

FEBRUARY 21 - 22, 2018

DESERT WILLOW CONFERENCE CENTER

MARKETING OUTREACH

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Fair Housing is Significant

- AFHMP
 - Acts as a Framework
 - Marketing Policy
 - Ads
 - Equal Housing Opportunity
 - Education
 - Outreach

Part 3- Demographics & Marketing Area

Block 3a- Using Worksheet 1, the respondent should indicate the demographic composition of the project, waiting list, census tract, and housing market area. The respondent compares the demographics of its existing project, waiting list (or any maintained list of interested housing applicants), with the demographics of the census tract and the larger housing market area to determine if there needs to be affirmative marketing to those least likely to apply. If the housing market area is not demographically diverse in terms of race, color, national origin, religion, sex, disability, or familial status, an expanded housing market area should be designated to enhance the diversity of individuals applying for housing opportunities. The applicable housing market area or expanded marketing area should be shown in Block 1e.

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.

3a. Demographics of Project and Marketing Area
Complete and submit Worksheet 1.

3b. Targeted Marketing Activity
Based on your completed Worksheet 1, indicate which demographic group(s) in the housing market area is/are *least* likely to apply for the housing without special outreach efforts. (check all that apply)

White American Indian or Alaska Native Asian Black or African American
 Native Hawaiian or Other Pacific Islander Hispanic or Latino Persons with Disabilities
 Families with Children Other ethnic group, religion, etc. (specify)

4a. Residency Preference

Is the owner requesting a residency preference? If yes, complete questions 1 through 5. Please Select Yes or No
 If no, proceed to Block 4b.

(1) Type Please Select Type

(2) Is the residency preference area:

The same as the AFHM Plan housing/expanded housing market area (as determined in Block 1e)? Please Select Yes or No

The same as the residency preference area of the local PHA in whose jurisdiction the project is located? Please Select Yes or No

(3) What is the geographic area for the residency preference?

(4) What is the reason for having a residency preference?

(5) How do you plan to periodically evaluate your residency preference to ensure that it is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a)?

Complete and submit Worksheet 2 when requesting a residency preference (see also 24 CFR 5.655(c)(1) for residency preference requirements. The requirements in 24 CFR 5.655(c)(1) will be used by HUD as guidelines for evaluating residency preference requirements consistent with the applicable HUD program requirements. See also HUD Occupancy Handbook (4350.3) Chapter 4, Section 4.6 for additional guidance on preferences.

4b. Proposed Marketing Activities: Community Contacts
Complete and submit Worksheet 3 to describe your use of community contacts to market the project to those least likely to apply.

4c. Proposed Marketing Activities: Methods of Advertising
Complete and submit Worksheet 4 to describe your proposed methods of advertising that will be used to market to those least likely to apply. Attach samples of advertisements, radio and television scripts, Internet advertisements and websites, brochures, etc.



Curb Appeal

- Attracts applicants
- Makes current tenants proud of where they live
- Contractors are proud of work they complete there

Common areas clean and neat



- Litter control
 - Any employee should pick up litter when they see it
- Creates pride in current residents

Learn your tenant's names



- All family member's including children
- Use their names when you see them

Make office pleasant place

- Make sure it's clean
- Pleasant smells in office
- Coffee in the office
- During the winter hot spiced cider
- Fresh flowers
- Pleasant surroundings in décor
- Employees appearance should be appropriate
 - Neat and clean



Always treat all people with respect

- Don't play favorites
 - People need to see you are fair even though they don't agree with your decisions
- Don't discuss people with others
- Give your complete attention to the person you're dealing with
 - Listen to people when they are speaking to you
- Watch language and conversations on property
 - This applies to all residents in all areas



Fair Housing is Fundamental

- Affirmative Fair Housing Marketing Plan

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 groups identified as least likely to apply. Respondents should also explain how they will make decisions about future marketing activities based on the evaluations.

5a. Fair Housing Poster
 The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Check below all locations where the AFHM Plan will be displayed. (Check all that apply)

Rental Office
 Real Estate Office
 Model Unit
 Other (specify)

5b. Affirmative Fair Housing Marketing Plan (AFHM Plan)
 The AFHM Plan must be available for public inspection at the sales or rental office (24 CFR 200.625). Check below all locations where the AFHM Plan will be made available. (Check all that apply)

Rental Office
 Real Estate Office
 Model Unit
 Other (specify)

5c. Project Site Sign
 All Project Site Signs should include the Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Check below all locations where the Project Site Sign will be displayed. (Check all that apply)

Rental Office
 Real Estate Office
 Model Unit
 Entrance to Project
 Other (specify)

The size of the Project Site Sign will be x

The Equal Housing Opportunity logo or slogan or statement will be x

6. Evaluation of Marketing Activities
 Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting the group(s) 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.

HAVE A SMILE ON YOUR FACE

- Before you answer the phone, put a smile on your face
- When someone comes into the office, give them your attention immediately
 - Look up and smile
 - Acknowledge them



Dealing with tenants, applicants, contractors, vendors, etc.



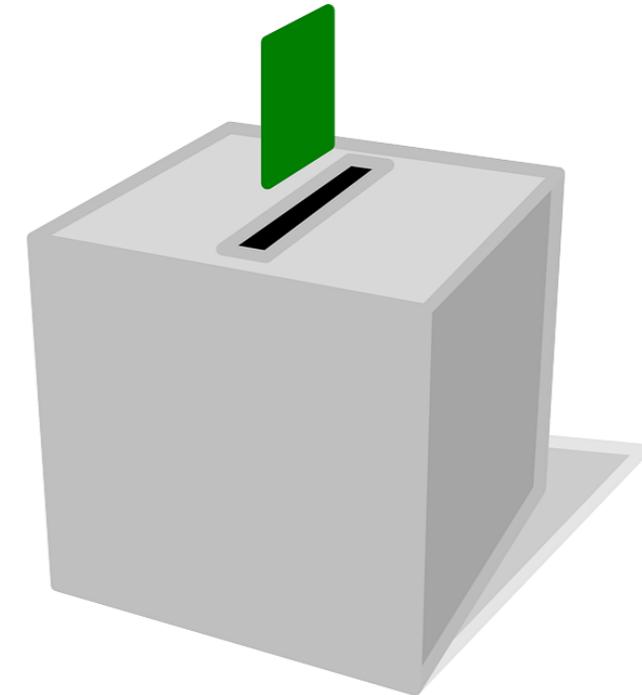
- Limit your time with each
- Always treat all people with respect
- Deal with lease violations of resident



Expectations

- Find out what applicant, tenant, vendors, contractors expectations are
- Maybe you can't fulfill those expectations
- Discuss the properties expectations

Don't be afraid to learn what people like and dislike about the property



- This helps improve customer service
 - Comment Cards
 - When someone gives a notice, find out why and if there is a problem that you could resolve

Make unit pleasant when applicant moves in

- Unit should be clean
 - Light switches
 - Window and door tracks
 - Polished stainless steel and counte
 - Unit should smell nice
- Inspect unit when maintenance has complete and again before the move in



Maintenance – the key to customer service

FOLLOW UP



- Follow up on completion of work orders
- Check for repeated work orders in same u....
- Maintenance staff should be appropriately dressed
 - Neat and clean
 - Name badge?
- Maintenance staff should respect the tenant's unit

Fair Housing is the Law

- Affirmative Fair Housing Marketing Plan

Part 7- Marketing Staff & 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 use of the AFHMP and specify whether there is ongoing training on the AFHMP and Fair Housing Act issues in general. Show who provides the training. In addition, respondents should specify whether they periodically assess staff members' skills in relation to the AFHMP and staff responsibilities to use the Plan. 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.

Block 7d- Respondents should include copies of any written materials related to staff training, and identify the dates of past and anticipated training.

7a. Marketing Staff

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

7b. Staff Training and Assessment: AFHM Plan

(1) Has staff been trained on the AFHM Plan?

(2) Is there ongoing training on the AFHM Plan and Fair Housing Act issues in general?

(3) If yes, who provides it?

(4) Do you periodically assess staff skills, including their understanding of the AFHM Plan and their responsibilities to use it?

(5) If yes, how and how often?

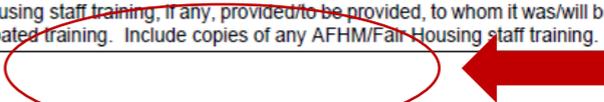
7c. Tenant Selection Training/Staff

(1) Has staff been trained on tenant selection in accordance with the project's occupancy policy, including any residency preferences?

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

7d. Staff Instruction/Training:

Describe AFHM/Fair Housing staff training, if any, provided to be provided, to whom it was/will be provided, content of training, and dates of past and anticipated training. Include copies of any AFHM/Fair Housing staff training.



Part 8- Additional Considerations

- Respondents should describe their efforts not previously mentioned that were/are planned to attract those groups least likely to apply for the subject housing without special outreach efforts.

8. **Additional Considerations:** Is there anything else you would like to tell us about your AFHM Plan in order to ensure that your program is marketed to those least likely to apply for the units and/or to be housed in them? Please attach additional sheets, as needed.

9. **Review and Update**

By signing this form, the applicant/respondent agrees to review its AFHM Plan at least once every 5 years throughout the life of the mortgage and to update it as needed 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. (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 HUD-Office of Housing Use Only
Reviewing Official:

Housing and Equal Opportunity Use Only

Signature & Date (mm/dd/yyyy)

(mm/dd/yyyy)

Name
(type
or
print)

Name
(type
or
print)

Title

Title



Worksheet 4- Proposed Marketing Activities – Methods of Advertising (See AFHMP, Block 4c)

- Complete the table by identifying your targeted marketing population, 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. In addition to stating the media that will be used, state any languages used for materials, alternative formats, and logo (including size) that will be on materials.

Targeted Population(s) → Methods of Advertising ↓	Targeted Population:	Targeted Population:	Targeted Population:
Newspaper			
Radio Stations			
TV Stations			
Electronic Media (e.g., internet advertisements, websites, etc.)			
Bulletin Boards			
Brochures, Notices, Flyers			
Other (specify)			

Enjoy the rest of the
conference

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