

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 (include Director Name & phone number):

1c. Fiscal Year: _____ 1d. Grant/Contract #: _____ 1e. Type of Project: New Construction _____
Rehabilitation _____ Acquisition _____

1f. Type of Housing: Multifamily _____ Single-family _____ Row/Townhouse _____
Senior Housing _____ Group Home _____ (# Number of Bedrooms _____)

1g. Total # of Project Units: _____ Total Accessible FHA Units: _____ Total Accessible UFAS Units: _____

1h. Unit Rental Range: From _____ To _____ 1i. Unit Sales Range: From _____ To _____

Tel. #: _____

1b. Development/Project Name and Address(es):

1j. Occupancy Date: _____ 1k. Starting Dates of Advertising (mm/dd/yy): _____

1l. Target Housing Market Area (Ward & Neighborhood): _____ 1m. Census Tract (s) of targeted outreach areas: _____

1n. Property Management: Rental/Sales Agent or Tenant/resident selection Agent Name: _____ Tel. # _____
Address: _____

Ward: _____ ANC: _____ EZ/EC: _____ Other: _____

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

- a. Project Plan: _____ New _____ Updated
Reason for update: _____
- b. Annual Plan: _____ Yes _____ No
_____ White (non-minority) _____ Minority
_____ Mixed (with _____ % minority residents)

3. Direction of Marketing Activity (Indicate which group(s) in the District of Columbia housing market area are **LEAST LIKELY TO APPLY** for the housing because of its location and other factors ***without special outreach*** efforts)

- _____ White _____ Families with Children _____ African - Ethiopian
_____ Black/African American _____ Asian - Vietnamese _____ Asian - Chinese
_____ Hispanic/Latino _____ Persons with Disabilities _____ GBLT Community
_____ Source of Income (DC) _____ Other Local Category (HRA) _____

4a. Marketing Program: Commercial Media- Check the type of media, **if any**, to be used to advertise the availability of this housing to the **target group(s)** under #3.

_____ Newspapers/Publications _____ Radio _____ TV/Billboards _____ Website _____ Other (specify) _____
_____ www.DCHousingSearch.org (Mandatory) Date(s) rental / sales units will be registered with the housing locator (mm/dd/yy): _____

Name of Newspaper, Radio, TV Station, or Website	Mainstream (M) Target (T)	Group Identification of Readers/Audience	Size/Duration of Advertising

4b. Marketing Program: Brochures, Signs, and HUD's EHO Fair Housing Poster

- (1) Will brochures, letters, flyers, or handouts be used to advertise? Y/N _____ Are copy of materials attached Y/N _____
If "No", indicate date when copy of material(s) will be sent to DHCD Fair Housing Division: (mm/dd/yy) _____
- (2) Development/Project Site Sign: indicate sign size _____ X _____; Indicate EHO logo type size _____ X _____
Attach a photograph of project sign or indicate date (mm/dd/yy) to be submitted to DHCD- Fair Housing Unit: _____
- (3) HUD's **Equal Housing Opportunity** poster must be NOTICEABLY displayed wherever sales/rentals and showings take place. EHO posters will be displayed in the
_____ Sales/Rental Office _____ Real Estate Office _____ Model Unit _____ Other (specify) _____

4c. **Community Contacts.** To further inform the groups "least likely to know about the availability or to apply" for the housing, the applicant agrees to **establish and maintain** contacts with the groups/organizations listed below that are located in the housing market area. Applicant must complete all requested information. Attach a copy of correspondence to be mailed to the groups/organizations. If none, provide date when it is to be sent to the community contact and to the OPM/FHEO Unit (mm/dd/yy): _____ **NOTE:** Any contact changes to this list must be submitted to OPM/DHCD.

Name of Organization	Primary ethnic/racial group(s) serviced	Approximate date of marketing	Person Contacted to provide marketing assistance	e-mail address

Address & Phone Number	Method of Contact (Phone/Email/Person)	Indicate the <i>specific function</i> the Group/Organization will undertake in implementing the marketing program

4d. **Community Contacts -Tracking of Referrals-** If assistance by above listed groups includes disseminating marketing information, training or contacting clients on behalf of Applicant; the Applicant must describe how community contacts will transfer this information to Applicant and how Applicant will ensure that such assistance is in fact being completed. **Please submit response as an addendum.**

<p>5. Future Marketing Activities (Rental Units Only) select the boxes that best describe marketing activities that will be used to fill vacancies as they occur after initial occupancy.</p> <p><input type="checkbox"/> Newspapers/Publications <input type="checkbox"/> Radio <input type="checkbox"/> TV</p> <p><input type="checkbox"/> Brochures/Leaflets/Handouts <input type="checkbox"/> Internet /fax blast (circle one)</p> <p><input type="checkbox"/> Site Signs <input type="checkbox"/> Community Contacts <input type="checkbox"/> Other (Specify)</p>	<p>6. Experience and Staff Instructions. (See instructions) Check if completed <input type="checkbox"/></p> <p>6a. Does Staff assigned or contracted to market this project have experience and training with affirmative marketing techniques. Yes ____ No ____ If yes, please list staff and attach a description of training.</p> <p>6b. On separate sheet, indicate training to be provided to staff on Federal/State/Local FHEO laws and regulations and affirmative marketing techniques (if needed). Attach a copy of your instructions to staff or syllabus of training on accessibility, fair housing and equal opportunity issues.</p>
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7. **Additional Considerations & Notice to Begin Marketing:** Attach additional sheets as needed.

8. **Review and Update** By signing this form, the applicant agrees to execute a "Good Faith Effort" in their marketing outreach to the target groups selected under #3. Rental Developers agree to review their AFHM Plan on a minimum three to five year basis and update as needed to ensure continued compliance with DHCD's Affirmative Fair Housing Marketing policies. DHCD reserves the right to request updated AFHMPs during the life of the project or loan as stipulated by the grant/loan documents.

Signature of authorized person to submit this Plan:		Date:
Full Name and Title (type or print)		Name of Management Company:

For DHCD- Office of Program Monitoring/ Fair Housing Unit Use Only			
Reviewed By		Approved By	
Name & Title	Date:	Signature:	Date:
Findings:		Name & Title:	
Notification sent (mm/dd/yy):		Notes:	



Office of Program Monitoring
Fair Housing Division
Affirmative Fair Housing Marketing Plan

INSTRUCTIONS TO COMPLETE THE DHCD AFFIRMATIVE FAIR HOUSING MARKETING PLAN (AFHMP)

Send completed form to: DC Dept. of Housing and Community Dev.,
1800 Martin Luther King Jr., Ave., S.E., 2nd Fl.; Washington, D.C. 20020

Attention: Developer/Grantee Project Manager

DHCD follows the federal guidelines on affirmative marketing by ensuring Applicants abide by non-discriminatory practices in housing and non-housing projects regardless of funding source. The AFHMP is required to ensure that all of our funding subrecipients are taking the necessary steps to eliminate discriminatory practices in the provision of housing. The responses to this certification 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 and other federal and local accessibility and equal opportunity laws and regulations. Funding applications for housing projects under any of agency's housing programs will not be funded without an approved AFHM Plan. **The form does not contain confidential questions.**

Funding applicants are required to carry out an *affirmative marketing program to attract prospective buyers or tenants of all minority and non-minority groups* in the housing market area regardless of actual or perceived race, color, national origin, disability, familial status, religion, sex, marital status, sexual orientation, source of income, victim of intrafamily offense, or any of the other protected basis under the D.C. Human Rights Act of 1977, as amended.

The protected groups in the District housing market area who may be subject to housing discrimination include persons belonging to racial and ethnic groups not represented in the target area, i.e., White/Caucasian, Black/African American, African, Hispanic/Latino, Asian, persons with disabilities, families with children, or persons belonging to the GLBT community. The applicant shall describe in the AFHM the proposed activities to be carried out during advance marketing, where applicable, and during the initial sales and rent-up period. ***The affirmative marketing program should also ensure that any group(s) of persons ordinarily not likely to apply for this housing without special outreach (See Part 3) knows 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).

Applicability:

This form is to be completed by all DHCD funding subrecipients for multifamily or single-family-- acquisition, new construction, rehabilitation, modifications, or alterations, that cannot meet at least one of the following

requirements: (a) provide a current copy of its signatory status in good standing to a Voluntary Affirmative Marketing Agreement (VAMA) in the District of Columbia; or (b) has contracted to market the units with an entity who is a signature to a current VAMA in the District of Columbia or has a an approved DHCD AFHMP, no older than one year.

Part 1-Applicant and Project Identification.

Blocks 1a - 1f & 1h, 1i are Self-Explanatory. Block 1g- refers to the number of units which meet accessibility as defined by the Fair Housing Act, as Amended, for new construction; i.e., all ground level units must be accessible in non-elevator buildings and 100% of the units in an elevator building built after March 13, 1991 must be accessible. The total UFAS units, refers to the 5% **fully accessible units** for new construction and substantial rehabilitation which is mandatory according the Uniform Federal Accessibility Standards. Blocks 1j-k, 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 1l, the applicant should indicate the housing market area, in which the housing will be (is) located (by Ward and Neighborhood name). Block 1m, the applicant may obtain census tract location information from local planning agencies, public libraries and other sources of census data. Or internet sites such as: <http://quickfacts.census.gov/qfd/states/11000lk.html> http://www.localcensus.com/city/Washington/District_of_Columbia and <http://quickfacts.census.gov/qfd/states/11000.html>. Block 1n, the applicant should complete only if a Managing/Sales Agent (the agent cannot be the applicant) is implementing the AFHM Plan.

Part 2-Type of Affirmative Marketing Plan:

Applicants for multifamily and single family housing projects should check the type of plan—project or annual. All For-Sale projects must check “Project Plan” and whether it's new or updated (reason for update). All new construction/rehab rental projects must type of “Project” and “Annual” Plan.

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. A Single-family scattered site builder should submit a Project Plan that reflects the racial composition of **each of the housing market areas** in which the housing will be or is located. For example, if a builder plans to construct units in both minority and non-minority housing market areas, a **separate** AFHMP shall be submitted for each housing market area.

Part 3-Direction of Marketing Activity.

Indicate which group(s) as listed in the chart, the applicant considers as **LEAST LIKELY** to apply for this housing without special marketing outreach. In order to show a Good Faith Effort in the marketing activities, Applicant should consider the following factors when selecting the least likely group to apply for housing: *Demographics, income of target renter/buyer, rental/sales price of housing, sponsorship of housing, racial, ethnic, and language characteristics of the housing market area where the project is located or to be located, special groups such as persons with disabilities, families with children, availability of public transportation, etc. versus that of prospective tenants/homebuyers in different parts of the City.*

Demographic data can change considerably over a period of time, e.g., 2010 Census data is an appropriate measure of data versus outdated data to decide marketing strategies. It is the **responsibility of the applicant** or its designee to research and analyze current demographic information using appropriate resources. Out of date information on demographic shifts may impact the marketing efforts of target ethnic, racial or any other group listed under question #3.

The term "significant" refers to a statistical measure in terms of numbers or percentages as compared to the city's total population.

NOTE: The Language Access Act of 2004 designates a significant population, as one where the "limited or no-English proficiency population constitutes 3% or 500 individuals of the populations being served or encountered or likely to be served or encountered..."

NOTE: Ethnic Categories--The African category refers to persons from the continent of Africa. In the District of Columbia, the predominant groups of the African diaspora are Ethiopian and Eritrea. The Asian category refers to persons from Asian countries to include India and the Philippines. However, in the District of Columbia, the predominant Asian groups are Chinese and Vietnamese. These two communities have distinct language and cultures. The Latino/Hispanic community is multi-racial and multi-cultural, but it is unified by a common language, Spanish. The District's Hispanic community originates from North, Central and South America, however, the predominant Hispanic/Latino group comes from El Salvador, followed by Mexico and lastly a smaller but growing representation from South American countries.

NOTE: The District has a higher percentage of persons with disabilities than the national average. Accessible, multifamily and single family homes are vital to this community. There are various local and federal organizations located in the District which represent different segments of this community, i.e. mental and or physical disabilities. The definition for Disability can be found in the Fair Housing Act (42 U.S.C. §3601 et seq.) and the D.C. Human Rights Act of 1977.

Part 4-Marketing Program.

The applicant shall describe the marketing program to be used to attract the general MAINSTREAM market and those groups designated in Part 3 of this AFHMP as least likely to apply.

The applicant shall state: the type of specific media sources to be used for the TARGET populations listed under Part 3; the names of pertinent newspaper/call letters of target radio or TV stations; the identity of the circulation or audience of the media identified in the AFHMP (e.g., White, Black/ African American, Hispanic/Latino, Asian-Chinese, Asian-Vietnamese, African-Ethiopian, persons with disabilities, and/or families with children), whether this media targets Mainstream or Target populations, and the size or duration of newspaper advertising or length and frequency of broadcast advertising.

Community contacts include known local organizations or individuals in the housing market area or the locality that can influence or bring information to persons within groups considered least likely to apply, as selected under part 3. 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 **Target** community. If assistance by such groups is limited to referrals, the applicant must state how they will keep track of applicants referred by

these organizations. Applicant should notify DHCD--Fair Housing Division of any changes to the list in Part 4c of this AFHM Plan.

Part 5-Future Marketing Activities.

Please denote marketing activities targeting the may be used in the future for either the general public or the Target community.

Part 6-Experience and Staff Instructions.

6a. The applicant should indicate whether staff listed under item "1n" as assigned to this project, have previous experience in marketing housing to group(s) under Part 3 identified "as least likely to apply" for the housing.

6b. Describe and submit the company instructions and list of training material provided or to be provided to staff identified under 6a (and any additional staff which may have contact with prospective rental/sales clients).

The material and instructions to staff must include information on Federal, State and local fair housing laws as well as the regulations for this AFHM Plan. Copies of any written materials should be submitted with the AFHM Plan, if such materials are available.

Staff resumes and bios in lieu of an answer to part 6a and 6b WILL NOT be accepted.

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) or No English Proficiency (NEP).

Notice of Intent to Begin Marketing.

For New Construction projects, Applicant shall submit to DHCD a 'notice of intent to begin marketing' "No later than **90 days** prior to the initiation of sales or rental marketing activities".

The notification is required by the AFHMP Compliance Regulations (24 CFR Part 108.15). It is to be submitted either by e-mail or by fax to the Office of Program Monitoring- Fair Housing Division. Failure to submit the notification can be grounds for a 'Concern Letter' which will require immediate recipient remediation for full compliance.

Part 8-Review and Update.

By signing, the applicant assumes full responsibility for the AFHMP implementation and its required reviews and updates. DHCD may monitor the implementation of this AFHM Plan at any time and request modification in its format or content, when deemed necessary.

Non-compliance with the execution of the AFHMP will be grounds for a 'Non-compliance Finding' which can lead to suspension of DHCD funding.

Previous editions are obsolete

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