

Model Affirmative Marketing Plan for Accessible Housing Units

July 2016

Background: This Model Affirmative Marketing Plan (MAMP), originally created and last updated in 2003, was developed as part of an initiative of the Housing and Disability Technical Assistance Program (TAP) of the then Office of Housing and Community Development (OHCD, now the Division of Housing and Community Development (DHCD).

To ensure that accessible units are successfully marketed to households needing accessible features, DHCD has updated the MAMP. The MAMP outlines the current practices for advertising accessible units to those in need. The primary objective is to overcome the barriers reported by both property managers and households with disabilities.

The MAMP involves a tiered approach:

- Contractual mandatory use of the Home Finder to market accessible units that received development funding from DHCD
- Reminder fliers that are part of every developer packages
- Quarterly internal check-ins to ensure developers are adhering to the policy

Website: NEWSONTAP/Home Finder

DHCD has developed a website that directly advertises accessible units to households, NEWS ON TAP, www.newsontap.org.

All construction/development managers of city-funded accessible units are required to register for password protected access to the site to post their listings. New units under development should be posted at seventy percent (70%) of completion of construction. Vacancies in existing units should be posted as soon as the manager is aware that the unit(s) will become available. Both new and existing accessible units must be left open for a minimum of thirty (30) days at initial rent-up or sale or following vacancy by the previous tenant unless the unit is leased by or sold to a household with a person needing the accessibility features of the unit.

The manager should post information as soon as s/he becomes aware that an accessible unit will become available. The manager should then remove the unit from the site when an appropriate tenant is found.

The DHCD Communications Department works with the Philadelphia Redevelopment Authority's (PRA) Real Estate Department to obtain current list of developments that are in a leasing phase to ensure that the properties are listed on NEWS ON TAP. The Communication and Real Estate Departments also confirm that the accessible unit(s) being offered is advertised to those persons who meet the criteria.

DHCD Funded Agencies and Neighborhood Marketing:

DHCD works with the PRA's Real Estate Department to obtain a list of accessible units. This list is sent to DHCD's Contract Administration team and Neighborhood Advisory Committee (NAC) team to share with DHCD funded community agencies. These agencies include NACs, Housing Counseling agencies, Community Development Corporations (CDCs), and Registered Community Organizations (RCOs).

If necessary, the units are also placed on the DHCD Facebook and Twitter pages.