





The Affirmative Fair Housing Marketing Plan (AFHMP) is used to ensure affordable housing projects are taking necessary steps to eliminate discriminatory practices and to overcome the effects of past discrimination involving Federally subsidized housing. The responses are required to obtain or retain benefits under the Fair Housing Act, Section 808(e)(5) & (6) and 24 CFR Part 200, Subpart M. The form contains no questions of a confidential nature.

**Applicability:** This form is to be completed by owners of all NSP, Home, Tax Credit Assistance Program (TCAP), and Exchange programs.

Each applicant is required to carry out an affirmative program to attract prospective tenants of all minority and non-minority groups in the housing market area regardless of their race, color, religion, sex, national origin, disability, familial status, or religious affiliation. Racial groups include White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander. Other groups in the housing market area who may be subject to housing discrimination include, but are not limited to, Hispanic or Latino, persons with disabilities, families with children, or persons with different religious affiliations. The applicant shall describe in the AFHMP the proposed activities to be carried out during advance marketing, where applicable, during all rent ups and direction of future marketing. The affirmative marketing program also should ensure that any group(s) of persons ordinarily **not** likely to apply for this housing without special outreach (See Part 3), know about the housing, feel welcome to apply, and have the opportunity to rent.

## **INSTRUCTIONS FOR COMPLETING THIS FORM**

Send completed form to:

**New Mexico Mortgage Finance Authority**

Attention: **NSP Program Manager**

**Part 1: Applicant and Project Identification.** Blocks 1a thru 1f – Self-Explanatory (note on 1c: if this is an initial submission this item may be n/a; leave 1c blank). Block 1g – the applicant should specify the approximate date for starting the marketing activities and the anticipated date of initial occupancy (if unoccupied). Block 1h – the applicant should indicate the housing market area, in which the housing will be (is) located. Block 1i – the applicant may obtain census tract location information from local planning agencies, public libraries and other sources of census data. Block 1j – the applicant should complete only if a Managing Agent (the agent cannot be the applicant) is implementing the AFHMP.

**Part 2: Type of Affirmative Marketing Plan.** Applicants should indicate the status of the AFHMP, e.g. new or update. Please provide the reason for the current update. (Section 7 may be used if additional space is needed. The AFHMP should also indicate the racial composition of the housing market area in which the housing will be (is) located by checking one of the three choices. The housing market area is the county where the property is located.

**Part 3: 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 rent for housing, sponsorship of housing, racial/ethnic characteristics of housing market area in which housing will be (is) located, disability, familial status, or religious affiliation of eligible population, public transportation routes, etc.

**Part 4: Marketing Program.** The applicant shall describe the marketing program to be used to attract all segments of the eligible population, especially those groups designated in Part 3 of this AFHMP as present in the housing marketing area and are least likely to apply. The applicant shall state: the type of media to be used, the names of newspaper/call letters of radio or TV stations; the identity of the circulation or audience of the media identified in the AFHMP (e.g., White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander, Hispanic or Latino, persons with disabilities, families with children, and religious affiliation) and the size or duration of newspaper advertising or length and frequency of broadcast advertising. Community contacts include individuals or organizations that are well known in the housing market area or the locality, that can influence persons within groups considered least likely to apply. Such contacts may include, but need not be limited to: neighborhood, minority and women's organizations, grass roots faith-based or other community based organizations, labor unions, employers, public and private agencies, disability advocates, schools and individuals who are connected with these organizations and/or are well-known in the community. Applicants should notify MFA of any changes to the list in Part 4c of this AFHMP.

**Part 5: Future Marketing Activities.** Self- Explanatory.

**Part 6: Experience and Staff Instructions.** 6a. – The applicant should indicate whether he/she has had previous experience in marketing housing to group(s) identified as least likely to apply for the housing. 6b. – 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 AFHMP. Copies of any written materials should be included with your submission, if such materials are available.

**Part 7: Additional Considerations.** In this section describe other efforts not previously mentioned which are planned to attract persons least likely to apply for the housing.

**Part 8: Review and Update.** By signing, the applicant assumes full responsibility for implementing the AFHMP, and for reviewing and updating the Plan at least every 5 years. MFA may monitor the implementation of this Plan at any time and request modification in its format or content, where deemed necessary.

**Notice of Intent to Begin Marketing.** No later than 90 days prior to the initiation of your marketing activities, the applicant with an approved AFHMP shall submit notice of intent to begin marketing. The notification is required by the Affirmative Fair Housing Marketing Plan Compliance Regulations (24 CFR Part 108.15). It is submitted either orally or in writing to the MFA.