



**U.S. Department of Housing and Urban Development**  
**Office of Multifamily Housing Program Center**  
**Region X Multifamily HUB**

Instructions for completing HUD-935.2  
 Affirmative Fair Housing Marketing Plan

(Note: Explanations in bold are for the most common errors)

Item #	
1a.	Please provide applicant's name, address & phone number.
1b.	Please provide project's name & location.
1c.	Please provide project/application number ( <i>FHA#, Contract # or REMS ID</i> ).
1d.	Please list number of units in the project.
1e.	Please list rental range.
1f.	Please indicate if project is elderly or non-elderly.
1g.	Please indicate approximate starting date of advertising AND date of first occupancy.
1h.	Please indicate housing marketing area ( <i>city/county in which project is located</i> ).
1i.	Please provide Census Tract ( <i>this information can be found at <a href="http://www.census.gov">www.census.gov</a></i> ).
1j.	Please provide management agent's name and address, if applicable.
2 a and b	<p>Please check off the box next to "MFH Plan," and indicate if this is a new or an updated plan. Additionally, please indicate if area is a White (Non-Minority Area), Minority Area or Mixed Area.</p> <p><b>NOTE:</b> If area is considered Mixed, the percent of minority residents <b>MUST</b> be listed. <b>THE PLAN WILL BE RETURNED AS INCOMPLETE</b> if this information is missing.</p>
3.	<p>Please check off the boxes next to each group that is considered to be "least likely to apply for housing" within the housing market area.</p> <p><b>NOTE:</b> If a project or surrounding neighborhood has a large population of a particular group – for example the project is 80% Asian – then this group should not be checked. Further, if the project's occupancy were restricted to the elderly, then "Families with Children" would not be an appropriate box to check. <b><u>If a particular group is believed <i>NOT</i> to be "least likely to apply for housing," as is the case with</u></b></p>

400 SW Sixth Avenue, Suite 700, Portland, OR 97204-1632  
[www.hud.gov/oregon](http://www.hud.gov/oregon)  
 espanol.hud.gov

Portland MFH Program Center - 3/25/2009

	<p><u>the two examples mentioned, then a written explanation MUST be provided explaining the reasons why such group is not least likely to apply.</u> Do not expect the reviewer to make these assumptions if a box is not checked. If such written explanation does not <u>accompany</u> the HUD-935.2, IT WILL BE RETURNED AS INCOMPLETE.</p>
4a.	<p>Please indicate type of media to be used to advertise and list Name / Audience / Size of Ad.  <b>NOTE:</b> Words such as “All” or “Mixed” are not acceptable when identifying the audience for a given media. Please provide specific ethnic groups targeted for each media type listed. If all groups listed in #3 are considered to be part of the audience – then please list <u>each group by name</u>. Use additional sheets of paper if necessary. THE PLAN WILL BE RETURNED AS INCORRECT IF GENERIC WORDS ARE USED.</p>
4b.	<p>(1) Please indicate if brochures, letters or handouts will be used to advertise.  <b>NOTE:</b> It is not required that these methods be used to advertise.  (2) Please provide size of project site sign and enclose a picture.  <b>NOTE:</b> This is not a requirement – however please send if a picture is available.  (3) Please check off in which area the Fair Housing Poster will be displayed.  <b>NOTE:</b> It is a requirement that the Fair Housing Poster be displayed.</p>
4c.	<p>Please list SPECIFIC community contacts for EACH group identified in #3. Be sure to provide the group identification, approximate date of contact, the person (or title of person) to be contacted, address and phone number, method of contact and manner in which the contact will assist in marketing to the specific group.  <b>NOTE:</b> THE PLAN WILL BE RETURNED AS INCOMPLETE if generic community contacts are listed as the only community contact (such as housing authorities) for a specific group. An example of an acceptable community contact for Persons with Disabilities would be a local social service agency that specifically serves the disabled. An example of an acceptable contact for Hispanics would be a local Hispanic community center or church. If the words “All” or “Mixed” are used to describe the group the contact serves, THE PLAN WILL BE RETURNED AS INCOMPLETE. If a participant is having difficulty finding appropriate contacts, the local phone book could be used as a resource.</p>
5.	<p>Please check off future marketing activities.</p>
6a.	<p>Please indicate if staff has experience.</p>
6b.	<p>Please indicate training to be provided to staff on Federal, State and local fair housing laws and regulations, as well as training on this Affirmative Fair Housing Marketing Plan. Attach a copy of instructions provided to staff regarding Fair Housing.  <b>NOTE:</b> If the participant fails to provide written documentation concerning instructions given to staff on fair housing, future fair housing training, as well as training on this plan, THE PLAN WILL BE RETURNED AS INCOMPLETE.</p>
7.	<p>Please list any additional comments.</p>
8.	<p>Please provide the name, date, title and name of company.</p>

