

Local Program Administrator: Rural Preservation Company (RPC) of Clinton County, Inc.

**NYS HOME Local Program  
SHARS # 20183057**

**Fair Housing - Equal Opportunity- Affirmative Marketing Policy**

No person shall, on the grounds of race, color, national origin, religion or sex be excluded, denied benefits, or subjected to discrimination under any program funded in whole or in part with Federal HOME funds. The NYS HOME Local Program (HOME Local) Fair Housing-Equal Opportunity-Affirmative Marketing Policy ensures nondiscriminatory treatment, outreach and access to program resources for all HOME Local assisted beneficiaries.

The HOME Local Program and all awardees (*known as Local Program Administrators or LPAs- RPC of Clinton County, Inc.*) of HOME Local Program funds must comply with all federal laws, executive orders and regulations pertaining to Fair Housing and Equal Opportunity. They are:

***Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. 2000d et seq.)*** which states that no person may be excluded from participation in, denied the benefits of, or subjected to discrimination under any program or activity receiving Federal financial assistance on the basis of race, color, or national origin.

***The Fair Housing Act (42 U.S.C. 3601-3620)*** prohibits discrimination in the sale or rental of housing, the financing of housing or the provision of brokerage services against any person on the basis of race, color, religion, sex, national origin, disability or familial status.

***Equal Opportunity in Housing (Executive Order 11063, as amended by Executive Order 12259)*** prohibits discrimination against individual on the basis of race, color, religion, sex or national origin in the sale, rental, leasing, or other disposition of residential property or in the use or occupancy of housing assisted with Federal funds.

***Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107)*** prohibits age discrimination in programs or activities receiving Federal Financial Assistance.

This Policy requires Rural Preservation Company of Clinton County, Inc. to develop an affirmative marketing plan that relies on local knowledge and decision making in order to determine the best strategies for compliance.

**Affirmative Marketing Requirements:**

- A. Affirmative marketing steps consist of actions to provide information and otherwise attract eligible persons in the housing market area to the available housing without regard to race, color, national origin, sex, religion, familial status or disability.
- B. Each HOME Local funded program must have and follow an affirmative marketing plan consistent with the HOME regulations at 24 CFR 02.351.

**This plan defines the affirmative marketing procedures that will take place to provide information and otherwise attract eligible persons in the program service area to the available housing or assistance without regard to race, color, national origin, sex, religion, familial status or disability.**

- i. RPC of Clinton County, Inc. has identified those persons across the protected classes that are expected to be “least likely to apply” to include frail elderly, disabled and those of any race, color, national origin, religion or sex.
- ii. RPC of Clinton County, Inc will inform the public, owners and potential tenants and participants about fair housing laws and the RPC's affirmative marketing policy by posting this policy in our office and in frequented areas around the County.
- iii. Among activities that RPC of Clinton County will employ to affirmatively market housing assisted with HOME Local funds will be: attend community events such as county-wide monthly meetings and Rotary Club meetings where department heads and other Rotarians share information that is intended to reach those "least likely to apply" without special outreach.
- iv. RPC of Clinton County will maintain records to document actions taken to affirmatively market the HOME Local assisted units and to assess the marketing effectiveness.
- v. Assessments will be performed bi-annually during reporting requirements under State guidelines, indicating the success of our affirmative actions

**C. RPC's Town of Saranac Home Rehabilitation program is targeted to all special needs/populations. These steps will assist with this effort:**

- i. Our website (clintonrpc.org) will have applications, descriptions qualifications needed for the HOME grant awarded. Facebook and other social media platforms will reach those of any special need or population. Quarterly updates are published in the Town of Saranac *Town Crier* newsletter. These newsletters are mailed to each homeowner in the Town of Saranac.
- ii. Memorandums of Understandings with Joint Council of Economic Opportunity, North Country Center for Independence, Clinton County Office for the Aging and Senior Citizens Council will assist RPC with cross referrals to target persons with all types of disabilities.