

Affirmative Fair Housing 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. Total Number of Units
	1e. Price of Rental Range	1f. Number of Accessible Units
	1g. Approximate Starting Dates (mm/dd/yy) of Advertising	
	Occupancy	

1b. Project's Name, Location (include ANC, EZ/EC, Hot Spot, PPA, or other special target designation associated with project location)	1h. Housing Market Area (Ward & Neighborhood)	1i. Census tract
	1j. Managing/Sales Agent's Name & Address (including city, state, Ward (if DC) and zip code)	

<p>2. Type of Affirmative Marketing Plan (check all that apply)</p> <p><input type="checkbox"/> Project Plan _____ New _____ Updated</p> <p><input type="checkbox"/> Annual Plan</p> <p>_____ White (non-minority) Area _____ Minority Area</p> <p>_____ Mixed Area (with _____ % minority residents)</p>	<p>3. Direction of Marketing Activity (Indicate which group(s) in the housing market area (DC) are <u>LEAST LIKELY TO APPLY</u> for the housing because of its location and other factors <i>without special outreach efforts</i>)</p> <table border="0"> <tr> <td><input type="checkbox"/> White</td> <td><input type="checkbox"/> Families with Children</td> <td><input type="checkbox"/> African - Ethiopian</td> </tr> <tr> <td><input type="checkbox"/> Black or African American</td> <td><input type="checkbox"/> Persons with Disabilities</td> <td><input type="checkbox"/> Native Hawaiian or Other Pacific Islander</td> </tr> <tr> <td><input type="checkbox"/> Hispanic or Latino</td> <td><input type="checkbox"/> Asian - Vietnamese / Chinese</td> <td><input type="checkbox"/> American Indian or Alaskan Native</td> </tr> </table>	<input type="checkbox"/> White	<input type="checkbox"/> Families with Children	<input type="checkbox"/> African - Ethiopian	<input type="checkbox"/> Black or African American	<input type="checkbox"/> Persons with Disabilities	<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Asian - Vietnamese / Chinese	<input type="checkbox"/> American Indian or Alaskan Native
<input type="checkbox"/> White	<input type="checkbox"/> Families with Children	<input type="checkbox"/> African - Ethiopian								
<input type="checkbox"/> Black or African American	<input type="checkbox"/> Persons with Disabilities	<input type="checkbox"/> Native Hawaiian or Other Pacific Islander								
<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Asian - Vietnamese / Chinese	<input type="checkbox"/> American Indian or Alaskan Native								

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

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 HUD's Fair Housing Poster

(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) HUD's **Fair Housing Poster** must be conspicuously displayed wherever sales/rentals and showings take place. Fair Housing Posters will be displayed in the

Sales/Rental Office Real Estate Office Model Unit Other (specify)

4c. **Community Contacts.** To further inform the GROUP(S) LEAST LIKELY TO APPLY and to know about the availability of the housing, the applicant agrees to establish and maintain contacts with the groups/organizations listed below that are located in the housing 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 (Rental Units Only) Mark the box(s) that best describe marketing activities to fill vacancies as they occur after the project has been initially occupied.**

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 housing.

6b. On separate sheets, indicate previous training or training to be provided to staff on Federal, State and local fair housing laws and regulations, as well as this AFHM Plan. Attach a copy of the instructions to staff regarding fair housing.

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

8. **Review and Update** By signing this form, the applicant agrees to review their AFHM Plan on a three to five year basis and update as needed to ensure continued compliance with DHCD's Affirmative Fair Housing Marketing policies.

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 FAIR HOUSING MARKETING PLAN (AFHMP)**

(DO NOT SUBMIT BACK TO DHCD)

INSTRUCTIONS: Affirmative Fair Housing Marketing Plan (AFHMP-DC) - DHCD

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 buyers or tenants of all minority and non-minority groups* in the housing market area regardless of their race, color, national origin, disability, familial status, religion, or sex. These protected groups in the housing market area who may be subject to housing discrimination include: White, Black or African American, Hispanic or Latino, Asian (DC-Chinese and Vietnamese), persons with disabilities, families with children, or -- American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander-- where applicable by census data. The applicant shall describe in the AFHM Plan the proposed activities to be carried out during advance marketing, where applicable, and the initial sales and rent-up period. The affirmative marketing program also should ensure that ***any group(s) of persons ordinarily not likely to apply for this housing without special outreach (See Part 3), know about the housing, feel welcome to apply and have the opportunity to buy or rent***

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 initial occupancy (if unoccupied). Block 1h-the applicant should indicate the housing market area, in which the housing 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 a Managing/Sales Agent (the agent can not be the applicant) is implementing the AFHM Plan.

Part 2-Type of Affirmative Marketing Plan:

Applicants for multifamily housing projects should check both the Project Plan and indicate the status of the AFHM Plan, e.g. new or update. As appropriate, single-family homebuilders who submit an AFHM Plan, should check the Annual Plan box.

All Project and Annual Plans should indicate the racial composition of the housing market area in which the housing will be (is) located by checking one of the three choices. Single-family scattered site builder should submit an Annual Plan that reflects the racial composition of each the housing market area in which the housing will be (is) located. For example, if a builder plans to construct units in both minority and non-minority housing market areas, a separate AFHM Plan shall be submitted for each housing market area.

¹ According to HUD Form 9325 Affirmative Fair Housing Marketing Plan

Cont.: AFHMP Instructions

Part 3-Direction of Marketing Activity.

Indicate which group(s) the applicant believes are least likely to apply for this housing without special outreach. Consider factors such as price or rental of housing, sponsorship of housing, racial/ethnic characteristics of housing market area in which housing will be (s) located, disability or familial status of eligible population, public transportation routes, etc.

Applicability:

This form is to be completed by all DHCD funding subrecipients: (1) multifamily projects; and (2) single-family home-builders that can not meet at least one of the following requirements: (a) is a signatory in good standing to a Voluntary Affirmative Marketing Agreement (VAMA); (b) has a HUD approved AFHM Plan; (c) has contracted with someone to market their houses who has an AFHM Plan or is a signatory to a VAMA in the District of Columbia; or (d) can self certify compliance with HUD's AFHM Regulations, maintain records of their AFHM activities and make the records available to HUD upon request. Single-family homebuilders that can meet at least one of the above requirements can complete block 11 on form HUD-92541-Builder's Certification of Plans, Specifications, & Site instead of completing the AFHM Plan. [See HUD Mortgagee Letters 1995-18 dated April 28, 1995 and 2001-09 dated April 2, 2001]

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 AFHM Plan 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 AFHM Plan (e.g., White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander, Hispanic or Latino, persons with disabilities, and families with children) and the size or duration of newspaper advertising or length and frequency of broadcast advertising. Community contacts include individuals or organizations that are well known in the housing market area or the locality, 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 their local HUD- Office of Housing of any changes to the list in Part 4c of this AFHM 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 housing to group(s) identified as least likely to apply for the housing. 6b. Describe the instructions and training previously provided or to be provided to the sales/rental staff assigned to this project. This guidance to staff must include information regarding Federal, State and local fair housing laws and this AFHM Plan. Copies of any written materials should be submitted with the AFHM Plan, if such materials are available.

Part 7-Additional Considerations.

In this section describe other groups to which the housing may be marketed and efforts not previously mentioned which are planned to attract persons least likely to apply for the housing. 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 AFHM Plans implementation and required reviews and updates. HUD may monitor the implementation of this AFHM 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 sales or rental marketing activities, the applicant of an approved AFHM Plan shall submit notice of intent to begin marketing. The notification is required by the Affirmative Fair Housing Marketing Plan Compliance Regulations (24 CFR Part 108.15). It is submitted either orally or in writing to the Office of Housing in the appropriate HUD Office servicing the locality in which the proposed housing will be located. OMB approval of the Affirmative Fair Housing Plan includes approval of this notification procedure as part of the AFHM Plan. The burden hours for such notification are included in the total designated for this AFHM Plan form.