

## **Attachment B – Affirmative Marketing**

This affirmative marketing plan ensures that the services, and other benefits provided under this grant are accessible to all eligible owners of mobile homes, but with a particular focus on low to moderate-income (LMI) individuals and on demographic groups that are traditionally underrepresented. Data from Attachment A indicates that census tracts containing mobile home communities have higher percentages of two of those demographics compared to the county average: Black or African American and Hispanic residents. This data highlights the importance of targeted outreach to these communities.

### **Community Outreach**

The project will collaborate with local community contacts, service providers, and MDC Community Resource Centers that serve the target populations and areas surrounding mobile home communities. To build trust and raise awareness of available programs, informational sessions and community meetings will be conducted in diverse neighborhoods spread across the entirety of MDC.

Significantly, a public hearing for community input will be held at the Hialeah Community Resource Center prior to this grant application's submission. Hialeah is an area within Miami-Dade County with a higher concentration of both Hispanic residents and mobile homes. This strategic location choice underscores MDC's commitment to reaching demographic groups that might not typically engage with such opportunities.

### **Marketing Channels**

A multifaceted approach will be employed to ensure broad outreach. Marketing efforts will include:

- Website and social media multilingual posts tailored to reach the target demographics.

- Multilingual television and/or radio stations that serve local members of the targeted groups.
- Multilingual print media, such as newspapers and magazines, that have a strong presence in the MDC community.
- Distribution of multilingual flyers and posters in community centers, libraries, and other public spaces frequented by the target population.

### **Language Accessibility**

To guarantee accessibility for non-English speakers, outreach materials and services will be provided in multiple languages. Marketing materials will be translated into Spanish, Haitian Creole, and/or other relevant languages, ensuring that language is not a barrier to accessing information and services. Additionally, language assistance services will be available during community meetings and informational sessions.

### **Disability Accessibility**

Ensuring accessibility for individuals with disabilities is a priority for the project. Marketing materials will be made available in accessible formats, such as large print, braille, and audio. Venues for community meetings and informational sessions will be selected to ensure physical accessibility.

### **Monitoring and Evaluation**

The effectiveness of affirmative marketing efforts will be rigorously monitored. Demographic data on program participants will be collected, and regular surveys and feedback sessions will be conducted to assess outreach effectiveness. These measures will allow for continuous improvement of strategies based on feedback and data analysis.

## **Compliance with Federal Non-Discrimination Requirements**

All outreach activities and strategies will comply with federal nondiscrimination requirements. This ensures that MDC's efforts not only reach but also respect and support all members of the community.

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