Note to all applicants/respondents: This form was developed with Nuance, the official HUD software for the creation of HUD forms. HUD has made available instructions for downloading a free installation of a Nuance reader that allows the user to fill-in and save this form in Nuance. Please see http://portal.hud.gov/hudportal/documents/huddoc?u=nuancereaderinstall.pdf for the instructions. Using Nuance software is the only means of completing this form.

Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing

<table>
<thead>
<tr>
<th>1a. Project Name &amp; Address (including City, County, State &amp; Zip Code)</th>
<th>1b. Project Contract Number</th>
<th>1c. No. of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>44</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1d. Census Tract</th>
<th>1e. Housing/Expanded Housing Market Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yolo County</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1f. Managing Agent Name, Address (Including City, County, State &amp; Zip Code), Telephone Number &amp; Email Address</th>
</tr>
</thead>
<tbody>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>1g. Application/Owner/Developer Name, Address (Including City, County, State &amp; Zip Code), Telephone Number &amp; Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>1h. Entity Responsible for Marketing (check all that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner ❑ Agent ❑ Other (specify) ❑</td>
</tr>
<tr>
<td>Position, Name (if known), Address (including City, County, State &amp; Zip Code), Telephone Number &amp; Email Address</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Director of Compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

2a. Affirmative Fair Housing Marketing Plan

Plan Type: ❑ Updated Plan
Date of the First Approved AFHMP: 11/01/83
Reason(s) for current update: Change in Ownership and Management

2b. HUD-Approved Occupancy of the Project (check all that apply)

❑ Elderly
❑ Family
❑ Mixed (Elderly/Disabled)
❑ Disabled

2c. Date of Initial Occupancy
11/01/1983

2d. Advertising Start Date

Advertising must begin at least 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects.

Date advertising began or will begin: 10/01/2012

For existing projects, select below the reason advertising will be used:

❑ To fill existing unit vacancies
❑ To place applicants on a waiting list (which currently has ___ individuals)
❑ To reopen closed waiting list (which currently has ___ individuals)
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
- [x] American Indian or Alaska Native
- [x] Asian
- [ ] Black or African American
- [x] Native Hawaiian or Other Pacific Islander
- [ ] Hispanic or Latino
- [x] 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. If no, proceed to Block 4b.

(1) Type [Please Select Type]

(2) Is the residency preference area:
   - The same as the AFHMP housing/expanded housing market area as determined in Block 1e? [Please Select Yes or No]
   - The same as the residency preference area of the local PHA in whose jurisdiction the project is located? [Please Select Yes or No]

(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 5.665(c)(1)) for residency preference requirements. The requirements in 24 CFR 5.665(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 (4950.3) Chapter 4, Section 4.8 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 ___ft___ x ___ft__.

The Equal Housing Opportunity logo or slogan or statement will be ___in___ x ___in__.

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 [course booklet attached]. Training is required annually and monitored by [monitored by].

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 AFHMP/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 AFHMP/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 - [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)

Name (type or print)

Title & Name of Company

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)

C. Cheung 1/3/13

Name (type or print)

Title

Christine Cheung

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, [link](http://factfinder.census.gov), [link](http://factfinder2.census.gov), to find information about demographics in a certain state; [link](http://factfinder2.census.gov) to find information about demographics in a certain state; [link](http://factfinder.census.gov) to find information about demographics in a certain state; [link](http://factfinder.census.gov). If data is not available for your state, please use the 2005-2009 American Community Survey (ACS) data (see [link](http://factfinder.census.gov)).

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.

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

<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>Project’s Residents % (as determined in Worksheet 1)</th>
<th>Project’s Applicant Data % (as determined in Worksheet 1)</th>
<th>Census Tract % (as determined in Worksheet 1)</th>
<th>Housing Market Area % (as determined in Worksheet 1)</th>
<th>Expanded Housing Market Area % (if needed and as determined in Worksheet 1)</th>
<th>Residency Preference Area % (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian or Alaskan Native</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black or African American</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Persons with Disabilities</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Families with Children</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Targeted Population(s)</th>
<th>Community Contact(s), Including required information noted above.</th>
</tr>
</thead>
</table>
| Asian                  | Asian Community Center 7311 Greenhaven Drive, Suite 187, Sacramento, CA 95831  
POC: All Available  Telephone Number: 916-454-1692  
Distribute flyers periodically as needed. Assist applicants with application completion, as needed. |
| Native Hawaiian or Pacific Islander | Ho'olupa Hawaiian Foundation  
PO Box 562106, 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 95884  
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.

<table>
<thead>
<tr>
<th>Targeted Population(s)</th>
<th>Targeted Population:</th>
<th>Targeted Population:</th>
<th>Targeted Population:</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Targeted</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 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)        |                      |                      |                      |