AFHM PLANS
CHECKLIST FOR COMPLETENESS

NAME OF PROJECT AND APPLICATION NUMBER:

NAME OF REVIEWER: ______________:   DATE OF REVIEW: _________________

STATUS OF REVIEW:          ACCEPTED           NOT ACCEPTED
ADDITIONAL INFORMATION NEEDED
YES      NO

1. Application and Project Identification
   (Part 1 of the Plan).
   a. Name and address of both applicant and project.  ( )   ( )
   b. Number of units and the application number.     ( )   ( )
   c. Price or rent range of units.                   ( )   ( )
   d. Census Tract or Enumeration District number in which the project will be located. ( ) ( )
   e. For rental units only, the household types to be served by the project, e.g., the elderly, non-elderly. ( ) ( )
   f. The approximate starting dates for advertising to target groups and completion of initial occupancy. ( ) ( )

2. Type of Affirmative Marketing Plan (Part 2 of the Plan).
   a. Project Plan.                                  ( ) ( )
   b. Annual Plan.                                   ( ) ( )
   c. Type of Plan not identified.                   ( ) ( )
   d. Identification of the population characteristics of the area. ( ) ( )

3. Direction of Marketing Activities (Part 3 of the Plan).
   The specific racial/ethnic group(s) not likely to apply has been identified. ( ) ( )

1                  4/93
4. Marketing Program (Part 4 of the Plan).

a. Commercial Media.

(1) Newspaper(s)/Publication(s) will be used.  ( )  ( )
   
   (a) Name of newspaper(s)/publication(s) has been given.  ( )  ( )
   
   (b) Racial/ethnic identification of major readers/audience has been given.  ( )  ( )
   
   (c) Description and size of newspaper advertisements has been given.  ( )  ( )
   
   (d) Nature and frequency of advertisements has been stated.  ( )  ( )
   
   (e) Copy of ad(s) has been attached to the Plan.  ( )  ( )
       
       (If not available at time of submission, indicate date of availability.)

(2) Radio and TV will be used.  ( )  ( )

   (a) Radio station(s) has been identified.  ( )  ( )
   
   (b) Approximate frequency and description of use has been specified.  ( )  ( )
   
   (c) TV Station(s) has been identified.  ( )  ( )
   
   (d) Approximate frequency and description of use has been specified.  ( )  ( )

b. Brochures, Signs and HUD's Fair Housing Poster.

The applicant must clearly describe the advertising sign(s), brochures, leaflets, handouts or other printed material to be used.

(1) Description of project sign has been given.  ( )  ( )

(2) Description of brochures, leaflets, handouts have been given.  ( )  ( )
(3) Copies of brochures, leaflets and handouts have been attached to the plan. ( ) ( )

(If not available at time of submission, indicate date of availability.)

(4) Size of the Equal Housing Opportunity Logotype has been indicated. ( ) ( )

(5) Photograph of project site sign has been submitted. ( ) ( )

(If not available at time of submission, indicate date of availability.)

(6) Location(s) of Fair Housing Posters has been indicated. ( ) ( )

c. Community Contacts.

(1) Name of groups or organizations expected to be in direct contact with the racial/ethnic group(s) has been identified. ( ) ( )

(2) Name of contact has been given. ( ) ( )

(3) Method of contact has been indicated. ( ) ( )

(4) Function group/organization will undertake has been indicated. ( ) ( )

(5) Copies of correspondence to be sent to community contacts have been enclosed. ( ) ( )

(If not available at time of submission, indicate date of availability.)

5. Future Marketing Activities (Rental Units Only) (Part 5 of the Plan). Marketing activities to fill vacancies have been indicated. ( ) ( )

6. Assessment of Marketing Efforts.

a. The applicant's means of assessing the success of the Plan's implementation have been described. ( ) ( )
b. Residency Preferences. (To be completed if the applicant submits a separate request for an occupancy preference for residents of the community, including expected to reside.) A request for a residency preference is reviewed with the Affirmative Marketing Plan:

(1) Percent or number of units covered by the preference is indicated. ( ) ( )

(2) The preference involves residents of the locality. ( ) ( )

(3) Those persons identified as expected to reside are treated as residents for the purpose of the preference. ( ) ( )

(4) The applicant has submitted numerical data and other information to support the request for the preference. ( ) ( )

7. Staff Instructions (Part 6 of the Plan).

a. Description of Fair Housing Training conducted for employees has been included. ( ) ( )

b. Copies of instructional materials have been submitted. ( ) ( )

8. Additional Considerations (Part 7 of the Plan). Additional considerations have been included to attract persons not likely to apply for housing. ( ) ( )

9. Signature. An appropriate duly authorized official of the applicant has signed, indicated title, and dated this AFHMP. ( ) ( )