Statement of Policy:

In accordance with Affirmative Marketing Practices and with respect to rehabilitation performed by Investor Owners or Developers, and in furtherance of the City of Winston-Salem's commitment to nondiscrimination and equal opportunity in housing, the City of Winston-Salem establishes procedures to affirmatively market units rehabilitated with the assistance of the Housing Services Department. These procedures are intended to further the objectives of Title VIII of the Civil Rights Acts of 1968, Executive Order 11063, and the City of Winston-Salem's local Fair Housing Act.

The City of Winston-Salem 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 Winston-Salem is committed to the goals of affirmative marketing which will be implemented in our Rehabilitation Programs through a specific set of steps that the City and participating owners will follow. These goals will be reached through the following procedures:

Informing the public, potential tenants, and owners about Federal fair housing laws and affirmative marketing policies:

Through its Department of Housing Services, the City of Winston-Salem will inform the public, potential tenants, and property owners about this policy and fair housing laws.

The City of Winston-Salem Housing Services Department will:

inform the general public by

1. advising the public during Community Household Management/Home Maintenance Seminars
2. placing public notices in the local news media
3. providing information in the City’s Community Development newsletter

inform potential tenants by

1. displaying the Equal Housing Opportunity logotype or slogan in the Housing Services' Office
2. providing informational Flyers about Fair Housing in buildings scheduled for rehabilitation
3. request the Winston-Salem Housing Authority's assistance by informing low-income families of available housing offered by the City.

inform owners by

1. mailing letters to properly owners who will participate in the program
2. advise program participants during initial interview of the Department's Affirmative Marketing Policy
Requirements for owners to inform the general renter public about available rehabilitated units:

It is the City of Winston-Salem's policy to require project owners to carry out affirmative marketing. Owners should provide for costs associated with these requirements in their planned operating costs. Owners of small properties with limited management staff may waivers of these requirements on a case-by-case basis from the City. The City will carry out the following requirements when waivers are given.

If it is feasible to advertise in advance of selecting a tenant, without holding units off the market, participating property owners will be required to make information on the availability of units known through:

advertisements in the Winston-Salem Journal and Winston-Salem Chronicle, if the owner ordinarily advertise available rentals in news media.

information describing the availability of units in Winston-Salem's Unemployment Center and Winston-Salem's Housing Counseling Agency since lower income persons who may seek housing often use the service of these agencies.

notifying the Winston-Salem Housing Authority and requesting that staff inform applicants on its waiting list about upcoming vacancies.

The City of Winston-Salem will require that property owners selected for participating in the program comply with affirmative marketing requirements by means of an Agreement which will be applicable for a period of seven (7) years. Failure to carry out the agreement could make an owner ineligible to participate in the program with future projects.

Recordkeeping

The City of Winston-Salem will require that owner keep records on:

1. the racial, ethnic, and gender characteristics of tenants and applicants in the 90 days following rehabilitation as required of the City in Section 511.71(a)(2);

2. activities they undertake to inform the general renter public; specifically
   . copies of advertisements placed in the Winston-Salem Journal and Winston-Salem Chronicle
   . dates on which the owner contacted the Winston-Salem Unemployment Center and the Winston-Salem Housing Counseling Agency
   . dates on which the owner contacted the Winston-Salem Housing Authority;

We will also ask property owners to provide us, where possible, with data on how applicants heard about the housing opportunities.

Assessment and Corrective Action
The affirmative marketing efforts of property owners, will be assessed by the Housing Services Department as follows:

To determine if good faith efforts have been made:

examine records we have required owners to maintain on actions they have taken, and compare them with the actions we required them to take. If we find that the required actions have been carried out as specified, we will assume that owners have made good faith efforts to carry out these procedures.

To determine results:

examine whether or not persons from the variety of racial and ethnic groups in our area applied for or became tenants of units that were affirmatively marketed. If we find that a variety is represented, and particularly Hispanics, we will assume our procedures were effective.

If one or more groups are not represented, we will review the procedures to determine what changes, if any, might be made to make the affirmative marketing efforts more effective.

We will also ask property owners, the PHA, and staff of Housing Services Department for their analysis and suggestions concerning our affirmative marketing practices.

Corrective Action

The City of Winston-Salem will take corrective actions if we find that property owners fail to carry out procedures required of them. If, after discussing with owners ways to improve procedures, the owners continue to fail to meet the affirmative marketing requirements, the City of Winston-Salem will consider disqualifying an owner from future participating in the Rehabilitation Program.

The City of Winston-Salem will carry out assessment activities and complete a written assessment of affirmative marketing efforts in time to report results in the annual performance report to HUD. This assessment will cover marketing relative to units rehabilitated and first made available for occupancy during that year.

MINORITY AND WOMEN BUSINESS ENTERPRISE
STATEMENT OF POLICY AND OBJECTIVE

It is the policy of the Community Development Department to provide minorities and women equal opportunity to participate in the programs and services offered by the Department.

It is further the policy of the Community Development Department to prohibit discrimination against any person or business in pursuit of these opportunities on the basis of race, color, sex, religion or national origin.

The Community Development Department will actively seek and identify qualified minority and women business enterprises and offer them the opportunity to participate in our program. Several methods of outreach will be utilized, such as:

. Direct solicitation
. Contractor workshops
. T.V. 33
. City's Community Development Newsletter

To the maximum extent possible, the Community Development Department will insure the inclusion of minorities and women in facilitating the activities of providing affordable housing, rehabilitation and development.