

Affordable Housing Marketing and Outreach Plan

1. PROPERTY INFORMATION

Project Name:	
Project Address:	
City and County:	
Owner/Developer:	
Contact information:	
Management Agent:	
Contact Information:	

Total Units: _____ Affordable Units: _____ Market Units: _____ Manager's Units: _____

Target Population: ☐ Family ☐ Senior ☐ Special Needs ☐ Supportive Housing
(Check all that applies) ☐ Other: _____

Funding Sources:
(Check all that applies) ☐ CalHFA ☐ HUD ☐ TCAC ☐ HCD ☐ Other: _____

2. FAIR HOUSING & DEMOGRAPHIC STATEMENT

The Owner/Agent agrees to comply with all applicable federal, state, and local fair housing and civil rights laws, including the Fair Housing Act, Section 504, ADA, California Government Code §12955, and 24 CFR §200 Subpart M.

- ☐ All marketing materials will include the **Equal Housing Opportunity** logo or statement.
- ☐ Reasonable accommodations and language assistance will be provided upon request.

Target AMI Levels: ☐ 30% ☐ 40% ☐ 50% ☐ 60% ☐ 70% ☐ 80% ☐ 100% ☐ 120%
☐ Other _____%

Prioritized Populations: ☐ Homeless/At-risk ☐ Veterans ☐ Special Needs: _____

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Demographic Reference Area:

Based on demographic data, the following groups are identified as least likely to apply without affirmative outreach (check all that apply):

- ☐ Black/African American ☐ White/Caucasian
☐ Hispanic/Latino ☐ American Indian or Alaska Native
☐ Asian ☐ Native Hawaiian or Pacific Islander
☐ Persons with Disabilities ☐ Other: _____

Demographic	Number of Residents	Number of Applicants	Census Tract	Housing Market Area
White/Caucasian				
Black/African American				
Hispanic/Latino				
Asian				
American Indian/Alaskan Native				
Native Hawaiian/Pacific Islander				
Other				

3. OUTREACH AND MARKETING ACTIVITIES

A. Advertising Methods

Method	Media/Location	Frequency
☐ Online Listings		
☐ Social Media		

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Method	Media/Location	Frequency
☐ Local Newspapers		
☐ Flyers/Postings		
☐ Agency or Owner Website		
☐ Other: _____		

B. Community Outreach Contacts

Organization	Contact Name	Email / Phone	Population Served

4. LEASE-UP AND WAITLIST PROCEDURES

Application Acceptance Period (*Lease up*): From _____ to _____

Waitlist: ☐ Active/Open: _____ (Date) ☐ Closed: _____ (Date)

Selection Method: ☐ First-Come, First-Served ☐ Lottery ☐ Other: _____

Number of ADA Compliant/Accessible Units: _____

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Describe procedures for offering to mobility/hearing/vision-impaired applicants: _____

LEP Language Assistance: ☐ Spanish ☐ Chinese ☐ Vietnamese ☐ Other: _____

Number of Units Receiving Supportive Services *(If applicable):* _____

Describe referral or verification process: _____

5. RECORDKEEPING AND COMPLIANCE

☐ All marketing and outreach documentation will be retained, reviewed, and updated for a **minimum of five (5) years.**

☐ Applicant demographic and occupancy data will be maintained in accordance with applicable agency reporting requirements.

☐ Marketing effectiveness will be reviewed annually, and outreach efforts adjusted as needed.

6. CERTIFICATION

I certify that this plan will be implemented in compliance with all applicable fair housing and affirmative marketing requirements.

Signature

Title

Organization

Date