Affirmative Marketing

**Affirmative Marketing Policy**

The LA County CES shall affirmatively market housing and supportive services to eligible persons 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, or who are least likely to apply in the absence of specialized outreach in order to promote every individual’s full and complete participation in CES.

**Affirmative Marketing Procedures**

1. All promotional materials (both printed materials and digital media) describing CES services, processes, and policies shall include clear and concise language directly describing how CES processes are available to all eligible persons 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, or who are least likely to apply in the absence of special outreach or accommodation.

2. CES participating agencies are required to market their housing and supportive services to eligible persons 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, or who are least likely to apply in the absence of special outreach.

3. All CES participating agencies shall retain copies of marketing materials with evidence of affirmatively furthering fair and equal access to all CES processes. Copies of marketing materials shall be provided upon request by funders, partners, and participants in CES services.

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1 This policy seeks to comply with the following regulations and guidance from the U.S. Department of Housing and Urban Development (HUD):
   - Continuum of Care (CoC) Program interim rule: 24 CFR 578.93(c)
   - Emergency Solutions Grants (ESG) Program interim rule: 24 CFR 576.407(a) and (b)
   - HUD Coordinated Entry Notice: Section II.B.5
   - HUD Equal Access Rule: 24 CFR 5.105(a)(2) and 5.106(b)