

**Illinois Housing Development Authority  
AFFIRMATIVE FAIR HOUSING MARKETING PLAN (AFHMP)**

IHDA Property Identification Number (PID)

Development Name

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**I. INTRODUCTION**

The Illinois Housing Development Authority (“IHDA”) requires that each multifamily development receiving loan/grant financing and/or Tax Credit from IHDA, including those participating in a HUD multifamily housing program, establish a marketing program to attract prospective tenants representing all minority and non-minority demographics within the housing market area regardless of race, color, national origin, religion, sex (including sexual harassment), familial status, disability, pregnancy, ancestry, age (40 and over), order of protection status, marital status, sexual orientation (which includes gender-related identity), unfavorable military discharge, and physical and mental disability. In addition to any general marketing activities, each development must implement an affirmative fair housing marketing program. These affirmative marketing efforts are to be directed toward demographics who due to the development’s geographic location or other factors, are considered those “least likely” to apply for housing at the development. The marketing program must also include outreach efforts to all persons with disabilities, along with highlighting apartments with accessible or adaptable features in detail to demonstrate specific outreach efforts to persons with physical disabilities. The specifics of this marketing program are outlined below.

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**II. OWNER AND DEVELOPMENT**

**A. OWNER**

Organization Name:

Contact Person:

Address:

City/State/Zip:

Telephone #:

E-mail Address:

**B. PROPERTY MANAGEMENT COMPANY**

Organization Name:

Contact Person:

Address:

City/State/Zip:

Telephone #:

E-mail Address:

**C. ENTITY RESPONSIBLE FOR MARKETING**

Owner

Agent

Other Specify

Position:

Contact Person:

Address:

City/State/Zip:

Telephone #:

E-mail Address:

**D. AFFIRMATIVE FAIR HOUSING MARKETING PLAN (Check all that apply)**

Initial Plan/Date

Updated Plan/Date

If updating the AFHMP, provide reason(s):

**E. DEVELOPMENT DATA**

Name:

Street Address:

City:

Zip:

County:

Census Tract:

Telephone #:

E-mail Address:

Overall Total Apartments:

Development Type: (Check One)

Elderly

Family

Mixed (Elderly/Disabled)

Disabled

Special Needs (Describe)

Other (Describe)

**F. DATE OF INITIAL OCCUPANCY**

Approximate Starting Date of General Advertising:

**G. CURRENT NUMBER OF OCCUPIED UNITS:**

Describe the General and Expanded Housing Market Area:

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**III. MARKETING ACTIVITIES**

**A. TARGETED MARKETING ACTIVITY**

Based on your completed Worksheet 1, indicate below, the demographic group(s) found in the development's primary market area that, because of the development's location or other factors, is least likely to apply for the housing without special outreach efforts. (Check all that apply)

- |  |                                     |
|--|-------------------------------------|
| White  | Black or African American           |
| American Indian or Alaskan Native            | Asian                               |
| Hispanic or Latino                           | Native Hawaiian or Pacific Islander |
| Persons with Disabilities                    | Families with Children              |
| Other ethnic group, religion, etc. (specify) |                                     |

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**IV. MARKETING PROGRAM**

Indicate the means to be used in advertising the general availability of this housing development as well as any special outreach effort. ([The Fair Housing Equal Opportunity Housing Logo and slogan](#) must be used in all publication and signage).

**A. COMMERCIAL MEDIA**

Publication(s)	Radio	T.V.	Billboards	ILHousingSearch.org
Other (specify)				
Names of Publications, Radio or T.V. Stations	Reader/ Audience	Size and Duration of Advertising		

**B. COMMUNITY CONTACTS**

If a community group/organization is to be used as part of the general or special outreach marketing efforts, it is expected that contact with the group/organization listed below will be established and maintained throughout the initial marketing campaign and subsequent marketing efforts. Provide the following information for each contact.

1. Name of Group/Organization
2. Street Address
3. City, State & Zip Code
4. Identification of Audience to be Reached
5. Approximate Date of Contact or Proposed Contact (i.e. required annually)

Group I

Group II

Group III

Group VI

**C. MARKETING ACCESSIBLE AND ADAPTABLE UNITS**

Developments with accessible or adaptable units are to indicate below what specific outreach efforts will be employed to attract persons with physical disabilities, within the developments targeted population, to the accessible or adaptable units.

Specify:

**D. ADDITIONAL MARKETING ACTIVITIES**

(Provide an answer for all areas under this section)

**1. BROCHURE AND SIGNS**

- a. Will brochures, leaflets, or handouts be used to advertise?

Yes

No

Please attach a copy of all printed materials to be used as part of the marketing program or submit once available.



Example #1

Example #2

## **B. TRAINING/CERTIFICATIONS**

Staff training is to include: Fair housing laws and regulations, outreach and Affirmative Fair Housing Marketing Plan implementation. Indicate below how this is to be accomplished, along with providing evidence of staff training (i.e. Certificates, etc.).

## **C. MARKETING STAFF**

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

## **D. EVALUATION OF MARKETING ACTIVITIES**

Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting the group(s) 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.



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vi. SIGNATURES AND APPROVAL

**OWNER**

Name	Title
Signature	Date

**MANAGING/MARKETING AGENT**

Name	Title
Signature	Date

**IHDA APPROVAL**

Name	Title
Signature	Date

**Counterparts and Electronic Signatures. This Plan may be executed in counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same instrument. A signed copy of this Plan transmitted by email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original executed copy of this Plan.**

## INSTRUCTIONS FOR THE AFFIRMATIVE FAIR HOUSING MARKETING PLAN

### The IHDA Property Identification Number (PID) Represents:

1. New Deals – Refer to the Project Number (PID) listed on the Transaction Summary.
  2. Updated AFHMP – Refer to The Compliance Connection to obtain the development Project ID (PID).
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## I. INTRODUCTION AND GENERAL INSTRUCTIONS

The Illinois Housing Development Authority requires that each multifamily housing program with five or more units establish an Affirmative Fair Housing Marketing Program which are to be directed toward underserved populations in the housing market area that, because of the development's location or other factors, is the "least likely" to apply for housing at the development. Describe, on this form, the marketing activities proposed to be carried out both during advance marketing, initial lease-up and on-going marketing efforts.

The affirmative marketing efforts should also assure group(s) of persons "least likely" to apply, through intentional marketing and outreach efforts, are aware of such housing opportunities, feel welcome to apply and will have the equal housing opportunity to rent from the development.

The affirmative marketing program must also include outreach efforts to persons with disabilities. In addition, those developments with accessible or adaptable apartments are to include specific outreach efforts to persons with physical disabilities. All special outreach efforts must be clearly described in the document. If a development meets the HUD definition of a Group Home\*, affirmative marketing requirements may be waived. If a Group Home is being proposed, it is recommended that the assigned IHDA Loan Officer be contacted regarding affirmative marketing requirements. *\*A Group Home is housing occupied by two or more single persons or families consisting of common space and/or facilities for group use by the occupants of the unit, and (except in the case of shared one bedroom unit) separate private space for each family.*

## II. OWNER, AGENT AND PROJECT IDENTIFICATION

PARTS A, B and C are self-explanatory.

### PART D AFFIRMATIVE FAIR HOUSING MARKETING PLAN

Owner/Agent should also provide the reason(s) for the current update, if applicable, whether the update is based on the five-year review or mid-term revisions due to changes in local demographics or other conditions.

PART E Census Tract information may be obtained from local planning agencies, public libraries and other sources of census data. It is also typically provided by the developer in the loan application.

Telephone Number: This should be the number at the rental office, located at the development. If there is not an office at the development, the number should

represent where the general public can obtain rental information about the development.

Email address: The email address should represent where the general public can obtain rental information about the development.

Development Type:

- 1) If the development is designated to exclusively serve tenants who have special needs, such as the homeless population, aids victims, persons with mental illness, battered women (including individuals who meet the Violence Against Women's Act (VAWA) criteria), etc., please select the "Special Needs" box, providing a clear and concise description of the population to be housed.
- 2) If the development is to exclusively house families with designated units set-aside for individuals with special needs, please select the "Other" box and describe the special needs population for which the units are reserved.
- 3) If the development is designated to exclusively serve elderly families, either 55 or 62 years of age, please select the "Elderly" box.
- 4) Developments that are participating in either the HUD Section 236 or Section 8 Programs and house families that have units set aside exclusively for the elderly, are to utilize the "Other" category providing a clear and concise description.

**PART F** Date of Initial Occupancy

The Owner/Agent should specify the date of initial occupancy after General Advertising commences.

**General Advertising** – For initial or existing developments, indicate the date advertising will commence for existing vacancies, wait list placement, or to re-open a closed waiting list.

\*Note: As part of the back-up to your plan, the Owner/Agent should maintain supportive documents to demonstrate how many people are on the waiting list once advertising begins, or indicate the conditions which will prompt you to open the waiting list.

**PART G** **Market Area** – Provide a detailed description of the development's primary market area. Some information to include would be the general geographic boundaries of the primary market area, transportation, resources (groceries, parks, schools and industry), other housing types, etc.

### III. MARKETING ACTIVITY

#### PART A Targeted Marketing Activities

Considering factors such as the cost of housing, the demographic characteristics of the development's neighborhood, the population within the housing market area, public transportation, etc.; factoring in the existing or anticipated tenant demographics, select three or more groups you believe are least likely to apply without special outreach. To retrieve demographic information by address visit [data.census.gov](https://data.census.gov) when completing Worksheet One. Attach a copy as backup.

#### PART B Other Population Groups

Indicate the focus of special outreach efforts that will occur based upon the design of the development.

### IV. MARKETING PROGRAM

Describe the marketing program to be used to attract all segments of the eligible population; specifically, those groups designated in Section III of the plan as "least likely to apply". The following are suggestions for your marketing program. Please complete those portions that you plan to use. If none of the suggestions fits your marketing needs, please attach your own marketing program.

#### PART A Commercial Media

**Provide:**

- 1) The type of media to be used (indicate all that apply). \*Note: IHDA requires all Affirmative Fair Housing Marketing Plans to include [ilhousingsearch.org](https://ilhousingsearch.org).
- 2) The names of publications and the call letters of the radio and television stations.
- 3) Reader/Audience Identification: Identify the target audience of all media advertising efforts as outlined in III, Special Marketing Activities Part A.
- 4) The size and duration of publication advertising or the length and frequency broadcast advertising.

#### PART B Community Contacts

Provide the requested information regarding individuals or organizations that are well known in the market area or locality, that can influence persons within either of those groups considered "least likely to apply," or groups of individuals with a special need for the housing. Such contacts may include, but are not limited to neighborhood, minority and women's organizations, Centers for Independent

Living (CILS), churches, labor unions, employers, public and private agencies. For developments with SRN units, include SRN contact information.

**PART C** Marketing Accessible & Adaptable Apartments

Explain what efforts will be made to attract applicants with physical disabilities to the development and include any publications or organizations utilized. Indicate N/A if the development does not have accessible or adaptable units. For SRN units, include SRN contact information.

**PART D**  
Section 1a., 1c. and 1d are self-explanatory

Additional Marketing Activities

- 1b. If the development does not have a Project Site Sign, indicate where the Fair Housing Equal Housing Opportunity logo, slogan or statement will be posted for all applicants and tenants to observe.
2. Explain other marketing activities not listed in 1a. thru 1d.

All Affirmative Fair Housing Marketing Plan submissions must include a copy of the following documents and information:

- a. Census Tract Data  
- Include the map showing both the housing market and expanded housing market area.
- b. Worksheet 1: Determining Demographic Groups “Least Likely” to apply for housing opportunities.
- c. [ilhousingsearch.org](http://ilhousingsearch.org) website registration.
- d. Picture of the project signage.
- e. All advertisements.
- f. All invoices for radio, television, or billboards.
- g. Brochures, leaflets, or handouts.
- h. All community wide marketing communication and notifications of housing availability for the development.
- i. Staff training certificates.

**V. EXPERIENCE AND STAFF TRAINING**

PART A is self-explanatory.

PART B

Training (Provide specific and detailed information)

PART C

If staff has received Fair Housing training, indicate when the training was completed, along with providing the name of the training provider/organization. Submit copies of the current staff training certificates, or proof of staff training as evidence. If staff has not taken Fair Housing specific training, indicate if the staff is scheduled for training, including the anticipated training date and the provider/organization. Note: HUD (U.S. Department of Housing and Urban Development) recommends Fair Housing training be taken at least every two years.

PART D

Marketing Staff

Provide the staff(s) position/title and proof of Fair Housing training. \*Note: this section should include the person identified in Section I (C). Additionally, state how often employee's skills are assessed in relation to the AFHMP.

Evaluation of Marketing Activities:

For example: How do you plan on determining if the group(s) you chose in Section III A. are inquiring or applying for housing at this development? How often will you be reviewing this information (i.e. weekly, monthly, quarterly, annually)? Based upon the information compiled during this evaluation process if there is the need for a change in the marketing approach to the "least likely to apply" group(s) selected, what is the alternative plan?

**SIGNATURES &  
APPROVAL**

Email the completed form with signatures of both the Owner and Managing/Marketing Agent.

**Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing Opportunities  
(See AFHMP, III. Marketing Activities, Part A. Targeted Marketing Activity)**

In the respective columns below, indicate the percentage of demographic groups among the tenants residing at your development, current development applicant data, Census Tract, housing marketing area, and the expanded housing market area (**See instructions to II. Owner and Development Information, Part E. Development Data and Part G. Describe the Market Area**). If you are a new construction or substantial rehabilitation development and currently do not have tenants or development applicant data, only report information for the Census Tract, housing market area, and expanded market area. The purpose of this information is to identify any under-representation of certain demographic groups in terms of race, color, national origin, religion, sex (including sexual harassment), familial status, disability, pregnancy, ancestry, age (40 and over), order of protection status, marital status, sexual orientation (which includes gender-related identity), unfavorable military discharge, and physical and mental disability. If there is significant under-representation of any demographic group among the development's tenants or current applicants in relation to the housing/expanded housing market area, then targeted outreach and marketing should be directed towards these individuals least likely to apply. Indicate under-represented groups in **III. Marketing Activities, Part A. Targeted Marketing Activity of the AFHMP**. Please also include maps showing both the housing market area and the expanded housing market area.

<b>Demographic Characteristics</b>	<b>Development's Tenants</b>	<b>Development's Applicant Data</b>	<b>Census Tract</b>	<b>Housing Market Area</b>	<b>Expanded Housing Market Area</b>
% White					
% Black or African American					
% Hispanic or Latino					
% Asian					
% American Indian or Alaskan Native					
% Native Hawaiian or Pacific Islander					
% Persons with Disabilities					
% Families with Children					
Other (specify)					