

Annual Evaluation of Effectiveness Voluntary Affirmative Marketing Agreement Report

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

(Builder/Developer Groups) RMS No. HI-00115

I. Purpose -- Form HUD-941-B is designed for use by HUD Field Office FHEO personnel who work with the Voluntary Compliance program and undertake annual evaluations of the HUD/NAHB Voluntary Affirmative Marketing Agreement (VAMA) with Builder Associations that have endorsed that Agreement.

IA. When to Use -- The Regional and/or Field Office FHEO Directors in Category A Offices will develop annual evaluations of every VAMA that has been in execution for at least six months, as computed from date of execution by the A/S for FHEO or designee, usually the Regional Administrator.

IB. How to Use -- This evaluation is made by HUD Field Office personnel. The information desired is obtained through observation and a review of Builder and CHRFB records. A copy of the completed report form shall be sent promptly and simultaneously to the Regional Director, Office of FHEO and to the Assistant Secretary for FHEO: Attention: Director, Office of Voluntary Compliance. The local Builder and CHRFB should also be provided with a copy of the completed form. The information collected on this form is to be provided by HUD employees on the basis of direct observation or from information contained in HUD files. This report has no public reporting burden because it is completed by HUD employees only. This report is exempt from the OMB clearance requirement under the Paper Reduction Act of 1980.

II. Basic Information

1. Region No. (01, 02, 03, etc.)	2. Hud Field Office having jurisdiction over the agreement	3. Name of HUD person completing the form	4. Telephone No. (FTS)
5. Name and location (city/State) of local Builder	6. Name, title, and telephone number of present Builder representative	7. Date of this report	8. Percent minority population in Builder Group's jurisdiction
9. Date of last report Yr. Mo. Day	10. Date agreement signed by the Field Yr. Mo. Day	11. Is CHRFB organized? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	11A. If "Yes," give Chairperson's name and telephone number

III. Builder Association

12. As of this date, what is the Association's total membership (both Builders and Developers)?	13. As of this date, how many Builder Groups are members of the Association?	14. As of this date, how many Builders have signed the affirmative marketing agreement on behalf of their Group?
15. Does the Association have an Equal Opportunity Committee? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	15A. If "Yes," give the Chairperson's name and telephone number	15B. If "Yes," how many times per year does the Equal Opportunity Committee generally meet?
15C. If "No," why doesn't the Association have an Equal Opportunity Committee? 1 <input type="checkbox"/> Board too small 3 <input type="checkbox"/> Other (please explain) 2 <input type="checkbox"/> No interest	16. Has the Association worked with the media to prepare public information and feature stories on the VAMA? 1 <input type="checkbox"/> Yes (If "Yes," identify the newspaper by name and date of printing) 2 <input type="checkbox"/> No	17. Do builders provide information by signatories to the CHRFB on the location, price, and type of housing available in the builder's market area sixty (60) days prior to its availability? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No
18. Has the Association negotiated with local newspapers for publication of HUD's publisher's notice? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No 3 <input type="checkbox"/> Negotiations unnecessary; paper(s) already published	18A. If "Yes," list the names of papers contacted. For each, score outcome of negotiations	Score How to Score _____ If publishes daily, enter 4 _____ If publishes at least once a week, enter 3 _____ If negotiations still in process, enter 2 _____ If negotiations unsuccessful, enter 1
19. Has the Board negotiated with local TV or Radio stations to carry public service ads? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No 3 <input type="checkbox"/> No local TV or Radio stations	19A. If "Yes," list the names of TV/Radio stations contacted. For each, score outcome of negotiations	Score How to Score _____ If announced daily, enter 4 _____ If announced at least once a week, enter 3 _____ If negotiations still in process, enter 2 _____ If negotiations unsuccessful, enter 1
20. Does the Builder Association report quarterly to HUD on both the Builder Associations' and signatories' progress in achieving goals of this Agreement? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	20A. If "No," indicate how often reports are submitted. 1 <input type="checkbox"/> Annually 3 <input type="checkbox"/> No Regular Schedule 2 <input type="checkbox"/> Semiannually 4 <input type="checkbox"/> None	21. Since the Agreement was signed, how many signatories are maintaining a non-discriminatory policy in recruitment and employment of staff engaged in the sale and rental of properties? 21A. If none, check the reason below 1 <input type="checkbox"/> No Signatory Groups 2 <input type="checkbox"/> Very few minorities in area 3 <input type="checkbox"/> Lack of interest
		21B. Have non-discriminatory recruitment policies resulted in an increase in the number of minorities employed on the sales and rental staff? 1 <input type="checkbox"/> Yes (How many _____) 2 <input type="checkbox"/> No

22. Do signatories maintain a record of advertising and outreach action that will increase sales and rentals to members of minority groups, and housing options for both minority and majority groups?	22A. If "Yes," how many of the groups maintain such records?	22B. If "No," check reason below 1 <input type="checkbox"/> NA (No Signatory Groups) 2 <input type="checkbox"/> Don't know (Not monitored) 3 <input type="checkbox"/> Lack of interest
23. How many signatory groups display the EO logo or slogan in classified advertising of 4 column inches or longer?	23A. If none, check the reason below 1 <input type="checkbox"/> NA (No signatory groups) 2 <input type="checkbox"/> Don't know (Not monitored)	3 <input type="checkbox"/> NA (Covered by publisher's notice) 4 <input type="checkbox"/> Lack of interest
24. How many signatory groups display the EO logo or slogan in their brochures?	24A. If none, check the reason below 1 <input type="checkbox"/> NA (No signatory groups) 2 <input type="checkbox"/> Don't know (Not monitored)	3 <input type="checkbox"/> No brochures used by signatory groups 4 <input type="checkbox"/> Lack of interest
25. Has an informational program on agreement and fair housing laws been developed by the association? (If written outline of program is not available, check "No")	25A. If "Yes," how often is program conducted? 1 <input type="checkbox"/> Monthly 3 <input type="checkbox"/> Semiannually 5 <input type="checkbox"/> No regular schedule 2 <input type="checkbox"/> Quarterly 4 <input type="checkbox"/> Annually	
26. What problems have prevented the agreement from being implemented? 1 <input type="checkbox"/> Lack of assistance from HUD 2 <input type="checkbox"/> Lack of cooperation from CHRB 3 <input type="checkbox"/> Other		

Comments and Recommendations

IV. The CHRB

27. How often does the CHRB generally meet in a year?	28. How often does the CHRB generally meet with the Equal Opportunity Committee?	28A. Is the CHRB active? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No
28B. If "Yes," list the three most important activities of the CHRB bearing upon the implementation of this program. 1. 2. 3.		
29. What problems have prevented the agreement from being implemented? 1 <input type="checkbox"/> Lack of assistance from HUD 2 <input type="checkbox"/> Resistance from Builder Group 3 <input type="checkbox"/> Other (explain)		

V. HUD Office

30. What problems, if any, has HUD experienced fulfilling its obligation under the agreement? 1 <input type="checkbox"/> None 2 <input type="checkbox"/> Insufficient staff 3 <input type="checkbox"/> Lack of travel funds 4 <input type="checkbox"/> CHRB difficult to organize 5 <input type="checkbox"/> Other (specify)	31. In your opinion, as a HUD official, has the agreement been of benefit to minority home seekers? 1 <input type="checkbox"/> Definitely 2 <input type="checkbox"/> Probably 3 <input type="checkbox"/> Possibly 4 <input type="checkbox"/> No 5 <input type="checkbox"/> NA/very few minorities in area
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Comments and Recommendations