



**AFFIRMATIVE MARKETING CERTIFICATION**  
As of July 1, 2020

**Marketing**

1. How will the agency inform the public, owners, and potential tenants about Federal fair housing laws, Federal non-discrimination laws, and the agency's and City's affirmative marketing policy?

**The Road Home (TRH) will do the following to inform the community about Federal fair housing laws: 1) display the Fair Housing Poster in public spaces; 2) utilize the Equal Housing Opportunity logo on all housing-related advertisements, notices, and communications; and 3) post our Affirmative Marketing Plan on our website.**

2. Which demographic is least likely to apply for housing or programming? (Select all that apply.)  
 White  American Indian or Alaska Native  Native Hawaiian or Other Pacific Islander  Asian  
 Black or African American  Hispanic or Latino  Families with children (under age 18)  
 Other: \_\_\_\_\_
  - a. What data source was used to identify this population? HMIS Data & County census data
  - b. For each population least likely to apply, how will the program be marketed to reach this segment of the population?

**None of the above, we pulled race and ethnicity demographic data from HMIS for all of the individuals served in our Rapid Re-Housing (RRH) and emergency shelter programs. We then compared those data sets to 2019 Salt Lake County census data. The percentage of each demographic population that we are serving closely aligns with the Salt Lake County census data.**

3. How will the agency evaluate its marketing activities to determine if it has been successful in attracting individuals who are least likely to apply, including who will be responsible for conducting the evaluation, when the evaluation will be conducted, and how the results will inform future marketing activities?

**We will evaluate demographic information at the end of each fiscal year to see if we have any deviations in the demographic populations that we are serving compared to Salt Lake County demographics to identify if we need to expand on our marketing to reach specific populations. Our RRH eligibility paperwork is currently translated into both English and Spanish. We also have staff members who speak 13 different languages. We coordinate within the agency and utilize translation services whenever necessary to ensure that we are effectively marketing to and communicating with our clientele.**

I certify that **The Road Home** will comply with the following to affirmatively further fair housing in accordance with Salt Lake City's Affirmative Marketing Plan:

1. Use the Equal Housing Opportunity logo or slogan in all HUD-program related advertisements, notices, and communications.
2. Clearly display a fair housing poster in a public place within the agency's office.
3. Maintain hiring policies for staff working on HUD-funded programs that are nondiscriminatory in recruiting from both minority and majority groups including both sexes and the handicapped.
4. All advertising depicting persons shall depict persons of majority and minority groups, including both sexes.
5. Maintain records of applicants and program participants for a minimum of five years.

Michelle Flynn  
Signature

Michelle C. Flynn  
Printed Name

Executive Director  
Title

July 1, 2020  
Date