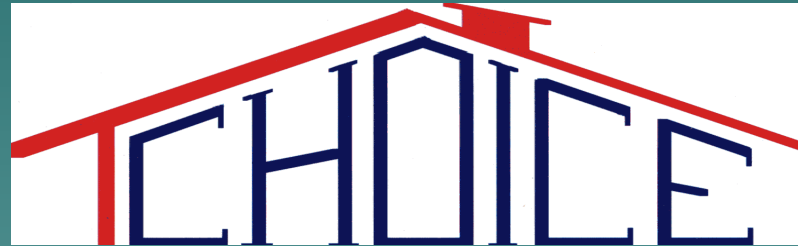


# **Marketing to People with Disabilities** ***Making Your Housing*** ***Accessible for ALL***



Coalition for Housing Opportunities In the Community for Everyone,  
Inc.

***Governors Housing Conference***  
***November 13, 2008***

# Speakers

- ◆ Michael Scheurer
- ◆ Jeannie Cummins
- ◆ Barry Weintraub

# What we're going to cover:

- ◆ Issues concerning accessible units
- ◆ Who are people with disabilities?
- ◆ What barriers do people with disabilities face when seeking to purchase or rent suitable housing?
- ◆ How can you increase connections to the disability community?
- ◆ What can steps can be taken to ensure marketing efforts are effective.
- ◆ How can CHOICE and other resources around Virginia be of assistance?

# Who is CHOICE?

CHOICE is ..

- ◆ a consumer-directed alliance of individuals, organizations and government agencies in the disability community and affordable housing fields
- ◆ focused on increasing the supply of affordable, accessible, integrated housing
- ◆ a catalyst for new affordable, accessible housing initiatives

# What has CHOICE accomplished:



- ◆ Home modifications for persons with physical disabilities
- ◆ Website with links to housing resources for people with disabilities and a distribution list to advertise accessible, affordable housing
- ◆ Accessible Design Award for residential projects that exceed legal requirements
- ◆ Workshops on homeownership for people with disabilities and strategies for financing affordable, accessible multifamily projects
- ◆ Advocating for universal design in affordable housing

# Why should you care?

- ◆ **It's the law**

- **Fair Housing Act**

- **Americans with Disabilities Act**

- **Common Violations**

- **Compliance Liability**

- **Working Toward Compliance**



# Common Barriers



Homebuyers and renters with disabilities:

- ◆ viewed as costly population with whom to do business or as a population that does not need rental housing or homes for sale
- ◆ often compete against non-disabled households for accessible units if these units are not set aside
- ◆ lack accurate information about the accessible features in a building or unit
- ◆ are unable to find accessible housing that is affordable, and vice versa
- ◆ are denied the ability to make modifications to their units or to get accommodations related to apartment rules or procedures
- ◆ cannot find information about available units
- ◆ face discriminatory treatment (NIMBY)



# So, What Should I Do?

1. Accessibility Checklist. Assess your
  - Housing
  - Office
  - Business practices
2. Defining the Market Before Producing Accessible Units
  - Coordinate with local CSB/DSB/Disability Services to know unit sizes needed
  - Coordinate with Section 8 program for housing subsidies

# Marketing Considerations

## 3. Strategies

- Advertising
  - ◆ What kinds of media
  - ◆ Where to reach people with disabilities
  - ◆ Make literature and materials in alternative formats
  - ◆ What information to include
  - ◆ Other helpful tools (photos, floor plans with measurements)

# What Kinds of Media?

## ◆ Typical

- Newspaper
- Radio
- Realty magazines/newsletters

## ◆ Targeted

- Disability newsletters
- Disability listservs
- Community resource fairs
- Disability conferences
- Disability magazines (Ability, New Mobility, Mainstream)

# Where to Reach People with Disabilities?

- ◆ They are everywhere!
- ◆ Targeted places – see handout

# Make Literature Available in Alternative Formats

## ◆ What literature?

- Sales: Listings, promotional packages, sales contracts & related documents
- Rentals: Listings, applications, leases, policies

## ◆ What formats?

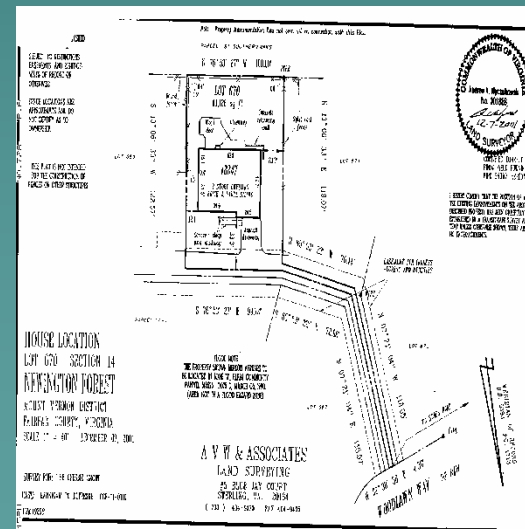
- Large print
- .txt format on CD ROM or disk
- Audiocassette tape
- Braille

# What Information to Include

- ◆ Proximity to accessible public transportation and services
- ◆ Access to sidewalks and curb cuts
- ◆ Accessible features in common and private areas
- ◆ Inaccessible features in common and private areas
- ◆ Description of the topography of the lot
- ◆ Safety features (e.g., secured entrances)
- ◆ Availability of property management staff
- ◆ Rental subsidy info or special mortgage financing available (and eligibility criteria)

# Other Helpful Tools

- ◆ Photographs of Exterior and Unit Interior (esp. kitchens & baths)
- ◆ Accessibility Checklist
- ◆ Floor Plans
- ◆ Survey



# So What Should I Do?

## 4. The Site Visit

- Tips for communicating with people who have disabilities
- Teach staff to use the Relay System (711)
- Point out accessible features in common areas and units
- Bring a tape measure!
- Know your agency policy on requests for modifications and accommodations

# So What Should I Do?

- Have referrals handy for:
  - Home modification experts
  - Architects (e.g., VHDA's list of Universal Design Certificate Holders at [http://www.vhda.com/vhda\\_com/apps/DocumentLibrary/document\\_load.asp?docid=2717](http://www.vhda.com/vhda_com/apps/DocumentLibrary/document_load.asp?docid=2717))
  - Contractors (e.g., NAHB's CAPS list at <http://www.nahb.org/directory.aspx?sectionID=686&directoryID=188>)
- Have information available about funding sources for accessibility modifications:
  - Livable Homes Tax Credit
  - Assistive Technology Loan Fund
  - Department of Rehabilitative Services
  - Virginia Housing Development Authority Accessibility Grants
  - Local Homeowner or Renter Accessibility Modification Programs

# So What Should I Do?

## 5. The Application Process

- Make sure your application is available in alternative formats
- Consider alternative ways of demonstrating ability to pay rent on time, payment history, stable income source, etc.

# Post Your Available Units on NAAC

The screenshot shows a Mozilla Firefox browser window displaying the National Accessible Apartment Clearinghouse website. The browser's address bar shows the URL <http://www.accessibleapartments.org/custom/communityedit.asp>. The website's logo, "National ACCESSIBLE APARTMENT Clearinghouse", is prominently displayed at the top left. A vertical navigation menu on the left side includes links for Home, Basic Search, Advanced Search, Contact Us, Register Your Community, and Edit Your Community. The main content area is titled "NAAC Online Community Details" and contains the following information:

- Date Last Update:
- Last Updated By: New Community
- To toggle the help panels: either click the question icon or use Alt + Q.

Below this information are three buttons: "Delete", "Save", and "Cancel". Underneath is a section titled "NAAC Community Contact Information" with several input fields:

- Community Name: Ft Myer 1 Apartments
- Address Line 1: 123 South Courthouse Rd
- Address Line 2: (empty)
- City: Arlington
- State: Virginia (dropdown menu)
- Zip: 22204
- County: Arlington

The Windows taskbar at the bottom shows the Start button and several open applications: Inbox - Thunderbird, National Accessible A..., Microsoft PowerPoint ..., AHIF, and AHIFCourthouse [Co...]. The system clock indicates the time is 2:45 PM.

NAAC Community Information

Year Built: 1952

Year of Last Renovation: 2008

Blocks From Public Trans.: 1 ?

Local Elementary School: Long Branch E.S.

Local Middle School: Thomas Jefferson M.S.

Local High School: Washington Lee H.S.

Local Grocery: Giant

Date Added: ?

**Application Instructions**  
Contact Rental Office for an application and income verification requirements.

**Pet Policy**  
No pets allowed.

**Local Attractions**  
Short bus ride to Washington D.C. attractions, Fort Myer, Pentagon, and Clarendon restaurants/shops.

### Apartment Community Features

- |                          |                                |                                     |                          |                             |                                     |
|--------------------------|--------------------------------|-------------------------------------|--------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> | Some/All Subsidized Apartments | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Accepts Section 8 Vouchers  | <input checked="" type="checkbox"/> |
| <input type="checkbox"/> | Recreation Facilities          | <input type="checkbox"/>            | <input type="checkbox"/> | Accessible Parking          | <input checked="" type="checkbox"/> |
| <input type="checkbox"/> | Elderly Only                   | <input type="checkbox"/>            | <input type="checkbox"/> | Disabled Only               | <input type="checkbox"/>            |
| <input type="checkbox"/> | Storage Facilities             | <input checked="" type="checkbox"/> | <input type="checkbox"/> | High Speed Internet Capable | <input type="checkbox"/>            |
| <input type="checkbox"/> | Controlled Building Access     | <input type="checkbox"/>            | <input type="checkbox"/> | Fenced Yard                 | <input type="checkbox"/>            |
| <input type="checkbox"/> | Furnished Apartments           | <input type="checkbox"/>            | <input type="checkbox"/> | Non-Smoking Apartments      | <input type="checkbox"/>            |

### Community Floor Plans

Bedrooms	Bathrooms	Square Footage	Status
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<< No items found >>

The NAAC is a public service program of [The National Apartment Association](#), [The National Multi Housing Council](#), [American Computer Software](#), and [Virginia Housing Development Authority](#).

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National Accessible Apartment Clearinghouse  
A Not-For-Profit Organization

- Home
- Basic Search
- Advanced Search
- Contact Us
- Register Your Community
- Edit Your Community

### NAAC Online Floor Plan Details

Date Last Update:

Last Updated By: New Floor Plan

Status: Active

To toggle the help panels: either click the question icon or use Alt + Q.

### Floor Plan Details

Building Number:

Number Available:  ?

Bedrooms:

Bathrooms:

Square Footage:

Monthly Rent:  ?

Date Added:  ?

### Floor Plan Accessible Features

Elevator in Building  Accessible Building Entrance

### Floor Plan Accessible Features

- |   |   |
|---|---|
| <input type="checkbox"/> ? Elevator in Building                             | <input type="checkbox"/> ? Accessible Building Entrance             |
| <input type="checkbox"/> ? Flat Entry into Apartment                        | <input checked="" type="checkbox"/> ? Ramped Entry into Apartments  |
| <input type="checkbox"/> ? First Floor Apartment                            | <input type="checkbox"/> ? Accessible Parking in Front of Apartment |
| <input checked="" type="checkbox"/> ? 32" Doorways in Apartment             | <input type="checkbox"/> ? Two Story Apartment                      |
| <input type="checkbox"/> ? Elevator In Apartment                            | <input checked="" type="checkbox"/> ? Grab Bars in Bathroom         |
| <input type="checkbox"/> ? Bathroom Reinforced For Grab Bar                 | <input type="checkbox"/> ? Low Bathroom Vanities                    |
| <input checked="" type="checkbox"/> ? Low Bathroom Vanity with Knee Space   | <input type="checkbox"/> ? Roll-In Shower                           |
| <input checked="" type="checkbox"/> ? T-Turn or 60" Turn Circle in Bathroom | <input type="checkbox"/> ? Low Kitchen Counters                     |
| <input checked="" type="checkbox"/> ? Low Kitchen Counters with Knee Space  | <input type="checkbox"/> ? Laundry Facilities in Building           |
| <input checked="" type="checkbox"/> ? Air Conditioning                      | <input type="checkbox"/> ? Washer/Dryer Hook-up in Apartment        |
| <input checked="" type="checkbox"/> ? Washer/Dryer In Apartment             | <input type="checkbox"/> ? Completed NAAFHAAG Assessment            |

**Hearing Impaired Features**

Hearing Impaired Features Explained

strobe/horn smoke detector system

**Vision Impaired Features**

Vision Impaired Features Explained

strobe/horn smoke detector system

**Has Adaptable Features**

Adaptable Features Explained

**Other Features**

Other Features Explained

shower unit with fold down seat and grab bars

# RESOURCES



- ◆ Coalition for Housing Opportunities in the Community for Everyone (CHOICE)  
[www.choicenova.org](http://www.choicenova.org)
- ◆ Endependence Center of Northern Virginia (ECNV) [www.ecnv.org](http://www.ecnv.org)
- ◆ National Accessible Apartment Clearinghouse  
[www.accessibleapartments.org](http://www.accessibleapartments.org)
- ◆ Access Virginia [www.accessva.org](http://www.accessva.org)
- ◆ National Organization on Disability (NOD)  
<http://www.nod.org/index.cfm?fuseaction=Page.viewPage&pageId=15>

# RESOURCES Cont'd. . .

- ◆ On-line e-Course “Reaching Out to Customers with Disabilities”

<http://www.ada.gov/reachingout/intro3.htm>

- ◆ User Friendly Materials and Alternate Formats

[http://eric.ed.gov/ERICDocs/data/ericdocs2/content\\_storage\\_01/00000000b/80/25/4e/d2.pdf](http://eric.ed.gov/ERICDocs/data/ericdocs2/content_storage_01/00000000b/80/25/4e/d2.pdf)

# Thank YOU!!

**CHOICE and other groups can be an ongoing source of support to help:**

- **Reach persons with disabilities by spreading the word,**
- **Sending e-mail blasts to local constituents, and**
- **Posting news and important information websites.**