

Important Notice - Affirmative Fair Housing Marketing Plan (AFHMP)

Line by Line Instructions

Missouri Housing Development Commission (MHDC) is offering line by line instructions for HUD Form 935.2A Affirmative Fair Housing Marketing Plan (AFHMP). This form must be reviewed every five years or when the local Participating Jurisdiction (PJ) Consolidated Plan is updated. Based on owner review, a determination should be made if a new plan needs to be submitted. If based on the owner's review, it's determined the AFHMP does not need to be updated, the owner must maintain a file documenting the reviewed, what was found as a result of the review, and why no change was required. MHDC or HUD may review this documentation during a monitoring review.

The AFHMP form must be updated: 1) every fifth year after the date of initial completion if owner review determines a new plan must be submitted; 2) when there is a management company change; 3) when the local Participating Jurisdiction's (PJ) Consolidated Plan is updated if owner review determines a new plan must be submitted; 4) when substantial changes occur within the plan; or 5) when otherwise required or requested by MHDC or HUD.

The Affirmative Fair Housing Marketing requirements mandate that each applicant subject to these regulations carry out an affirmative program to attract prospective buyers or tenants of all minority and nonminority groups in the housing market area regardless of race, color, religion, sex, national origin, disability, or family status. This includes White (Non-Hispanic), Black (Non-Hispanic); American Indian/Alaskan Natives, Hispanic, Asian/Pacific Islander, and Hasidic Jew groups in the Standard Metropolitan Area (SMA) or the market area who may be subject to housing discrimination on the basis of race, color, national origin, religion, sex, familial status, or disability.

Please review the matrix below to determine who the AFHMP should be submitted to for review and approval:

Funding Type	AFHMP Approval by	Comments
MHDC Risk share/Fund Balance	MHDC	Owner/Agent must submit AFHMP, for subject property, in AMRS. The signer must be listed on the subject property's Ex. J-1.
HOME	MHDC	Owner/Agent must submit AFHMP, for subject property, in AMRS. The signer must be listed on the subject property's Ex. J-1.
Tax Credit	MHDC	Owner/Agent must submit AFHMP, for subject property, in AMRS. The signer must be listed on the subject property's Ex. J-1.
Participation Loans where MHDC is the servicer	MHDC	i.e., Fannie Mae, US Bank. Owner/Agent must submit AFHMP, for subject property, in AMRS.
HAP only	HUD	Owner/Agent must submit a copy of the approved AFHMP, for subject property, in AMRS.
HUD Section 8/HAP/TC/HOME	HUD	Owner/Agent must submit a copy of the approved AFHMP, for subject property, in AMRS.
HUD Section 8/HAP/Risk share (layered with HUD funding)	HUD	Owner/Agent must submit a copy of the approved AFHMP, for subject property, in AMRS.

Note: If a property is layered with HUD funding, the AFHMP must be approved by HUD. A copy of the approved AFHMP must be submitted to MHDC by uploading the approved Plan in AMRS.

***The instructions provided are intended to supplement but do not take place of Form 935.2A AFHMP instructions provided.**

Part 1	
Block 1a - Project Name and Address	Provide the property name and address. Please include the county as this is frequently omitted.
Block 1b - Project Contract Number	Provide the property’s Section 8/PRAC number. If there is not subsidy contract, provide the FHA number.
Block 1c - Number of Units	Provide the total number of units in the property.
Block 1d - Census Tract	Provide the census tract number. This information may be obtained from a local planning office, Consolidated Plan or at: https://www.census.gov/
Block 1e - Housing/Expanded Housing Market Area	Provide housing market area (town/city/county). A housing market area is the area from which a multifamily housing development owner/agent may reasonably expect to draw a substantial number of its tenants. The U.S. Census Bureau provides a range of levels from which to draw. 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. An expanded housing market area is a larger geographic area, such as a Metropolitan Division or a Metropolitan Statistical Area, which may provide additional diversity in terms of race, color, national origin, religion, sex, familial status, or disability.
Block 1f - Managing Agent Information	Provide the management agent’s name, address, phone number and email address. This block should only be completed if a Managing Agent (the agent cannot be the applicant) is implementing the AFHMP.
Blocks 1g - Application/Owner/Developer	Provide owner’s name, address, county, phone and email address.
Blocks 1h - Entity Responsible for Marketing	Check the entity responsible for marketing (owner, agent, or other). Also provide the position, name, address, phone and email of the person responsible for implementing the marketing plan.
Blocks 1i - Approval Correspondence Contact	Provide a contact person to whom all correspondence (including approval of this plan) should be sent. Please include the phone number and email address as these items are frequently omitted.
Part 2	
Block 2a - Type of AFHMP	Indicate the status of the AFHMP as initial or updated. Provide the date of the first approved AFHMP. If this is an initial AFHMP, provide the date it will be sent for approval. Provide a reason for the update (i.e., five-year review or changes due to local demographics or other conditions). Also see instructions for Part 9.
Block 2b - HUD Approved Occupancy of Project	Indicate all groups approved for occupancy in the property in accordance with the contract, grant, or funding type.
Block 2c - Date of Initial Occupancy	Provide the date the development will be/was first occupied.
Block 2d - Advertising Start Date	List the advertising start date. This date should be at least 90 days prior to initial occupancy for new developments. For existing developments , the date could be ongoing; If applicable, please provide dates that advertising will be used to fill existing vacancies, “add” applicants to the waitlist or “reopen” the waiting list. Please add the number of persons currently on the waitlist when advertising begins.

Part 3	
Block 3a - Demographics of Project and Housing Market Area	<p>Enter the requested data into Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing Opportunities.</p> <ul style="list-style-type: none"> • Development %: List % of individuals from each demographic category that reside in the development. • Applicant Waiting list %: List % of individuals from each demographic category that are on the development’s waiting list. • Census Tract %: List % of individuals from each demographic category that reside in the development’s census tract. <p>To obtain the most meaningful information, use demographic data for those who would be eligible for housing in the designated area. For example, if the facility is for seniors, then census information should be limited to seniors in the area. Subsets of demographic information can be obtained using various categories, e.g., age, income, etc. Information can be obtained from the U.S. Census website, under American Fact Finder.</p> <ul style="list-style-type: none"> • Housing Market Area %: List % of individuals from each demographic category that reside in the developments 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. • Expanded Housing Market Area % (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). Attach maps showing both the housing area and the expanded housing area. See Block 1e.
Block 3b - Targeted Marketing Activity	<p style="text-align: center;"><u>Use the information from completed Worksheet 1</u></p> <p>Identify the demographic groups least likely to apply for the property without special outreach efforts including marketing materials in other languages for limited English proficient individuals, and alternative formats for persons with disabilities. Reasons for not applying may include insufficient information about housing opportunities, language barriers, or transportation impediments.</p> <p>This determination can be made by comparing the Waiting list % against the Census/Housing Market Area %. Is each group in the community appropriately represented in the project or on the waiting list? If so, that particular group does not need extra outreach. However, if the Project/Waiting List % is less than the % in the general community, that particular group does need additional outreach and should be checked off on 3b.</p>
Part 4	
Block 4a - Residency Preference	<p><u>Enter the requested data into Worksheet 2</u> Establishing a Residency Preference.</p> <p>Complete this worksheet to continue, revise, or add a residency preference, which is a preference for admission of a person who resides or works in a specified geographic area (see CFR 5.655(c)(1)(ii)). If a residency preference is utilized, the preference must be in accordance with the non-discrimination and equal opportunity requirements contained in 24 CFR 5.105(a). This Worksheet will help show how the percentage of the population in the residency preference area compared to the demographics of the property’s residents, applicant data, census tract, housing market and expanded housing market area. Please attach a map clearly delineating the residency preference geographic area.</p>

<p>Block 4b - Proposed Marketing Activities: Community Contacts</p>	<p><u>Enter the requested data into Worksheet 3</u></p> <p>List a SPECIFIC community contact for EACH group identified in 3b as requiring extra outreach. Please note: 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"> • Targeted Population: List EACH group listed under 3b as requiring extra outreach to apply for housing. • Community Contacts: List specific community contacts for EACH group listed under 3b. <p>Please Note: 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 other acceptable community contacts.</p> <p>This table should include the agency, name of contact person and position, the address, phone, email, previous experience working with the target population(s), how they have agreed to help assist in informing the target population about the property’s housing availability and the approximate date contact was/will be initiated.</p>
<p>Block 4c - Proposed Marketing Activities: Methods of Advertising</p>	<p><u>Enter the requested data into Worksheet 4</u></p> <p>Proposed Marketing Activities-Methods of Advertising</p> <p>Describe your proposed method(s) of advertising to market to those least likely to apply. This table should identify each media option, percentage of the readers / listeners / users / members / etc. who are members of the targeted population(s), language(s) in which the material (s) will be translated, alternative format(s) that will be used to reach persons with disabilities, and logo(s) that will appear on the various materials (as well as their size).</p> <p>Please attach a copy of advertising or marketing material.</p>
<p>Part 5</p>	
<p>Block 5a - Fair Housing Poster</p>	<p>The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). The agent/owner must check the box indicating all locations where the Fair Housing Poster will be displayed.</p>
<p>Block 5b - AFHMP</p>	<p>The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). The agent/owner must check the box indicating all locations where the AFHMP will be available</p>
<p>Block 5c - Project Site Sign</p>	<p>The development site sign should display in a conspicuous position the HUD approved Equal Housing Opportunity logo, slogan or statement (24 CFR 200.620(f)). The agent/owner must check the box indicating where the development site sign will be displayed, as well as the size of the sign and the size of the logo, slogan or statement. Please submit photographs of the development site signs.</p>
<p>Part 6</p>	
<p>Block 6 - Evaluation of Marketing Activities</p>	<p>Explain the evaluation process to be used to determine if the development has been successful in attracting the groups identified as least likely to apply. Explain how often the development will evaluate the effectiveness of marketing efforts and how it will make decisions about future marketing activities based on the evaluation. If determined the plan is not successful, describe steps that will be taken to modify the plan.</p>

Part 7	
Block 7a - Marketing Staff	List the name and position of staff that will be responsible for marketing efforts.
Block 7b - Staff Training and Assessment: AFHMP	Indicate whether staff have been trained on the use of the AFHMP and specify whether there is ongoing training on the AFHMP and Fair Housing Act issues in general. Show who provides the training and how frequently. In addition, specify whether staff skills are periodically assessed in relation to the AFHMP and staff responsibilities to use the plan. State how often employee skills are assessed, and how the assessment is conducted.
Block 7c - Tenant Selection Training/Staff	Indicate whether staff has been trained on tenant selection in accordance with the property's occupancy policy, including residency preferences (if any). Identify those staff positions that are/will be responsible for tenant selection.
Block 7d - Staff Instruction/Training	<p>Include copies of any written AFHMP/Fair Housing Act training materials related to staff training, to whom it was/will be provided, content of training and identify the dates of past and anticipated training.</p> <p>If staff has not attended training yet, indicate the date training will be acquired. Training materials are to be submitted once training has been completed. An explanation must accompany the AFHMP submission and/or be noted on the AFHMP, along with a statement that training materials will be submitted.</p>
Part 8	
Block 8 - Additional Considerations	List any additional considerations and efforts not previously mentioned that were/are planned to attract individuals lease likely to apply for the subject housing development that should be noted regarding the property's marketing activities.
Part 9	
Block 9 - Review and Update	Sign and date the AFHMP. If MHDC approves the AFHMP, the signer must be listed on the subject property's EX. J-1. By signing, the owner/agent assumes responsibility for implementing the AFHMP. Owner/Agents must review their AFHMP every five years or when the local Participating Jurisdiction's Consolidated Plan is updated, or when there are significant changes in the demographics of the development or the local housing market area. When reviewing the plan, the owner/agent should consider the current demographics of the housing market area to determine if there have been demographic changes in the population in terms of race, color, national origin, religion, sex, familial status or disability. The owner/agent will then determine if the population least likely to apply for the housing is still the population identified in the AFHMP, whether the advertising and publicity cited in the current AFHMP are still appropriate, or whether advertising sources should be modified or expanded. Even if the demographics of the housing market area have not changed, the owner/agent should determine if the outreach currently being performed is reaching those it is intended to reach as measured by development occupancy and applicant data. If not, the AFHMP should be updated. The Revised AFHMP must be submitted to MHDC and/or HUD (as specified by the particular affordable housing program) for approval. If based on their review owner/agents determine the AFHMP does not need to be revised, they should maintain a file documenting what was reviewed, what was found as a result of the review, and why no changes were required.