

---

**HOUSING AUTHORITY OF THE CITY OF SEATTLE**  
**MANUAL OF OPERATIONS**

---

**SUBJECT:** Affirmative Fair Housing Marketing Policy

---

**SCOPE:** This section applies to public housing programs on a building by building basis, with a threshold of 20 units or more, administered by the Seattle Housing Authority except those subject to partnership agreements, regulatory agreements and/or financial agreements that have been incorporated into a management plan approved by HUD and/or SHA. The policies set forth in those documents shall apply to those units and programs.

**POLICY:**

In compliance with the Seattle Housing Authority's Moving to Work Agreement and Applicant Choice Policy Resolution passed by the Board of Commissioners in June 2000, SHA shall implement affirmative marketing efforts to promote diversity in buildings that have become racially identifiable. The affirmative fair housing marketing policy is to promote diversity in racially identifiable buildings by marketing those buildings to underrepresented groups through appropriate community or other newspapers, positive outreach and informational efforts.

The Authority shall use the Fair Housing and Equal Opportunity (FHEO) guidelines to determine if the resident racial composition of buildings with site-based waiting lists is racially identifiable.

**IMPLEMENTING POLICY:**

- A. Racially Identifiable.** When the percentage of residents of a particular racial group in a building is 20% or more than the average percentage of that racial group in all buildings and the racial group in individual buildings is 50% more than the total average of all minority groups in all buildings, the property shall be designated "racially identifiable". When a building is identified as "racially identifiable", SHA shall implement its Affirmative Fair Housing Marketing Plan.
- B. Direction of Marketing Activity.** All public housing properties serve households with low and extremely low incomes, as determined by HUD. These properties are located throughout Seattle, in areas with good public transportation and access to community amenities. Units are available for single people and families.

Affirmative Fair Marketing will direct its outreach to groups of applicants who may not be aware of or customarily seek housing in the area(s) where the racially identifiable building or buildings are located.

**C. Actions:**

1. Newspaper advertisement shall be placed in ethnic, special population and neighborhood newspapers that target populations under represented in the racially identifiable buildings.

2. SHA shall inform agencies and organizations that serve the desired target population(s) of housing opportunities in racially identifiable communities through notices in: SHA Web site, general electronic-newsletters such as PorchLight Insider, targeted e-mail messages to specific organizations, and flyers that would provide information about applying to SHA to live in those buildings.

**Staff training.** Fair Housing training shall be provided to Admission and leasing staff at least annually on Federal, State and local fair housing laws and this policy.