

City of Aurora
Affirmative Marketing Policy for Neighborhood Stabilization Program (NSP)

ACTIONS:

- Inform the Aurora Housing Authority (A.H.A.) and those community organizations offering housing referral services when a unit becomes available.
- Maintain a log of all applications received for occupancy in vacant units and permit an annual review of those records.
- Use the Equal Housing Opportunity logo, slogan or statement in all advertising: Equal Opportunity Logo: Slogan: "Equal Housing Opportunity"; or include the following statement: "We are pledged to the letter and spirit of U.S. policy for achievement of equal housing opportunity throughout the nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion or national origin." This information will be provided individually unless the advertisement appears in publication which carries a blanket Equal Opportunity logo, slogan or statement.
- Maintain a nondiscriminatory hiring policy (*Resolution No.R92-424 on October 20, 1992*)
- Display the Equal Housing Opportunity logo
- In support of the Affirmative Marketing Policy, the City (or subrecipient) shall make every effort to solicit applications from persons not likely to apply for the housing without special outreach. In addition to notifying the Aurora Housing Authority of occurring vacancies, notifying the agencies listed on the City's list of local minority organizations and any other community organizations the City identifies as providing housing referral services.
- Through the Neighborhood Redevelopment Division, will develop and distribute informative materials through community outlets to aid in the affirmative marketing effort of these units.

RECORDS:

- Document its good faith efforts to inform persons about available units and how they can be occupied.
- Conduct evaluations of assisted units to ensure compliance with the Affirmative Marketing Policy and to determine the policy's impact.
- Maintain and make available records which will detail affirmative marketing actions by the City of Aurora. The City of Aurora will maintain documentation and communication with the Equal Housing and Equal Opportunity Office of the Chicago HUD office.
- Maintain and make available the race, family size, gender and income of households moving into assisted projects, and the race, gender, family size and income of any household displaced as a result of program activities.