



City of Dallas

City of Dallas Affirmative Fair Housing Marketing Plan (AFHMP) Review

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**Section 1: Property and Ownership Information**

Field	Description
Property Name	
Property Address	
Owner/Developer Name	
Contact Person	
Email	
Phone	
Type of Development	<input type="checkbox"/> Multifamily <input type="checkbox"/> Single Family
Program Participation	<input type="checkbox"/> MIHDB <input type="checkbox"/> Other: _____

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**Section 2: Marketing Plan Submission Details**

Field	Description
Date Submitted	
Initial Submission or Update	<input type="checkbox"/> Initial <input type="checkbox"/> Update
Reason for Update	<input type="checkbox"/> New Contract <input type="checkbox"/> New Activity <input type="checkbox"/> Annual Update <input type="checkbox"/> Other: _____
Date of Last Approved Plan	

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**Section 3 — Targeting (Identifying Least-Likely-to-Apply Populations)**

<b>Targeting Requirement</b>	<b>Description / Prompts for Owner</b>	<b>Included?</b>	<b>Notes</b>
Market area defined	Identify census tract, ZIP code, county, or multi-county region.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Demographic data source	Census, ACS, Census Reporter, etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Property demographic profile	Provide current resident profile.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
“Least Likely to Apply” groups identified	Use demographic comparison (e.g., 20% variance test).	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Justification for targeted groups	Explain underrepresentation, barriers, and supporting data.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Summary of target populations	Summarize groups requiring affirmative efforts (race, color, religion, sex, disability, familial status, national origin, source of income).	<input type="checkbox"/> Yes <input type="checkbox"/> No	

**Section 4 — Outreach (Affirmative Efforts to Attract Target Populations)**

<b>Outreach Requirement</b>	<b>Description / Prompts for Owner</b>	<b>Included?</b>	<b>Notes</b>
Community partners identified	List groups serving target populations (minority groups, disability orgs, service agencies).	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Media & communication channels	Culturally/linguistically relevant print, radio, digital, social media.	<input type="checkbox"/> Yes <input type="checkbox"/> No	



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<b>Outreach Requirement</b>	<b>Description / Prompts for Owner</b>	<b>Included?</b>	<b>Notes</b>
Use of HUD/Equal Housing logo	Required on all materials.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Property-specific messaging	Highlight accessibility, transit access, amenities relevant to targeted groups.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Outreach frequency	Must be regular and ongoing (annually at minimum).	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Documentation of outreach	Maintain logs, screenshots, copies of materials, communication records.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Marketing activity schedule	Dates and intervals for outreach; must begin $\geq 30$ days before initial marketing (per Chapter 20A).	<input type="checkbox"/> Yes <input type="checkbox"/> No	

**Section 5 — Implementation, Monitoring, and Recordkeeping**

<b>Implementation Requirement</b>	<b>Description / Prompts for Owner</b>	<b>Included?</b>	<b>Notes</b>
Timeline for marketing activities	Identify schedule, start dates, and milestones.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Staff training	Ensure leasing/management staff receive fair housing and affirmative marketing training.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Recordkeeping procedures	Maintain outreach, demographic, application, and marketing records (on-site or electronic).	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Quarterly reporting plan	Must meet reporting requirements under Section 20A-31 (City of Dallas).	<input type="checkbox"/> Yes	



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<b>Implementation Requirement</b>	<b>Description / Prompts for Owner</b>	<b>Included?</b>	<b>Notes</b>
		<input type="checkbox"/> No	
Annual review/update	Marketing Plan must be reviewed and updated at least annually.	<input type="checkbox"/> Yes <input type="checkbox"/> No	

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**Section 6: Review Outcome**

<b>Item</b>	<b>Response</b>
Reviewed By	
Date of Review	
Plan Status	<input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Needs Revision
If Denied, Reason(s)	
Resubmission Deadline (if applicable)	

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**Section 7: Reviewer Comments and Recommendations**

*Use this space to provide feedback, required corrections, or technical assistance notes.*