



U.S. Department of Housing and Urban Development
Office of Multifamily Housing
Region X Multifamily HUB

April 8, 2010

MEMORANDUM FOR: Owners, Agents, and Other Participants of HUD Properties in Alaska, Idaho, Oregon, and Washington that file form HUD-935.2A, Affirmative Fair Housing (AFHM) Plan – Multifamily Housing

Renee D. Greenman

FROM: Renee' D. Greenman, Director, Region X Multifamily Hub, OAH

Diane B. Nelson

Diane B. Nelson, Regional Director, Office of Fair Housing and Equal Opportunity, Seattle, OAEHPE

SUBJECT: Affirmative Fair Housing Marketing (AFHM) Plan Submission

Effective immediately, we invite and encourage HUD Multifamily Housing participants in Alaska, Idaho, Oregon and Washington that are required to file the Affirmative Fair Housing Marketing (AFHM) Plans, form HUD-935.2A, to submit these documents in an Adobe PDF file format and to email them directly to HUD's Office of Multifamily for processing. Our goal is to process as many of these as possible electronically, hopefully resulting in a more expedient process that will be beneficial to both HUD and our multifamily program participants by reducing paper requirements, needless postage costs, and time lost in "snail mail" exchanges of paperwork.

For our program participants that have the capacity, please submit the AFHM Plan and supporting documentation in an Adobe PDF format. The AFHM Plan must be signed; the submitted PDF file must contain a scan of the original signature page. You should retain a copy of the original signature document for your records.

HUD's Office of Fair Housing and Equal Opportunity (FHEO) will continue to be involved in the approval process, but we ask that the original submission of new or updated AFHM Plans be sent to the Office of Multifamily (regardless of whether you submit electronically or continue to mail the hard copy versions):

- Plans being filed on behalf of developments in Alaska and Washington (determined by item 1b on the AFHM Plan) are to be sent to Kristine Martin:

PDF (electronic) versions should be sent via email: kristine.martin@hud.gov

For those that do not have PDF capability, hard copies should be sent to Kristine Martin's attention: U.S. Department of HUD, 909 1st Avenue, Suite 190, Seattle, WA 98104-1000

- Plans being filed on behalf of developments in Idaho and Oregon are to be submitted to Katherine (Katie) Houle, who has now replaced Kristine Petrillo as the Multifamily AFHM point of contact for those states:

PDF (electronic) versions should be sent via email: katherine.r.houle@hud.gov
For those that do not have PDF capability, hard copies should be sent to Katie Houle's attention: U.S. Department of HUD, 400 S.W. Sixth Avenue, Suite 700, Portland, OR 97204-1632

We've also attached a "Tip Sheet" which may be helpful as you complete your AFHM Plan submissions. The more time spent up front ensuring the submission is complete and accurate will no doubt save everyone time and effort in the long run!

If you have questions about submitting the documents by email, or any other comments specific to this memo, please contact Kristine Martin at the email address provided above. All other questions specific to the AFHM Plan content would continue to be addressed by our Office of FHEO. We really do hope you will take advantage of the opportunity to submit the documentation electronically if you have the capacity to do so! Your participation in this effort will go a long ways towards more streamlined and electronic processing options in the future.

Attached: AFHMP Tip Sheet



**U.S. Department of Housing and Urban Development
Office of Multifamily Housing Program Center
Region X Multifamily HUB**

**Instructions for completing HUD-935.2
Affirmative Fair Housing Marketing Plan**

*(Note: Explanations in **bold** explain the most common errors)*

Item #	Note: Please use the latest version of form HUD 935.2A, which can be downloaded at http://www.hud.gov/offices/adm/hudclips/forms/files/935-2a.pdf
1a.	Please provide applicant's name, address & phone number.
1b.	Please provide project's name & location.
1c.	Please provide project/application number (<i>FHA#, Contract # or REMS ID</i>).
1d.	Please list number of units in the project.
1e.	Please list rental range.
1f.	Please indicate if project is elderly, non-elderly, or mixed.
1g.	Please indicate approximate starting date of advertising AND date of first occupancy.
1h.	Please indicate housing marketing area (<i>city/county in which project is located</i>).
1i.	Please provide Census Tract (<i>this information can be found at www.census.gov</i>).
1j.	Please provide management agent's name and address, if applicable.
2 a & b	Please check off the box next to "Plan," and indicate if this is a new or an updated plan. Additionally, please indicate if area is a White (Non-Minority Area), Minority Area or Mixed Area. NOTE: If area is considered Mixed (<100% White), the percent of minority residents MUST be listed. THE PLAN WILL BE RETURNED AS INCOMPLETE if this information is missing. Residents are the residents in this housing market area and not the % of residents living at the project.
3.	Please check off the boxes next to each group that is considered to be "least likely to apply for housing" within the housing market area. NOTE: If a project or surrounding neighborhood has a large population of a particular group - for example, if the project's tenant base is 60% Hispanic - then this group should <u>NOT</u> be considered "least likely to apply for housing," as they are already represented at the project and not in need of additional marketing efforts. Additionally, if the project's occupancy is restricted to the elderly, then "Families with Children" would not be a group for which marketing should be directed. <u>Please provide an explanation FOR EVERY BOX THAT IS NOT CHECKED to explain to the reviewer why a particular group is NOT considered "least likely to apply for housing."</u> <u>Statements such as: "occupancy restricted to elderly" or "this group is adequately represented in the property" would suffice.</u> If such written explanation does not accompany the HUD-935.2,

	THE PLAN WILL NOT BE APPROVED.
4a.	Please indicate type of media to be used to advertise and list Name / Audience / Size and Duration of Ad. NOTE: Words such as "All" or "Mixed" are not acceptable when identifying the audience for a given media. Please provide specific ethnic groups targeted for each media type listed. If all groups listed in #3 are considered to be part of the audience – then please list <u>each group by name</u>. Also, if a commercial media source targets the general population and you are using this source to target groups least likely to apply, provide information demonstrating that this general media source is effective in reaching those least likely to apply by providing demographic information of the audience/readership provided by the media source or explain where you obtained such information. Use additional sheets of paper if necessary. THE PLAN WILL NOT BE APPROVED IF GENERIC WORDS (such as "All" or "Mixed") ARE USED.
4b.	(1) Please indicate if brochures, letters or handouts will be used to advertise. NOTE: It is not required that these methods be used to advertise. (2) Please provide size of project site sign and enclose a picture. NOTE: This is not a requirement, if you don't have a site sign. (3) Please check off in which area the Fair Housing Poster will be displayed. NOTE: It is a requirement that the Fair Housing Poster be displayed.
4c.	Please list SPECIFIC community contacts for EACH group identified in #3. Be sure to provide the group identification, approximate date of contact, the person (or title of person) to be contacted, address and phone number, method of contact and manner in which the contact will assist in marketing to the specific group. NOTE: THE PLAN WILL NOT BE APPROVED if generic community contacts are listed as the <i>only</i> community contact (such as Housing Authorities) for a specific group. An example of an acceptable community contact for Persons with Disabilities would be a local non-governmental social service agency that specifically serves disabled persons. An example of an acceptable contact for Hispanics would be a local Hispanic community center or church. If the words "All" or "Mixed" are used to describe the group the contact serves, THE PLAN WILL NOT BE APPROVED. If a participant is having difficulty finding appropriate contacts, the local phone book or local social service agencies could be used as a resource.
5.	Please check off future marketing activities.
6a.	Please indicate if staff has experience.
6b.	Please indicate training to be provided to staff on Federal, State and local fair housing laws and regulations, as well as training on this Affirmative Fair Housing Marketing Plan. Attach a copy of instructions provided to staff regarding Fair Housing. NOTE: If the participant fails to provide written documentation concerning instructions given to staff on fair housing, future fair housing training, as well as training on this plan, THE PLAN WILL NOT BE APPROVED.
7.	Please list any additional comments.
8.	Please sign and date the form, as well as provide title and name of company