

City of Atlanta
Affordable Housing Marketing and Administration Plan

Overview:

This Plan outlines the ongoing marketing and leasing responsibilities of owners and agents (“Owner”) for housing units in order to satisfy the “Actively Marketed” requirement in the governing City of Atlanta Land Use Restriction Agreement (“LURA”) between Owner and the Office of Housing and Community Development (“OHCD”) for project units during both lease-up and re-rental.

Instructions:

- Owner should complete and submit the Plan to OHCD as early as possible but at least 90 days prior to the anticipated issuance of a CO at dcpiz@atlantaga.gov.
- The Plan should be accompanied the following supporting documents:
 - A copy of the rental application to be used, and credit check materials.
 - The NPU presentation described below, which occurs prior to lease up commencing.
 - The NPU as well as all adjacent NPUs must be notified of any vacancies by sending the info on the vacancy to OHCD, for the details to be included in the monthly then NPU planners report).
 - 1-pager described below.
- Once received, OHCD will review all materials for compliance and consult Owner for any necessary changes or recommended resources.
- Once Plan is approved, the Owner must notify OHCD of any proposed changes to the plan.

A. Owner

Name: _____

Address: _____

Phone Number: _____

Email: _____

B. Project Information

Name: _____

Address: _____

C. Commencement Dates

Construction: _____

Advertising: _____

Occupancy (est.): _____

D. Marketing Agent (if applicable)

Contact Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

E. Managing Agent. (if applicable)

Name: _____

Company: _____

Address: _____

Phone: _____

F. Required Outreach

In order to successfully market the property to income-eligible households, property owners and managers are required to perform outreach in a variety of settings.

1. NPU(s)

Owners must present on the project to the project NPU as well as all adjacent NPUs within 30 days of the CO date (before or after).

See shapefile of NPU districts [here](#). Contact Daniel Vasquez at 404.330.6637 or dvasquez@atlantaga.gov to schedule to appear at NPU meetings.

Presentations must include a short Powerpoint with project photos showing:

- the location of project,
- number of available units, and income, rent, and eligibility, and
- application fee information along with the contact information for the leasing agent handling affordable applications.

Please submit a copy of the NPU presentation with this marketing template.

NPU Presentation Schedule (to be completed by applicant after confirming with Daniel Vasquez):

NPU	Date

2. Municipal Outreach

Owners should provide a 1 pager with

- project photos showing the location of project,
- number of available units, and income, rent, and eligibility, and
- application fee information along with the contact information for the leasing agent handling affordable applications.

Please submit the 1 pager with this marketing template. OHCD will then facilitate the distribution of information to municipal employees (e.g., APS, APD, COA).

3. Community Organization Outreach

Owners must identify a minimum of three (3) local, community-based organizations and distribute the 1 pager. List contacts below.

Community Organization	Date of Outreach	Name of Contact	Contact Title	Contact Email

4. Online Advertising

Owner should market on the following sites and paste links to listings below. Add any additional websites used for marketing. Links may be included as hyperlinks to save space.

Site	Website	Project/Unit URL	Date Posted
DCA	https://www.georgiahousingsearch.org/		
Facebook	https://www.facebook.com/groups/286922801512581/		
Craigslist	https://atlanta.craigslist.org/d/apartments-housing-for-rent/search/apa		

G. Program Eligibility Criteria

Credit Check Fee: _____

Any Other Fees to be Charged: _____

Are Section 8 or other housing vouchers accepted at this property? _____

H. Program Eligibility Criteria

List all owner screening processes and criteria for leasing at this project. Attach a copy of the lease application to be used at the project.

I. Owner's Selection/Rejection Criteria (indicate those that apply)

- | | |
|---------------------------------------|----------------------------|
| 1. Income Eligibility | 5. Rent Payment History |
| 2. Student Status | 6. <i>**Credit History</i> |
| 3. <i>*Criminal Background Checks</i> | 7. Home Visit |
| 4. Falsification of Information | 8. Other (specify) |

*** Criminal Background Checks - Explain in DETAIL the procedures in use:**

**** Credit History - Explain in DETAIL the procedures in use**

***When rejecting an applicant based on a criminal background check, the owner must indicate the reasons why the applicant is being rejected. Provide a list of reasons why an applicant might be rejected.**

Describe any additional owner-elected criteria.

SEE NEXT PAGE FOR SIGNATURES

Submitted by:

Company: _____

By: _____

(Signature)

Name: _____

Title: _____

Date: _____

Approved by:

Agency: _____

Staff _____

Name: _____

Date: _____