
Instructions For Affirmative Fair Housing Marketing Plan
Please Read Before Filling Out the Forms.

1. Introduction. DCA's Affirmative Marketing Plan for owners of HOME assisted projects with five or more units requires that each applicant carry out an affirmative marketing program to attract prospective buyers or tenants of all majority and minority groups in the housing market area *regardless of race, color, religion, sex, national origin, handicap or familial status.*

The applicant will describe on this format the activities it proposes to carry out during *advance marketing*, where applicable, and the initial sales and rent-up period. The affirmative marketing program also must ensure that any group(s) of persons normally **NOT** likely to apply for the housing without special outreach efforts (because of existing neighborhood racial or ethnic patterns, location of housing in the SMSA, price or other factors) know about the housing, feel welcome to apply and have the opportunity to buy or rent.

Information specifically required in each subsection of this form must be attached upon submission of the application and must be resubmitted with the final construction draw.

In addition to the specific advertising and notification activities, please describe activities relating to instructions to staff on fair housing and EHO concerns, and acknowledge intent to participate in periodic DCA-sponsored training opportunities where applicable.

2. Part 2. Applicant and Project Identification.

- u Parts A, B, and D are self-explanatory.
- u With regard to Part C, the applicant shall obtain census tract information from local planning agencies, county planning departments, public libraries or other sources of census data. *In addition, applicant must attach map and census tract information indicating location of existing assisted housing projects in community or proposed service area.*
- u With respect to Part E, specify approximate starting date of initial occupancy.
- u Part F is to be completed only if the applicant is not to implement the plan on its own.

3. Part 3. Type of Affirmative Marketing Plan. Applicant for multifamily and subdivision projects are to submit a Project Plan which describes the marketing program for the particular project or subdivision. Scattered site builders are to submit individual annual plans based on the racial composition of each type of census tract. For example, if a builder plans to construct units in both minority and non-minority census tracts, separate plans will be submitted for all of the housing proposed for both sites.

4. Part 4. Direction of Marketing Activity. Considering factors such as price or rent of housing, the racial/ethnic characteristics of the neighborhood in which housing is (or is to be) located, and the population within the housing market area, public transportation routes, etc., indicate which group(s) of the existing population you believe ARE **LEAST LIKELY** to apply without special outreach.

5. Part 5. Marketing Programs. The applicant will describe the marketing program to be used to attract all segments of the eligible population, especially those groups designated in Part 4 of the Plan as least likely to apply. The applicant will state:

- u the type of media to be used,
- u the names of newspapers/call letters of radio or of TV stations,
- u the name of contact person at each medium,
- u the address and phone number of each medium,
- u the identity of the circulation or audiences of the media identified in the Plan, e.g., White (non-Hispanic), Black (non-Hispanic), Hispanic, Asian-American/Pacific Islander, American Indian/Alaskan Native, and

- u the size or duration of newspaper advertising or length and frequency of broadcast advertising.

Community contacts include the individuals or organizations that are well-known in the project area or the locality, and that can influence persons with groups considered least likely to apply. Such contacts may include, but need not be limited to: neighborhood minority and women's organizations, churches, labor unions, employers, public and private agencies, and individuals who are connected with these organizations and/or are well-known in the community.

6. Part 6. Future Marketing Activities. Self-explanatory.

7. Part 7. Experience and Staff Instructions.

- a. Indicate whether the applicant has previous experience in marketing housing to group(s) identified as least likely to apply for the housing.
- b. Describe the instructions and training given to the sales/rental staff. This guidance to staff must include information regarding federal, state and local fair housing laws and AFHM Plan. Copies of any written materials must be submitted with the Plan, if such materials are available.

8. Part 8. Additional Considerations. In this section describe other efforts not covered previously which are planned to attract persons in either those groups already identified in Part 4 of the Plan as least likely to apply for the housing or in groups not previously identified in the Plan. Such efforts may include outreach activities to female-headed households.

9. Part 9. Self-explanatory. The applicant's authorized agent signs the AFHM Plan at the bottom and dates it. By signing the Plan, the applicant assumes full responsibility for its implementation. DCA may at any time monitor the implementation of the Plan and request modification in its format or content, as DCA deems necessary.

10. Notice of Intent to Begin Marketing. No later than 90 days prior to the initiation of sales or rental marketing activities, the applicant with an approved Plan will submit written notice of intent to begin marketing to DCA.

11. Annual Assessment of AFHM Plan. The applicant will submit to DCA on an annual basis, within 30 days of the anniversary of the approval of its AFHM Plan, an assessment of the Plan's execution. The assessment will include as attachments, confirmation of all media announcements made in accordance with Part 5(A) of the Plan. In the case of newspaper and other types of printed media, confirmation must be in the form of a photocopy of the actual notice or article, including the date and name of the publication. In the case of broadcast media, confirmation will be in the form of written text used to compose announcement(s), plus written acknowledgment from the broadcasting station, indicating the time(s) and date(s) of announcement and the fee paid or designation of the announcements as a public service announcement (PSA).

The assessment will include copies of brochures and/or public notices posted in fulfillment of Part 5(B) of the Plan. The assessment will also include copies of newsletters, church bulletins, correspondence or leaflets featuring notification of community contacts to their membership of the availability of housing through this project.

DCA will assess each applicant's compliance with and adherence to its approved AFHM Plan based on the completion of prescribed activities and the applicant's ability to provide adequate proof that such activities are undertaken as described in the AFHM Plan.

12. Corrective Action. In the event of an applicant's failure to submit an approved AFHM Plan or to comply with activities set out in the DCA-approved AFHM Plan, DCA will notify the applicant in writing that it has been placed on a 90-day probationary period during which the applicant will be allowed to complete those activities which will bring it into compliance. Upon coming into compliance, the applicant will be notified in writing by DCA and will undergo a six-month monitoring period during which DCA may request proof of the applicant's completion of activities specified in each part of the AFHM Plan.

13. Record Keeping. DCA will keep on file a copy of the applicant's approved AFHM Plan and all assessment materials, both as provided by the applicant and as discovered independently. The applicant must keep on file a copy of its AFHM Plan, with ongoing attachments.