

# Affirmative Fair Housing Marketing Plans

Asset Management Department, Housing Programs Analysts

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Presenters:

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# Overview

- Purpose of the AFHMP
- Who should submit an AFHMP
- When is submission required
- Census Reports
- Completing the HUD-935.2a (includes common mistakes)
  - Assessing the market and least likely to apply
  - Certification of continued accuracy
- Required attachments for submission
- Training resources
- Other resources

# Purpose

- Offer applicants equal housing opportunities regardless of race, color, national origin, religion, sex, familial status or disability.
- Enables owners/agents (respondents) to effectively market the availability of housing opportunities to individuals of both minority and non-minority groups that are least likely to apply for occupancy.

# Which programs are required to submit to MFA

- HOME (5 or more HOME units)
- Risk Share 542c
- TCEP
- Section 8 (layered with Risk Share)

# Which programs would not submit an AFHMP to MFA

- HOME (4 or fewer HOME units)
- Tax Credit
- TCAP
- Section 8 (not layered with Risk Share submit directly to HUD)
- RTC

# Exemptions

- HUD does not require subsidized multifamily projects built prior to February 1972 to have an Affirmative Fair Housing Marketing Plan, unless the property has been substantially rehabilitated
- Communities on tribal land are also exempt

# When is submission required

- Initially, for a new project
- Changes in ownership
- Changes in the management agent
- Every 5 years\* if:
  - the local Community Development jurisdiction's Consolidated Plan is updated;
  - there are known changes in demographics for housing populations;
  - there are significant changes in the community or market area; or
  - the Decennial Census has changed.
- \*If there are not changes to the decennial census or community populations; only a certification of continued accuracy is required.

# Census Reports

## S1810 Disability Characteristics

American Community Survey (ACS) 5-Year Estimates: Because the ACS has replaced the decennial long-form as the source for small area statistics, there is no disability data in the 2010 Census.

## DP1 Profile of General Population and Housing Characteristics: Census Summary File 1.

HUD 935.2A Worksheet 1	Census Report
%White*	DP-1 Subject: HISPANIC OR LATINO AND RACE Line: White alone
%Black or African American*	DP-1 Subject: HISPANIC OR LATINO AND RACE Line: Black or African American alone
%Hispanic or Latino*	DP-1 Subject: HISPANIC OR LATINO AND RACE Line: Hispanic or Latino
%Asian*	DP-1 Subject: HISPANIC OR LATINO AND RACE Line: Asian alone
%American Indian or Alaskan Native*	DP-1 Subject: HISPANIC OR LATINO AND RACE Line: American Indian or Alaska Native alone
%Native Hawaiian or Alaskan Native*	DP-1-Subject: HISPANIC OR LATINO AND RACE Line: Native Hawaiian or Other Pacific Islander alone
%Families with Children under the age of 18	DP-1 Subject: HOUSEHOLDS BY TYPE Line: Households with individuals under 18 years
%Persons with Disabilities	S1810 Subject/Line: Total civilian noninstitutionalized population

# Census Reports: Accessing Fact Finder

- <https://factfinder.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>



# Census Reports: Accessing Fact Finder

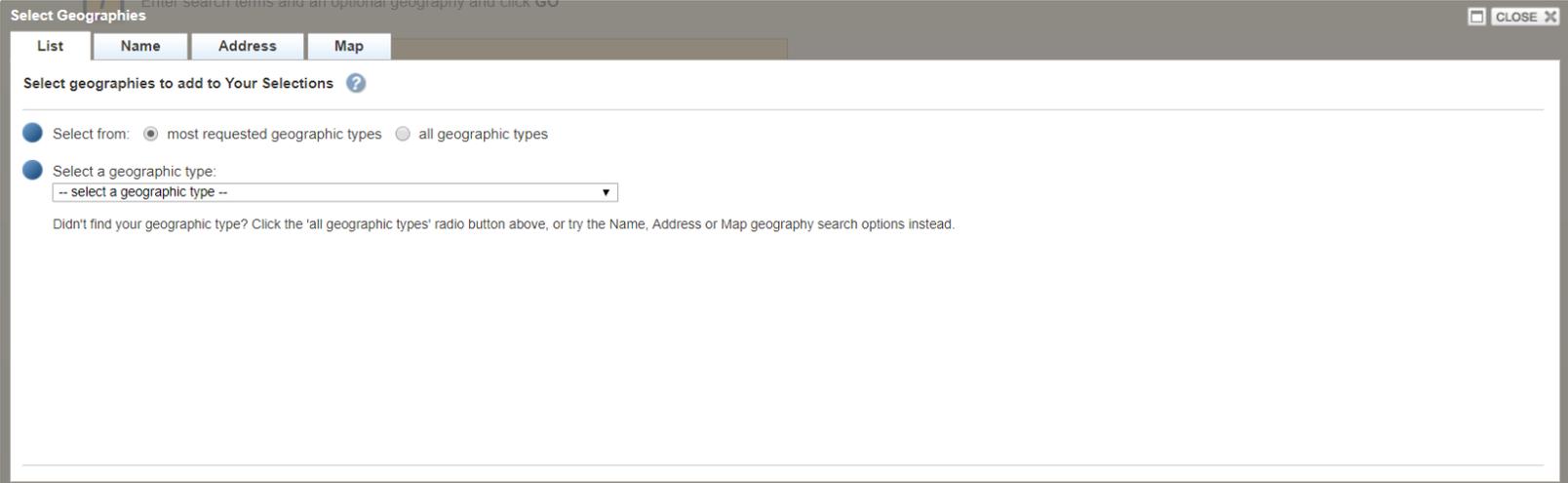
- Select the Advanced Search on the Ribbon
- Search using the Geographies menu on the left



The screenshot shows the American FactFinder website interface. At the top, the United States Census Bureau logo is on the left, and the 'AMERICAN FactFinder' title is in the center. A navigation ribbon contains 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH' (highlighted in yellow), and 'DOWNLOAD CENTER'. A red arrow points to the 'ADVANCED SEARCH' button. Below the ribbon, a search instruction reads: 'Search - Use the options on the left (topics, geographies, ...) to narrow your search results'. On the left sidebar, under 'Your Selections', there are 'load search' and 'save search' links. Below that, 'Search using the options below:' lists 'Topics', 'Geographies' (highlighted with an orange box), and 'Race and Ethnic Groups'. The main content area has the heading 'To search for tables and other files in American FactFinder:' followed by a numbered step '1' that says 'Enter search terms and an optional geography and click GO'. Below this is a search form with two input fields: 'topic or table name' and 'state, county or place (optional)', a 'GO' button, and a help icon. Below the input fields are radio buttons for 'topics' (selected), 'race/ancestry', 'industries', and 'occupations'. Below the search form, it says '-- or --' and 'Select from Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes.' followed by two bullet points: 'these are added to 'Your Selections'' and 'the Search Results are updated'.

# Accessing Fact Finder

- Search the census tract by address
- Search the city and county by name



The screenshot shows a web interface titled "Select Geographies" with a "CLOSE X" button in the top right corner. Below the title is a navigation bar with four tabs: "List", "Name", "Address", and "Map". The "Name" tab is currently selected. Below the tabs, the text "Select geographies to add to Your Selections" is followed by a help icon. There are two radio button options: "most requested geographic types" (which is selected) and "all geographic types". Below these is a dropdown menu labeled "Select a geographic type:" with the text "-- select a geographic type --". A small note at the bottom reads: "Didn't find your geographic type? Click the 'all geographic types' radio button above, or try the Name, Address or Map geography search options instead."

# Accessing Fact Finder

- Find the Census Tract in the second column listing the Geography Type
- Select the Geography name line

To search for tables and other files in American FactFinder:

Select Geographies

Enter search terms and an optional geography and click GO

Enter a street address, city and state, or a street address and ZIP code. Click 'Go'.

Note: address search will use the latest available address data beginning with 2016 and working backwards, based on the contents of Your Selections.

street address: 344 fourth street, city: albuquerque, state: New Mexico, zip: 87102, GO

Block Group 1, Census Tract 21, Bernalillo County, New Mexico successfully added to Your Selections.

Geography Results:

Geography Name	Geography Type	Geography Code	About
West Region	Region	020	<a href="#">i</a>
Mountain Division	Division	030	<a href="#">i</a>
New Mexico	State	040	<a href="#">i</a>
Bernalillo County, New Mexico	County	050	<a href="#">i</a>
Albuquerque CCD, Bernalillo County, New Mexico	County Subdivision	060	<a href="#">i</a>
Block 1084, Block Group 1, Census Tract 21, Bernalillo County, New Mexico	Block	100	<a href="#">i</a>
<b>Census Tract 21, Bernalillo County, New Mexico</b>	Census Tract	140	<a href="#">i</a>
Block Group 1, Census Tract 21, Bernalillo County, New Mexico	Block Group within Census Tract	150	<a href="#">i</a>

# Census Reports: Accessing Fact Finder

- Show results from
  - 2010
  - Decennial Census
- Add the result to your selections by selecting the blue link under Geography name
- Close the Geographies window once selected

The screenshot displays the Census Fact Finder interface. On the left, the 'Your Selections' sidebar is circled in red. It shows search criteria: 'Census Tract 21, Bernalillo County, New Mexico'. Below this, there are options to 'clear all selections and start a new search', 'load search', and 'save search'. The main search area shows 'Search Results: 1-25 of 490 tables and other products match "Your Selections"'. The search criteria are 'topic or table name' and 'state, county or place (optional)'. The search results are displayed in a table with columns for ID, Table, File or Document Title, Dataset, and About. The 'Show results from' dropdown is circled in orange, showing '2010 (490)' and 'Decennial Census (490)'. The table lists various data tables, including 'Profile of General Population and Housing Characteristics: 2010' and 'HOUSING UNITS'.

ID	Table, File or Document Title	Dataset	About
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 SF1 100% Data	?
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 SF2 100% Data	?
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 Demographic Profile SF	?
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 American Indian and Alaska Native SF	?
H1	HOUSING UNITS	2010 SF1 100% Data	?
H1	OCCUPANCY STATUS	2010 Redistricting Data SF (PL 94-171)	?
H10	TOTAL POPULATION IN OCCUPIED HOUSING UNITS	2010 SF1 100% Data	?
H11	TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE	2010 SF1 100% Data	?
H11A	TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE (WHITE ALONE HOUSEHOLDER)	2010 SF1 100% Data	?

# Census Reports: Accessing Fact Finder

- View and print the DP-1 “Profile of General Population and Housing Characteristics”

**Your Selections**

**Search using...**  
Census Tract  
Census Tract 21, Bernalillo County,  
New Mexico

clear all selections and  
start a new search

load search | save search

**Search using the options below:**

**Topics**  
(age, income, year, dataset, ...)

**Geographies**  
(states, counties, places, ...)

**Race and Ethnic Groups**  
(race, ancestry, tribe)

**Industry Codes**  
(NAICS industry, ...)

**EEO Occupation Codes**  
(executives, analysts, ...)

**Search Results: 1-25 of 490 tables and other products match 'Your Selections'** per page: 25

Refine your search results:  state, county or place (optional) **GO** ?

topics  race/ancestry  Industries  occupations

**Selected:** View | Download | Compare | Clear All | Reset Sort ?

Show results from: 2010 (490) | Decennial Census (490)

ID	Table, File or Document Title	Dataset	About
<input type="checkbox"/>	DP-1 Profile of General Population and Housing Characteristics: 2010	2010 SF1 100% Data	<a href="#">?</a>
<input type="checkbox"/>	DP-1 Profile of General Population and Housing Characteristics: 2010	2010 SF2 100% Data	<a href="#">?</a>
<input type="checkbox"/>	DP-1 Profile of General Population and Housing Characteristics: 2010	2010 Demographic Profile SF	<a href="#">?</a>
<input type="checkbox"/>	DP-1 Profile of General Population and Housing Characteristics: 2010	2010 American Indian and Alaska Native SF	<a href="#">?</a>
<input type="checkbox"/>	H1 HOUSING UNITS	2010 SF1 100% Data	<a href="#">?</a>
<input type="checkbox"/>	H1 OCCUPANCY STATUS	2010 Redistricting Data SF (PL 94-171)	<a href="#">?</a>
<input type="checkbox"/>	H10 TOTAL POPULATION IN OCCUPIED HOUSING UNITS	2010 SF1 100% Data	<a href="#">?</a>
<input type="checkbox"/>	H11 TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE	2010 SF1 100% Data	<a href="#">?</a>
<input type="checkbox"/>	H11A TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE (WHITE ALONE HOUSEHOLDER)	2010 SF1 100% Data	<a href="#">?</a>

# Accessing Fact Finder

➤ Search using the topics menu on the left side

Note: the geographies selection from prior search should still be loaded to “your selections”

The screenshot displays the Fact Finder interface. On the left, the 'Your Selections' panel is circled in red, showing 'Search using...' with 'Census Tract 21, Bernalillo County, New Mexico' selected. Below it, the 'Search using the options below:' section is outlined in orange, with 'Topics' selected. The main search area shows 'Search Results: 1-25 of 490 tables and other products match 'Your Selections'' and a search bar with 'Refine your search results:' and a 'GO' button. Below the search bar, there are radio buttons for 'topics', 'race/ancestry', 'industries', and 'occupations'. The 'Selected:' section includes 'View', 'Download', 'Compare', 'Clear All', and 'Reset Sort' buttons. The results table shows columns for 'ID', 'Table, File or Document Title', 'Dataset', and 'About'. The table lists various data points related to the 2010 Census, such as 'Profile of General Population and Housing Characteristics: 2010' and 'HOUSING UNITS'.

ID	Table, File or Document Title	Dataset	About
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 SF1 100% Data	<a href="#">?</a>
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 SF2 100% Data	<a href="#">?</a>
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 Demographic Profile SF	<a href="#">?</a>
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 American Indian and Alaska Native SF	<a href="#">?</a>
H1	HOUSING UNITS	2010 SF1 100% Data	<a href="#">?</a>
H1	OCCUPANCY STATUS	2010 Redistricting Data SF (PL 94-171)	<a href="#">?</a>
H10	TOTAL POPULATION IN OCCUPIED HOUSING UNITS	2010 SF1 100% Data	<a href="#">?</a>
H11	TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE	2010 SF1 100% Data	<a href="#">?</a>
H11A	TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE (WHITE ALONE HOUSEHOLDER)	2010 SF1 100% Data	<a href="#">?</a>

# Accessing Fact Finder

➤ Select Topics to add to “Your Selections”

People

Disability

Disability

➤ Close the “Topics Search” Window

The screenshot displays the Fact Finder interface. On the left, there is a 'Your Selections' panel with search options and a 'Search using the options below:' section containing 'Topics', 'Geographies', 'Race and Ethnic Groups', and 'Industry Codes'. The main area shows search results for '1-25 of 490 tables and other products match 'Your Selections''. A 'Select Topics' dialog box is open, listing various topics to add to 'Your Selections'. The 'People' category is highlighted with an orange box, and its sub-items are: 'Basic Count/Estimate', 'Age & Sex', 'Age Group', 'Disability', and 'Disability (210)'. Other categories include 'Mobility (14)', 'Self-Care Limitations (19)', 'Work Disability Status (15)', 'Education', 'Employment', 'Income & Earnings', 'Insurance Coverage', 'Language', and 'Marital & Fertility Status'. The background shows a table of search results with columns for 'Dataset' and 'About'.

Dataset	About
2010 SF1 100% Data	<a href="#">?</a>
2010 SF2 100% Data	<a href="#">?</a>
2010 Demographic Profile SF	<a href="#">?</a>
2010 American Indian and Alaska Native SF	<a href="#">?</a>
2010 SF1 100% Data	<a href="#">?</a>
2010 Redistricting Data SF (PL 94-171)	<a href="#">?</a>
2010 SF1 100% Data	<a href="#">?</a>
2010 SF1 100% Data	<a href="#">?</a>

# Accessing Fact Finder

## ➤ View and print the S-1810 “Disability Characteristics”

The screenshot shows the American FactFinder website interface. The browser address bar displays the URL: <https://factfinder.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t#none>. The page header includes the United States Census Bureau logo and navigation tabs: MAIN, COMMUNITY FACTS, GUIDED SEARCH, **ADVANCED SEARCH**, and DOWNLOAD CENTER. A search bar is present with the text "Search - Use the options on the left (topics, geographies, ...) to narrow your search results".

On the left side, under "Your Selections", the search criteria are listed: "People: Disability: Disability", "Census Tract 21, Bernalillo County, New Mexico". Below this, there are sections for "Search using the options below:" with expandable menus for Topics, Geographies, Race and Ethnic Groups, Industry Codes, and EEO Occupation Codes.

The main content area shows "Search Results: 1-25 of 210 tables and other products match 'Your Selections'". A search refinement box is visible with the text "Refine your search results:" and a "GO" button. Below this, there are radio buttons for "topics", "race/ancestry", "Industries", and "occupations".

A table of search results is displayed, with the first row highlighted in orange. The table has columns for "Table, File or Document Title", "Dataset", and "About". The highlighted row is:

ID	Table, File or Document Title	Dataset	About
S1810	★ DISABILITY CHARACTERISTICS	2015 ACS 5-year estimates	<a href="#">?</a>
B18101	★ SEX BY AGE BY DISABILITY STATUS	2015 ACS 5-year estimates	<a href="#">?</a>
DP02	★ SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2015 ACS 5-year estimates	<a href="#">?</a>
B10052	DISABILITY STATUS OF GRANDPARENTS LIVING WITH OWN GRANDCHILDREN UNDER 18 YEARS BY RESPONSIBILITY FOR OWN GRANDCHILDREN AND AGE OF GRANDPARENT	2015 ACS 5-year estimates	<a href="#">?</a>
B18101	SEX BY AGE BY DISABILITY STATUS	2015 ACS 5-year Selected Population Tables	<a href="#">?</a>
B18101A	AGE BY DISABILITY STATUS (WHITE ALONE)	2015 ACS 5-year estimates	<a href="#">?</a>
B18101B	AGE BY DISABILITY STATUS (BLACK OR AFRICAN AMERICAN ALONE)	2015 ACS 5-year estimates	<a href="#">?</a>
B18101C	AGE BY DISABILITY STATUS (AMERICAN INDIAN AND ALASKA NATIVE ALONE)	2015 ACS 5-year estimates	<a href="#">?</a>
B18101D	AGE BY DISABILITY STATUS (ASIAN ALONE)	2015 ACS 5-year estimates	<a href="#">?</a>
B18101E	AGE BY DISABILITY STATUS (NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER ALONE)	2015 ACS 5-year estimates	<a href="#">?</a>

# Reviewing the DP-1 “Profile of General Population and Housing Characteristics”

- Race and ethnic data for Worksheet 1 data is found under the “HISPANIC OR LATINO AND RACE” heading, the sum of which is 100% of the population. (Typically Page 3)

DEC\_10\_SF1\_SF1DP1 (1).pdf - Adobe Reader

File Edit View Window Help

Open [Icons] 3 / 5 141% [Icons] Tools Fill & Sign Comment

Other Hispanic or Latino [5]	271	14.4
Not Hispanic or Latino	1,005	53.3
<b>HISPANIC OR LATINO AND RACE</b>		
Total population	1,887	100.0
<b>Hispanic or Latino</b>	882	<b>46.7</b>
White alone	647	34.3
Black or African American alone	9	0.5
American Indian and Alaska Native alone	20	1.1
Asian alone	4	0.2
Native Hawaiian and Other Pacific Islander alone	0	0.0
Some Other Race alone	165	8.7
Two or More Races	37	2.0
Not Hispanic or Latino	1,005	53.3
<b>White alone</b>	604	<b>32.0</b>
<b>Black or African American alone</b>	89	<b>4.7</b>
<b>American Indian and Alaska Native alone</b>	242	<b>12.8</b>
<b>Asian alone</b>	21	<b>1.1</b>
<b>Native Hawaiian and Other Pacific Islander alone</b>	5	<b>0.3</b>

# Reviewing the DP-1 “Profile of General Population and Housing Characteristics”

- %Families with Children under the age of 18 for Worksheet 1 should be from “Households with individuals under 18 years”.

DEC\_10\_SF1\_SF1DP1.pdf - Adobe Acrobat

File Edit View Window Help

Create [Icons]

4 / 5 [Icons] 157% [Icons] Tools Comment Share

Noninstitutionalized population	460	24.4
Male	354	18.8
Female	106	5.6
<b>HOUSEHOLDS BY TYPE</b>		
Total households	552	100.0
Family households (families) [7]	97	17.6
With own children under 18 years	45	8.2
Husband-wife family	35	6.3
With own children under 18 years	7	1.3
Male householder, no wife present	23	4.2
With own children under 18 years	11	2.0
Female householder, no husband present	39	7.1
With own children under 18 years	27	4.9
Nonfamily households [7]	455	82.4
Householder living alone	352	63.8
Male	207	37.5
65 years and over	15	2.7
Female	145	26.3
65 years and over	8	1.4
Households with individuals under 18 years	46	8.3

# Reviewing the S-1810 “Disability Characteristics”

➤ “Total civilian noninstitutionalized population”

S1810 DISABILITY CHARACTERISTICS  
2011-2015 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Tell us what you think. Provide feedback to help make American Community Survey data more useful for you.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Census Tract 21, Bernalillo County, New Mexico				
	Total		With a disability		Percent with a disability Estimate
	Estimate	Margin of Error	Estimate	Margin of Error	
Total civilian noninstitutionalized population	1,171	+/-125	247	+/-72	21.1%
SEX					
Male	505	+/-62	100	+/-30	19.8%

# Completing the HUD-935.2a

## **1a. Project Name & Address (including City, County, State & Zip Code):**

- the county is most often forgotten

## **1b. Project Number Contract Number:**

- Risk Share, HOME, TCEP Number(s)

## **1c. No. of Units:**

- total number of units in the project

## **1d. Census Tract:**

- respondents may obtain the Census tract number from the U.S. Census Bureau at:

[factfinder2.census.gov/main.html](https://factfinder2.census.gov/main.html)

# Completing the HUD-935.2a

## 1e. Housing/Expanded Housing Market Area:

➤ Identify both housing market area and the expanded market area for their multifamily housing projects:

**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.

**Expanded Housing Area** is a larger geographic area, such as a Metropolitan Division or MSA, which may provide additional demographic diversity in terms of race, color, national origin, religion, sex, familial status or disability.

# Completing the HUD-935.2a

## **1f. Managing Agent Name, Address (including City, County, State & Zip Code) Telephone Number & Email Address:**

- this block is only completed if a Managing Agent is implementing the AFHMP
- the most frequently omitted items are the county, telephone number and e-mail address

## **1g. Application/Owner/Developer Name Address (including City, County, State & Zip Code) Telephone Number & Email Address:**

- the most frequently missed is county

# Completing the HUD-935.2a

## **1h. Entity Responsible for Marketing (check all that apply):**

- the entity responsible for marketing (owner, agent or other)
- position, name, address, telephone and e-mail of the person responsible for implementing marketing plan
- the most frequently omitted items are telephone number, the county and e-mail address

## **1i. To whom should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State & Zip Code), Telephone Number & E-Mail Address:**

- the most frequently omitted items are telephone number and e-mail address

# Completing the HUD-935.2a

## 2a. Affirmative Fair Housing Marketing Plan:

➤ for a new project: "Initial Plan"

☐ the date the plan is being submitted for approval

➤ an update to an existing plan: "Update Plan"

the date the plan is being submitted for approval, and for the update, such as:

the reason why, e.g. over five years old, new management or owner/agent, changes to the Housing Market Area demographics

# Completing the HUD-935.2a

## **2b. HUD-Approved Occupancy of the Project:**

- Check all groups HUD has approved for occupancy in the subject project, in accordance with the contract, grant or funding

## **2c. Date of Initial Occupancy:**

- the date of initial occupancy
  - existing projects will enter a past date
  - new projects will enter an anticipated date

# Completing the HUD-935.2a

## 2d. Advertising Start date:

- New or Rehab Projects:
  - should be within 90 days prior to initial occupancy.
- Existing projects, respondents should indicate:
  - whether the advertising will be used to fill existing vacancies;
  - to place individuals on the waiting list and indicate how many people are on the waiting list when advertising begins; or
  - to reopen a closed waiting list and indicate how many people are on the waiting list when advertising begins.

# Completing the HUD-935.2a

## **3a. Demographics of Project and Housing Market Area:**

- Complete and submit Worksheet 1

# Completing the HUD-935.2a Worksheet 1

## **Project's Residents:**

- the percentage (%) of individuals for each demographic category that currently reside within the property.

## **Project's Applicant Data:**

- the percentage (%) of individuals for each demographic category that are on the waiting list.

## **Census Tract:**

- the percentage (%) of individuals from each demographic category that reside in the community's census tract.
- the most current decennial information.

# Completing the HUD-935.2a Worksheet 1-continued

## **Housing Market Area:**

- the percentage (%) of individuals from each demographic category that reside in the community's housing market area (area from which most applicants are drawn)
- demographic data on this area should be obtained by reviewing the census data or by contacting town/city/county offices

## **Expanded Housing Market Area:**

- Expanded Housing Market areas should be utilized if the smaller housing market area is not diverse enough to attract demographic groups that are underrepresented as tenants at the project or underrepresented applicants on the waiting list.
- the percentage (%) of individuals from each demographic category that reside in the community's expanded housing market area.

# Completing the HUD-935.2a Worksheet 2

## **Worksheet 2:**

- Use if Block 4a states that there is a residency preference.
- A residency preference is a preference for admission of persons who reside or work in a specified geographic area (see 24CFR 5.655(c)(1)(ii)).
- For additional information regarding residency preferences, contact the property's Housing Programs Analyst.

# Completing the HUD-935.2a Worksheet 3

- Community contacts targeting the least likely to apply demographics
  - an underrepresentation of 10% or more of the applicants or residents compared to the Census Tract, Housing Market Area or Expanded Housing Market Area
  - Use Worksheet 1 to determine who is least likely to apply

# Completing the HUD-935.2a Worksheet 3-continued

- Targeted populations that are not likely to apply for the housing without additional targeted outreach:
  - marketing materials in other languages for limited English proficient individuals
  - alternative formats for persons with disabilities.
- Reasons for not applying may include, but are not limited to:
  - insufficient information about housing opportunities
  - language barriers
  - transportation impediments

# Completing the HUD-935.2a Worksheet 3-continued

## Worksheet 3:

### Targeted Populations:

- generic phrases such as "All/mixed" are not acceptable
- each population should be individually listed

### Community Contacts:

- The individual targeted population must include the following information for each community contact:
  - agency
  - contact person and position
  - address, phone, e-mail
  - previous experience working with the target population
  - how they have agreed to help assist in informing the target population about the project's housing availability
  - anticipated date on which they will begin to contact targeted population
  - the specific role they will take in assisting. i.e. distributing applications, posting flyers, etc.

# Completing the HUD-935.2a Worksheet 3-continued

- Suggested Community Contacts:
  - social service agency\* (\*LifeLink, Healthcare for the Homeless, Goodwill Industries etc.)
  - religious entities
  - advocacy groups
  - community centers
  - YWCA/YMCA

# Completing the HUD-935.2a Worksheet 3

- Unacceptable community contacts:
  - New Mexico Mortgage Finance Authority
  - Public Housing Authorities
  - Social Service Agencies (e.g. Income Support division)
  - State or Government Agencies
- These entities *do not* target any specific demographic

# Completing the HUD-935.2a

## **3b. Targeted Marketing Activity:**

- Check all that apply (must match Worksheet 3).

# Completing the HUD-935.2a Worksheet 4

## Worksheet 4

SPECIFIC methods of advertising that will be used to reach EACH group identified in #3b as needing extra outreach.

### Methods of Advertising

➤ For each targeted population:

- means of advertising: newspaper, radio stations, TV stations, electronic media (i.e. Craigslist, Facebook etc.), bulletin boards, brochures/notices/flyers, and all others, as applicable
- the reason for choosing this media.

# Completing the HUD-935.2a Worksheet 4- continued

## Targeted Population:

- Targeted population listed at the top of each column
- In each block below for each advertising used:
  - 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.)
  - TTY information must be included on all advertising materials with phone numbers provided
  - specify the logo(s) including size that will appear on various materials

# Completing the HUD-935.2a

## Worksheet 4- continued

- all or some of the targeted populations can utilize any given medium
- generic words such as "All" or "Mixed" should not be used and the AFHMP will be returned as incomplete if such generic words are used
- attach additional pages, if necessary, for further explanation
- attach a copy of the advertising or marketing material
- DO NOT include general marketing i.e. For Rent, Craigslist, etc.

# Worksheet 4

<b>Targeted Population→ Methods of Advertising↓</b>	<b>Targeted Population: <i>List population</i></b>
<b>Newspaper(s)</b> <i>Means of advertising; The reason the marketer chose that media venue.</i>	<i>Languages material will be in; Identify any alternative format(s); Specify the logo(s) including size.</i>
<b>Radio Station(s)</b> <i>Means of advertising; The reason the marketer chose that media venue.</i>	<i>Languages material will be in; Identify any alternative format(s); Specify the logo(s) including size.</i>
<b>TV Station(s)</b> <i>Means of advertising; The reason the marketer chose that media venue.</i>	<i>Languages material will be in; Identify any alternative format(s); Specify the logo(s) including size.</i>
<b>Electronic Media</b> <i>Means of advertising; The reason the marketer chose that media venue.</i>	<i>Languages material will be in; Identify any alternative format(s); Specify the logo(s) including size.</i>
<b>Bulletin Boards</b> <i>Means of advertising; The reason the marketer chose that media venue.</i>	<i>Languages material will be in; Identify any alternative format(s); Specify the logo(s) including size.</i>
<b>Brochures, Notices, Flyers</b> <i>Means of advertising; The reason the marketer chose that media venue.</i>	<i>Languages material will be in; Identify any alternative format(s); Specify the logo(s) including size.</i>
<b>Other (specify)</b>	

# Completing the HUD-935.2a

## 5a. Fair Housing Poster:

- all locations where the Fair Housing Poster will be displayed
  - must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e))

## 5b. Affirmative Fair Housing Marketing Plan:

- must be available for public inspection
- all areas that the AFHMP will be available for review, must be checked

# Completing the HUD-935.2a

## 5c. Project Site Sign:

- the HUD approved Equal Housing Opportunity logo, slogan or statement (24 CFR 200.620(f)) must be displayed in a conspicuous location
- photos must be included as an attachment to the AFHMP
- measurements must be listed
- size of the logo, slogan or statement as it is on the project site sign(s) must also be listed

# Completing the HUD-935.2a

## 6. Evaluation of Marketing Activities:

- the evaluation process to be used to determine if the marketing has been successful in attracting individuals identified as **LEAST LIKELY TO APPLY**
  - Explanation of the evaluation process used to determine successfulness in attracting targeted populations
  - How often this determination will be made
  - How decisions about future marketing will be made based on the evaluation process

# Completing the HUD-935.2a

## **7a. Marketing Staff:**

- staff positions who are or will be responsible for Affirmative Marketing.

## **7b. Staff Training and Assessment - AFHMP:**

- indicate whether staff has been trained on Affirmative Fair Housing Marketing and the Fair Housing Act.
- who will provide the training and how often.
- if the staff skills are periodically assessed in utilizing the AFHMP and the Fair Housing Act.
- specify how often these skills are assessed and by whom.

# Completing the HUD-935.2a

## **7c. Tenant Selection Training/Staff:**

- All staff positions that are responsible for accepting, reviewing, approving and denying applications

# Completing the HUD-935.2a

## 7d. Staff Instruction/Training:

- description of AFHMP & Fair Housing Training completed or to be provided
- to whom training was/will be provided
- content of Training
- dates of past and anticipated training
- copies of training materials must be included

# Completing the HUD-935.2a

## 8. Additional Considerations:

- use this space to describe any efforts not previously mentioned that were/are planned to attract individuals who are Least Likely to Apply.

# Completing the HUD-935.2a

## 9. Review and Update:

- By signing the AFHMP, the responsible entity signing assumes responsibility for implementing the AFHMP and certifies that all the information within the AFHMP, as well as any information provided in the attachments, is true and accurate.

# Certification of continued accuracy

- If the demographics of the housing market have not changed, please determine if the current outreach is reaching intended populations as measured by current occupancy and applicant data. If not, the AFHMP should be updated. The revised AFHMP must be submitted for approval.
- Upon review, it is determined that the AFHMP does not need to be revised and no new census information has been published, documentation must be maintained as to what was reviewed, the result of the review and why no changes were required. This document may be submitted and reviewed by the approving agency.

# MORS and Monitoring Reviews

- Confirm evaluation of marketing activities described in Section 6
- Confirm staff instruction and training described in Section 7
- Confirm outreach activities described in Worksheets 3 and 4

# MORS and Monitoring Reviews

➤ HUD 4350.1 REV-1, Chapter 6: Paragraph

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# Required Attachments

- [HUD-935.2A](#) Affirmative Fair Housing Marketing Plan (omb expiring 01/31/2021)
- Copies of marketing/advertising to community contacts on Worksheet 3
- Photos of Fair Housing Poster
- Photos of Sign including Fair Housing Logo
- AFHMP/Fair Housing Training Materials
- Census Reports from American Fact Finder

# Fair Housing Training Resources

- [NCHM.org](http://NCHM.org)
- [NAHMA.org](http://NAHMA.org)
- [Gracehill.com](http://Gracehill.com)
- [SpectrumSeminars.com](http://SpectrumSeminars.com)
- [TaxCredit.com](http://TaxCredit.com)
- [HUD.gov](http://HUD.gov)

# Additional AFHMP Resources

- ❑ [American FactFinder Tutorial](#)
- ❑ [HUD Handbook 8025.1 Rev.2](#)
- ❑ [Code of Federal Regulations - 200.600  
Subpart M](#)
- ❑ [HUD Handbook 4350.3 Chapter 4](#) (Chapter 4, Section 2)
- ❑ [Q & A for AFHMP](#)
- ❑ [Memo 4.14.2014 Guidance](#)

# Fair Housing Logos and Posters

❑ [Equal Opportunity Logos](#)

❑ Fair Housing Posters:

[English](#) [Spanish](#) [Bengali](#) [Creole](#)

[Chinese](#) [Farsi](#) [French](#) [Hindi](#) [Lao](#)

[Polish](#) [Russian](#) [Tagalog](#)

# Questions?

