

ATTACHMENT B- AFFIRMATIVE MARKETING

SVdP's affirmative marketing plan will actively promote housing opportunities to a diverse range of households, particularly those who might be underserved or disadvantaged in the housing market. This plan aims to ensure equal access to housing opportunities and to prevent discrimination based on race, color, national origin, religion, sex, disability, familial status, or other protected characteristics. By leveraging a mix of digital, print, and community-focused strategies, the affirmative marketing plan seeks to reach diverse demographics.

The affirmative marketing plan will prioritize robust community engagement through both social media and in-person initiatives, including in Spanish. Leveraging social media platforms, we will create and share engaging content that highlights the benefits of our Project. These platforms will serve as vital tools for reaching a broad audience and provide visibility and engagement.

In-person community engagement will be a cornerstone of our marketing strategy. We will utilize community partners and community events that reach diverse demographics and particularly protected classes, such as Martha's Closet, to provide information and to market both prongs of the Project.

Staff will be trained to market the MHC and HLP to a wide array of demographics, including focusing on Black and Hispanic communities, seniors, and households with disabilities. We will ensure inclusivity and accessibility and make reasonable accommodations for individuals with disabilities and provide all marketing materials and resources in both English and Spanish. This commitment includes having bilingual staff available during events and on social media platforms, as well as offering translation services for all loan program documentation and community information.