



City of Tallahassee

Department of Housing and Community Resilience

2025 Fair Housing Action & Marketing Plan



Presented and Adopted
by City Commission
June 11th, 2025

City of Tallahassee

2025 Fair Housing Action and Marketing Plan

As a recipient of entitlement funding from HUD, the City of Tallahassee is required to submit a certification to HUD that it will affirmatively further fair housing. This certification requires the completion of an Analysis of Impediments (AI) to Fair Housing Choice every 5 years with the Consolidated Plan per 24 CFR Part 91 – Analysis of Impediments to Fair Housing Choice. The purpose of this Action and Marketing Plan is to supplement the City’s AI and annual Certification.

A. Identified Barriers

Per the City’s most recent Analysis of Impediments to Fair Housing Choice, the following are barriers this plan and the City’s marketing efforts will address:

1. Lack of awareness by residents and landlords of fair housing laws, and high number of fair housing complaints on the basis of disability.
2. Insufficient supply of affordable rental and homeowner housing in high opportunity census tracts
3. Low labor market engagement for Blacks/African Americans relative to White households.
4. Concentration of housing vouchers in segregated and high poverty neighborhoods.
5. Poor credit history and collateral as a barrier to accessing traditional capital and wealth building through homeownership, especially for Black/African American residents.

B. Action Plan

1. **Public Education and Coordinated Outreach-** the City has a strong partnership with local Fair Housing advocates who provide education and awareness. The City also works closely with the Tallahassee Lenders’ Consortium to provide HUD-approved housing counseling including homebuyer financial readiness and foreclosure prevention.
2. **Communications-**Per the City’s Code of Ordinances, Chapter 11, Human Rights, the City will promote through fair, orderly and lawful procedure the opportunity for each person so desiring to obtain housing of their choice in this city without regard to race, color, national origin, religion, sex, marital status, age, ethnic background, familial status, and handicap and, to that end, to prohibit discrimination in housing by any person.
3. **Research-** The City will update its Analysis of Impediments to Fair Housing Choice with each 5-Year HUD Consolidated Plan.

4. **Lender Roles-** The City, in partnership with the Tallahassee Lenders Consortium, works with local lenders to ensure equal access to all those seeking to purchase affordable units.
5. **Private Landlords-** The City will continue its efforts to provide education and outreach to private landlords and to ensure that they are knowledgeable of the fair housing law, tenant and landlord rights and responsibilities. Through the Landlord Risk Mitigation Fund, the City provides additional advocacy and education around fair housing rights to both tenants and landlords.
6. **Funding-** The City will provide CDBG administrative funds as available for advocacy, education, and outreach on Fair Housing issues.
7. **Advocacy-** The City will continue to increase fair housing advocacy in the community by educating families on the importance of fair housing, utilizing social media to spread the message of fair housing rights, and distributing educational materials at community events throughout the year.

C. Marketing Plan

This document constitutes the basis for the City's Affirmative Fair Housing Marketing Plan (AFHMP).

1. For City-developed projects, such as single-family construction and multifamily development, the City will create an AFHMP as needed. For all City-developed projects, the City will:
 - a. Utilize City websites and marketing tools for advertisements of products;
 - b. Ensure partners adhere to fair housing laws; and
 - c. Use commercial media where needed.
2. For City-sponsored projects, the City will require an AFHMP from the developer or limited partner.