

Affirmative Fair Housing Marketing and Tenant Screening Plan

All developers subject to the Affordable Requirements Ordinance are required to pursue an Affirmative Fair Housing Marketing and Tenant Screening Plan. The purpose of the Affirmative Fair Housing Marketing and Tenant Screening Plan is to reduce segregation and encourage integration in housing by promoting fair housing choice regardless of race, color, sex, gender, identity, age, religion, disability, national origin, ancestry, sexual orientation, marital status, parental status, military status, and source of income.

This Affirmative Fair Housing Marketing and Tenant Selection Screening Plan outlines the policy and procedures required by the Chicago Department of Housing (DOH) and provides a plan on how to develop an effective Affirmative Fair Housing Marketing Plan (AFHMP) and Tenant Screening Selection Plan. This plan will go into effect in January 2022.

You are required to submit this completed form to DOH prior to your marketing meeting with DOH. Your units will be included in the City’s Affordable Rental Housing Resource List.

NOTE: Page 1 of the Form may be disseminated publicly.

Project Name:

Project Address(es):

Total Number of Affordable Units:

Total Number of Accessible Units:

Please check all appropriate boxes:

- Tenant pays no utilities – landlord pays all utilities
- Tenant pays for cooking gas and other electric (not heat)
- Tenant pays for electric heat, cooking gas, and other electric
- Tenant pays for gas heat, cooking gas, and other electric
- Tenant pays for electric cooking and other electric (not heat)
- Tenant pays only for other electric

Using the City of Chicago Maximum Affordable Monthly Rents effective as of the current calendar year, please provide the following information for the affordable units included in your project.

	Studios	One-bedrooms	Two-bedrooms	Three-bedrooms	Four-bedrooms
Number of units					
Square footage					
Rent					

Public Contact for Lease-Up: _____ Phone: _____

Project Website: _____

When do you expect to begin marketing units? (Monday/Day/Year)

_____/_____/_____

Tenant Selection Criteria and Procedures

Developers, property managers, and leasing agents must adhere to all applicable, federal, state, and local laws for “Tenant Selection Criteria” and all reasons for applicant denials must be based on documented proof. Each Project will have its own “Tenant Selection Criteria” within the guidelines laid out in this document.

Fees

Property managers may not charge fees to applicants applying to affordable units that are not applied to applicants to market-rate units. Property managers may not apply screening criteria to applicants for affordable units that are not applied to applicants for market-rate units if such criteria would have a disparate impact on a protected class. Prior to assessing fees, a property manager must provide prospective applicants with a copy of the Tenant Selection Criteria, which describes how an applicant will be evaluated and a notice of the applicant’s right to dispute inaccuracies relevant to criminal history and credit history.

For more information about the applicants’ rights, please visit the website of the Cook County Commission on Human Rights:

https://www.cookcountyil.gov/sites/g/files/ywwepo161/files/jha_faq_for_applicants_copy_092121.pdf

Accessible Unit Preference Policy

Developers, property managers, and leasing agents must give priority in allocating units with accessibility features (accessible units) to households with a documented need for one or more of the specific accessibility features present in the available unit. All on-site affordable units must be accessible dwelling units, as required under subsection (W)(10) of the ARO, and developers must give preference in leasing at least 10 percent of the total affordable accessible units to people with disabilities. For example, a rental project in a community preservation area, inclusionary area, or the downtown district proposing to build 100 total dwelling units that elect to provide a 20% set-aside would have an ARO obligation of 20 affordable units. Of those 20 affordable units, at least 2 (10% of 20) must be reserved for preferential leasing. As detailed in the Affirmative Fair Housing Marketing Plan, these units are subject to a separate 6-week marketing and outreach period. Applicants in need of an available accessible unit will be evaluated and offered the unit on a first come, first served basis for a 6-week marketing period. Applicants who do not require accessibility features will not be offered these units until all eligible applicants with disabilities have been considered for a 6-week period.

Applying for an Accessible Unit

Households with a member who needs accessibility features may indicate the need for an accessible unit on the rental application form to the leasing agent and provide a short description of the accessibility features needed.

Documentation

Applicants requesting accessible units will be asked to provide a letter from their doctor or other licensed medical professional stating that the applicant has a medical condition or disability and needs the features of the unit as an accommodation to his, her, or their condition. The letter does not need to state the nature of the medical condition that leads to the need for the accessibility features.

Documentation will be requested by the ARO Program staff during the review of tenant income information to determine eligibility.

First Come-First Served

Upon completion of executing the accessible unit preference policy, the ARO unit(s) in this project must be made available on a first come, first served basis.

Tenant Income Certification

The ARO Program uses Chapter 5 – Section 1 of the HUD Handbook 4350.3 Rev-1 (Change 4) to determine income for ARO tenants. For more information, please visit [Chapter 5. Determining Income and Calculating Rent.](#)

The following documentation is required to qualify for an affordable rental application:

- ARO Tenant Checklist
- Tenant Income Certification (TIC)
- Supporting documents for earned and unearned income Documents: income documents such as, but not limited to pay stubs, income tax returns, unemployment letters, social security benefits
- Third Party Verification of Employment form (VOE)
- Certification of Zero Income, if applicable
- Three Consecutive Bank statements

ARO Tenant Selection Process

1. Prepare required documentation
2. Search Affordable Rental Housing Resource list
3. Contact properties
4. Interested prospect is given the option to tour an ARO unit or comparable market-rate unit
5. Submit rental application to the leasing agent of the property
6. Leasing agent performs screening specific to each property
7. If applicant passes screening, Leasing agent collects information from applicant for tenant eligibility. Leasing agent will use the documentation provided by the applicant to calculate HHI and ensures household income is at or below the applicable HUD income AMI limit and that the prospective tenant meets the 40% rent-to-income ratio requirement

8. Tenant pays any application fees, if applicable, to leasing agent
9. Leasing agent collects information from applicant for tenant eligibility (see ARO tenant checklist)
10. Leasing agents completes the Tenant Income Certification (TIC) form and ensures the gross rent is at or below the applicable HUD Rent limit
11. Leasing agent sends a complete and pre-approved information package to ARO program staff
12. ARO program staff reviews TIC form and supporting income/asset documents to confirm eligibility
13. DOH has 10 business days from the date of the receipt of a complete information package to issue a determination
14. If the applicant is qualified, DOH confirms the pre-determined eligibility approval of the leasing staff
 - a. If applicant does not qualify, ARO staff issues notice of ineligibility to the leasing agent or property manager.
 - b. Applicant has 5 days from the date of the denial letter to appeal a denial through the ARO Affordable Unit Application Denial Appeal Form. If the prospective tenant fails to return documents within the deadline time frame, the appeal is canceled.
15. Once written approval is issued, the leasing agent must proceed with signing a lease with the approved tenant
16. Once lease is signed, leasing agent provides DOH a signed copy of the lease within 10 days.

Reasons for Denial

If ARO staff issues a notice of ineligibility the applicant is allowed to provide a brief description and explanation of circumstances to the property manager of the subject property to be considered for an appeal. The Applicant is allowed to attach supporting documents to the appeal form, all of which will be considered by DOH in making a final decision on the applicant's application.

Reasons for Denial of Application

1. Household income exceeds ARO income limits
2. Unit rent is over 40% of household income
3. No response to the Affordable Unit Application Qualification Determination notice within the 5-day deadline time frame
4. Other(s)

Applicant(s): Please provide a brief description/explanation of your circumstances to be considered for an Appeal/Second review for a final decision on your application.

Affordable Unit Application Denial Appeal Form

Applicants have the option to appeal a denial in writing by completing the ARO Affordable Unit Application Denial Form.

The property manager of the property must receive the completed appeal form with any supporting documentation within 5 days of the date of the ARO staff's notice of ineligibility. The property manager

must notify the applicant of DOH's final decision. If the applicant must file an appeal form with the developer's agent within the 5-day time frame, to proceed with an appeal.

When an applicant is denied, the applicant cannot be considered for any other ARO unit for 3 months after the date of the notice of ineligibility. If an applicant's appeal is also denied, the applicant cannot be considered for any ARO unit for twelve (12) months after the date of DOH's final decision.

Credit

Assessing the Credit History of Applicants

DOH prohibits tenant selection procedures that exclude applicants based solely on their credit scores or credit history. Applicants with low credit scores or negative credit scores must be individually assessed per the Credit Review Criteria below.

Prohibited Information

The following information may not be considered in this individualized assessment:

- Housing court history or past or pending landlord-tenant action;
- Debt-to-income ratios;
- Lack of credit or rental history;
- Guarantors or co-signers, with the exception of not-for-profits or government entities acting on behalf of their clients;
- Home visits, photos, or representations of the applicant's living situation; or
- Outreach to current or previous landlords, neighbors, or others associated with the applicant's living situation, except as specifically authorized by the applicant to obtain a current or previous landlord's written record of applicant's history of rent payment.

Part 1 – Credit Review Criteria

Step 1: Applicant Subsidy

If the applicant is in receipt of rent subsidies that go directly to the housing provider and pay the entire rent, the applicant may not be denied based on credit history.

- YES. Approve Applicant. End Process.
- NO. Proceed to Step 2.

Examples of rent subsidy include, but not limited to:

- Housing Choice Voucher Program (Section 8)
- HUD/VASH
- Public assistance
- Non-profit rental assistance
- Emergency Rental Assistance (ERA)

Step 2: 12-Month On-Time Rental Payment

If the applicant provides evidence of 12 months of consistent, on-time rental payments, the applicant may not be denied based on credit history.

- YES. Approve Applicant. End Process
- NO. Proceed to Step 3

This step can be completed through a third-party landlord verification. If a third-party document cannot be obtained, then alternative sources can be considered. This includes forms of evidence of positive rental payment include, at a minimum, but are not limited to:

- Canceled checks;
- Rent receipts;
- Landlord’s written record of rent payment (provided by applicant);
- Records of online rent payment;
- Bank printouts showing direct payment to landlord;
- Money order stubs; or
- Any other form of evidence the Applicant can provide, accepted at the discretion of the housing provider.

Step 3: Credit Score

Applicants may not be excluded based solely on their credit scores or credit history. Housing providers may opt to consider a FICO credit score as one of several factors’ indicative of financial stability. **If you are running a credit check, applicants must be provided a copy of their credit report if it is to be used among the basis for rejection.**

- Is it your policy as a housing provider to consider an applicant’s numerical credit score as an indicator of financial stability?
 - YES, complete question below:
 - No. Proceed to Step 4 and subsequent sections.

Is the Applicant’s credit score 580 or above, or 500 or above if the Applicant is homeless?

- YES. Approve Applicant. The applicant’s credit score is satisfactory.
- NO. Proceed to Step 4 and subsequent sections.

Step 4: Factors as Grounds for Denial

Only the below factors can be grounds for denial. However, if any of these factors exist, the applicant must be allowed 10 business days to submit any information or documentation to explain or mitigate negative findings, which the housing provider must consider in its eligibility determination.

Only the following factors may be grounds for denial based on applicant credit history:

A. Bankruptcy

Has the applicant filed for bankruptcy or has applicant been consistent with the Chapter 13 repayment agreement for the preceding 12 months?

- YES. Consider mitigating factors and proceed to Part II.
- NO. Applicant may not be denied based on bankruptcy.

B. Delinquencies, Collections, Money Judgements and Liens

Does the applicant have delinquencies, collections, money judgements or liens (“Applicable Debt”) that meet ALL of the following criteria?

- Applicable Debt is open or unsatisfied (has not been charged off)
 - Applicable Debt exceeds \$5,000 in total.
 - Applicable debt is **not** medical or student loan debt.
-
- YES. Applicant’s Applicable Debt meets all the foregoing criteria. Considering mitigating factors and proceed to Part II.
 - NO. Applicant may not be denied based on Applicable debt.

Part II: Applicant Outreach – Mitigating Factors

If the applicant has failed Part I of the assessment, the housing provider is required to consider the following information prior to rejecting the applicant. At this stage, the housing provider must reach out to the applicant requesting additional information pursuant to Step 1 and 2 below so that an individualized assessment may be conducted.

The applicant must be provided at least 10 business days in which to provide such additional information. This is not an appeals process. A housing provider must consider the additional information proffered by the applicant prior to making a determination regarding the applicant’s eligibility.

Step 1: Mitigating Factors Mandating Eligibility

The following factors are mandatory mitigating factors regarding applicant eligibility. If an applicant is able to provide documentation affirming the existence of these factors, the applicant must be deemed eligible on the basis of credit history.

- The applicant submits the HUD 5382 applicant certification form which informs the housing provider that he or she is a survivor of domestic violence, dating violence, sexual assault, or stalking and provided information sufficient for housing provider to determine that the negative credit or financial history is a direct result. Link to HUD 5382: [5382.DOCX \(live.com\)](#)
 - YES. Approve Applicant. End Process.
 - NO. Proceed to next question.
- In the case of a negative finding of bankruptcy or Applicable Debt, the applicant presented evidence of positive rental history, indicating consistent, on-time rental payments in the past 12 months.
 - YES. Approve Applicant. End Process.

NO. Proceed to next question.

Step 2: Other Mitigating Factors

- Erroneous or incomplete findings.
 - Applicant has provided evidence that the findings regarding negative credit history are erroneous or incomplete, and the corrected findings indicate the Applicant’s credit history is unlikely to negatively impact tenancy going forward.
 - Examples may include, but are not limited to the following:
 - Errors in credit reporting;
 - Evidence of settlement of delinquent accounts; or
 - Other (Explain in box below).
 - YES. Approve applicant. End Process.
 - NO. Proceed to next question.
- Other mitigating factors.
 - Examples may include, but are not limited to the following (check which apply):
 - Applicant’s negative history is due to incarceration;
 - Applicant's negative history is due to deployment in the US Armed Forces;
 - Applicant’s negative history is due to an episodic financial crisis that no longer exists (e.g., short term- or temporary unemployment, illness, etc.):
 - Applicant has a payment plan for their past financial obligations and has been making timely payments.
 - Applicant is now in receipt of a government rental subsidy.

Step 5: Determination

Based on a consideration of all the factors and mitigating circumstances, is the applicant eligible for tenancy?

- YES
- NO

If no, include a detailed explanation below:

Criminal History

Assessing Justice-Involved Applicants

DOH prohibits tenant selection procedures that exclude applicants based on their criminal history. The Just Housing Amendment (JHA) prohibits housing discrimination based on criminal history and requires housing providers to perform an individualized assessment of an applicant’s criminal history prior to denying an application for housing.

It is illegal to include a checkbox on housing applications that ask whether an applicant has a criminal history.

Before accepting an application fee, you must provide the following information to the applicant:

- Tenant selection criteria, which describes how an applicant will be evaluated.
- Notice of the applicant's right to dispute inaccuracies relevant to criminal history and to provide evidence of rehabilitation or other mitigating factors related to their criminal history.
- A copy of the JHA or a link to the Cook County Commission on Human Rights' Website.

Step 1: Prequalification

During this step, a housing provider may screen an applicant to determine whether the applicant satisfies all the application criteria such as income, rental history, credit score, pets, etc. A criminal background check cannot be performed during the prequalification stage.

When this first step is completed, the housing provider must either 1) pre-qualify the applicant based on all criteria except those related to criminal history; or 2) deny the application based on a failure to satisfy the prequalification criteria.

Step 2: Criminal Background Check

The term Landlord shall mean the property owner and any agent of such property owner, including but not limited to, any leasing agent or property manager. Only after the landlord prequalifies an applicant, may a landlord conduct a criminal background check. This step screens ONLY the (3) year criminal history of the applicant. A conviction is defined as a judgement of liability entered upon a plea, verdict or finding of guilt for an offense, rendered by a legally constituted jury, court, or administrative authority of competent jurisdiction. Any convictions older than three (3) years MAY NOT be used to deny a housing application. If a conviction within three (3) years is found, the housing provider must conduct an individualized assessment. Based upon the individualized assessment, the landlord must notify the applicant of an approval or denial.

During this step, you cannot consider:

- Arrest records not leading to conviction;
- Juvenile records;
- Records that have been sealed, expunged, or pardoned;
- Convictions that have been pardoned by the governor;
- Records where applicant participated in a deferral or diversion program; or
- Convictions committed more than 3 years prior to the date of application, except for the offenses described below.

Exceptions to the JHA

You may deny an applicant for a new lease or lease renewal based on any of the following:

- The applicant or a household member is a current sex offender required to register under the Illinois Sex Offender Registration Act (or a similar law in another jurisdiction);
- The applicant or a household member is a current child sex offender under residency restriction.

Step 3: Approval or Denial and Right to Dispute

If the applicant passes both the prequalification and the criminal background check, Landlord must approve the applicant. If the applicant did not pass the prequalification and/or the criminal background check, the Landlord may deny the applicant

All applicants have the right to dispute inaccurate criminal history and to provide evidence of rehabilitation or other related mitigating factors.

Individualized assessment

An individualized assessment is a questionnaire that considers all relevant factors from an individual's conviction in the previous (3) years. The following list provides a list of factors that can be considered. All answers to questions within an individualized assessment should be documented for possible future reference.

- The nature and severity of the criminal offense and how recently it occurred.
- The nature of the sentencing.
- The number of criminal convictions.
- The length of time that has passed since the applicant's most recent convictions.
- The age of the individual at the time the criminal offense occurred.
- Evidence of rehabilitation.
 - Completion of a returning resident's program.
 - Job readiness training.
 - Supportive services that assist with the transition back to society.
 - Completing of a GED or other education programs.
 - Report from a correctional facility.
 - Employment.
 - Personal recommendations.
- The individual history as a tenant before and/or after the conviction.
- Whether the criminal conviction(s) was related to the applicant's disability.
- If the applicant is a person with a disability, whether any reasonable accommodation could be provided to lessen any demonstrable risk.

Dispute Resolution Procedure

A model letter for notices can be found appended here:

https://www.cookcountyil.gov/sites/g/files/ywwepo161/files/jha_sample_notices_updated_3.10.2020.pdf

- Within five (5) business days of receiving the results of a criminal background check, the housing provider must deliver a copy to the applicant. A copy of the background check can be delivered in person, by certified mail, or by text or email.
- Once the applicant receives the results of the background check, the applicant has five (5) business days to provide evidence that disputes the accuracy or relevance of information related to the criminal background check.

- The landlord then has three (3) business days from the receipt of the disputed information to accept or deny the application.
- Any denial of a housing application or lease renewal based on the results of a background check must be in writing and provide the applicant with an explanation of why the application denial was necessary to protect against a demonstrable risk of harm to personal safety and/or property and of the applicant’s right to file a complaint with the Cook County Commission on Human Rights.

Violations

Applicants alleging a violation under the JHA must file a complaint within 180 days of the alleged violation by contacting the Cook County Commission on Human Rights by phone (312-603-1100), email (human.rights@cookcountyil.gov) or in person at 69 W. Washington, Suite 3040.

Rent Subsidies

Chicago’s Fair Housing Ordinance prohibits Property Managers from refusing to accept rental subsidies from a tenant, including but not limited to the Chicago Housing Authority Housing Choice Voucher Program. When an individual uses a rent subsidy, the property manager is responsible for ensuring that the contract rent (i.e., resident’s rent portion + 3rd party subsidy) plus the applicable utility allowance does not exceed the HUD Maximum Rent Limits.

A person who claims source of income discrimination or other prohibited discrimination in the sale or rental of housing in the City of Chicago may file a complaint at the Chicago Commission on Human Relations (CCHR). CCHR may also initiate a complaint. CCHR investigates and rules on each complaint through a neutral process which gives complainants and respondents the opportunity to present evidence and legal arguments to support their position.

Applicants with Disabilities and Reasonable Accommodations

If an applicant needs additional time to complete the application, either to ensure meaningful access or for reasonable accommodation for a disability, how may they request additional time?

CCHR’s Complaint Process

How to file a discrimination complaint with the CCHR

CCHR is the City of Chicago’s agency, which receives and adjudicates complaints of discrimination in violation of the Chicago Human Rights Ordinance and the Chicago Fair Housing Ordinance. Individuals may prepare their own discrimination complaints and file them by mail. The complaint must be filed within 300 days of the alleged violation.

To file a complaint please visit www.cityofchicago.org/humanrelations or contact (312)744-4111.

In the next fiscal year, Department of Housing staff will be assessing the feasibility of moving towards a centralized leasing system.

Affirmative Fair Housing Marketing Plan

DOH requires developments subject to the ARO to implement an Affirmative Fair Housing Marketing Plan. Affirmative marketing activities include, but are not limited to, methods of advertising and community outreach, that are designed to reach persons who are least likely to apply for the program. In order to reach persons who are least likely to apply, Landlords may need to conduct marketing in formats that are accessible to persons with disabilities and in languages other than English.

Marketing Details

Marketing Contact:

Name: _____

Phone Number: _____

Email: _____

Development website: _____

Developer Contact:

Name: _____

Phone Number: _____

Email: _____

Development website: _____

Owner Contact, if different than above:

Name: _____

Phone Number: _____

Email: _____

Development website: _____

Property Manager Contact, if different than above

Name: _____

Phone Number: _____

Email: _____

Development website: _____

Accessible Units Preference Policy

Per the Chicago Zoning Ordinance Municipal Code, an “accessible dwelling unit” is a unit that is:

- Approved by the Mayor’s Office for People with Disabilities;
- Complies with Type A Unit Requirements of Chapter 14B;
- Provides at least one accessible bedroom on the entrance level; and
- Includes a bathtub or shower, a water closet and a lavatory on the entrance level

The ARO requires the application of accessible occupancy preferences for at least 10% of on-site and off-site affordable accessible units in ARO-subject projects. These units are subject to a separate marketing and outreach process. Records of correspondence with supportive service providers must be available on-site to document compliance with appropriate outreach for the accessible units.

- Landlords must target advertising to people who may be eligible for the units set aside for people with disabilities, by contacting service providers who have established communications channels with those populations.
- Landlords must ensure that at least 10% of on-site and off-site affordable accessible units in ARO-subject projects are advertised for a 6-week period.
- Preference for occupancy of these units will be given to individuals with disabilities or families that require the accessibility features provided in the units.
- If an accessible unit becomes vacant, the process for filling the vacancy is subject to the accessible unit preference policy.
- Applicants who do not require accessibility features will not be offered these units until all eligible applicants with disabilities have been considered.

How will you be marketing your ARO unit(s)? Please list below the marketing methods and advertising activities that will be used.

At least 30 days before you begin accepting applications for the affordable units, you must implement an Affirmative Fair Housing Marketing Plan. The City has set the following requirements to ensure the marketing for your affordable units are consistent with City, State and federal fair housing laws.

Ads placed in 5 venues over at least a 6-week period

I will select different newspapers or publications and post in the following 5 local venues throughout a 6-week period at least one time each week:

Newspaper or publication	Exact Advertisement Dates
Suggestion: (Ex. Ad placements in South Side Weekly)	
Suggestion: (Block Club Chicago)	
Suggestion: (La Raza	
Suggestion: (Telemundo)	
Suggestion:(Chicago Korea Times)	
Suggestion: (La Voz del Paseo Boricua)	
Suggestion:(Hyde Park Herald)	

Suggestion for Other:	
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A list of suggested newspapers is available at [Inclusionary Housing Media List .xlsx](#)

Outlet	Website
Auburn Gresham Portal	http://www.auburngreshamportal.org/index.html
Austin Voice	http://thevoicenewspapers.blogspot.com/
Austin Weekly News	https://www.austinweeklynews.com/
Bisnow	https://www.bisnow.com/chicago
Block Club Chicago	https://blockclubchicago.org/
Chalkbeat	https://chicago.chalkbeat.org/
Chicago Citizen Newspaper Group	https://citizennewspapergroup.com/
Chicago Communicator Newspaper	https://ccnewsmedia.org/
Chicago Crusader	https://chicagocrusader.com/
Chicago Defender	https://chicagodefender.com/
Chicago Korea Times	http://chicagokoreatimes.com/
Chicago Tribune	https://www.chicagotribune.com/
City Bureau	https://www.citybureau.org/
Crain's	https://www.chicagobusiness.com/
El Dia News	https://www.eldianews.net/
Hyde Park Herald	https://www.hpherald.com/
La Raza	https://laraza.com/categoria/chicago/
La Voz del Paseo Boricua	http://lavo-prcc.org/
Lawndale News	http://www.lawndalenews.com/
South Side Weekly	https://southsideweekly.com/
Streetsblog Chicago	https://chi.streetsblog.org/
Suntimes	https://chicago.suntimes.com/
Telemundo	https://www.telemundochicago.com/
The Chicago Citizen	https://citizennewspapergroup.com/
The Chicago Crusader	https://chicagocrusader.com/
The Chicago Defender	https://chicagodefender.com/
The Gate News	https://thegatenewspaper.com/
Tribe	https://thetribe.com/
Univision	https://www.univision.com/local/chicago-wgbo
WBEZ	https://www.wbez.org/
Windy City Word	https://www.windycityword.com/
WTTW	https://www.wttw.com/

Ads placed in one citywide venue

I will post in the following City-wide paper for at least 2 weekends on a Saturday or Sunday:

Newspaper or publication	Exact Advertisement Dates
Suggestion: The Chicago Tribune or Chicago Sun-Times	

Ads placed on social media

I will announce the affordable housing opportunity in at least three of the following non-print electronic media outlets throughout the marketing period.

Social Media Activity	Exact Advertisement Dates
Suggestion: Facebook, Twitter, etc.	
Suggestion: Website	
Suggestion: Email blast	

I will announce the affordable housing opportunity to the local Alderpeople’s office, so that they may promote the availability of the affordable units to the targeted populations.

Alderpersons Name	Exact Advertisement Dates

Supplemental Outreach to Community Based Organizations

I will contact three community-based organizations from a list provided by DOH to inform, and solicit applications from, households who otherwise might be unlikely to apply for housing at the property.

A list of Delegate Agencies will be available by the end of December.

All newspaper ads and postings must state maximum incomes by household size; renter qualifications; rental team contact information as the primary contact; and identify DOH as the monitor of the ARO Program. All postings must display an “Equal Housing Opportunity” symbol on all marketing materials, advertisements, and notices at the rental office:



Sample Ad Language

2-one bedroom “Below Market Rate” Rental Units available at [Insert address]. \$1,000 a month. Must be income eligible. Households must earn no more than the maximum income levels below:

80% of Area Median Income
One person - \$52,200; 2 persons -\$59,650; 3 persons - \$67,100; 4 persons - \$74,550

Applications due by 5:00pm on DATE. Please contact the [DEVELOPER] for an application and more information at (612) XXX-XXXX or [EMAIL] or download at [WEBSITE].

Units available through the City of Chicago’s Department of Housing are subject to monitoring and other restrictions. Visit www. [insert ARO website]

I will use the following ad language when advertising ARO units.

Your Proposed Ad Language Here:

Supplemental Outreach for Properties with Extended Vacancies

Rental properties with multiple vacancies for more than 45 days must conduct supplemental outreach to three community-based organizations to encourage applications from households who otherwise might be unlikely to apply for housing at the property.

These efforts must be documented and submitted to the DOH Long Term Monitoring Division when used to report on extended vacancies.

A list of Delegate Agencies will be available by the end of December.

Tenant Income Certification (TIC) and Resident Demographic Data Collection

I hereby indicate by my (signature) below that I will offer each applicant the opportunity to disclose demographic information on the TIC form for ARO units prior to move-in. DOH requires Landlords of ARO-subject properties to collect race, ethnicity, disability, and age data from all eligible households, using categories pre-defined by the U.S. Census Bureau. Landlords must submit demographic data as part of the TIC form. DOH will review forms of eligible households to ensure equitable access to affordable housing opportunities is available for all.

Fair Housing Training

Landlords are required to attend an annual training on federal, state, and local fair housing laws. CCHR is a resource for landlords regarding fair housing compliance.

Record Keeping Standards

I hereby indicate by my (signature) below that I will document all Affirmative Fair Housing Marketing efforts and make them available to DOH upon request.

- Record dates and retain documentation of affirmative marketing of ARO unit(s);
- Record dates and retain documentation of outreach for accessible units;
- Record dates and retain documentation of listings in at least 5 different venues over at least a 4-week period;
- Record dates and retain documentation of listings in at least one citywide venue over at least a 4-week period;
- Record dates and retain documentation of listings on social media.

Penalties for Non-Compliance

Pursuant to Article 11 of the ARO Rules, landlords who fail to comply with the requirements of the ARO are subject to the enforcement provisions outlined in Subsection (P) of the ARO. DOH may exercise any available right or remedy at law or in equity to enforce the ARO Rules and all the City's rights and remedies are cumulative.

Failure to comply with any condition of project approval, including this plan, constitutes a violation of subsection (P) of the ordinance and is subject to monetary penalties.

Acknowledgements:

The ARO unit must be marketed concurrently with or prior to the market-rate units.

Landlord may not apply criteria or charge fees to applicants applying for affordable units that are not applied or charged to applicants applying for market-rate units.

ARO unit applicants must meet all of the requirements to rent at the development before they can be considered for the ARO program.

The ARO unit(s) in this project must follow the accessible unit preference policy and be made available on a first-come, first-served basis.

Any deposits or fees associated with applying for an ARO unit may not exceed 30% of the calculated price of rent for the ARO unit.

Apartment tours, if offered, must be made available for both ARO and market-rate unit applicants.

ARO unit applicants cannot be denied solely because they have section 8 vouchers.

I will inform DOH Long Term Monitoring Division if the marketing agent changes.

If an established ARO tenant requests a transfer to a larger ARO unit within this project, that tenant's income must be recertified by the property manager and approved by DOH Long Term Monitoring Division staff.

If an ARO tenant requests a transfer to an ARO unit at a different project, that tenant's income must be recertified by the property manager and approved by DOH Long Term Monitoring Division staff.

If an accessible ARO unit becomes vacant, the landlord must follow the preference policy in selecting a new tenant.

A DOH ARO staff representative may schedule a visit to any or all of the ARO units at this project with the landlord's agent.

I will immediately notify DOH Long Term Monitoring Division when an ARO unit becomes vacant.

I certify that the information presented herein is true and accurate to the best of my knowledge and belief.

Name: _____ Title: _____

Signature: _____ Date: _____