



Completing the Affirmative Fair Housing Marketing Plan Webform

IHDA Asset Management – Project Operations Compliance

December 2025



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What is an Affirmative Fair Housing Marketing Plan?

The Affirmative Fair Housing Marketing Plan (AFHMP) is a marketing strategy designed to attract renters for the development's assisted rental units. This plan is required to be submitted by IHDA and federal fair housing regulations.

Affirmative marketing differs from general marketing activities because it specifically targets potential tenants who are least likely to apply for the housing to make them aware of available affordable housing opportunities in their community.

IHDA requires an AFHMP for all new deals prior to closing and an update every five years. If there is a change in ownership (transfer of physical assets) or a change in property managing agent (change of agent) a new AFHMP is also required.



Process Overview

Step One: Open AFHMP Webform

Step Two: Use project identification number (PID) to look up your property (if you do not know this number, you can look it up on the [Compliance Connection Webtool](#) at the bottom of the page)

Step Three: Fill in all required fields

Step Four: Upload attachments (*don't forget to include the signature page*)

Step Five: Hit submit!

Step Six: After the Compliance Analyst (CA) reviews the AFHMP, they may contact you with questions or updates

Step Seven: Make any updates/corrections in the webform

Step Eight: IHDA will email the final, approved AFHMP to O/A

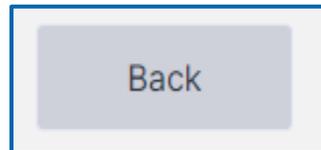


Tips

- Use the save button! This will save your work in case you accidentally get logged off or other issues occur.



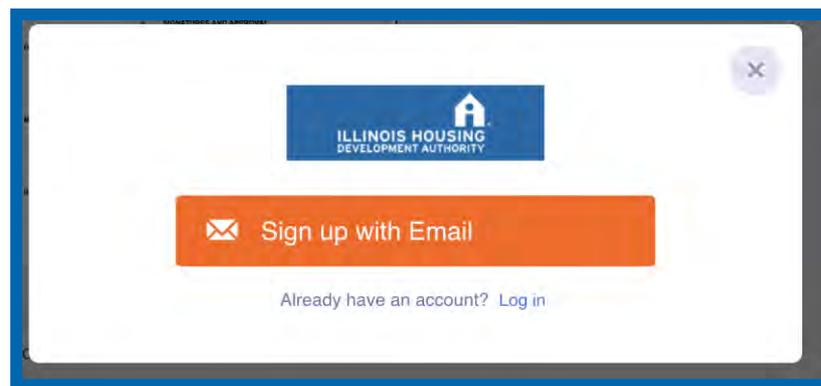
- **DO NOT** hit the refresh icon ↻ or the back button ← in your browser unless you have saved your work. This will reset the full form, and your work cannot be recovered.
- Navigate in the form using the "Back" and "Next" buttons in the form.





Tips—Create an Account

- On the first page, hit the save button and it will prompt you to log in or create a free account.



- Creating an account allows you to save your work and come back to finish later and see previously submitted forms.



Getting Started

- The second page of the webform has links to training materials, FAQs, and the signature page.
- This page also has a PDF-version available for you to view all questions/fields at a single glance. It is not to be filled-in. Only the webform will be accepted.
- Make sure to download and attach the signature page as part of your final submission.

AFHMP Signature Page

OWNER

MANAGING/MARKETING AGENT

IHDA APPROVAL

Counterparts and Electronic Signatures: This Plan may be executed in counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same instrument. A signed



Development Information



Owner and Managing Agent: Questions

- Enter the name and email address of the person completing this form. Correspondance emails will be sent to this address in the future.

Person Submitting the Form *

<input type="text"/>	<input type="text"/>
First Name	Last Name

Email *

<input type="text"/>
example@example.com
example@example.com



Owner and Managing Agent: Questions

- Enter the reason you are submitting the AFHMP:
 - Initial Plan: Use if this is a new deal or an Ownership Change
 - Five Year Update: Use if this is an update for an existing development
 - Change of Owner Entity/Corporation: Use if there is a new owner and the same managing agent
 - Change of Managing Agent: Use if only management agent changes
 - Change of Owner & Agent: Use if there is a new owner and new managing agent

Why are you submitting this plan? *

Please Select

Please Select

Initial Plan

Five Year Update

Change of Owner Entity/Corporation

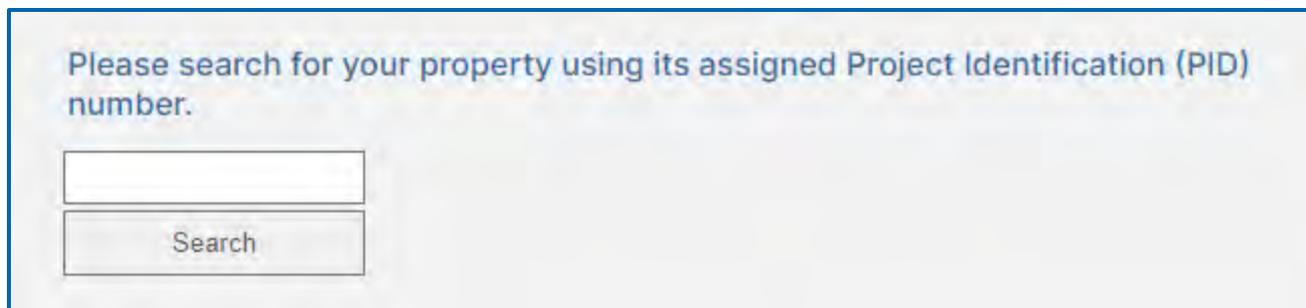
Change of Managing Agent

Change of Owner & Agent



Development Information: Questions

- Add the PID and click search. If you do not know your PID you can look that up on the [Compliance Connection](#).



Please search for your property using its assigned Project Identification (PID) number.

- If you do not see this screen, then you are completing your initial AFHMP and this field is not required.
- **Tip:** Throughout this webform, there will be pre-filled information based on the data IHDA already has. If any of it needs to be updated or is incorrect, please continue and reach out to your Compliance Analyst.



Development Information: Questions

- After adding the PID, the development name and PID will auto-populate to the fields below.

Development Name * PID *

Springfield Apartments 1234

- If you are completing an initial AFHMP, these fields will be blank and need to be filled in.
- *Tip:* Throughout the form, you will see this green progress bar up top to tell you how far along you are in the form.

21% Completed Fields Completed 18 / 84



Marketing Information



Marketing

- Enter the date of initial occupancy i.e., the date the property was first occupied.
- Enter the advertising start date. This is a future date, day of or after the date of submission. For example, if you are submitting the AFHMP on 01/15/2026 then your advertising start date can be 01/15/2026 or any future date like 05/15/2026.

Date of Initial Occupancy *	Advertising Start Date *
<input type="text" value="MM-DD-YYYY"/>	<input type="text" value="MM-DD-YYYY"/>
Date	Date



Marketing

- The total number of units will auto-populate (if this is an initial plan, you will need to fill in this field). This is the total number of units in the development. If this is incorrect or any auto-populated data is incorrect reach out to your Compliance Analyst.

A screenshot of a webform field labeled "Units *". The field contains the number "53". Below the field are three buttons: "Back", "Save", and "Next". The "Next" button is highlighted in blue.

- *Tip:* Throughout the webform there are comments in some fields to help answer some FAQs. Advertising start date is one of those fields.

A screenshot of a webform field labeled "Date of Initial Occupancy *". A red oval highlights a tooltip message that says "Enter the date the first tenant moved into the property."



- Some of the owner and manager contact information will pre-fill based on information IHDA currently has. If any of it is incorrect, please complete the [contact directory change form](#) and submit it to your Compliance Analyst.
- These fields will not pre-fill if this is an initial plan.

Owner Organization * <input type="text" value="Owner"/> <small>ex: ABC Apartments, LP</small>	Owner Name * <input type="text" value="John Doe"/> <small>Primary owner contact's name</small>
Owner Phone Number * <input type="text" value="123 123 1234"/> <small>Please enter a valid phone number.</small>	Owner Email * <input type="text" value="John@email.com"/> <small>example@example.com</small>
Mailing Address * <input type="text" value="123 Illinois St."/>	City * <input type="text" value="Springfield"/>
State * <input type="text" value="IL"/>	Zip * <input type="text" value="60612"/>



Marketing

- Select who is responsible for marketing.
 - Owner: Select owner when the owner is responsible for marketing. This is most common when a project is owner managed.
 - Property Manager: Select this option when marketing is the responsibility of the property managing agent.
 - If you select either owner or property manager, that information will pre-fill based on information previously provided in the form.
 - See next slide for “other” explanation.

Who is responsible for marketing the property? *

Owner

Please Select

Owner

Property Manager

Other

Contact

John

- *Tip*: You will need recent (within the last two years) Fair Housing certifications for all staff identified as responsible for marketing.



Marketing

- Other : Select this option if there is another person or third party responsible for marketing. This most frequently occurs when a development uses a third party to help market and fill vacancies. For example, the local Public Housing Agency (PHA) or the local Coordinated Entry System fills all units.
- If “other” is selected, fill in contact information.

Who is responsible for marketing the property? *

Other ▾

Organization Name *

Ex: ABC Rentals, Inc.

Contact Person *

Primary contact's name

Phone Number *

Please enter a valid phone number.

Email *

example@example.com

Mailing Address *

City *

State *

Please Select ▾

Zip *



Marketing

- This question should be answered yes if there are other staff who have not been previously identified as an owner, manager, or other agent who is responsible for marketing. The most common examples are when managing agents have multiple staff responsible for marketing who are not the onsite manager; for example, a regional manager or compliance manager.

Will anyone else, not already described in prior sections, be involved in marketing the property? *

Yes ▾

Please list the other staff members who will be responsible for marketing the property.

Name *	Title *
John Doe	Reginal Manager



- Describe how staff responsible for marketing will be trained on the AFHMP. Make sure to list how staff are made aware of the plan, informed of any updates or changes, and any other relevant information.

Please describe how staff are trained on the provisions of the Affirmative Fair Housing Marketing Plan.

Back Save Next



Development & Population Characteristics



Development & Population Characteristics

- The Development Type field auto populates based on information IDHA currently has, so this field should be already filled in. If no changes are needed, click next.
- If your development type is Special Needs or Other, you will need to fill in the text field below to provide a description. Common descriptions are households experiencing homelessness or Veterans.
- The development address and city are auto-filled fields based on information currently in IHDAs system.

Development Type *

Please Select

Please Select

Elderly

Family

Disabled

Mixed (Elderly & Disabled)

Special Needs

Others

Development Address *

123 Street

Development City *

Springfield



Development & Population Characteristics

- All developments are required to collect demographic information on current tenants. Include those percentages here.
- All fields are required, add zeros if there are no tenants in the demographic group.

Please enter the demographics characteristics of residents at the property. All answers should be expressed as a percentage.

	Development Data
American Indian or Alaskan Native	
Asian	
Black or African American	
Hispanic or Latino	
Native Hawaiian or Pacific Islander	
White	
Persons with Disabilities	
Families with Children	



Development & Population Characteristics

- Prove a yes or no response to the question below. If you answer yes, then the demographic chart will open.
- If you answer no, that section of the chart will be hidden from the webform then filled in with N/A response on the final PDF.

Does the property collect demographic information from applicants on a waitlist? *

Yes

Please Select

Yes

No

Characteristics of residents at the property. All percentages. Part A *

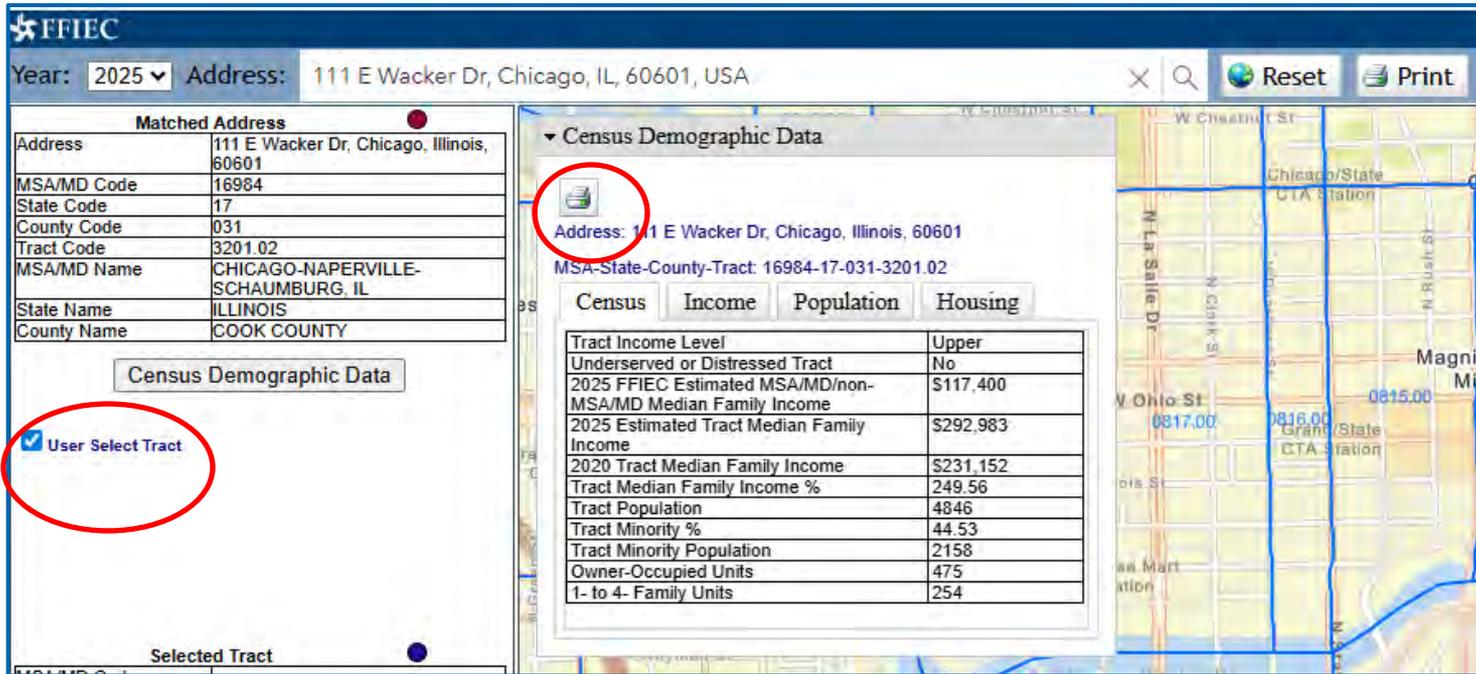
	Waitlist or Applicant Data
American Indian or Alaskan Native	
Asian	
Black or African American	
Hispanic or Latino	
Native Hawaiian or Pacific Islander	
White	
Persons with Disabilities	
Families with Children	
Other	



Gathering Census Data

Gathering Census Data

- The first step is to identify the census tract of the development
- Enter the development address using [this website](#)
- Check the “user select tract” box then click the print box to get the census information and map (both need to be uploaded to this form prior to submission)



FFIEC

Year: 2025 Address: 111 E Wacker Dr, Chicago, IL, 60601, USA

Reset Print

Matched Address	
Address	111 E Wacker Dr, Chicago, Illinois, 60601
MSA/MD Code	16984
State Code	17
County Code	031
Tract Code	3201.02
MSA/MD Name	CHICAGO-NAPERVILLE-SCHAUMBURG, IL
State Name	ILLINOIS
County Name	COOK COUNTY

Census Demographic Data

User Select Tract

Selected Tract

Census Demographic Data

Address: 111 E Wacker Dr, Chicago, Illinois, 60601

MSA-State-County-Tract: 16984-17-031-3201.02

Census Income Population Housing

Tract Income Level	Upper
Underserved or Distressed Tract	No
2025 FFIEC Estimated MSA/MD/non-MSA/MD Median Family Income	\$117,400
2025 Estimated Tract Median Family Income	\$292,983
2020 Tract Median Family Income	\$231,152
Tract Median Family Income %	249.56
Tract Population	4846
Tract Minority %	44.53
Tract Minority Population	2158
Owner-Occupied Units	475
1- to 4- Family Units	254

- *Tip:* If the development has several addresses, see item six in our [FAQ document](#) for instructions.



- Include information on the demographics of the census tract.
- **Make sure all information in the chart is a percentage.** You do not need to put the % sign in the form, but make sure to use the percentage and **not** the total number. Include zeros where appropriate.
- *Tip:* You can easily calculate the percentage by dividing population in a demographic group by the total population in the census tract.

Census Tract *

Please enter the demographics characteristics of the property's census tract. All answers should be expressed as a percentage. Part B *

	Census Tract
American Indian or Asian Native	
Asian	
Black or African American	
Hispanic or Latino	
Native Hawaiian or Pacific Islander	
White	
Persons with Disabilities	
Families with Children	
Other	



- In this section you will identify the market area and expanded market area. The *market area* is a smaller area typically close to the development whereas the *expanded market area* is typically a larger geography.
- As an example, if your development is in Rockford IL, your market area may be the City of Rockford, and the expanded market area could be Winnebago County.

Please identify the Housing market area *

0/500

Please identify the expanded marketing area *



Gathering Census Data

- After you have identified your market and expanded market areas, you need to provide demographic information on those two areas.
- IHDA recommends using census.gov, which can be challenging to navigate, but the following slides provide details on how to use census.gov.
- *Tip:* If you selected multiple counties, cities, or other geographic areas please reference our [FAQs](#) for details on how to fill in this section of the chart.

To complete this section, you must input the demographic data for the Housing Market Area and Expanded Housing Marketing Area you identified earlier.

You will need to input the third-party data sources to complete this section. We recommend using the US Census Bureau's website to complete the table. You may use the following links to access the requested information.

DP05 - [Demographic Information](#)

S1810 - [Persons with Disabilities](#)

S1101 - [Families with Children](#)

Please save copies (ideally as a PDF) of the webpages you are citing as part of this plan. You will be required to include this information when submitting the plan.

Please enter the demographics characteristics of the property's marketing area and expanded marketing area. All answers should be expressed as a percentage. Part B *

	Housing Market Area	Expanded Housing Market Area
American Indian or Asian Native		
Asian		
Black or African American		
Hispanic or Latino		
Native Hawaiian or Pacific Islander		
White		
Persons with Disabilities		
Families with Children		
Other		



Using Census.gov



Using Census.gov

The following slides provide a detailed explanation on how to use census.gov

#1
Select Filters

#2
Click on the
Census
Tract Tab

#3
Select Illinois

#4
On the next screen, select
the county the property is
located in.

The screenshot shows the United States Census Bureau website. The search bar contains 'dp05'. The 'Filter' button is circled in red with a blue arrow pointing to it. The 'Census Tract' tab is highlighted with a red circle and a blue arrow pointing to it. The 'Select State' dropdown menu is open, showing a list of states, with 'Illinois' highlighted by a red circle and a blue arrow pointing to it. The search results show '1 Result' for 'American Community Survey DP05 | ACS Demographic and Housing Estimates'.



Using Census.gov

United States[®]
Census
Bureau

dp05

Advanced Search

All **Tables** Maps Profiles Pages

Illinois / Cook County, Illinois / Select Census Tract

1 Result

View: 10 | 25 | 50 Download Table Data

American Community Survey
DP05 | ACS Demographic and Housing Estimates
View All 4 Products

2 Filters

DP05

Census Tract 3201.02; Cook Co...

Clear search & filters

Search for a filter or table

Geographies

Nation >

State >

County >

County Subdivision >

Place >

ZIP Code Tabulation Area >

Metropolitan/Micropolitan Statistical Area >

Census Tract >

Block >

Block Group >

All Geographies >

Topics

Families and Living Arrangements >

Housing >

Populations and People >

Race and Ethnicity >

Surveys

American Community Survey >

Years

2022

2021

2020

Codes

Within other geographies

Census Tract 3201.02

Census Tract 3201.02; Cook County; Illinois

#5

- After selecting the appropriate county, paste the Census Tract and number into the search bar, then select the Census Tract when it appears below.
- Click on the blue box to see demographic details.



Using Census.gov

United States[®] Census Bureaus

dp05

Advanced Search

All Tables Maps Profiles Pages

2 Filters

DP05

Census Tract 3201.02, Cook Co...

Clear search & filters

Search for a filter or table

Geographies

Nation >

State >

County >

County Subdivision >

Place >

ZIP Code Tabulation Area >

Metropolitan/Micropolitan Statistical Area >

Census Tract >

Block >

Block Group >

All Geographies >

Topics

Families and Living Arrangements >

Housing >

Populations and People >

Race and Ethnicity >

Surveys

American Community Survey >

Years

2022

2021

2020

123 Codes

1 Result

View: 10 | 25 | 50

Download Table Data

DP05 | ACS Demographic and Housing Estimates

American Community Survey

DP05 | ACS Demographic and Housing Estimates

View All & Products

Census Tract 3201.02, Cook County, Illinois

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
SEX AND AGE				
Total Population	5,429	±943		(X)
Male	2,956	±577	54.4%	±8.1
Female	2,473	±516	45.6%	±8.1
Sex ratio (males per 100 females)	119.5	±40.0	(X)	(X)
Under 5 years	116	±133	2.1%	±2.3
5 to 9 years	118	±140	2.2%	±2.5
10 to 14 years	111	±4	2.0%	±0.2
15 to 19 years	264	±250	4.9%	±4.5
20 to 24 years	1,031	±564	19.0%	±10.2
25 to 34 years	2,878	±727	53.0%	±12.4
35 to 44 years	185	±198	3.4%	±3.6
45 to 54 years	932	±339	11.6%	±6.2
55 to 59 years	58	±114	1.1%	±2.1
60 to 64 years	1	±3	0.0%	±0.1
65 to 74 years	32	±66	0.6%	±1.2
75 to 84 years	2	±3	0.0%	±0.1
85 years and over	1	±3	0.0%	±0.1
Median age (years)	26.6	±0.8	(X)	(X)
Under 18 years	404	±268	7.4%	±4.6
16 years and over	5,084	±583	93.6%	±4.3
18 years and over	5,025	±584	92.6%	±4.6
21 years and over	4,850	±598	89.7%	±8.1
62 years and over	36	±66	0.7%	±1.2
65 years and over	35	±66	0.6%	±1.2
18 years and over	5,025	±584	5.025	(X)
Male	2,670	±551	53.1%	±8.9
Female	2,355	±514	46.9%	±8.9
Sex ratio (males per 100 females)	112.4	±41.3	(X)	(X)

#6
Click the dropdown to collapse unneeded rows.
The AFHMP does not require information pertaining to sex, age, or citizenship. (See example on the next slide)



Using Census.gov

Advanced Search

DPO5 | ACS Demographic and Housing Estimates

American Community Survey | 2022-ACS 5-Year Estimates Data Profiles

Notes | Geos | Topics | Codes | Dataset | Year | Columns | Transpose | Margin of Error | Restore

Census Tract 3201.02; Cook County; Illinois

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
SEX AND AGE				
RACE				
Total population	5,429	±643	5,429	(X)
One race	5,241	±680	96.5%	±3.6
Two or More Races	188	±191	3.5%	±3.6
One race	5,241	±680	96.5%	±3.6
White	3,390	±840	62.4%	±15.0
Black or African American	213	±287	3.9%	±5.2
American Indian and Alaska Native	247	±397	4.5%	±7.2
Asian	1,391	±769	25.6%	±13.8
Native Hawaiian and Other Pacific...	0	±17	0.0%	±0.6
Some Other Race	0	±17	0.0%	±0.6
Two or More Races	188	±191	3.5%	±3.6
Race alone or in combination with one or mo...				
HISPANIC OR LATINO AND RACE				
Total population	5,429	±643	5,429	(X)
Hispanic or Latino (of any race)	618	±546	11.4%	±9.6
Not Hispanic or Latino	4,811	±632	88.6%	±9.6
Total housing units	2,857	±242	(X)	(X)
CITIZEN, VOTING AGE POPULATION				

#7

Match the percentages with the categories specified in the AFHMP, then enter them into the webform.

Please enter the demographics characteristics of the property's census tract. All answers should be expressed as a percentage.

	Census Tract Data
American Indian or Alaskan Native	4.5%
Asian	25.6%
Black or African American	3.9%
Hispanic or Latino	11.4%
Native Hawaiian or Pacific Islander	0.0%
White	62.4%
Persons with Disabilities	
Families with Children	
Other (if listed in your dataset)	

Back Save Next

#8

Press control + P (Windows) or command + P (Mac) to print this page as a PDF. You may include all pages, but only information containing demographic data is required. See example on next slide.



This is what your screen should look like when saving the demographic information as a PDF.

The screenshot shows the Census.gov website interface. The main content area displays the 'ACS Demographic and Housing Estimates' for Census Tract 3201.02, Cook County, Illinois. The data is presented in a table with columns for 'Label', 'Estimate', and 'Margin of Error'. The table includes categories such as 'Total population', 'Race', 'Hispanic or Latino', 'Asian', and 'Native Hawaiian and Other Pacific Islander'. A print overlay is visible on the right side of the screen, showing options for 'Print', 'Destination' (Adobe PDF), 'Pages' (All), 'Layout' (Portrait), and 'Color' (Color). The print overlay also indicates '3 sheets of paper' and includes 'Print' and 'Cancel' buttons.

Label	Estimate	Margin of Error
Total population	5,390	+630
White	3,247	+182
Black or African American	52	+68
Hispanic or Latino	524	+83
Asian	1,311	+675
Native Hawaiian and Other Pacific Islander	0	+17



Marketing Activities



- On this question, please select a minimum of three groups that you will target marketing toward. These should be the groups that are less represented in the market and expanded market areas than the primary (or most prevalent) group in those communities.
- *Tip:* Make sure to select groups that meet or exceed a 1% threshold in either the market or expanded market areas.

59% Completed Fields Completed 51 / 86

Based on the completed table above, please indicate the populations/groups least likely to apply for housing without special outreach efforts. (Check all that apply - minimum of three selections). *

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander Type
- White
- Persons with Disabilities
- Families with Children
- Other



Community Contacts

- Answer “yes”, if the development performs outreach activities as part of its affirmative marketing. For example, if your development targets seniors, you may choose to send materials and letters to local senior resource centers and/or community programs as part of your marketing strategy.

Does the property perform any outreach activities to supplement marketing efforts? *

Yes ▾

Organization Name #1 * City *

State * Zip *

Please Select ▾

Audience * Frequency *

Ex: Asian, Hispanic Ex: annually



- Answer “yes” if the person responsible for marketing has experience marketing to the target populations (those least likely to apply)
- Provide a brief explanation of that experience. Make sure to include the following:
 - Location
 - Duration (Ex: February 2025)
 - Specific Population Served
- Answer “no” if the person responsible for marketing does not have any experience marketing to the target populations

Do on-site staff have experience in marketing housing to minority group(s) and/or other population group(s)? *

Yes ▾

Please describe this experience, including the location (or property), duration (dates), and the specific population served. *

0/500



Signage & Media



- Provide a yes/no answer to the question. If yes, you will need to provide IHDA a copy of the flyer and/or brochure as an attachment to this marketing plan. All flyers and brochures need the Equal Access logo.

Does the property distribute flyers or brochures?

Please Select 

Please Select

Yes

No





Signage & Media

- Select all where project signage is located and where the AFHMP will be available. Most common examples are site signage at the entrance to the building/project or rental office signage. All signage needs to have the equal access logo, and pictures will be required of all signage selected.

Where will signage be displayed? *

Rental Office

Real Estate Office

Model Unit

Entrance to Project

Other

Where will the AFHMP be available for public inspection? *

Rental Office

Real Estate Office

Model Unit

Entrance to Project

Other

- If other is selected, a text box will appear for a brief description. See next slide for an example.



Signage & Media

- Select all types of commercial media that the development uses to market the property and provide a copy of the most recent example or a mockup.
- IL Housing Search is required for all developments.
- If you list other and/or publication(s), please describe, see example below.

What Commercial Media will the property use? *

IL Housing Search

Publication(s)

Radio

Social Media

Website(s)

Other

TV

* Publication(s) *

Springfield Herald

List specific publications.



Evaluation & Accessibility



Evaluation & Accessibility

- Provide a brief explanation for how you will evaluate if your marketing activities have successfully increased the number of tenants in the target population of those least likely to apply.
 - Acceptable Response: The development will evaluate the demographic makeup of our current tenants annually and if we are not seeing an increase in our target demographics, we will increase our outreach locations and conduct an open house.
 - Unacceptable Response: We will continue to outreach as required *or* we will not evaluate marketing activities because we serve a special populations *or* because we have a healthy waiting list.

Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting the group(s) least likely to apply. *

Refer to FAQs for examples of how to answer this question. 0/500



Evaluation & Accessibility

- Answer how often you will evaluate the effectiveness of marketing activities. For example, annually or quarterly.

How often will the effectiveness of marketing efforts be reviewed? *

Ex: Annually

- Provide an explanation for how you will change your marketing activities if the evaluation proves that current marketing is not as successful as you would like. Examples include:
 1. Expand outreach to two additional community partners and attend monthly community events hosted by our township
 2. Increase frequency, size, and placement of advertisements.

If it is determined that the targeted groups (those least likely to apply) are not being effectively reached, what actions will be taken to address this? *



Evaluation & Accessibility

- Select “yes” if your property has accessible and/or adaptable units. If yes, provide a description on how you plan to market to populations that can benefit from accessible/adaptable units.
- Otherwise, select “no” then click next.

Does the property have accessible/adaptable units? *

Yes ▼

Please describe the marketing efforts used to advertise accessible and adaptable units. *



Uploading Attachments



- The final page has a chart which auto-populates based on how you answered prior questions in the form.
- All items with a “YES” require an attachment.

Based on your answers to the previous questions, specific attachments are needed to approve your plan. Please review this table and include the requested attachments. (Note, Fair Housing Training Certifications, Census data, and a map of the Census Tract are required of all properties, regardless of their marketing activities.)

	Is it required?
Fair Housing Training Certifications (Received within the past two years)	YES
Map of Census Tract	YES
IL Housing Search Listing	YES
Demographic data for census tract, marketing area, and expanded marketing area (Please show us the data you used)	YES
Copies of Outreach Letters	NO
Copies of Flyers or Brochures	YES
Photos of Property Signage, Rental Office, or Model Unit (All photos should clearly show the Fair Housing logo.)	YES
Copies of Commercial Media	YES
Signature Page	YES



- Click on Browse Files and your file explorer window should open.

- Select all relevant attachments (it is easiest if they are all in the same folder) and click open. All attachments will upload then click submit!

Please include the attachments listed in the table above. *


Browse Files
Drag and drop files here

Back Preview PDF Save **Submit**

File Upload


Browse Files
Drag and drop files here

 Project Signage.pdf	0.1MB	
 ILHousingSearch.pdf	0.1MB	
 Fair Housing Cert.pdf	0.1MB	
 Census Info.pdf	0.1MB	



Uploading Attachments

- After you click submit you will see the thank you screen (see image below).



- You will also receive an email confirming our receipt. The subject line is “Submission received for [your development name, PID] Affirmative Fair Housing Marketing Plan. The email will come from noreply@formresponse.com. Please check your spam/junk folder if the email cannot be located.



Additional Resources & Reminders



Additional Resources & Reminders

- There is a [Frequently Asked Questions](#) document that answers some of the most common questions that come up.
- While IHDA cannot recommend a specific training if you need a new fair housing certification, there are a lot of options available online and many of them are free.
- If you are struggling with the form itself, you may want to try switching your browser. Google Chrome and Microsoft Edge have worked well for our partners.
- Don't forget to hit save throughout the form to save your work!
- If you have any questions or issues, please reach out to your Compliance Analyst.