

Zeffert & Associates

Affirmative Fair Housing Marketing Plans

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Mrs Dunns and Husband
Thank you that you
find me!



Department of the Interior
Internal Revenue Service



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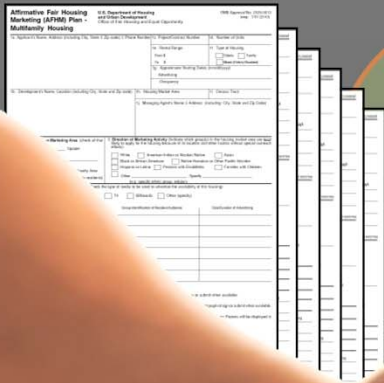
- The Affirmative Fair Housing Marketing Plan
- Specific Plan Form Required for HUD, RD
- Suggested for HOME, State HFA requirements



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○ Should be a “living” document!



The image shows a hand holding a stack of forms. The top form is titled 'Affirmative Fair Housing Marketing (AFHM) Plan - Multifamily Housing'. It is a form from the U.S. Department of Housing and Urban Development (HUD). The form includes sections for 'Project Information', 'Marketing Plan', and 'Marketing Results'. The 'Marketing Plan' section includes a table for 'Marketing Activities' with columns for 'Activity', 'Frequency', 'Duration', and 'Responsible Party'. The 'Marketing Results' section includes a table for 'Marketing Results' with columns for 'Activity', 'Frequency', 'Duration', and 'Responsible Party'.



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Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing Opportunities
(See AFHMP, Block 3b)

In the respective columns below, indicate the percentage of demographic groups among the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area (See instructions to Block 1e). If you are a new construction or substantial rehabilitation project and do not have residents or project applicant data, only report information for census tract, housing market area, and expanded housing market area. The purpose of this information is to identify any under-representation of certain demographic groups in terms of race, color, national origin, religion, sex, familial status, or disability. If there is significant under-representation of any demographic group among project residents or current applicants in relation to the housing/expanded housing market area, then targeted outreach and marketing should be directed towards these individuals least likely to apply. Please indicate under-represented groups in Block 3b of the AFHMP. Please attach maps showing both the housing market area and the expanded housing market area.

Instructions: For demographic data from the 2010 Census, please see <http://factfinder2.census.gov/main.html>. To find data by Census Tract, County, Metropolitan Statistical Area (MSA), or other level:

1. Click "Geographies" on the left.
2. Click the "Address" Tab and enter the address of the project and then click "GO".
(*To create a map of the area click the "Maps" tab*)
3. Select the level of interest (Census Tract, County, MSA, or other) and then close the "Select Geographies" box.
(Do NOT select more than one level at a time)
4. Click the first "Profile of General Population and Housing Characteristics: 2010" also known as DP-1.
(Refer to the "Race" section "Total Population" subsection for breakdown of demographic characteristics)
5. Record the information in Worksheet 1 for that level, click "Back to Search" in the top left corner, then click "Clear all Selections" in the "Selections" Box in the top left corner.
6. Start process again to retrieve the next level of data (County, MSA, or other).

To collect information about the percentage of persons with disabilities repeat above steps 1 through 3 to select your level of interest (Census Tract, County, MSA, etc.) then:

1. Click "Topics" on the left.
2. Click "People".
3. Click "Disability" and then click the "Disability" link directly beneath it.
4. **For Census Tract-** Select the first "Disability Status by Sex: 2000" or QT-P21. Please note that the most recent information for census tract is from 2000. In this section report percent with a disability for both sexes for population 5 years and over.
For County or MSA- Select the first "Selected Social Characteristics in the United States" or DP02 and report the percent of the total civilian noninstitutionalized population with a disability.
5. Record the information in Worksheet 1 and then click "Back to Search" in the top left corner, then click the "X" next to the level in the "Your Selections" box, but KEEP "DISABILITY" as a selection.
6. Repeat for next level of data (County, MSA, or other).

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract	Housing Market Area	Expanded Housing Market Area
% White					
% Black or African American					
% Hispanic or Latino					
% Asian					
% American Indian or Alaskan Native					
% Native Hawaiian or Pacific Islander					
% Persons with Disabilities					
% Families with Children under the age of 18					
Other (specify)					

3a. Demographic
Complete

3b. Targeted
Based on you
likely to appl

- ☐ White
- ☐ Native
- ☐ Familie

et area is/are *least*

merican
disabilities



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6. Evaluation of Marketing Activities

Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting the group(s) least likely to apply, how often you will make this determination, and how you will make decisions about future marketing based on the evaluation process.

7a. Marketing Staff

What staff positions are/will be responsible for affirmative marketing?

7b. Staff Training and Assessment: AFHM Plan

- (1) Has staff been trained on the AFHM P ?
- (2) Has the staff been instructed in writing and orally on nondiscrimination and fair housing policies as required by 24 CFR 200.620(c)?
- (3) If yes, who provides instruction on the AFHMP and the Fair Housing Act and how frequently?
- (4) Do you periodically assess staff skills, including their understanding of the AFHM Plan and their responsibilities to use it?
- (5) If yes, how and how often?

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- The Approved AFHMP should be posted in a prominent location

Examples: property office, community room, laundry room or other location where applications are received

The image shows a stack of forms, with the top one being the 'Affirmative Fair Housing Marketing (AFHMP) Plan' form. The form is titled 'Affirmative Fair Housing Marketing (AFHMP) Plan' and 'Multi-Family Housing'. It includes sections for 'General Information', 'Marketing Plan', and 'Marketing Program'. The form is a multi-page document, with the top page showing the title and basic information, and subsequent pages containing detailed marketing strategies and goals.



The “Lessons” of the AFHMP...

1. Start Early
2. Understand you market
3. Be creative and Identify community contacts
4. Fair Housing
 - a) Poster
 - b) AFHMP (if applicable)
 - c) Project sign
5. Evaluate:
 - a) Marketing
 - b) Staff training

