Currently the Des Moines Municipal Housing Agency (DMMHA) utilizes a variety of media and outreach efforts, to advertise the opening and closing of the waiting lists, marketing to solicit eligible low income to moderate income families for the Section 8 Program, and to affirmatively further fair housing.

In particular, the Agency has followed the following guidelines in their efforts to market the programs and provide Equal Housing Opportunities:

1. **Media Currently Utilized:**

   The Agency will place advertisements in newspapers, including The Des Moines Register, Iowa Bystander, El Communicador newspaper, City of Des Moines Cable Channel 7, City of Des Moines Newsletter, Polk County Newsletter, and local television media outlets.

2. **Other Suitable Means Used to Publicize Programs:**

   Agency staff participates in the Task Force for Family Self-Sufficiency and the Polk County Housing Continuum which provide access to low-income people through service providers.

   The DMMHA also publicizes the programs through the City of Des Moines web-site and the GoSection 8.com web-site.

   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 Section 8 housing programs within the Des Moines Municipal Housing Agency. Agency staff will also make formal presentations to various groups such as the Polk County Congregate Meal Sites to market and promote our special programs (HUD_VASH, Family Unification Program and Project Based Vouchers) upon request.

   When additional Special Programs become available the DMMHA mails information regarding the programs to applicants on its Section 8 and Public Housing waiting lists.

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

   The DMMHA places the Equal Housing Opportunity logo on all notices and other correspondence used to publicize the programs administered by the Agency.
3. Special Outreach:

DMMHA will provide Spanish language information to organizations serving the Hispanic community, upon request. The Agency will contact the following to inform them of the availability of our programs:

a. Iowa Commission of Latino Affairs
b. Iowa Bureau of Refugee Services
c. Hispanic Educational Resources
d. Filipino American Association of Iowa
e. Hispanic Ministry
f. HOLA Center
g. IMPACT Community Action Partnership
h. Refugee Alliance of Central Iowa (RACI)
i. EMBARC

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 has also implemented the Language Line Interpretation service to aid in communications with persons with Limited English Proficiency.

The DMMHA will assess the proportion or number of LEP persons eligible to be served or likely to be encountered by the program and provide, to the extent reasonably possible, access to relevant program materials in other languages as determined necessary by the assessment. Additional procedures for outreach activities for LEP persons are included in the DMMHA LEP Plan which is located in Chapter 2 of the Section 8 Administrative Plan.

4. Special Outreach to Persons with Disabilities:

The Agency will consult with and/or solicit the advice and/or assistance of qualified agencies, to effectively deliver services to the disabled. These agencies include, but are not necessarily limited to:

a. Arthritis Foundation Iowa Division
b. Behavioral Technologies
c. MOSAIC
d. Central Iowa Center for Independent Living (CICIL)
e. Children’s Habilitation Center (Chilserve)
f. City of Des Moines Access Advisory Board
g. Department of Human Rights
h. Easter Seal Society of Iowa, Inc.
i. Iowa Paralyzed Veterans of America
j. Disability Rights Iowa
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.

5. Owner Outreach

a. Possible Sources of Media to be Utilized to Notify Owners of the Program:

   a. Des Moines Register (Newspaper)
   b. Iowa Bystander (Newspaper)
   c. El Communicador (Newspaper)
   d. GoSection8.com website
   e. City of Des Moines Cable Channel 7
   f. City of Des Moines web-site

b. Other Suitable Means Used to Publicize Programs to Owners:

   a. Briefings for owners are conducted by DMMHA staff at a location to be determined by DMMHA.

   b. An explanation of DMMHA programs is provided for incoming calls and correspondence from interested property owners and/or agents.

   c. A Landlord Information Packet is available on the City’s web-site for landlords interested in learning more about the Section 8 program.

   d. Mailings to current landlords regarding the availability of Special Programs is completed as special program opportunities become available.
e. Community contact sources such as the Real Estate Board, City of Des Moines Website, and GoSection8.com website, Iowa Finance Authority will be utilized and the Agency will continue to pursue increased participation of the suburbs communities within Polk County.

6. Outreach to Assist Voucher Holders:
   a. A bulletin board in the agency lists properties known to be available for rent.
   b. A list of participating property owner's and units is updated weekly.
   c. Applicants are encouraged to use local newspapers, shoppers and the GoSection 8.com web-site, Affordable Housing Search web-site to locate suitable units.
   d. Information on available units and characteristics of neighborhoods are provided to Voucher Holders at the briefing session.
   e. Case Managers will assist those having difficulty finding units, but required assistance beyond the capacity of the Agency will be arranged by referral to appropriate community agencies.