

Community Outreach/Engagement Marketing Strategy Plan

Overview

The Jefferson HOME Consortium consists of Jefferson Parish, the City of Kenner, and St. Charles Parish in partnership to administer the budgets, and activities to be undertaken with Community Development Block Grant (CDBG), HOME Investment Partnerships (HOME), and Emergency Solution Grant (ESG) program funds from the U.S. Department of Housing and Urban Development (HUD). The FY 2017 Action Plan contains the necessary goals, budgets, and activities to be undertaken. The required submission of the annual Action Plan to HUD commences the process for the Jefferson HOME Consortium to receive annual federal entitlement funds.

Critical to the success of HUD federally-funded entitlement programs is The Assessment of Fair Housing (AFH). HUD's rule clarifies existing fair housing obligations with a streamlined process to analyze the local fair housing landscape and set fair housing priorities and goals through an Assessment of Fair Housing (AFH). The AFH identifies four fair housing issues that program participants will assess:

1. **Patterns of integration and segregation;**
2. **Racially or ethnically concentrated areas of poverty;**
3. **Disparities in access to opportunity; and**
4. **Disproportionate housing needs**

Community participation is critical to this process and it will result in the setting of fair housing goals to increase fair housing choice and provide equal access to opportunity for all community members. The Jefferson HOME Consortium will then use the fair housing goals and priorities established in the 2017 AFH to inform the investments and other decisions made in their local planning processes. The first and most important step in the process is the Community Outreach/Engagement Plan.

Outreach/Engagement Plan

The following is the framework/guide for the Jefferson HOME Consortium's outreach to the community for the 2017 AFH. It must be noted that this Plan is not static, as it will evolve as outreach methods evolve and increase. The point is to be able to engage as much of the community as possible in order to assist in the process of ensuring fair housing for all citizens, fair housing requirements, and fair housing advocacy. The Jefferson HOME Consortium is required to set goals to overcome fair housing issues and related contributing factors. Those goals must inform subsequent housing and community development planning processes.

Marketing and Outreach Strategies

- Identify all the tools to be utilized for outreach efforts (i.e., public meetings; media; email and email group lists; social media; Jefferson Parish Public Information Office; website postings; hardcopy plans placed in community centers, libraries; postings of upcoming meetings at community centers, religious institutions, etc.; etc.)
- Identify the audiences the AFH needs to reach with its goals, messages, etc. (i.e., citizens, community groups, neighborhood associations, public officials, etc.)
- Identify the outreach goals (i.e., 1,000 citizens; 50 neighborhood associations)

- Identify the goals, strategies, and accomplishments of fair housing efforts in the Jefferson Consortium (Jefferson Parish, Kenner, and St. Charles Parish)
- Identify the impediments to fair housing
- Form partnerships with agencies, organizations, etc. that provide services oriented to fair housing goals. City of Kenner, St. Charles Parish, Housing Authority of Jefferson Parish etc.
- Hold events (meetings, seminars, etc.)
- Allow for additional meetings (meetings with citizens, public officials, etc.)
- List personnel, funds, and supplies that are needed
- Identify distribution of outreach materials
- Identify the budget for outreach
- Include an overall timeline with benchmarks

Marketing and Outreach Tools

Direct Mailings

- Direct mailing via U.S. Postal Service is a method of outreach that allows the community to receive meeting notices and information for the Assessment of Fair Housing. The Jefferson Parish Department of Community Development will utilize direct mailings where appropriate.
- A log/record/file/database of all sent and received physical correspondence will be maintained.

Meetings

- AFH Goals and Strategies

The following is a list of AFH Plan goals and strategies for the Jefferson HOME Consortium that will be conveyed as a part of the outreach and citizen participation process via meetings with the public and with stakeholders. The goals and strategies will continue to evolve as comments continue to be received by the public and stakeholders.

The goals of the Assessment of Fair Housing for the Jefferson HOME Consortium include:

- **Goal 1: Increase Quality and Affordable Housing through Rehabs**
- **Goal 2: Increase Quality and Affordable Housing through New Construction**
 - Strategy 1:** 25% increase in resources dedicated to housing rehab and production in the 2018–2022 Consolidated Plan Period.
 - Strategy 2:** 25% increase in the leveraging of other public (tax credits) and private funds in the 2018-2022 Consolidated Plan Period.

- **Goal 3: Promote a diverse range of housing opportunities, by type, size, density, cost, and location, consistent with demand and need including identifying high opportunity areas for both private and public investments.**
 - Strategy 1:** 25% increase in allocation of resources to assist qualified applicants with the reduction of increased housing costs (Lom/Mod Income, Elderly, Disabled Rehabs – such as Repairs on Wheels, VOA, NOEL and others)
 - Strategy 2:** 20% increase in the allocation of resources to increase homeownership through various programs including First Time Home Buyer Programs and with assistance for homeowners including education, stability, and financial capacity building free from discrimination.
 - Strategy 3:** 10% increase in the allocation of resources to provide assistance to special needs populations including the elderly and disabled.
 - Strategy 4:** Research possible new “Small Landlord and other rental rehab programs.
 - Strategy 5:** Increase education / outreach to increase and ensure maximum Public Housing and voucher utilization, and work with PHAs to identify potential First Time Home Buyers residing in public housing.

- **Goal 4: Jefferson Parish and Consortium members will expand existing funding for community and economic development targeted towards areas of need, such as Racially/Ethnically Concentrated Areas of Poverty (target areas).**
 - Strategy 1:** Investigate the potential of “target areas” and the necessary “set aside” and other funds/efforts necessary to make meaningful impacts on specifically identified areas. (10-20%).
 - Strategy 2:** Increase by 10% the allocation of resources to assist private developers and public infrastructure investment in target areas to reduce housing costs and increase social and geographic inclusion.
 - Strategy 3:** Increase 10% the allocation of resources to provide assistance to new and innovative projects including green infrastructure, community gardens and other assistance activities in R/ECAP areas.

- **Goal 5: Promote Fair Housing Awareness and Enforcement Capacity through community wide, landlord and tenant outreach and education.**
 - Strategy 1:** New allocation of resources and staff time to facilitate local and state fair housing and other organizations assist tenants with discrimination complaints and anti-NIMBY marketing and education campaigns.
 - Strategy 2:** Increase by 10% allocations of resources and staff time to facilitate local organizations with the assistance tenants and landlords with eviction prevention and other legal aid referrals.

- Public Meetings

Outreach activities undertaken include a series of public meetings, Jefferson Parish Web Site and Public Information Officer postings and notices, advertisement in the Times-Picayune the local newspaper of record, stakeholder outreach, and other outreach. These efforts were designed to encourage and broaden meaningful community participation in the AFH process. The types of outreach activities and public meetings are listed below. Additionally, public and stakeholder outreach efforts were conducted, inclusive of outreach to populations that are typically underrepresented in the planning process. Those populations include persons who reside in areas identified as R/ECAPs, persons who are limited English proficient (LEP), and persons with disabilities. Communications were designed to reach the broadest audience possible including Public Housing Authorities (PHAs) through administration and Resident Advisory Boards.

The following is the 2017 AFH public meetings schedule:

- Tuesday, August 15, 2017, 9:00 a.m. to 10:30 a.m. - Marrero Community Senior Center, 1861 Ames Boulevard, Marrero, LA 70072
- Wednesday, August 16, 2017, 4:00 p.m. to 5:30 p.m. - General Government Building, 200 Derbigny Street, Room 3503/3506, Gretna, LA 70053
- Tuesday, August 22, 2017, 9:00 a.m. to 10:00 a.m. - Kenner Council on Aging, 641 Compromise Street, Kenner, LA 70062
- Tuesday, August 22, 2017, 4:00 p.m. to 5:30 p.m. – Joseph S. Yenni Building, 1221 Elmwood Park Boulevard, Room 405, Jefferson, LA 70123
- Wednesday, August 23, 2017, 6:00 p.m. to 7:30 p.m. – Jefferson Parish East Bank Regional Library, 4747 W. Napoleon Avenue, Metairie, LA 70001
- Thursday, August 24, 2017, 3:30 p.m. to 5:00 p.m. – City of Kenner City Hall, 1801 Williams Boulevard, City Council Chamber, Building A, Kenner, LA 70062
- Thursday, August 24, 2017, 6:00 p.m. to 7:30 p.m. – City of Kenner Hispanic Resource Center, 4312 Florida Avenue, Kenner, LA 70065
- Friday, August 25, 2017, 3:00 p.m. to 4:30 p.m. - Martin Luther King Center, 1042 31st Street, Kenner, LA 70065
- Wednesday, August 30, 2017, 4:00 p.m. to 5:30 p.m. – Jefferson Parish Live Oak Library, 125 Acadia Drive, Waggaman, LA 70094
- Tuesday, September 5, 2017, 2:30 p.m. to 4:00 p.m. – Jefferson Parish West Bank Regional Library, 2751 Manhattan Boulevard, Harvey, LA 70058
- Tuesday, September 12, 2017, 10:30 a.m. to 11:30 a.m. – St. Charles Parish, Killona Community Center, 201 LA Highway 3141, Killona, LA 70057
- Monday, September 18, 2017, 6:00 p.m. to 7:30 p.m. - Jefferson Parish Housing Authority, 1718 Betty Street, Marrero, LA 70072
- Wednesday, September 20, 2017, at the regularly scheduled meeting of the Jefferson Parish Council at 10:00 a.m. - General Government Building, 200 Derbigny Street, Council Chamber, 2nd Floor, Gretna, LA 70053

- Stakeholder Meetings

Meetings will be conducted, as needed and/or necessary, with various community and other stakeholders including:

- Communities
- Community-Based Organizations that Represent Protected Classes – i.e., disability advocacy
- Neighborhood Associations
- State or Local Fair Housing Agencies/Organizations
- Housing Organizations
- Civic Associations
- Faith-Based Organizations
- Public and Private Agencies that Provide Social Services
- Public Officials
- Adjacent Government Agencies (Regional Needs; Transit; Employment; etc.)
- Organizations Relevant to Fair Housing Opportunity Analysis
- Philanthropic Organizations
- State and Local Universities
- Agency Meetings (i.e., Housing Authority, etc.)
- Local Public Housing Authorities
- Resident/Tenant Advisory Board/Committee of Public Housing Authority
- Meetings with Non-Profit Organizations (Council on Aging, etc.)
- Realtors, Property Managers, Developers, etc.

- Advertisements, Brochures, and Flyers

- Newspaper advertisements - Notices for the AFH and AFH meetings were advertised in the local newspaper of record.
- Develop informational brochures and/or flyers for the public meetings and to contain in the designated agency office for distribution purposes. The Jefferson Parish Department of Community Development produced meeting notice/informational flyers for distribution purposes. See the Appendix for the AFH Informational Brochure.
- Brochures and/or flyers will be distributed at designated locations (libraries, community centers, etc.)

Presentations

- Presentations will be provided, as requested (FY 2017 Action Plan meeting July 20, 2017, etc.). Presentations have been conducted, as requested, and presentations will continue to be conducted during public meetings.

Email and Phone Calls

- Email

- Established and provided a standard email address for information inquiries
- Provided email addresses for designated contacts
- Information will be emailed, as requested
- Public meeting notices will be emailed, as requested

- An email log/record/file/database of all received and sent emails will be maintained
- Comments and questions will be addressed in a timely manner
- Phone calls
 - A central phone number for phone calls will be designated and provided
 - Contact(s) to address incoming phone calls will be designated
 - Citizens will be allowed opportunities to contact proper representatives to address their comments and questions
 - Comments and questions will be addressed in a timely manner

Website

Consider establishing an official website for fast dissemination of information, as well as for gathering and addressing comments and questions.

- Designate an official website to contain the AFH – The Jefferson Parish website
- Establish a direct hyperlink to post and access the AFH, public meeting notices, etc. - The draft AFH and public meeting notices can currently be accessed via www.jeffparish.net, and specifically via <http://www.jeffparish.net/index.aspx?page=3655>
- Establish a direct hyperlink for public comments/questions - <http://www.jeffparish.net/index.aspx?page=3655>
- Consideration should be given to establishing an interactive area on the designated official website to allow a repository for of public comments and questions
- Contact(s) will be designated and their contact information will be provided on the designated official website
- Comments and questions will be addressed in a timely manner

Social Media

Social media has become one of the most important venues for fast dissemination of information, as well as for gathering and addressing comments and questions. This venue could be a very effective tool in the AFH process.

- Consider establishing Twitter and/or Facebook accounts to establish and house and official informational Twitter and/or Facebook Pages for the Jefferson HOME Consortium. This venue could be utilized to:
 - Meeting schedules and information, etc. would be tweeted and/or provided
 - Comments and questions from citizens, agencies, local officials, etc. would be received and addressed in a timely manner
- Designate contact(s) and provide contact information on the designated official social media sites

Other Media Sources

- Consider scheduling a public meeting promotion or informational featurette on a radio and/or television news station.

Needs Assessment Survey/Questionnaire

- A needs assessment survey/questionnaire, that will comprehensively gather comments and questions regarding fair housing, has been developed
- The physical hardcopy of the needs assessment survey/questionnaire will be distributed at public meetings, etc. See the Appendix for the AFH Survey.
- An interactive survey/questionnaire on the official website, to be accessed via a specific hyperlink, has been established via SurveyMonkey survey software and questionnaire tool. The direct web link to access the active AFH survey is <https://www.surveymonkey.com/r/JPAFH>.
- Responses, for incorporation into the AFH, would be gathered and recorded

Additional Outreach Sources

- Utilization of government public information offices for outreach efforts – The Jefferson Parish Public Information Office advertised the public meeting notice on the Jefferson Parish website.
- Multilingual outreach efforts will occur during the AFH process.

Appendix

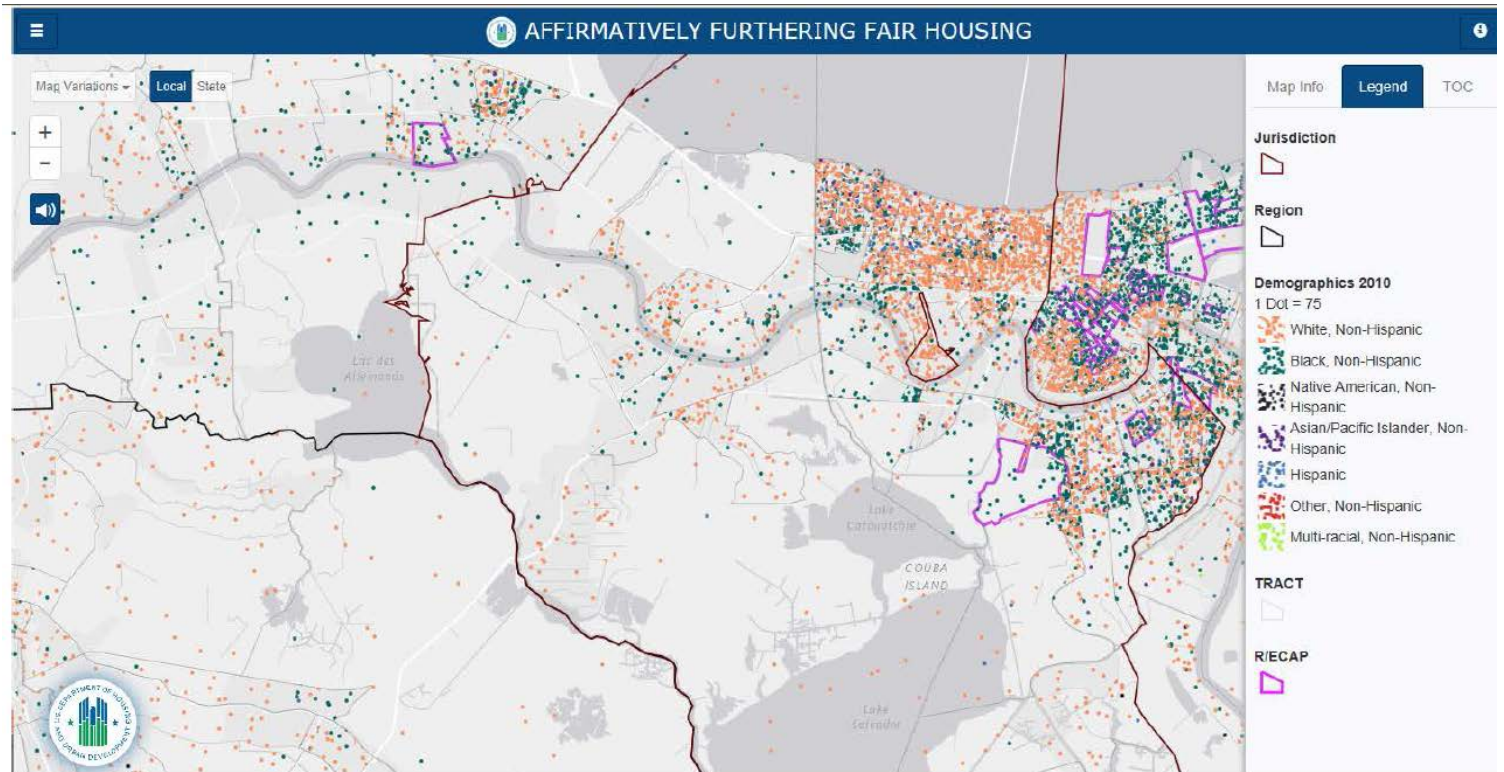
- AFH Informational Brochure
- AFH Survey



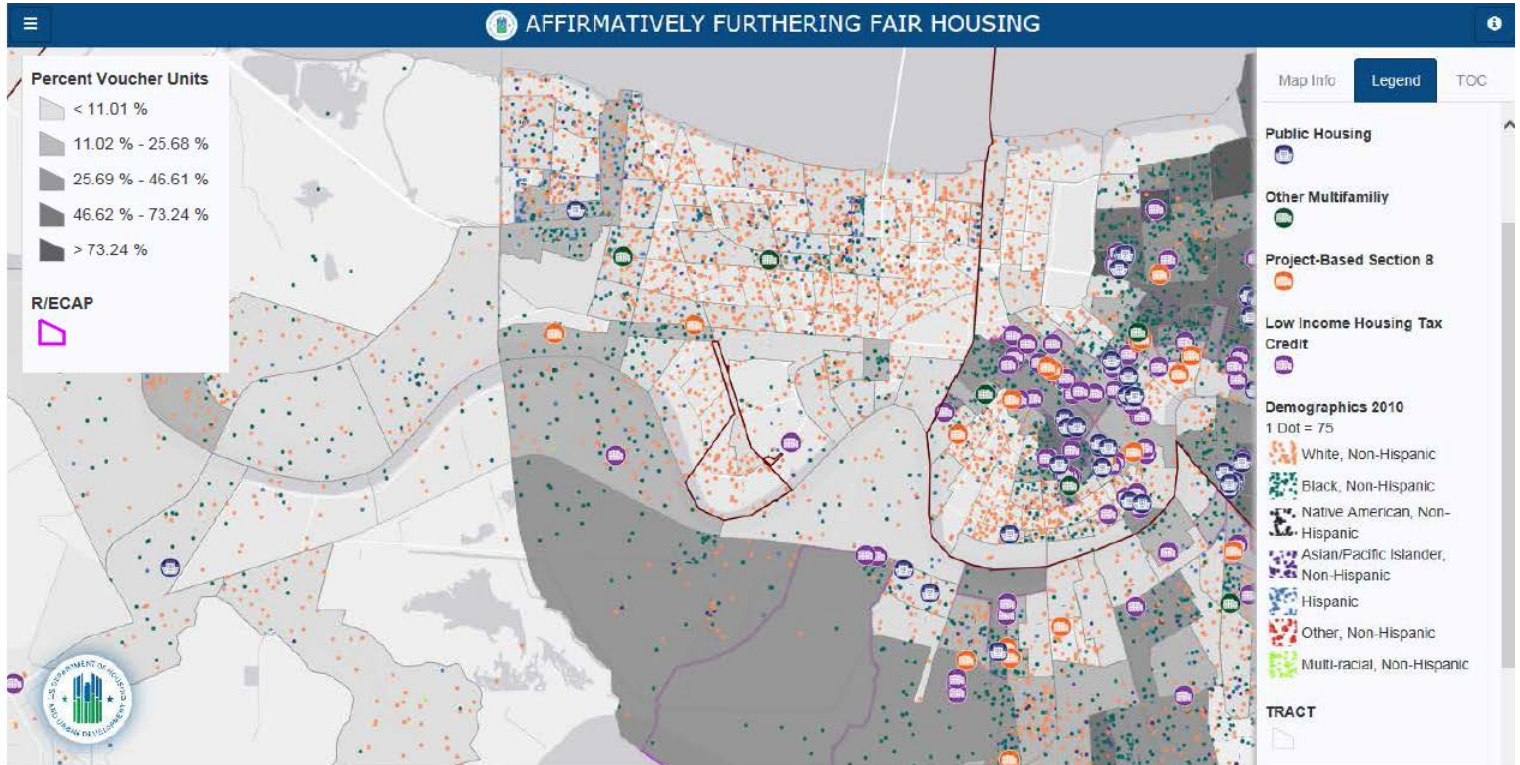
JEFFERSON PARISH, LOUISIANA

Department of Community Development Assessment of Fair Housing Public Meeting

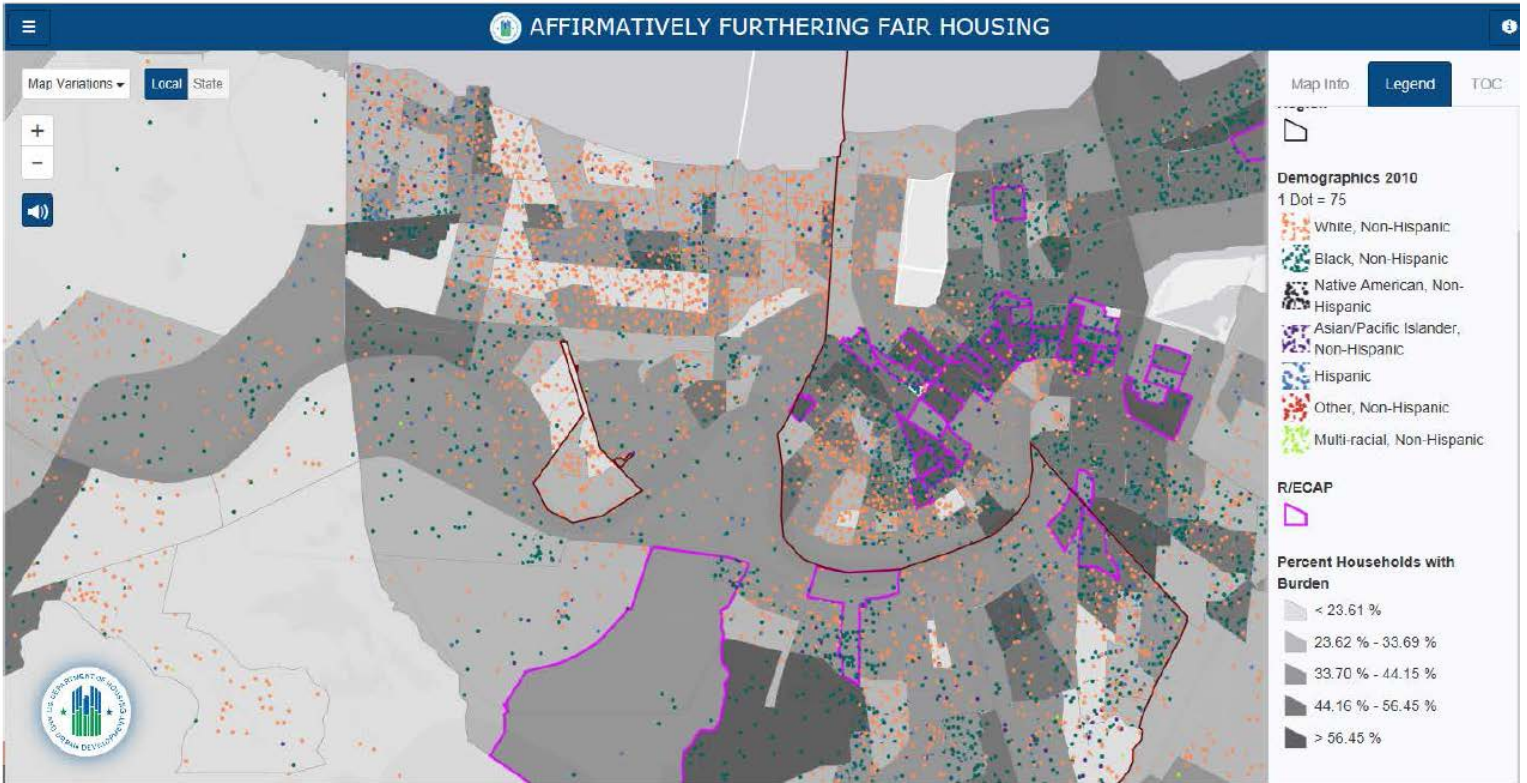
- The U.S. Department of Housing and Urban Development (HUD) requires cities and public housing authorities that receive federal funds for housing and community development to Affirmatively Further Fair Housing (AFFH). The obligation to Affirmatively Further Fair Housing (AFFH) Rule has been in the Fair Housing Act since 1968.
- To fulfill this requirement as recipients of these funds, JPDCD and HAJP must conduct an AFH which includes an analysis of fair housing data, an assessment of fair housing issues and contributing factors, and an identification of fair housing priorities and goals.
- The purposes of the AFH is to assess whether individuals and families have the information, opportunity, and options to live where they choose without unlawful discrimination related to race, color, religion, sex, familial status, national origin, or disability and assess whether housing options are realistically available in integrated areas and areas with access to opportunities.



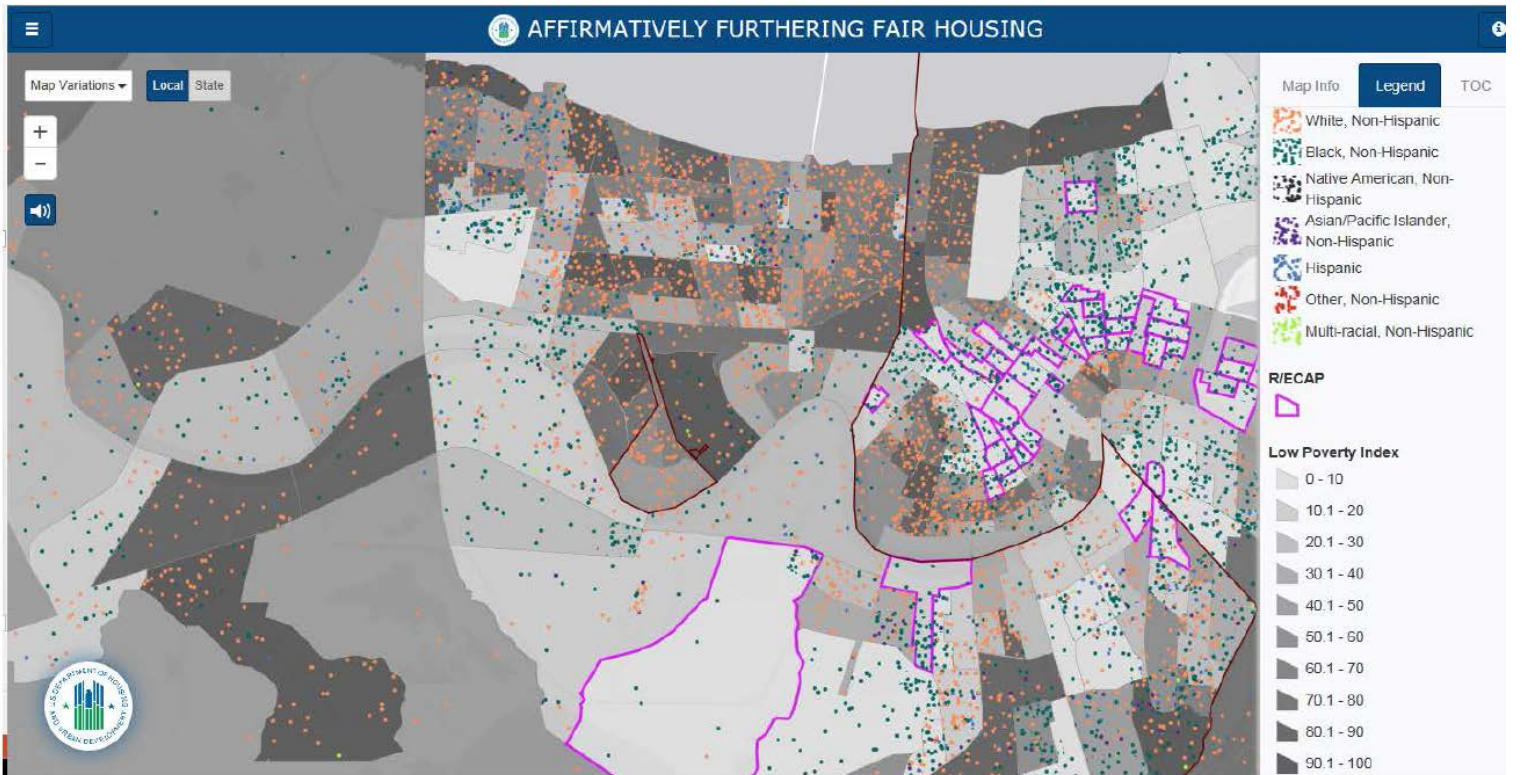
Map 1: Race / Ethnicity Data Update July 20th 2017 – Update reduces to 3 the R/ECAPs in Jefferson Parish



Map 5: Public Housing and Percent Voucher Use



Map 6a: Housing Problems and Race / Ethnicity



Map 12: Demographics and Poverty

Jefferson Parish HOME Consortium

JEFFERSON PARISH DEPARTMENT OF COMMUNITY DEVELOPMENT, HOUSING AUTHORITY OF
JEFFERSON PARISH, CITY OF KENNER, ST. CHARLES PARISH

Jefferson Parish HOME Consortium would like to thank you for taking part in this survey to assess fair housing in Jefferson Parish, the City of Kenner, the Parish of St. Charles and their respective Housing Authorities. The information you give is crucial in making housing better, fairer, and more affordable. Please answer to the best of your ability. You should not give any information that you are not comfortable giving, however all information is confidential. Please do not complete this survey if you have already done so.

1. What race/ ethnicity do you identify with?

- | | |
|--|---|
| <input type="checkbox"/> White, Not Hispanic or Latino | <input type="checkbox"/> African American or Black |
| <input type="checkbox"/> Asian | <input type="checkbox"/> American Indian or Alaska Native |
| <input type="checkbox"/> Native Hawaiian or Other Pacific Islander | <input type="checkbox"/> Hispanic or Latino |
| <input type="checkbox"/> Two or More Races | <input type="checkbox"/> Other race |

2. How old are you?

- | | |
|---|---|
| <input type="checkbox"/> Less than 21 years old | <input type="checkbox"/> 21 to 35 years |
| <input type="checkbox"/> 35 to 55 years | <input type="checkbox"/> 56 to 74 years |
| <input type="checkbox"/> 75 years and over | |

3. What gender do you identify with?

- Male Female

4. What is your yearly household income?

- | | |
|--|--|
| <input type="checkbox"/> \$0-\$15,000 | <input type="checkbox"/> \$15,001-\$30,000 |
| <input type="checkbox"/> \$30,001-\$45,000 | <input type="checkbox"/> \$45,001-\$60,090 |
| <input type="checkbox"/> \$60,001-\$75,000 | <input type="checkbox"/> Over \$75,000 |

5. In your opinion, what are the contributing factors that can lead to housing being unfair, substandard, and discriminatory?

Check all that apply:

- | | |
|--|---|
| <input type="checkbox"/> Lack of Access to Financial Services | <input type="checkbox"/> Community Opposition |
| <input type="checkbox"/> Access to Transportation | <input type="checkbox"/> Access to Proficient Schools |
| <input type="checkbox"/> Displacement of Residents | <input type="checkbox"/> Abandoned/Blighted Housing |
| <input type="checkbox"/> Impediments to Mobility | <input type="checkbox"/> Access to Supportive Housing |
| <input type="checkbox"/> Availability of Affordable Units | <input type="checkbox"/> Lack of Fair Housing Enforcement |
| <input type="checkbox"/> Location and Type of Housing | <input type="checkbox"/> Lack of Assistance for Re-Entry |
| <input type="checkbox"/> Lack of Public Investment | <input type="checkbox"/> Lack of Revitalization Strategies |
| <input type="checkbox"/> Lack of Private Investment | <input type="checkbox"/> Lack of Assistance for Housing Modifications |
| <input type="checkbox"/> Accessible to Supportive Housing for people with disabilities | <input type="checkbox"/> Private/Other Discrimination |

6. Rank the following goals, with 1 being the highest and 7 being the lowest priority

- A. Preserve and revitalize existing housing and neighborhoods 0 1 0 2 0 3 0 4 0 5 0 6 0 7
- B. Promote a diverse range of housing opportunities, by type, size, density, cost, and location, consistent with demand and need. 0 1 0 2 0 3 0 4 0 5 0 6 0 7
- C. Identify and eliminate or streamline regulatory barriers to the provision, maintenance and improvement of housing 0 1 0 2 0 3 0 4 0 5 0 6 0 7
- D. Increase the supply of housing which is affordable to low and moderate income households 0 1 0 2 0 3 0 4 0 5 0 6 0 7
- E. Promote housing opportunities for special needs groups, including the elderly and persons with disabilities 0 1 0 2 0 3 0 4 0 5 0 6 0 7
- F. Support development practices that promote attractive housing choices 0 1 0 2 0 3 0 4 0 5 0 6 0 7
- G. Promote non-discriminatory equal access' housing opportunity 0 1 0 2 0 3 0 4 0 5 0 6 0 7

JEFFERSON PARISH, LOUISIANA

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Jefferson HOME Consortium

DEPARTMENT OF COMMUNITY DEVELOPMENT
HOUSING AUTHORITY OF JEFFERSON PARISH
CITY OF KENNER
ST. CHARLES PARISH

Jefferson HOME Consortium would like to thank you for taking part in this survey to assess fair housing in Jefferson Parish, the City of Kenner, the Parish of St. Charles and their respective Housing Authorities. The information you give is crucial in making housing better, fairer, and more affordable. Please answer to the best of your ability. You should not give any information that you are not comfortable giving, however all information is confidential. Please do not complete this survey if you have already done so.

1. What race/ethnicity do you identify with?

- White, Not Hispanic or Latino African American or Black Asian
 American Indian or Alaska Native Native Hawaiian or Other Pacific Islander Hispanic or Latino
 Two or More Races Other race

2. How old are you?

- Less than 21 years old 21 to 35 years 35 to 55 years 56 to 74 years 75 years and over

3. What gender do you identify with?

- Male Female

4. What is your yearly household income?

- \$0-\$15,000 \$15,001-\$30,000 \$30,001-\$45,000 \$45,001-\$60,000 \$60,001-\$75,000 Over \$75,000

5. Housing Demographics

- A. In what city/parish do you live? Jefferson Parish City of Kenner St. Charles Parish
B. Do you own or rent your home? RENT/LEASE OWN
C. If you rent, do you live in public housing? YES NO
D. If you rent, do you use Section 8 vouchers? YES NO

6. What type of home do you live in?

- House Apartment Duplex Mobile Home Nursing Home Assisted Living Other

7. Housing Composition

- A. Who is the head of the household? Male Female
B. How many people are in your household? 1 2 3 4 5 Over 5
C. How many are children? 1 2 3 4 5 Over 5
D. How many are disabled? 1 2 3 4 5 Over 5
E. How many are elderly? 1 2 3 4 5 Over 5

8. Have you ever faced or felt any form of housing discrimination in one of the areas of the Jefferson HOME Consortium?

- YES, City Name _____ NO NOT SURE

9. What reason do you believe that you were discriminated against? Check all that apply:

- Race Color National Origin Gender Age
 Disability Ancestry Religion Sexual Orientation Marital Status
 Family Status (e.g. due to children) Source of Income (i.e. welfare)
 Other: _____

10. Did you report the incident?

- YES - If Yes, who did you contact? _____
 NO - If No, why not?
 Don't know where to report Afraid of retaliation
 Too much trouble Do not believe it makes any difference
 Other: _____

11. Check three (3) **CONTRIBUTING FACTORS**, in your opinion, that can lead to housing being unfair, substandard, and discriminatory?

- No credit/Bad credit/Low wages No public transportation to area No good schools in neighborhood
 Community Opposition No group homes/assisted living Abandoned/Blighted Housing
 Lack of Affordable Units Displacement of Residents Cannot live in certain areas
 No help for those returning from prison Lack of Public Investment Lack of Fair Housing Enforcement
 Lack of Revitalization Strategies Lack of Private Investment Location and Type of Housing
 Lack of Assistance for Housing Modifications
 No access to Supportive Housing for people with disabilities
 Private / other Discrimination _____

12. Do you think there is enough affordable housing units close to the following? Check all that apply:

- Hospitals Churches Schools Bus line Jobs Grocery Parks and recreation

13. Check three (3) goals, in your opinion, that would help **STOP DISCRIMINATION** in housing:

- A. Keep and fix up existing housing and neighborhoods
B. Point out and get rid of or update old laws that make it difficult to keep and maintain housing
C. Build more housing which is affordable to low and moderate income households
D. Support housing choices for special needs groups, including the elderly and persons with disabilities
E. Change code enforcement policies that support better construction laws based on the community needs
F. Enforce fair housing

14. Check one (1) goal, in your opinion, that would most help **PROMOTE FAIR HOUSING** in the Jefferson HOME Consortium:

- A. Increase quality and amount of affordable housing through rehabilitation
B. Increase quality and amount of affordable housing through new construction
C. Support different housing choices based on the demand and need of the neighborhood
D. Promote and increase funding for housing in neighborhoods that have been determined as high areas of poverty
E. Promote and teach the community on fair housing laws and how to report complaints