

Exhibit M

CITY OF DALLAS

AFFIRMATIVE FAIR HOUSING MARKETING PLAN



COMPLETE FORM AND SUBMIT TO:

FAIR HOUSING OFFICE

CITY HALL • 1500 MARILLA ST., RM 1BN • DALLAS, TEXAS 75201

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1. INTRODUCTION

The Affirmative Fair Housing Marketing Program requires that each City Assisted Housing Provider carry out an affirmative program to attract prospective buyers or tenants of all minority and non-minority groups to the housing that the applicant is providing. These groups include Whites (Non-Hispanic) and members of minority groups: African-American, Hispanics and others in the Dallas, Texas area who may be subject to housing discrimination on the basis of race, color, religion, sex, national origin, handicap or familial status.

2. APPLICATION AND PROJECT IDENTIFICATION

A. APPLICANTS:	B. PROJECT OR APPLICATION NUMBER
NAME:	NUMBER OF UNITS AVAILABLE:
ADDRESS (include city, state and zip code):	NUMBER OF UNITS LEASED OR SOLD:
TELEPHONE NUMBER:	PRICE OR RENTAL RANGE OF UNITS:
	FROM \$_____ TO: \$_____
C. PROJECT NAME:	D. FOR MULTIFAMILY HOUSING ONLY: ☐ ELDERLY ☐ NON-ELDERLY
PROJECT ADDRESS:	E. APPROXIMATE STARTING DATE: ADVERTISING: _____ OCCUPANCY: _____
	F. NAME OF MANAGING AGENT:

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CENSUS TRACT: _____	ADDRESS (include city, state and zip code):	
3. TYPE OF AFFIRMATIVE MARKETING PLAN		
☐ Project Plan ☐ Annual Plan (For single family scattered site units)		
NOTE: a separate Annual Plan must be developed for each type of census tract in which the house is to be built.		
☐ Minority Area ☐ White (non-minority area) ☐ Mixed Area (with _____% minority residents)		
4. DIRECTION OF MARKETING ACTIVITY		
Indicate below which group(s) in the housing market area are least likely to apply for the housing because of its location and other factors without special outreach efforts.		
☐ White ☐ African-American ☐ Hispanic ☐ Other		
5. MARKETING PROGRAM		
A. COMMERCIAL MEDIA		
Check the media to be used to advertise the availability of the housing.		
☐ Newspaper(s)/Publication(s) ☐ Radio ☐ TV ☐ Billboard(s) ☐ Other (Specify)_____		
NAME OF NEWSPAPER RADIO OR TV STATION (1)	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE (2)	SIZE/DURATION OF ADVERTISING (3)
B. BROCHURES, SIGNS AND HUD'S FAIR HOUSING POSTER		
(1) Will brochures, leaflets or handouts be used to advertise? ☐ Yes ☐ No If yes, attach a copy or submit when available. (2) For project site sign; indicate sign size _____ x _____; Logotype size _____ x _____. Attach a photograph or project sign or submit when available. (3) HUD's Fair Housing Poster must be conspicuously displayed wherever sales/rentals and showings take place. Fair Housing Posters will be displayed in the ☐ Sales/Rental Office(s); ☐ Real Estate Office(s); ☐ Model Units; ☐ Other _____		