

EXAMPLE

Affirmative Fair Housing Marketing (AFHM) Plan – Multifamily Housing

U.S. Department of Housing and Urban Development
Office of Fair Housing and Equal Opportunity

OMB Approval No. 2529-0013
(exp. 8/31/2013)

1a. Project Name & Address (including City, County, State & Zip Code) ALLEGHENY I HOUSING LIMITED PARTNERSHIP 2330 W. ALLEGHENY AVENUE PHILADELPHIA, PA 19132		1b. Project Contract Number PHFA O-0151	1c. No. of Units 41
		1d. Census Tract 170-173	
		1e. Housing/Expanded Housing Marketing Pennsylvania	
1f. Managing Agent Name, Address (including City, State & Zip Code), Telephone Number & Email Address Eleanor McDevitt, Property Manager (215) 225-1019 emcdevitt@awest.org The Allegheny West Foundation, 2330 W. Allegheny Avenue, Philadelphia, PA 19132			
1g. Applicant/Owner/Developer Name, Address (including City, State & Zip Code), Telephone Number & Email Address The Allegheny West Foundation (215) 225-1019 emcdevitt@awest.org 2330 W. Allegheny Avenue, Philadelphia, PA 19132			
1h. Entity Responsible for Marketing (check all that apply) <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Agent <input type="checkbox"/> Other (specify) _____ Position, Name (if known), Address (including City, State & Zip Code), Telephone Number & Email Address Eleanor McDevitt, Property Manager - 2330 W. Allegheny Avenue, Philadelphia, PA 19132 (215) 225-1019 emcdevitt@awest.org			
1i. To whom should approval and other correspondence concerning this AFHM Plan be sent? Indicate Address (including City, State & Zip Code), Telephone Number & Email Address in addition to Name. Eleanor McDevitt, Property Manager - 2330 W. Allegheny Avenue, Philadelphia, PA 19132 (215) 225-1019 emcdevitt@awest.org			
2a. Affirmative Fair Housing Marketing Plan Plan Type <input type="text" value="Updated Plan"/> Updated Plan / Date: <input type="text" value="01/03/2011"/> Reason(s) for current update: <input type="text" value="PHFA requirement"/>			
2b. HUD-Approved Occupancy of the Project (check all that apply) <input checked="" type="checkbox"/> Elderly <input checked="" type="checkbox"/> Family <input checked="" type="checkbox"/> Mixed (Elderly/Disabled) <input checked="" type="checkbox"/> Disabled			
2c. Date of Initial Occupancy <input type="text" value="04/01/1992"/>	2d. Advertising Start Date Advertising must begin <i>at least</i> 90 days prior to initial or renewed occupancy. Date advertising began or will begin: <input type="text"/> For existing projects, select below the reason advertising will be used: To add to waiting list <input checked="" type="checkbox"/> (which currently has <input type="text" value="2"/> individuals) To reopen closed waiting list <input type="checkbox"/> (which currently has <input type="text"/> individuals)		

3a. Demographics of Project and Marketing Area
Complete and submit Worksheet 1.

3b. Targeted Marketing Activity

Based on your completed Worksheet 1, indicate which demographic group(s) in the housing market area is/are least likely to apply for the housing without special outreach efforts. (check all that apply)

- White American Indian or Alaska Native Asian Black or African American
 Native Hawaiian or Other Pacific Islander Hispanic or Latino Persons with Disabilities
 Families with Children Other ethnic group, religion, etc. (specify)

4a. Residency Preference

Is the owner requesting a residency preference? If yes, complete questions 1 through 5.
If no, proceed to Block 4b.

(1) Type

(2) Is the residency preference area:

The same as the AFHM Plan housing/expanded housing market area (as determined in Block 1e)?

The same as the residency preference area of the local PHA in whose jurisdiction the project is located?

(3) What is the geographic area for the residency preference?

(4) What is the reason for having a residency preference?

(5) How do you plan to periodically evaluate your residency preference to ensure that it is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a)?

Complete and submit Worksheet 2 when requesting a residency preference (see also 24 CFR 5.655(c)(1) for residency preference requirements. The requirements in 24 CFR 5.655(c)(1) will be used by HUD as guidelines for evaluating residency preference requirements consistent with the applicable HUD program requirements. See also HUD Occupancy Handbook (4350.3) Chapter 4, Section 4.6 for additional guidance on preferences.

4b. Proposed Marketing Activities: Community Contacts

Complete and submit Worksheet 3 to describe your use of community contacts to market the project to those least likely to apply.

4c. Proposed Marketing Activities: Methods of Advertising

Complete and submit Worksheet 4 to describe your proposed methods of advertising that will be used to market to those least likely to apply. Attach samples of advertisements, radio and television scripts, internet advertisements and websites, brochures, etc.

5a. Fair Housing Poster

The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Check below all locations where the AFHM Plan will be displayed. (Check all that apply)

Rental Office Real Estate Office Model Unit Other (specify)

5b. Affirmative Fair Housing Marketing Plan (AFHM Plan)

The AFHM Plan must be available for public inspection at the sales or rental office (24 CFR 200.625). Check below all locations where the AFHM Plan will be made available. (Check all that apply)

Rental Office Real Estate Office Model Unit Other (specify)

5c. Project Site Sign

All Project Site Signs should include the Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Check below all locations where the Project Site Sign will be displayed. (Check all that apply)

Rental Office Real Estate Office Model Unit Entrance to Project Other (specify)

The size of the Project Site Sign will be x

The Equal Housing Opportunity logo or slogan or statement will be x

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.

It has been our experience over the past 17 years that no matter how and where we advertise, those most likely to want to live in this area of Philadelphia are African Americans who have family or friends that live close by. We have advertised and some people of different races have applied, but when they come to see the area, they inadvertently change their minds.

7a. Marketing Staff

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

Property Manager and President

7b. Staff Training and Assessment: AFHM Plan

(1) Has staff been trained on the AFHM Plan? Yes

(2) Is there ongoing training on the AFHM Plan and Fair Housing Act issues in general? Yes

(3) If yes, who provides it?

Pennsylvania Housing Finance Agency

(4) Do you periodically assess staff skills, including their understanding of the AFHM Plan and their responsibilities to use it?

Yes

(5) If yes, how and how often?

Annually.

7c. Tenant Selection Training/Staff

(1) Has staff been trained on tenant selection in accordance with the project's occupancy policy, including any residency preferences?

Yes

(2) What staff positions are/will be responsible for tenant selection?

Property Manager

7d. Staff Instruction/Training:

Describe AFHM/Fair Housing staff training, if any, provided/to be provided, to whom it was/will be provided, content of training, and dates of past and anticipated training. Include copies of any AFHM/Fair Housing staff training.

On September 25, 2008, Eleanor McDevitt, Property Manager, attended the 2008 Fair Housing Compliance Training for The Pennsylvania Housing Finance Agency presented by The Fair Housing Institute, Inc.

Newspaper(s) Philadelphia Inquirer Daily News	MIXED		
Radio Station(s) 			
TV Station(s) 			
Electronic Media WEBSITE AWEST.ORG PAhousingSearch.com	MIXED		
Bulletin Boards 			
Brochures, Notices, Flyers Flyers	MIXED		
Other (specify) 			

8. **Additional Considerations:** Is there anything else you would like to tell us about your AFHM Plan in order to ensure that your program is marketed to those least likely to apply for the units and/or to be housed in them? Please attach additional sheets, as needed.

In February, 2011, PHFA has set up use of PAHousingSearch.com that gives access to our information on the web to the entire state, plus. We have received several calls, but the potential tenants prefer to live in other areas of the city.

9. **Review and Update**

By signing this form, the applicant/respondent agrees to review its AFHM Plan at least once every 5 years throughout the life of the mortgage and to update it as needed in order to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). I hereby certify that all the information stated herein, as well as any information provided in the accompaniment herewith, is true and accurate. Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (18 U.S.C. 1001, 1010, 1012; 31 U.S.C. 3729, 3802).

Eleanor McDevitt

01/03/2011

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

Name (type or print)

Eleanor McDevitt

Title & Name of Company

Property Manager
The Allegheny West Foundation

For HUD-Office of Housing Use Only
Reviewing Official:

N. Twyman
Signature & Date (mm/dd/yyyy)

For HUD-Office of Fair Housing and Equal Opportunity Use Only

Please Select Status

Signature & Date (mm/dd/yyyy)

Name
(type
or
print)

Nancy Twyman

Title

*Manager of Norristown
Office*

Name
(type
or
print)

Title

For each targeted marketing population designated as least likely to apply in Block 3b, identify at least one community contact organization you will use to facilitate outreach to the group. This could be a social service agency, religious body, advocacy group, community center, etc. State the names of contact persons, their addresses and phone numbers, their previous experience working with the target population, the approximate date contact was/will be initiated, and the specific role they will play in assisting with the affirmative fair housing marketing program. Attach additional pages, if necessary.

Targeted Population(s)	Community Contact(s), including required information
MIXED	NEW KENSINGTON COMMUNITY DEVELOPMENT CORPORATION 2513 FRANKFORD AVENUE, PHILADELPHIA, PA 19125 SANDY SALZMAN, EXECUTIVE DIRECTOR (215) 427-0350
MIXED	HISPANIC ASSOCIATION OF CONTRACTORS/EN (H.A.C.E.) 167 W. ALLEGHENY AVENUE, PHILADELPHIA, PA 19140 (215) 426-8025