



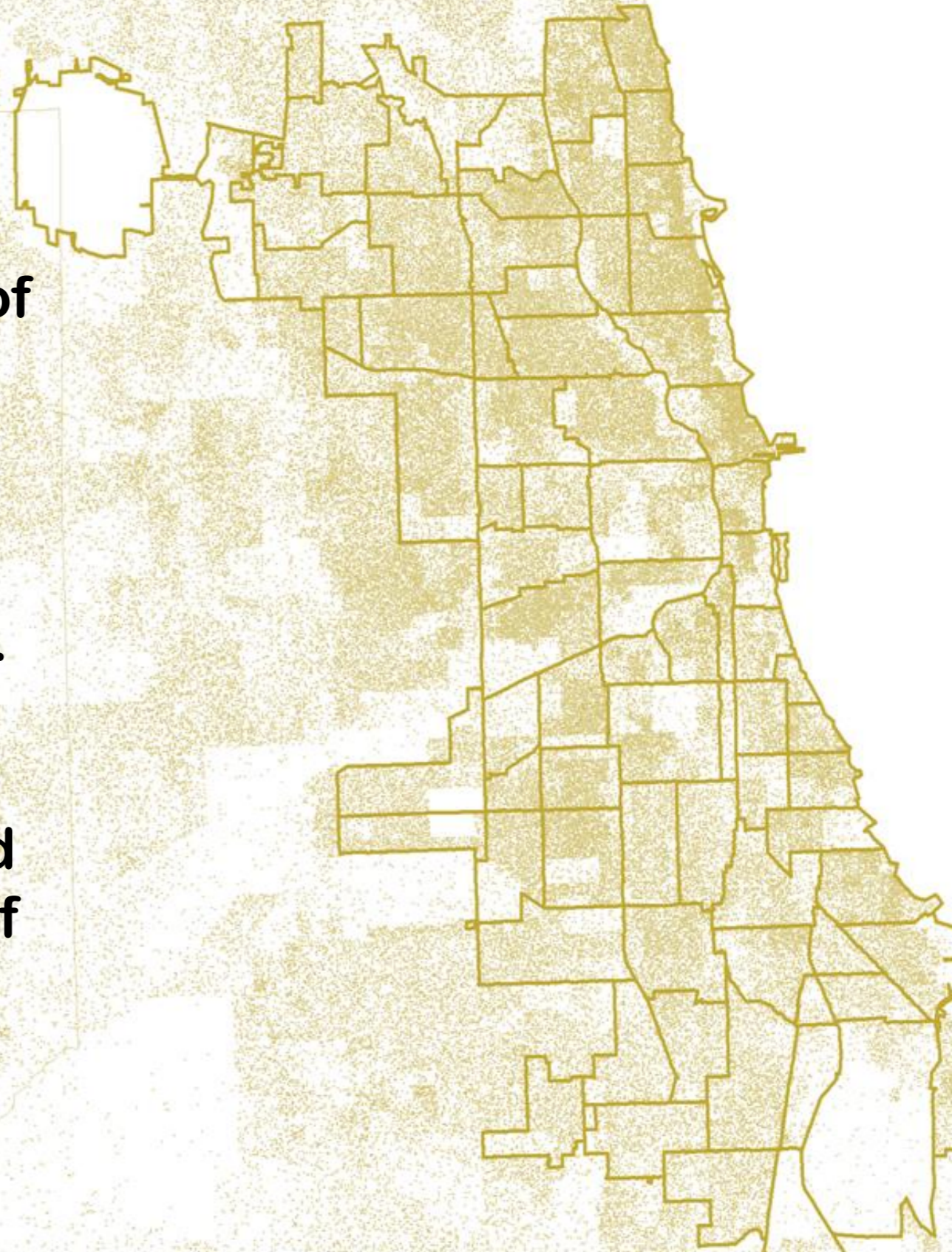
Affirmatively Furthering Fair Housing: Developers' Best Practices





Chicago Area Fair Housing Alliance

- **The Chicago Area Fair Housing Alliance (CAFHA) is a consortium of fair housing and advocacy organizations, government agencies, and municipalities committed to the value of fair housing, diversity, and integration.**
- **Since 1985, CAFHA works to combat housing discrimination and promote integrated communities of opportunity through research, education, and advocacy.**



Agenda

- **Understanding Affirmatively Furthering Fair Housing**
- **Basic AFFH Practice**
- **AFFH in the Chicago Region**
- **HUD and IHDA perspectives on AFFH**
- **Working with Others and Making a Difference**



Affirmatively Furthering Fair Housing in Development



What is Affirmatively Furthering Fair Housing?

- **Affirmatively Furthering Fair Housing (AFFH) is taking proactive steps beyond simply claiming to avoid discrimination.**
- **AFFH includes activities to foster more inclusive communities and provide access to community assets for all persons.**
- **AFFH activities should improve integration and reduce concentrations of poverty.**

What AFFH Covers

- **AFFH includes all protected classes.**
- **For race and national origin, AFFH priority is integration and LEP.**
- **For familial status, AFFH priority is bedrooms.**
- **For disability, AFFH priority is accessibility.**
- **For religion and gender AFFH priority is marketing and welcoming.**

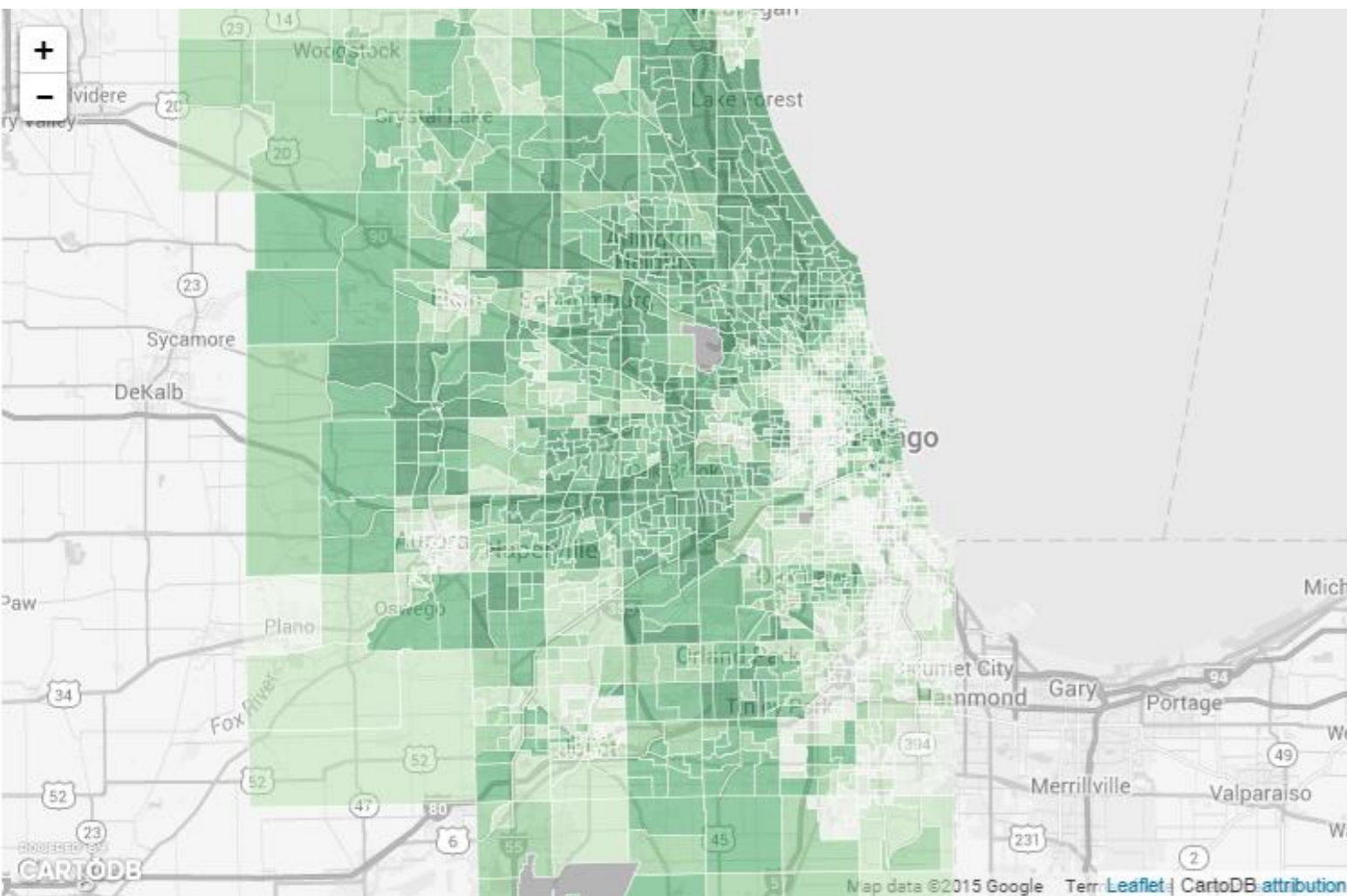
Affirmative Marketing Plans

- Requirements remain essentially unchanged.
- Must demonstrate a marketing plan to attract those least likely to apply.
- Data to consider includes, historical participation with developer, census tract of proposed development, housing market area, expanded housing market area if segregation compels it, and existing tenancy if applicable.
- Consider all protected classes.

The Geography of Opportunity

- The region has distinct opportunities.
- Affordable housing is one of these opportunities.
- Others include access to high quality education and employment, safety, green space, transportation options, retail options, and health factors.
- Affordable housing frequently is located away from the other opportunities.

CHICAGO AREA FAIR HOUSING ALLIANCE



Enter an address

Search ↻

Where's the opportunity?

Find the levels of opportunity for education, employment, fiscal capacity, income, and transportation for any place in Chicagoland.

Enter an address or browse the map to find the opportunity for your neighborhood.

[Read more »](#)

HUD's New Rule on AFFH

- **Jurisdictions you work in are now more accountable for AFFH.**
- **Eventually HUD NOFAs and grant programs will prioritize AFFH.**
- **Promoting AFFH will go beyond FHEO to CPD and other offices in HUD.**
- **ICP v State of Texas complements this Rule and demonstrates why jurisdictions will be hesitant to continue the status quo.**

Changes in IHDA's QAP

- PPA Process is considering concentrations of poverty and social viability.
- PPA directs applicants to consider opportunity areas.
- Universal Design gains points.
- Opportunity Areas and Community Revitalization Efforts are incentivized.
- Affordability Risk situations are for gentrifying areas in need of preservation.

Creating Integration

- Now more than ever you have the power to be the agents for integration.
- HUD, IHDA and others are in process of prioritizing housing that racially integrates and deconcentrates poverty.
- Everyone knows this is harder because of NIMBYism and higher costs for land or because communities are nervous about gentrification.
- Advocates and government entities want to help make it a reality though.

Collaboration with CBOs and Others

- **Access Living and Centers for Independent Living can help identify persons with disabilities.**
- **Consider Olmstead agencies as well.**
- **Fair Housing Organizations can provide referrals.**
- **Community-Based Organizations, including those outside the housing market area often receive requests for affordable housing leads**

OPRHC Experience/CAFHA TA

- **Affirmative marketing**
- **Working to build community support**
- **Promoting and explaining the benefits of integration**
- **Connecting the interests of landlords and tenants**

Contacting CAFHA

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