

Notice of Funding Availability
For the Development or Acquisition of
Affordable Multi Family Rental Housing



RFP ISSUED: 10/24/18

RESPONSE DUE DATE: 12/3/18 at 5:00 pm

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Notice of Funding Availability

For the Development or Acquisition of Affordable Multi Family Rental Housing

INTRODUCTION

The County of Marin hereby announces the availability of one million dollars (\$1,000,000) of grant funding to spur the creation of affordable family rental housing in High Opportunity Areas of the County, defined as outside areas of Minority Concentration.¹ These funds are being made available through a commitment by the Marin County Board of Supervisors to encourage the development and preservation of family rental housing in both unincorporated and incorporated areas of the County. The Marin County Community Development Agency (“CDA”) will be leading these efforts on behalf of the County and is now seeking applications from nonprofit affordable housing organizations for the development or acquisition of rental housing affordable to lower income households. Nonprofit housing developers that have not previously worked in Marin County are especially encouraged to apply.

Successful applicants will be responsible for all entitlements, construction and long-term management of the housing. Community Development Agency staff in the Housing and Federal Grants Divisions will provide technical assistance on topics such as site analysis, assistance with fee waivers, and conducting public outreach.

Available Funding

The funding, made through a competitive process, will be available for one or more projects that meet the goals and selection criteria outlined in this Notice of Funding Availability (“NOFA”), subject to formal approval by the County. In addition to the funding described in this NOFA, the County and some the cities and towns in Marin also have other affordable housing funds. A description of additional potential funding sources is provided below.

Through this NOFA the County is seeking to identify and engage prospective nonprofit housing partners to construct new affordable rental units and/or to acquire market rate family housing in high opportunity areas for conversion to affordable housing.

Allowable Locations

Proposed projects can be located within unincorporated areas or within the boundaries of the eleven incorporated cities and towns. The County desires to focus the new affordable housing in high resource areas as defined by the [California Tax Credit Commission's opportunity maps](#). The County and the cities do not own land identified for affordable housing purposes. Consequently, this NOFA does not identify specific development sites. In order to support developers with site identification, Attachment C shows the housing opportunity sites identified

¹ “Area of minority concentration”, as used here, is any neighborhood in which: (1) the percentage of households of a particular racial or ethnic minority group is at least 20 percentage points higher than the percentage of that minority group for the County; (2) the neighborhood’s total percentage of minority persons is at least 20 percentage points higher than the total percentage of minorities for the County as a whole, or (3) the neighborhood’s total percentage of minority persons exceeds 50% of its population. For purposes of this definition, a neighborhood can be a census tract.

in the Housing Element of each Marin County jurisdiction. This list is intended as examples of possible sites, although funding for this NOFA is not limited to these sites. Proposals for development in Census Tracts with minority concentration or high poverty rates will not be accepted (Table 1 below).

Table 1: Low-Income and Minority Concentration Census Tracts in Marin County

Tract ID	County ID	Minority Concentration (Y/N)	Poverty Concentration (Y/N)	Final Resource Category	City	Neighborhood
06041112201	06041	Yes	Yes	High Segregation & Poverty	County	Marin City
06041129000	06041	Yes	Yes	High Segregation & Poverty	San Rafael	Canal
06041112202	06041	Yes	No	Low Resource	San Rafael	East San Rafael

SELECTION CRITERIA

All submissions must meet the following minimum qualifications:

- Nonprofit ownership and management.
- Family rental units serving households at 60% of Area Median Income or below.
- Deed restriction in perpetuity or the maximum allowed by other public funding.
- Located outside of minority concentration and high-poverty census tracts.
- Minimum of 10 units.
- Majority of the project contains two- and three-bedroom units.
- Construction costs in line with, or below, similar development projects in Marin County.
- Ability to meet the Marin County Green Building Code requirements for [new construction, rehabilitation, and additions](#) to multifamily residential properties.
- Accessibility requirements of the Fair Housing Act
- Uniform Federal Accessibility Standards (UFAS)
- Title III of the Americans with Disabilities Act of 1990

Additional consideration will be given to proposals that exceed the minimum qualifications.

The following applications will not be accepted:

- applications from for-profit developers;
- applications for rehabilitation activities at existing affordable housing sites; and
- applications for emergency shelters or temporary housing.

Submissions will be ranked based on selected criteria, including, but not limited to:

- Site control, which of may be in a form of: executed deed; a contract of sale; option to purchase; a local Land Disposition Agreement; or a letter from a public agency or other

entity agreeing to convey the property, including the terms and conditions of such a transfer.

- Expertise and experience of the development entity and team in designing and constructing high-quality affordable housing projects.
- Financial and organizational capacity of the team to successfully complete the project, including the ability to secure financing and leverage other funding sources.
- Successful record of long-term management of affordable housing.
- Capacity to provide the greatest return on the County's investment by maximizing the number of affordable units created through the creative use of building designs, materials, construction techniques, etc.
- Lowest amount of subsidy per unit requested. The subsidy requests will be compared with current and past County-assisted housing developments.
- Ability to leverage other sources of funding, including Low-Income Housing Tax Credits. Marin County is located in the California Tax Credit Allocation Committee (TCAC) Northern California Region.

Priority will be given to new development projects and to projects that are located within ¼ mile of transit, provide units for larger families, or serve very-low- and/or extremely-low-income households. (Attachment B).

PROCUREMENT AND FUNDING APPROVAL PROCESS

PROPOSAL DEADLINE: Monday, December 3, 2018 at 5:00 pm

Email submissions are due to lthomas@marincounty.org no later than December 3, 2018 at 5:00 pm.

Incomplete submissions or submissions that do not meet the minimum qualifications or otherwise do not conform to the requirements specified herein will not be considered.

Applicants are encouraged to contact Community Development staff with questions regarding this NOFA. All questions or clarifications should be submitted via email to the Leelee Thomas, Planning Manager, Marin County Community Development Agency at lthomas@marincounty.org or (415) 473.6697.

Written responses to questions will be provided within 5 days of receipt and published periodically on the <https://www.marincounty.org/main/bids-and-proposals> as an addendum.

Timing

County staff anticipates the NOFA process will take approximately two months. Staff will provide recommendations of which projects to fund to the Board of Supervisors and request Board approval to negotiate the appropriate funding agreement.

Disclaimers

The County reserves the right to suspend, amend or modify the provisions of this NOFA, to extend the submission deadline, reject all proposals, to negotiate modifications of proposals, or to award less than the full amount of funding available.

While the dates and schedule stated in this NOFA represent the County's preferred timetable, it shall not be considered binding on the County. The submission of a response to this NOFA shall not be binding upon the County nor construed as a contract with or a commitment by the County. The County will not pay any costs incurred in the preparation of a response to this request. The County reserves the right to make decisions on which proposal it deems in the County's best interest, including rejecting all applicants or cancelling the process at any time prior to entering into a formal funding agreement.

All submissions shall be public records subject to public disclosure pursuant to the provisions of the Public Records Act (Government Code Section 6250 et seq.).

Minimum County Contracting Requirements

The County of Marin will enter into the appropriate funding agreement with the successful applicants. The funding agreement will require the organization to maintain insurance coverage for the organization and its employees and for the property funded by the County, as specified below. The County of Marin will require each organization to carry the following minimum insurance:

1. Commercial general liability insurance policy in the amount of \$1,000,000 (\$2,000,000 aggregate). The County of Marin shall be named as an additional insured on the commercial general liability policy;
2. Commercial automobile liability policy including non-owned and hired automobile, in the amount of \$1,000,000; and
3. Workers Compensation.

All of the above policies shall be payable on a per occurrence basis.

Contractor may also be required to carry errors & omissions, professional liability or malpractice insurance.

Environmental review and assessment

Before the final funding commitment, projects must be assessed in accordance with the California Environmental Quality Act (CEQA). If Federal funding is involved, the project must also be assessed in accordance with the National Environmental Policy Act (NEPA).

ADDITIONAL INFORMATION

Marin County

Marin County is located just north of San Francisco, across the Golden Gate Bridge. The County encompasses 520 square miles of land and has a population of about 261,000 people.

Most of the development in the County is located along the 101 Highway corridor and within the incorporated cities and towns:

Belvedere	Corte Madera	Fairfax
Larkspur	Mill Valley	Novato
Ross	San Anselmo	San Rafael
Sausalito	Tiburon	

The remainder of the County is under the jurisdiction of the County of Marin and is commonly referred to as the “unincorporated County.”

The County has about 4,200 affordable rental housing units owned by nonprofits and 296 units of public housing managed by Marin Housing Authority. The majority of these units were built prior to 1990. Apart from the reuse of the Hamilton field military base in Novato, the County has seen minimal large-scale housing developments over the past 20 years.

The County and the 11 cities and towns in Marin all have approved and certified housing elements as part of each jurisdiction’s general plan. The 2015-2023 Regional Housing Needs Assessment (RHNA) for the County, including both incorporated and unincorporated areas, is shown below:

Table 2: 2015-2023 Regional Housing Needs Assessment (RHNA) Marin County

	Very Low Income Units	Low Income Units	Moderate Income Units	Above Moderate Income Units	Total Units
Belvedere	4	3	4	5	16
Corte Madera	22	13	13	24	72
Fairfax	16	11	11	23	61
Larkspur	40	20	21	51	132
Mill Valley	41	24	26	38	129
Novato	111	65	72	167	415
Ross	6	4	4	4	18
San Anselmo	33	17	19	37	106
San Rafael	240	148	181	438	1,007
Sausalito	26	14	16	23	79
Tiburon	24	16	19	19	78
Unincorporated	55	32	37	61	185

Funding Sources

In addition to the funds set forth in this NOFA, the following funding may be available:

[Community Development Block Grant \(CDBG\) and HOME Investment Partnerships Program \(HOME\) funds](#)

As an entitlement county, Marin County receives about \$1.3 Million per year in CDBG funding. A minimum of 30% of the net funding is allocated to housing. The Novato City Counsel and San

Rafael City Council make recommendations to the County Board of Supervisors on the funding allocations for housing applications in their respective jurisdictions.

Marin County also receives about \$800,000 in annual HOME funding.

Applications for the CDBG and HOME programs are now available and are due at 5:00 p.m. on November 16, 2018. The Board of Supervisors will hold a public hearing and issue final funding recommendations in May 2019. Funds are typically allocated in August.

Marin County Housing Trust Fund

Housing Trust funds are available to assist in the development or acquisition of affordable housing within the unincorporated areas of the County. The Housing Trust Fund is governed by the Marin County Board of Supervisors. CDA staff processes the applications and makes funding recommendations to the Board of Supervisors. The funding is usually structured as a long-term loan. The Housing Trust Fund has an open application period.

[California Low-Income Housing Tax Credits \(LIHTC\)](#)

Marin County is in the Northern California Region with Butte, Napa, Shasta, Solano and Sonoma Counties.

City Housing Funds

In addition to the Countywide funding sources discussed above, the cities of Novato, San Rafael, and Tiburon are housing successor agencies and may have affordable housing funds available from their former redevelopment agencies.

Several cities have also adopted in-lieu fees to fund affordable housing. Each city has different requirements and may include fees on new commercial development and/or on new residential development.

These funds are allocated by the City Council in each jurisdiction based on recommendations from their Community Development staff.

Other Funding Assistance

[The Marin Community Foundation](#) (“MCF”) provides loans and grants to projects that enhance the community’s quality of life, including the development, rehabilitation, or preservation of affordable housing. MCF staff works closely with the Marin County CDA staff to ensure cohesive affordable housing strategies and programs. Funding opportunities may also be available through [The West Marin Fund](#) and [The Tamalpais-Pacific Foundation](#). Fee waivers from local jurisdictions may also be available.

SUBMISSION REQUIREMENTS

All submissions must include specific information regarding the developer's experience with the development and management of affordable rental housing and clearly indicate the roles and responsibilities of each member of the development team.

All submissions shall be concise and relevant to the proposed scope of services and shall include the following information and documents:

- i. Housing Trust Fund Application.
- ii. Cover letter summarizing the proposed project, including number of units, number of bedrooms/baths per unit, affordability levels, accessibility features.
- iii. Qualifications and experience of the entities that will be involved in the development and the roles of each firm. This should include company profile for each firm and identification of the Lead Consultant. Please include:
 - a. A brief description of each firm.
 - b. Information on all staff that will be working on the project including experience with similar projects.
 - c. List of similar work including client, property location, and number of units, type of financing (Federal, State, and local).
- iv. Preliminary development budget and financing plan including sources and uses.
- v. Proposed development schedule with major milestones.
- vi. Description of the proposed Affirmative Marketing Plan
- vii. Description of the proposed Community outreach plan (new developments only).
- viii. Long term rental management plan including operating pro-forma of at least 20 years.
- ix. Any other information that would help County staff and the selection committee understand and evaluate the development proposal.
- x. Resolution or some other form of authority, signed by a Chief Executive Officer, Corporate Secretary, or managing partners, which lists the specific Officers who are authorized to execute agreements on behalf of the firm.
- xi. Minimum of three (3) client references. References shall be nonprofit housing corporations, California cities or other large public-sector entities. Their references should include the following information:
 - a. A brief project description including number of units and populations served.
 - b. The designated person's name, title, organization, physical and email address, telephone number, and the project(s) that were completed under that client's direction.

ATTACHMENTS

- A. 2018 NOFA Applicant Information Sheet
- B. Affirmative Marketing Plan
- C. Housing Opportunity Site Analysis and Map from Local Housing Elements
 - County of Marin
[marin county site inventory-See App.F](#)
 - Belvedere
[belvedere site inventory-See Table 38](#)
 - Corte Madera
[corte madera site inventory](#)
 - Fairfax
[fairfax site inventory-See H-4](#)
 - Larkspur
[larkspur site inventory-See App. A](#)
 - Mill Valley
[mill valley site inventory-See Tables C.1 &C.2](#)
 - Novato
[novato site inventory-See Table 46 & App B](#)
 - Ross
[ross site inventory-See Analysis Page 55](#)
 - San Anselmo
[san anselmo site inventory-See Table 35](#)
 - San Rafael
[san rafael site inventory- See B-3](#)
 - Sausalito
[sausalito site inventory-See App. G](#)
 - Tiburon
[tiburon site inventory-See App A](#)

ATTACHMENT A

Marin County

Family Rental Housing

2018 NOFA Application

PROJECT APPLICATION

Applicant Name (Organization) _____

Primary Contact Person _____

Address: _____

Phone: _____

Email: _____

Federal Tax ID: _____ State Tax ID: _____

PROJECT DESCRIPTION (Please attach site map if available)

Name _____

Project Address _____

Assessor's Parcel Number _____

Project Activity

- New construction
- Acquisition
- New Construction

Total Units _____

Total Parking Spaces _____

Number of Housing Units by Income Category

Size	Extremely Low	Very Low 931-50% AMI)	Low (51%-80% AMI)	Unrestricted	Total Units
Studio					
One BRM					
Two BRM					
3 BRM					
\$/4+ BRM					

PROJECT NARRATIVE

Project Description: Provide a brief narrative summary including any unique project characteristics.

Proposed Schedule for project implementation

Project Design: Provide a description of the project’s architectural and site plan concepts and how these concepts address the opportunities and limitations of the site and location, including accessibility features.

Green Building Features: Describe the green building features that will be incorporated into the project.

On-site Amenities: describe any onsite amenities, if provided

Potential Development Challenge or Obstacles:

SITE INFORMATION

Description including current level of site control, any milestone dates, option payments, etc.:

Total Square Footage of Site _____

Identify problem site conditions such as high noise levels, site accessibility, site topography, environmental or historic resource

Current zoning _____

Project consistent with current zoning? Yes _____ No (Explain) _____

For projects located within incorporated cities, successful applicants will be required to provide a letter from the jurisdiction verifying zoning, discretionary approvals required and flood plain status.

PROEJCT FUNDING

Project Budget _____

Amount of Developer Fee and percentage of project cost? _____

Total County Funds Requested _____ County Funds per Unit _____

Other Sources of funding:

- 9% Low Income Housing Tax Credits
- 4% Low Income Housing Tax Credits
- CalHFA/ Conventional Lender
- Marin County Housing Trust Fund
- Other (list)

Assess the competitiveness of the project for tax credits, if applicable _____

What is the self-scored 9% tax credit tie breaker score for the project (if applicable) _____

Please attach a preliminary development budget and financing plan including sources and uses.

Applicant Certification

I certify that the information submitted in this application and all supporting materials is true, accurate and complete to the best of my knowledge. I acknowledge that if facts and or information herein are found to be misrepresented, it shall constitute grounds for disqualification of my proposal. I further certify that all of the following statements are true except if I have indicated otherwise on this certification:

- No mortgage on a project listed by me has ever been in default, assigned to the Government, or forecloses, nor has mortgage relief by the mortgagee been given;
- I have not experienced defaults or noncompliance under any contract or Regulatory Agreement nor issued IRS Form 8823 on any Low-Income Housing Tax Credit Project that I was involved in
- To the best of my knowledge there are no unresolved findings raised as a result of audits, management reviews or other investigations concerning me, my firm or my projects for the past ten years
- I have not been suspended, barred or otherwise restricted by any State Agency from participating in the Low-Income Tax Credit Program or other affordable housing programs
- I have not failed to use state funds, CDBG, HOME or other public funding allocated to me in any state

I have checked each deletion, if any, and attached a true and accurate signed statement, if applicable, to explain the facts and circumstances which I believe help to qualify me as a responsible principal for participation in this NOFA.

Applicant Name: _____

Signature Date: _____

Printed Name and Title: _____

Affirmative Fair Housing Marketing (AFHM) Plan-Multifamily Housing



COMMUNITY DEVELOPMENT AGENCY
HOUSING AND FEDERAL GRANTS DIVISION

1a. Applicant's Name, Address (Including City, State & Zip Code) & Phone Number

1b. Number of Units

1c. Census Tract

can be found here: <https://geo.map.ffiec.gov/FFIECGeocMap/GeocodeMap1.aspx>

1d. Managing Agent Name, Address (Including City, County, State & Zip Code), Telephone Number & Email Address

1e. Application/Owner/Developer Name, Address (Including City, County, State & Zip Code), Telephone Number & Email Address

1f. Entity Responsible for Marketing (check all that apply)

Owner Agent Other (specify)

Position Name, Address (Including City, County, State & Zip Code), Telephone Number & Email Address

1g. To whom should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (Including City, State & Zip Code), Telephone Number & Email Address

2a. Affirmative Fair Housing Marketing Plan

Plan Type:

Date of the First Approved AFHMP:

Reasons for Current Update:

5. 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.

6a. Marketing Staff

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

6b. Staff Training and Assessment: AFHMP

(1) Has staff been trained on the AFHMP? Yes No

(2) Has staff been instructed in writing and orally on nondiscrimination and fair housing policies as required by 24 CFR 200.620(c)? Yes No

(3) If yes, who provides instruction on the AFHMP and Fair Housing Act, and how frequently?

(4) Do you periodically assess staff skills on the use of the AFHMP and the application of the Fair Housing Act?
 Yes No

(5) If yes, how and how often?

6c. Tenant Selection Training/Staff

(1) Has staff been trained on tenant selection in accordance with the project's occupancy policy?
 Yes No

(2) What staff positions are/will be responsible for tenant selection?

7. 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.

8. 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 Housing and Federal Grants Use Only

Reviewing Official:

Signature & Date (mm/dd/yyyy)

Name (type or print)

Title

INSTRUCTIONS:

Send completed form and worksheets to Leelee Thomas, Planning Manager: lthomas@marincounty.org

Part 1: Applicant/Respondent and Project Identification. Blocks 1a, 1b, 1e, 1f, and 1g are self-explanatory.

Block 1c- Respondents may obtain the Census tract number from the U.S. Census Bureau when completing Worksheet One. The Census tract number can be found here: https://geo_map.ffiec.gov/FFIECGeocMap/GeocodeMap1.aspx

Block 1d- The applicant should complete this block only if a Managing Agent (the agent cannot be the applicant) is implementing the AFHMP.

Part 2: Type of AFHMP

Block 2a- Respondents should indicate the status of the AFHMP, i.e., initial or updated, as well as the date of the first approved AFHMP. Respondents should also provide the reason (s) for the current update, whether the update is based on the five-year review or due to significant changes in project or local demographics (See instructions for Part 9).

Block 2b- Respondents should identify all groups HUD has approved for occupancy in the subject project, in accordance with the contract, grant, etc.

Block 2c- Respondents should specify the date the project was/will be first occupied.

Block 2d- For new construction and substantial rehabilitation projects, advertising must begin at least 90 days prior to initial occupancy. In the case of existing projects, respondents should indicate whether the advertising will be used to fill existing vacancies, to place individuals on the project's waiting list, or to re-open a closed waiting list. Please indicate how many people are on the waiting list when advertising begins.

Part 3 Demographics and Marketing Area.

"Least likely to apply" means that there is an identifiable presence of a specific demographic group in the housing market area, but members of that group are not likely to apply for the housing without targeted outreach, including marketing materials in other languages for limited English proficient individuals, and alternative formats for persons with disabilities. Reasons for not applying may include, but are not limited to, insufficient information about housing opportunities, language barriers, or transportation impediments.

Block 3a - Using Worksheet 1, the respondent should indicate the demographic composition of the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area. The applicable housing market area and expanded housing market area should be indicated in Block 1e. Compare groups within rows/across columns on Worksheet 1 to identify any under-represented group(s) relative to the surrounding housing market area and expanded housing market area, i.e., those group(s) "least likely to apply" for the housing without targeted outreach and marketing. If there is a particular group or subgroup with members of a protected class that has an identifiable presence in the housing market area, but is not included in Worksheet 1, please specify under "Other."

Respondents should use the most current demographic data from the U.S. Census or another official source such as a local government planning office.

Block 3b - Using the information from the completed Worksheet 1, respondents should identify the demographic group(s) least likely to apply for the housing without special outreach efforts by checking all that

apply.

Part 4 - Marketing Program and Residency Preference (if any).

Block 4a - Using Worksheet 2, respondents should describe their use of community contacts to help market the project to those least likely to apply. This table should include the name of a contact person, his/her address, telephone number, previous experience working with the target population(s), the approximate date contact was/will be initiated, and the specific role the community contact will play in assisting with affirmative fair housing marketing or outreach.

Block 4b - Using Worksheet 3, respondents should describe their proposed method(s) of advertising to market to those least likely to apply. This table should identify each media option, the reason for choosing this media, and the language of the advertisement. Alternative format(s) that will be used to reach persons with disabilities, and logo(s) that will appear on the various materials (as well as their size) should be described.

Please attach a copy of the advertising or marketing material.

Part 5 – Availability of the Fair Housing Poster, AFHMP, and Project Site Sign.

Block 5a - The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Respondents should indicate all locations where the Fair Housing Poster will be displayed.

Block 5a continued -The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check all of the locations where the AFHMP will be available.

Project Site Sign must display in a conspicuous position the HUD-approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Respondents should indicate where the Project Site Sign will be displayed, as well as the size of the Sign and the size of the logo, slogan, or statement. **Please submit photographs of project site signs.**

Part 6 - Evaluation of Marketing Activities.

Respondents should explain the evaluation process to be used to determine if they have been successful in attracting those individuals identified as least likely to apply. Respondents should also explain how they will make decisions about future marketing activities based on the evaluations.

Part 7- Marketing Staff and Training.

Block 7a -Respondents should identify staff positions that are/will be responsible for affirmative marketing.

Block 7b - Respondents should indicate whether staff has been trained on the AFHMP and Fair Housing Act. Please indicate who provides the training and how frequently.

In addition, respondents should specify whether they periodically assess staff members' skills in using the AFHMP and in applying the Fair Housing Act. They should state how often they assess employee skills and how they conduct the assessment.

Block 7c - Respondents should indicate whether staff has been trained on tenant selection in accordance with the project's occupancy policy, including residency preferences (if any). Respondents should also identify those staff positions that are/will be responsible for tenant selection.

Part 8 - Additional Considerations.

Respondents should describe their efforts not previously mentioned that were/are planned to attract those

individuals least likely to apply for the subject housing.

Part 9 - Review and Update.

By signing the respondent assumes responsibility for implementing the AFHMP. Respondents must review their AFHMP every five years or when the local Community Development jurisdiction's Consolidated Plan is updated, or when there are significant changes in the demographics of the project or the local housing market area. When reviewing the plan, the respondent should consider the current demographics of the housing market area to determine if there have been demographic changes in the population in terms of race, color, national origin, religion, sex, familial status, or disability. The respondent will then determine if the population least likely to apply for the housing is still the population identified in the AFHMP, whether the advertising and publicity cited in the current AFHMP are still appropriate, or whether advertising sources should be modified or expanded. Even if the demographics of the housing market area have not changed, the respondent should determine if the outreach currently being performed is reaching those it is intended to reach as measured by project occupancy and applicant data. If not, the AFHMP should be updated. The revised AFHMP must be submitted to HUD for approval. Staff may review whether the affirmative marketing is actually being performed in accordance with the AFHMP. If based on their review, respondents determine the AFHMP does not need to be revised, they should maintain a file documenting what was reviewed, what was found as a result of the review, and why no changes were required. Staff may review this documentation.

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 expanded housing market area. If you are a new construction or substantial rehabilitation project and do not have residents or project applicant data, only report information for 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, familial status, or disability. 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 towards these individuals least likely to apply. Please indicate under-represented groups in Block 3b of the AFHMP. **Please attach maps showing both the housing market area and the expanded housing market area.**

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract
% 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 under the age of 18			
Other (specify)			

Worksheet 2: Proposed Marketing Activities –Community Contacts (See AFHMP, Block 4a)

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.

Targeted Population(s)	Community Contact(s), including required information noted above.

Worksheet 3: Proposed Marketing Activities – Methods of Advertising (See AFHMP, Block 4b)

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.

Targeted Population(s) → Methods of Advertising ↓	Targeted Population:	Targeted Population:	Targeted Population:
Newspaper(s)			
Radio Station(s)			
TV Station(s)			
Electronic Media			
Bulletin Boards			
Brochures, Notices, Flyers			
Others (Specify)			