

**AFFIRMATIVE FAIR HOUSING
MARKETING PLAN**

All Section 8 properties are required to execute an Affirmative Fair Housing Marketing Plan (AFHMP). The AFHMP should be reviewed every five years and updated as necessary.

This document outlines the strategies that will be addressed to market the property and more specifically, it outlines the strategies necessary to attract to the property those applicants who are considered least likely to apply. It also specifies racial and ethnic targets, not quotas, and the marketing strategies to attract this mix. Outreach efforts must also be directed to families with children (if applicable) and persons with disabilities.

The intention of this process is to affirmatively further equal housing choices for all prospective applicants in a market area regardless of age, race, color, religion, gender, creed, handicap, familial status, or national origin. This plan must be referenced when advertising for applicants.

When marketing strategies require revision, the updated AFHMP must be submitted to the Housing Management Representative for approval.

Sample community contact letters and advertising information are also included in this Chapter.

For further guidance, refer to the Fair Housing and Equal Opportunity Division of the local HUD office:

PHILADELPHIA

U.S. Department of Housing & Urban Development
The Pennsylvania State Office
The Wanamaker Building
100 Penn Square East
Philadelphia, PA 19107-3380
Phone: (215) 656-0500
Fax: (215) 656-3445
TTY: (215) 656-3452

PITTSBURGH

U.S. Department of Housing & Urban Development
Pittsburgh Office, Mid-Atlantic Region
William Moorhead Federal Building
1000 Liberty Avenue, Suite 1000
Pittsburgh, PA 15222-2507
Phone: (412) 644-6428
Fax: (412) 644-6499
TTY: (412) 644-5747

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SUPPLEMENTAL INSTRUCTIONS

The purpose of completing the Affirmative Fair Housing Marketing Plan is to address what method will be used to attract applicants to the project, and, more specifically, persons who are least likely to apply.

In completing the form, pay close attention to the instructions attached to the form.

As an attachment to this Plan, please be advised of the following clarifications:

- Attach a draft of each submission to include brochures, pamphlets, leaflets, stationery, or any other printed material, if applicable.
- A draft advertisement is attached to these instructions. The sample does not have to be used in its entirety; however, the draft advertisement must be attached to the submission.

This Chapter also contains the federal regulations regarding the size of the Equal Housing Opportunity logo, slogan, or statement for advertisement purposes.

- Attach a draft of the Community Contact letter with the submission. An example of an acceptable Community Letter is also included in this Chapter, which can be altered.

Equal Housing Opportunity Statement: We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, or national origin, handicap, and familial status.

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DRAFT ADVERTISEMENT

NAME OF PROPERTY
(Use Property Logo if applicable)

Newly Renovated
(or Newly Constructed)

Describe Location

**Applications Available at
Rental Office Address
and Phone
Call for an Appointment
(or No Appointment Necessary)**

List Amenities

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EQUAL HOUSING OPPORTUNITY

Name of Management Agent
(Home Office Address and Telephone/TTY Number Required)

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FEDERAL REGULATIONS - FAIR HOUSING ADVERTISING

(CFR Title 29, Part 109; added 45 FEDERAL REGISTER 57105,
Effective 09/22/80)

In all space advertising (advertising in regularly printed media such as newspapers or magazines), the following standard should be used:

SIZE OF ADVERTISING	SIZE OF LOGOTYPE IN INCHES
1/2 page or larger.....	2 x 2
1/8 page up to 1/2 page.....	1 x 1
4 column inches to 1/8 page.....	1/2 x 1/2

In any other advertisements, if other logotypes are used in the advertisement, the Equal Opportunity logo should be of a size at least equal to the largest logotypes; if no other logotypes are used, then the type should be bold display face which is clearly visible. Alternatively, when no other logotypes are used, three to five percent of an advertisement may be devoted to statement of the equal housing opportunity policy.

In space advertising, which is less than 4 column inches (one column 4 inches long or two columns 2 inches long) of a page in size, the Equal Opportunity slogan should be used. Such advertisements may be grouped with other advertisement under a caption which states that the housing is available to all without regard to race, color, religion, sex, or national origin, handicap, and familial status.

ILLUSTRATION OF LOGOTYPE, STATEMENT, AND SLOGAN EQUAL HOUSING LOGOTYPE:



**EQUAL HOUSING
OPPORTUNITY**

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DRAFT COMMUNITY CONTACT LETTER

(Your Letterhead)

(Date)

Contact Person
Organization
Address
City, State, Zip Code

SUBJECT: (Name of Property)

Dear _____:

This is to advise you and your constituency that qualified applicants are currently being sought for:

Name of property _____
Address _____

(name of property) offers affordable housing to low income households based on income and family size.

Call (phone number) for further information and an application.

The owner and management of the property are committed to fostering equal housing opportunity and do not discriminate on the basis of race, creed, color, age, religion, sex (gender), disability, familial status, or national origin. (Elderly buildings – delete familial status.)

Thank you for your assistance; we look forward to serving your constituency.

Sincerely,

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Reporting Congressional, Housing and Urban Development (HUD) and Pennsylvania Human Relations Commission (PHRC) Complaints

The Agency requests that managers, management agents, and owners notify the Housing Management Representative assigned to their development of any complaint and follow up filed against the property. A copy of the copy of the correspondence should be forwarded to the appropriate PHFA office.

If you have any questions, contact the Housing Management Representative assigned to your development.

Links:

Affirmative Fair Housing Marketing Plan

<http://www.hud.gov/offices/adm/hudclips/forms/files/935-2a.pdf>

HUD Handbook 8025.1

Implementing Affirmative Fair Housing Marketing Requirements for Multifamily Housing

<http://www.hud.gov/offices/adm/hudclips/handbooks/fheh/80251/index.cfm>

HUD Office of Fair Housing and Equal Opportunity – Persons with Disabilities

http://portal.hud.gov/portal/page/portal/HUD/program_offices/fair_housing_equal_opp

Fair Housing Poster

<http://www.hud.gov/offices/fheo/promotingfh/928-1.pdf>

Human Relations Commission

- Pennsylvania Human Relations Act – Fair Housing Provisions:
http://www.phfa.org/forms/housing_management/pennhomes/hm_pa_fairhousing.pdf
- Employment Provisions Human Relations Act
http://www.phfa.org/forms/housing_management/pennhomes/hm_pa_employment.pdf