The City of Des Moines Municipal Housing Agency (DMMHA) will conduct outreach as necessary to ensure that the DMMHA has a sufficient number of applicants on the waiting list to fill anticipated vacancies and to assure that the DMMHA is affirmatively furthering fair housing and complying with the Fair Housing Act.

The Department of Housing and Urban Development requires the DMMHA to admit a specified percentage of extremely low-income families, the DMMHA will conduct special outreach when necessary to ensure that an adequate number of such families apply for public housing.

DMMHA outreach efforts will comply with fair housing requirements, which include:
- Analyzing the housing market area and the populations currently being served to identify underserved populations
- Ensuring that outreach efforts are targeted to media outlets that reach eligible populations that are underrepresented in the Public Housing program
- Avoiding outreach efforts that prefer or exclude people who are members of a protected class

DMMHA outreach efforts are designed to inform qualified families about the availability of units in the Public Housing program. These efforts may include, as needed, any of the following activities:
- Submitting press releases to local newspapers, including minority newspapers
- Developing informational materials and flyers to distribute to other agencies
- Providing application forms to other public and private agencies that serve the low-income population
- Developing partnerships with other organizations that serve similar populations, including agencies that provide services for persons with disabilities

Marketing Strategies
1. Newspaper Articles and Ads: DMMHA will place advertisements in local newspapers including but not limited to The Des Moines Register, the Bystander, the City of Des Moines Newsletter, and the Polk County Newsletter. The DMMHA Quarterly Newsletter is also used to notify current Public Housing residents of available units to encourage others to apply.
2. Other local media: DMMHA will publicize short Public Housing waiting lists and available units on the City of Des Moines Cable channels and other local television media outlets.
3. Flyers/Brochures and Publications: DMMHA has created brochures for each Public Housing building in addition to a general Public Housing brochure which describes all Public Housing buildings and sites. Each brochure contains contact information, highlights the subsidized rent, any amenities and the availability of DMMHA’s Service Coordinators. Various flyers are used when short waiting lists and available units exist. In addition, when specific outreach and/or targeting needs exist, flyers and brochures are used. Flyers and brochures are often sent to food pantries, senior/community centers, churches, social service agencies, and area businesses. DMMHA has listings for the elderly sites in the Senior Services Resource Guide through Home Choice Senior Care. These listings may also be found on their website at www.HomeChoiceSeniorCare.com.
4. Direct Mail: DMMHA uses direct mail to churches, hospitals, community social service agencies, Polk County congregate meal sites and local businesses. These mailings include a brief synopsis of the DMMHA and relevant flyers and brochures.
5. Websites: The DMMHA utilizes the City of Des Moines website (www.dmgov.org) to market
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available programs and services, available units, and Public Housing building open houses. The Public Housing application is also on the City website which provides easy access for potential applicants and community service providers. The DMMHA’s Public Housing units are advertised on the Affordable Housing Search (www.affordablehousingonline.com), Iowa Finance Authority’s Iowa Housing Search (www.IowaHousingSearch.org), 2-1-1 (www.211iowa.org); and Visiting Nurse Services (www.vnsia.org) web-sites.

6. Presentations: The DMMHA staff make formal presentations at various local organizations to increase community knowledge regarding the availability of DMMHA programs and services.


8. Community groups: DMMHA participates in housing community groups such as the monthly Polk County Housing Continuum meetings and Bureau of Refugee Services housing subcommittees but also attends topic specific groups such as self-sufficiency, transportation, and financial community group meetings in order to disseminate information regarding the Public Housing program and services. Notices are sent out to area low-income housing providers and supportive service agencies through the Polk County Housing Continuum Membership Directory updating them on opportunities for housing within the Des Moines Municipal Housing Agency.

9. Cross Promotion: The DMMHA participates in Iowa and National NAHRO, thus other housing agencies serving low-income refer prospective applicants to the Agency.

10. Open Houses: DMMHA conducts “open houses” at the Public Housing buildings.

11. Banners/Yard Signs: DMMHA posts “For Rent” and “Open House” signs when waiting lists are short.

12. Partnerships and Community Contacts: The DMMHA utilizes several partnerships, community contacts and existing networks to provide program and service information directly to agencies serving low income populations. Such as:

   • 211
   • Iowa Civil Rights
   • Iowa Legal Aid
   • Aging Resources
   • Elder Affairs
   • IMPACT Community Action Partnership
   • Visiting Nurse Services Community Resource Directory
   • Polk County Health Services

13. Specialized Outreach: DMMHA disseminates Public Housing information to the following community agencies in order to conduct targeted marketing efforts if needed.

   • Arthritis Foundation Iowa Division
   • Behavioral Technologies
   • Broadlawns Medical Center
   • Catholic Charities
   • Central Iowa Center for Independent Living (CICIL)
   • Children’s Habilitation Center (Childserve)
   • City of Des Moines Access Advisory Board
   • DART Advisory Committee
   • Disability Rights Iowa
   • Easter Seal Society of Iowa, Inc.
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- EMBARC (Ethnic Minorities of Burma Advocacy & Resource Center)
- Filipino American Association of Iowa
- Iowa Bureau of Refugee Services
- Iowa Department of Human Rights (Office of Asian & Pacific Islanders, Office for Latino Affairs, Office on Status of Women)
- Iowa Department of Human Services - Refugee Services
- Iowa International Center
- Iowa Paralyzed Veterans of America
- Hispanic Educational Resources
- Hispanic Ministry
- HOLA Center
- Link Associates
- Lutheran Family Services of Iowa
- MOSAIC
- Monsoon (United Asian Women of Iowa)
- Muscular Dystrophy Iowa Chapter
- National Multiple Sclerosis
- NISAA African Women’s Project
- Polk County Public Health
- Refugee Resource Center
- USCRI (US Committee on Refugees & Immigrants)
- Visiting Nurse Services of Iowa
- Younkers Rehabilitation Center
- Zion Lutheran Church

Potential Applicants needing alternative forms of communication
- To meet the needs of persons with hearing impairments, TTD/TTY (text telephone display/teletype) communication will be available.
- To meet the needs of persons with vision impairments, large-print and audio versions of key program documents will be made available upon request. When visual aids are used in public meetings or presentations, or in meetings with staff, one-on-one assistance will be provided upon request.
- Additional examples of alternative forms of communication are sign language interpretation; having material explained orally by staff; or having a third-party representative (a friend, relative or advocate, named by the applicant) to receive, interpret and explain housing materials and be present at all meetings.

Marketing Requirements
- The DMMHA places the Equal Housing Opportunity logo on all notices and other correspondence used to publicize the Public Housing programs administered by the DMMHA.
- The DMMHA works closely with local language interpretation service providers to ensure program access and understanding by persons with Limited English Proficiency (LEP). The DMMHA’s full LEP plan is located in Chapter 2 of the Public Housing Admissions and Continued Occupancy Policy.
The Fair Housing poster is prominently displayed in all offices in which rental activity takes place.

Targeted Outreach
DMMHA annually determines populations “least likely to apply” or underserved populations. Least likely to apply means that there is an identifiable presence of a specific demographic group in the housing market area, but members of that group are not likely to apply for the housing without targeted outreach. Reasons for not applying may include, but are not limited to, insufficient information about housing opportunities, language barriers, or transportation impediments. The DMMHA analyzes the demographic composition of the Public Housing buildings and program residents, applicants, census tracts, housing market area (Des Moines), and expanded housing market area (Polk County).

In November 2019, DMMHA used the United States Census Bureau 2018 American Community Survey and the Public Housing Waiting List Statistical Summary report on DMMHA’s waiting lists to analyze the housing market area and populations currently being served to identify underserved populations. The results found the following:

1. East View Manor- Specialized targeted outreach needs completed to reach the Hispanic or Latino population as both the resident numbers and number of individuals on the waiting list are low comparatively to the census tract, housing market area, and expanded housing market area. Specialized targeted outreach needs completed to reach the African American population as the resident numbers are low comparatively to the census tract.

2. Highland Park Plaza- Specialized targeted outreach increased the number of Hispanic or Latino households in 2019. Although the resident numbers are low compared to the housing market area, it is an increase to the census tract and in accordance with the expanded market area of Polk County, Iowa.

3. Oak Park Plaza- Specialized targeted outreach needs completed to reach the Hispanic or Latino population as the resident numbers and number of individuals on the waiting list are low comparatively to the census tract, housing market area, and expanded housing market area for both populations.

4. South View Manor- Specialized targeted outreach increased the number of Hispanic or Latino households in 2019 and in accordance with the census tract and expanded market area of Polk County, Iowa.

5. Royal View Manor- Specialized targeted outreach needs completed to reach the Hispanic or Latino population as both the resident numbers and number of individuals on the waiting list are low comparatively to the census tract, housing market area, and expanded housing market area.

6. Public Housing Program - The number of Public Housing residents that speak Arabic as their home language was noted as higher than the percentage of PH residents that speak Spanish, DMMHA will begin researching ways to translate marketing materials into Spanish, and Arabic. Specialized targeted outreach will continue to reach the Hispanic/ Latino population as both the resident numbers and number of individuals on the waiting list remain low comparatively to the housing market area and expanded housing market area at some properties.