Affirmative Marketing Plan

District of Columbia

D.C. Department of Housing and Community Development
Office of Program Monitoring - Fair Housing and Equal Opportunity

1a. Applicant's Name, Address (including city, state & zip code) & phone number	1c. Project/Application Number	1d. Target Population & Age Group
	1e. Type of Program i.e., recreational, educational, skills building, after school, adult literacy, other (explain)–)	
	1f. Neighborhood or citywide Program (Name of Neighborhood targeted)	
	1g. Approximate Starting Dates (mm/dd/yy) of Advertising	

1b. Project's Name, Location (include ANC, EZ/EC, Hot Spot, PPA, or other special target designation associated with project location)	1h Facility/Program Market Area (Ward & Neighborhood)	1i. Census tract
	1j. Program Director/Facility Manager Name & Address (City, state, Ward and zip code)	

2. **Type of Affirmative Marketing Plan** (check all that apply)

☐ Project Plan ____ New ____Updated

☐ Annual Plan

____ White (non-minority) Area _____ Minority Area

____ Mixed Area (with _____ % minority residents)

3. **Direction of Marketing Activity** (Indicate which group(s) in the program/facility market area (DC) are LEAST LIKELY TO PARTICIPATE/APPLY for the program/service because of its location and other factors ***without special outreach*** efforts)

☐ White ☐ Families with Children ☐ African - Ethiopian

☐ Black or African American ☐ Persons with Disabilities ☐ Native Hawaiian or Other Pacific Islander

☐ Hispanic or Latino ☐ Asian - Vietnamese / Chinese ☐ American Indian or Alaskan Native

4a. **Marketing Program: Commercial Media** (Check the type of media to be used to advertise the availability of this program/facility)

☐ Newspapers/Publications ☐ Radio ☐ TV Billboards ☐ Other (specify)

Name of Newspaper, Radio or TV Station	**Group Identification of Readers/Audience**	Size/Duration of Advertising

4b. **Marketing Program: Brochures, Signs, and The Office of Human Rights (OHR) "Non-Discrimination" clause**

(1) Will brochures, letters, or handouts be used to advertise? ☐ Yes ☐ No If "Yes", attach a copy or submit when available.

(2) For project site sign, indicate sign size _____ x _____; Logo type size _____ x_____.Attach a photograph of project sign or submit when available.

(3) OHR's **"Non-Discrimination"** clause must be conspicuously displayed wherever Facility and Program Services take place. OHR language will be displayed in the

☐ Management Office ☐ Training Rooms ☐ Facility Waiting area ☐ Other (specify)_____

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4c. **Community Contacts.** To further inform the group(s) least likely to apply and to know about the availability of the program/facility, the applicant agrees to establish and maintain contact with the groups/organizations listed below that are located in the program market area. If more space is needed, attach an additional sheet. Notify DHCD Project/Program Manager and DHCD Fair Housing Director of any changes in this list. Attach a copy of correspondence to be mailed to these groups/organizations. (Provide all requested information.)

Name of Organization	Group Identification Primary ethnic group(s) serviced	Approximate Date (mm/dd/yy)	Person Contacted or to be Contacted

Address & Phone Number	Method of Contact	Indicate the specific function the Group/Organization will undertake in implementing the marketing program

5. Future Marketing Activities Mark the box(s) that best describe marketing activities to promote new programs after current programs have been initiated.

☐ Newspapers/Publications ☐ Radio ☐ TV

☐ Brochures/Leaflets/Handouts ☐ Internet / fax blast (circle one)

☐ Site Signs ☐ Community Contacts ☐ Other (Specify)

6. Experience and Staff Instructions **(See instructions)**

6a. On separate sheets, indicate **staff experience in marketing** to groups identified as least likely to apply for services at Facility or attend programs offered.

6b. On separate sheets, indicate previous training or training to be provided to staff on Federal, State and local Equal Opportunity laws (Fair Housing training acceptable) and regulations, as well as this Affirmative Marketing Plan. Attach a copy of the instructions to staff regarding federal and city Equal Opportunity regulations.

7. **Additional Considerations** Attach additional sheets as needed.

8. **Review and Update** By signing this form, the applicant agrees to follow this Affirmative Marketing Plan and update as needed to ensure continued compliance with DHCD's policies and HUD's Equal Opportunity regulations as described in the Equal Opportunity Certification for Non-Housing Programs.

Signature of person submitting this Plan & Date of Submission (mm/dd/yy)

Name (type or print)

Title & Name of Company

For DHCD- Office of Program Monitoring/ Fair Housing Division Use Only

Approval By	Disapproval By
Signature & Date (mm/dd/yyyy)	Signature & Date (mm/dd/yyyy)
Name (type or print)	Name (type or print)
Title	Title

D.C. DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT (DHCD)
OFFICE OF PROGRAM MONITORING –FAIR HOUSING DIVISION
AFFIRMATIVE MARKETING PLAN (AMP)

(DO NOT SUBMIT BACK TO DHCD)

INSTRUCTIONS: DHCD Affirmative Marketing Plan (AMP-DC)

Send completed form to: DHCD, 801 North Capitol Street, NE – Suite 200
Attention: (Your) Project Manager

Each applicant is required to carry out an *affirmative program to attract prospective participants of all minority and non-minority groups* for the program/facility services area regardless of their race, color, national origin, disability, familial status, religion, or sex. These protected groups in the program market area who may be subject to intentional /unintentional discrimination include: White, Black or African American, Hispanic or Latino, Asian (DC-Chinese and Vietnamese), persons with disabilities, families with children. The applicant shall describe in the AMP the proposed activities to be carried out during advance marketing, where applicable, and the initial construction of facility or advertisement of services. The affirmative marketing program also should ensure that ***any group(s) of persons ordinarily not likely to participate in this program or benefit from the services provided by the facility without special outreach (See Part 3), know about the program/services, feel welcome to apply and have the opportunity to participate.***

Completion of this form, including collection of information is estimated to average three (3) hours;[1] including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information) The Affirmative Fair Housing Marketing (AFHM) Plan is needed to ensure that all of our funding subrecipients are taking the necessary steps to eliminate discriminatory practices. No application for any housing project under any of DHCD's housing programs can be funded without an approved AFHM Plan. The responses are required to obtain or retain a benefit under the Fair Housing Act, Section 808(e)(5) & (6) and 24 CFR Part 200, Subpart M. The form contains no questions of a confidential nature. The District of Columbia Department of Housing and Community Development follows the federal guidelines for affirmative marketing in ensuring non-discriminatory practices by its subrecipients in housing and non-housing projects regardless of funding source.

Part 1-Applicant and Project Identification.
Blocks 1a thru 1f-Self-Explanatory. Block 1g-the applicant should specify the approximate date for starting marketing activities to the groups targeted for special outreach and the anticipated date of program services. Block 1h-the applicant should indicate the program market area, in which the facility/program will be (is) located (by Ward and Neighborhood name). Block 1i – the applicant may obtain census tract location information from local planning agencies, public libraries and other sources of census data. Block 1j the applicant should complete only if the Program Manager (the Manager can not be the applicant) is implementing the AMP.

Part 2-Type of Affirmative Marketing Plan:
Applicants providing program services should check both the Program Plan and indicate the status of the Affirmative Marketing Plan, e.g. new or update.

Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The Affirmative Marketing (AM) Plan is needed to ensure that DHCD subrecipients are taking the necessary steps to eliminate discriminatory practices involving federally and locally funded programs. No application for funding of a program service or a facility development which provides services to the general public can be funded without an approved AM Plan (See the "Applicability" section in the instructions below.) The responses are required to obtain or retain a benefit under the federally and locally mandated equal opportunity regulations. The form contains no questions of a confidential nature. The District of Columbia Department of Housing and Community Development follows the federal guidelines for affirmative marketing in ensuring non-discriminatory practices by its subrecipients in housing and non-housing projects regardless of funding source.

All Program and Annual Plans should indicate the racial composition of the program market area in which the facility/program will be (is) located by checking one of the three choices. Programs with training centers in various city locations should submit an Annual Plan that reflects the racial composition of each of the program market areas in which the facility/program will be (is) located. For example, if an economic development or housing counseling organization plans to use training centers in both minority (including areas of heavy ethnic concentrations within minority areas) and non-minority program market areas, a separate AMP shall be submitted for each program market area.

[1] Cited in HUD Form 935.2 Affirmative Fair Housing Marketing Plan

Part 3-Direction of Marketing Activity.
Indicate which group(s) the applicant believes are least likely to apply for the program/facility services without special outreach efforts. Consider factors such as Limited Language Populations (LEP)-- persons who English is not their primary language, cultural diversity of sponsoring program, racial/ethnic characteristics of program market area in which facility will be (is) located, disability or familial status of eligible population, public transportation routes, etc.

Applicability:
This form is to be completed by all applicants receiving federal and or local funds through DHCD's Notice of Funding –Request for Applications (RFA) or Request for Proposal (RFP) process to provide non-housing related services or for non-housing construction of facilities which will house services to target populations and the general public.

Each applicant is required to carry out an affirmative program to attract prospective constituents of all minority and non-minority groups in the program market area regardless of their race, color, religion, sex, national origin, disability, or familial status. Racial groups include White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander. Other groups in the program/facility area who may be subject to discrimination include, but are not limited to, Hispanic or Latino, persons with disabilities, or families with children. The applicant shall describe in the AMP the proposed activities to be carried out during the initial and advance marketing stages, where applicable. The AMP also should ensure that any group(s) of persons ordinarily **not** likely to apply for this facility/program service without special outreach (See Part 3), know about the services being provided, feel welcome to apply and have the opportunity to participate.

Part 4-Marketing Program.
The applicant shall describe the marketing program to be used to attract all segments of the eligible population, especially those groups designated in Part 3 of this AMP as least likely to apply. The applicant shall state: the type of media to be used, the names of newspaper/call letters of radio or TV stations; the identity of the circulation or audience of the media identified in the AMP (e.g., White, Black or African American, Ethiopian/African, Asian (Vietnamese and/or Chinese), Hispanic or Latino, persons with disabilities, sex/religion, and families with children) and the size or duration of newspaper advertising or length and frequency of broadcast advertising, if any. Community contacts include individuals or organizations that are well known in the program area (e.g. recreation, child care, youth services, entrepreneurship, healthcare, etc.), that can influence persons within groups considered least likely to apply. Such contacts may include, but need not be limited to: neighborhood, minority and women's organizations, grass root faith-based or other community based organizations, labor unions, employers, public and private agencies, disability advocates, schools and individuals who are connected with these organizations and/or are well-known in the community. Applicants should notify the DHCD Program/Project Manger and the Fair Housing Program of any changes to the list in Part 4c of this Affirmative Marketing Plan.

Part 5-Future Marketing Activities. Self-Explanatory.

Part 6-Experience and Staff Instructions.
6a. The applicant should indicate whether staff assigned to this project/program has previous experience in marketing the service programs to group(s) identified as least likely to participate in the program or facility services.
6b. Describe the instructions and training previously provided or to be provided to the program staff (training coordinators, assigned to this project. This guidance to staff must include information regarding Federal, State and local Equal Opportunity laws. Copies of any written materials advertising services or facility should be submitted with the AMP, if such materials are available.

Part 7-Additional Considerations.
In this section describe other groups to which the program/facility services may be marketed and efforts not previously mentioned which are planned to attract persons least likely to apply. Such efforts may include outreach activities to grass root faith-based or other community based organizations and other ethnic groups with limited English proficiency (LEP).

Part 8-Review and Update.
By signing, the applicant assumes full responsibility for the AMP implementation and required reviews and updates. DHCD may monitor the implementation of this Plan at any time and request modification in its format or content, where deemed necessary.

Notice of Intent to Begin Marketing.
No later than 90 days prior to the initiation of program services and facility activities, the applicant of an approved AM Plan shall submit notice of intent to begin marketing. It is submitted by fax, E-mail, or in writing to the Office of Program Monitoring/Fair Housing Division. DHCD's approval of the Affirmative Marketing Plan includes approval of this notification procedure as part of the overall AM Plan. The burden hours for such notification are included in the total designated for this AM Plan form.

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