



Affirmative Fair Housing Marketing Plan

Complete Sections 2 (Fair Housing Policy Statement) and 4 (Tenant Selection Methodology) of the FHAP (Fair Housing Action Plan) Implementation Guidelines prior to this section.

☞ SEE Section 1 (Affirmative Fair Housing Marketing Plan) of the Fair Housing Action Plan Implementation Guidelines

Additional Materials:

- ❖ Form AA5- Affirmative Fair Housing Marketing Plan
- ❖ FORM AA5 Instructions
- ❖ List of minority newspapers

Applicant Submits:

- 1). DECD Form AA5
- 2). Fair Housing Policy Statement consistent with Section 8-37ee-311 of the Affirmative Fair Housing Marketing Selection Procedures Manual.
 - ☞ SEE Section 2 (Fair Housing Policy Statement) of FHAP Implementation Guidelines and 9a.2 Fair Housing Policy Statement - “Additional Materials”: Fair Housing Regulations Section 8-37ee 1 thru 17.
- 3). Tenant Selection Methodology (requested in Section 9b of DECD Form AA5) consistent with Section 8-37ee-303 thru 305 of Affirmative Fair Housing Marketing & Selection Procedures Manual.
 - ☞ SEE Section 4 (Tenant Selection Methodology) of the FHAP Implementation Guidelines and 9a2 Fair Housing Policy Statement - “Additional Materials”: Affirmative Fair Housing Marketing and Selection Procedures Manual Section 8-37ee 300 thru 314.



5. MARKETING PROGRAM:**A. COMMERCIAL MEDIA**

Check the media to be use to advertise the availability of this housing.

Newspaper(s)/Publication(s) Radio TV Billboard(s) Other (specify)

NAME OF NEWSPAPER RADIO OR TV STATION (1)	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENC E (2)	SIZE/DURATION OF ADVERTISING (3)	MEDIA TARGETED TO PEOPLE WITH DISABILITIES (4)

B. BROCHURE, SIGNS, AND FAIR HOUSING POSTER:

(1) Will brochures, leaflets, or handouts be used to advertise? Yes or No.

If yes, attach a copy or submit when available.

(2) For project site sign; indicate sign size ____ x ____.

Attach a photograph or project sign or submit when available.

(3) Fair Housing Poster must be conspicuously displayed whenever sales/rentals and showing take place. Where will they be displayed? Sales/Rental Office(s);

Real Estate Office(s); Model Unit(s);

Other _____

C. COMMUNITY CONTACTS

To further inform the group(s) least likely to apply about the availability of the housing, the applicant agrees to establish and maintain contact with the groups/organizations listed below that are located in the housing market area of SMSA. If more space is needed, attach, an additional sheet. Notify DECD of any changes in this list. Attach a copy of correspondence to be mailed to these groups/organizations. (Provide all requested information).

Name of Group/ Organization Contacted (1)	Group Identification (2)	Approximate Date of Contact or Proposed Contact (3)	Person Contacted or to be (4)

Address and Telephone # (5)	Method of Contacts (6)	Indicate the Specific Function/Group Organization will undertake in implementing the marketing programs. (7)

6. FUTURE MARKETING ACTIVITIES

Check the block(s) that best describe future marketing activities to fill vacancies as they occur after the project has been initially occupied. [] Newspaper/Publications [] Radio [] TV [] Brochures/Leaflets/Handouts [] Site signs [] Community Contact [] Others (Specify) _____

7. ANTICIPATED OCCUPANCY/RESULTS

(State in number of units the racial/ethnic mix of occupants anticipated as a result of the implementation of this affirmative marketing plan. [] White (Non-Hispanic) [] Black (Non-Hispanic) [] Hispanic [] American Indian or Alaskan Native [] Asian or Pacific Islander [] People with Disabilities

8. EXPERIENCE AND STAFF INSTRUCTIONS

- A. Indicate any experience in marketing housing to the group(s) identified as least likely to apply. [] Yes or [] No
- B. Indicate training to be provided to staff on federal, state, and local fair housing laws and regulations, as well as this AFHM Plan. Attach a copy of the instructions to staff regarding fair housing.

9. ADDITIONAL CONSIDERATIONS

- A. Submission of Fair Housing Policy Statement.
- B. What system of Selection Criteria will be utilized for this Project? Submit a copy.

10. By signing this form, the applicant agrees, after appropriate consultation with DECD to change any part of the plan covering a multifamily project to assure continued compliance with Affirmative Fair Housing Marketing Regulations.

Signature of Person Submitting Plan:

Name (Type or Print):

Title and Company:

Date:

****FOR DECD USE ONLY****

Approved By:

Disapproved By:

Signature:

Signature

Name:

Name:

Title:

Title

Date:

Date:

FORM AA5 Instructions
For DECD Affirmative Fair Housing Marketing Plan

Part 1-Introduction.

The Affirmative Fair Housing Marketing Plan requires that each applicant carry out an affirmative program to attract prospective buyers or tenants of all majority and minority groups in the housing market area regardless of race, color, religion, sex, national origin, ancestry, sexual orientation, creed, marital status, lawful source of income, learning disability, mental or physical disability, including but not limited to blindness, age, or because the individual has children. The applicant shall describe on this form the activities it proposes to carry out during advance marketing, where applicable, and the initial sales or rent-up period. The Affirmative Marketing program should also assure that any group(s) of person normally NOT likely to apply for the housing without special outreach efforts (because of existing neighborhood racial or ethnic patterns, location of housing in the Primary Metropolitan Statistical Area, price or other factors), know about the housing, feel welcome to apply and have the opportunity to buy or rent. At least 20% of the units must be targeted to the group(s) identified as "least likely to apply."

In addition to the specific advertising activities, please describe activities relating to instructions to staff on fair housing.

Marketing activities are required throughout the life of the mortgage, assistance agreement or regulatory agreement. Whichever is longer. The Plan must be available for public inspection.

Part 2-Application and Project Identification.

Parts A, B, F are self-explanatory. With respect to Part C, the applicant may obtain Census Tract location information from local planning agencies, public libraries, and other sources of Census Data. Relevant demographic data must be submitted. With respect to Part D, specify approximate starting date of marketing activities to the groups targeted for special outreach and the anticipated date of initial occupancy. Part E is to be completed only if the applicant is not to implement the plan on its own.

Part 3-Type of Affirmative Marketing Plan.

Applicants for multifamily and subdivision projects are to submit a Project Plan which describes the marketing program for the particular project or subdivision. Scattered site builders are to submit individual annual plans based on the racial composition of each type of census tract. For example, if a builder plans to construct units in minority and non-minority census tracts, separate plans shall be submitted for all of the housing proposed for both types.



Part 4-Direction of Marketing Activity.

Considering factors such as price or rental of housing, the racial/ethnic characteristics of the neighborhood in which the housing is (or is to be) located, and the population within the housing market area, public transportation routes, etc., indicate which group(s) you believe are “least likely to apply” without special outreach.

Part 5-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 4 of the Plan as “least likely to apply.” The applicant shall state: the type of media to be used: the name of newspapers; call letters of radio or TV stations; the identity of the circulation or audience of the media identified in the Plan, e.g., White (Non-Hispanic), Black (Non-Hispanic), Hispanic, Asian-American/Pacific Islander, American Indian/Alaskan Native, persons with disability and the size or duration of newspaper advertising or length and frequency of broadcast advertising. Community contacts should include individuals or organizations that are well known in the project area or the locality and that can inform person within groups considered “least likely to apply.” Such contacts may include, but need not be limited to: neighborhood, minority and women’s agencies, and individuals who are connected with these organizations and/or are well known in the community.

All advertisements must include the U.S. Department of Housing and Urban Development approved Fair Housing logo or slogan or statement and all advertising depicting persons shall depict persons of majority and minority groups. Similar posters must be placed at the project site and rental offices.

Applicants must submit a Notification of Intent to begin marketing to the Department, no later than 90 days prior to engaging in sales or rental of marketing activities.

Reporting Requirements:

Three reports regarding racial and economic integration shall be submitted to the Affirmative Action Office prior to final occupancy. One after the period for submission of applications, one after per-screening, and one after final selection.

Recipients are required to collect racial and economic data from tenants and persons on the waiting list. This information must be reported to DECD annually, before October thirty-first for the year ending the preceding September thirtieth. The data shall include information for households entering the development and in occupancy during the previous September thirtieth.

The affirmative action office will determine recipient has not made a good faith effort in trying to reach members of groups identified as least likely to apply. In such cases, additional outreach efforts will be required. Such additional outreach efforts may delay the occupancy of units.

Marketing must include the dissemination of information to the largest city located in the nearest Primary Metropolitan Statistical Area, Regional Planning Area and any other area likely to contain high percentages of members of the group identified as least likely to



apply and where public transportation or public highways/job availability make it likely that members of these groups will wish to move.

The Plan must identify the timeframe, duration or appear where they are most likely to be read or seen.

Advertisements in newspaper must be displayed or appear where they are most likely to be read or seen. Not in the classified section.

The applicant shall send a notification to all housing market area community resource contacts at the start of construction. This notification shall include: (i) basic information concerning the Project (e.g., number of units, approximate date of occupancy, income levels to be served, (ii) information that they are being contacted because they may be interested in participating in the applicant affirmative marketing efforts, and (iv) advice that they will be contacted later concerning their desire to participate in this effort. The notice shall also provide the name of a person to contact for further information. The applicant shall send a second notification to its community resource contacts at approximately 50 percent of completion of construction. This notification shall contain: (i) an update on the notification provided in the first notification, (ii) a proposed report on the Project, (iii) a narrative concerning the Project (e.g., rent levels amenities, availability of transportation).

Six weeks before the estimated beginning of rent-up, the applicant shall send a third notification to all community resource that have been identified as possibly helpful in the affirmative marketing efforts (not necessarily limited to those contacts that have played an active role). This notification shall include: (i) a copy of any rent-up brochure for the Project, (ii) the precise dates for rent-up, (iii) a brief description of how an applicant may apply for the rental of an apartment, and (iv) a name of a person to contact for further information.

The applicant must solicit eligible buyers or tenants who may be referred to them by the Department or other organization.

Where relevant, information may be provided in both English and Spanish.

A description of the selection criteria and selection process must also be included in this letter.

The plan shall provide for follow up from outreach agencies to determine the effectiveness of referrals (via letter).

Part 6-Future Marketing Activities. Self-explanatory

Part 7-Anticipated Occupancy Results.

Anticipated occupancy results are a measure of the effectiveness of the implementation of the plan. If the applicant elects to use indicators of effectiveness that differ from those described in this plan, such indicators shall be described at the bottom of the second page. Such indicators should be used to assess the effectiveness of specific aspects of the affirmative marketing program, to attract to the housing persons targeted for special outreach, e.g., media advertising, use of minority-owned media, community contacts, etc.

The description should include a brief statement of the method to be used (e.g., survey of applicant, tenant questionnaire or the like).

Part 8-Experience and Staff Instructions.

- a. Indicate whether the applicant has previous experience in marketing housing to group(s) identified as “least likely to apply” for the housing.
- b. Describe the instruction and training given to sales/rental staff. This guidance to staff must include information regarding federal, state, and local fair housing laws and this AFHM Plan. Copies of any written materials should be submitted with the plan, if such materials are available.

The applicant must develop and maintain a nondiscriminatory affirmative action statement, which must be posted and disseminated to staff engaged in the sale or rental of properties.

Part 9-Additional Considerations.

In this section describe other efforts not mentioned previously which are planned to attract persons in those groups already identified in part 4 of the plan as “least likely to apply” for the housing or in groups not previously identified in the plan. Such efforts may include outreach activities to female-headed households. Also, include the Affirmative Fair Housing Policy Statement and Tenant Selection Plan.

Part 10-Self-Explanatory.

The applicant’s authorized agent signs the AFHM plan at the bottom and dates it. By signing the plan the applicant assumes full responsibility for its implementation. The department may at any time monitor the implementation of the plan and request modifications in its format or context, where the department deems necessary.

Part 11-Other Requirements.

Application Process:

The application period shall extend for at least 90 days prior to initial occupancy. An application deadline must be established.

The application form must be submitted to DECD for review.

Anyone seeking to apply must be able to do so, and assistance must be provided to anyone who requests help with completing the form.

Applications must be stamped, and each person must be given a receipt with the date and time the application was received.

Tenant selection shall occur at least 30 days before occupancy.



Selection Methodology:

Applicants may use a point system or random selection. Recipients must use Department of Economic and Community Development approved selection criteria if they are using a point system.

Records:

Affirmative marketing plan records, including the implementation of the plan, must be maintained for at least three years.





Minority Newspapers

When advertising in a newspaper of major circulation, you must also advertise in newspapers targeted to the minority community. One Newspaper targeted to the African-American community and one to the Latino community.

LATINO

El Canillita

8 West Street Ste 206
Danbury, CT 06810
Phone: 203-798-2120
<http://www.elcanillita.com>

El Sol News

1 Bank Street Suite 304
Stamford, CT 06901
Phone: 203-323-8400
<http://www.elsolnews.com>

Fusion

11 Crown Street
Meriden, CT 06450
Phone: 203-317-2236
dduran@fusion.com

Identidad Latina

P.O. Box 330295
West Hartford, CT 06133
Phone: 860-231-9891
Fax: 860-953-3591
news@identidadlatina.com

La Voz Hispana De Connecticut

32 Elm Street
New Haven, CT 06510
Phone: 203-752-0218





AFRICAN-AMERICAN

Northeast Minority News, Inc.

3580 Main Street
Hartford, CT 06120
Phone: 860-249-6065

Inner City

50 Fitch Street
New Haven, CT 06515
Phone: 203-387-0354

Inquiring News

(Bridgeport, Hartford, New Haven, Waterbury, Springfield)

P.O. Box 400276
Hartford, CT 06140
Phone: 860-983-7587
Fax : 860-206-7587
inqnews@aol.com

