology used:

☒ Used the Single Family Affirmative Marketing Tool provided by TDHCA

If you did not use the tool provided by TDHCA, explain in detail your methodology here:

[Click here to enter text.](#)

3. List at least three community contacts for outreach to least likely to apply populations per [10 TAC §20.9\(b\)\(1\)\(B\)](#). Community contacts may be organizations like local nonprofits, chambers of commerce, churches, and community centers serving the least likely to apply population. If you cannot list three contacts, document why you were not able to do so.

<u>Name of Contact</u>	<u>Name of Organization</u>	<u>Type of Organization</u>	<u>Address</u>	<u>Phone</u>	<u>Population Targeted</u>
Teresa Craig	Project Vida	Non Profit	3612 Pera Ave.	(915) 533-7057	African American
Rebeca Ramos	ABC	Non Profit	2524 Montana Ave.	(915) 584-2857	PWD
Rosa Garcia	Tierra del Sol	Non profit	6090 Surety Dr ste. 210	(915) 584-2999	Asian

[Click here to enter text.](#)

[Click here to enter text.](#)

[Click here to enter text.](#)

4. List your marketing strategies you will use for outreach per [10 TAC §20.9\(b\)\(1\)\(B\)](#) (Optional. Use only if the administrator plans to perform affirmative marketing through media outlets).

<u>Media Outlet</u>	<u>Type of Media</u>	<u>Duration and Time</u>	<u>Targeted Population</u>
West Texas Courier.	Newspaper.	60Days.	Blacks and Asians
EXA FM Radio.	Radio	60Days	Persons with Disabilities
KTSM690 AM	Radio	60 Days	Asians
Univision Channel 26.	TV	60 Days	Blacks and Persons with Disabilities

5. Describe your waitlist policies including any Department approved preferences per [10 TAC §20.9\(b\)\(4\)](#) or limited assistance as necessary to assist a household with a disability in accordance with [24 CFR §8.4\(b\)\(1\)\(iv\)](#):
Please refer to the attach waiting list policy

6. Amy Young (optional per [10 TAC §20.9\(b\)\(4\)](#))

☒ No (Continue to "Federally Funded")

☐ Yes, Prevent displacement from permanent housing.

☐ Yes, Foster returning to permanent housing related to inaccessible features of the

7. Preferences for Federally Funded Program (optional per [10 TAC §20.9\(b\)\(4\)](#))

☐ Yes (Select which preferences you are using) ☒ No (continue to next section)

Add your preferences here and your justification for it:

[Click here to enter text.](#)

8. Describe your data collection methodology for collecting information and determining/evaluating the success of your outreach efforts per [10 TAC §20.9\(b\)\(1\)\(C\)](#):

Data evaluation and success will be determined by the number of pre-qualified or interested applicants scheduled for an initial interview. Each applicant is required to disclosure the source from where they heard from us at the initial application process. If an outreach method is not generating interest, the Program administrator and the Marketing Outreach personnel will develop new strategies to market the program to the least likely to apply accordingly

9. Describe the fair housing training your staff are required to attend per [10 TAC §20.9\(b\)\(1\)\(D\)](#):

Staff will be attending all required TDHCA training as they become available or will be reviewing the available webinars and videos from previous sessions to better themselves about the activities

10. HOMEBUYER PROGRAMS ONLY: Describe the applicable counseling programs and materials that will be offered to applicants per [10 TAC §20.9\(b\)\(1\)\(E\)](#):

We will be requiring all applicants to attend the Financial Literacy Class for homeownership, mobility counseling and educational trainings as per the HOME Regulations

Date: October 19, 2020

Name (print) and Title: Ricardo A. Samaniego, County Judge

Signature: _____