



Nebraska Investment Finance Authority (NIFA)
Tip Sheet
Affirmative Fair Housing Marketing Plan (AFHMP)

Question #	
1a.	This item is self-explanatory. The most frequent mistakes are listing the owner name and address instead of the project's and forgetting to list the County.
1b.	This can be your NIFA project # or if you have a contact number from HUD that can be listed.
1c.	List total number of units in the project.
1d.	Provide the Census Tract (various websites have this information i.e. censusreport.org).
1e.	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.
1f.	Provide management agent's name, address, telephone number & email address. The most frequently omitted items are the telephone number and email address. Also, when management changes occur this question needs to be updated.
1g.	Provide owner's name, address, telephone number & email address. Also, when owner changes occur this question needs to be updated.
1h.	Check the entity responsible for marketing (owner, agent, or other). Provide the position, address, telephone and email of the person responsible for implementing the marketing plan. The most frequently omitted items are the telephone number and email address.
1i.	Provide a contact person to whom all correspondence should be sent. The most frequently omitted items are the telephone number and email address.
2a.	When this form is completed during development of the project, select "initial plan". Once the project has started compliance and has been leased up, this form will need to be updated and "Updated Plan" should be selected. When selecting updated plan ensure the reason why is listed (e.g. over five years old, significant change to data, new management, etc.).
2b.	Select the occupancy type of the project (exclusively elderly, family, elderly & disabled/exclusively disabled).
2c.	List the date of initial occupancy (existing projects will have a past date; new projects will list anticipated date).
2d.	During development list the advertising start date for the new project. For existing projects list the most recent advertising date or this could be ongoing. Select a reason why advertising will be used. The most frequently omitted item is not selecting the reason advertising will be used.
3a.	Enter the requested data on Worksheet 1, which is designed to help identify which groups of applicants might need additional outreach to apply for housing at the project. <ul style="list-style-type: none"> • Project's Residents: List % of individuals from each demographic category that reside in the project.

	<ul style="list-style-type: none"> • Project’s Applicant Data: List % of individuals from each demographic category that are on the projects waiting list. • Census Tract: List % of individuals from each demographic category that reside in the project’s census tract. • Housing Market Area: List % of individuals from each demographic category that reside in the project’s housing market area (area from which most applicants are drawn). • Expanded Housing Market Area: List % of individuals from each demographic category that reside in the project’s expanded housing market area (larger region from which applicants could be drawn). <p>If any of the information in the above columns is not applicable please enter N/A.</p>
<p>3b.</p>	<p>Select the applicable demographic groups that are in need of additional outreach to apply for housing at the project, based on the data listed on Worksheet 1.</p> <p>Please note: This determination can be made when reviewing Worksheet 1 and comparing the range of the %’s listed in the Project’s Residents and Project’s Applicant Data to the range of the %’s listed in the Census Tract, Housing Market Area and the Expanded Housing Market Area. If there is not an identifiable presence (more than 2%) of a specific demographic group in the Census Tract, Housing Market Area or Expanded Housing Market Area that demographic would not need to be taken into consideration.</p>
<p>4a.</p>	<p>A residency preference is a preference for admission of persons who reside or work in a specified geographic area. LIHTC projects must be for use by the general public; therefore, the answer to this question should be no.</p>
<p>4b.</p>	<p>Enter the applicable data on Worksheet 3. List a specific community contact for each group identified on #3b as least likely to apply.</p> <ul style="list-style-type: none"> • Target Population: List each group from #3b that was identified as needing extra outreach to apply for housing at the project. • Community Contacts: List specific community contacts for each group selected on #3b: <ul style="list-style-type: none"> - List agency; - List Contact Person & Position - List address, phone, email; - List their experience with the target population; - List how they have agreed to help assist in information the target population about the project’s housing availability; - List anticipated date on which they will begin to contact targeted population.
<p>4c.</p>	<p>Enter the applicable data on Worksheet 4. List specific methods of advertising that will be used to reach each group identified on #3b as least likely to apply.</p> <ul style="list-style-type: none"> - Method of Advertising: List names of newspaper, radio stations, tv stations, electronic media, bulletin boards, brochures/notices/flyers, as applicable, that will be utilized in marketing efforts. - Targeted Population: For each method of advertising, please list the targeted audience.
<p>5a.</p>	<p>Check off each location where the Fair Housing Poster will be displayed.</p>

5b.	Check off each location where the AFHMP will be made available for public inspection.
5c.	Check off each location where the project site sign will be displayed, as well as list the size of the Equal Housing Opportunity logo, slogan, or statement on the sign.
6.	Explain the process for evaluating the marketing efforts noted in this plan and how often you will evaluate the effectiveness of your marketing efforts to attract those least likely to apply. If it is determined the plan is not successful, describe steps that will be taken to modify the plan as needed.
7a.	List the name and position of staff that will be responsible for marketing efforts.
7b & 7c.	Fill in the required information regarding staff training on the AFHMP and on overall tenant selection.
7d.	Include samples of training materials, as well as provide a list of dates when training was conducted/will be conducted.
8.	Please list any additional considerations that should be noted regarding the project's marketing activities.
9.	Sign and date the form. Anytime there are changes or at least every five years the plan will need to be updated.