

## **EXHIBIT 4.34**

### **MARKETING PLAN AND GOOD NEIGHBOR POLICY**

Applicants submitting proposals for funding must include a mini Marketing Plan. Persons and households that live and/or work in Orange County will be given a preference for occupancy in developments that are funded under this NOFA.\*

#### **Marketing Plan should include:**

- 1) The tenant selection procedures;
- 2) How owners will affirmatively market housing assisted with NOFA funds;
- 3) For units with Project-Based Vouchers (PBVs), how the owner will not advertise the PBV units until notification of the posting of the public notice for said units has been provided;
- 4) What owners will do to inform persons not likely to apply for housing;
- 5) Plans for maintenance of records to document actions taken to affirmatively market units and to assess marketing effectiveness; and
- 6) Since the County is a regional lender, describe how the owner will market units to all areas of Orange County\*

\* OC Housing and Community Development (HCD) will allow preferences for occupancy to local residents for homeless developments in Urban County Participating Cities on a case-by-case basis. Refer to Section 2.07 Residency Preferences of the NOFA for guidance. HCD reserves the right to require that units assisted under this NOFA be referred through the Coordinated Entry System.

#### **Good Neighbor Policy (Unincorporated County Only)**

Applicants submitting proposals for funding for developments in the Unincorporated County must include a Good Neighbor Policy in addition to a mini Marketing Plan. Good neighbor strategies may include but are not limited to community outreach to neighbors and homeowner associations to educate them on the planned use of the development and to ensure that there is no major opposition to the development. Borrower is required to provide the County with documents such as meeting flyers, meeting agendas, written community feedback, if received, and developer written plans to address community feedback.

**Certification of Compliance with the Affirmative Fair Housing Marketing Policy**

To whom it may concern:

1. I, \_\_\_\_\_ *[name]* am the \_\_\_\_\_ *[owner or manager]* of a OC Housing and Community Development assisted property located at \_\_\_\_\_ *[property address]*, Orange County, California \_\_\_\_\_ *[zip code]*, which is known as the \_\_\_\_\_, *[name of apartments]*.
  
2. I am aware that owners of all OC Housing and Community Development (HCD) assisted properties must comply with HCD’s Marketing Policy which includes the following:
  - (a) When advertising a unit, the owner will solicit applications in accordance with fair housing law.
  
  - (b) The owner will utilize various community contacts in order to solicit applications from a wide range of potentially eligible persons. These contacts may include, but not limited to:
    - (1) a list of community-based organizations, provided by the Equal Opportunity Office;
    - (2) social service providers;
    - (3) city-wide newspapers;
    - (4) community and minority newspapers; and
    - (5) minority radio stations
  
  - (c) The owner will use fair housing logo or slogans in all advertisements.
  
  - (d) The owner will provide fair housing information to potential tenants at pre-application briefings.
  
  - (e) The owner will document all efforts to meet the requirements of this policy and will submit said documentation to HCD during its annual review of the project or when requested.
  
  - (f) The owner will provide tenant education, which may include, but not limited to:
    - (1) Review of lease terms
    - (2) Rules and responsibilities for tenancy
    - (3) Review of tenant’s financial responsibility
    - (4) Review of housekeeping and maintenance requirements of unit

\_\_\_\_\_  
Name of Authorized Official

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature of Authorized Official

\_\_\_\_\_  
Date