

**MCKEAN COUNTY HOUSING AUTHORITY
AFFIRMATIVE MARKETING PLAN
FOR FAIR HOUSING**

I. Purpose

In accordance with the U.S. Department of Housing & Urban Development and the Office of Fair Housing & Equal Opportunity, the McKean County Housing Authority has established procedures to affirmatively market the public housing and housing choice voucher programs. The goal of the affirmative marketing procedures and outreach efforts are to ensure that all persons – regardless of their race, color, national origin, age, religion, sex, disability, familial status (“protected classes”) are aware of the affordable housing opportunities offered by the McKean County Housing Authority.

These goals will be reached through the implementation of the Affirmative Marketing Plan. The implementation of this plan should result in a diverse population at all programs and properties owned and operated by the McKean County Housing Authority with a representation of protected classes consistent with their representation in the County.

II. Organization Responsible for Implementation

The McKean County Housing Authority is responsible for the implementation of this Affirmative Marketing Plan.

III. Relevant Data

A. Relevant Data for the protected classes of race, ethnicity, and familial status follows:

| Selected McKean County "Protected" Classes Data | | |
|--|--------|---------|
| Race | | |
| | Number | Percent |
| White | 41,661 | 95.9% |
| Black | 1,046 | 2.4% |
| American Indian | 100 | 0.2% |
| Asian | 193 | 0.4% |
| Other | 63 | 0.1% |
| Total | 43,450 | N/A |
| Ethnicity | | |
| Non-Hispanic | 42,693 | 98.3% |
| Hispanic | 757 | 1.7% |
| Total | 43,450 | |
| Familial Status | | |
| Households With Children | 4,933 | 28.7% |
| Households Without Children | 12,250 | 71.3% |
| Total | 17,183 | N/A |

(Sources: 2010 Census; 2009-2011 American Community Survey 3 Year Estimates)

Minority populations in the aggregate represent less than 5% of the county's total population while the Hispanic or Latino population represents less than 2%. While efforts will be made to reach out to racial and ethnic minorities by including outreach to organizations that may serve these populations, these are relatively small percentages. Familial status means households with children versus those households that are without children. The data above indicates that nearly 30% of the households in the county have one or more children under 18 years old. This is a significant segment of the population and efforts will be made to affirmatively market housing opportunities to households with children.

B. Information related to persons with disabilities follows:

| McKean County Persons With Disabilities | | | | |
|---|----------|-------|------|--|
| Total | Under 18 | 18-64 | 65+ | Total Civilian Non-Institutionalized Persons |
| 7048 (17.1%) | 710 | 3916 | 2422 | 41,164 |
| Difficulty | | | | |
| | Under 18 | 18-64 | 65+ | Total |
| Hearing | 41 | 508 | 1216 | 1765 |
| Vision | 67 | 487 | 294 | 848 |
| Cognitive | 609 | 1854 | 437 | 2900 |
| Ambulatory | 101 | 1966 | 1371 | 3438 |
| Self-Care | 122 | 485 | 507 | 1114 |
| Independent Living | 0 | 1614 | 1013 | 2627 |

(Source: 2007-2011 American Community Survey 5 Year Estimates)

The table above indicates that over 17% of all non-institutionalized persons in the county are persons with one or more disabilities. 90% of these persons are over the age of 18. It is interesting to note that over 3,438 persons have an ambulatory difficulty while 1,765 and 2,900 persons, respectively have hearing and/or cognitive difficulties. This data demonstrates that persons with disabilities represent a significant segment of the population in McKean County and the Affirmative Marketing Plan will need to reach out to this group to insure they are not underrepresented in any units owned by the authority or in the housing choice voucher program that is administered by the McKean County Housing Authority.

IV. Methods of Informing the Public, Owners, and Program Beneficiaries

The McKean County Housing Authority will affirmatively further fair housing by:

A. Advertising that the McKean County Housing Authority adheres to Equal Housing Opportunities

The McKean County Housing Authority. will use the Equal Housing Opportunity Logo and Statement in prominent locations including but not limited to the administrative offices; In addition the Equal Housing Opportunity Logo will be featured in all outreach material including brochures, flyers, and project signs.

B. Identifying a Discrimination Compliant Officer for any housing-related bias or discrimination complaint

Dusti Dennis, Executive Director of the McKean County Redevelopment & Housing Authorities is the discrimination compliance officer in conjunction with fair housing issues.

C. Referring complaints and assisting in filing complaints with the PA Human Relations Commission

The McKean County Housing Authority will provide the Housing Discrimination Facts publication (see Appendix A) to any consumer who believes that they have been the subject of discrimination.

D. Advertising the availability of housing and related assistance to population groups that are less likely to apply

This advertising will be designed to provide information to minority and ethnic groups that may be less likely to apply for housing owned by the authority as well as households with children and persons with disabilities. The McKean County Housing Authority will utilize various forms of media including radio stations, posters, and newspapers. A list of the media outlets and organizations that may be utilized in this advertising effort is attached in Appendix B.

E. Providing training/educational programs for McKean County Housing Authority staff,

The McKean County Housing Authority has contracted for fair housing training in the fall of 2013 for all staff members. The written materials developed for this training will be provided to new staff as part of their orientation.

F. Providing information about fair housing and fair housing services on the website

Information regarding fair housing will be added to the website as well as contact information for the PA Human Relations Commission as well as the PHMC's Housing Discrimination Fact Sheet.

Appendix A

PA Human Relations Commission Housing Discrimination Fact Sheet

Appendix B

List of the media outlets and organizations that may be contacted to affirmatively further fair housing in McKean County

Newspapers

- Bradford ERA (no Sunday circulation)
- Kane Republic (no Sunday circulation)
- Bradford Journal (Published Thursday)
- Reporter Argus (Port Allegany; published Wednesday)

Radio

- WESB 1490 AM(Bradford)
- WBRR 100.1 FM (Bradford)
- WPSX 90.1 FM (Kane)
- WTWT 90.5 FM (Bradford)
- WHKS 94.9 (Port Allegany)
- WBYB 103.9 FM (Eldred)
- WXMT 106.3 FM (Smethport)

Organizations

This is only a partial list;_see county human service directory (link below) for complete listing, description of services and contact information:

http://www.mckeancountypa.org/Media/Files/Human%20Services/McKean_County_Resource_Directory.pdf

- Northern Tier Community Action Agency
- Regional Housing Coordinator (Amy Auman)
- Northwest Legal Services
- Evergreen Elm
- The Guidance Center
- Life and Independence for Today (LIFT)

