

Affirmative Fair Housing Marketing Plan:
Affordable Dwelling Unit Program
Inclusionary Zoning Program



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

District of Columbia

1a. Applicant's Name, Address (including city, state & zip code) & Number:	1c. Total project units:	Total # of accessible units:	Total ADU/IZ units:		
	1d. Type of Housing:	Multifamily	Single Family	Row/Townhouse	Senior
	1e. Purpose of housing:	Rental	Sales	Both	
	1f. Rent / Sales Price Schedule is attached:	Yes	No	If not, attach explanation	
	1g. Proposed Occupancy date: (mm/dd/yy)	1h. Approximate start of advertising (mm/dd/yy)			

1b. Project's Name, Location (Indicate special target designation associated with project location, if any)	1i. Market area <u>to be targeted</u> (Ward, quadrant, neighborhoods)	1j. Census tract(s) of target areas:
	1k. Property Management name & address. Include name of point of contact:	
	1l. Sales/Marketing Co. name & address. Include name of point of contact:	

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

<p>2. Type of Affirmative Marketing Plan (<i>check all that apply</i>)</p> <p>a. Project Plan (Sales): <input type="checkbox"/> New <input type="checkbox"/> Updated</p> <p>b. Annual Plan (Rental): <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><input type="checkbox"/> White (non-minority) Area <input type="checkbox"/> Minority Area</p> <p><input type="checkbox"/> Mixed Area (with <input type="checkbox"/> % minority residents)</p>	<p>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.</p> <p><input type="checkbox"/> White <input type="checkbox"/> Families with Children <input type="checkbox"/> African - Ethiopian</p> <p><input type="checkbox"/> Black/African American <input type="checkbox"/> Asian - Vietnamese <input type="checkbox"/> Asian - Chinese</p> <p><input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Persons with Disabilities <input type="checkbox"/> LGBT Community</p> <p><input type="checkbox"/> Other Local Category (Human Rights Act) _____</p>
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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/Target (M/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? Yes No If YES, please attach copy of the materials.

(2) Development/Project Site Sign: indicate sign size: _____ x _____ Indicate EHO logo type size: _____ x _____ Please attach a photograph of project sign.

(3) HUD's **Equal Housing Opportunity** poster must be NOTICEABLY displayed wherever sales/rentals and showings take place. The FHEO posters will be displayed in: Onsite Sales/Rental Office Off-site 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 affordable units, 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 (e) mailed to the groups/ organizations. **NOTE:** Any contact changes to this list must be submitted to DHCD.

Name of Organization	Primary ethnic/racial group(s) serviced	Approximate Start of Marketing	Person Contacted to provide Marketing Assistance	E-mail Address
Address & Phone Number	Method of Contact (Phone/E-mail/Person)	Indicate the SPECIFIC FUNCTION the Group or Organization will complete on your behalf to implement the marketing program (please be detailed) A generic “OUTREACH” is not admissible response.		

4d. **Tracking of Referrals and outreach by Community Contacts-** Please be specific on the TYPE of assistance provided to you by listed groups above, i.e., disseminating marketing information to walk-in clients, workshops, fairs, e-mail blast, training or contacting clients on behalf of Applicant, etc. The Applicant must ensure the outreach is in fact being conducted on its behalf, please describe what CONTINUOUS interaction your company will maintain with Community Contacts in order to transfer their outreach information to Applicant. Please submit additional response as an addendum.

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.

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) Check if completed

6a. Does staff assigned to market project have **experience** and training with **affirmative marketing techniques**. Yes ___ No ___ If yes, please list staff by name and attach dates and description of training received.

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.

7. Tenant/Homebuyer Selection: Please describe your proposed lottery selection process or other form of proposed tenant/homebuyer selection process.

8. Notice of Intent to Begin Marketing. Notice is expected to be submitted to DHCD on: _____

9. Review and Update By signing this form, the applicant agrees to execute a “Good Faith Effort” in 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 an updated Affirmative Fair Housing Marketing Plan as necessary.

Signature of Authorized person to submit this Plan: _____ Date: _____

Full Name and Title: (type or print)

Name of Organization:

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

Reviewed By:		Approved By:	
Name & Title	Date:	Signature:	Date:
Findings:		Name & Title:	
Notification sent (MM/DD/YY)		Notes:	

Please consider the environment before printing this page 

INSTRUCTIONS TO COMPLETE THE DHCD AFFIRMATIVE FAIR HOUSING MARKETING PLAN – AFFORDABLE DWELLING UNIT/IZ PROGRAM (AFHMP-ADU/IZ)

Send completed form to: DC Department of Housing and Community Development, Office of Program Compliance -Fair Housing

Attention: Inclusionary Zoning Project Manager

Inclusionary Zoning requires that a certain percentage of units in a new development or a substantial rehabilitation that expands an existing building set aside affordable units in exchange for a bonus density. The goals of the program are to create mixed income neighborhoods; produce affordable housing for a diverse labor force; seek equitable growth of new residents; and increase homeownership opportunities for low and moderate income levels. Inclusionary Zoning (IZ) is a land use technique for developing diverse mixed-income communities by requiring that each new residential development make a percentage of the new units affordable to targeted incomes. It often lets developers build more units through a “density bonus” along with other incentives to help the program operate better. In 2005, the Council of the District of Columbia passed both the Comprehensive Plan for the National Capital and the Inclusionary Zoning Act of 2006, which gave policy guidance and empowered the Mayor to administer the program.

Attention: Affordable Dwelling Unit Project Manager

Affordable Dwelling Unit (ADU) is an umbrella term applied to the for-sale and for-rent homes that are income-restricted, set aside for occupancy by low and moderate income households, and are generally offered at a below-market rate. Generally, ADUs are produced in exchange for zoning relief, tax incentives (e.g., tax exemptions, tax abatements, tax increment financing, etc.), and/or the right to purchase or lease District-owned land.

DHCD through Mayor's Order 2009-112 has been granted authority to monitor and enforce compliance with requirements to provide or maintain ADUs in the District of Columbia. Specific ADU provisions, such as the affordability period, income limits, and resale restrictions, are set out in deeds, covenants, land disposition agreements, ADU administration plans and other originating documents.

Applicability:

All private/public sector developers participating in the ADU or IZ programs must complete an Affirmative Fair Housing Marketing Plan (AFHMP) in order to attract qualified 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. The protected groups in the housing market area who may be excluded from the rental or buying processes may include members in the various **racial/color** groups (White, Black/AA, Asian, Hispanic- not a race, but a denomination for a group of people); **national origin** groups such as Africans (Ethiopian, Eritrean), Chinese (China, Taiwan), Hispanic (The Americas and the Caribbean), Vietnamese communities, and other protected groups such as **persons with disabilities, families**

with children, religion (isolation of Muslim, Jewish, Hindu, Christian denominations, etc.), and **sex** (female head of households, male parent with children) . The applicant shall describe in the AFHMP the proposed activities to be carried out during advance marketing (where applicable), at the initial sales and throughout the rental period.

The AFHMP is required to ensure that all recipients of District benefits are taking the necessary steps to eliminate discriminatory practices in housing. DHCD follows the federal guidelines in affirmative marketing by ensuring benefactors abide by non-discriminatory practices in all housing programs.

The affirmative marketing program should also ensure that any group 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.

Part 1- Applicant and Project Identification

Blocks 1a thru 1l are Self-Explanatory. Block 1c, the applicant must insert the total project number of units, followed by the total number of units which are accessible, then the number of ADU units. Block 1g-h, 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 1i the applicant should indicate the housing market areas (if any) which coincide with the target groups selected under part 3. Block 1j, the applicant may obtain census tract location information from the DC Office of Planning, uscensus.gov; public libraries and other sources of census data. Block 1k-1l, the applicant should insert the property management company and leasing agent information as well as the marketing company contact selected to advertise its units (sale or rental).

Part 2- Type of Affirmative Marketing Plan

Applicants for rental/sales multifamily housing projects should select from options: (a.) Type of Project Plan (New / updated) this selection is used primarily for sales projects, and (b.) whether this is an Annual Plan (used primarily for rental projects).

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 an Annual 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

Once you have researched and analyzed your project's market area demographics and compared it to the general population. Indicate which protected group(s) the applicant deems as **least likely** to apply for this housing without special outreach. You may select from the pre-existing categories or select from the Human Rights Act protected categories and place it under “Other”. If the housing unit is new or rehabilitated and it is accessible, “Persons with Disabilities” must be a selected target.

In selecting your AFHMP target group, consider demographic factors such as racial/ethnic characteristics of housing market area in which

housing is (will be) located in comparison to the entire city population, disability or familial status of eligible population, public transportation routes, price or rental of housing, sponsorship of housing, etc.

Demographic data can change considerably over time; therefore outdated information is not an appropriate measure to decide marketing strategies. It is the responsibility of the applicant and or its designee to research and analyze *current* demographic information using appropriate resources.

NOTE: Marketing to non-English or Limited-English proficient populations may require translation of marketing materials to target and avail your affordable units to the target community.

NOTE: Ethnic Categories--The African category refers to persons from the continent of Africa. In the District of Columbia, persons from Ethiopia represent a significant segment of this population. The Asian category refers to persons from Asian countries, including India and the Philippines. In the District of Columbia, the Asian communities with the most significant populations are the Chinese and Vietnamese communities. These two communities have distinct cultures and languages. The Hispanic category refers to persons of any nationality and race who are from Spanish speaking countries in North, Central or South America.

NOTE: The Disability community is represented by various local and federal organizations which are located in the District. Persons with disabilities may include persons with mental as well as physical disabilities. The definition of Disability can be found in the Fair Housing Act (42 U.S.C. §3601 et seq.) and the D.C. Human Rights Act (HRA) of 1977.

Part 4- Marketing Program

The applicant shall describe the marketing tools to be used to attract the groups designated in Part 3 of this Plan as least likely to apply.

Commercial Media: The applicant shall state the type of media to be used to target the general population as well as the "specific" groups listed under Part 3. This includes, if applicable, the names of pertinent newspaper; call letters of target radio or TV stations; the identity of the circulation or audience of the media source (e.g., BET targets A/A; The Washington Post targets mainstream; El Tiempo Latino targets Latino/Hispanics, The Asian Fortune targets Chinese; Independent Living newsletters targets persons with disabilities; etc. etc.), the size or duration of newspaper advertising or length and frequency of broadcast advertising. Additional information on the overall marketing campaign to attract all segments of the eligible population should be attached as an addendum. Any 'For Sale' or 'For Rent' sign must have the HUD Equal Opportunity Housing logo in a comparable size in relation to the entire sign. The EHO poster also has to be visibly displayed in the area where rental/sales business is transacted. This logo may be downloaded from www.hud.gov/library/.../theologo.cfm

DCHousingSearch: The Applicant shall register all Affordable Units on the Housing Locator website www.DCHousingSearch.org, established under the Affordable Housing Clearinghouse Directory Act of 2008, D.C. Law 17-215, effective August 15, 2008, prior to completion of the new construction or rehabilitation, and indicate the availability of such Affordable Unit and the application process for the Affordable Unit. The District's Housing Locator is available at DCHousingSearch.org.

Community contacts: In this section, include organizations which are well known in the target housing market area or locality that can influence persons considered least likely to apply selected under Part 3. Such contacts may include, but need not be limited to: community based

organizations (CBO's), neighborhood, race/ethnic/sex based organizations, ethnic groups with Limited English Proficiency (LEP) or No English Proficiency (NEP), grass root faith-based or labor unions, industry employers, public and private agencies, disability advocates, schools and individuals who are connected with these organizations and are well-known in the 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, in writing, of any changes to the list in Part 4c of this AFHMP.

Part 5- Future Marketing Activities

Please denote marketing activities targeting the general public from those activities targeting groups selected under question #3.

Part 6- Experience and Staff Instructions

6a. The applicant should indicate whether staff listed under item 1k as assigned to this project, have experience marketing to group(s) selected under Part 3.

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

The material and instructions to staff must include information on Federal, State and local fair housing laws as well as the regulations for this AFHMP. Copies of any Management FHEO policy material should be submitted with the AFHMP.

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

Part 7- Tenant/Homebuyer Selection

The ADU applicant is encouraged to utilize a lottery selection process as a mechanism for selecting prospective applicants. Using this type of selection process will ensure greater fairness for all qualified applicants. If the Applicant proposes a different strategy for fairly selecting applicants, please attach a detailed description of the selection process and explain how this process furthers the goals of the AFHMP.

Part 8- Notice of Intent to Begin Marketing

No later than **90 days prior** to the initiation of sales or rental marketing activities, or as soon as the AFHMP is approved, if less than 90 days from the marketing process, the applicant shall submit to DHCD a 'notice of intent to begin marketing'. It can be submitted either by US mail, E-mail or by fax to the ADU Program Manager.

Part 9- 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 AFHMP at any time and request modification in its format or content, as necessary.