



**U.S. Department of Housing and Urban Development**  
**Office of Multifamily Housing**  
**Region X Multifamily HUB**

**Tip Sheet**  
**Affirmative Fair Housing Marketing Plan**  
**HUD-935.2A**  
*(12/2011 version)*

Item #	
1a.	This item is self-explanatory. <b>The most frequent omission is that the county is left out.</b>
1b.	Please provide project's Section 8/PRAC number (list FHA # if no subsidy contract at the project).
1c.	Please list total number of units in the project.
1d.	Please provide Census Tract ( <i>this information can be found at <a href="http://www.census.gov">www.census.gov</a></i> ).
1e.	Please list the housing market area (town/city/county) from which the owner/agent intends to draw applicants (known as "Housing Market Area"). If the immediate housing market area is not demographically diverse enough to draw applicants considered least likely to apply for housing in this project (those "least likely to apply" are those populations currently underrepresented in the project or underrepresented on the waiting list), an "Expanded Housing Market area" should be listed to increase the diversity of individuals to be reached by its marketing efforts.
1f.	Please provide management agent's name, address, telephone number & email address. <b>The most frequently omitted items are the telephone number and email address.</b>
1g.	Please provide owner's name, address, telephone number & email address.
1h.	Please check the <i>entity</i> responsible for marketing (owner, agent, or other). Also provide position, name, address, telephone and email of the <i>person</i> responsible for implementing marketing plan. <b>The most frequently omitted items are the telephone number and email address.</b>
1i.	Please provide a contact person to whom all correspondence (including approval of this plan) should be sent. <b>The most frequently omitted items are the telephone number and email address. If an email address is provided, we can email you the approved/disapprove AFHMP.</b>

2a.	<p>If this AFHMP is for a new project, please select “Initial Plan” and list the date the plan is being submitted to HUD. If this is an update to an existing plan, please select “Updated Plan” and list the date the plan is being submitted to HUD. If the plan is updated, please include the reason why, e.g., over five years old, new management agent. <b>Please note:</b> All Section 8/PRACs/FHA-insured projects had AFHMPs completed at project inception; therefore, <i>existing</i> projects should check “Updated Plan” and <i>new</i> projects should check “Initial Plan.” If you are updating your plan, please include the reason for the update.</p>
2b.	<p>Please select the occupancy type of the project (exclusively elderly/family/elderly &amp; disabled/exclusively disabled.) If uncertain, please contact the HUD Project Manager assigned to your project.</p>
2c.	<p>Please list the date of initial occupancy (existing projects will have a past date; new projects will list anticipated date).</p>
2d.	<p>Please list the advertising start date. This date (inserted in the blank after “Prior to Initial Occupancy”) should be at least 90 days prior to initial occupancy for new projects. For existing projects, the date could be on-going; if so Also, if applicable, please provide dates that advertising will be used to “add” applicants or “reopen” the waiting list and the number of persons currently on this list.</p>
3a.	<p>Please enter the requested data into <b>Worksheet 1</b>, which is designed to help identify which groups of applicants might need additional outreach to apply for housing at the project.</p> <ul style="list-style-type: none"> <li>• <b>Project %:</b> List % of individuals from each demographic category that reside in the project.</li> <li>• <b>Waiting list %:</b> List % of individuals from each demographic category that are on the project’s waiting list.</li> <li>• <b>Census Tract %:</b> List % of individuals from each demographic category that reside in the project’s census tract. <b>Important note for ALL demographic information:</b> To obtain the most meaningful information, use demographic data for those who would be eligible for housing in your designated area. For example, if you facility is for seniors, then census information should be limited to seniors in your area. Subsets of demographic information can be obtain by various categories, e.g., age, income, etc. Information can be obtained from the U. S. Census website, under American Fact Finder where you can custom design the information that will be helpful for your purpose. If you need help finding your selected information from the U.S. Census website, they have a very useful customer service helpline, 1-800-923-8282.</li> <li>• <b>Housing Market Area %:</b> List % of individuals from each demographic category that reside in the project’s housing market area (area from which most applicants are drawn). Demographic data on this area should be obtained by reviewing the census data or by contacting town/city/county official offices.</li> <li>• <b>Expanded Housing Market Area %</b> (if applicable): List % of individuals from each demographic category that reside in the project’s Expanded Housing Market Area (larger region from which applicants can be drawn). <b>Please note:</b> Expanded Housing Market Areas should be utilized if the smaller housing market area is not diverse enough to attract demographic groups <u>underrepresented as tenants at the project/underrepresented on the waiting list</u>. If the current occupancy AND waiting list AND Housing Market Area are not demographically diverse, applicants MUST utilize the Expanded Housing Market Area. <b>Omitting this data will result in the plan being returned as incomplete.</b></li> </ul>

3b.	Based on the data listed in Worksheet 1, indicate which groups are in need of additional outreach to apply for housing at the project. <b>Please note:</b> This determination can be made by comparing the Project/Waiting list % against the Census/Housing Market Area %. Is <b>EACH</b> group in the community appropriately represented in the project or on the waiting list? If so, that particular group <b>does not</b> need extra outreach to apply. However, if the Project/Waiting List % is less than the % in the general community, that particular group <b>does</b> need additional outreach and should be checked off on #3b.
4a.	If the owner is requesting a residency preference, please first contact the HUD Project Manager. If there is an existing preference, please provide documentation confirming that HUD has previously approved the preference.
4b.	<p>On <b>Worksheet 3</b>, please list a <b>SPECIFIC</b> community contact for <b>EACH</b> group identified in #3b as needing extra outreach. <b>Please note:</b> If generic phrases such as “All/Mixed” are used under “target population, the AFHMP will be returned as incomplete.</p> <ul style="list-style-type: none"> <li>• <b>Targeted Population:</b> Please list EACH group listed under #3b as needing extra outreach to apply for housing.</li> <li>• <b>Community Contacts:</b> Please list specific community contacts for EACH group listed under #3b. <b>Please Note:</b> Generic community contacts (Housing Authorities, Dept of Social Services etc. ) are generally NOT an acceptable community contact; government agencies are generally NOT an acceptable community contact . However, they can be used in addition to listing acceptable community contacts. <ul style="list-style-type: none"> <li>○ List Agency;</li> <li>○ List Contact Person &amp; position;</li> <li>○ List address, phone, email;</li> <li>○ List their experience with the target population;</li> <li>○ List how they have agreed to help assist in informing the target population about the project’s housing availability;</li> <li>○ List anticipated date on which they will begin to contact targeted population.</li> </ul> </li> </ul> <p><b>Note: The most frequently omitted items are the last three bulleted items above.</b></p>
4c.	<p>On <b>Worksheet 4</b>, Please list <b>SPECIFIC</b> methods of advertising that will be used to reach <b>EACH</b> group identified in #3b as needing extra outreach.</p> <ul style="list-style-type: none"> <li>• <b>Method of Advertising:</b> List <b>names</b> of newspaper, radio stations, TV stations, electronic media, bulletin boards, brochures/notices/flyers, as applicable, that will be utilized in marketing efforts.</li> <li>• <b>Targeted population:</b> For each method of advertising, please list the targeted audience, state any languages(s) other than English that the information will be provided, and identify any alternative format(s) used, e.g., Braille, large print . <b>Please note:</b> Though there can be a variety of populations in the audience of a given medium, generic words such as “All/Mixed” should not be used. The AFHMP will be returned as incomplete if such generic words are used. Please be specific when listing the targeted population for each applicable medium.</li> </ul>
5a.	Please check off each location where the Fair Housing Poster will be displayed.

5b.	Please check off each location where the AFHMP will be made available for public inspection.
5c.	Please check off each location where the project site sign will be displayed, as well as list the size of the Equal Housing Opportunity logo, slogan, or statement on the sign.
6.	Please explain the process for evaluating the marketing efforts noted in this plan and how often you will evaluate the effectiveness of your marketing efforts to attract those least likely to apply. If it is determined the plan is not successful, describe steps that will be taken to modify the plan as needed.
7a.	Please list the name and position of staff that will be responsible for marketing efforts.
7b & 7c.	Please fill in the required information regarding staff training on the AFHMP and on overall tenant selection.
7d.	Please include samples of training materials, as well as provide a list of dates when training was conducted/will be conducted.
8.	Please list any additional considerations that should be noted regarding the project's marketing activities.
9.	Please sign and date the form, which indicates the owner/agent agrees to review the plan at least once every 5 years. <b>Please note:</b> both HUD-assisted and HUD-insured are required to have approved AFHMPs on file.