

# Affirmative Fair Housing Marketing Plan (AFHMP) Overview and Instructions

Review the information below prior to accessing the toolkit located at https://amtk.housinglink.org/login.

#### What - Background and Instructions for AFHMP Requirements

The following information provides an overview of how to complete the Affirmative Fair Housing Marketing Plan (AFHMP) (HUD Form 935.2A) and Minnesota Housing's AFHMP addendum. Certain types of properties are required to complete and submit **both of these documents as one AFHMP package**.

## Who - Types of Financing that Require the Forms

All housing providers receiving Minnesota Housing financing, including amortizing or deferred loans and/or tax credits, are required to complete these documents. Exempt from this process are properties with fewer than five units, emergency shelters, public housing and publicly owned housing developments. Developments that have Rural Development rental assistance or a Rural Development loan must follow Rural Development's AFHMP review process. Developments that are covered under Performance Based Contract Administration (PBCA) will continue to follow HUD's AFHMP review process.

## When – Timing for Completion of the Forms

Minnesota Housing will review the AFHMP package typically as part of an on-site monitoring review. Owners/agents are required to conduct a review of their AFHMP, at a minimum, every five years to confirm that no updates are needed. A new HUD Form 935.2A (AFHMP) is required if there are changes to any of the form worksheets. If Minnesota Housing approved a previous AFHMP on a form other than HUD Form 935.2A, when the five year review comes due, the housing provider must update the AFHMP data on HUD Form 935.2A. The owner/agent should review demographics and marketing efforts every two to three years and keep documentation on file to support if no updates are needed. A Minnesota Housing AFHMP addendum is required in addition to HUD Form 935.2A when the property also has any other form of agency financing. At the five year review, if there are no changes with the population least likely to apply, advertising cited is still current, there are no changes to the demographic information of the housing market area or outreach that is currently being performed is reaching the intended population, owners/agents are required to complete the Owner/Agent AFHMP Review Verification form to certify there is no need for AFHMP updates. The Owner/Agent AFHMP Review Verification form can be found on Minnesota Housing's Fair Housing page.

## Where - Accessing Forms and Links

All forms and links necessary to complete the AFHMP package are located on Minnesota Housing's Fair Housing webpage at <a href="http://www.mnhousing.gov/sites/np/fairhousing.">http://www.mnhousing.gov/sites/np/fairhousing.</a> This page includes a link to <a href="https://amtk.housinglink.org/login">https://amtk.housinglink.org/login</a> for completion of HUD Form 935.2A (AFHMP) as well as Minnesota Housing's AFHMP addendum and the Owner/Agent Review Verification Form.

## How - Completing the Forms

**Important:** The instructions on HUD Form 935.2A state to send completed AFHMPs to HUD; however, HUD does not review or approve all AFHMPs. **Do not send** the AFHMP to HUD unless the property is part of the PBCA portfolio or it is specifically required by a HUD funding source.

#### Instructions:

- Visit https://amtk.housinglink.org/login
- To register, click "sign up now" and register a user name and password. If you are already registered, continue to log in.
- Next, click the blue "+ New Project" button to create a project.

- After you enter the property name and address, the toolkit will auto-populate the majority of the form and worksheets; however, you will need to manually complete the first page.
- Details for completing specific sections of HUD Form 935.2A can be found in the table below.
- Once you enter the fillable PDF templates for HUD Form 935.2A, save the completed form to your computer desktop or other folder so that it is accessible at a later date.

| Step 1: Review and Enter   | Step 2: Select and Complete   | Step 3: Complete   |
|--|---|--|
| AFHMP Cover Sheet Details:     Enter date of first approved AFHMP (as appropriate and if applicable)   | Worksheet 1 Details:     The system will auto-populate information     Census tract: Relatively permanent     statistical subdivision of a county (e.g.,  | Minnesota Housing AFHMP Addendum Details:  The addendum is found on Minnesota Housing's Fair Housing   |
| <ul> <li>Update if:         <ul> <li>The AFHMP is approved on a document other than HUD Form 935.2A</li> </ul> </li> <li>The population least likely to apply is different than that on the current AFHMP</li> <li>The advertising cited in the current AFHMP is no longer appropriate</li> <li>Demographics of the housing market area have changed in terms</li> </ul>   | Mac-Groveland area of St. Paul)  Housing market area: Town/city/county from which the owner/agent intends to draw applicants  Expanded housing market area: Expand your area if the housing market area is not diverse enough (e.g., expand Mac-Groveland to include Highland Park and possibly downtown St. Paul)  | <ul> <li>webpage.</li> <li>Complete the addendum if required</li> <li>Minnesota Housing staff cannot approve and sign off on HUD Form 935.2A. Minnesota Housing uses the addendum as an acknowledgement that Minnesota Housing staff has reviewed the plan.</li> </ul> |
| market area have changed in terms of race, color, national origin, religion, sex, familial status or disability  The outreach currently being performed is not reaching those it is intended to reach, as measured by project occupancy and applicant data  If no update is needed based on the criteria listed above:  Complete and sign the Owner/Agent AFHMP Review Verification Form.  Place the form in the file in order to have verification of the most recent AFHMP review. | <ul> <li>Worksheet 2 Details:</li> <li>Section 4a – Do not complete</li> <li>Worksheet 3 and 4 Details:</li> <li>Worksheet 3 is populated when the owner/agent selects community contacts that have been preidentified as working with the demographic identified as least likely to apply.</li> <li>The software will autofill Worksheets 4 from a list of marketing resources that have been preidentifed as targeting the same demographic groups as those identified as leaset likely to apply.</li> <li>If after worksheet 3 or 4 is completed and turned into a fillable PDF you prefer to reach out to different community contact or use different marketing resources, you can enter alternates or cut and paste alternate selections from the lists available at the top of the project page in the toolkit.</li> </ul> |  |