



## **Instructions for Completing the City of Dallas Affirmative Fair Housing Marketing Plan (AFHMP)**

**Purpose:** These instructions accompany the required AFHMP Cover Sheet. Each marketing plan submission must include the cover sheet as Page 1 of every submission or update.

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### **General Expectations**

Your Affirmative Fair Housing Marketing Plan (AFHMP) must reflect a deliberate strategy to attract renters of all majority and minority groups, including those least likely to apply without targeted outreach.

Use the instructions below to complete each section of the required cover sheet accurately.

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### **SECTION 1: Property and Ownership Information**

Please enter the following:

1. **Property Name & Address**  
Provide the full, official name and the complete physical address of the property.
  2. **Owner/Developer Name**  
Enter the legal entity responsible for ownership or development.
  3. **Contact Person**  
Provide the name of the person responsible for preparing or submitting the AFHMP.  
Include:
    - Email
    - Phone number
  4. **Type of Development**  
Check whether the property is:
    - Multifamily
    - Single Family
  5. **Program Participation**  
Indicate all programs the development participates in (e.g., MIHDB, other incentives).
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## SECTION 2: Marketing Plan Submission Details

### 1. Date Submitted

Include the date the plan is being provided to the Fair Housing Division.

### 2. Initial Submission or Update

Select:

- Initial (first time ever submitting), or
- Update (subsequent revisions)

### 3. Reason for Update

If submitting an update, check all that apply:

- New Contract (new service provider, ownership, or management agent)
- New Activity (new leasing phase, new marketing campaign)
- Annual Update
- Other - explain clearly

### 4. Date of Last Approved Plan

Enter the approval date received from the Fair Housing Division for your prior AFHMP.

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## SECTION 3: Targeting – Identifying Least-Likely-to-Apply Populations

This section requires demographic analysis. Follow each instruction carefully:

### 1. Market Area Defined

Identify the geographic area from which you expect to draw applicants (e.g., census tract, ZIP code, county).

This must be consistent with your actual leasing market.

### 2. Demographic Data Source

List the data sources used (ACS, Census Reporter, HUD data, etc.).

You must use reliable public demographic data.

### 3. Property Demographic Profile

Provide current demographic information for the property if occupied (race/ethnicity, disability status, familial status).

### 4. “Least Likely to Apply” Groups Identified

Use your demographic comparison to determine populations under-represented by at least 20% when compared to the broader market area.



## City of Dallas

Check “Yes” once these populations are identified.

### 5. **Justification for Targeted Groups**

Provide a short explanation describing why the identified groups are least likely to apply. Include barriers such as:

- Limited access to information
- Language barriers
- Historical exclusion or neighborhood patterns
- Lack of transportation

### 6. **Summary of Target Populations**

List all groups that will receive targeted outreach.

Groups must be based on protected characteristics, including race, color, religion, sex, disability, familial status, national origin, and source of income.

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## **SECTION 4: Outreach – Affirmative Efforts to Attract Target Populations**

For each item, indicate whether it is included in the plan and provide supporting detail in the notes column.

### 1. **Community Partners Identified**

List specific organizations that will help broaden outreach (e.g., cultural groups, disability service providers, family support agencies).

Include contact information when possible.

### 2. **Media & Communication Channels**

Identify all advertising methods you will use, including:

- Culturally targeted media
- Language-specific platforms
- Social media, digital ads
- Local newspapers, radio, flyers

### 3. **Use of HUD/Equal Housing Logo**

All marketing materials must include one of these logos.

Confirm you understand this requirement.



**City of Dallas**

**4. Property-Specific Messaging**

Describe how your messaging will highlight amenities and features relevant to target groups (e.g., transit access, accessibility features).

**5. Outreach Frequency**

State how often outreach will occur.

Minimum: annually.

Best practice: recurring and sustained.

**6. Documentation of Outreach**

Explain how you will keep:

- Logs of partner contacts
- Screenshots of ads
- Copies of flyers
- Records of community events

**7. Marketing Activity Schedule**

Provide a clear outreach timeline.

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**SECTION 5: Implementation, Monitoring, and Recordkeeping**

**1. Timeline for Marketing Activities**

Outline the specific dates for marketing phases, outreach cycles, and planned milestones.

**2. Staff Training**

Describe your plan to ensure leasing/management staff receive training in fair housing and affirmative marketing practices.

**3. Recordkeeping Procedures**

Explain how required records will be stored and maintained.

Records may be on site or electronic but must be readily available for city review.

**4. Quarterly Reporting Plan**

Confirm your understanding that quarterly unit-status reporting is required under §20A-31.

**5. Annual Review/Update**

State your process for reviewing and refreshing the AFHMP at least once per year.



City of Dallas

## **SECTION 6 & SECTION 7: Review Outcome and Reviewer Comments**

These sections are completed **by the Fair Housing Division only**.

You do not need to complete these sections.

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### **Submission Requirements**

1. The **Cover Sheet must be page 1** of every AFHMP submission.
2. Submit the completed plan in PDF or Word format to the Fair Housing Division.
3. Ensure all fields on the cover sheet are completed prior to submission.
4. Retain a copy of the plan for your internal compliance records.