Nebraska Investment Finance Authority (NIFA)
Common Mistakes
Affirmative Fair Housing Marketing Plan (AFHMP)

Question #
1a. Project Name & Address (including City, County, State & Zip Code)
> **Issue:** The owner name and address is listed instead of the project name and address.
> **Correction:** List the name of the project and the project's address.

> **Issue:** The county or counties associated with the project are not listed.
> **Correction:** List the appropriate county or counties associated with the project.

1d. Census Tract
> **Issue**: This question is left blank or the incorrect number is entered.
> **Correction**: The Census Tract is a number for the specific address(es) - see census websites (i.e. censusreporter.org).

1e. Housing/Expanded Housing Market Area
> **Issue:** This question is left blank.
> **Correction:** Both the Housing Market Area and the Expanded Housing Market Area need to be identified.

> **Issue:** The same area is used for both the Housing Market Area and the Expanded Housing Market Area.
> **Correction:** List the Housing Market Area (town/city) and the Expanded Housing Market Area (county, metropolitan division or metropolitan statistical area) from which the owner/agent intends to draw applicants.

> **Issue:** Only one of the two areas is identified.
> **Correction:** Must list a Housing Market Area and an Expanded Housing Market Area.

2d. Advertising Start Date
> **Issue:** The reason why advertising will be used for existing projects is not selected.
> **Correction:** Be sure to select an answer for the statement; *"For existing projects, select below the reason advertising will be used:"*

3a. Demographics of Project and Housing Market Area - Worksheet #1
> **Issue:** All rows/columns are not completed.
> **Correction:** Complete ALL rows/columns (if something is not applicable enter "N/A")

> **Issue:** All rows/columns do not contain percentages.
> **Correction:** All rows/columns should contain percentages.

Issue: The row "Other (specify)" contains percentages; however, the demographic characteristic is not specified.
Correction: If the row "Other (specify)" contains percentages, please specify the demographic characteristic.

3b. Targeted Marketing Activity

Issue: Selecting demographic groups that would not be considered least likely to apply.
Correction #1: When identifying the groups least likely to apply, review the information entered on Worksheet 1 and compare the range of percentages listed in the Project's Residents and Project's Applicant Data to the range of percentages entered in the Census Tract, Housing Market Area, and Expanded Housing Market Area columns. If the percentages listed in resident and applicant columns falls within the range or is more than the range of the other three columns, then these would not be least likely to apply.

Correction #2: On Worksheet 1, if the percentages of the demographic group in the Census Tract, Housing Market Area and Expanded Housing Market Area are less than 2%, focus on marketing to these demographics would not be necessary, since there is not an identifiable presence of those demographic groups.

Correction #3: When reviewing Worksheet 1, if one demographic group is clearly identified as the majority population based on the demographic percentages in the Census Tract, Housing Market Area and Expanded Housing Market Area columns, and it is also the highest percentage of residents or applicants, then this would not be considered least likely to apply, even if the percentage in the residents and applicants columns is not within the range of the other three columns.

5a. Fair Housing Poster, 5b. Affirmative Fair Housing Marketing Plan, 5c. Project Site Sign

Issue: "Other (specify)" is selected; however, nothing is specified.
Correction: If "Other (specify)" is selected, please ensure that the location is specified in the box provided.

Review and Update

Issue: Changes occur in any aspect of the form; however, the form is not updated accordingly.
Correction: When changes occur, a new form will need to be completed in its entirety.

Please complete all requested information on this form. If something does not apply, please enter 'N/A.'