



## PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512 | F: (608) 789-7318

### **To: Human Rights Commission**

### **From: Annie Maloney, Caroline Gregerson**

**12/1/2020**

### **Fair Housing Progress**

Goal is to provide education on fair housing discrimination and landlord-tenant law.

Currently, we are in discussions with Consumer Credit Counseling Services to offer their Rent Smart Program as a training on these topics.

Our fair housing brochure for the water bill mailing is also attached to the agenda.

### **Milwaukee Fair Housing Council**

Met with Erika Sanders at the Milwaukee Fair Housing Council. From that meeting we will be planning the following:

- A possible training in the spring or summer focused on landlord tenant law and getting implicit bias out of housing decisions.
- Erika is sending their guide for hate incidents and information about a housing app that allows consumers to compare and contrast housing through a running log of consumer reviews of the home and the landlord.
- Possibility of doing fair housing testing – MFHC has packages which include 3-6 presentations, technical assistance, both individual and systematic testing, and distribution materials.

### **Consumer Credit Counseling**

Currently we are in the process of talking with Alex Volten at Consumer Credit Counseling Services here in La Crosse to discuss how we can leverage information offered through the rent smart program to do landlord-tenant training. Rent Smart is a comprehensive course for renters that will help them understand their rights as a tenant, avoid legal confrontations, and create a mutually beneficial landlord/tenant relationship.



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### Next Steps

- Promote fair housing through brochures in water bill mailings
  - **Options:**
    - **Quarterly Mailing**
    - **Wait until June for the annual full city mailing**
    - **Pay for a special mailing to all residents**
- Examine digital marketing through Facebook and Instagram

### **Questions for the Human Rights Commission**

1. Any known firms that do pro-active fair housing testing? Any ideas to accomplish this?
2. Ideas on how to market fair housing discrimination concepts without a training- ideas for digital or mailed marketing materials that would reach low-income households?



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