

CHAPTER 4

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

All properties in the Agency portfolio are required to execute an Affirmative Fair Housing Marketing Plan (AFHMP) prior to a commitment of Agency funds.

The Affirmative Fair Housing Marketing Plan is HUD Form 935.2A and is Exhibit 3.

This document outlines the strategies that will be addressed to market the property. 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, disability, familial status, or national origin. This plan must be referenced when advertising for applicants.

Owners are required to review the plan annually to determine if it is successful. If it is not, an updated plan must be submitted with the PennHomes Annual Report.

Sample community contact letters and advertising information are also included in Exhibit 3.

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 19107-3390
 (215) 656-0500
 1-800-927-9275 Toll Free TTY
 1-800-669-9777 Toll Free Complaints

PITTSBURGH U.S. Department of Housing & Urban Development
 Pittsburgh Office, Mid-Atlantic Region
 339 Sixth Avenue
 Pittsburgh, PA 15222-2515
 (412) 644-6965
 1-800-927-9275 TTY
 1-800-669-9777 Toll-Free Complaints

For PennHOMES Program properties receiving feasibility and commitment approval from 1995 forward, the following paragraphs are applicable:

The AFHMP that is to be used by all Agency-assisted housing properties is the HUD Form 935.2A. Agents must retain the AFHMP on file and each year the agent or owner must review the success of the plan. If the affirmative marketing is not deemed a success, that is the affirmative marketing requirements have not been met, owners of properties must develop a plan of corrective actions to be taken to make the AFHMP a success. The corrective action plan must accompany the PennHOMES Annual Report, Exhibit 4. The owner or agent must submit an original, executed copy of the AFHMP to the Agency in order to obtain Agency loan commitment. A copy of the AFHMP and Marketing and Management Plan, with all attachments, should be retained on site for reference.

The AFHMP outlines the strategies that will be utilized to market the property. The owner describes the marketing program to be used to attract all segments of the eligible population, especially those groups designated in the Plan as least likely to apply.

Owners of properties must maintain records documenting outreach efforts in accordance with the AFHMP.

The AFHMP must include the Equal Housing Opportunity Slogan, logo, or statement in all advertisement, public service announcements, press releases, and information mailings. It is required that the HUD Fair Housing poster and the Pennsylvania Fair Housing Practices Notice, included in Exhibit 3, be displayed in offices where rental activity takes place for all properties with five or more units.

A copy of any formal housing discrimination complaint filed against the owner or agent must be submitted to the Agency Housing Management Representative assigned to the property within 30 days.