

How to Affirmatively Market to the Least Likely to Apply



Gwen Volk
CPM®, NAHP-e®, RAM®, FHC®, SHCM®, HCCP®

gwenfolk@gwenfolk.com
(903) 938-2605



1

This class is not about

- ☐ ~~How to identify the least likely to apply~~
- ☐ ~~How to fill out the 935.2 AFHMP form~~
- ☐ ~~How to get your plan approved by HUD, RD, or WSHFC~~
- ☐ ~~How to do a 5 Year Review~~

©2023 Gwen Volk INFOCUS, Inc.

2

Item 3b on the 935.2a

3a. Demographics of Project and Housing Market Area

Complete and submit Worksheet 1.

3b. Targeted Marketing Activity

Based on your completed Worksheet 1, indicate which demographic group(s) in the housing market area is/are least likely to apply for the housing without special outreach efforts. (check all that apply)

☒ White

☒ American Indian or Alaska Native

☒ Asian

☒ Black or African American

☒ Native Hawaiian or Other Pacific Islander

☒ Hispanic or Latino

☒ Persons with Disabilities

☒ Families with Children

☒ Other ethnic group, religion, etc. (specify)

Somalis

© 2023 Gwen Volk INFOCUS, Inc.

3

What Makes them Least Likely to Apply?

- They live in your market area and/or expanded market area, but . . .
 - They do not live in your property, and/or
 - They live in your property but at a much smaller percentage than they live in your market areas, and/or
 - They are not on your waiting list, and/or
 - They are on your waiting list, but at a much smaller percentage and/or number than they live in your market areas

© 2023 Gwen Volk INFOCUS, Inc.

4

Exercise

Blue

Green

Red

Purple

Turquoise

Gold

©2023 Gwen Volk INFOCUS, Inc.

5

How can I get more of the least likely to apply on my waiting list?

☐Application forms on property website?

☐Photos on website?

☐Flyers at the property?

☐Letters to current residents?

☐Advertising in local media?

☐Leasing bonus for current residents?

☐A “Waiting List Open” sign on the building?

“This is marketing – it’s not affirmative marketing”

Equal Opportunity Specialist
Hawaii FHEO office

Authority?

Where?

©2023 Gwen Volk INFOCUS, Inc.

6




Ways to
Affirmatively
Market to the
Least Likely to
Apply

© 2023 Gwen Volk INFOCUS, Inc.

7

First: You
Have to Find
Them



© 2023 Gwen Volk INFOCUS, Inc.


8

	Washington	
Label	Estimate	Percent
RACE		
Total population	7,617,364	7,617,364
One race	6,961,770	91.4%
Two or more races	655,594	8.6%
One race	6,961,770	91.4%
White	5,465,011	71.7%
Black or African American	293,401	3.9%
American Indian and Alaska Native	90,789	1.2%
Cherokee tribal grouping	2,761	0.0%
Chippewa tribal grouping	2,048	0.0%
Navajo tribal grouping	1,781	0.0%
Sioux tribal grouping	1,561	0.0%
Asian	682,711	9.0%
Asian Indian	133,439	1.8%
Chinese	157,137	2.1%
Filipino	110,300	1.4%
Japanese	35,246	0.5%
Korean	66,682	0.9%
Vietnamese	80,036	1.1%
Other Asian	98,857	1.3%
Native Hawaiian and Other Pacific Islander	90,902	0.7%
Native Hawaiian	7,316	0.1%
Chamorro	10,639	0.1%
Samoan	15,767	0.2%
Other Pacific Islander	17,180	0.2%
Some other race	378,956	5.0%
Two or more races	655,594	8.6%

[illegible]

©2023 Gwen Volk INFOCUS, Inc.

FOCUS, Inc.



Official Name	Population	Area (square miles)	Location of Reservation
Carbonado Indian Reservation	833	4,215	Southeastern corner of Indian County and southwestern Thurston County
Chelan Indian Reservation	7,387	1,400,000	Primarily in the southeastern portion of Chelan County and the southern half of Ferry County
Cowlitz Indian Reservation	4,800	152	Wedgeport, WA (Clark County)
East Indian Reservation	102	643	The Pacific Coast of Jefferson County
Jamez Indian Reservation	504	12	New Dugan Bay in western eastern Clallam County
Kahoon Indian Reservation	470	4,628	The town of Clatsop, WA (Franklin County)
Lower Elwha Indian Reservation	776	901	The mouth of the Elwha River, in Clallam County
Lower Elwha Indian Reservation	4,500	20,000	West of Burlington, in western Clallam County
Naselle Indian Reservation	1,388	27,800	On Cape Mudge in Clallam County
Nemah Indian Reservation	5,500	5,800	Southeast of Pullman in King County
Nemah Indian Reservation	888	4,800	Western Pierce County, WA (western Thurston County)
Nemah Indian Reservation	1,800	2,800	East of Cheney, Washington in western Thurston County
Port Gardner Indian Reservation	1,284	1,381	Port Gardner Bay in Clallam County
Port Skagit Indian Reservation	1,271	1,480	Western and southern shores of Port Skagit, northern Kitsap County
Port Skagit Indian Reservation	4,200	16,000	Primarily northern Pierce County
Port Skagit Indian Reservation	371	1,004	Southeastern portion of the Olympic Peninsula in Clallam County
Port Skagit Indian Reservation	2,500	200,100	Primarily the north coast of Grays Harbor County
Port Skagit Indian Reservation	1,805	70 (Garnett also owns another ~100 acres in northwest King)	Asotin County
Port Skagit Indian Reservation	200	90	Near Davenport in southern Shugh County
Port Skagit Indian Reservation	70	104	Along Willapa Bay in northwestern Pacific County
Port Skagit Indian Reservation	790	5,000	Just north of Shelton in Mason County
Port Skagit Indian Reservation	600	50	Discontinuous tracts in western and southwestern Clallam County
Port Skagit Indian Reservation	2,700	100,000	Along the Willapa River in western Pierce County and WA
Port Skagit Indian Reservation	836	1,870	The western of Skagit Island and the town of Skagit in Mason County
Port Skagit Indian Reservation	207	40	Along the Willapa River in southwestern Clallam County
Port Skagit Indian Reservation	776	7,000	The southeastern side of Willapa Island in Shugh County
Port Skagit Indian Reservation	2,600	10,000	Port Skagit in western Clallam County
Port Skagit Indian Reservation	200	90	Western Shugh County near the town of Skagit County and Skagit County
Port Skagit Indian Reservation	10,801	1,072,000	Primarily in southern Pierce County and in the northern edge of Clallam County

See also

- A map of the Pacific Northwest Coast
- A list of Washington Indian Reservations

[https://en.wikipedia.org/wiki/List of Indian reservations in Washington](https://en.wikipedia.org/wiki/List_of_Indian_reservations_in_Washington)

©2023 Gwen Volk INFOCUS, Inc.

11

The 10 Washington Cities With The Largest Asian Population For 2023

We used data and science to determine the cities in Washington with the largest Asian population.

Chris Kohmar, About HomeSnacks
January 16, 2023

HomeSnacks is reader-supported. When you click through real estate links on our site, we earn an affiliate commission. Learn more.

Article Table Of Contents (Skip to section)

10 Most Asian Cities In Washington

Methodology

Table: Asian Population By City In Washington

Detailed Top Ten Cities

Summary

Across most of America, the African American and Hispanic communities comprise "most of the minority". We're not totally sure that's a term, but it's an accurate reflection of the state of race in America.

Asians are a "minority of the minority", generally. But not everywhere.

There are now over 17 million people who identify as Asian living in America, making up 5.6% of the total population. According to the most recent American Community Survey, the Asian population in Washington is 675,966 - at 8.9% of the total population of Washington.

And, unlike African Americans that fall under one group in the Census, Asian Americans have many sub-groups -- Chinese, Filipino, and Indian being the three largest sub-groups.

So, what now does the Asian population stratify across Washington? Which cities and towns in Washington have seen the greatest increase in their Asian population?


Here are the cities in Washington with the largest Asian population in 2023:

1. Bellevue
2. Redmond
3. Newcastle
4. Sammamish
5. Issaquah
6. Renton
7. Tukwila
8. Kent
9. Mukilteo
10. Mercer Island

[https://en.wikipedia.org/wiki/List of Indian reservations in Washington](https://en.wikipedia.org/wiki/List_of_Indian_reservations_in_Washington)

©2023 Gwen Volk INFOCUS, Inc.

12



Washington State Commission
on Asian Pacific American Affairs

Commission

Access Democracy

Opportunities

Population Data

Resources

Asian Americans and Pacific Islanders in Washington State

In Washington State, there are more than 604,000 Asian Americans and 70,000 Pacific Islanders according to the [U.S. Census Bureau](#). Asian Americans and Pacific Islanders (AAPIs) are among the fastest growing populations in the state and nation. More than 48 distinct Asian and Pacific Islander ethnic groups exist representing a diverse range of cultures, languages, religions, and immigration patterns.

Washington State has the seventh largest Asian American population and third largest Pacific Islander population in the nation. While nearly 88 percent of the population lives in the greater Puget Sound area, significant populations reside in the Yakima Valley and Clark, Whitman, and Spokane counties.

<https://capaa.wa.gov/resources/#:~:text=While%20nearly%2088%20percent%20of,%2C%20Whitman%2C%20and%20Spokane%20counties.>

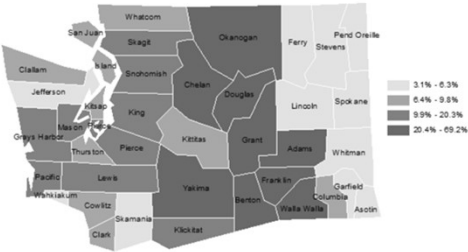
©2023 Gwen Volk INFOCUS, Inc.

13

Home » Washington Data & Research » Statewide data » Washington trends » Population changes » Hispanic population as a percent of total population

Hispanic population as a percent of total population

2020



<https://ofm.wa.gov/washington-data-research/statewide-data/washington-trends/population-changes/hispanic-population-percent-total-population#:~:text=In%202020%2C%20the%20highest%20percentages,counties%20posting%20the%20highest%20shares>

©2023 Gwen Volk INFOCUS, Inc.

14

<https://www.seattletimes.com/seattle-news/data/where-does-your-seattle-neighborhood-fall-in-this-diversity-index-check-the-map/>

Seattle's racial diversity mapped

Based on analysis of racial and ethnic data from the 2020 Census, the most diverse neighborhood in Seattle is Dunlap and the least diverse is Madison Park.

Source: U.S. Census Bureau
Data analysis by GENE BALK
Graphic by MARK NOWLIN / THE SEATTLE TIMES

©2023 Gwen Volk INFOCUS, Inc.

15

<https://zipatlas.com/us/wa/yakima/zip-code-comparison/percentage-black-african-american-population.htm>

Zip Codes with the Highest Percentage of Black / African American Population in Yakima, WA

Related Reports

- Percentage of Black / African American Population by Zip Code in Washington
- Percentage of Black / African American Population by City in Washington
- Percentage of Black / African American Population by Zip Code in other States
- Percentage of Black / African American Population by Zip Code in other Washington Cities

Yakima Percentage of Black / African American Population by Zip Code Map

Common Questions

What are the Top Zip Codes with the Highest Percentage of Black / African American Population in Yakima?

Top 5 Zip Codes with the Highest Percentage of Black / African American Population in Yakima are:

- #1 Yakima, Washington (10.00%)
- #2 Yakima, Washington (10.00%)
- #3 Yakima, Washington (10.00%)
- #4 Yakima, Washington (10.00%)
- #5 Yakima, Washington (10.00%)

What is the Percentage of Black / African American Population in Yakima, WA?

What is the Percentage of Black / African American Population in the State of Washington?

Percentage of Black / African American Population by Zip Code in Yakima, WA

Zip Code	Black / African American	% Black	% African American	% Hispanic
1. Yakima, Washington	10.00%	10.00%	10.00%	10.00%
2. Yakima, Washington	10.00%	10.00%	10.00%	10.00%
3. Yakima, Washington	10.00%	10.00%	10.00%	10.00%
4. Yakima, Washington	10.00%	10.00%	10.00%	10.00%
5. Yakima, Washington	10.00%	10.00%	10.00%	10.00%

©2023 Gwen Volk INFOCUS, Inc.

16

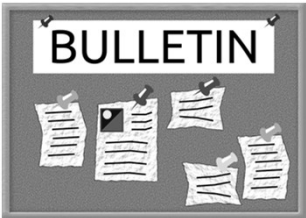
Next: You
Have to Reach
Them



© 2023 Gwen Volk INFOCUS, Inc.

17

Method 1:
Go There



Blanket the area with postings and
flyers and/or ask them to distribute

- food banks
- legal-aid offices
- health clinics or medical facilities
- Employers
- Grocery stores and other businesses
- Local governmental offices
- Housing authorities
- Community gathering places, such as senior centers, recreation centers, libraries, schools, and places of worship

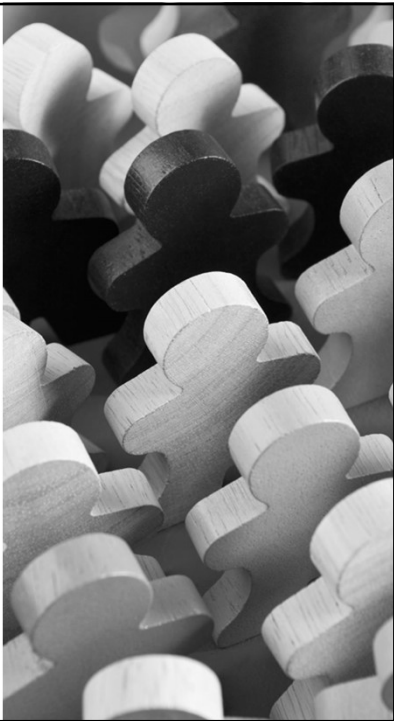
This Photo by Unknown Author is licensed under CC BY-SA

18

Method 2: Community Contacts

- Must be targeted to the demographic you are trying to reach
- Must have experience working with this demographic
- Must be willing to assist and/or refer you to others who are willing to assist
- See Handout – Sample Community Contacts – Washington State

©2023 Gwen Volk INFOCUS, Inc.



19

Method 3: Direct Mail

Identify the zip codes and send a flyer.


How to offset the cost? If you have multiple properties that all need to target the same group, do one promotional flyer that promotes several properties.



©2023 Gwen Volk INFOCUS, Inc.

20

Method 4:
Newspapers



©2023 Gwen Volk INFOCUS, Inc.

21

Foreign Language Newspapers – Paper or Digital

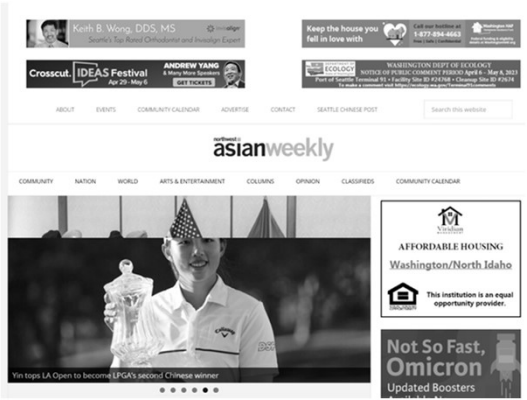


<https://echo-media.com/medias/details/6063/el+mundo-washington>

©2023 Gwen Volk INFOCUS, Inc.

22

Ethnically Targeted Newspapers – Paper or Digital

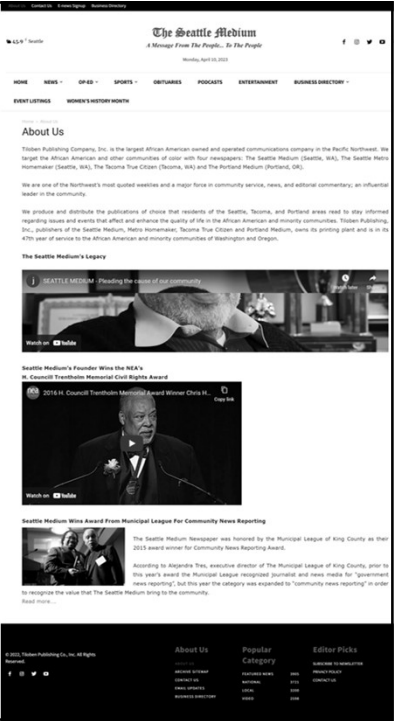


<https://nwasianweekly.com/>

©2023 Gwen Volk INFOCUS, Inc.

23

Ethnically Targeted Newspapers – Paper or Digital

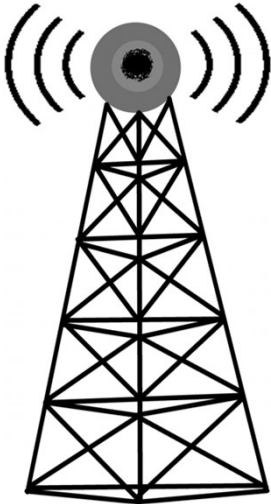


<https://seattlemedium.com/tiloben-publishing-co-inc/>

©2023 Gwen Volk INFOCUS, Inc.

24

Method 5:
Targeted
Radio



© 2023 Gwen Volk INFOCUS, Inc.

25

© 2023 Gwen Volk INFOCUS, Inc.

NATIVE AMERICA CALLING


Search this website


ABOUTPAST SHOWSSPECIAL FEATURESSTATIONSPODCASTSUPPORTCONTACT

Washington

Call Letters	Dial Location	City
KOWA- LP	106.5 FM	Olympia
KSFC	91.9 FM	Spokane
KYNR	1490 AM	Toppenish

MON-FRI 1p.m. ET



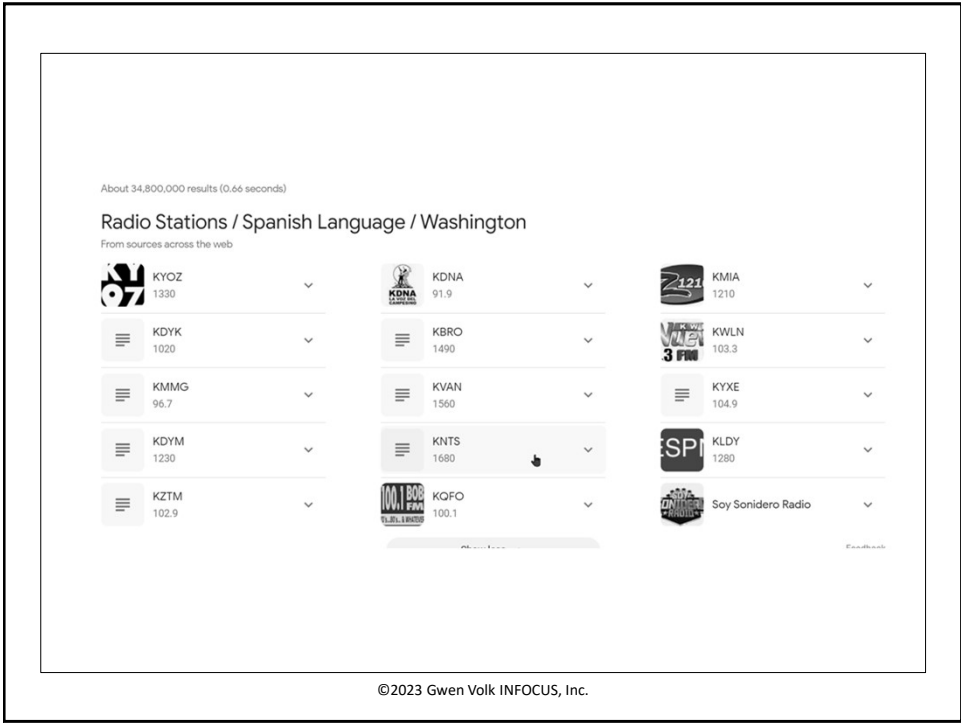


CALL-IN NUMBER:

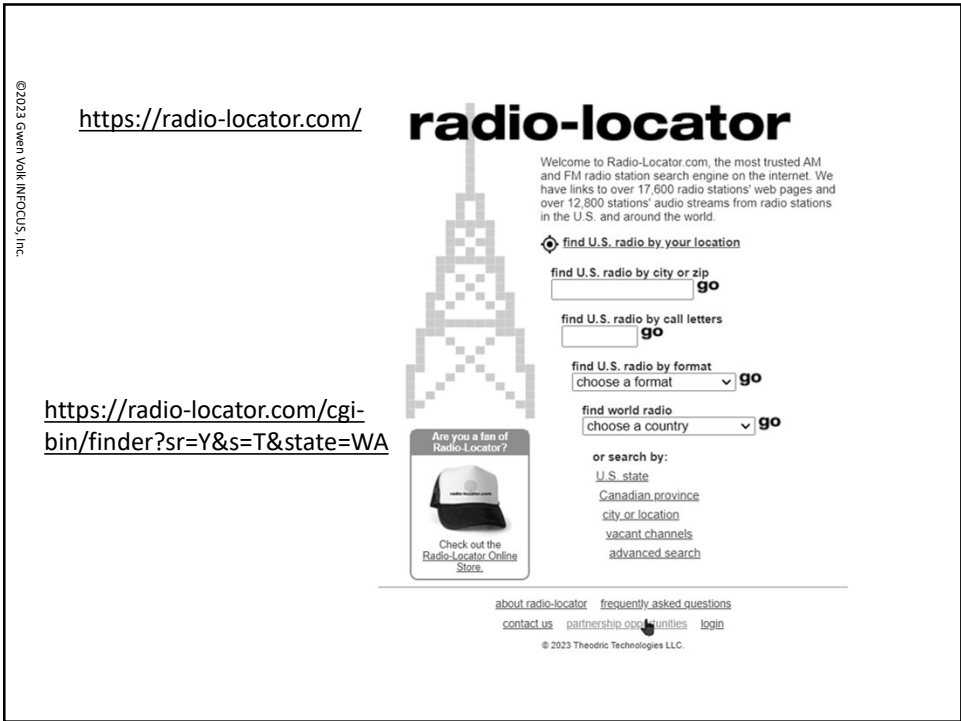
800-99-NATIV

800-996-2848

26



27



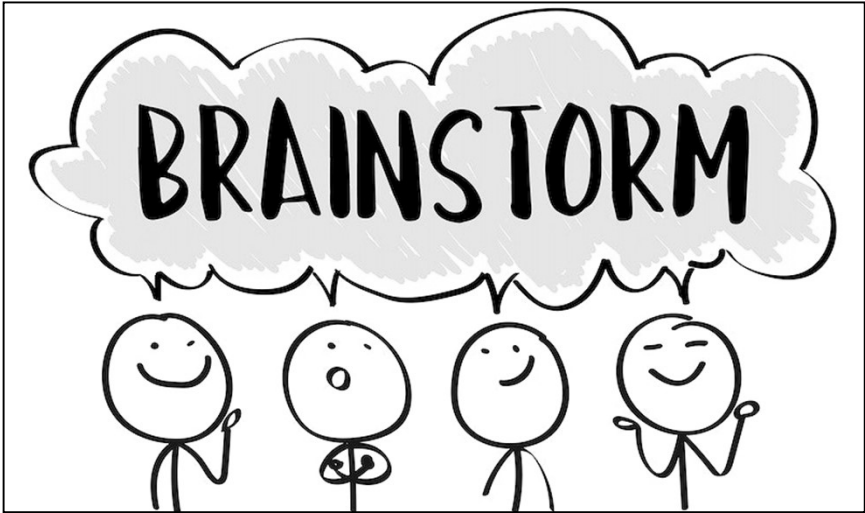
28

What Other Ways are you Reaching Out to the Least Likely to Apply?

- Devise special measures to attract the target groups.
- Think outside the box for ways to reach these groups
 - Look for ways that are unique to your area.
 - Find groups to partner with who have contact with the people you are trying to reach
- How do your units meet the specific needs of the people in your area i.e. transportation, accessibility, proximity to services etc.
 - How can you let the target groups know what you offer?

©2023 Gwen Volk INFOCUS, Inc.

29




How to Affirmatively Market to the Least Likely to Apply

©2023 Gwen Volk INFOCUS, Inc.

30

How to Affirmatively Market to the Least Likely to Apply



Thank You!

Gwen Volk
CPM®, NAHP-e®, RAM®, FHC®, SHCM®, HCCP®

gwenfolk@gwenfolk.com
(903) 938-2605

