

Working Draft of DHCD/Local Government Affirmative Marketing Standards

12/12/2018

Based on preliminary discussions, DHCD and Fair Housing Group jurisdictions would require the following of Owner/Developer/Property managers utilizing state CDA Multi-Family Housing and local government funding. These requirements will be laid out in the developer's Affirmative Marketing Plans and enacted throughout the construction and lease up process:

- **Initial Md. Housing Search Listing:** DHCD's Regulatory Agreement requires projects to be listed on MDHousingSearch within 30 days of closing. Prior to initial closing, DHCD will coordinate with developers about the required registration with MdHousingSearch as part of their AFHMP review process. This listing will include all information about the project including number of bedrooms, rent levels, etc. and general contact information, likely for the property management company.
- **Updated Md. Housing Search Listing with Site-Specific Contact Info:** Developers/property managers should update their MDHousingsearch.org listings with site-specific contact information as soon as they have it. This will enable prospective renters can get on any Interest List. The project listing will say when the application process is expected to begin (e.g. Applications Expected to be Available in January. *Check back for Application Date- it will published on website at least 30 days prior to application date*).
- **At Least 30 Days before Application Date:**
 - Owner will begin advertising and marketing the projects to those populations who are least likely to apply in primary and expanded market areas, including specifying Application Data and process for applying.
 - For applications in the Baltimore metropolitan area, the metropolitan area must be the expanded housing market area in the affirmative fair housing marketing plan.
 - Owner will make sure specific Application Date and instructions on how to apply are posted on Md. Housing Search.
- **Interest List Notification with/after Affirmative Marketing:** Owner will not notify individuals on the Interest List of the Application Date until concurrent with or after they have initiated the affirmative fair housing marketing process. At that point, Owner will notify PHAs and persons on the Interest List of the Application Date and the details of that application process.

There was discussion about the need to explore further the feasibility and pros and cons of establishing an application lottery process in the future, rather than the usual first-come, first-served process most developers and property managers currently use.

Definitions

Interest List – a list that includes the names of people who call about a property before any marketing is conducted and before the application process is to begin.

Application – the formal intake process at which time a potential tenant applies to reside in the development and provides at least partial income information, demographic information and other details. Typically applications are taken on-site and placement into units is based on (1) previously approved preferences; and (2) the order by which potential tenants complete and submit an application.

Waiting List – the list that is maintained once all units in a certain category of units is filled. Waiting lists may be ordered based on preferences and/or time of submission.