

MANSFIELD HOUSING AUTHORITY

Affirmative Fair Housing Marketing Plan (AFHMP)

Housing Choice Voucher Program

1. Housing Program Name and Address:
Section 8 Housing Choice Voucher Program
Mansfield Housing Authority
309 Maple Road
Storrs, Tolland County, CT 06268
2. Annual Contribution Contract Number: CT038
3. Number of Vouchers: 149
4. Census Tracts used for Town of Mansfield Housing Market: 8811, 8813, 8815
5. **Local Market** Demographics includes the jurisdiction of the Mansfield Housing Authority (MHA): Towns of Mansfield, Coventry, Willington Ashford and Chaplin.
6. **Expanded Market** Demographics includes Windham, Tolland, Hartford, and New London Counties
7. All correspondence should be sent to the Managing Agent:
Mansfield Housing Authority
309 Maple Road
Storrs, CT 06268
Telephone: 860-487-0693
Email: Svangsness@mansfieldhousingct.org
8. Entity Responsible for Marketing: See 7 above
9. Current Participants and Demographics:
 - a. Current Participants (Dec. 2016) on Section 8 Housing Choice Voucher Program

| | |
|-------------------------------------|--------|
| White | 59.69% |
| Black | 11.63% |
| Hispanic | 27.13% |
| Asian | .78% |
| Am. Indian and Alaskan Native | .78% |
| Native Hawaiian or Pacific Islander | 0.00% |

| | |
|---------------------------|--------|
| Persons with Disabilities | 35.66% |
| Families with Children | 62.79% |
| Elderly (62+) | 7.75% |

b. 2015 Waiting List (250 Wait Listed – from 3317 applicants):

| | |
|---------------------------------------|--------|
| White | 36.80% |
| Black | 30.80% |
| Hispanic | 30.00% |
| Asian | 2.40% |
| Am. Indian | 2.80% |
| Native Hawaiian or Pacific Islander | 0.80% |
| Persons with Disabilities | 0.40% |
| Families with Children | 77.60% |
| Elderly (62+) | 0.40% |
| No Ethnicity or no Race | 18.00% |
| Multiple Races | 4.80% |
| Total Applicants outside Jurisdiction | 76.00% |

c. Local Market Demographics:

| | |
|-------------------------------------|--------|
| White | 83.31% |
| Black | 2.86% |
| Hispanic | 5.39% |
| Asian | 5.84% |
| Am Indian | .09% |
| Native Hawaiian or Pacific Islander | 0.00% |
| Persons with Disability | 7.87% |
| Families with Children | 26.73% |
| Elderly (62+) | 13.37% |

d. Local Market: Renters with income < 80% Area Median Income

| | |
|------------------|--------|
| White | 83.24% |
| Black | 1.05% |
| Hispanic | 6.91% |
| Asian | 7.56% |
| American Indian | 0% |
| Pacific Islander | 0% |
| Other | 1.23% |

e. Town of Mansfield Demographics: (Census Tracts 8811, 8813, and 8815)

| | |
|-----------|--------|
| White | 75.69% |
| Black | 4.90% |
| Hispanic | 6.42% |
| Asian | 9.91% |
| Am Indian | .10% |

| | |
|-------------------------------------|--------|
| Native Hawaiian or Pacific Islander | 0.00% |
| Persons with Disability | 7.86% |
| Families with Children | 8.65% |
| Elderly (62+) | 16.79% |

f. Town of Mansfield: Renters with incomes < 80% Area Median Income

| | |
|------------------|--------|
| White | 80.04% |
| Black | 1.70% |
| Hispanic | 6.06% |
| Asian | 11.51% |
| American Indian | 0% |
| Pacific Islander | 0% |
| Other | 0.68% |

10. Expanded Housing Market Demographics

| | |
|-------------------------------------|--------|
| White | 70.68% |
| Black | 9.79% |
| Hispanic | 14.58% |
| Asian | 4.44% |
| American Indian | .17% |
| Native Hawaiian or Pacific Islander | 0.00% |
| Persons with Disability | 12.14% |
| Families with Children | 26.99% |
| Elderly (62+) | 16.76% |

b. Renters <80% AMI

| | |
|------------------|--------|
| White | 51.96% |
| Black | 16.81% |
| Hispanic | 26.03% |
| Asian | 2.49% |
| American Indian | 0.25% |
| Pacific Islander | 0.04% |
| Other | 2.41% |

Least Likely to Apply:

We consider the least likely to apply to be persons with disabilities, Black, Hispanic and Elderly families.

11. Residency Preference: The MHA has no preferences.

12. Marketing Activities.

The following will be sent with the opening announcement attached to all Partner Organization:

Mansfield Section 8 Waiting List Opening Marketing Information

Providing housing first can help individuals and families successfully deal with life's challenges. We understand this and want to reach out to all individuals and families that might be interested in applying for our Section 8 HCV Program. We are sending this announcement to you in an effort to reach as many people as possible. We would appreciate it if you would share this with anyone you think would be interested. Information on each town in our jurisdiction can be found at the following web addresses:

1. www.mansfieldct.gov
2. www.willingtonct.org
3. www.coventryct.org
4. www.ashfordtownhall.org
5. www.chaplinct.org

Partner Organizations to receive Section 8 Notice of Waiting List Opening

1. Town of Mansfield
 - a. Social Services
 - b. Senior Center
 - c. Library
 - d. Community Center

2. Town of Willington
 - a. Social Services
 - b. First Selectman Office
 - c. Senior Center

3. Town of Coventry
 - a. Social Services
 - b. Senior Center

4. Town of Ashford
 - a. Social Services
 - b. First Selectman Office
 - c. Senior Center

5. Town of Chaplin

- a. First Selectman Office
 - b. Senior Center

- 6. Hartford HealthCare
 - a. Natchaug Hospital - Sachem House Adult Program
 - b. Older Adult Program (Over 55) Windham Hospital
 - c. Quinebaug Treatment Center

- 7. Access Agency - Willimantic

- 8. Dept. of Social Services: Willimantic Branch

- 9. Social Security Administration: Willimantic Branch

- 10. www.cthcvp.org

- 11. Windham No Freeze Shelter

- 12. Connecticut Coalition Against Domestic Violence – United Services of Willimantic
 - a. Dayville
 - b. Willimantic
 - c. Wauregan
 - d. Columbia

- 13. Windham Regional Community Council

- 14. UCONN Veterans Affairs and Military Programs
 - a. University of Connecticut
 - b. VA Willimantic Outpatient Clinic

- 13. Fair Housing Poster.

This is displayed on the bulletin board in the lobby of the MHA.

- 14. This Affirmative Fair Housing Marketing Plan.

This is available at the MHA office and on its webpage.

- 15. Evaluation of Marketing Plan.
 - a. After the creation of a Section 8 waiting list, the statistics of those applicants selected to be placed on the waiting list (via lottery selection) compared to those in the expanded market area will be assessed.

- b. Specifically, the MHA will look for changes in the number of applicants for those “least likely to apply.”
- c. Any determination to change the existing marketing plan would be made if and when there is a statistically significant change to the category of families found to be “least likely to apply.”

16. Marketing Staff.

Due to the size of the program, the MHA has no marketing staff positions. As part of their other duties, the Executive Director and the Section 8 Coordinator will coordinate marketing.

17. Staff Training and Assessment: AFHMP

- a. All office staff was trained on December 8, 2016 by Open Community Alliances, both orally and in writing, on non-discrimination and fair housing policies.
- b. The MHA will endeavor to have employees attend formal training on an annual basis, however employees continue informal training on an ongoing basis through information provided by HUD, free online educational webcasts, and reading fair housing notices submitted to professional organizations who advocate for fair housing.
- c. The AFHMP will be reviewed when:
 - i. the Consolidated Plan as set by the State of Connecticut is updated, or
 - ii. there are material changes in the demographics or housing market, or
 - iii. after each new Section 8 waiting list has been established.

18. Selection of Applicants.

- a. Applicants are selected by lottery in accordance with the Section 8 Administrative Plan.
- b. Staff does not select applicants. Applicants are randomly chosen to be placed on the waiting list by lottery via a housing software program.