

# Affirmative Fair Housing Marking Plans

## Common Mistakes and Omissions

1. **Incomplete Form** [Note: all blocks on the HUD-935.2A form must be filled out]
  - Common Errors:
    - No Housing Market Area and Expanded Market Area (Block 1e)
    - No Project Contract Number (Block 1b)
    - No Census Tract identified (Block 1d)
    - Conflicting information in Blocks 2a and 2c (i.e. 2a says “Initial” but 2c includes a past date of occupancy/building is occupied)
    - No Advertising Start Date and/or reason advertising will be used (for existing projects) (Block 2d)
    - No information regarding the project site sign (Block 5c)
  
2. **Incomplete Worksheets** [1, 3 and 4] [Note: **Please** ask submitters to carefully read the instructions for completing the worksheets as these instructions are detailed and provide guidance on how to fill these out.]
  - Common Errors:
    - Worksheet 1 – All demographics not provided for each column [Note: for new construction, it is okay to leave the first and second column blank – for renewals/existing, ALL columns must be completed]
    - Worksheet 3:
      - Each demographic group that is “least likely to apply” must have at least one community contact listed that is designed to reach that targeted community; responses such as “All Groups” or “General Public” are not acceptable.
      - Each community contact must include the name(s) of contact persons, addresses, phone numbers, **approximate date contact was/will be initiated, role they will play in assisting with the marketing, and previous experience working with the target population.** These last three are very frequently omitted.
    - Worksheet 4:
      - Submitters must provide a method of advertising that will be used to market to each targeted population. Similar to Worksheet 3, responses that apply to “All Groups” or “General Public” are not acceptable.
      - For each targeted population, you must state the means of advertising and the reason for choosing that media.
      - Submitters must also note any language(s) the material will be in, as well as any alternative formats to be used (i.e. Braille, large print)
      - All advertising/marketing materials should have the Equal Housing Opportunity logo appearing on them (including websites)
      - Copies of advertising or marketing materials must be submitted with the Plan for FHEO review (very common omission)
  
3. **Incomplete Attachments:** Each block on the 935.2A form has a corresponding instruction for its completion on pages 6-8 of the form; For example, instructions for Block 4c requires the submission of copies of advertising/marketing materials; Block 5c requires submission of photographs of the project site sign; and Block 7d requires the submission of copies of any written materials related to staff training.