

**Affirmative Fair Housing Marketing and Resident Selection Plan (AFHMP)
Key Review Points**

City/Town: _____

Project Name: _____

Date: _____

Address: _____

RENTAL

Note: The checklist below is intended to assist with preparation of an AFHMP (the "Plan") It does not replace the requirements of the DHCD AFHMP guidelines, which must be consulted in their entirety.
<http://www.mass.gov/hcd/docs/dhcd/hd/fair/afhmp.pdf> (the "Guidelines").

For Chapter 40B projects, see also section III of the DHCD Comprehensive Permit Guidelines at
<http://www.mass.gov/hcd/docs/dhcd/legal/comprehensivepermitguidelines.pdf>.

With respect to affordable units, the AFHMP must consist of actions that provide information, maximum opportunity and otherwise attract eligible persons protected under state and federal civil rights laws that are less likely to apply

A. GENERAL OVERVIEW OF REQUIRED CONTENT:

The Plan should address and satisfy each of the following components:

___ DESCRIPTION OF PROPERTY: # of affordable and market rate units; parking; amenities; accessibility.

___ ELIGIBILITY REQUIREMENTS: household income, lottery and resident selection procedures; preference system if any; application procedures and order in which applications will be processed.

___ DESCRIPTION OF MARKETING: measures that will ensure affirmative fair marketing will be achieved, including a description of the marketing and outreach methods, sample advertisements and a list of publications where ads will be placed.

___ APPLICATION MATERIALS: application form; statement of no discrimination; fair housing logo; statement regarding requests for reasonable accommodation; authorization for consent to release of information.

___ DEVELOPER/CONTRACTOR QUALIFICATIONS AND DHCD-REQUIRED CERTIFICATION

B. COMPONENTS OF PLAN

I. DEVELOPER/CONTRACTOR/CONSULANT INFORMATION:

The developer staff and contractor qualifications are consistent with the Guidelines YES NO

- The developer, its staff or its third party consultants have substantial, successful prior experience in each component of the AFHMP for which the party will be responsible.
- The entity has successfully carried out similar AFHMP responsibilities for a minimum of 3 projects or the individual with primary resident selection responsibility has successfully* carried out similar responsibilities for 5 years.
- The entity has the capacity to address matters relating to English language proficiency.

The developer/contractor representative(s) certify that the AFHMP is consistent with the Guidelines YES NO

- The developer/contractor has certified that the Plan is consistent with the Guidelines and will be periodically reviewed and updated (See C. 2. I of the Guidelines for certification language)

II. OUTREACH/MARKETING:

Marketing materials include Project description: # of affordable and market rate units; parking; amenities; accessibility
YES NO

Marketing is comparable in local, regional, minority and non-English publications: (size, content, frequency) YES NO

Marketing includes non-English publications (specify languages and publications) YES NO

The basis for determining languages is explained. YES NO

Marketing is inclusionary, and refrains from describing or conveying characteristics of desirable applicants/residents (e.g., "professionals", "active lifestyle community," "empty nesters") YES NO

Marketing does not convey unlawful preferences or limitations (e.g., only white models) YES NO

Marketing does not include reference to local residency preferences (if applicable) YES NO [NOTE: such references are not permitted]

Marketing indicates resident selection by lottery or other random selection procedure YES NO
if there is a lottery, identifies dates, times and locations of informational meeting(s), including at least one in a public, wheelchair accessible location during non-business hours.

Outreach notices are sent to specified local fair housing commissions, local/regional religious institutions, housing authorities, municipal housing trusts, social service agencies, civic groups, other nonprofit organizations and lending institutions YES NO

Outreach is appropriate to the type of housing proposed (e.g., marketing to senior centers for elderly housing)
YES NO

Available Metro Boston Area affordable units will be reported to Boston Fair Housing Metrolist whenever they become available YES NO N/A

Available affordable and available accessible units will be listed with MassAccess registry (CHAPA's Housing Registry) whenever they become available YES NO

Advertisements will be placed in local and regional newspapers (specify) YES NO

Advertisements will be placed in newspapers that serve minority groups and other protected classes (specify)
YES NO

Advertisements run at least two times over a 60-day period YES NO

Sample ads are included YES NO

Advertisements and other marketing include a telephone number, including a TTY/TTD phone number, to call to request an application via mail YES NO

Advertisements and other marketing indicate that applications may be submitted by mail, fax or e-mail YES NO

The Fair Housing logo and slogan are included in all marketing materials, advertisements and applications
YES NO

The application period runs for at least 60 days YES NO

Informational materials provide notice of free language assistance to applicants, translated or to be translated into the languages of LEP populations anticipated to apply based on LEP population most prevalent in the region
YES NO