

**WESTCHESTER COUNTY FAIR AND AFFORDABLE HOUSING  
IMPLEMENTATION PLAN  
March 12, 2010**

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**AppendixH-1: Fair housing Outreach & Education Plan**

**Westchester County Fair Housing Outreach & Education Plan**

The County will produce and fund Fair and Affordable Housing Education & Public Relations campaign to broaden support and promote the fair and equitable distribution of affordable housing in all communities, including public outreach specifically addressing the benefits of mixed-income housing and racially and ethnically integrated communities that includes:

- Bus tours, including a virtual tour video for the website
- Website information
- Public service announcements
- Print and radio advertising and publications
- Bus advertising
- Press releases for relevant activities and promotions
- List Serve – for the distribution of information (we would encourage local businesses to have their employees enroll on)
- Materials and training specifically geared for Planning Board and Town Board members
- Sponsor Annual Housing Expo at the Westchester County Center with the Westchester Interfaith Housing Corporation and/or other non-profit sponsors for prospective homebuyers and/or other housing events
- Participate in community health fairs, senior citizen events, disability advocacy events, and clergy events,
- Housing Counseling activities by HUD-certified housing counseling agencies
- Sponsor Land Use Leadership Alliance Training Program through Pace Land Use Law Center, to support “Building Communities One Conversation At A Time”
- Promote and educate on Universal Design Standards
- Work with community resources including libraries, churches, community agencies, municipalities and non-profit agencies.

The County will educate realtors, condominium and cooperative boards and landlords with respect to fair and affordable housing activities that includes:

- Production of a Fair Housing video geared specifically for this audience
- Materials and training specifically geared for nonprofit agencies
- website information
- Support use of “testers” by appropriate agencies when discrimination is suspected

Please note that the first such event in 2010, will be a presentation made by the County’s Human Rights Commission to the New York State Board of Realtors on February 1, 2010 in Albany, New York. **Presentation:** Westchester County Fair Housing Law **Overview:** Presentation will focus on the history, development and application of the new Westchester County Fair Housing Law, its application and cases presented to date. Additionally, the Commission’s partnership with HUD and dual filing of cases will be discussed.

## **Appendix F(ii)**

As outlined in the Implementation Plan, please note that the County intends to complete the implementation of the Centralized Intake Tool before proceeding with this Education & Public Relations Campaign in order to ensure that a systematic, online tool is operational and available as a resource for those persons whose interest is captured by the County's comprehensive educational and outreach efforts, and so that branding of the program materials proceeds any individual effort. The County will include, in future quarterly reporting, provide a detailed accounting of the actions taken and amounts spent in furtherance of its Paragraph 33 obligations.