

Entry Point Affirmative Marketing Policy

CoC Program interim rule 24 CFR 578.93(c); 24 CFR 5.105(a)(2) and HUD Coordinated Entry Notice: Section I.C.1, requires Coordinated Entry systems to affirmatively market CoC supportive services and housing to eligible persons least likely to apply in absence of special outreach.

The Entry Point Affirmative Marketing Strategy is designed to ensure all suburban Cook County households have fair and equal access to Entry Point and CoC services and housing regardless of sex, gender identity, age, color, creed, disability status, family status, marital status, sexual orientation, ethnicity, national origin, religion, limited English proficiency or any other attribute or characteristic that could be perceived as a barrier to gaining entry to services and/or housing.

The Alliance and participating agencies will identify subpopulations who are eligible for but have historically not participated, enrolled, and entered in CoC programs regardless of race, color, national origin, religion, sex, age, familial status, disability, actual or perceived sexual orientation, gender identity, marital status, immigration status, limited English proficiency. The Alliance and Entry Point lead team will routinely evaluate the effectiveness of the Affirmative Marketing Strategy by measuring participation by eligible individuals from the identified underserved populations as well as those facing actual or perceived barriers due to sex, gender identity, age, color, creed, disability status, family status, marital status, sexual orientation, ethnicity, national origin or religion or persons with any other attribute or characteristic that could be perceived as a barrier to gaining entry to services and/or housing. The Entry Point Affirmative Marketing Strategy will be modified if determined necessary.

Entry Point Affirmative Marketing Procedures will include the following:

- An outreach program that includes measures designed to attract those groups identified as least likely to apply and other efforts designed to attract persons from the total population;
- Advertising in locations or media that are used by those identified as least likely to enter Entry point or CoC services and housing;
- Marketing Entry Point and CoC services and housing at CoC participating agencies as well as community, religious, support organizations or other groups frequented by those least likely to enter CoC services and housing;
- Developing a brochure or handout that describes the Entry Point processes to be used by persons experiencing a housing crisis to locate, identify, and access Entry Point services;
- Developing a website that describes the Entry Point processes to be used by persons experiencing a housing crisis to locate, identify, and access Entry Point services;
- Ensuring that the Entry Point lead staff, staff at Entry Point access locations, Entry Point assessors and staff at CoC and ESG participating agencies have been trained about the Fair Housing Act, and the purpose and objectives of Entry Point Affirmative Marketing Policy;
- Good faith efforts will be made to ensure that marketing media is accessible by eligible persons in suburban Cook County regardless of sex, gender identity, age, color, creed, disability status, family status, marital status, sexual orientation, ethnicity, national origin, religion, limited English proficiency/literacy or any other attribute or characteristic that could be perceived as a barrier to gaining entry to services and/or housing.