

**Outreach and Affirmative Marketing for  
Section 8 (EOHP) and Lower-Income  
Public Housing Programs**

U.S. Department of Housing  
and Urban Development  
Office of Fair Housing and Equal Opportunity



**Monitoring Review Checklist**

<b>Areas of Review:</b> Outreach and Affirmative Marketing	<b>Yes</b>	<b>No</b>
1 The PHA has an acceptable Equal Opportunity Housing Plan (EOHP) which meets the applicable civil rights requirements. If no, explain	<input type="checkbox"/>	<input type="checkbox"/>
2 The PHA utilizes appropriate methods for disseminating information on the PHA program to a full cross-section of the eligible population	<input type="checkbox"/>	<input type="checkbox"/>
3 The PHA has established appropriate means for providing public notice to lower-income families. If no, explain:	<input type="checkbox"/>	<input type="checkbox"/>
4 The PHA utilizes one or more of the following methods to provide information on the program to lower-income groups.	<input type="checkbox"/>	<input type="checkbox"/>
(a) Newspaper advertisements;	<input type="checkbox"/>	<input type="checkbox"/>
(b) Radio advertisements; and	<input type="checkbox"/>	<input type="checkbox"/>
(c) Television	<input type="checkbox"/>	<input type="checkbox"/>
5 The PHA has targeted outreach activities to families (minority or nonminority) in need of assistance to overcome the effects of prior discrimination or other conditions which resulted in limited participation	<input type="checkbox"/>	<input type="checkbox"/>
6 The PHA mailed brochures or flyers to agencies or organizations for distribution	<input type="checkbox"/>	<input type="checkbox"/>
7. Did the PHA utilize one or more of the following locations to display posters containing the Equal Housing logo?	<input type="checkbox"/>	<input type="checkbox"/>
(a) Neighborhood bulletin boards	<input type="checkbox"/>	<input type="checkbox"/>
(b) Barbershops	<input type="checkbox"/>	<input type="checkbox"/>
(c) Beauty Salons	<input type="checkbox"/>	<input type="checkbox"/>
(d) Churches	<input type="checkbox"/>	<input type="checkbox"/>
(e) Clubs or Lodges	<input type="checkbox"/>	<input type="checkbox"/>
(f) Corner grocery stores	<input type="checkbox"/>	<input type="checkbox"/>
(g) Department of Human Services	<input type="checkbox"/>	<input type="checkbox"/>
(h) Employment Commission	<input type="checkbox"/>	<input type="checkbox"/>
(i) Food Stamp Offices	<input type="checkbox"/>	<input type="checkbox"/>
(j) Local fast food establishments	<input type="checkbox"/>	<input type="checkbox"/>
(k) Local shoe repair shops	<input type="checkbox"/>	<input type="checkbox"/>
(l) Social Security Offices	<input type="checkbox"/>	<input type="checkbox"/>
8 Was there a large, legible sign in a conspicuous location at this project, which included the Equal Housing Opportunity logo and information on the place and time to apply?	<input type="checkbox"/>	<input type="checkbox"/>
9 Were efforts made to encourage participation by owners, including the use of minority media? (Section 8 only)	<input type="checkbox"/>	<input type="checkbox"/>
10 Were actions taken to establish working relationships with owners and real estate broker associations? (Section 8 only)	<input type="checkbox"/>	<input type="checkbox"/>
11. Were actions taken to target a broad span of outreach activities to owners and real estate brokers, in an effort to ensure, to the extent possible, maximum awareness of the need to provide dwelling units for leasing by eligible families, and to solicit maximum participation? (Section 8 only)	<input type="checkbox"/>	<input type="checkbox"/>