**Date:** Click or tap to enter a date.

**Property Name:** Click or tap here to enter text.

**CMTS ID Number:** Click or tap here to enter text.

**Market Area/County:** Click or tap here to enter text. **Census Tract:** Click or tap here to enter text.

**Is this Affirmative Marketing Plan a resubmission of a previously approved Plan without any changes or updates?** Choose an item.

**1. Provide details as to how you identified “Least Likely to Apply” populations. If the plan used another method to determine the populations “Least Likely to Apply” the AFHMP must provide a detailed explanation of the methodology used:**

|  |  |
| --- | --- |
|  | [Used](https://www.tdhca.state.tx.us/pmcomp/sf-amt.htm) the [Multifamily Affirmative Marketing Tool](https://www.tdhca.texas.gov/MF-Affirmative-Marketing-Tool) provided by TDHCA (Take a screenshot of the pop-up/tool tip from the tool and attach it in Part 5) |

**If you did not use the tool provided by TDHCA, explain in detail your methodology here and include a screenshot of your data in Part 5:**

Optional: Explain your methodology for identifying “Least Likely to Apply” populations here

**2.** **Identify “Least Likely to Apply” Populations (Check all that apply, “Persons with Disabilities” must always be selected):**

 

 

**If the LURA for the property indicates that marketing must be done for Veterans, you do not need to include that information in this plan, only during on-site or desk reviews.**

**3. List any community contacts identified for “Least Likely to Apply” populations. These organizations should primarily serve the “Least Likely to Apply” populations identified in Item 2. Community contacts may be organizations like local nonprofits, chambers of commerce, businesses, churches, and community centers serving the “Least Likely to Apply” population. These are any organizations you will directly provide marketing information to.**

**Name of Type of Population**

**Name of Contact Organization Organization Address Phone Targeted**

Click here to enter text.

Click here to enter text.

Click here to enter text.

Click here to enter text.

*(Continued on next page)*

**4. List your marketing strategies you will use for outreach including print, TV, radio, or online ads. Include screenshots or copies of all materials in either Part 5 or Part 6.**

**Media Outlet Type of Media Duration and Time Targeted Population**

Click here to enter text.

Click here to enter text.

Click here to enter text.

Click here to enter text.

**5. Attach any screenshots here:**

Click here to enter text.

**6. Attach all marketing materials including letters to community contacts and any print/online ads (TV/radio not included) as separate pages. Marketing materials must include the Fair Housing logo, contact information in English and Spanish, and contact information for requesting a reasonable accommodation in relation to completing an application.**