STATEMENT OF WORK TASKS 12 AND 13

FINAL REPORT NARRATIVE
EOI-NATION PROGRAM SEX DISCRIMINATION
FY15 GRANT NO. FH200G15005
18 MONTHS: JAN. 1, 2016 – JUNE 30, 2017

The grant recipient, Northwest Fair Housing Alliance, in partnership with its sub grantees, developed a national campaign based on sex discrimination in housing in accordance with a FY 2015 award for funding under the FHIP Education and Outreach (EOI) National Programs Component- Sex Discrimination grant for an 18-month project commencing January 1, 2016 and ending on June 30, 2017.
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I. NATIONAL CAMPAIGN:

Northwest Fair Housing Alliance (NWFHA), with its sub-grantees,

**Gender Justice League (GJL)** - a Trans and allied activist collective based in Seattle, WA started by Trans, Queer, and allied activists to increase community capacity to address cissexism, transphobia, transmisogyny and homo, bi, and queer phobias that Trans, and Gender Non-Conforming people face. Mission: empower Trans activists and allies to fight oppression based on gender and sexuality and to create a community where Trans people can live their lives safely, true to themselves, and free from discrimination.

**YWCA of Spokane (YWCA)** - Dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity. Fulfills its mission through 3 umbrella programs: The Alternatives to Domestic Violence Program provides safe shelter, transitional and permanent supportive housing, counseling, legal assistance, and advocacy to survivors of dv and their children. • The Women’s Opportunity Center, a job readiness and personal development resource center for women. • Child and Youth Services offerings: the Early Childhood Education and Assistance Program for kindergarten readiness; a free child care program; and counseling for children and caregiver survivors of domestic violence.

**Legal Voice (LV)** - Legal Voice pursues justice for all women and girls in the Northwest, through ground-breaking litigation, legislative advocacy, and legal rights education. Works to eradicate gender-based discrimination in schools, workplaces, courtrooms, housing, prisons, and athletic leagues. Past efforts include ensuring landlords follow state and federal laws prohibiting discrimination in housing based on gender, sexual orientation, or gender identity / expression; and writing and helping to pass a 2004 WA State law that protects victims of domestic violence, sexual assault, and stalking from housing discrimination.

and subcontractor,

**NorthByNorthwest (NxNW)** - 25 years as full service digital studio focusing on video production, web design, custom photography, and integrated digital solutions. 50 employees between Spokane and Boise offices. Serves feature film, commercial and non-fiction programming markets, creating diverse media programs for TV broadcast, private and public event exhibitions, and web disseminations.

developed a national campaign (Statement of Work Tasks 25 & 29) focused on sex discrimination, with the common theme,

“IT’S NOT ALWAYS THIS OBVIOUS”
A. SUMMARY OF DEVELOPMENT PHASES:

- NWFHA conducted monthly conference calls with sub-grantees and sub-contractor (SOW Task 22). Conference call discussions included agency updates; literature reviewed; focus group recruitment strategies, activities, focus group findings and analysis; future presentation proposals, conference session proposal deadlines, preparation, presentation, and debriefs; each agency's capacity to promote campaign materials; webinar preparation and debrief; grant deliverables; HUD's review of campaign direction and creative treatments; HUD announcements; and public service announcement campaign concepts and creative treatments, casting sensitivity, script development, and production.

- NWFHA and sub-grantees conducted 3 focus groups with members and advocates for populations who experience sex discrimination (SOW Task 24) to identify intersections with fair housing: domestic violence survivors, trans* and gender non-conforming people, and women. Focus group questions were researched and developed, stakeholders identified to participate in focus groups, participants recruited, meeting space scheduled, and focus group sessions conducted in March and April 2016 in E. and W. Washington State. See Appendix A for summary of focus group analysis.

- To ensure that the creative strategy encompassed recommendations for the best way to reach audiences with the core message, driving the ultimate deliverables, NWFHA key staff met with its sub-grantees YMCA, Gender Justice League, and Legal Voice, in March and April 2016 to discuss concepts and content for fair housing domestic violence, trans* and gender nonconforming, sexual harassment, and sex stereotyping print and video public service announcements, resources, education, and toolkit materials. (SOW Tasks 26, 27, and 28).

- Focus group summaries and analysis and input from sub-grantees was provided to sub-contractor, NxNW, to accurately inform campaign development and inform creative direction, concepts and strategies.

- Sub-contractor NxNX developed 5 possible campaign concepts which were reviewed and narrowed by Grantee and sub-grantees for best practices, content appropriateness for specific populations and overall impact. 1 creative concept was selected and submitted to HUD with the April 2016 deliverables for HUD review and direction approval (SOW Task 23).

- On 11/9/16 Grantee submitted “Pop-up Court” 30 second video PSA storyboards to HUD for review and approval, via link: https://drive.google.com/file/d/0B5TBgWLt5O4LaExaenF5SkVHNXc/view?usp=sharing. On 12/20/16 Grantee participated in a conference call with HUD FHEO and NxNW to discuss each of 3 PSA Pop-up Court scenarios. Grantee and NxNW agreed to refine and resubmit “Pop-up Court” scripts based on HUD feedback within 2 weeks. Between 12/20/16 and 1/10/17 refined “Pop-up Court” scripts were developed. Prior to resubmission, the OGC Enforcement Division requested a new concept.

- On 1/31/17 Grantee submitted “Not So Obvious” storyboards and scripts for 3 30-second video PSAs (focused on sex harassment in housing, denial of housing to a survivor of domestic violence, and refusal to rent to a transgender person) to HUD FHEO for review and approval. On 3/21/17 Grantee, NxNW, and HUD FHEO held a
conference call and authorization was given to proceed with production of PSAs and collateral materials, with HUD information and logo only on the sexual harassment PSA.

- On 6/21 & 22, 2017 NWFHA provided a link to HUD with 5 print PSAs (in poster and 3 newspaper and magazine print sizes) for approval. On 6/27/17 direction was given to include HUD logo and identification on the sex harassment and sex discrimination (renamed from “stereotyping” upon request) print materials and not the domestic violence, transgender, and gender non-conforming materials.

**B. DEVELOPED CAMPAIGN MATERIALS:**

Grantee and sub-contractor, NxNW, developed and produced final national campaign materials (SOW Task 29) informed by the planning and design phases and HUD direction. Materials produced include:

- Six (6) fair housing and sex discrimination “It’s Not Always This Obvious” 30 second localizable video public service announcements (3 in English and 3 in Spanish);

- Five (5) 16 x 20 localizable posters (focused on housing sex discrimination based on sexual harassment, stereotyping, domestic violence, gender non-conformance, and transgender status). HUD approved 2 of 5 to have HUD logo and identification: sex harassment and sex discrimination (retitled from stereotyping);

- Five (5) localizable print public service announcements in three (3) newspaper and magazine sizes in English, and in 7 other languages;

- Section 508 compliant website ([www.sexdiscriminationinhousing.org](http://www.sexdiscriminationinhousing.org)), populated with HUD and NWFHA newly developed PSA materials, HUD sex discrimination guidance, and other existing sex discrimination resources for housing providers and advocates. HUD identifying information and logo were placed only on the sexual harassment and sex discrimination themed items.

*See Catalogue of national campaign public service announcement developed below.*
CATALOGUE OF CAMPAIGN PUBLIC SERVICE ANNOUNCEMENTS:

I. Six (6) 30-second localizable closed captioned **video public service announcements**, in English and Spanish:

- *Sex Harassment–It’s Not Always This Obvious* - English - HUD Logo - Localizable
  
  https://vimeo.com/227495392/d87ae76154

- *Sex Harassment–It’s Not Always This Obvious* - Spanish - HUD Logo - Localizable
  
  https://vimeo.com/227496097/09a05ccfc4
• Domestic Violence–It’s Not Always This Obvious–English-No HUD Logo-Generic
  https://vimeo.com/227494170/ebd148ec8d

• Domestic Violence–It’s Not Always This Obvious–English-No HUD Logo-Localizable
  https://vimeo.com/227808460/50c2de0b74

• Domestic Violence–It’s Not Always This Obvious–Spanish-No HUD Logo-Generic
  https://vimeo.com/227494645/6ab3029af9

• Domestic Violence–It’s Not Always This Obvious–Spanish-No HUD Logo-Localizable
  https://vimeo.com/227494381/a8c387c4ca
• **Transgender–It’s Not Always This Obvious** - English - No HUD Logo - Generic
  https://vimeo.com/227496357/9d2d648110

• **Transgender–It’s Not Always This Obvious** - English - No HUD Logo - Localizable
  https://vimeo.com/227807929/04f51b1c64

• **Transgender–It’s Not Always This Obvious** - Spanish - No HUD Logo - Generic
  https://vimeo.com/227496927/e4420efec2

• **Transgender–It’s Not Always This Obvious** - Spanish - No HUD Logo - Localizable
  https://vimeo.com/227496733/fcc10e0567
II. 10 customizable and localizable 16 x 20 **posters**, in English and Spanish:
All Posters Viewable at:
https://www.dropbox.com/sh/tuox539jr3x2rv/AABFZWLBY3p76JA-IZ1k9j00a?dl=0

- **Sexual Harassment-It’s Not Always This Obvious–16 x 20-English-HUD Logo**
- **Sexual Harassment-It’s Not Always This Obvious–16 x 20-English-HUD Logo-Localizable**
- **Sexual Harassment-It’s Not Always This Obvious–16 x 20-Spanish-HUD Logo**
- **Sexual Harassment-It’s Not Always This Obvious–16 x 20-Spanish-HUD Logo-Localizable**

![Image of sexual harassment poster]

**IF YOUR LANDLORD* IS SEXUALLY HARASSING YOU AT YOUR RENTAL, IT’S NOT ALWAYS THIS OBVIOUS.**

*manager, owner, housing provider, their agents or employees

CONTACT YOUR LOCAL FAIR HOUSING AGENCY TO HELP YOU READ BETWEEN THE LINES.

Visit [hud.gov/fairhousing](https://hud.gov/fairhousing) or call the HUD Hotline

1-800-669-9777 (English/Español) 1-800-927-9275 (TTY)
Sex Discrimination - It’s Not Always This Obvious - 16 x 20 - English - HUD Logo

Sex Discrimination - It’s Not Always This Obvious - 16 x 20 - English - HUD Logo - Localizable

Sex Discrimination - It’s Not Always This Obvious - 16 x 20 - Spanish - HUD Logo

Sex Discrimination - It’s Not Always This Obvious - 16 x 20 - Spanish - HUD Logo - Localizable
Domestic Violence-It’s Not Always This Obvious–16x20, English-No HUD Logo-Localizable
Domestic Violence-It’s Not Always This Obvious–16x20-Spanish-No HUD Logo-Localizable
• Transgender–It’s Not Always This Obvious–16 x 20–English–No HUD Logo–Localizable
• Transgender–It’s Not Always This Obvious–16 x 20–Spanish–No HUD Logo–Localizable
Gender Non-Conforming – It’s Not Always This Obvious – 16 x 20

Gender Non-Conforming – It’s Not Always This Obvious – 16 x 20, Spanish-No HUD Logo-Localizable

IF YOU’RE EVICTED BECAUSE YOU’RE GENDER NON-CONFORMING, IT’S NOT ALWAYS THIS OBVIOUS.

CONTACT YOUR LOCAL FAIR HOUSING AGENCY TO HELP YOU READ BETWEEN THE LINES.

visit www.sexdiscriminationinhousing.org

A public service message from Northwest Fair Housing Alliance in partnership with Gender Justice League, Legal Voice and YWCA, Spokane.

The Federal Fair Housing Act prohibits discrimination because of race, color, national origin, religion, sex, familial status or disability.
III. 5 customizable and localizable **print public service announcements** in English & 7 other languages: (Same text and graphics as 16 x 20 posters)

Viewable here:
https://www.dropbox.com/sh/xmbhvsh19jcfqa7/AADfYZOP6b9pGp6qVD0Xu3iKa?dl=0

**Sexual Harassment - It’s Not Always This Obvious:**

7 x 10-English-HUD Logo  
7 x 10-English-HUD Logo-Localizable  
2/3 Page-English-HUD Logo  
2/3 Page-English-HUD Logo-Localizable  
Newspaper-English-HUD Logo  
Newspaper-English-HUD Logo-Localizable

Also available in
- Spanish
- Chinese
- Tagalog
- Vietnamese
- Korean
- Arabic
- Russian

**Sex Discrimination - It’s Not Always This Obvious:**

7 x 10-English-HUD Logo  
7 x 10-English-HUD Logo-Localizable  
2/3 Page-English-HUD Logo  
2/3 Page-English-HUD Logo-Localizable  
Newspaper-English-HUD Logo  
Newspaper-English-HUD Logo-Localizable

Also available in
- Spanish
- Chinese
- Tagalog
- Vietnamese
- Korean
- Arabic
- Russian
Domestic Violence - It's Not Always This Obvious:

7 x 10-English-No HUD Logo
7 x 10-English-No HUD Logo-Localizable
2/3 Page-English-No HUD Logo
2/3 Page-English-No HUD Logo-Localizable
Newspaper-English-No HUD Logo
Newspaper-English-No HUD Logo-Localizable

Also available in
- Spanish
- Chinese
- Tagalog
- Vietnamese
- Korean
- Arabic
- Russian

Transgender - It's Not Always This Obvious:

7 x 10-English-No HUD Logo
7 x 10-English-No HUD Logo-Localizable
2/3 Page-English-No HUD Logo
2/3 Page-English-No HUD Logo-Localizable
Newspaper-English-No HUD Logo
Newspaper-English-No HUD Logo – Localizable

Also available in
- Spanish
- Chinese
- Tagalog
- Vietnamese
- Korean
- Arabic
- Russian
Gender Non-Conforming – It’s Not Always This Obvious:

Also available in

- Spanish
- Chinese
- Tagalog
- Vietnamese
- Korean
- Arabic
- Russian
C. CAMPAIGN DISTRIBUTION:

visit [www.sexdiscriminationinhousing.org](https://www.sexdiscriminationinhousing.org)

All national campaign materials developed for this grant will be available for download at [https://sexdiscriminationinhousing.org](https://sexdiscriminationinhousing.org), a section 508 compliant website developed (SOW Task 29) and populated with the grant PSA materials, HUD sex discrimination guidance, and other existing sex discrimination resources for housing providers and advocates.

HUD identifying information and logo only appear on the sexual harassment and sex discrimination themed video and print public service announcements.

Prior to being made accessible to the public, the website can be viewed at: [http://sexdiscriminationinhousing.plesk.nxnw.io/](http://sexdiscriminationinhousing.plesk.nxnw.io/)

Screenshots:
Public Service Announcement Distribution:

Marketing of materials developed for national campaign (SOW Task 33) and budget PSA publishing line items: The national campaign products developed for this grant will be distributed and published/aired according to the following grant budget line items for which contracts have been entered into and grant funds obligated:

1. Television

Local & Regional Television:

- **KREM TV**: KREM TV is Spokane’s CBS Affiliate. Founded in 1954, KREM TV is part of the Gannett Company. KREM TV will air the 3 30-second English PSAs 249 times total (120 are in-kind at no charge) on KREM TV and its sister station KSKN TV. A contract KREM has been executed.
- **KXLY**: KXLY TV is the local ABC Affiliate in Eastern WA. KXLY will air the 3 30-second English PSAs in 817 spots (415 in-kind at no charge). A contract with KXLY has been executed.
- **CMTV14**: CMTV14 was founded in 2007 as a nonprofit TV station. CMTV14 can be found on Comcast channel 14 in the greater Spokane area with a reach of over 107,000
households. CMTV is creating an introduction to precede the loop airing of the 6 30-second television public awareness announcements developed for this grant, and will air the loop on CMTV-14 at no charge.

- **Hispanavisión Televisión**: broadcasts 9 different Television channels, 7 of which are in Spanish. They reach 100% of all Hispanic TV households in the Yakima Valley, WA including Sunnyside, Grandview and Prosser. Yakima County has a Hispanic population over 150,000 not including the peak migrant population of over 100,000. They have been broadcasting Spanish language programming in this area for over 25 years. They are locally and minority-owned and operated. Hispanavision Television will air the 3 30-second Spanish TV PSAs 300 times each, with an additional in-kind match of 300 times each, for a total of 1800 spots. The spots will air on 3 networks: Atzeca America, EstrellaTV, and LATV. A contract with Hispanavision TV has been executed.

**National Spots:**

- The 3 30-second English public service announcements are being placed on TV stations in local markets in other states across the country for a total market buy of $20,000.
- **CMTV14** is a member of both the WA Assoc. of Telecommunications Officers and Advisors (WATOA) and PEGMedia that facilitate the broader distribution of programming. PEGMedia is a media transfer site for Public, Education and Government community television stations and producers of media for these stations nationally. This site is an easy way for producers to make their programming known and available to all participating stations and to provide stations a wide variety of programming from which to choose for their area. WATOA has a statewide distribution list of 54 Government and Cable Access stations. At no charge to NWFHA, CMTV will upload NWFHA’s 6 30-second television public service announcements to PegMedia for broad national viewer access.

2. **Print**

The following Spanish and English print PSAs will be published in 24 Tu Decides weekly publications (12 Spanish publications and 12 English publications) distributed throughout Washington State. Tu Decides is a free bilingual (Spanish/English) newspaper with a 20,000 weekly distribution to Washington grocery stores, gas stations and restaurants, as well as an email distribution list of 12,000 subscribers.

- **Sexual Harassment - It’s Not Always This Obvious**
  - Newspaper, English, HUD Logo & Localized for NWFHA (3 times)
  - Newspaper, Spanish, HUD Logo & Localized for NWFHA (3 times)
- **Sex Discrimination - It’s Not Always This Obvious**
  - Newspaper, English, HUD Logo & Localized for NWFHA (3 times)
  - Newspaper, Spanish, HUD Logo & Localized for NWFHA (3 times)
- **Domestic Violence - It’s Not Always This Obvious**
  - Newspaper, English, No HUD Logo - Localized for NWFHA (2 times)
  - Newspaper, Spanish, No HUD Logo - Localized for NWFHA (2 times)
- **Transgender - It’s Not Always This Obvious**
- Newspaper, English, No HUD Logo - Localized for NWFHA (2 times)
- Newspaper, Spanish, No HUD Logo - Localized for NWFHA (2 times)
• Gender Non-Conforming – It’s Not Always This Obvious
  - Newspaper, English, No HUD Logo - Localized for NWFHA (2 times)
  - Newspaper, Spanish, No HUD Logo - Localized for NWFHA (2 times)

A contract with Tu Decides has been executed.

<table>
<thead>
<tr>
<th>Other Direct</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Estimated Cost</th>
<th>Federal Cost</th>
<th>In-Kind Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tu Decides</td>
<td>24</td>
<td>$550.00</td>
<td>$13,200</td>
<td>$4,800</td>
<td>$8,400</td>
</tr>
</tbody>
</table>

3. Radio
The audio from the 3 30-second Spanish TV PSAs will be aired as radio PSAs on KDNA Northwest Communities Education Center (NCEC)/Radio KDNA 200 times each. NCEC is a community-based nonprofit organization located in Granger, WA. NCEC directs its efforts, as a minority community nonprofit organization, to educate and empower Hispanic/Latino and other disadvantaged communities to overcome barriers of literacy, language, discrimination, poverty and public health issues. NCEC provides a range of educational services including health information, housing, legal and other services. A contract KDNA has been executed.

<table>
<thead>
<tr>
<th>Other Direct</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Estimated Cost</th>
<th>Federal Cost</th>
<th>In-Kind Cost</th>
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</thead>
<tbody>
<tr>
<td>KDNA</td>
<td>600</td>
<td>$20.00</td>
<td>$12,000</td>
<td>$6,000</td>
<td>$6,000</td>
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4. Digital Promotion

<table>
<thead>
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<th>Other Direct</th>
<th>Federal Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google leads/ FB promo</td>
<td>$13,000</td>
</tr>
</tbody>
</table>

  a. Facebook Ads
Facebook ads with the public service announcements developed for this campaign will be targeted at people over 18 in the United States with the following interests and job titles:

- Job title: Fair Housing Specialist, Property Manager, Landlord, Owner/Landlord, Women's rights, Domestic Violence Counselor, Victim Advocate, Domestic Violence Advocate, Apartment Leasing Agent, Leasing Manager, Property Management or Sexual Assault Counselor
In addition to Facebook Ads, NWFHA will distribute campaign materials via posts directly to its Facebook Page [https://www.facebook.com/NWFairHousing/](https://www.facebook.com/NWFairHousing/) which has 357 followers, and sub-grantee Facebook Pages:

- **Legal Voice** - 3,338 followers (78% identify as women; 19% identify as men; 45% of followers are between 25-44 years old)
  
  2,720 people reached daily (average)

- **Gender Justice League** - 4382 followers (Post Engagement: 389; Total Page likes 4100)

- **YWCA** - 1800 followers
b. **Google AdWords**

The following ad will appear when male and females over 18 search on the following key words in google:

- sex discrimination, landlord, housing, domestic violence, transgender, sex harassment, fair housing, gender discrimination, property manager, violence against women, domestic abuse, equal opportunity in housing, homeless shelter, domestic violence advocate, lgbt, public service announcement

**Sex Discrimination In Housing - Education & Advocacy Resources**

Ad [www.sexdiscriminationinhousing.com](http://www.sexdiscriminationinhousing.com)

Localizable public service announcements, Toolkits, HUD Guidance, and more

c. **Twitter Ads**

Ads based on the PSAs developed for this campaign will appear on Twitter when the following keywords are searched by any gender who is a home renter in an apartment or multi family home type:

- transgender, human rights, lgbtq, property manager, sexual assault, women's rights, domestic violence, equal opportunity, gender identity, housing discrimination, sex discrimination, housing advocate, fair housing, gender non-conforming, sex harassment

Unpublished ad:

**NW Fair Housing @NwFairHousing**

Aug 08

New PSAs and resources about sex discrimination in housing!

It's Not Always this Obvious

sexdiscriminationinhousing.org

## ## ##
In addition to Twitter Ads, campaign materials will be distributed via NWFHA and sub-grantee Twitter accounts:

@NWFairHousing - 388 followers  
Legal Voice - 873 followers  
74% identify as female; 26% identify as male  
Top interests: business and news, politics, and current events  
500 people reached daily (average)  
YWCA of Spokane - (via YWCA National) - 8781 followers

**d. Fair Housing Information Clearinghouse**

The following HUD approved materials will be uploaded to the Fair Housing Information Clearinghouse website, [http://fhic.nfhta.org/](http://fhic.nfhta.org/):

- 30-second localizable closed captioned **video public service announcement**, in English and Spanish:
  - Sexual Harassment-It’s Not Always This Obvious -English-HUD Logo-Localizable  
  - Sexual Harassment -It’s Not Always This Obvious-Spanish-HUD Logo-Localizable

- **16 x 20 Posters**:  
  - Sexual Harassment-It’s Not Always This Obvious–English, HUD Logo  
  - Sexual Harassment-It’s Not Always This Obvious–Spanish, HUD Logo  
  - Sex Discrimination-It’s Not Always This Obvious–English, HUD Logo  
  - Sex Discrimination-It’s Not Always This Obvious–Spanish, HUD Logo

- **Print PSAs**:  
  - Sexual Harassment -It’s Not Always This Obvious:  
    - 7 x 10, English-HUD Logo  
    - 7 x 10, English-HUD Logo-Localizable  
    - 2/3 Page, English-HUD Logo  
    - 2/3 Page, English-HUD Logo-Localizable  
    - Newspaper, English-HUD Logo  
    - Newspaper, English-HUD Logo-Localizable  
    - Also in  
      - Spanish  
      - Chinese  
      - Tagalog  
      - Vietnamese  
      - Korean  
      - Arabic  
      - Russian
• **Sex Discrimination - It’s Not Always This Obvious:**
  • 7 x 10, English-HUD Logo
  • 7 x 10, English-HUD Logo & Localizable
  • 2/3 Page, English-HUD Logo
  • 2/3 Page, English-HUD Logo-Localizable
  • Newspaper, English-HUD Logo
  • Newspaper, English-HUD Logo-Localizable
  • Also in
    o Spanish
    o Chinese
    o Tagalog
    o Vietnamese
    o Korean
    o Arabic
    o Russian

e. **Sub-grantee Websites / Email Contact Lists:**

Legal Voice:
  Website: 3,849 unique visitors per month (95% English speaking; 92% live in U.S.)
  Email: 3,885 email list subscribers
  Blog - 392 visitors per month (79% English speaking; 65% live in U.S.)

YWCA of Spokane:
  Website: 5000 visits
  Email: 3897 people—receive Constant Contact Newsletter

YWCA National Website: 16,000 visits

5. **Poster Distribution:**

Each of the 10 (5 English and 5 Spanish) 16 x 20 posters, printed on light weight glossy stock with bleeds in full color, will be mailed in 18 x 24 stay flat white cardboard envelopes to 200 fair housing agencies, domestic violence shelters, and gender justice advocacy organizations nationwide. A contract with a mailing service has been executed.
II. EDUCATION ACTIVITIES:

During the 18-month grant period, NWFHA participated in the following education activities regarding sex discrimination and fair housing:

- **SOW Task 20**: NWFHA trained (7) sub-grantee staff and (3) sub-contractor staff on Fair Housing on Jan. 20, 2016 at initial team meeting.
- **Task 21**: NWFHA (8 staff) received training from 3 sub-grantees (7 staff) and sub-contractor (3 staff) NxNW on Domestic Violence, Trans* and gender non-conforming culture, sexual harassment issues and digital media respectively, on Jan 20-21, 2016.
- **Tasks 30 & 34**: Developed and conducted webinar presentation on sex discrimination in housing and intimate partner violence under the Fair Housing Act
  - Gathered pertinent links to existing websites, existing 3rd party resources, and best practices specific to Intimate Partner violence under the Fair Housing Act for presentations, webinar & website development.
  - Discussed dates, content and target audience with key staff of YWCA.
  - YWCA key staff provided input and information for the presentation.
  - Grantee and YWCA Spokane key staff developed webinar and handouts for fair housing and domestic violence. Multiple practice sessions were held.
  - May 19, 2017 Grantee and sub-grantee YWCA Spokane conducted a local webinar session: “Fair Housing: Sex Discrimination & Domestic Violence Protections” (12 registrants/10 attendees) in preparation for larger national webinar conducted June 21, 2017, 10-11am PST (58 registrants/35 attendees).
- **Tasks 31 & 35**: Developed and conducted webinar on sex discrimination in housing and sexual harassment and gender stereotyping under the Fair Housing Act
  - Gathered relevant links to existing websites, 3rd party resources and best practices specific to sexual harassment and gender stereotyping under the Fair Housing Act for webinar & website development.
  - Discussed dates, content and target audience with key staff of Legal Voice.
  - Conferred with Legal Voice key staff to schedule webinar and for development of presentation.
  - Grantee and Legal Voice key staff developed fair housing and sex harassment and gender Stereotyping webinar with handouts and conducted practice sessions.
  - Grantee and Key staff from Legal Voice presented national webinar, “Fair Housing & Sexual Harassment & Gender Stereotyping” on June 9, 2017 (69 registrants, 48 attendees).
- **Task 32 & 36**: Developed and conducted webinar on sex discrimination in housing and trans* and gender non-conforming people under the Fair Housing Act
  - Gathered contemporary links to existing websites, 3rd party resources and best practices specific to Transgender and gender non-conforming people under the Fair Housing Act for webinar and website development.
  - Discussed dates, content and target audience with key staff of Gender Justice League.
  - Key staff of GJL reviewed Grantee’s update of webinar presented in June.
  - Updates included new data from 2015 study released in Dec. 2016 by the National Center for Transgender Equality.
Key staff of GJL reviewed and advised on webinar development and webinar handouts.

Grantee and Gender Justice League key staff conducted webinar, “Fair Housing: Sex Discrimination Housing Justice for the Transgender Community” June 28, 2017.

**Task 37: NWFHA provided technical assistance to 29 staff from fair housing and gender justice advocacy organizations on sex discrimination and fair housing:**
- EOI-NP Program Manager presented 1-hour overview on sex discrimination under the Fair Housing Act to 17 staff from 4 FHIP agencies (from ID, Western WA, OR, and AK) at Region X FHIP investigator summit 8/9-8/11/16 in Seattle, WA.
- Provided TA on fair housing and sex discrimination and trans* and gender-nonconforming communities in April 2017 in Boise, Idaho for 4 FHIP staff.
- Provided TA on fair housing and sex discrimination and trans* and gender non-conforming persons in shelters in May 2017, in Tacoma, WA for 1 Western WA FHIP staff.
- Provided TA on sex discrimination and fair housing for 4 ID FHIP staff and 3 fair housing ambassadors at the April 28, 2017 Annual Idaho Fair Housing Training, Boise ID. Approximately 125 people attended.

**Task 38: Presented training about sex discrimination under the Fair Housing Act at the 2016, 8th Annual DV Symposium, Seattle University, Seattle, WA with sub grantees: Legal Voice, Gender Justice League, and YWCA.**
- Sub grantee Legal Voice key staff proposed a break out session “Protecting Survivors from Housing Discrimination: What Can Survivors Do to Get Safety & Justice?” to Seattle University. Proposal was accepted for the 8th Annual Domestic Violence Symposium, Seattle, WA, Sept. 8-9, 2016.
- Sub-grantee’s key staff (Legal Voice, Gender Justice League and YWCA Spokane), presented “Protecting Survivors from Housing Discrimination: What Can Survivors Do to Get Safety & Justice?” at Seattle University’s 8th Annual DV Symposium. 50 professionals attended the session.

**Task 39: Presented training about sex discrimination under the Fair Housing Act at Washington Low Income Housing Alliance (WLIHA) Annual Conference, Tacoma, WA, May 2017 (w/ the Fair Housing Center of WA)**
- NWFHA key staff co-presented on sex discrimination and shelters under the Fair Housing Act at the Annual Washington State Low Income Housing Alliance (WLIHA) Conference, Tacoma, WA on May 2017 with FHIP Fair Housing Center of WA (60 attendees of 875 conference registrants)

**Task 40: NWFHA & Gender Justice League (’16) and NWFHA & YWCA Spokane (’17) co-presented workshops on gender and domestic violence and the Fair Housing Act at the annual 2016 and 2017 Inland NW Fair Housing Conference.**
- Grantee and sub-grantee, YWCA Spokane, presented a break out session: “Fair Housing: Sexual Harassment & Domestic Violence” at the Inland Northwest Fair Housing Conference on April 20, 2017. Approximately 160 of 475 conference registrants attended.

- Grantee key staff and sub-grantee key staff co-presented a break out session at the Annual WLIHA Conference, in Tacoma, WA May 11, 2017, “Fair Housing and Sex Discrimination: Housing Justice for the Transgender Community” (53 of 875 conference attendees).


- Proposal was submitted February 2017 and accepted by conference.
- Grantee, Legal Voice key staff, and Gender Justice League key staff presented panel discussion: “Fair Housing & Sex Discrimination: Sexual Harassment and Sex Stereotyping” at the Access to Justice, statewide conference for attorneys and legal advocates in Yakima, WA May 31-June 1, 2017. (50 attended of 250 conference registrants).

Task #43: NWFHA and Gender Justice League co-presented at 2016 Gender Odyssey Annual International conference in Seattle, WA.

- NWFHA and Gender Justice League submitted workshop proposal on 2/28/16 to co-present on Gender and Fair Housing at the 2016 Gender Odyssey annual international conference in Seattle, WA. Workshop proposal was accepted.
- Grantee and Sub-grantee, GJL co-presented on 8/6/16 at the Annual, International Gender Odyssey conference in Seattle, WA. Conference drew over 1,000 attendees. Breakout session included 12 participants from 4 states (AZ, WA, OR and NY).
APPENDIX A - Summary of Sub Grantee’s Focus Groups/Interviews Re: Sex discrimination in housing—sexual harassment & assault, DV with disparate impact

1. Housing Providers (landlords, property managers, property owners)
   a. Collectively think single moms with kids were probably the most discriminated against (Sex and Familial status) of all the protected classes
   b. Did not correlate Sex Discrimination with Domestic violence at all. Their concerns about DV regarded property damage. Assume a DV survivor will be unable to pay on her own (if abuser ousted).
   c. Want to be in compliance with Fair Housing but express there are “too many” laws to know, understand, follow or comply. Desire “plain language” explanations of discrimination laws
   d. Conduct business passively re: potential allegations of sex discrimination (“wait [to address it] when it comes up”)
   e. Confusion/lack of knowledge about their duties, obligations or liabilities—for themselves, and for agents acting on their behalf i.e. maintenance staff, repair folks, etc.

2. Advocates (housing & gender justice advocates, lawyers, sexual assault/rape crisis center advocates, tenant advocates)
   a. Discover sexual harassment/assault allegations via help sought for other housing issues: termination, eviction, repairs not being done, increase in rent, facing homelessness, housing search assistance
   b. Identified the populations most affected: by nature, are all renters—who are poor and extremely poor (income under 150-200% federal poverty level), and often women with disabilities, women of color, immigrant women (documented and undocumented—most vulnerable), women with limited English proficiency, elderly women, women desperate for housing, female heads of households with kids.
   c. Express that these populations:
      1. Experience sexual harassment regularly (sex acts in lieu of: rent, rent increase, repairs, transfers, getting out of a lease, accessing available units, etc.)
      2. Experience assault by landlords, property managers and employees of LL, fairly regularly
      ii. Fear retaliation (very realistically) ---if client rebuffs, calls police, reports or moves it can result in denial of housing, rent increase, termination, no repairs, utilities cut off, eviction, bad rent references, credit history damage
      iii. If they do want to take action, they have no idea of how to enforce, report, or to whom
      iv. Don’t understand DV survivor discrimination and its connection to Sex Discrimination (disparate impact theory) so never raise a defense
      v. Assumes discrimination is only overt
      vi. Do not prioritize reporting it because:
         1. they are in crisis/experiencing trauma
         2. lack of hope/belief/trust in “the system” and it’s outcomes
         3. fear being stigmatized, disbelieved, further victimized
         4. lack resources or have unreliable resources (phone minutes, transportation, internet access, etc.)
      d. Gave chilling examples of “victim blaming,” and “double binds” of the victims of sex discrimination/abuse/assault and outcomes of reporting
i. LL/prop managers have keys and enter randomly and at will without notice

ii. Management companies back the sexual harasser employee and settle allegations by removing her

iii. LLs’ holding victim financially “hostage” in the lease after sexual harassment/assault incident so they can’t move

iv. LL’s impose the DV abusers/sexual predators damage costs onto victim

v. LL’s refuse to accommodate safety concerns of victims

3. Victims of sexual violence (sexual harassment/assault/domestic violence) expressed:

   a. Unsure if they experience discrimination in housing when it is not overt
   b. Did not know the sexual harassment was illegal—experience it as a matter of course
   c. Reticent to report it or not prioritized—other matters are more pressing
   d. Fear retaliation for reporting; bad references, denial of housing, loss of housing, increased rent, shut off utilities, etc.
   e. Gave many examples of experiencing sex discrimination:
      i. Maintenance worker sexually propositioning and harassing
      ii. Termination for calling police for DV incident
      iii. Denied rental after protection order discovered in screening
      iv. “single moms with kids don’t keep up the property therefore not good rental candidates” = housing denials
      v. LLs conducting business with husband only-disregarding woman
      vi. Filing protection order on him resulted in her being terminated
   f. Most expressed desire to get detailed information on the reporting process, learn how to self advocate and hold LL accountable
   g. Some stressed that is the LLs that need the education or it won’t matter what they [the women/victims] do/know.
   h. Believe discrimination in housing happens regularly and as a matter of course but did not know how they would prove it.

4. Subset of Victims—Women with Hearing Impairments/Deaf

   a. Women with hearing loss starting to understand their rights to accommodation in housing under the ADA – examples, flashing lights for fire alarms, etc. Not sure if people actually know their right not to be discriminated against – just a basic understanding that discrimination is generally prohibited.
   b. A lot of women knew the basics, but many aren’t familiar with anti-discrimination law or know that, for example, they can’t be discriminated against because they have children.
   c. Knowledge of rights doesn’t necessarily help – a lot of people don’t ask for accommodation, or even let landlords know they are Deaf until they’ve already signed a rental agreement, for fear of denial.
   d. Most people know that race discrimination is illegal, but don’t know more than that.
   e. One person had an experience where a landlord told the tenant her rights as a Deaf tenant, and what services he had to ensure were present – she was shocked, this never usually happens.
   f. The women really have a hard time with the intersections – they don’t know if they were discriminated against because of DV, because they are Deaf, because of some other reason.