

Appendix

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City of Columbia Affirmative Marketing Plan

This document establishes affirmative marketing procedures and requirements for rental and homebuyer projects containing 5 or more HOME assisted housing units. The City will ensure that any sub-recipients utilizing HOME funding for developments of 5 or more HOME assisted housing units will implement the following procedures.

- The City and its sub-recipients will inform the public, owners, and potential tenants about Federal fair housing laws and HUD regulations as they relate to affirmative marketing. This will take place during application for funding, compliance monitoring, and during public meetings pertaining to HOME assisted project consisting of 5 or more units.
- The City and its sub-recipients shall utilize the Equal Housing Opportunity logotype on all advertisements, press releases, or written communication regarding the HOME assisted project.
- The City and its sub-recipients will utilize media outlets that reach minority citizens when advertising, providing a press release or communicating information regarding the HOME assisted units consisting of 5 or more units. These outlets may include but not be limited to newspaper, television, radio, list serve, community organizations, and places of worship, counseling agencies, and other City facilities.
- The City and its sub-recipients shall retain records displaying what actions were taken to ensure that affirmative marketing and minority outreach efforts were adequately conducted for HOME assisted housing developments consisting of 5 or more units.
- The City shall annually assess affirmative marketing efforts by each sub-recipient that utilizes HOME funding for developments consisting of 5 or more units. This assessment will take place when the City annually reviews compliance with HUD regulations and local building code compliance inspections. The City will inform the sub-recipient on any deficiencies and include corrective actions to be taken with specific timelines for completion.

The City will assess the results of affirmative marketing efforts for the following projects:

- Hanover Estates and Hanover Gardens
- Waterbrook Place Apartments
- Bethel Ridge Phases I and II
- The McBaine Townhomes
- 281 Appletree

4. *Minority and Women's Business Outreach*

The City will continue to directly solicit minority and female owned contractors in all of its procurement activities, including professional services activities. The City is currently operating under a multi-year contract utilizing female owned businesses for lead hazard evaluation. The City is directly involved in providing training to new MBE and WBE Enterprises, included the

participation of the Columbia Builds Youth Program in lead safe work practice training. The City maintains a list of MBE and WBE rehabilitation contractors that are provided to property owners choosing rehabilitation contractors. The list is provided to sub recipients on request. Newspaper advertisements are used, not less than annually, to try and attract MBE and WBE enterprises to the City's Owner Occupied Housing Rehabilitation Program.

City of Columbia Section 3 Compliance Plan

Summary

The City of Columbia will adhere to the Department of Housing and Urban Development's (HUD's) guidelines concerning Section 3 and the support of employment opportunities for low and very low-income residents as a result from HUD funded projects. The City of Columbia will use guidance from 24 CFR 135 to maintain compliance with Section 3 requirements.

As a recipient Community Development Block Grant, HOME, and Neighborhood Stabilization funding, the City of Columbia will annually certify to HUD that it will comply with the requirements of Section 3. The City of Columbia will implement requirements of Section 3 to contractors or subcontractors that receive contracts for Section 3 eligible projects.

Eligible Projects

All projects / activities involving housing construction, demolition, rehabilitation, or other public construction, i.e., roads, sewers, community centers, etc., that are completed with HUD Community Planning and Development funding are subject to the requirement of Section 3.

Section 3 Residents

1. Residents of Public or Indian Housing; or
2. Individuals that reside in the metropolitan area in which the Section 3 applicable assistance is expended and whose income does not exceed the local HUD income limits for low- or very low-income households. (80% median income or 50% median income)

Section 3 Business Definition

A Section 3 business is a business located within Boone or Howard Counties that meets one of the following criteria:

1. The business is 51% or more owned by Section 3 residents.
2. Permanent, full-time employees* include persons at least 30% of whom are currently Section 3 residents, or within three (3) years of the date of first employment with the business concern were Section 3 residents.
3. Contractors utilize HUD Youthbuild (Job Point, Columbia Builds Youth) in the city of Columbia in which Section 3 covered assistance is expended.
4. Evidence of a commitment to subcontract in excess of 25% of the dollar award of all subcontracts to be awarded to business concerns that meet the qualifications set forth in #1, 2, or 3 above.

Procedures to Ensure Section 3 Requirements

Bid Specifications & Contract clauses will be included in all City of Columbia bid specifications and contracts whose funding is derived from HUD and involves housing construction, demolition, rehabilitation, or other public construction, i.e., roads, sewers, community centers, etc.

In accordance with the regulation, residents and business concerns seeking Section 3 preference shall certify, and/or submit evidence to the City of Columbia, contractor, or subcontractor, verifying that they meet the definitions provided above.

Section 3 Compliance:

To ensure compliance with Section 3 requirements, the City of Columbia will document actions taken to comply, including but not limited to:

1. Facilitating the training and employment of Section 3 residents by notifying the Columbia Housing Authority, Columbia Area Career Center, Job Point, and other local job training centers of new employment, training, or contracting opportunities resulting from the expenditure of federal funding;
2. Assisting and actively cooperating with HUD in ensuring contractors and subcontractors comply with Section 3;
3. Refraining from entering into contracts with contractors that are in violation of Section 3 regulations; and
4. Documenting actions taken to comply with Section 3 and submitting Section 3 Summary reports (HUD Form 60002).