

St. Louis County  
Affirmative Marketing Guidelines

The St. Louis County Affirmative Marketing Guidelines apply to recipients of St. Louis County HOME Consortium funding under the following conditions:

- The recipient project involves development of five or more HOME-assisted housing units; or
- The recipient program provides HOME funding for homebuyer assistance or home owner rehabilitation.

The St. Louis County Affirmative Marketing Guidelines include the following components:

1. Inclusion of the Equal Housing Opportunity logo in press releases and solicitations for participation in a project or program, and display of the Equal Housing Opportunity logo and fair housing poster in areas accessible to the public at project or program locations.
2. Referral of housing questions and complaints to a fair housing provider, agency or organization that can offer advice on the state and federal fair housing laws. Those agencies include:
  - a. Legal Aid Service of Northeastern Minnesota
  - b. [www.FairHousingMN.org](http://www.FairHousingMN.org)
  - c. Minnesota Department of Human Rights
  - d. Minnesota Attorney General's Office
  - e. [www.HousingLink.org](http://www.HousingLink.org) see the Fair Housing link under "Housing Resources"
3. Outreach that will inform the public about housing units or programs that receive HOME Consortium assistance. Minimally, this information will include contact information for St. Louis County and recipients developing housing or administering programs.
4. Recipients will identify, prior to sale or rental of developed housing, at least 3 groups, organizations, or agencies actively involved with serving low-income persons who would benefit from special outreach efforts and provide these groups with information on the housing being developed.

A Toolkit at [www.FairHousingMN.org](http://www.FairHousingMN.org) may assist with that process.

5. Maintenance of information on the race, sex and ethnicity of applicants and tenants of HOME-assisted housing to assess the results of the affirmative marketing efforts.
6. Recipient maintenance of records indicating compliance with the above policies. Recipient files for projects and programs must contain documents verifying compliance with the above items. These files must be available for St. Louis County and HUD review as requested.
7. Fair Housing Training – St. Louis County will include information on recipient responsibilities related to fair housing at its annual contracting training sessions. The

County will also provide community and agency training through its contract with Legal Aid. Legal Aid conducts fair housing training for tenants and landlords.

## Legal Basis for Affirmative Fair Housing Marketing

The Fair Housing Act which prohibits discrimination in the sale, rental, financing, or other services related to housing on the basis of race, color, religion, sex, handicap, familial status, or national origin. Section 808(e) (5) of this law mandates that HUD administer its programs in a manner to affirmatively further fair housing. Section 804(f) of this law prohibits discrimination because of the handicap of individual buyers, renters and persons associated with such buyers or renters, discrimination in the terms, conditions, privileges and services connected with the sale or rental of dwelling units; refusal to allow the tenant to make reasonable accommodations of existing dwellings to enable a handicapped person to enjoy fully the dwelling unit; refusal to make reasonable accommodations in rules, policies, practices or services, when such accommodations may be necessary to afford such persons with equal opportunity to use and enjoy the dwelling; and failure to make covered multifamily dwellings first occupied after March 13, 1991 accessible to disabled persons. The law defines "covered multifamily dwellings" as buildings consisting of four or more units if such building has one or more elevators; and ground floor units in other buildings consisting of four or more units.

Executive Order 11063, as amended, which provides that no person in the United States because of race, color, religion (creed), sex or national origin, shall be denied equal opportunity in housing or related facilities owned, operated or insured by the Federal Government or provided with federal financial assistance; and that all Federal Executive Departments and agencies shall take action to promote the abandonment of discriminatory practices for:

Residential property and related facilities endowed with federal financial assistance, and

The lending practices connected with such property and facilities insofar as such practices relate to loans insured or guaranteed by the Federal Government.

Section 504 of the Rehabilitation Act of 1973, as amended, which provides that no otherwise qualified individual with handicaps in the United States shall, solely by reason of his handicap, be excluded from participation, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal assistance.

Minnesota Human Rights Act adds sexual orientation, marital status, and public assistance status to the federal list of protected classes in provision of housing.