Affirmative Marketing of Available Housing Plan

Economic Development Department
Housing Division

Approved by City Council, May 12, 2004
Table of Contents

TABLE OF CONTENTS .................................................................................................................. 1

I. INTRODUCTION ...................................................................................................................... 1

What is Affirmative Marketing? .................................................................................................. 1

II. DEFINITIONS .......................................................................................................................... 1

III. AFFIRMATIVE MARKETING OF AVAILABLE HOUSING REGULATIONS .................. 1

A. Applicable Program ................................................................................................................ 1
B. Federal Grant Thresholds ........................................................................................................ 1

IV. AFFIRMATIVE MARKETING OF AVAILABLE HOUSING PLAN PROCEDURES .......... 1

A. Affirmative Marketing of Available Housing Plan Development and Implementation ..........2
B. Determining Affirmative Marketing of Available Housing Plan Threshold .........................2
C. City Efforts .............................................................................................................................2
D. Program Monitoring, Record keeping, and Performance Reports ....................................3
E. Technical Assistance ..............................................................................................................3
F. HUD Compliance Reviews ....................................................................................................4

V. EXHIBITS .................................................................................................................................. 5
I. Introduction

What is Affirmative Marketing?

"Each participating jurisdiction must adopt affirmative marketing procedures and requirements for rental and homebuyer projects containing 5 or more HOME-assisted units. Affirmative marketing steps consist of actions to provide information and otherwise attract eligible persons in the housing market area to the available housing without regard to race, color, national origin, sex, religion, familial status or disability. (The affirmative marketing procedures do not apply to families with tenant-based rental assistance provided with HOME funds.)" (24 CFR Part 92.351 HOME Investment Partnerships Program Final Rule updated through October 1, 2003)

II. Definitions

The following definitions will apply to this plan:

**Housing Division** - Economic Development Department, Housing Division of the City of Palmdale.

**HUD** - United States Department of Housing and Urban Development.

III. Affirmative Marketing of Available Housing Regulations

A. Applicable Program

1. HOME Investment Partnerships Program

B. Federal Grant Thresholds

1. Rental and homebuyer projects containing 5 or more HOME-assisted housing units.

IV. Affirmative Marketing of Available Housing Plan Procedures

Components and procedures of the City's Affirmative Marketing of Available Housing Plan are as follows:

A. Affirmative Marketing of Available Housing Plan Development and Implementation
A. **Affirmative Marketing of Available Housing Plan Development and Implementation**

Affirmative marketing compliance is monitored by the Fair Housing and Equal Opportunity division of HUD. The Housing Division has functioned as the primary City contact with HUD. The Housing Division also is responsible for preparing, carrying out and reporting on HUD funded program activities, and therefore, the Housing Division will be responsible for the City’s Affirmative Marketing of Available Housing Plan.

B. **Determining Affirmative Marketing of Available Housing Plan Threshold**

As part of the Consolidated Plan planning process, and actual program/project implementation, the Housing Division will determine which projects are subject to Affirmative Marketing of Available Housing thresholds and regulations.

C. **City Efforts**

The City of Palmdale’s efforts will include the following:

1. To inform the general public, owners of housing, and potential tenants of applicable fair housing laws and City policies, the City of Palmdale will:

   a. Make extensive use of the Fair Housing logo (Exhibit 1).

   b. Include fair housing provisions in agreements with owners and managers of HOME-assisted units.

   c. Post fair housing poster in a public area/manager’s office at each development (Exhibit 2).

   d. Include a fair housing flyer with each application for HOME -assisted unit (Exhibit 3).
2. To market HOME-assisted units to those persons not likely to apply for housing, the City will:

   a. Utilize the HUD Form 935.2: Affirmative Fair Housing Marketing Plan (Exhibit 4).

   b. Identify target populations of persons not likely to apply for housing because of factors such as existing neighborhood social patterns.

   c. Establish contacts with public service agencies and organizations that serve target populations or have large percentage of members in target population.

   d. Provide marketing materials and notices of housing availability to these organizations.

   e. Repeat the identification process of target populations on a regular basis.

   f. Require owners and managers to follow a written tenant selection policy.

D. Program Monitoring, Record keeping, and Performance Reports

To document the effectiveness of affirmative marketing efforts, the City will require the developer or owner of HOME-assisted units provide documentation to the City and throughout the affordability period maintain files documenting efforts of each assisted unit; and require the developer or owner of HOME-assisted units include a question on housing applications that asks how applicant first heard of the availability of the unit. The City will conduct periodic monitoring of the developer's files; maintain documentation throughout the affordability period of efforts of each assisted unit; complete and retain the "Affirmative Marketing, Tenant Selection, and Lease Compliance Checklist" (Exhibit 5); and report on efforts to the local HUD field office.

E. Technical Assistance

The Housing Division will be responsible for providing technical assistance related to affirmative marketing requirements and this plan. Technical assistance will be provided to other City Departments/Divisions, HOME-assisted developers, potential residents, and the general public.

Technical assistance will be limited to explaining and/or providing copies of Affirmative Marketing regulations, and the City of Palmdale Affirmative Marketing of Available Housing Plan.
As needed, the HUD Fair Housing and Equal Opportunity division in Los Angeles, CA will be consulted for additional assistance.

F. HUD Compliance Reviews

The Assistant Secretary shall periodically conduct compliance reviews of selected recipients to determine compliance. If review reveals noncompliance, the Assistance Secretary shall notify the recipient of specific deficiencies and shall provide advice as to the means by which these deficiencies may be corrected. Continuing failure or refusal by the recipient or HOME-assisted recipients to comply with regulations may result in the application of sanctions specified in the regulations governing the HUD program.
V. Exhibits

Exhibit 1  Fair Housing Logo
Exhibit 2  Fair Housing Poster English and Spanish
Exhibit 3  Fair Housing Flyers
Exhibit 4  HUD Form 935.2: Affirmative Fair Housing Marketing Plan
Exhibit 5  Affirmative Marketing, Tenant Selection, and Lease Compliance Checklist
EXHIBIT I

FAIR HOUSING LOGO

EQUAL HOUSING OPPORTUNITY
EXHIBIT 2

CITY OF PALMDALE

FAIR HOUSING POSTER

ENGLISH AND SPANISH
EQUAL HOUSING OPPORTUNITY

We Do Business in Accordance With the Federal Fair Housing Law
(The Fair Housing Amendments Act of 1988)

It is Illegal to Discriminate Against Any Person Because of Race, Color, Religion, Sex, Handicap, Familial Status, or National Origin

In the sale or rental of housing or residential lots

In the provision of real estate brokerage services

In advertising the sale or rental of housing

In the appraisal of housing

In the financing of housing

Blockbusting is also illegal

Anyone who feels he or she has been discriminated against may file a complaint of housing discrimination:
1-800-669-9777 (Toll Free)
1-800-927-9275 (TTY)
www.hud.gov/fairhousing

U.S. Department of Housing and Urban Development
Assistant Secretary for Fair Housing and Equal Opportunity
Washington, D.C. 20410
U. S. Department of Housing and Urban Development

IGUALDAD DE OPORTUNIDAD
EN LA VIVIENDA

Conducimos nuestros negocios de acuerdo a la Ley Federal de Vivienda Justa
(Acta de enmiendas de 1988 de la Ley Federal de Vivienda Justa)

Es ilegal discriminar contra cualquier persona por razón de su raza, color, religión, sexo, incapacidad física o mental, la presencia de niños menores de 18 años o de mujer embarazada en su familia o su origen nacional

- En la venta o renta de vivienda y terrenos residenciales
- En los anuncios de venta o renta de vivienda
- En la financiación de vivienda
- Amenazar o interferir con la persona para que no registre su queja
- En los servicios de corretaje que prestan vendedores de vivienda
- En la valoración de vivienda
- También es ilegal forzarle a vender o rentar su vivienda diciéndole que gente de otra raza, religión o grupo étnico se están mudando en su vecindario

Cualquier persona que sienta que fue discriminada debe de enviar su queja de discriminación:
1-800-669-9777 (llamada gratis)
1-800-927-9275 (TDD llamada gratis)

U.S. Department of Housing
and Urban Development
Assistant Secretary for Fair Housing and
Equal Opportunity
Washington, D.C. 20410

Previous editions are obsolete  form HUD-928.1A (2/2003)
EXHIBIT 3
CITY OF PALMDALE
FAIR HOUSING FLYERS
Office locations are handicap accessible

Visit our website for 24 hours a day, 7 days a week.

Pasadena: 41103

1020 N. Fair Oaks Avenue
Pasadena, CA 91103

Phone: 626-791-0271

Los Angeles: 90010

Suite 1150

3325 Wilshire Blvd

Los Angeles Office

Phone: 213-381-8555

Fax: (213) 201-0867

TTY Users: (800) 477-5977

Toll Free: (800) 477-5977

For Free Assistance,

Housing Rights Center

www.housingrightscenter.org

Call HRC today to learn about your rights.

Call HRC today to learn about your rights.

and responsibilities.

Consulting.

public education, and (4) landlord-tenant

ment and impact litigation (3) outreach and

ing discrimination investigation (2) enforce-

es and victim counseling with twin (1) house-

HRC provides residents within the Los Ange-

and over through the issue of fair housing.

and services and programs to meet the need

continuous to expand and diversity its

discrimination with fair information and

addressed the challenges of housing

Since 1968, HRC has identified and

of fair housing.

On other characteristics protected by law,

disability, ancestry, age, source of income,

redlining, familial status, marital status,

religion, gender, sexual orientation, age,

related to housing, and they desire and can

HRC advocacy to secure the housing

opportunities to secure the housing

law and litigation to the end that all persons

of residence through education, advocacy,

to achieve freedom of choice and property

The Housing Rights Center (HRC) mission is

Working for Justice and Equality in Housing

HRC
What is Fair Housing?

Fair Housing means that you have the right to live where you choose without fear of discrimination based on your personal characteristics.

Federal and State Laws Prohibit Discrimination Based on the Following Characteristics:

- Race
- Color
- Religion
- Gender
- National Origin
- Familial Status (*Families with children under 18 yrs. old)
- Physical or Mental Disability
- Sexual Orientation
- Marital Status
- Ancestry
- Age
- Source of income
- Or Other Arbitrary Basis

Common Examples of Housing Discrimination

Refusing to rent or sell housing to someone because of their race.

Prohibiting children from being outside in common areas or enforcing a curfew that only pertains to children.

Refusing to do timely repairs for tenants of a particular nationality or religion.

Utilizing advertisements that express or suggest a rental preference, for example, “ideal for single working professionals” or “Jewish only”.

Harassing a tenant on the basis of his or her sexual orientation or gender identity.

Refusing to provide homeowners insurance coverage for a dwelling because of the race of the owner and/or occupants of a dwelling.

Refusing to rent a second-floor unit to a family with children.

Refusing to allow a tenant with disabilities to have a service animal in his or her unit.

Why Should I Report Housing Discrimination?

Because...

- Many acts of discrimination can only be investigated if someone reports them.
- The law protects you from retaliation by your landlord if you report discrimination under the fair housing laws.
- Reporting discrimination is the first step to stopping it in your community.
- Reporting discrimination promotes long-term benefits for everyone. The laws that protect another person today may be the laws that will protect you tomorrow.
- It is against the law.

For Help, Please Contact
1-(800) 477-5977
TTY: (213) 201-0867
¿Qué es Vivienda Justa?

Vivienda Justa significa que usted tiene el derecho de vivir donde usted escoja sin ser discriminado en base a sus características personales.

Leyes Federales y Estatales Prohíben la Discriminación En Base a:
- Raza
- Color
- Religión
- Género
- Nacionalidad
- Status Familiar(*Familias con hijos menores de 18 años)
- Discapacidad Física ó Mental
- Orientación Sexual
- Estado Civil
- Linaje
- Edad
- Fuente de Ingreso
- U Otras Bases Arbritarias

¿Por qué Debo de Reportar la Discriminación en La Vivienda?

PORQUE...

- Muchos actos de discriminación sólo pueden ser investigados si alguien los reporta.
- Usted tiene protección bajo la ley contra la intimidación o acoso porque ejerció su derecho de reportar la discriminación bajo las leyes de vivienda justa.
- Reportar la discriminación es el primer paso para ponerle un alto en su comunidad.
- Las Leyes de Derechos Civiles promueven una sociedad justa e imparcial.
- A largo plazo, una sociedad justa provee un mejor lugar para vivir, incluyendo a los arrendatarios, propietarios, y personas que buscan vivienda.
- Las leyes que protegen a otra persona hoy pueden ser las leyes que lo protegerán a usted mañana.

La discriminación en la vivienda se manifiesta de muchas formas y muchas de estas son sutiles. Algunos ejemplos de discriminación ilegal en la vivienda incluyen:

Negarse a rentarle a una familia con niños una unidad en el segundo nivel.

Aplicar diferentes rentas o intereses de hipoteca debido a la raza, género u otra categoría protegida del solicitante.

Negarse a rentarle a una persona que usa una silla de ruedas porque sería "inconveniente."

Hacer reparaciones para los inquilinos de una raza o nacionalidad pero no para los otros.

Su organización local de vivienda justa investigará su queja para determinar si la discriminación ilegal pudo haber ocurrido. Su organización local de vivienda justa puede conducir pruebas y encuestas, interrogar a testigos, y analizar documentos.

Si se encuentran pruebas de discriminación, se tomarán los pasos para cumplir con sus metas, las cuales pueden incluir la conciliación (trabajar con el proveedor de vivienda para remediar el problema), el litigio (con representación de uno de nuestros abogados o en colaboración con abogados privados) ó referirla a agencias gubernamentales.
For Assistance, Please Call:

(800) 477-5977

Families with Children
Discrimination Against

Office locations are handicap accessible.
Visit our website for clinic days & hours.

Family, Homeownership, Antidiscrimination, Los Angeles
Telephone: 626-791-0211
Pasadena, CA 91103
1020 N. Fair Oaks Avenue
Jackie Robinson Center
Pasadena Office

Los Angeles, CA 90010
Suite 1150
3255 Wilshire Blvd
Los Angeles Office

www.loveisafaction.org

Fax: (213) 381-8555
TTY Users: (213) 201-8867
Toll Free: (800) 477-5977

Please Call:
For Free Assistance,

Housing Rights Center

CALL HRG today to learn about your rights

and responsibilities.

HRG provides residents within the

Los Angeles metropolitan area with free

legal aid and represents tenants with

tenancy issues or fair housing complaints.

Since 1968, HRG has identified and
documented housing discrimination.

problems identified by law.

The Housing Rights Center (HRC) mission is
to advocate for the rights of all persons

affected by discrimination in housing.

To report discrimination or obtain assistance,

please call:

(800) 477-5977

FAIR HOUSING

Please call:

For Free Assistance,
What is Familial Status Discrimination?

Under the Federal Fair Housing Act and the California Fair Employment & Housing Act, "familial status discrimination" is defined as unfair treatment by a housing provider because an individual has children.

These laws ensure that families with children have the right to live in their housing on an equal basis with other residents.

Also protected under "familial status" is any person who is pregnant or is in the process of securing legal custody of any individual who has not yet attained the age of 18 years.

Housing that meets the legal definition of senior housing or housing for older persons is exempt from the familial status provisions of the fair housing laws. This means that such housing can legally discriminate against families with children.

Please contact HRC if you are unsure whether the housing you are trying to secure is legally considered housing for older persons.

The Many Forms of Familial Status Discrimination

Selective Advertisements

It is illegal to state or suggest a preference for households without children in rental listings. Discriminatory statements such as "no children" or "adults preferred" serve to deter people with children from applying for a rental unit.

Illegal Inquiries

It is illegal to ask prospective tenants if they have children or are pregnant.

Refusal to Rent

It is illegal for a housing provider to refuse to rent a unit to a family with children, or to steer tenants with children to particular buildings, units or floors due to concerns about noise or safety.

Differential Terms

It is illegal to provide different terms of tenancy on families with children. Requiring families with children to sign a liability waiver as a condition of rental or charging families with children a higher security deposit is prohibited.

The Many Forms of Familial Status Discrimination

Occupancy Restrictions

Reasonable occupancy limits may be set, but limits which effectively prevent a parent from living with their children are potentially illegal.

A limit of one person per bedroom, for example, has been found to discriminate against families with children because it is so restrictive that it effectively excludes even very small families.

Restrictive Rules

It is illegal for a housing provider to adopt, publish or enforce rules that limit the ability of children to use or enjoy their housing or to enforce property rules against families only. Not allowing children to use the pool or limiting its use, can be a form of familial status discrimination.

For Help, Please Contact
1-(800) 477-5977
TTY: (213) 201-0867
Para el Programa de Justicia y Derechos de Poblaciones, llama al: (800) 477-5977
Para los días de horarios de las clínicas, visita nuestra página de internet.

Familiar por Estatos
Discriminación

La Discriminación
Estatales Que Prohíban
Las Leyes Federales y
Familia

Phone: 626-791-0211
Pasadena, CA 91103
1920 N. Fair Oaks Avenue
Jackie Robinson Center
Pasadena

Los Angeles, CA 90010
Suite 1150
3235 Wilshire Blvd.
Los Angeles

www.housingrightsscenet.org

Fax: (213) 381-8555
Tel: 213-201-0867
1-800-477-5977
Contracciones A:
Para Mas Información
Housing Rights Center

Para la solución de los problemas de justicia y derechos de poblaciones, llama al número telefónico que se muestra en nuestra página web.

HRC Los Angeles

Si tienes alguna pregunta, llama a nuestro número telefónico.

El propósito del Centro de Derechos de la Justicia y los Derechos de la Discriminación de Poblaciones, es asegurar que las personas sean protegidas por las leyes federales y estatales que protejan los derechos de la justicia y los derechos de las poblaciones.

HRC Los Angeles

Para más información, visita nuestra página web.

HRC Los Angeles

Si tienes alguna pregunta, llama a nuestro número telefónico.
¿Qué es Discriminación por Estatus Familiar?

Bajo la Ley Federal de Vivienda Justa y la Ley de Igualdad de Empleo y Vivienda de California, proveedores de vivienda no pueden negarle vivienda o proveerle un trato menos favorable a las familias con niños.

Ambas leyes le dan derecho a las familias con niños de residir en sus viviendas al igual que los demás residentes.

"Familias con Niños" se define como un hogar donde existen uno o más individuos menores de 18 años viviendo con un padre o guardián legal.

Tipos de Discriminación de Estatus Familiar

Reglas Restrictivas

Reglas restrictivas que interfieran con el gozo en la vivienda o que desalienten a familias con niños en ocupar una vivienda también pueden ser formas de discriminación.

Ejemplos de reglas restrictivas incluyen:

Prohibirle a los niños usar piscinas o cualquier otro servicio recreacional en la propiedad.

Prohibirle a los residentes menores de 18 años estar afuera de su apartamento a menos que estén bajo supervisión directa de un adulto.

Anuncios

Frases sugestivas en listados de renta como, "no niños" o "solamente adultos" suelen ahuyentar a personas con niños para que no soliciten.

Restricciones de Ocupación

Un arrendatario puede establecer restricciones de ocupación razonables en propiedades residenciales siempre y cuando las restricciones no tengan un efecto discriminatorio contra las familias con niños.

Por ejemplo, un límite de una persona por dormitorio ha sido considerado como discriminatorio hacia las familias con niños porque a pesar de no prohibir niños, es tan restrictiva que su efecto excluye hasta a las familias muy pequeñas.

¿Por qué Debo de Reportar la Discriminación en La Vivienda?

PORQUE...

- Muchos actos de discriminación sólo pueden ser investigados si alguien los reporta.

- Usted tiene protección bajo la ley contra la intimidación o acoso porque ejerció su derecho de reportar la discriminación bajo las leyes de vivienda justa.

- Reportar la discriminación es el primer paso para ponerle un alto en su comunidad.

- Las Leyes de Derechos Civiles promueven una sociedad justa e imparcial.

- A largo plazo, una sociedad justa provee un mejor lugar para vivir, incluyendo a los arrendatarios, propietarios, y personas que buscan vivienda.

- Las leyes que protegen a otra persona hoy pueden ser las leyes que lo protegerán a usted mañana.
**What are Reasonable Modifications?**

Reasonable Modifications are physical changes to a unit or common area that improve the ability of a person with a disability to use and enjoy their housing.

**Examples Include:**
- Wheelchair Ramps
- Grab bars
- Flashing doorbells & alarms
- Lowered counters
- Widened doorways

**Modifications Must Be Allowed**

Unless they create an undue financial or administrative burden or alter the essential nature of the provider’s operations.

**Who Pays?**

In most cases, the cost of a reasonable modification falls on the tenant. However, if a tenant’s housing is owned, operated or receives special funding from the government, responsibility for costs may be different.

---

**What are Reasonable Accommodations?**

Reasonable Accommodations are changes in a rule, policy, practice, or service that may be necessary to allow a person with a disability equal opportunity to use and enjoy his or her housing.

**Examples Include:**
- Waiver of a “no pet” policy for a service animal
- Designated accessible parking spaces
- Adjustment of rental due date
- Allowing live-in aides

**Accommodations Must Be Provided**

Unless they create an undue financial or administrative burden or alter the essential nature of the housing provider’s operations.

**Who Pays?**

So long as they do not create an undue financial burden, housing providers are expected to absorb the costs related to the provision of a reasonable accommodation.

---

**How Should I Request A Reasonable Accommodation or Modification?**

**In Writing** — It is best to make your request in writing, and provide your landlord with a date within which to respond to your request.

**With Support** — Include a letter from a doctor, social worker, or other person familiar with you to confirm your disability and your need for the accommodation or modification requested.

**Interactive Process** — When a housing provider refuses to grant a requested accommodation or modification because it is not "reasonable" (i.e. it creates an undue burden or alters the essential nature of the provider’s operations), the provider must consider effective alternatives with the tenant.

**Contact HRC** — We can request a reasonable accommodation or modification on your behalf.

For Help, Please Contact
1-(800) 477-5977
TTY: (213) 201-0867
Disacappicidad
Personas con
Vivienda para
Derechos de

Para favor visitar nuestra página de internet

Residentes, Maywood, Illinois
Carson, Este los Angeles, Ingelwood,

También conceden clientelas sobre
derecho de propiedad en el centro, de

Phone: 626-791-2021
Presidenta, CA 91103
1020 N. Fair Oaks Avenue
Pasadena

Los Angeles, CA 90010
Suite 1150

325 W 32nd Street
Los Angeles

WWW.HousingsRightsCenter.Org

Fax: (213) 381-8555

1-800-477-5977

Conciliaciones ATL:
Para más Información

Housing Rights Center

Housing Rights Center

HRG

Para responder a necesidades de siempre
direcciones sus servicios y programas
en la vivienda, 
y continua expedien
do en la vivienda, 
y continua expediendo

HRC ha

Egreso aprobado el aca de Vivienda Justa.

HRG fue fundado en 1956 cuando el Con-

Categorías protegidas por ley.

edic, French, los Angeles, o cualquier otra

civil, discapacidad, desempleado, ancianos,

organización nacional, texto familiar, estudi

coln, religión, género, orientación sexual,

los Angeles, en impuestos a razón

def acuerdos por vivienda. 

pensiones y derechos a oportun-

mediación vivienda. Juzga y entabla por

a propósito del centro de derechos de
Sabía Usted.....

Las Leyes de Vivienda Justa protegen a las personas con discapacidades, tanto físicas como mentales, incluyendo SIDA y VIH, y también a aquellas personas que son percibidas como discapacitados.

Leyes Estatales y Federales requieren que los dueños de propiedad permitan Modificaciones Razonables y Acomodaciones Razonables a individuos con discapacidades.

Una acomodación o modificación se considera “Razonable” siempre y cuando no interfiera con los derechos de los demás inquilinos y no cause una carga financiera o administrativa demasiado alta al dueño de la propiedad.

La ley requiere que el dueño de la propiedad permita la acomodación o modificación, aunque la responsabilidad de pagar por cualquier costo asociado con la acomodación o modificación es del inquilino discapacitado, y si es razonable, de restaurar la vivienda a su condición original cuando se mude.

¿Qué Son Acomodaciones Razonables?

Una Acomodación Razonable es una exención dada a un inquilino discapacitado en cuanto a las reglas y pólizas del edificio se refiere para asegurar el derecho del inquilino a gozar de su vivienda como cualquier otro inquilino.

La ley requiere que un propietario conceda una acomodación a menos que esta cause una “carga financiera o administrativa demasiado alta” para el propietario.

Cada petición es evaluada dependiendo del caso.

Algunos ejemplos incluyen...

- Una Acomodación Razonable puede ser permitirle al inquilino tener un animal que le conforta o que provee un servicio en un edificio donde no se permiten mascotas.
- Asignarle a un inquilino discapacitado un estacionamiento que esté más cerca a su unidad.

¿Qué son Modificaciones Razonables?

Una Modificación Razonable es un cambio a la estructura física de la unidad o edificio. Las modificaciones se pueden hacer al interior o exterior de la unidad, así como a las áreas comunes.

El inquilino discapacitado tiene que pagar por el costo de la modificación.

Si es razonable, es posible que el inquilino tenga que pagar para restaurar la unidad a su condición original cuando se mude. Para poder pagar por la restauración, es posible que el inquilino tenga que establecer una cuenta bancaria para cubrir los costos en el futuro.

Algunos ejemplos incluyen...

- Darle permiso al inquilino discapacitado de construir una rampa para tener acceso a su unidad.
- Darle permiso al inquilino incapacitado de instalar agarradores en la tina del baño.
Visit our website for clinic days & hours.

Palmade & West Los Angeles,
Inglewood, Lawndale, Beverly Park,
Ambler Park, Carson, East Los Angeles,
Walk-in Clinics are also conducted in

Pasadena, CA 91103
120 N. Fair Oaks Avenue
Jacobs Robinson Center
Pasadena Office:

Los Angeles, CA 90010
Since 1985
325 Wilshire Blvd
Los Angeles Office:

WWW.Housingrightscenter.org

Phone: (626) 791-0211

Please Call:

1-800-477-5977

For Free Assistance

Presently serving the
Communities of:

Los Angeles City

Rights

Housing Center
AGENCY PROFILE

The Housing Rights Center ("HRC") is California's largest, nonprofit civil-rights organization dedicated to identifying impediments to fair housing and combating discrimination. Since 1968, HRC has identified and addressed the challenges of housing discrimination without interruption, and continues to expand and diversify its services and programs to meet the need and ever changing issue of fair housing.

Outreach & Public Education

HRC's Outreach and Public Education Program seeks to educate community members, industry professionals, lending institutions, government personnel, and citizens' organizations on the state and federal fair housing laws. The Public Education Program is designed to reach all segments of the community with special emphasis on low and moderate income residents. The Program distributes free multi-lingual educational literature and resources to the public, and conducts workshops and presentations on fair housing and landlord-tenant rights and responsibilities.

Programs & Services

The Housing Rights Center provides a variety of programs and services to its clients free of charge. HRC's staff is able to assist clients in several different languages including: Spanish, Mandarin, Korean, Vietnamese, Armenian, Russian, Cantonese, and English.

Discrimination Complaint Investigation

HRC investigates allegations of housing discrimination. The Discrimination Investigation Team conducts fact finding investigations and proposes potential solutions for the client. Case resolution can include mediation, conciliation, a referral to state and federal administrative agencies, or a referral to the HRC Litigation Department.

Enforcement & Litigation

HRC has developed unique and broad-based legal strategies to help clients and communities defeat housing discrimination. Using evidence collected by investigators and testers, HRC's Litigation Department has successfully litigated numerous fair housing and unfair business practices cases. The Department's lawyers have obtained Consent Decrees and verdicts that not only end discriminatory practices and redress injuries, but also serve to educate a broader audience about fair housing issues through publicity and trainings funded by defendants.

Predatory Lending Hotline

HRC works to eliminate predatory lending practices through our anti-predatory lending hotline. Counselors are available to answer questions regarding home mortgage and refinance issues and predatory lending schemes, and will provide referrals to appropriate agencies for further assistance.

Advocacy

HRC participates in a variety of advocacy efforts aimed at promoting equality in the housing sector. Most notably, HRC worked with a coalition of fair housing and civil rights advocates to support AB 976. This California bill clarifies housing providers' obligations not to inquire about a tenant's immigration status, and prohibits municipalities from adopting laws that would require a landlord to take action on such information. This bill became law in January 2008.
Favor de visitar nuestra página de Internet para ver los días y horas de lasclinicas.

También conduce aclinicas sobre derechos de

Telefone: (626) 791-0211
Pasadena, CA 91103
1020 N. Fair Oaks Avenue
Jackie Robinson Center

FAX: (213) 381-8555
TOLL FREE: (213) 201-8677

Telefon: (800) 477-5977
Los Angeles, CA 90020
3330 Wilshire Blvd., Suite 1150

WWW.HOUSINGRIGHTSCENTER.ORG

TOLL FREE: 213-201-0867
1-(800)-477-5977

Para asistencia, llame al:

Inglés en la Vida

De Vivienda

Derechos

El Centro de
PERFIL DE LA AGENCIA

El Centro de Derechos de Vivienda (HRC) fue fundada en 1968 cuando el Congreso aprobó el Acta de Vivienda Justa. Desde entonces y sin interrupción, HRC ha enfrentado los desafíos de discriminación en la vivienda, y continúa expandiéndose y diversificando sus servicios y programas para responder a la necesidad y siempre cambiante problema de vivienda justa.

PROGRAMAS Y SERVICIOS

El Centro de Derechos de Vivienda provee una variedad de programas y servicios para sus clientes de manera gratuita. El personal del HRC puede asistir a clientes en Español, Mandarin, Coreano, Armenio, Ruso, Cantonés e Inglés.

Investigación de Quejas de Discriminación

El HRC investiga quejas de discriminación en la vivienda. El Equipo de Investigaciones, conduce investigaciones sobre los hechos y propone posibles soluciones para el cliente. La resolución de los casos puede incluir mediación, conciliación, referir los casos a agencias administrativas estatales y federales, o el referirlos al Departamento de Litigio del HRC.

Ejecución y Litigio

El HRC ha desarrollado estrategias legales amplias y únicas para ayudar a clientes y a comunidades derrotar la discriminación en la vivienda. Usando evidencia colectada por los investigadores, el Departamento de Litigio del HRC ha litigado exitosamente numerosos casos de discriminación en la vivienda y prácticas injustas de negocios. Nuestros abogados han obtenido Decretos de Consentimiento y veredictos que no sólo acaban con prácticas discriminatorias y alivian lesiones, además sirven para ayudar a un público más amplio sobre temas de vivienda justa por medio de publicidad y talleres informativos financiados por los demandados.

Linea Roja Sobre Préstamos Predatoryos

El HRC trabaja para eliminar prácticas de préstamos predatorios por medio de nuestra línea roja de préstamos anti-predatorio. Consejeros están disponibles para contrastar sus preguntas en cuanto a la hipoteca de su hogar, refinanciamiento, métodos utilizados por prestatarios predatorios, y para referirlos a las agencias apropiadas si necesitan mayor asistencia.

Educación y Acercamiento a la Comunidad

El HRC ha desarrollado un programa efectivo de educación y acercamiento el cual busca educar a la comunidad en idiomas apropiados en cuanto como surgen las injusticias en la vivienda, las leyes que protegen contra la discriminación en la vivienda y maneras de prevenir injusticias en la vivienda. El HRC también presenta eventos especiales a través del año, como La Cumbre de Derechos de Vivienda, y Acomodaciones para Inquilinos con Discapacidades: Un Taller Para Arrendadores.

Consejera para Arrendadores/Inquilinos

Muchas de las personas que recurren al HRC por asistencia tienen preguntas básicas sobre los derechos y responsabilidades de arrendadores e inquilinos. Nuestros consejeros de vivienda proveen a nuestros clientes con información comprensiva que ellos pueden utilizar para resolver esos problemas.

Abogacía

El Centro de Derechos de Vivienda participa en una variedad de esfuerzos de apoyo legislativo. Por ejemplo, colaboramos con una coalición de promotores de derechos civiles para apoyar AB 976. Este proyecto de ley de California clarifica la obligación de proveedores de vivienda en no preguntar sobre el estatus de inmigración del inquilino, y prohíbe a la municipalidades la adopción de leyes que requieran que los arrendadores tomen alguna acción con dicha información. Esta legislación fue adoptada como ley en Enero del 2008.
Examples of Retaliation Include:

- Housing Rights:
  - because that tenant exceeds their fair share of rental
  - manager is agaisnt the law for a landlord or
discriminatory practices
  - you enforce your rights and eliminate
  - fair housing agencies are here to help

- Housing Rights Center Immediately:
  - violation of housing discrimination contect the
  - If you or anyone you know has been a

Discrimination
Examples of
Or prospective tenant
sexual orientation of a tenant
a manager makes derogatory or
copyrighted because he is gay, lesbian or
a manager refuses to rent to a tenant
a manager refuses to allow

Did You Know?

may be.
orientation of gender identity
no matter what their sexual
bisexual, transgender or intersex
perceived to be gay, lesbian,
The low points those who are
transgender or intersex friends
Gay, lesbian, or bisexual,
because that tenant associates with
or gender characteristics, or
because of their sexual orientation
reading tenants differently
landlords are also prohibited from
gender identity.

transgender, gender characteristics or
orientation, gender characteristics or
because of his or her sexual orientation
from refusing to rent to a tenant
California law prohibits landlords

Stand Up Against Hate
Para Mayor Información,

323-381-8555
FAX: 323-381-8555

Los Ángeles: 
3255 Wilshire Blvd. Suite 150
Los Ángeles, CA 90010

Para mayor información,

www.housing_rights_center.org

Centro de Derechos de Vivienda

Fax: 213-201-0867

1-800-477-5977

Para mayor información,

Para Mayor Información,

213-791-0211
Pasadena, CA 91105

To 20 N. Fair Oaks Avenue
Pasadena:

van Nugh, CA 9110

Los Ángeles: 
3255 Wilshire Blvd., Suite 150
Los Ángeles:

www.housing_rights_center.org

Para Mayor Información,

Para Mayor Información,
La Ley Estatal Impide la discriminación.

Organización Sexual por la discriminación de género.

Cuando se opone.

Sexual.

Informe sexual en la discriminación por la discriminación de género.

Justa.

Organización Social por la discriminación de género.

Sexual.

Informe sexual en la discriminación por la discriminación de género.

Justa.

Organización Social por la discriminación de género.

Sexual.
Para más información, llame al 800-477-5977.

Las leyes de derechos civiles nos protegen a todos. Nosotros tenemos el derecho de heredar, comprar, arrendar, vender, poseer, o transferir propiedad. Como dueños de apartamentos o sus agentes, ustedes tienen el derecho de escoger al solicitante que está mejor calificado.

INFORMACIÓN, CONTÁCTE A:

Housing Rights Center
1-800-477-5977
TTY: 213-201-0867
FAX: 213-381-855
WWW.HOUSINGRIGHTS.CENTER.ORG

Los Angeles:
325 Wilshire Blvd, Ste 150
Los Angeles, CA 90010
6320 Van Nuys Blvd, Ste 311
Van Nuys, CA 91401

Pasadena:
1020 N. Fair Oaks Avenue
Pasadena, CA 91103
Phone: 626-791-0211

Van Nuys:
17901 Parthenia St., Ste 400
Van Nuys, CA 91401
Phone: 818-784-0757

Para más Arrendatarios Justa
y La Vivienda

¿Conoce usted sus derechos y responsabilidades como dueño de una propiedad?
Las sesiones, hora de la fecha y hora de

- Estandar Civil
- Opciones de artículos
- Opciones de sexo
- Mental
- Religión
- Raza
- Inclusión de lenguaje
- Exclusión de género
- Leyes Estatales

La discriminación en base a

- solicitudes de ingreso
- solicitud de admisión
- permisión de una persona
- condiciones del edificio
- cumple con las leyes y reglas
- requiere que las solicitudes
- requerida de un ingreso mensual
- solicitud de renta
- solicitar que complete una
- cumplir con las solicitudes
- descartar a los solicitantes
- Use el hecho de derecho a

La discriminación de los propietarios y

- Discriminación de propietarios y
- Responsabilidades de los

- Admiestraciones
- Prohiben la discriminación
Para favor visite nuestra pagina en internet.

Para el SIA de las Clinicas

Calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma
calle de los Angeles y Palma

Teléfono: 626-79-0211
Pasadena: CA 91103

Los Angeles, CA 90010
1150 3255 Wilshire Blvd
Los Angeles Office

Fax: (213) 381-6555
Tel: 213-20-0867
1-800-477-5977

Para mas información

Para el proceso

El proceso de desalojo

Terminaciones & Desalojos

La vivienda

Justicia e Igualdad en

Trabajando por La

Housing Rights Center

www.housingrightscenter.org

Fax: (213) 381-6555
Tel: 213-20-0867
1-800-477-5977

Contratos &

Para Mas Information

Legal de

Desalojo

Reprobaciones

Códigos que dan derechos y

Terminaciones & Desalojos
El proceso legal de desalojo
What you need to know!

For more information,

Housing Rights Center

Contact Information:

1-800-477-5977

Phone: 626-791-0211
Pasadena, CA 91103
1020 N. Fair Oaks Avenue
Pasadena Office

Van Nuy's, CA 91401
6320 Van Nuy's Blvd, Suite 311
Van Nuy's Office

Los Angeles, CA 90010
3255 Wilshire Blvd, Suite 1150
Los Angeles Office

www.housingrightscenter.org
Fax: (213) 381-8555
TTY Users: (213) 201-0867
Toll Free: (800) 477-5977

Please Call:
For Free Assistance,

Where can I call for help?

Potential Place (HRG)

A monthly referral list called
Landlord/Tenant Counseling and
Outside and Education Services:

Pre-Entry funding available

An additional to the public

offered by Fair Housing

What other services are

They choose to live.

and some of income can the whatever
sexual orientations
sexual orientation
sex, family status, disability, marital
sexual orientation, national origin,
they reside.

Fair Housing, so that everyone needs to

discrimination policies in

equal opportunity and to

contact your local fair

If you think you have been
unacceptable. Insurance agents, mortgage brokers, and others who sell or rent homes in your neighborhood, whether they are members of a neighborhood association or not, should be aware of the Fair Housing Act and be sensitive to the housing needs of all races, ethnicities, and national origins. They should not discriminate against anyone in the sale or rent of housing because of their race, color, religion, national origin, sex, or disability.

Buying a home is a personal decision that should be made by you and your family. You should not feel pressure from anyone to buy a home in a particular neighborhood based on your race or ethnicity.

Advertising:

The steps of the home buying process:

1. Find a lender to finance your purchase.
2. Find a home that meets your needs and budget.
3. Make an offer on the home.
4. Have the offer accepted by the seller.
5. Obtain a mortgage and complete the purchase.

The home buying process should be fair to all who are interested in purchasing a home. If you feel that you have been discriminated against in the home buying process, you should contact the Fair Housing Council of Metropolitan Denver at 303-322-6644 or the U.S. Department of Housing and Urban Development at 800-669-9777.
Para Mas Información:

I-800-477-5977

Favor de Llamarnos a:

alo que usted necesita saber!

Vende

se

Vivienda

Comprenderes de

Ela

Vivienda Justa

En

PHONE: C62-791-0211
Pasadena, CA 91103
1020 N. Fair Oaks Ave.

Pasadena:

Van Nys', CA 91401
6320 Van Nys Blvd., Ste 311

Van Nys:

los Angeles, CA 90010

3255 Wilshire Blvd., Ste 1150

Los Angeles:

WWW.Housingsrightscenter.org

Fax: 213-381-8555

TTL: 213-201-0677

1-800-477-5977

Housing Rights Center

Para recibir ayuda:

Donde contactarme:

para recrder a los

procedimientos...
Es el proceso de inspección de hogares con un agente
de experto en redacción de seguros. El agente de
discriminación detecta y corrige las fallas en la
protección contra el fuego de la vivienda.

El proceso de redacción:

Antes de comenzar, se debe realizar una evaluación
visual de la vivienda para identificar posibles
fallas en la protección contra el fuego. Una vez
identificadas, el agente de discriminación
proporciona recomendaciones para corregir las
fallas.

Recomendaciones:

1. Compruebe que todas las salidas de emergencia
   estén libres de obstáculos.
2. Asegúrese de que todos los sistemas de extinción
   de incendios estén en buen estado.
3. Verifique que todos los electrodomésticos estén
   bien instalados y correctamente conectados.
4. Inspeccione los cables y los enchufes para
   asegurarse de que no presentan daños.
5. Compruebe que las chimeneas y los ductos de
   escape estén libres de acumulaciones de ceniza.

El proceso de documentación:

Una vez completado el proceso de redacción del
presupuesto, se elabora un informe detallado que
incluye todas las recomendaciones realizadas y
otro informe de inspección de la vivienda.

Conclusión:

El proceso de discernimiento en la redacción de
presupuestos es vital para garantizar la seguridad
de la vivienda y minimizar el riesgo de incendios.
Office locations are handicap accessible.

Visit our website for links to 24 hours a day.

Office hours are Monday-Saturday, 8am-5pm.

Walk-in clinics are also conducted in

Phone: 626-791-0211
Pasadena, CA 91103
1020 N. Fair Oaks Avenue
Jackie Robinson Center
Pasadena Office
Los Angeles, CA 90010
Suite 1150
325 Wilshire Blvd
Los Angeles Office

Fax: (213) 381-8555
TTY Users: (213) 301-0877
Toll Free: (800) 477-9777

Please call:

For Free Assistance,

Housing Rights Center

www.HousingRightsCenter.org

Call HRRC today to learn about your rights

and responsibilities.

HRRC provides residems within the Los Angeles

region, as well as consulting, public education, and (a) landlords-tenant

mediation and impact mitigation, (b) outreach and

education, and (c) enforcement of nondiscrimination.

HRRC is an equal housing opportunity provider and

does not discriminate on the basis of race, color,

national origin, religion, sex, familial status, marital status,

disability, ancestry, age, source of income,

or other characteristics protected by law.

The Housing Rights Center's (HRRC) mission is

working for justice and equality in housing.
Compliance

Fair housing is a legal requirement that protects all individuals from discrimination in housing. It is enforced by both federal and state laws. The Fair Housing Act of 1968 prohibits discrimination in the sale, rental, and financing of housing based on race, color, religion, sex, disability, familial status, and national origin. This means that landlords and property managers cannot refuse to rent to someone or charge them more because of these characteristics.

What is Fair Housing?

For example, a property manager cannot deny a rental application based on the renter’s race or color. They must give the same consideration to all applicants regardless of their background.

As a landlord or property manager, you must:

- Build rules and conditions
- Require tenants to comply with them
- Require a reasonable monthly application fee
- Request a complete rental application
- Qualifications

- Owners
- Renters
- Tenants
- Developers
- Managers

Civil Rights Laws protect all of us. We have no right to deny the right to live in our home, regardless of their race or color. However, it is important to know and understand your rights and responsibilities as a rental property owner.

If so, you may have violated the Law.

"I don't think this area is right for you." "No pets allowed. No exceptions." "We prefer married couples." "We don't take kids on the second floor."

Have You Ever Said?
EXHIBIT 4

CITY OF PALMDALE

HUD FORM 935.2: AFFIRMATIVE FAIR HOUSING MARKETING PLAN
Note to all applicants/respondents: This form was developed with Nuance, the official HUD software for the creation of HUD forms. HUD has made available instructions for downloading a free installation of a Nuance reader that allows the user to fill-in and save this form in Nuance. Please see [http://portal hud gov/hudportal/documents/huddoc?id=nuancereaderinstall.pdf](http://portal hud gov/hudportal/documents/huddoc?id=nuancereaderinstall.pdf) for the instructions. Using Nuance software is the only means of completing this form.

Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing

<table>
<thead>
<tr>
<th>1a. Project Name &amp; Address (including City, County, State &amp; Zip Code)</th>
<th>1b. Project Contract Number</th>
<th>1c. No. of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1d. Census Tract</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1e. Housing/Expanded Housing Market Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Market Area:</td>
</tr>
<tr>
<td>Expanded Housing Market Area:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1f. Managing Agent Name, Address (including City, County, State &amp; Zip Code), Telephone Number &amp; Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1g. Application/Owner/Developer Name, Address (including City, County, State &amp; Zip Code), Telephone Number &amp; Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1h. Entity Responsible for Marketing (check all that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Owner  ☐ Agent  ☐ Other (specify)</td>
</tr>
<tr>
<td>Position, Name (if known), Address (including City, County, State &amp; Zip Code), Telephone Number &amp; Email Address</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1i. To whom should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State &amp; Zip Code), Telephone Number &amp; E-Mail Address.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2a. Affirmative Fair Housing Marketing Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan Type [Please Select Plan Type]  Date of the First Approved AFHMP:</td>
</tr>
<tr>
<td>Reason(s) for current update:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2b. HUD-Approved Occupancy of the Project (check all that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Elderly  ☐ Family  ☐ Mixed (Elderly/Disabled)  ☐ Disabled</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2c. Date of Initial Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2d. Advertising Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising must begin at least 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects.</td>
</tr>
<tr>
<td>Date advertising began or will begin</td>
</tr>
<tr>
<td>For existing projects, select below the reason advertising will be used:</td>
</tr>
<tr>
<td>☐ To fill existing unit vacancies</td>
</tr>
<tr>
<td>☐ To place applicants on a waiting list (which currently has individuals)</td>
</tr>
<tr>
<td>☐ To reopen a closed waiting list (which currently has individuals)</td>
</tr>
</tbody>
</table>
3a. Demographics of Project and Housing Market Area
Complete and submit Worksheet 1.

3b. Targeted Marketing Activity
Based on your completed Worksheet 1, indicate which demographic group(s) in the housing market area is/are least likely to apply for the housing without special outreach efforts. (check all that apply)

☐ White       ☐ American Indian or Alaska Native       ☐ Asian       ☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander       ☐ Hispanic or Latino       ☐ Persons with Disabilities

☐ Families with Children       ☐ Other ethnic group, religion, etc. (specify) 

4a. Residency Preference
Is the owner requesting a residency preference? If yes, complete questions 1 through 5. Please Select Yes or No
If no, proceed to Block 4b.

(1) Type Please Select Type

(2) Is the residency preference area:
The same as the AFHMP housing/expanded housing market area as identified in Block 1e? Please Select Yes or No
The same as the residency preference area of the local PHA in whose jurisdiction the project is located? Please Select Yes or No

(3) What is the geographic area for the residency preference?

(4) What is the reason for having a residency preference?

(5) How do you plan to periodically evaluate your residency preference to ensure that it is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a)?

4b. Proposed Marketing Activities: Community Contacts
Complete and submit Worksheet 3 to describe your use of community contacts to market the project to those least likely to apply.

4c. Proposed Marketing Activities: Methods of Advertising
Complete and submit Worksheet 4 to describe your proposed methods of advertising that will be used to market to those least likely to apply. Attach copies of advertisements, radio and television scripts, Internet advertisements, websites, and brochures, etc.
5a. Fair Housing Poster
The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Check below all locations where the Poster will be displayed.
☐ Rental Office  ☐ Real Estate Office  ☐ Model Unit  ☐ Other (specify) ______________

5b. Affirmative Fair Housing Marketing Plan
The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check below all locations where the AFHMP will be made available.
☐ Rental Office  ☐ Real Estate Office  ☐ Model Unit  ☐ Other (specify) ______________

5c. Project Site Sign
Project Site Signs, if any, must display in a conspicuous position the HUD approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Check below all locations where the Project Site Sign will be displayed. Please submit photos of Project signs.
☐ Rental Office  ☐ Real Estate Office  ☐ Model Unit  ☐ Entrance to Project  ☐ Other (specify) ______________
The size of the Project Site Sign will be __________ x __________
The Equal Housing Opportunity logo or slogan or statement will be __________ x __________

6. Evaluation of Marketing Activities
Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting individuals least likely to apply, how often you will make this determination, and how you will make decisions about future marketing based on the evaluation process.
7a. Marketing Staff
What staff positions are/will be responsible for affirmative marketing?

7b. Staff Training and Assessment: AFHMP
(1) Has staff been trained on the AFHMP? [Please Select Yes or No]
(2) Has staff been instructed in writing and orally on non-discrimination and fair housing policies as required by 24 CFR 200.620(c)? [Please Select Yes or No]
(3) If yes, who provides instruction on the AFHMP and Fair Housing Act, and how frequently?

(4) Do you periodically assess staff skills on the use of the AFHMP and the application of the Fair Housing Act? [Please Select Yes or No]
(5) If yes, how and how often?

7c. Tenant Selection Training/Staff
(1) Has staff been trained on tenant selection in accordance with the project's occupancy policy, including any residency preferences? [Please Select Yes or No]

(2) What staff positions are/will be responsible for tenant selection?

7d. Staff Instruction/Training:
Describe AFHMP/Fair Housing Act staff training, already provided or to be provided, to whom it was/will be provided, content of training, and the dates of past and anticipated training. Please include copies of any AFHMP/Fair Housing staff training materials.
8. Additional Considerations Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to those least likely to apply for housing in your project? Please attach additional sheets, as needed.

9. Review and Update
By signing this form, the applicant/respondent agrees to implement its AFHMP, and to review and update its AFHMP in accordance with the instructions to item 9 of this form in order to ensure continued compliance with HUD’s Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). I hereby certify that all the information stated herein, as well as any information provided in the accompaniment herewith, is true and accurate. Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (See 18 U.S.C. 1001, 1010, 1012; 31 U.S.C. 3729, 3802).

Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)

Name (type or print)

Title & Name of Company

For HUD-Office of Housing Use Only
Reviewing Official:

Signature & Date (mm/dd/yyyy)

For HUD-Office of Fair Housing and Equal Opportunity Use Only

Approval

Disapproval

Name (type or print)

Title

Name (type or print)

Title
Public reporting burden for this collection of information is estimated to average six (6) hours per initial response, and four (4) hours for updated plans, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. This agency may not collect this information, and you are not required to complete this form, unless it displays a currently valid Office of Management and Budget (OMB) control number.

**Purpose of Form:** All applicants for participation in FHA subsidized and unsubsidized multifamily housing programs with five or more units (see 24 CFR 200.615) must complete this Affirmative Fair Housing Marketing Plan (AFHMP) form as specified in 24 CFR 200.625, and in accordance with the requirements in 24 CFR 200.620. The purpose of this AFHMP is to help applicants offer equal housing opportunities regardless of race, color, national origin, religion, sex, familial status, or disability. The AFHMP helps owners/agents (respondents) effectively market the availability of housing opportunities to individuals of both minority and non-minority groups that are least likely to apply for occupancy. Affirmative fair housing marketing and planning should be part of all new construction, substantial rehabilitation, and existing project marketing and advertising activities.

An AFHMP program, as specified in this Plan, shall be in effect for each multifamily project throughout the life of the mortgage (24 CFR 200.620(a)). The AFHMP, once approved by HUD, must be made available for public inspection at the sales or rental offices of the respondent (24 CFR 200.625) and may not be revised without HUD approval. This form contains no questions of a confidential nature.

**Applicability:** The form and worksheets must be completed and submitted by all FHA subsidized and unsubsidized multifamily housing program applicants.

**INSTRUCTIONS:**
Send completed form and worksheets to your local HUD Office, Attention: Director, Office of Housing

**Part 1: Applicant/Respondent and Project Identification.** Blocks 1a, 1b, 1c, 1g, 1h, and 1i are self-explanatory.

Block 1d- Respondents may obtain the Census tract number from the U.S. Census Bureau ([http://factfinder2.census.gov/main.html](http://factfinder2.census.gov/main.html)) when completing Worksheet One.

Block 1e- Respondents should identify both the housing market area and the expanded housing market area for their multifamily housing projects. Use abbreviations if necessary. A housing market area is the area from which a multifamily housing project owner/agent may reasonably expect to draw a substantial number of its tenants. This could be a county or Metropolitan Division. The U.S. Census Bureau provides a range of levels to draw from.

An expanded housing market area is a larger geographic area, such as a Metropolitan Division or a Metropolitan Statistical Area, which may provide additional demographic diversity in terms of race, color, national origin, religion, sex, familial status, or disability.

Block 1f- The applicant should complete this block only if a Managing Agent (the agent cannot be the applicant) is implementing the AFHMP.

**Part 2: Type of AFHMP**

Block 2a- Respondents should indicate the status of the AFHMP, i.e., initial or updated, as well as the date of the first approved AFHMP. Respondents should also provide the reason(s) for the current update, whether the update is based on the five-year review or due to significant changes in project or local demographics (See instructions for Part 9).

Block 2b- Respondents should identify all groups HUD has approved for occupancy in the subject project, in accordance with the contract, grant, etc.

Block 2c- Respondents should specify the date the project was/will be first occupied.

Block 2d- For new construction and substantial rehabilitation projects, advertising must begin at least 90 days prior to initial occupancy. In the case of existing projects, respondents should indicate whether the advertising will be used to fill existing vacancies, to place individuals on the project's waiting list, or to re-open a closed waiting list. Please indicate how many people are on the waiting list when advertising begins.
Part 3 Demographics and Marketing Area.

"Least likely to apply" means that there is an identifiable presence of a specific demographic group in the housing market area, but members of that group are not likely to apply for the housing without targeted outreach, including marketing materials in other languages for limited English proficient individuals, and alternative formats for persons with disabilities. Reasons for not applying may include, but are not limited to, insufficient information about housing opportunities, language barriers, or transportation impediments.

Block 3a - Using Worksheet 1, the respondent should indicate the demographic composition of the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area. The applicable housing market area and expanded housing market area should be indicated in Block 1a. Compare groups within rows/ across columns on Worksheet 1 to identify any under-represented group(s) relative to the surrounding housing market area and expanded housing market area, i.e., those group(s) "least likely to apply" for the housing without targeted outreach and marketing. If there is a particular group or subgroup with members of a protected class that has an identifiable presence in the housing market area, but is not included in Worksheet 1, please specify under "Other."

Respondents should use the most current demographic data from the U.S. Census or another official source such as a local government planning office. Please indicate the source of your data in Part 8 of this form.

Block 3b - Using the information from the completed Worksheet 1, respondents should identify the demographic group(s) least likely to apply for the housing without special outreach efforts by checking all that apply.

Part 4 - Marketing Program and Residency Preference (if any).

Block 4a - A residency preference is a preference for admission of persons who reside in a specified geographic area (see 24 CFR 5.655(c)(1)(ii)). Respondents should indicate whether a residency preference is being utilized, and if so, respondents should specify if it is new, revised, or continuing. If a respondent wishes to utilize a residency preference, it must state the preference area (and provide a map delineating the precise area) and state the reason for having such a preference. The respondent must ensure that the preference is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a) (see 24 CFR 5.655(c)(1)).

Respondents should use Worksheet 2 to show how the percentage of the eligible population living or working in the residency preference area compares to that of residents of the project, project applicant data, census tract, housing market area, and expanded housing market area. The percentages would be the same as shown on completed Worksheet 1.

Block 4b - Using Worksheet 3, respondents should describe their use of community contacts to help market the project to those least likely to apply. This table should include the name of a contact person, his/her address, telephone number, previous experience working with the target population(s), the approximate date contact was/will be initiated, and the specific role the community contact will play in assisting with affirmative fair housing marketing or outreach.

Block 4c - Using Worksheet 4, respondents should describe their proposed method(s) of advertising to market to those least likely to apply. This table should identify each media option, the reason for choosing this media, and the language of the advertisement. 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) should be described. Please attach a copy of the advertising or marketing material.

Part 5 – Availability of the Fair Housing Poster, AFHMP, and Project Site Sign.

Block 5a - The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Respondents should indicate all locations where the Fair Housing Poster will be displayed.

Block 5b - The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check all of the locations where the AFHMP will be available.

Block 5c - The Project Site Sign must display in a conspicuous position the HUD-approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Respondents should indicate where the Project 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 project site signs.
Part 6 - Evaluation of Marketing Activities.

Respondents should explain the evaluation process to be used to determine if they have been successful in attracting those individuals identified as least likely to apply. Respondents should also explain how they will make decisions about future marketing activities based on the evaluations.

Part 7 - Marketing Staff and Training.

Block 7a - Respondents should identify staff positions that are/will be responsible for affirmative marketing.

Block 7b - Respondents should indicate whether staff has been trained on the AFHMP and Fair Housing Act. Please indicate who provides the training and how frequently. In addition, respondents should specify whether they periodically assess staff members’ skills in using the AFHMP and in applying the Fair Housing Act. They should state how often they assess employee skills and how they conduct the assessment.

Block 7c - Respondents should indicate whether staff has been trained on tenant selection in accordance with the project’s occupancy policy, including residency preferences (if any). Respondents should also identify those staff positions that are/will be responsible for tenant selection.

Block 7d - Respondents should include copies of any written materials related to staff training, and identify the dates of past and anticipated training.

Part 8 - Additional Considerations.

Respondents should describe their efforts not previously mentioned that were/are planned to attract those individuals least likely to apply for the subject housing.

Part 9 - Review and Update.

By signing the respondent assumes responsibility for implementing the AFHMP. Respondents must review their AFHMP every five years or when the local Community Development jurisdiction’s Consolidated Plan is updated, or when there are significant changes in the demographics of the project or the local housing market area. When reviewing the plan, the respondent 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 respondent will then determine if the population least to 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 respondent should determine if the outreach currently being performed is reaching those it is intended to reach as measured by project occupancy and applicant data. If not, the AFHMP should be updated. The revised AFHMP must be submitted to HUD for approval. HUD may review whether the affirmative marketing is actually being performed in accordance with the AFHMP. If based on their review, respondents 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. HUD may review this documentation.

Notification of Intent to Begin Marketing.

No later than 90 days prior to the initiation of rental marketing activities, the respondent must submit notification of intent to begin marketing. The notification is required by the AFHMP Compliance Regulations (24 CFR 108.15). The Notification is submitted to the Office of Housing in the HUD Office servicing the locality in which the proposed housing will be located. Upon receipt of the Notification of Intent to Begin Marketing from the applicant, the monitoring office will review any previously approved plan and may schedule a pre-occupancy conference. Such conference will be held prior to initiation of sales/rental marketing activities. At this conference, the previously approved AFHMP will be reviewed with the applicant to determine if the plan, and/or its proposed implementation, requires modification prior to initiation of marketing in order to achieve the objectives of the AFHM regulation and the plan.

OMB approval of the AFHMP includes approval of this notification procedure as part of the AFHMP. The burden hours for such notification are included in the total designated for this AFHMP form.
Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing Opportunities
(See AFHMP, Block 3b)

In the respective columns below, indicate the percentage of demographic groups among the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area (See instructions to Block 1e). If you are a new construction or substantial rehabilitation project and do not have residents or project applicant data, only report information for census tract, housing market area, and expanded market area. The purpose of this information is to identify any under-representation of certain demographic groups in terms of race, color, national origin, religion, sex, familial status, or disability. If there is significant under-representation of any demographic group among project residents or current applicants in relation to the housing/expanded housing market area, then targeted outreach and marketing should be directed towards these individuals least likely to apply. Please indicate under-represented groups in Block 3b of the AFHMP. Please attach maps showing both the housing market area and the expanded housing market area.

<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>Project's Residents</th>
<th>Project's Applicant Data</th>
<th>Census Tract</th>
<th>Housing Market Area</th>
<th>Expanded Housing Market Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>% White</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Black or African American</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Hispanic or Latino</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Asian</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% American Indian or Alaskan Native</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Native Hawaiian or Pacific Islander</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Persons with Disabilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Families with Children under the age of 18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Worksheet 2: Establishing a Residency Preference Area (See AFHMP, Block 4a)

Complete this Worksheet if you wish to continue, revise, or add a residency preference, which is a preference for admission of persons who reside or work in a specified geographic area (see 24 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 compares to the demographics of the project’s residents, applicant data, census tract, housing market area, and expanded housing market area. Please attach a map clearly delineating the residency preference geographical area.

<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>Project's Residents (as determined in Worksheet 1)</th>
<th>Project's Applicant Data (as determined in Worksheet 1)</th>
<th>Census Tract Area (as determined in Worksheet 1)</th>
<th>Housing Market Area (as determined in Worksheet 1)</th>
<th>Expanded Housing Market Area (as determined in Worksheet 1)</th>
<th>Residency Preference Area (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% White</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Black or African American</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Hispanic or Latino</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Asian</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% American Indian or Alaskan Native</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Native Hawaiian or Pacific Islander</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Persons with Disabilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Families with Children under the age of 18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Worksheet 3: Proposed Marketing Activities –Community Contacts (See AFHMP, Block 4b)

For each targeted marketing population designated as least likely to apply in Block 3b, identify at least one community contact organization you will use to facilitate outreach to the particular population group. This could be a social service agency, religious body, advocacy group, community center, etc. State the names of contact persons, their addresses, their telephone numbers, their previous experience working with the target population, the approximate date contact was/will be initiated, and the specific role they will play in assisting with the affirmative fair housing marketing. Please attach additional pages if necessary.

<table>
<thead>
<tr>
<th>Targeted Population(s)</th>
<th>Community Contact(s), including required information noted above.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Worksheet 4: Proposed Marketing Activities – Methods of Advertising (See AFHMP, Block 4c)

Complete the following table by identifying your targeted marketing population(s), as indicated in Block 3b, as well as the methods of advertising that will be used to market to that population. For each targeted population, state the means of advertising that you will use as applicable to that group and the reason for choosing this media. In each block, in addition to specifying the media that will be used (e.g., name of newspaper, television station, website, location of bulletin board, etc.) state any language(s) in which the material will be provided, identify any alternative format(s) to be used (e.g. Braille, large print, etc.), and specify the logo(s) (as well as size) that will appear on the various materials. Attach additional pages, if necessary, for further explanation. Please attach a copy of the advertising or marketing material.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper(s)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio Station(s)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Station(s)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bulletin Boards</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochures, Notices, Flyers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Affirmative Fair Housing Marketing (AFHM) Plan - Single Family Housing

<table>
<thead>
<tr>
<th>1a. Applicant's Name, Address (including City, State &amp; Zip code) &amp; Phone Number</th>
<th>1c. Development Number</th>
<th>1d. Number of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1e. Price Range</td>
<td>1f. Type of Housing</td>
<td></td>
</tr>
<tr>
<td>From $</td>
<td>☐ Development</td>
<td></td>
</tr>
<tr>
<td>To $</td>
<td>☐ Scattered Site</td>
<td></td>
</tr>
<tr>
<td>1g. Approximate Starting Dates (mm/dd/yyyy)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupancy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1b. Development's Name, Location (including City, State and Zip code)</th>
<th>1h. Housing Market Area</th>
<th>1i. Census Tract</th>
</tr>
</thead>
<tbody>
<tr>
<td>1j. Sales Agent's Name &amp; Address (including City, State and Zip Code)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2. Type of Affirmative Marketing Area (check all that apply)

- White (non-minority) Area
- Minority Area
- Mixed Area (with _____ % minority residents)

### 3. Direction of Marketing Activity (indicate which group(s) in the housing market area are least likely to apply for the housing because of its location and other factors without special outreach efforts)

- White
- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- Hispanic or Latino
- Persons with Disabilities
- Families with Children
- Other ____________________

Specify ____________________

(e.g., specific ethnic group, religion, etc.)

### 4a. Marketing Program: Commercial Media (Check the type of media to be used to advertise the availability of this housing)

- Newspapers/Publications
- Radio
- TV
- Billboards
- Other (specify)

<table>
<thead>
<tr>
<th>Name of Newspaper, Radio or TV Station</th>
<th>Group Identification of Readers/Audience</th>
<th>Size/Duration of Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 4b. Marketing Program: Brochures, Signs, and HUD's Fair Housing Poster

1. Will brochures, letters, or handouts be used to advertise? ☐ Yes ☐ No. If "Yes", attach a copy or submit when available.

2. For development site sign, indicate sign size _____ x ______; Logo type size _____ x ______. Attach a photograph of sign or submit when available.

3. HUD's Fair Housing Poster must be conspicuously displayed wherever sales/rentals and showings take place. Fair Housing Posters will be displayed in the

   - Sales Office
   - Real Estate Office
   - Model Unit
   - Other (specify)
4c. **Marketing Program: 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 which are located in the housing market area. If more space is needed, attach an additional sheet. Notify HUD-Housing of any changes in this list. Attach a copy of correspondence to be mailed to these groups/organizations. (Provide all requested information.)

<table>
<thead>
<tr>
<th>Name of Group/Organization</th>
<th>Group Identification</th>
<th>Approximate Date (mm/dd/yyyy)</th>
<th>Person Contacted (or to be Contacted)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Address & Phone Number**

**Method of Contact**

Indicate the specific function the Group/Organization will undertake in implementing the marketing program.

5. **Reserved**

6. **Experience and Staff Instructions** (See instructions)
   6a. Staff has affirmative marketing experience.

   - [ ] No
   - [ ] Yes

   6b. On separate sheets, indicate training to be provided to staff on Federal, State and local fair housing laws and regulations, as well as this AFHM Plan. Attach a copy of the instructions to staff regarding fair housing.

7. **Additional Considerations** Attach additional sheets as needed.

8. **Compliance with AFHM Plan Regulations:** By signing this form, the applicant agrees to ensure compliance with HUD's Affirmative Fair Housing Marketing Regulations (24 CFR 200.820).

Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)

<table>
<thead>
<tr>
<th>For HUD-Office of Housing Use Only</th>
<th>For HUD-Office of Fair Housing and Equal Opportunity Use Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved _____ Disapproved _____</td>
<td>Signature &amp; Date (mm/dd/yyyy)</td>
</tr>
<tr>
<td>Signature &amp; Date (mm/dd/yyyy)</td>
<td>Name (type or print)</td>
</tr>
<tr>
<td>Name (type or print)</td>
<td>Title</td>
</tr>
</tbody>
</table>

Previous editions are obsolete
Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. This agency may not collect this information, and you are not required to complete this form, unless it displays a currently valid Office of Management and Budget (OMB) control number.

**In General:** The Affirmative Fair Housing Marketing (AFHM) Plan is used to ensure that Federal Housing Administration (FHA)-insured single family housing developers are taking necessary steps to eliminate discriminatory practices and to overcome the effects of past discrimination involving Federally insured housing. No application for any housing development insured under the Department of Housing and Urban Development’s (HUD) housing programs, shall be funded without a HUD-approved AFHM Plan (See the "Applicability" section in the instructions below.) Single family housing developers complete the AFHM Plan only during the application process and the AFHM Plan is in effect until after initial occupancy. The responses are required to obtain or retain benefits under the Fair Housing Act, Section 808(e)(5) & (6) and 24 CFR Part 200, Subpart M. The form contains no questions of a confidential nature.

**Applicability:** Single family developers should answer the following two questions to determine if they need to complete an AFHM Plan or if they should complete block 11 on Form HUD-92541, Builder’s Certification of Plans, Specifications, & Site. (See HUD Mortgagee Letter 1995-18 dated April 28, 1995 and 2001-09 dated April 2, 2001 for further instructions).

**Question 1.**  
(Check if applicable)  
_____ a. Did you sell five (5) or more houses in the last twelve (12) months with HUD mortgage insurance?  
_____ b. Do you intend to sell five (5) or more houses within the next twelve (12) months with HUD mortgage insurance?

If you did not check 1a or 1b, you do not have to complete an AFHM Plan. You should complete block 11 on the HUD-92541.

If you checked 1a and/or 1b, you must go to Question 2.

**Question 2.**  
(Check if applicable)  
_____ a. I am a signatory in good standing to a Voluntary Affirmative Marketing Agreement (VAMA).  
_____ b. I have an AFHM Plan that HUD approved.  
_____ c. I have contracted with a company that has an AFHM Plan or who is a signatory to a VAMA to market my houses.  
_____ d. I certify that I will comply with the following: (a) Carry out an affirmative marketing program to attract all minority and majority groups to the housing for initial sale. Such a program shall typically involve publicizing to minority persons the availability of housing opportunities regardless of race, color, religion, sex, disability, familial status or national origin, through the type of media customarily utilized by the applicants; (b) Maintain a nondiscriminatory hiring policy in recruiting from both minority and majority groups; (c) Instruct all employees and agents in writing or orally of the policy of nondiscrimination and fair housing; (d) Conspicuously display the Fair Housing Poster in all Sales Offices, include the Equal Housing Opportunity logo, slogan and statement in all printed material used in connection with sales, and post in a prominent position at the project site a sign that displays the Equal Opportunity logo, slogan or statement, as listed in 24 CFR 200.620 and appendix to subpart M to part 200. I understand that I am obliged to develop and maintain records on these activities, and make them available to HUD upon request.

If you checked “a, b, c, or d” in Question 2, you do not have to complete an AFHM Plan. You should complete block 11 on the HUD-92541.
If you did not check “a, b, c or d” in Question 2, you must complete an AFHM Plan.

Each applicant is required to carry out an affirmative program to attract prospective buyers of all minority and non-minority groups in the housing market area regardless of their race, color, religion, sex, national origin, disability or familial status (24 CFR 200.620). Racial groups include White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander. Other groups in the housing market area who may be subject to housing discrimination include, but are not limited to, Hispanic or Latino, persons with disabilities, families with children, or persons of different religious affiliations. The applicant shall describe in the AFHM Plan the proposed activities to be carried out during advance marketing, where applicable, and the initial sales period. The affirmative marketing program also should ensure that any group(s) of persons ordinarily not likely to apply for this housing without special outreach (See Part 3), know about the housing, feel welcome to apply and have the opportunity to buy.

INSTRUCTIONS

Send completed form to: your local HUD Office
Attention: Director, Office of Housing

Part 1-Applicant and Project Identification. Blocks 1a thru 1f-Self-Explanatory. Block 1g-the applicant should specify the approximate date for starting the marketing activities and the anticipated date of initial occupancy. Block 1h-the applicant should indicate the housing market area, in which the housing will be located. Block 1i - the applicant may obtain census tract location information from local planning agencies, public libraries and other sources of census data. Block 1j the applicant should complete only if a Sales Agent (the agent can not be the applicant) is implementing the AFHM Plan.

Part 2-Type of Affirmative Marketing Area: The AFHM Plan should indicate the approximate racial composition of the housing market area in which the housing will be located by checking one of the three choices. Single family scattered site builder should submit an AFHM Plan that reflects the approximate racial composition of each housing market area in which the housing will be located. For example, if a builder plans to construct units in both minority and non-minority housing market areas, a separate AFHM Plan shall be submitted for each housing market area.

Part 3-Direction of Marketing Activity. Indicate which group(s) the applicant believes are least likely to apply for this housing without special outreach. Consider factors such as price or rental of housing, sponsorship of housing, racial/ethnic characteristics of housing market area in which housing will be located, disability, familial status, or religious affiliation of eligible population, public transportation routes, etc.

Part 4-Marketing Program. The applicant shall describe the marketing program to be used to attract all segments of the eligible population, especially those groups designated in Part 3 of this AFHM Plan present in the housing marketing area that are least likely to apply. The applicant shall state: the type of media to be used, the names of newspaper/call letters of radio or TV stations; the identity of the circulation or audience of the media identified in the AFHM Plan (e.g., White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander, Hispanic or Latino, persons with disabilities, families with children, and religious affiliation), and the size or duration of newspaper advertising or length and frequency of broadcast advertising. Community contacts include individuals or organizations that are well known in the housing market area or the locality that can influence persons within groups considered least likely to apply. Such contacts may include, but need not be limited to: neighborhood, minority and women’s organizations, grass roots faith-based or other community based organizations, labor unions, employers, public and private agencies, disability advocates, schools and individuals who are connected with these organizations and/or are well-known in the community. Applicants should notify their local HUD-Office of Housing of any changes to the list in Part 4c of this AFHM Plan.
Part 6-Experience and Staff Instructions.
6a. The applicant should indicate whether he/she has had previous experience in marketing housing to group(s) identified as least likely to apply for the housing.

6b. Describe the instructions and training provided or to be provided to sales staff. This guidance to staff must include information regarding Federal, State and local fair housing laws and this AFHM Plan.

Copies of any written materials should be submitted with the AFHM Plan, if such materials are available.

Part 7-Additional Considerations. In this section describe other efforts not previously mentioned which are planned to attract persons least likely to apply for the housing.

Part 8-Compliance with AFHM Plan Regulation. By signing, the applicant assumes full responsibility for implementing the AFHM Plan. HUD may monitor the implementation of this AFHM Plan at any time and request modification in its format or content, where deemed necessary.

Notice of Intent to Begin Marketing. No later than 90 days prior to the initiation of sales marketing activities, the applicant with an approved AFHM Plan shall submit notice of intent to begin marketing. The notification is required by the Affirmative Fair Housing Marketing Plan Compliance Regulations (24 CFR Part 108.15). It is submitted either orally or in writing to the Office of Housing in the appropriate HUD Office servicing the locality in which the proposed housing will be located.

OMB approval of the Affirmative Fair Housing Plan includes approval of this notification procedure as part of the AFHM Plan. The burden hours for such notification are included in the total designated for this AFHM Plan form.
### Affirmative Fair Housing Marketing (AFHM) Plan - Condominiums or Cooperatives

<table>
<thead>
<tr>
<th>1a. Applicant's Name, Address (including City, State &amp; Zip code) &amp; Phone Number</th>
<th>1c. Development Number</th>
<th>1d. Number of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1e. Price Range</td>
<td>1f. Type of Housing</td>
<td></td>
</tr>
<tr>
<td>From $</td>
<td>Condominium</td>
<td></td>
</tr>
<tr>
<td>To $</td>
<td>Cooperative</td>
<td></td>
</tr>
<tr>
<td>1g. Approximate Starting Dates (mm/dd/yyyy)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupancy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1b. Development's Name, Location (including City, State and Zip code)</td>
<td>1h. Housing Market Area</td>
<td>1i. Census Tract</td>
</tr>
<tr>
<td>1j. Sales Agent's Name &amp; Address (including City, State and Zip Code)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 2. Type of Affirmative Marketing Area (check all that apply)

- [ ] White (non-minority) Area
- [ ] Minority Area
- [ ] Mixed Area (with [ ] % minority residents)

#### 3. Direction of Marketing Activity (Indicate which group(s) in the housing market area are least likely to apply for the housing because of its location and other factors without special outreach efforts)

- [ ] White
- [ ] American Indian or Alaskan Native
- [ ] Asian
- [ ] Black or African American
- [ ] Native Hawaiian or Other Pacific Islander
- [ ] Hispanic or Latino
- [ ] Persons with Disabilities
- [ ] Families with Children
- [ ] Other

(e.g. specific ethnic group, religion, etc.) Specify

#### 4a. Marketing Program: Commercial Media (Check the type of media to be used to advertise the availability of this housing)

- [ ] Newspapers/Publications
- [ ] Radio
- [ ] TV
- [ ] Billboards
- [ ] Other (specify)

<table>
<thead>
<tr>
<th>Name of Newspaper, Radio or TV Station</th>
<th>Group Identification of Readers/Audience</th>
<th>Size/Duration of Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 4b. Marketing Program: Brochures, Signs, and HUD's Fair Housing Poster

1. Will brochures, letters, or handouts be used to advertise? [ ] Yes [ ] No
   If "Yes", attach a copy or submit when available.

2. For development site sign, indicate sign size [ ] x [ ]: Logo type size [ ] x [ ]. Attach a photograph of sign or submit when available.

3. HUD's Fair Housing Poster must be conspicuously displayed wherever sales/rentals and showings take place. Fair Housing Posters will be displayed in the
   - [ ] Sales Office
   - [ ] Real Estate Office
   - [ ] Model Unit
   - [ ] Other (specify)
4c. Marketing Program: 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 which are located in the housing market area. If more space is needed, attach an additional sheet. Notify HUD-Housing of any changes in this list. Attach a copy of correspondence to be mailed to these groups/organizations. (Provide all requested information.)

<table>
<thead>
<tr>
<th>Name of Group/Organization</th>
<th>Group Identification</th>
<th>Approximate Date (mm/dd/yyyy)</th>
<th>Person Contacted (or to be Contacted)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address &amp; Phone Number</th>
<th>Method of Contact</th>
<th>Indicate the specific function the Group/Organization will undertake in implementing the marketing program</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Reserved

6. Experience and Staff Instructions (See instructions)
   6a. Staff has affirmative marketing experience.
       [ ] No [ ] Yes
   6b. On separate sheets, indicate training to be provided to staff on Federal, State and local fair housing laws and regulations, as well as this AFHM Plan. Attach a copy of the instructions to staff regarding fair housing.

7. Additional Considerations Attach additional sheets as needed.

8. Compliance with AFHM Plan Regulations: By signing this form, the applicant agrees to ensure compliance with HUD's Affirmative Fair Housing Marketing Regulations (24 CFR 200.520).

   Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)

   Name (type or print)

   Title & Name of Company

<table>
<thead>
<tr>
<th>For HUD-Office of Housing Use Only</th>
<th>For HUD-Office of Fair Housing and Equal Opportunity Use Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved ____</td>
<td>Approved ____</td>
</tr>
<tr>
<td>Disapproved ____ (Check One)</td>
<td>Disapproved ____</td>
</tr>
<tr>
<td>Signature &amp; Date (mm/dd/yyyy)</td>
<td>Signature &amp; Date (mm/dd/yyyy)</td>
</tr>
<tr>
<td>Name (type or print)</td>
<td>Name (type or print)</td>
</tr>
<tr>
<td>Title</td>
<td>Title</td>
</tr>
</tbody>
</table>
Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. This agency may not collect this information, and you are not required to complete this form, unless it displays a currently valid Office of Management and Budget (OMB) control number.

In General: The Affirmative Fair Housing Marketing (AFHM) Plan is used to ensure that Federal Housing Administration (FHA)-insured condominium/cooperative developers are taking necessary steps to eliminate discriminatory practices and to overcome the effects of past discrimination involving Federally insured housing. No application for any housing development insured under the Department of Housing and Urban Development’s (HUD) housing programs, shall be funded without a HUD-approved AFHM Plan (See the “Applicability” section in the instructions below.) condominium/cooperative developers complete the AFHM Plan only during the application process and the AFHM Plan is in effect until after initial occupancy. The responses are required to obtain or retain benefits under the Fair Housing Act, Section 808(e)(5) & (6) and 24 CFR Part 200, Subpart M. There is no assurance of confidentiality.

Applicability: Condominium/cooperative developers should answer the following two questions to determine if they need to complete an AFHM Plan.

Question 1. (Check if applicable)
   _____ a. Did you sell five (5) or more units in the last twelve (12) months with HUD mortgage insurance?
   _____ b. Do you intend to sell five (5) or more units within the next twelve (12) months with HUD mortgage insurance?

If you did not check 1a or 1b, you do not have to complete an AFHM Plan.

If you checked 1a and/or 1b, you must go to Question 2.

Question 2. (Check if applicable)
   _____ a. I am a signatory in good standing to a Voluntary Affirmative Marketing Agreement (VAMA).
   _____ b. I have an AFHM Plan that HUD approved.
   _____ c. I have contracted with a company that has an AFHM Plan or who is a signatory to a VAMA to market my houses.
   _____ d. I certify that I will comply with the following: (a) Carry out an affirmative marketing program to attract all minority and majority groups to the housing for initial sale. Such a program shall typically involve publicizing to minority persons the availability of housing opportunities regardless of race, color, religion, sex, disability, familial status or national origin, through the type of media customarily utilized by the applicants; (b) Maintain a nondiscriminatory hiring policy in recruiting from both minority and majority groups; (c) Instruct all employees and agents in writing and orally of the policy of nondiscrimination and fair housing; (d) Conspicuously display the Fair Housing Poster in all Sales Offices, include the Equal Housing Opportunity logo, slogan and statement in all printed material used in connection with sales, and post in a prominent position at the project site a sign that displays the Equal Opportunity logo, slogan or statement, as listed in 24 CFR 200.620 and appendix to subpart M to part 200. I understand that I am obliged to develop and maintain records on these activities, and make them available to HUD upon request.

If you checked “a, b, c, or d” in Question 2, you do not have to complete an AFHM Plan.
If you did not check “a, b, c or d” in Question 2, you must complete an AFHM Plan.

Each applicant is required to carry out an affirmative program to attract prospective buyers of all minority and non-minority groups in the housing market area regardless of their race, color, religion, sex, national origin, disability or familial status (24 CFR 200.620). Racial groups include White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander. Other groups in the housing market area who may be subject to housing discrimination include, but are not limited to, Hispanic or Latino, persons with disabilities, families with children, or persons of different religious affiliations. The applicant shall describe in the AFHM Plan the proposed activities to be carried out during advance marketing, where applicable, and the initial sales period. The affirmative marketing program also should ensure that any group(s) of persons ordinarily not likely to apply for this housing without special outreach (See Part 3), know about the housing, feel welcome to apply and have the opportunity to buy.

INSTRUCTIONS

Send completed form to: your local HUD Office
Attention: Director, Office of Housing

Part 1-Applicant and Project Identification. Blocks 1a thru 1f-Self-Explanatory. Block 1g-the applicant should specify the approximate date for starting the marketing activities and the anticipated date of initial occupancy. Block 1h-the applicant should indicate the housing market area, in which the housing will be located. Block 1i - the applicant may obtain census tract location information from local planning agencies, public libraries and other sources of census data. Block 1j the applicant should complete only if a Sales Agent (the agent can not be the applicant) is implementing the AFHM Plan.

Part 2-Type of Affirmative Marketing Area:
The AFHM Plan should indicate the approximate racial composition of the housing market area in which the housing will be located by checking one of the three choices.

Part 3-Direction of Marketing Activity. Indicate which group(s) the applicant believes are least likely to apply for this housing without special outreach. Consider factors such as price or rental of housing, sponsorship of housing, racial/ethnic characteristics of housing market area in which housing will be located, disability, familial status, or religious affiliation of eligible population, public transportation routes, etc.

Part 4-Marketing Program. The applicant shall describe the marketing program to be used to attract all segments of the eligible population, especially those groups designated in Part 3 of this AFHM Plan present in the housing marketing area that are least likely to apply. The applicant shall state: the type of media to be used, the names of newspaper/call letters of radio or TV stations; the identity of the circulation or audience of the media identified in the AFHM Plan (e.g., White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander, Hispanic or Latino, persons with disabilities, families with children, and religious affiliation), and the size or duration of newspaper advertising or length and frequency of broadcast advertising. Community contacts include individuals or organizations that are well known in the housing market area or the locality that can influence persons within groups considered least likely to apply. Such contacts may include, but need not be limited to: neighborhood, minority and women's organizations, grass roots faith-based or other community based organizations, labor unions, employers, public and private agencies, disability advocates, schools and individuals who are connected with these organizations and/or are well-known in the community. Applicants should notify their local HUD–Office of Housing of any changes to the list in Part 4c of this AFHM Plan.
Part 6-Experience and Staff Instructions.
6a. The applicant should indicate whether he/she has had previous experience in marketing housing to group(s) identified as least likely to apply for the housing.

6b. Describe the instructions and training provided or to be provided to sales staff. This guidance to staff must include information regarding Federal, State and local fair housing laws and this AFHM Plan.

Copies of any written materials should be submitted with the AFHM Plan, if such materials are available.

Part 7-Additional Considerations. In this section describe other efforts not previously mentioned which are planned to attract persons least likely to apply for the housing.

Part 8-Compliance with AFHM Plan Regulation. By signing, the applicant assumes full responsibility for implementing the AFHM Plan. HUD may monitor the implementation of this AFHM Plan at any time and request modification in its format or content, where deemed necessary.

Notice of Intent to Begin Marketing. No later than 90 days prior to the initiation of sales marketing activities, the applicant with an approved AFHM Plan shall submit notice of intent to begin marketing. The notification is required by the Affirmative Fair Housing Marketing Plan Compliance Regulations (24 CFR Part 108.15). It is submitted either orally or in writing to the Office of Housing in the appropriate HUD Office servicing the locality in which the proposed housing will be located.

OMB approval of the Affirmative Fair Housing Plan includes approval of this notification procedure as part of the AFHM Plan. The burden hours for such notification are included in the total designated for this AFHM Plan form.