Affirmative Fair Housing Marketing Plan

1.a. Applicant's Name, Address (City, State, Zip Code), Phone and Fax	1.c. Type of Application ☐ Housing Tax Credit ☐ HDAP	1.d. Number of Units	1.e. Price Range or Rental Range From $ To $
	1.f. For Multi-Family Only ☐ Elderly ☐ Non-Elderly	1.g. Approximate Starting Dates: Advertising: _____ Occupancy:	
1.b. Project Name, Location (including City, State, Zip Code)	1.h. County:		1.I. Census Tract
	1.j. Managing Sales Agent's Name and Address: City, State, Zip Code		

2. Type of Affirmative Marketing Plan: (Mark only one, see instructions)
☐ Project Plan ☐ Minority Area ☐ White (non-minority) Area
☐ Mixed Area (with_____ % minority residents)
☐ Annual Plan (for single-family scattered site units)
Note: A separate Annual Plan must be developed for each type of census tract in which the housing is to be built/rehabilitated.

3. Direction of Marketing Activity: (indicate which group(s) in the housing market area are least likely to apply for the housing because of its location and other factors without special outreach efforts)
☐ White (non-Hispanic) ☐ Hasidic Jews ☐ Asian or Pacific Islander
☐ Hispanic ☐ Disabled ☐ American Indian or Alaskan Native
☐ Black (non-Hispanic) ☐ Families with Children

4.a. Marketing Program: Commercial Media: (Check the type of Media to be used to advertise the availability of this housing)
☐ Radio ☐ TV ☐ Billboards ☐ Newspaper/Publications ☐ Other (specify) _____

Name of Newspaper, Radio, or TV Station	Racial/Ethnic Identification of Readers/Audience	Size/Duration of Advertising
1		
2		
3		
4		

4.b. Marketing Program: Brochures, Signs, and HUD and/or Local Fair Housing Poster
(1) Will brochures, letter, 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 _____: Logotype size _____ X _____. Attach a photograph of project sign or submit when available.
(3) The local Fair Housing agency's Fair Housing Poster must be conspicuously displayed wherever sales/rentals and showings take place. Fair Housing Posters will be displayed in the:
☐ Real Estate Office ☐ Model Unit ☐ Sales/Rental Office ☐ Other (specify):

4.c. Community Contacts: To further inform the group(s) least likely to apply about the availability of the housing, the applicant agrees to establish and maintain contact with groups/organizations listed below that are located in the housing market area or SMA (provide at a minimum 3 groups/organizations other than an affiliate). If more space is needed attach an additional sheet. Notify OHFA of any changes in this list. The applicant is required to analyze the effectiveness of the strategy annually and make necessary adjustments. Attach a copy of correspondence to be mailed to these groups/organizations or currently not available, maintain on file. Provide all requested information.

Name of Group/Organization	Racial/Ethnic Identification	Approximate Date	Group/Organization Contact Person
1			
2			
3			
4			

Address and Phone Number	Method of Contact	Indicate the specific function to be undertaken in implementing the market program
1		
2		
3		
4		

5. Future Marketing Activities (Rental Units Only): Mark all applicable box(es).
☐ Radio ☐ TV ☐ Newspaper/Publications ☐ Brochures/Handouts ☐ Site Signs ☐ Community Contacts
☐ Other (specify):

6. Experience and Staff Instructions: (See instructions)
6.a. Staff has experience? ☐ Yes ☐ No
6.c. Name of Local Fair Housing Agency:
Contact:
Address:
Phone:

6.b. On separate sheets, indicate 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 and the policy for referrals of housing questions and complaints to the Local Fair Housing Agency.

7. Additional Considerations: Adopt a policy and procedures that informs the public, potential tenants, and property owners of the Affirmative Marketing Policy/Strategy. Attach additional sheets as needed. Also, attach any additional considerations.

8. Changes and Revisions: By signing this form, the applicant agrees, after the appropriate consultation with OHFA to change any part of the plan covering a multifamily project to ensure continued compliance with the OHFA's Affirmative Marketing Policy and Section 200.620 of 24 CFR of HUD's Affirmative Marketing Regulations.

Signature of Person Submitting this Plan and Date of Submission:	Name (type or print)	Title and Name of Company
Date:		

Cell: C4
Comment: Specify the approximate starting date of marketing activities (should be at least 90 days prior to initiation of first sales or rental) to the groups targeted for special outreach and the anticipated date of initial occupancy.

Cell: D5
Comment: The applicant may obtain Census Tract location information from local planning agencies, public libraries, and other sources of Census Data.

Cell: B6
Comment: To be completed only if the applicant is not to implement the plan on its own.

Cell: A7
Comment: Applicants for multifamily and subdivision projects are to submit a Project Plan which describes the marketing program for the particular project or subdivision. Scattered site developers are to submit individual Annual Plans based on the racial composition of each type of census tract For example, if a developer constructs/rehabilitates units in both minority and non-minority census tracts, separate plans shall be submitted for all of the housing proposed for both types.

Cell: B7
Comment: Considering factors such as price or rental of housing, the racial/ethnic characteristics of the neighborhood in which housing is (or is to be) located, and the population within the housing market area, public transportation routes, etc., indicate which group(s) you believe are least likely to apply without special outreach.

Cell: A8
Comment: The applicant shall describe the marketing program to be used to attract all segments of the eligible population, especially those groups designated in the Plan as least likely to apply. The applicant shall state: the type of media to be used; the names of newspapers/call letters of radio or TV stations; the identity of the circulation or audience of the media identified in the Plan, e. g., White (Non-Hispanic), Black (Non-Hispanic), Asian-American/Pacific Islander, American Indian/Alaskan Native, disabled, families with children, etc; and the size or duration of the newspaper advertising or length and frequency of broadcasting advertising.

Community contacts (list at least 3) include individuals or organizations that are well known in the project area or the locality and that can influence persons within groups considered least likely to apply. Such contacts may include, but not be limited to: neighborhood, minority, disability, and women's organizations, churches, labor unions, employers, local welfare office, public and private agencies, and individuals who are connected with these organizations and/or are well known in the community.

Cell: A27
Comment: Indicate whether the applicant or managing sales/rental agent has previous experience in marketing housing to group(s) identified as least likely to apply for the housing.

Cell: B27
Comment: Describe the instructions and training given (to be given) to sales/rental staff. This guidance to staff must include information regarding Federal, State, and local Fair Housing laws and this AFHM Plan.

Attach a copy of the policy for referrals of housing questions and complaints to the local Fair Housing Agency. (Every county and a majority of cities have a local fair housing agency. A fairly comprehensive list is available by phoning
OHFA AHFM Specialist, T.J. Burgess at (614) 995-0306. Copies of any written materials should be submitted with the Plan, if such materials are available at the time of application.
Otherwise the information shall be submitted to the OHFA when it is developed.

Cell: A28
Comment: List the Local Fair Housing Agency, contact, address, and phone number.

Utilize the Approved Fair Housing Agencys listed on the website or utilize the Ohio Civil Rights office in their geographic area.

Cell: A29
Comment: Adopt a policy and procedures that informs the public, potential tenants, and property owners of the Affirmative Marketing Policy/Strategy. In this section describe other efforts not mentioned previously which are planned to attract persons in those groups already identified in the Plan as least likely to apply for the housing or in groups not previously identified in the Plan. Such efforts may include outreach activities to female headed households, etc.

Cell: A30

Comment: The applicant's authorized person signs and dates the AFHM Plan. By signing the Plan, the applicant assumes full responsibility for its implementation.

State of Ohio employees, auditor, or agents and the U. S. Department of Housing and Urban Development (HUD) may at anytime monitor the implementation of the Plan and request modification in its format or content where the State or HUD deems necessary. The applicant is required to evaluate the effectiveness of the plan and make needed modifications annually. A copy of the modifications must be submitted to OHFA AFHM Specialist T.J. Burgess.