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Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing

**U.S. Department of Housing and Urban Development
Office of Fair Housing and Equal Opportunity**

OMB Approval No. 2529-0013
(exp. 8/31/2013)

<p>1a. Project Name & Address (including City, County, State & Zip Code)</p> <div style="background-color: black; height: 40px; width: 100%;"></div>	<p>1b. Project Contract Number</p> <div style="background-color: black; height: 20px; width: 100%;"></div>	<p>1c. No. of Units</p> <p style="text-align: center;">44</p>
<p>1d. Census Tract</p> <div style="background-color: black; height: 20px; width: 100%;"></div>		
<p>1e. Housing/Expanded Housing Market Area</p> <p style="text-align: center;">Yolo County</p>		
<p>1f. Managing Agent Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address</p> <div style="background-color: black; height: 20px; width: 100%;"></div>		
<p>1g. Application/Owner/Developer Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address</p> <div style="background-color: black; height: 20px; width: 100%;"></div>		
<p>1h. Entity Responsible for Marketing (check all that apply)</p> <p> <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Agent <input type="checkbox"/> Other (specify) _____ </p> <p>Position, Name (if known), Address (including City, County, State & Zip Code), Telephone Number & Email Address</p> <div style="background-color: black; height: 20px; width: 100%;"></div>		
<p>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.</p> <p>Director of Compliance, _____</p>		
<p>2a. Affirmative Fair Housing Marketing Plan</p> <p>Plan Type: <input type="text" value="Updated Plan"/> Date of the First Approved AFHMP: <input type="text" value="11/01/83"/></p> <p>Reason(s) for current update: <input type="text" value="Change in Ownership and Management"/></p>		
<p>2b. HUD-Approved Occupancy of the Project (check all that apply)</p> <p> <input type="checkbox"/> Elderly <input checked="" type="checkbox"/> Family <input type="checkbox"/> Mixed (Elderly/Disabled) <input type="checkbox"/> Disabled </p>		
<p>2c. Date of Initial Occupancy</p> <p><input type="text" value="11/01/1983"/></p>	<p>2d. Advertising Start Date</p> <p>Advertising must begin <i>at least</i> 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects.</p> <p>Date advertising began or will begin: <input type="text" value="10/01/2012"/></p> <p>For existing projects, select below the reason advertising will be used:</p> <div style="border: 1px solid black; padding: 5px;"> <p>To fill existing unit vacancies <input type="checkbox"/></p> <p>To place applicants on a waiting list <input checked="" type="checkbox"/> (which currently has <input type="text"/> individuals)</p> <p>To reopen closed waiting list <input type="checkbox"/> (which currently has <input type="text"/> individuals)</p> </div>	

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 SALES
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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.

(1) Type

(2) Is the residency preference area:
The same as the AFHMP housing/expanded housing market area as determined in Block 1e?

The same as the residency preference area of the local PHA in whose jurisdiction the project is located?

(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)?

Complete and submit Worksheet 2 when requesting a residency preference (see also 24 CFR 5.655(c)(1)) for residency preference requirements. The requirements in 24 CFR 5.655(c)(1) will be used by HUD as guidelines for evaluating residency preferences consistent with the applicable HUD program requirements. See also HUD Occupancy Handbook (4350.3) Chapter 4, Section 4.6 for additional guidance on preferences.

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.

Management will monitor applications to determine if receiving sufficient number of applications for the least likely applicants targeted compared to the county demographics for the property. If it is found the we are not reaching the least likely to apply then changes in marketing plan will be implemented to target those demographic characteristics by advertising in media that caters to the needed population. Monitoring applications is an on-going process and advertising changes will be implemented as needed. Prior to implementation of any changes to the AFHMP, the revisions will be submitted to HUD for approval.

7a. Marketing Staff

What staff positions are/will be responsible for affirmative marketing?

Property Manager and Regional Manager

7b. Staff Training and Assessment: AFHMP

(1) Has staff been trained on the AFHMP? Yes

(2) Has staff been instructed in writing and orally on non-discrimination and fair housing policies as required by 24 CFR 200.620(c)? Yes

(3) If yes, who provides instruction on the AFHMP and Fair Housing Act, and how frequently?

Plan B Consulting Inc. AFHMP and Fair Housing Act are annually provided.

(4) Do you periodically assess staff skills on the use of the AFHMP and the application of the Fair Housing Act? Yes

(5) If yes, how and how often?

Staff is required to take continued training courses provided on line through ~~Cross Hill Multifamily Education Training~~. Training is required annually and monitored by ~~XXXXX~~.

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? Yes

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

Property Manager
Assistant Property Manager
Regional Manager
Compliance Director

7d. Staff Instruction/Training:

Describe AFHM/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 AFHM/Fair Housing staff training materials.

All Staff are required to receive the following training annually.
Fair Housing Training/Federal and State Law - Live class instructed by Plan B Consulting (workbook attached) Most Current training date is: September 26, 2012
Fair Housing Internet Course - ~~XXXXX~~ (course booklet attached) Most recent training date: October 2011.

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.

Management will begin advertising should occupancy drop below 92%, or should any vacant unit(s) continuously be vacant for a period of 60 days. Management will not advertise should the wait list be closed. Advertising under the conditions previously mentioned would create a false sense of hope for new applicants as well as present an undue financial burden to the property.

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)

[Redacted Signature]

Name (type or print)

Randi Baker

Title & Name of Company

[Redacted Title & Company Name]

For HUD-Office of Housing Use Only

Reviewing Official:

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

Approval

Disapproval

Signature & Date (mm/dd/yyyy)

Signature & Date (mm/dd/yyyy)

C. Cheung 1/3/13

Name (type or print)

[Redacted Name]

Title

[Redacted Title]

Name (type or print)

Christine Cheung

Title

Equal Opportunity Specialist

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 if applicable, expanded housing market area (if necessary to conduct marketing to reach a more diverse housing market area in terms of race, color, national origin, religion, sex, disability, or familial status). Wherever possible, please use statistics from a local planning office, Community Development Block Grant Consolidated Plan, or another official source such as the U.S. Census Bureau, <http://factfinder.census.gov>, click on factfinder2.census.gov; to find information about demographics in a certain state: click 2010 Census Summary File 1 (at the top of the page). If data is not available for your state, please use the 2005-2009 American Community Survey (ACS) data (see <http://www.census.gov/acs/www/>).

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 toward these individuals least likely to apply, and these individuals should be indicated in Block 3b of the AFHMP. See Part 3 of the instructions for further guidance. **Please attach maps showing both the housing market area, and the expanded housing market area if applicable.**

Demographic Characteristics	Project's Residents %	Project Applicant Data%	Census Tract %	Housing Market Area %	Expanded Housing Market Area% (if used)
White	36%	44%	58.7%	63.2%	
American Indian or Alaskan Native	1%	2%	1.6%	1.1%	
Asian	2%	1%	3.9%	13.0%	
Black or African American	2%	3%	2.0%	2.6%	
Native Hawaiian or Other Pacific Islander	0%	0%	0.3%	0.5%	
Hispanic or Latino	59%	49%	50.7%	30.3%	
Persons with Disabilities	3%	4%	18.9%	No Available	
Families with Children	73%	82%	64.7%	62.2%	
Other (specify)					

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, and housing market area. **Please attach a map clearly delineating the residency preference geographical area.**

Demographic Characteristics	Project's Residents % (as determined in Worksheet 1)	Project's Applicant Data % (as determined in Worksheet 1)	Census Tract % (as determined in Worksheet 1)	Housing Market Area % (as determined in Worksheet 1)	Expanded Housing Market Area % (if needed and as determined in Worksheet 1)	Residency Preference Area % (if applicable)
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)						

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.

Targeted Population(s)	Community Contact(s), including required information noted above.
Asian	Asian Community Center 7311 Greenhaven Drive, Suite 187, Sacramento, CA 95831 POC: All Available Telephone Number: 916-454-1892 Distribute flyers periodically as needed. Assist applicants with application completion, as needed.
Native Hawaiian or Pacific Islander	Ho'olupa Hawaiian Foundation PO Box 582106, Elk Grove, CA 95758 POC: All Available Telephone: 510-575-9621 Distribute flyers periodically as needed.
American Indian or Alaskan Native	Inter-Tribal Council of California 7755 Cottage Way, Sacramento, CA 95864 POC: Liz Azevedo Telephone Number: 916-973-9581 Distribute flyers periodically as needed. Assist applicants with application completion, as needed.
Disabled	Resources for Independent Living 1311 11th Street, Suite B, Sacramento, CA 95814 POC: All Available Telephone Number: 916-446-3074 Distribute flyers periodically as needed. Assist applicants with application completion, as needed.
All	Yolo County Housing Authority 147 Main Street, Woodland, CA 95695 POC: All Available Telephone Number: 530-662-5428 Distribute flyers periodically as needed. Assist applicants with application completion, as needed.

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.

Targeted Population(s)→ Methods of Advertising ↓	Targeted Population:	Targeted Population:	Targeted Population:
	All Targeted		
Newspaper(s)	Sacramento Bee Woodland Record		
Radio Station(s)			
TV Station(s)			
Electronic Media	Craig's List Rent.com		
Bulletin Boards	Yolo County Housing Authority		
Brochures, Notices, Flyers	All Contacts		
Other (specify)			