**Attachment 1 to Inclusionary Housing Plan**

**Inclusionary Housing Fair Housing and Marketing Plan – TEMPLATE**

*A Fair Housing and Marketing plan is required as part of the Inclusionary Housing Plan submittal, in compliance with City of East Palo Alto Municipal Code Section 18.37.090. The Fair Housing and Marketing Plan must be submitted prior to Planning approval, but may be refined thereafter, and is and codified in the Inclusionary Housing Agreement. The below plan must be approved by the Housing Division prior to the Planning Commission hearing. The below template may be used to draft the plan.*

*Please address the following in the plan below:*

* *Anticipated timeline for the sale of both market-rate and inclusionary units, indicating concurrent marketing and sale of both types of units*
* *Description of how the Inclusionary Units will be marketed to the public in a nondiscriminatory and equitable manner*
* *Acknowledgement of City of East Palo Alto Local Preference Policy, which will apply to the Inclusionary Units*

*The marketing of all units should be concurrent between market rate and Inclusionary Units. Final inspections or certificates of occupancy (including temporary certificates when there are multiple phases or buildings) will not be approved for more than 50% of the market-rate units until final inspections or certificates of occupancy have been issued for all (100%) of the Inclusionary Units (EPA Municipal Code 18.37.070).*

**Project Information:**

*Address:*

*APN:*

*Census Tract:*

**Applicant Information:**

**Entity Responsible for Marketing:**

**Identify Staff Member Responsible for Marketing:**

**Target Date of Initial Occupancy for all units:**

**Estimated Advertising Start Date for all units:**

**Demographics of Target Area:**

*The objective of determining demographics is to ensure affirmative marketing of the units, i.e. marketing that reaches those least likely to apply, and that all units in the development are marketed in a fair and equitable manner.*

**Acknowledgment of Local Preference:**

*Placeholder language: The Applicant acknowledges the City of East Palo Alto Local Preference Policy and commits to comply with it.*

**Description of Outreach and Marketing Activities to Community:**

*At a minimum, please note specific local advertising sources and community groups that may be contacted as part of outreach. Note languages that information will be presented in. Please see below acknowledgement of partnership with third-party administrator.*

**Acknowledgment of Need to Partner with Housing Department and City Third-Party Administrator**

*Placeholder language: Applicant acknowledges that it is responsible for the marketing of all units and must follow fair marketing practices between the market rate units and the Inclusionary Units. The Applicant may market and sell the inclusionary units in partnership with a third-party administrator to implement and oversee this part of the Inclusionary program. If the City makes available a program/process that the Applicant can participate in, this will be reflected in the Inclusionary Housing Agreement and codified before Building Permits may be issued. Ultimately, the Applicant is still responsible for the fair marketing of units and through this acknowledgement understands that this is a requirement of the City’s Inclusionary Housing Program.*