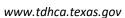


TEXAS DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS





Multifamily Affirmative Marketing Plan

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Date: Property Name: CMTS ID Number: Market Area/County: Is this Affirmative Mark	eting Plan:	Ce New Plan	nsus Tract: Updated I	Plan	
1. Provide details as to I used another method to provide a detailed expla Used the Multifam of the pop-up/tool	o determine the nation of the r ily Affirmative I	e populations " methodology u Marketing Tool	'Least Likely t sed: provided by 1	o Apply" th	ne AFHMP must
If you did not use the to include a screenshot of	•		n in detail you	ur methodo	ology here and
2. Identify "Least Likely Disabilities" must alway	• • • •	•	all that apply	y, "Persons	with
White	Asian	Hispanio	or Latino	Househ	nolds w/ Children
American Indian or Alaskan Native	Black or Africa American		Hawaiian er Pacific	Persons	s with Disabilities
If the LURA for the prop need to include that info	-	_			· •
	imarily serve the may be organicated organ	ne "Least Likely zations like loc centers serving irectly provide ype of	to Apply" po al nonprofits, the "Least Li marketing inf	pulations i chambers kely to App	dentified in Item of commerce, oly" population.

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		
5. Attach any scre	eenshots on a separ	ate page			
	•	uding letters to commun	nity contacts and any 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.