



Commonwealth of Massachusetts  
DEPARTMENT OF HOUSING &  
COMMUNITY DEVELOPMENT

Charles D. Baker, Governor ♦ Karyn E. Polito, Lt. Governor ♦ Jennifer D. Maddox, Undersecretary

**PHN 2022-03**

To: All Local Housing Authorities  
From: Ben Stone, Director, Division of Public Housing  
Date: February 10, 2022  
Re: **Fair Housing Marketing Plan**

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This Public Housing Notice provides updated information and resources on matters relating to Fair Housing Marketing Plans (“FHMP”).

State-aided public housing regulations at [760 CMR 4.07](#) require LHAs to biennially determine whether the percentage for each minority (defined in [760 CMR 5.03](#)) group in the LHA's housing by program (elderly/family) is significantly below the percentage for the minority group in the general population of the city or town or in the general population of the applicable metropolitan statistical area (“MSA”), whichever is greater, and, if so, shall update and implement its written FHMP to ensure affirmative outreach to the minority group.

[DHCD PHN 2021-14](#) notified LHAs that starting with the 6/30/22 – 3/31/23 fiscal year end planning year, LHAs will be required to adopt Language Access, Reasonable Accommodation, and Fair Housing Marketing plans as part of Performance Management Review (PMR). DHCD already release template [Reasonable Accommodation](#) and [Language Access](#) plans; this represents the final required plan template.

To assist LHAs in complying with the regulation, implementing FHMPs, and meeting the requirements of PMR, DHCD has created a Template FHMP, attached to this PHN, that LHAs may utilize. DHCD does not require LHAs to adhere exactly to this template. The LHA’s FHMP should be reviewed and adopted by the LHA Board before use. DHCD encourages LHAs to consult with their attorneys prior to adoption of the LHA’s FHMP.

Briefly, the template FHMP outlines the relevant federal and state fair housing law, provides a space for LHAs to record Town/City, MSA, and LHA demographic data, outlines marketing and outreach policies applicable to all LHAs, and provides space for LHAs to include additional marketing and outreach information specific to its housing programs and affirmative fair housing goals. DHCD has provided a data tool to assist LHAs in documenting the racial/ethnic composition of an LHA’s Town/City and MSA: [https://hed-lhacensus.azurewebsites.net/LHA\\_Census\\_R1.aspx](https://hed-lhacensus.azurewebsites.net/LHA_Census_R1.aspx). The tool relies on data from the most recent 5-year sample of the American Community Survey published by the U.S. Census Bureau. DHCD will update this data tool periodically as the U.S. Census Bureau publishes new data.

Upon adopting the FHMP, LHAs shall initiate a marketing effort whenever any of the following situations occur:

- a. the LHA's minority tenant population is significantly (a difference of one percentage point or more) below the percentage for the minority group in its City/Town or general population of the MSA, whichever is higher;
- b. the waiting list, including available MRVP vouchers, is less than the number of applicants anticipated to be placed in the next 12 months;
- c. applications for new programs or units will be accepted; or
- d. the overall minority tenant population is less than the LHA's Affirmative Action Goal adopted pursuant to 760 CMR 5.10(3).

If you have questions related to this PHN or the attached Template FHMP, please contact your Housing Management Specialist.