

CITY OF DALLAS

AFFIRMATIVE FAIR HOUSING MARKETING PLAN



Note to the applicant: This PDF is for your reference only. Application must be completed on the Neighborly Participant Portal by using the following link:
<https://portal.neighborlysoftware.com/dallastxoei/participant>.

COMPLETE FORM AND SUBMIT TO:
FAIR HOUSING OFFICE
CITY HALL • 1500 MARILLA ST., RM 1BN • DALLAS, TEXAS 75201
Ph. (214) 670-3247 • Fax (214) 670-0665

1. INTRODUCTION

The Affirmative Fair Housing Marketing Program requires that each City Assisted Housing Provider carry out an affirmative program to attract prospective buyers or tenants of all minority and non-minority groups to the housing that the applicant is providing. These groups include Whites (Non-Hispanic) and members of minority groups: African-American, Hispanics and others in the Dallas, Texas area who may be subject to housing discrimination on the basis of race, color, religion, sex, national origin, handicap, or familial status.

2. APPLICATION AND PROJECT IDENTIFICATION

A. APPLICANTS:	B. PROJECT OR APPLICATION NUMBER
NAME:	NUMBER OF UNITS AVAILABLE: _____
ADDRESS (include city, state and zip code):	NUMBER OF UNITS LEASED OR SOLD: _____
TELEPHONE NUMBER:	PRICE OR RENTAL RANGE OF UNITS: FROM \$ _____ TO: \$ _____
C. PROJECT NAME:	D. FOR MULTIFAMILY HOUSING ONLY: <input type="checkbox"/> ELDERLY <input type="checkbox"/> NON-ELDERLY
PROJECT ADDRESS:	E. APPROXIMATE STARTING DATE: ADVERTISING: _____ OCCUPANCY: _____
CENSUS TRACT: _____	F. NAME OF MANAGING AGENT:
CENSUS DEMOGRAPHICS:	ADDRESS (include city, state, and zip code):

African American	_____%
Asian	_____%
Hispanic	_____%
White	_____%
Other	_____%

3. TYPE OF AFFIRMATIVE MARKETING PLAN

Project Plan Annual Plan (For single family scattered site units)
NOTE: a separate Annual Plan must be developed for each type of census tract in which the house is to be built.
 Minority Area White (non-minority area) Mixed Area (with _____% minority residents)

4. DIRECTION OF MARKETING ACTIVITY

Indicate below which group(s) in the housing market area are least likely to apply for the housing because of its location and other factors without special outreach efforts.
 White African-American Hispanic Asian Other

5. MARKETING PROGRAM

A. COMMERCIAL MEDIA

Check the media to be used to advertise the availability of the housing.
 Newspaper(s)/Publication(s) Radio TV Billboard(s) Other (Specify) _____

NAME OF NEWSPAPER RADIO OR TV STATION (1)	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE (2)	SIZE/DURATION OF ADVERTISING (3)

B. BROCHURES, SIGNS AND HUD'S FAIR HOUSING POSTER

(1) Will brochures, leaflets or handouts be used to advertise? Yes No If yes, attach a copy or submit when available. (2) For project site sign; indicate sign size _____ x _____; Logotype size _____ x _____. Attach a photograph or project sign or submit when available. (3) HUD's Fair Housing Poster must be conspicuously displayed wherever sales/rentals and showings take place. Fair Housing Posters will be displayed in the Sales/Rental Office(s); Real Estate Office(s); Model Units; 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/organization listed below that are located in the housing market area or SMSA. If more space is need attach an additional sheet. Notify FHO of any changes in this list. Attach a copy of correspondence to be mailed to these group/organizations. (Provide all requested information)

NAME OF GROUP/ ORGANIZATION (1)	RACIAL/ETHNIC IDENTIFICATION (2)	APPROXIMATE DATE OF CONTACT PROPOSED CONTACT (3)	PERSON CONTACTED OR TO BE CONTACTED (4)
ADDRESS AND TELEPHONE NUMBER (5)	METHOD OF CONTACTS (6)	INDICATE THE SPECIFIC FUNCTION GROUP/ORGANIZATION WILL UNDERTAKE IN IMPLEMENTING THE MARKETING PROGRAM (7)	

6. FUTURE MARKETING ACTIVITIES (Rental Units Only)

Check the block(s) that best describe future marketing activities to fill vacancies as they occur after the project has been initially occupied.

- Newspapers/Publications Radio TV
 Brochures/Leaflets/Handouts Site Signs Others (Specify)

D. OCCUPANCY GOALS

<p>Race/Ethnic Origin:</p> <p>GOALS</p> <p>African-American _____ %</p> <p>Hispanic _____ %</p> <p>White _____ %</p> <p>Asian _____ %</p> <p>Other _____ %</p>	<p>Race/Ethnic Origin:</p> <p>CURRENT STATUS</p> <p>African-American _____ %</p> <p>Hispanic _____ %</p> <p>White _____ %</p> <p>Asian _____ %</p> <p>Other _____ %</p>
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7. EXPERIENCE AND STAFF INSTRUCTIONS (Attach description on separate sheet)

- A. Indicate any experience in marketing housing to the group(s) identified as least likely to apply Yes 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.

8. ADDITIONAL CONSIDERATIONS:

9. By signing this form, the applicant agrees, after appropriate consultation with FHO, to change any part of the plan covering a multifamily protest to assure continued compliance with the City of Dallas Affirmative Fair Housing Marketing Program.

FOR FHO'S USE ONLY		SIGNATURE OF PERSON SUBMITTING PLAN
APPROVAL BY:	DISAPPROVAL BY:	
SIGNATURE:	SIGNATURE:	NAME (Type or print):
NAME (Type or print):	NAME (Type or print):	TITLE:
TITLE:	TITLE:	COMPANY:
DATE:	DATE:	DATE:

SAMPLE