



AFFIRMATIVE FAIR HOUSING MARKETING PLAN

1. INTRODUCTION

All MSHDA financed developments must maintain a current approved Affirmative Fair Housing Marketing (AFHM) plan on-site. The AFHM ensures that owners of MSHDA-financed housing developments take necessary steps to eliminate discriminatory practices involving MSHDA-financed housing. If the development's AFHM plan is older than four years, or no AFHM can be found, revise and resubmit a new plan for MSHDA approval. The revised plan should incorporate and reflect the current marketing area's demographics as of the application date.

2. APPLICANT IDENTIFICATION

MSHDA No.:		HUD Contract No.:	
	A. Development	B. Managing Agent	C. Owner
Name:			
Address:			
City, St, Zip:			
E-mail:			
Telephone:			
Contact Name:			
D. Housing Market Area Boundaries & Census Tract:			
E. Type & Number of Housing Units:	Family Units:	Elderly Units:	Total Units:
F. Rental Range:	To	* Attach most current approved rent schedule.	

3. TYPE OF AFFIRMATIVE MARKETING PLAN

A. Plan Status (Check one):	<input type="checkbox"/> New --->	If New Plan, Approximate Starting	Advertising:	
	<input type="checkbox"/> Updated	Dates (mm/dd/yyyy) for:	Occupancy:	
B. Housing Market Composition (Enter the % of each race in the area):	<input type="checkbox"/> White (non-Hispanic)	<input type="checkbox"/> American Indian/Alaskan Native	Total	
	<input type="checkbox"/> Black (non-Hispanic)	<input type="checkbox"/> Native Hawaiian/ Pacific Islander		
	<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Asian		

4. DIRECTION OF MARKETING ACTIVITY

Indicate below which group(s) in the housing market area is/are least likely to apply for the housing because of its location and other factors without special outreach efforts taking place (Check all that apply):

<input type="checkbox"/> White (non-Hispanic)	<input type="checkbox"/> Black (non-Hispanic)	Persons with Disabilities (Developments must affirmatively market to people with disabilities)
<input type="checkbox"/> Asian/Native Hawaiian/ Pacific Islander	<input type="checkbox"/> American Indian/Alaskan Native	
<input type="checkbox"/> Families with Children	<input type="checkbox"/> Hispanic	
<input type="checkbox"/> Other (Please Specify):		

5. MARKETING PROGRAM

A. Commercial Media - Please determine the media to be used to advertise the availability of this housing (Check all that apply):

<input type="checkbox"/> Website/Internet	<input type="checkbox"/> TV	<input type="checkbox"/> Radio	<input type="checkbox"/> Billboard(s)	<input type="checkbox"/> Newspaper(s)/Publications
<input type="checkbox"/> Other (specify):				
Name of Newspaper, Radio or TV Stations		Racial/Ethnic Id. of Audience		Size/Durations of Advertising

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

1 Will brochures, leaflets, or handouts be used to advertise?

Yes - Explain distribution methods and attach a copy:	
No	

2 For project site sign: indicate sign size:		X		*Attach a photograph of project sign
Logo type size:		X		

3 Fair Housing Poster must be conspicuously displayed whenever rentals and showings take place. Fair Housing Posters will/are displayed in the:

Rental/Leasing Office(s)	On-Site Management Office(s)	Model Units
Other (Specify):		

C. Community Contacts

To further inform the group(s) least likely to apply about the availability of the housing, the applicant agrees to establish and maintain contact with the groups & organizations listed below that are located in the housing market area. If more space is needed, attach an additional sheet. Notify MSHDA of any changes in this list. Attach a copy of correspondence to be mailed to these groups/organizations. (Provide all requested information).

1. Name of Group/Organization	2. Group Identification	3. Approximate Date of Contact or Proposed Contact (mm/dd/yyyy)	4. Person Contacted or to be Contacted
1			
2			
3			
4			
5			
6			
5. Address & Telephone	6. Method of Contacts	7. Indicate the specific function Group/Organization will undertake in implementing the Marketing Program	
1			
2			
3			
4			
5			
6			

6. FUTURE MARKETING ACTIVITIES

Please verify those listed below that best describes future marketing activities to fill vacancies as they occur after the development is initially occupied.

Newspapers/Publications	Radio	TV	Site Signs
Brochures/Leaflets/Handouts	Community Contacts	Websites/Internet	
Other:			

7. FAIR HOUSING EXPERIENCE AND STAFF TRAININGS (SEE INSTRUCTIONS)

What experience does staff have **marketing to the racial group least likely to apply** :

Frequency of staff fair housing trainings (Check one):	<input type="checkbox"/> Bi-annually	<input type="checkbox"/> Other:
	<input type="checkbox"/> Annually	

List trainings completed on Federal, State, and local fair housing laws and regulations. **Attach a copy of training materials.**

1	
2	
3	
4	
5	
6	

8. AFHM PLAN GOALS (ATTACH ADDITIONAL SHEETS TO THIS FORM)

- A. Indicate the number of units you expect to rent to the population you identify as least likely to apply for housing at your development.
- B. Provide the same information for persons with disabilities.
- C. Provide a breakdown of the overall marketing budget and the part that will be used to implement the Plan.
- D. Indicate how much money is budgeted for commercial media usage.
- E. Indicate who is responsible for completing the outreach program.
- F. Outline in writing the prior experience of the Management Agent in setting and achieving AFHM goals (MSHDA Mgmt. 440C form).

9. AFHM REQUIREMENTS

By signing this form, the authorized individual agrees to ensure continued compliance with MSHDA's Affirmative Fair Housing Marketing Requirements. Certification of compliance includes the following actions:

- A. Conduct a continuous outreach program to maintain a well-balanced waiting list to ensure the achievement of the affirmative marketing goals at all times.
- B. Include a housing discrimination disclaimer on all preliminary and full application forms. The disclaimer will pledge not to discriminate against applicants based on their race, sex, age, religion, national origin, familial status, or disability.
- C. Include the Accessibility and Equal Housing Opportunity logos in all advertisements, if the development has barrier free or accessible units.
- D. Maintain a log community contacts, daily traffic records, and any other record keeping materials for inspection and validation of AFHM plan effectiveness. Also, maintain a copy of the AFHM plan on-site.
- E. Post all required fair housing sign in designated locations.
- F. Agree to and start Affirmative Fair Housing Marketing efforts to the "target population(s)" at least 120 days prior to anticipated initial occupancy (if applicable).
- G. Identify any prospective residential preferences and make these preferences known.
- H. Commit to review the development's AFHM plan every 5 years to update and maintain marketing objectives based on the area's latest demographics.



Signature of person submitting Plan:		
Name (type or print):		Date of Submission
Title & Name of Company:		

10. SUBMISSION

COMPLETE FORM AND SUBMIT ELECTRONICALLY to MSHDA-AFHMP@Michigan.gov.

11. FOR MSHDA/HUD USE ONLY

Approved By:		
Name (type or print):		Date
Title:		