



MSHDA AFFIRMATIVE FAIR HOUSING MARKETING

COMPLETE FORM AND SUBMIT TO: MSHDA, 735 E. Michigan Ave. PO Box 30044, Lansing, MI 48909 Attn: Director, Asset Management or submit electronically to drostem@michigan.gov

1. INTRODUCTION

The Michigan State Housing Development Authority requires that all MSHDA financed developments maintain a current approved Affirmative Fair Housing Marketing (AFHM) plan on-site. The Affirmative Fair Housing Marketing Plan (AFHM) is required to ensure that owners of MSHDA-financed housing developments are taking necessary steps to eliminate discriminatory practices involving MSHDA-financed housing. If your AFHM plan is five years or older, or if your plan is lost and cannot be found, you will need to revise and re-submit your plan to MSHDA for approval. The revised plan should incorporate current demographics and be reflective of the marketing area as it is today.

2. APPLICATION AND PROJECT IDENTIFICATION

A. Applicant Name, Address (City, State, & Zip Code) and Telephone Number (including area code)	D. MSHDA Development Number
	Number of Units
	E. Rental Range From \$ _____ to \$ _____
	F. Type of Multifamily Housing: <input type="checkbox"/> Elderly <input type="checkbox"/> Non-elderly
B. Development Name, Location/Address (include: City, State, and Zip Code) and Telephone Number (including area code)	G. Approximate Starting Dates (mm/dd/yyyy) Advertising _____ Occupancy _____
	H. Name of Managing Agent, Address (include: City, State, and Zip Code) and Telephone Number (including area code)
C. Housing Market Area Boundaries & Census Tract	

3. TYPE OF AFFIRMATIVE MARKETING PLAN – Check Appropriate Box

New Updated

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

4. DIRECTION OF MARKETING ACTIVITY

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

White (non-Hispanic) Native Black (non-Hispanic) American Indian or Alaskan
 Hispanic

5. MARKETING PROGRAM

A. Commercial Media

Check the media to be used to advertise the availability of this housing:

Newspaper(s)/Publications Radio TV Billboard(s) Website
Other (specify)

Name of Newspaper, Radio or TV Station	Racial/Ethnic Identification of Readers/Audience	Size/Duration of Advertising

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

- (1) Will brochures, leaflets, or handouts be used to advertise? Yes No. If yes, attach a copy and explain how this printed material will be distributed: _____
- (2) For project site sign: indicate sign size _____ x _____; Logotype size _____ x _____. Attach a photograph of project sign.

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

- Rental/Leasing Offices(s)
 On-Site Management Office(s)
 Model Unit(s)
 Other specify) _____

C. Community Contacts

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

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

6. Future Marketing Activities

Check the block(s) that best describe future marketing activities to fill vacancies as they occur after the development is initially occupied.

- Newspapers/Publications
 Radio
 TV
 Brochures/Leaflets/Handouts
 Site Signs
 Community Contacts
 ★thers (specify) _____

7. Experience and Staff Instructions (See Instructions)

Staff has experience Yes No

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.

8. AFHM Plan Goals (Attach Additional Sheets to this Form)

Based on the racial/ethnic demographics in your market area, indicate the number of units you expect to rent to the population you identify as least likely to apply for housing at your development. Be sure to provide the same information for persons with disabilities.

Provide a breakdown of the overall marketing budget and that part of the budget that will be used to implement the Plan. Indicate how much money is budgeted for commercial media usage. Indicate who is responsible for completing the outreach program.

Briefly outline the prior experience of the Management Agent in marketing subsidized housing developments, including MSHDA-financed housing, in writing and achieving affirmative marketing goals including handicapped marketing goals and achievements.

Review and Update: By signing this form, the applicant agrees to review its AFHM Plan every 5 years and update as needed to ensure continued compliance with MSHDA's Affirmative Fair Housing Marketing Requirements.

Signature of person submitting Plan & Date of Submission: _____

Dated: _____

Name (type or print) _____

Title & Name of Company _____

FOR MSHDA/HUD USE ONLY

Approval By: Reviewing Employee Signature	
Name (type or print)	
Title	
Date	

INSTRUCTIONS

Introduction: The goal of MSHDA's Affirmative Fair Housing Marketing (AFHM) requirements is to afford persons of all racial and/or ethnic backgrounds an opportunity for occupancy in a MSHDA financed development in a percentage which is somewhat reflective of their percentage in the housing development's market area. MSHDA's AFHM requirements are also intended to attract persons with disabilities, and all AFHM plans must market to persons with disabilities. The Affirmative Marketing program should ensure that any group(s) of persons ordinarily not likely to apply for this housing without special outreach (see part 4), know about the housing, feel welcome to apply and have the opportunity to rent.

Send completed form to: MSHDA, Asset Management Division, 735 E. Michigan Ave., Lansing, MI 48909 attention: Division Director. Or electronically submit to: drostem@michigan.gov.

Part 2- Applicant and Development Identification: Most of these Blocks are self-explanatory. Block 2-C - the applicant should indicate the housing market area in which the housing will be (is) located. Block 2-C - the applicant may obtain census tract location information from local planning agencies, public libraries and other sources of census data. Block 2-G - the applicant should specify the approximate date for starting marketing activities to the groups targeted for special outreach and the anticipated date of initial occupancy (if unoccupied).

Part 3 – Type of Affirmative Marketing Plan: Indicate the status of the AFHM Plan, e.g. new or updated. The Plan should indicate the racial composition of the housing market area in which the housing will be (is) located by checking one of the three choices.

Part 4 – 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, sponsorship of housing, racial/ethnic characteristics of housing market in which housing will be (is) located, disability or familial status of eligible population, public transportation routes, etc.

Part 5 –Marketing Program: The applicant shall describe the marketing program to be used to attract those groups designated in Part 3 of this AFHM plan as least likely to apply. The applicant shall state: the type of media to be used, the names of newspapers/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 Alaskan Native, Asian, Native Hawaiian or Other Pacific Islander, Hispanic or Latino, persons with disabilities, and families with children) and the size or duration of the newspaper advertising or length and frequency of broadcast advertising. Community contacts include individuals or organizations that are known in the housing market area of the locality that can influence persons within groups considered least likely to apply. Such contacts may include, but are not limited to: neighborhood minority organizations, grass root faith-based or other community based organizations, disability advocates, public and private agencies. Applicants should notify MSHDA of any changes to the list in Part 5C.

Part 6 –Future Marketing Activities: Self-Explanatory.

Part 7 –Experience and Staff Instructions: The applicant should indicate whether their rental staff has had previous experience in marketing housing to group(s) identified as least likely to apply for the housing. Describe the instructions and training provided or to be provided to rental staff. This guidance to staff must include information regarding Federal, State and local fair housing laws and this AFHM Plan.

Part 8 – AFHM Plan Goals: Self-Explanatory.

Additional Requirements - The Plan must also contain an Agreement signed by the Management Agent on behalf of the Owner to comply with the following requirements:

1. That a continuous outreach program will be conducted to maintain a well-balanced waiting list that will assure the meeting of the affirmative marketing goal at all times.
2. That a housing discrimination disclaimer clause shall be included in any preliminary and/or full application blank. (Pledge not to discriminate against applicants based on their race, sex, age, religion, national origin, familial status, or handicap.)
3. That the handicap logo (see bottom of these instructions) will be in all advertisements, if the development has barrier free or accessible units.

4. That the MSHDA-approved equal opportunity housing slogan or logo (see bottom of these instructions) will be included in all advertising.
5. That a log of community contacts, daily traffic records, and any other record keeping materials be maintained for inspection, and a copy of the AFHM Plan will be kept on-site.
6. That all fair housing required signs will be posted in designated locations.
7. That the Management Agent has agreed to start Affirmative Fair Housing Marketing efforts with respect to the “target population” at least 120 days prior to anticipated initial occupancy (if applicable).
8. That any prospective residential preferences will be identified and made known.

