



ACE YOUR NEXT AFFIRMATIVE FAIR HOUSING MARKETING PLAN



DISCLAIMER...

There are numerous types of Affordable Housing Programs with a variety of requirements. However, I am going to present tools that will assist you in preparing and presenting an effective Affirmative Fair Housing Marketing Plan that get approved. Before submitting any plan, please confirm that you have met all your program requirements.



AGENDA

- Introduction
- Laws & Executive Orders Behind AFHM
- The Purpose of AFHM
- The Duration of Your AFHM Plan
- Submitting an AFHM Plan
- Formulating & Creating Your AFHM Plan
- Review & Processing Your AFHM Plan
- Implementation of Your Approved AFHM Plan
- Record Keeping & Reporting
- Modification of HUD Approved AFHM Plan
- Completing Application for Submission
- Assessment Tool



AFFIRMATIVE FAIR HOUSING MARKETING PLANS




AFFIRMATIVE FAIR HOUSING MARKETING PLAN

The goal of an effective Affirmative Fair Housing Marketing Plan is to attract persons or any group(s) of persons ordinarily not likely to consider and/or apply for this housing.

This is the Minority Group



LAWS & EXECUTIVE ORDERS BEHIND AFFIRMATIVE FAIR HOUSING MARKETING (AFHM)

- The Fair Housing Act
- Executive Order 11063, as amended
- Section 504 of the Rehabilitation Act of 1973, as amended



THE PURPOSE OF AFHM REQUIREMENTS

- Promote equal housing opportunities
- Ensure positive outreach and informational efforts to those least likely to know about and/or apply for housing
- Pursue affirmative fair housing marketing policies



THE DURATION OF AFHM REQUIREMENTS

1. Home Mortgage Programs
-through the completion of initial sales transactions
2. Insured Rental Programs
-through life of mortgage
3. Privately-Owned Rental Housing Assisted Under Section 8
-throughout the duration of the Housing Assistance Payments Contract with HUD



WHO IS REQUIRED TO SUBMIT AN AFHM PLAN

- Subsidized and Unsubsidized
- Multifamily Projects & Seniors
- Mobile Home Parks
- Single Family Subs (5 or more)
- Scattered Individual Single Family with FHA Mortgage Insurance (5 units or more)



PROGRAMS WHICH REQUIRE THE SUBMISSION OF A WRITTEN AFHM PLAN

1. 1-4 Family Mtg Sec. 203(b) & (i)
2. Homeownership Assistance Sec. 235 and 221(d)(2)
3. Condo and Coops Sec. 232, 234© and 213
4. Mobile Home Courts Sec. 207



PROGRAMS WHICH REQUIRE THE SUBMISSION OF A WRITTEN AFHM PLAN

5. Multifamily Rental Housing Sec. 207, 220, 221(d)(3) and (4)
6. Lower Income Rental Ass. Sec. 8
7. Direct Loan for Elderly/Handicapped Sec. 202
8. Nursing Homes & Care Facilities Sec. 232/Sec.115



PROGRAMS WHICH REQUIRE THE SUBMISSION OF A WRITTEN AFHM PLAN

9. Farmers Home Admin. Sec. 515
10. Housing Development Grants
11. Supportive Housing for Persons with Disabilities



FORMULATING & CREATING THE AFHM PLAN

- Identify & Targeting
- Marketing & Outreach
- Indicators
- Staff Training



OCCUPANCY SOLUTIONS, LLC
On-Site Operations, Marketing, Leasing & Training Services

THE AFHM PLAN IDENTIFY & TARGETING

- Price Point/Monthly Rent
- Income Requirements
- Racial/Ethnic Characteristics
- Persons with Disabilities
- Family Status and Makeup
- Public Transportation Routes
- Amenities



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THE AFHM PLAN MARKETING

- Newspaper
- Radio Station
- TV Station
- Internet Sites
- Grass Roots Outreach



OCCUPANCY SOLUTIONS, LLC
On-Site Operations, Marketing, Leasing & Training Services

THE AFHM PLAN OUTREACH

- Neighborhood Minority Organizations
- Grass Root Faith Based Groups
- Religious Organizations
- Public Non Profit Agencies
- Private Agencies



OCCUPANCY SOLUTIONS, LLC
On-Site Operations, Marketing, Leasing & Training Services

THE AFHM PLAN OUTREACH ACCOUNTABILITY

- Manager
- Assistant Manager
- Leasing Consultant
- Community Relations Person
- Site Service Coordinator



OCCUPANCY SOLUTIONS, LLC
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THE AFHM PLAN SUCCESS INDICATORS

- Effectiveness
 - Surveys
 - Questionnaires
 - Realistic and Measurable
 - How Frequently



OCCUPANCY SOLUTIONS, LLC
On-Site Operations, Marketing, Leasing & Training Services

THE AFHM PLAN STAFF TRAININGS

- Staff positions responsible for affirmative mktg
- Indicate if staff trained on the AFHM Plan and Fair Housing Act
- Who provides training
- How often is training provided
- How and how often is staff assessed
- Staff trained on Tenant Selection
- Provide copies of training material



REVIEW & PROCESSING AFHM PLANS BY THE FAIR HOUSING EQUAL OPPORTUNITY STAFF

- Previous Participation HUD-2530
- Record of Civil Rights & Equal Opportunity
- Effectiveness of Marketing Program
 - All required information has been submitted
 - True potential of attracting target minorities
 - True potential of attracting persons with disabilities and their families



REVIEW & PROCESSING AFHM PLANS BY THE FAIR HOUSING EQUAL OPPORTUNITY STAFF

Reviewer's Checklist

1. Application & Project Identification (Part 1 of Plan)
2. Type of Affirmative Marketing Plan (Part 2 of Plan)
3. Direction of Marketing Activities (Part 3 of Plan)
4. Marketing Program (Part 4 of Plan)
5. Future Marketing Activities (Part 5 of Plan)
6. Assessment of Marketing Efforts
7. Staff Instructions (Part 6 of Plan)
8. Additional Considerations (Part 7 of Plan)
9. Signature



AFHM PLAN IMPLEMENTATION

- Notification of Intent to Begin Marketing
- Marketing for Initial Sales/Rent-Up
 1. Pre-Marketing Activities
 2. Outreach Documentation
 3. Fair Housing Training
 4. Submission to HUD
 5. Listing of Visitors/Inquiry Log



AFHM PLAN RECORD KEEPING & REPORTING

- Collect & Maintain Information
 - Outreach Efforts
 - Data by Race
 - Data by Ethnicity,
 - Data by Handicap
 - Data by Gender
 - Occupants & Prospects
- 3 Year Period
- Periodic Progress Reports-Outreach
- Form HUD-935.5



MODIFICATION OF THE HUD APPROVED AFHM PLAN

Circumstances Include:

- A. Significant Change in Parties
- B. Significant Change in Demographics
- C. New Information or New Outreach Contacts



AFFIRMATIVE FAIR HOUSING MARKETING PLAN

By submitting the AFHMP you agree to:



90 Days

IDENTIFYING & TARGETING www.factfinder2.census.gov

Home Page

- "Find census data"
- Enter Address
- You Will Record the Information at the top of application box 1d

IDENTIFYING CENSUS TRACT www.factfinder2.census.gov

IDENTIFYING CENSUS TRACT www.factfinder2.census.gov

Search Results: 120 of 4,221 tables and other products match "Your Selections"

Enter a street address, city and state, or a street address and ZIP code. Click "Go".

street address: 8998 S 27 1/2 Rd, City: Cadillac, State: Michigan, ZIP: 49601

Geographies containing 8998 S 27 Rd, CADILLAC, MI, 49601:

Select geographies to add to Your Selections

Geography Name	Geography Type	Geography Code	About
Michigan	State	040	?
Washtenaw County, Michigan	County	050	?
Cherry Grove township, Washtenaw County, Michigan	County	050	?
Block 2025, Block Group 2, Census Tract 3804, Washtenaw County, Michigan	Census Tract	100	?
Census Tract 3804, Washtenaw County, Michigan	Census Tract	140	?
Block 2025, Block Group 2, Census Tract 3804, Washtenaw County, Michigan	Block Group within Census Tract	150	?
Cadillac, MI Micro Area	Micro/Macro Statistical Area	310	?
Congressional District 4 (11th Congress), Michigan	Congressional District	500	?
State Senate District 35 (2014), Michigan	State Legislative District (Upper)	610	?
State House District 102 (2014), Michigan	State Legislative District (Lower)	620	?
Voting District 1651506000001, Washtenaw County, Michigan	Voting District/Remainder	700	?
Northwest Lower Peninsula (East) PUMA, Michigan	Public-Use Microdata Area (PUMA)	795	?
ZCTA5 49601	5-Digit ZCTA	800	?

IDENTIFYING & TARGETING www.factfinder2.census.gov

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract	Housing Market Area	Expanded Housing Market Area
% White			96.7	95.6	96.5
% Black or African American			.4	.5	.4
% Hispanic or Latino			1.4	1.8	1.6
% Asian			.7	1.0	.2
% American Indian or Alaskan Native			.5	0.6	.6
% Native Hawaiian or Pacific Islander			0	0	.1
% Persons with Disabilities			14.4	18.2	16.9
% Families with Children under the age of 18			27.7	32.9	31.9
Other (specify)					

IDENTIFYING & TARGETING www.factfinder2.census.gov

“Profile of General Population and Housing Characteristics: 2010” also known as DP-1.

- Race Section
- Total Population subsection
 - Breakdown of demographic characteristics
- You Will Record the Information in Worksheet 1 of the Application



IDENTIFYING & TARGETING www.factfinder2.census.gov

DURATION OF REQUIREMENTS

Community Facts
Find popular facts (population, income, etc.) and housing characteristics for your area.

Guided Search
Research
Download Center

Profile Name
Population and Housing
• General Population and Housing (2010 ACS, DP1)
• Demographic and Housing Estimates (2011 ACS, DP02)
• General Demographic Characteristics (2010 Census, DP02)

How to Use
New and Fresh
New! July 15, 2015
New! July 15, 2015
New! July 15, 2015

Using American FactFinder
Learn about American FactFinder's features and how to use it.

What We Provide
The following data are available in American FactFinder:



IDENTIFYING & TARGETING www.factfinder2.census.gov

Advanced Search - Search all data in American FactFinder

DP-1 Profile of General Population and Housing Characteristics: 2010 Demographic Profile Data

Table View
Address:

NOTE: For more information on a community's population, housing, and economic characteristics, visit the American FactFinder website.

Geography	Total	Number	Percent
U.S. and Alaska	308,142,000	100.0	
100+ years	21,515,000	6.9	
75 to 99 years	25,548,000	8.3	
50 to 74 years	22,717,000	7.4	
25 to 49 years	21,485,000	7.0	
18 to 24 years	20,120,000	6.5	
15 to 17 years	14,466,000	4.7	
10 to 14 years	20,179,000	6.5	
5 to 9 years	20,120,000	6.5	
0 to 4 years	22,717,000	7.4	
18 to 24 years	22,717,000	7.4	
25 to 49 years	16,877,000	5.5	
50 to 74 years	16,877,000	5.5	
75 to 99 years	14,466,000	4.7	
100 to 174 years	2,157,000	0.7	



IDENTIFYING & TARGETING www.factfinder2.census.gov

Advanced Search - Search all data in American FactFinder

Table View
Address:

NOTE: For more information on a community's population, housing, and economic characteristics, visit the American FactFinder website.



IDENTIFYING & TARGETING RACE

American FactFinder - Results

RACE	Total	Number	Percent
White	217,965,000	70.8	
Black or African American	39,515,000	12.8	
American Indian and Alaska Native	205,000	0.1	
Asian	1,965,000	0.6	
Native Hawaiian or Other Pacific Islander	40,000	0.0	
Hispanic or Latino	16,877,000	5.5	
Other	2,157,000	0.7	
Hispanic or Latino (of any race)	16,877,000	5.5	
Non-Hispanic or Latino	15,190,000	4.9	
Hispanic or Latino (of any race)	16,877,000	5.5	
Non-Hispanic or Latino	15,190,000	4.9	



IDENTIFYING & TARGETING FAMILIES WITH CHILDREN UNDER 18

American FactFinder - Results

HOUSEHOLD BY TYPE	Total	Number	Percent
Total household	113,021	100.0	
Family household (7)	8,862	7.8	
Nonfamily household	104,159	92.2	
With own children under 18 years	2,277	2.1	
With own children 18 years and over	1,965	1.8	
With own children under 18 years and over	445	0.4	
With own children 18 years and over	1,477	1.3	
Nonfamily household (8)	101,892	90.1	
Householder living alone	3,506	3.1	
Male	1,692	1.5	
Female	1,814	1.6	
65 years and over	426	0.4	
Female	1,798	1.6	
65 years and over	352	0.3	
Household with individuals under 18 years	4,162	3.7	
Household with individuals 65 years and over	3,652	3.2	
Average household size	2.48	(X)	
Average family size (7)	2.82	(X)	



IDENTIFYING & TARGETING DISABILITY

AMERICAN FactFinder

Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Search Results: 131 of 412 tables and other products match "Your Selection"

1 Selected: **Disability Characteristics** (2013 ACS 5-year estimates)

2 Selected: **Selected Social Characteristics in the United States** (2013 ACS 5-year estimates)

3 Selected: **Disability Characteristics** (2013 ACS 5-year estimates)

4 Selected: **Selected Economic Characteristics for the Civilian Noninstitutionalized Population by Disability Status** (2013 ACS 5-year estimates)

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IDENTIFYING & TARGETING DISABILITY

Advanced Search - Search all data in American FactFinder

1 Advanced Search 2 Table Viewer

Result 1 of 1 VIEW ALL AS PDF

51910 DISABILITY CHARACTERISTICS 2013-2013 American Community Survey 3-Year Estimates

Table View

Actions: Modify Table Add/Remove Geographies Bookmark/Save Print Download Create a Map

View Geography Notes View Table Notes

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for census and counties.

Year	Subject	Estimate	Weight of Error	Estimate	Weight of Error	Margin of Error	Relative Error
2013	Total civilian noninstitutionalized population	32,431	+100	5,406	+1,207	16.5%	+11.2
2013	Population under 18 years	2,100	+50	46	+3.5	2.2%	+10.0
2013	With a hearing difficulty	(0)	(0)	46	+3.5	2.2%	+10.0
2013	With a vision difficulty	(0)	(0)	46	+3.5	2.2%	+10.0
2013	With a speech difficulty	(0)	(0)	46	+3.5	2.2%	+10.0
2013	With a cognitive difficulty	(0)	(0)	46	+3.5	2.2%	+10.0
2013	With an ambulatory difficulty	(0)	(0)	46	+3.5	2.2%	+10.0
2013	With a self-care difficulty	(0)	(0)	46	+3.5	2.2%	+10.0
2013	Population 18 to 64 years	19,331	+100	2,937	+1,209	15.3%	+11.7

Note to all applicants/respondents: This form was developed with Nuance, the official HUD software for the creation of HUD forms. HUD has made available instructions for downloading a free installation of a Nuance reader that allows the user to fill-in and save this form in Nuance. Please see <http://portal.hud.gov/hudportal/documents/huddoc?id=nuancereaderinstall.pdf> for the instructions. Using Nuance software is the only means of completing this form.

Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing

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

OMB Approval No. 2529-0013 (exp. 12/31/2016)

1a. Project Name & Address (including City, County, State & Zip Code)

**Simpson Manor
1234 Banker Street
Wexford County, Cadillac, MI 49601**

1b. Project Contract Number
123-4567

1c. No. of Units
100

1d. Census Tract
9808

1e. Housing/Expanded Housing Market Area
Housing Market Area: **Cadillac**
Expanded Housing Market Area: **Wexford County MI**

1f. Managing Agent Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address

**ABC Management Company - 5678 Apple Street, Detroit MI 48124
Elaine Simpson - 123-456-7890, esimpson@occupancysolutions.com**

1g. Application/Owner/Developer Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address

**Simpson Manor LDHA LP-5678 Apple Street, Detroit MI 48124
Elaine Simpson - 123-456-7890, esimpson@occupancysolutions.com**

1h. Entity Responsible for Marketing (check all that apply)

Owner Agent Other (specify) _____

Position, Name (if known), Address (including City, County, State & Zip Code), Telephone Number & Email Address

**Mary Marketer, Marketing Director, Simpson Manor 1234 Banker Street
Cadillac, MI 49601 - 456-789-0123 esimpson@occupancysolutions.com**

1i. To whom should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State & Zip Code), Telephone Number & E-Mail Address.

**Elaine Simpson-ABC Management Company - 5678 Apple Street,
Detroit MI 48124 123-456-7890, esimpson@occupancysolutions.com**

2a. Affirmative Fair Housing Marketing Plan

Plan Type: **Initial Plan** (Please Select Plan Type) Date of the First Approved AFHMP: **August 1, 2016**

Reason(s) for current update: _____

2b. HUD-Approved Occupancy of the Project (check all that apply)

Elderly Family Mixed (Elderly/Disabled) Disabled

2c. Date of Initial Occupancy
March 1, 2017

2d. Advertising Start Date

Advertising must begin at least 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects.

Date advertising began or will begin: **1/21/16**

For existing projects, select below the reason advertising will be used:

To fill existing unit vacancies

To place applicants on a waiting list (which currently has _____ individuals)

To reopen a closed waiting list (which currently has _____ individuals)

Previous editions are obsolete Page 1 of 8 Form HUD-935.2A (12/2011)

3a. Demographics of Project and Housing Market 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. **Please Select Yes or No**

If no, proceed to Block 4b.

(1) Type **Please Select Type**

(2) Is the residency preference area:
 The same as the AFHMP housing/pandemic housing market area as identified in Block 1a? **Please Select Yes or No**
 The same as the residency preference area of the local FPHA in whose jurisdiction the project is located? **Please Select Yes or No**

(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 the effectiveness of the program that it is in accordance with the non-discrimination and equal opportunity requirements?

Only Fill Out if Establishing a Residency Preference

Complete and submit Worksheet 2 when requesting a residency preference (see also 24 CFR 5.65(c)(1)) for residency preference requirements. The requirements in 24 CFR 5.65(c)(1) will be used by HUD, as guidelines for evaluating residency preferences consistent with the applicable HUD program requirements. See also HUD Occupancy Handbook (2020-21) 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 copies of advertisements, radio and television spots, internet advertisements, websites, and brochures, etc.

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Worksheet 3: Proposed Marketing Activities - Community Contacts (See AFHMP, Block 4b)

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 particular population group. This could be a social service agency, religious body, advocacy group, community center, etc. State the names of contact persons, their addresses, their telephone numbers, their previous experience working with the target population, the approximate date contact was made, and the specific role they will play in assisting with the affirmative fair housing marketing. Please attach additional pages if necessary.

Targeted Population(s)	Community Contact(s), including required information noted above.
Persons with Disabilities	Wexford Disability Network - Mrs. Smith 231-823-9057 117 W. Cass Street, Cadillac, MI 49601 Initial Contact will be December 2016. Agency works to provide resources to persons with disabilities and makes referrals.
Hispanic or Latino	Spanish Friendship Group-John Long 231-990-0897 832 North Mitchell Street, Cadillac, MI 49601 Initial contact will be December 2016. Group provides support and referrals to Spanish members.
Asian	Pho Mon Buddhist Temple-Suzy Johnson 231-723-9859 222 Lake Street, Cadillac, MI 49601 Initial Contact December 2016. Large minority membership and referral system.
Families with Children Hispanic or Latino	Northwest Michigan Community Action Agency-Julie Brown 231-775-9781 1540 Mary Paul Rd., Cadillac, MI 49601 Initial contact December 2016. Numerous programs and services for families and large population of Asians and Hispanic members.
Persons with Disabilities	Wexford County Veterans-John Lamphere 231-775-6654 Courthouse Annex, Cadillac, MI 49601 Initial Contact December 2016. Many served are persons with disabilities and need resources such as housing.

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Worksheet 4: Proposed Marketing Activities - Methods of Advertising (See AFHMP, Block 4c)

Complete the following table by identifying your targeted marketing population(s), as indicated in Block 3b, as well as the methods of advertising that will be used to market to that population. For each targeted population, state the means of advertising that you will use as applicable to that group and the reason for choosing this media. In each block, in addition to specifying the media that will be used (e.g., name of newspaper, television station, website, location of bulletin board, etc.) state any language(s) in which the material will be provided, identify any alternative format(s) to be used (e.g. Braille, large print, etc.), and specify the logo(s) (as well as size) that will appear on the various materials. Attach additional pages, if necessary, for further explanation. Please attach a copy of the advertising or marketing material.

Targeted Population(s) - Methods of Advertising	Targeted Population:	Targeted Population:	Targeted Population:
Newspaper(s)			
EL CENTRAL	Hispanic or Latino Spanish Speaking		
Radio Station(s)			
WOLA 119.3	Hispanic or Latin Spanish Speaking		
TV Station(s)			
WWJ Asian Station	Asian		
Electronic Media			
Rentlink	Families with Children	Hispanic or Latin-Spanish option	Persons with disabilities
Bulletin Boards			
Community Centers	Families with Children	Hispanic or Latin-Printed in Spanish	Asian - Printed in appropriate language
Brochures, Notices, Flyers			
Brochure and Flyers in Spanish	Hispanic or Latin-Printed in Spanish		
Other (specify)			
Disability Network Monthly Newsletter Ad	Persons with disabilities		

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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 Poster will be displayed.

Rental Office Real Estate Office Model Unit Other (specify) _____

5b. Affirmative Fair Housing Marketing Plan

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

Rental Office Real Estate Office Model Unit Other (specify) _____

5c. Project Site Sign

Project Site Signs, if any, must display in a conspicuous position the HUD approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Check below all locations where the Project Site Sign will be displayed. Please submit photos of Project signs.

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 _____

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6. Evaluation of Marketing Activities

Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting individuals 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.

Every quarter, the Administrator and Marketing Director will review the marketing data and the inquiries to determine the source of the inquiries. Using Yardi, our on site rental and marketing program, we can track all inquiries, traffic and move in sources to determine what source is successful for attracting the least likely to apply. We will utilize this information to determine where we should focus our marketing efforts and which market segments should be the beneficiary of such efforts to generate adequate leads across all market segments.

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7a. Marketing Staff

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

Marketing Director & Leasing Consultants

7b. Staff Training and Assessment: AFHMP

(1) Has staff been trained on the AFHMP? Yes

(2) Has staff been included in writing and/or on non-discrimination and fair housing policies as required by 24 CFR 200.620(h)? Yes

(3) If yes, who provides instruction on the AFHMP and Fair Housing Act, and how frequently?

Director and Outside Consultants. Training is given annually

(4) Do you periodically assess staff skills in use of the AFHMP and the application of the Fair Housing Act? Yes

(5) If yes, how and how often?

At least annually during performance reviews & Mystery Shops

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?

Marketing Director & Administrator

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Who must use this Assessment Tool	Who will use a different Assessment Tool
<p>1. Local governments (that receive CDBG, HOME, ESG or HOPWA funds) submitting an AFH alone.</p> <p>2. Joint or Regional Collaborations between:</p> <p>a. Only local governments</p> <p>b. One or more local governments with one or more PHAs</p> <p>c. Other collaborations in which a local government is designated as the lead entity</p>	<p>1. States and Insular Areas submitting alone</p> <p>2. Joint or regional collaborations (with local governments and/or PHAs) where the State is designated as the lead entity</p> <p>3. PHAs submitting alone</p> <p>4. Joint collaborations among only PHAs</p>



THANK YOU



RESOURCES

U.S. Department of Housing and Urban
Development
HUD Handbook 8025.1 REV-2
www.HUD.gov

Elaine M. Simpson, Occupancy Solutions, LLC
www.OccupancySolutions.com
800-865-0948

Visit www.OccupancySolutions.com for information on services and trainings provided by Occupancy Solutions

