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

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

Attention: (Your) Project Manager

Each applicant for housing (new construction or rehabilitation) funding is required to carry out an *affirmative program to attract 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 subject to housing discrimination include: White, Black or African American, African, Hispanic or Latino, Asian (DC-Chinese and Vietnamese), persons with disabilities, families with children, or -- American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander-- where applicable by census data. The applicant shall describe in the Affirmative Fair Housing Marketing Plan (AFHM) the proposed activities to be carried out during advance marketing, where applicable, and 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), know 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;<sup>1</sup> including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information) The AFHMP is needed to ensure that all of our funding subrecipients are taking the necessary steps to eliminate discriminatory practices. No application for any housing project under any of agency's housing programs can be funded without an approved AFHM Plan. The responses 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. The form does not contain confidential questions. DHCD follows the federal guidelines in affirmative marketing by ensuring subrecipients abide by non-discriminatory practices in housing and non-housing projects regardless of funding source.

### Applicability:

This form is to be completed by all DHCD funding subrecipients: (1) multifamily projects; and (2) single-family home-builders that can not meet at least one of the following requirements: (a) is a signatory 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 already has an approved AFHMP or is a signatory to a VAMA in the District of Columbia. A copy of the VAMA agreement must be submitted.

<sup>1</sup> According to HUD Form 932.5 Affirmative Fair Housing Marketing Plan

### Part 1-Applicant and Project Identification.

Blocks 1a thru 1e-Self-Explanatory. Block 1f- the applicant must insert the number of units which meet the definition of accessible as defined by the Fair Housing Act as Amended (FHAA). Block 1g-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 1h-the applicant should indicate the housing market area, in which the housing will be (is) located (by Ward and Neighborhood name). Block 1i – the applicant may obtain census tract location information from local planning agencies, public libraries and other sources of census data. Block 1j the applicant should complete only if a Managing/Sales Agent (the agent can not be the applicant) is implementing the AFHM Plan.

### Part 2-Type of Affirmative Marketing Plan:

Applicants for multifamily housing projects should check both 1. type of Project Plan and 2. indicate the status of the AFHMP, e.g. new or update. As appropriate, single-family homebuilders who submit an AFHM Plan should check the Annual Plan box.

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.

Indicate which group(s) the applicant deems as **LEAST LIKELY** to apply for this housing without special outreach.

Consider factors such as demographics, price or rental of housing, sponsorship of housing, racial/ethnic characteristics of housing market area in which housing will be (is) located in comparison to the entire city population, disability or familial status of eligible population, public transportation routes, etc.

Demographic data can change considerably over a period of time, e.g., ten year old data is not an appropriate measure to decide marketing strategies. It is the responsibility of the applicant and or it's 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, one which is of "limited or no-English proficiency population that 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, persons from Ethiopia represent a significant segment of this population. The Asian category refers to persons from Asian countries to include India and the Philippines. However, demographically in the District of Columbia, the represented Asian communities with significant populations are the Chinese and Vietnamese. These two communities have distinct cultures and languages.

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 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 those groups designated in Part 3 of this AFHMP as least likely to apply.

The applicant shall state: the type of media to be used to target the SPECIFIC populations listed; 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) and the size or duration of newspaper advertising or length and frequency of broadcast advertising. This section refers ONLY to marketing activities targeting the populations selected under question #3. Information on the overall marketing campaign to attract all segments of the eligible population should be attached as an addendum.

**Community contacts** include individuals or organizations that are well known in the housing market area or the locality, that can influence persons within groups considered least likely to apply; i.e. those 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 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 general public separately 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 1j as assigned to this project, have previous experience in marketing housing to group(s) 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).

#### PART 8- Notice of Intent to Begin Marketing.

No later than **90 days prior** to the initiation of sales or rental marketing activities, the applicant of an approved AFHMP shall submit to DHCD a 'notice of intent to begin marketing'.

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 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 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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