

AFHM PLANS  
CHECKLIST FOR COMPLETENESS

NAME OF PROJECT AND APPLICATION NUMBER:

NAME OF REVIEWER: \_\_\_\_\_:           DATE OF REVIEW: \_\_\_\_\_

STATUS OF REVIEW:                   ACCEPTED                   NOT ACCEPTED  
  ADDITIONAL INFORMATION NEEDED

	YES	NO
1. Application and Project Identification (Part 1 of the Plan).		
a. Name and address of both applicant and project.	( )	( )
b. Number of units and the application number.	( )	( )
c. Price or rent range of units.	( )	( )
d. Census Tract or Enumeration District number in which the project will be located.	( )	( )
e. For rental units only, the household types to be served by the project, e.g., the elderly, non-elderly.	( )	( )
f. The approximate starting dates for advertising to target groups and completion of initial occupancy.	( )	( )
2. Type of Affirmative Marketing Plan (Part 2 of the Plan).		
a. Project Plan.	( )	( )
b. Annual Plan.	( )	( )
c. Type of Plan not identified.	( )	( )
d. Identification of the population characteristics of the area.	( )	( )
3. Direction of Marketing Activities (Part 3 of the Plan).		
The specific racial/ethnic group(s) not likely to apply has been identified.	( )	( )

4. Marketing Program (Part 4 of the Plan).

a. Commercial Media.

- (1) Newspaper(s)/Publication(s) will be used. ( ) ( )
  - (a) Name of newspaper(s)/publication(s) has been given. ( ) ( )
  - (b) Racial/ethnic identification of major readers/audience has been given. ( ) ( )
  - (c) Description and size of newspaper advertisements has been given. ( ) ( )
  - (d) Nature and frequency of advertisements has been stated. ( ) ( )
  - (e) Copy of ad(s) has been attached to the Plan. ( ) ( )

(If not available at time of submission, indicate date of availability.)
- (2) Radio and TV will be used. ( ) ( )
  - (a) Radio station(s) has been identified. ( ) ( )
  - (b) Approximate frequency and description of use has been specified. ( ) ( )
  - (c) TV Station(s) has been identified. ( ) ( )
  - (d) Approximate frequency and description of use has been specified. ( ) ( )

b. Brochures, Signs and HUD's Fair Housing Poster.

The applicant must clearly describe the advertising sign(s), brochures, leaflets, handouts or other printed material to be used.

- (1) Description of project sign has been given. ( ) ( )
- (2) Description of brochures, leaflets, handouts have been given. ( ) ( )

(3) Copies of brochures, leaflets and handouts have been attached to the plan. ( ) ( )

(If not available at time of submission, indicate date of availability.) \_\_\_\_\_

(4) Size of the Equal Housing Opportunity Logotype has been indicated. ( ) ( )

(5) Photograph of project site sign has been submitted. ( ) ( )

(If not available at time of submission, indicate date of availability.) \_\_\_\_\_

(6) Location(s) of Fair Housing Posters has been indicated. ( ) ( )

c. Community Contacts.

(1) Name of groups or organizations expected to be in direct contact with the racial/ethnic group(s) has been identified. ( ) ( )

(2) Name of contact has been given. ( ) ( )

(3) Method of contact has been indicated. ( ) ( )

(4) Function group/organization will undertake has been indicated. ( ) ( )

(5) Copies of correspondence to be sent to community contacts have been enclosed. ( ) ( )

(If not available at time of submission, indicate date of availability.) \_\_\_\_\_

5. Future Marketing Activities (Rental Units Only) (Part 5 of the Plan). Marketing activities to fill vacancies have been indicated. ( ) ( )

6. Assessment of Marketing Efforts.

a. The applicant's means of assessing the success of the Plan's implementation have been described. ( ) ( )

APPENDIX 10

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- b. Residency Preferences. (To be completed if the applicant submits a separate request for an occupancy preference for residents of the community, including expected to reside.) A request for a residency preference is reviewed with the Affirmative Marketing Plan:
    - (1) Percent or number of units covered by the preference is indicated. ( ) ( )
    - (2) The preference involves residents of the locality. ( ) ( )
    - (3) Those persons identified as expected to reside are treated as residents for the purpose of the preference. ( ) ( )
    - (4) The applicant has submitted numerical data and other information to support the request for the preference. ( ) ( )
  - 7. Staff Instructions (Part 6 of the Plan).
    - a. Description of Fair Housing Training conducted for employees has been included. ( ) ( )
    - b. Copies of instructional materials have been submitted. ( ) ( )
  - 8. Additional Considerations (Part 7 of the Plan). Additional considerations have been included to attract persons not likely to apply for housing. ( ) ( )
  - 9. Signature. An appropriate duly authorized official of the applicant has signed, indicated title, and dated this AFHMP. ( ) ( )
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