Affirmative Fair Housing Marketing Plan (AFHMP)
Directions for Completing Worksheet 1
Exporting Data from the
United States Census Bureau

MassHousing

Process Overview

This PowerPoint provides step by step instructions on:

- "How to Export Data from the US Census Bureau to Complete Worksheet 1" and "How to Determine which Demographic Groups are "Least Likely to Apply" to complete Section 3b., of the AFHMP.

- Completing "Worksheet 1" of the AFHMP is one of the **MOST** important steps in preparing an AFHMP for review and approval.

- Correct data in Worksheet 1 is critical in determining which "Groups" are considered "Least Likely to Apply" for housing. The "Groups" identified are represented in Section (3)b for the AFHMP form.

- Demographic data exported from the United States Census Bureau is represented on Worksheet 1 of the AFHMP form. Worksheet 2 is completed only when there is a "Residency Preference". Marketing and Outreach efforts to the "Groups" considered "least likely to apply" are identified on Worksheet 3 and Worksheet 4.

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Why Worksheet 1 is the MOST Important Part of the AFHMP Completion Process

- Worksheet 1 is where the subject property's demographic data, that is exported from the United Census Bureau, is located.

- The data identified on Worksheet 1, shows the percentage indicators for those groups who are "least likely to apply", for housing at the subject property.

- This data is derived by entering the exact address of where the subject property is located, (Census Tract/Neighborhood), what City it is located in, and what County.

- If the demographic data represented on Worksheet 1, is not correct, then Section 3b., of the AFHMP will be incorrect and the information on Worksheets 3 and 4 "marketing and community outreach" will be incorrect. This will result in several MH review memos to the Owner/Agent.

- To Complete Worksheet 1 of the AFHMP, we first need to find out the Census Tract # for where the property is located. Once we know the Census Tract #, we can then go to the US Census Bureau website to export all of the demographic data for each group represented on Worksheet 1.

Okay, Let's Begin!

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AFHMP Worksheet 1

Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing Opportunities
(See AFHMP, Block 3b)

In the respective columns below, indicate the percentage of demographic groups among the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area (See instructions to Block 1e). If you are a new construction or substantial rehabilitation project and do not have residents or project applicant data, only report information for census tract, housing market area, and expanded market area. The purpose of this information is to identify any under-representation of certain demographic groups in terms of race, color, national origin, religion, sex, familial status, or disability. If there is significant under-representation of any demographic group among project residents or current applicants in relation to the housing/expanded housing market area, then targeted outreach and marketing should be directed towards these individuals least likely to apply. Please indicate under-represented groups in Block 3b of the AFHMP. **Please attach maps showing both the housing market area and the expanded housing market area.**

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract	Housing Market Area	Expanded Housing Market Area
% White					
% Black or African American					
% Hispanic or Latino					
% Asian					
% American Indian or Alaskan Native					
% Native Hawaiian or Pacific Islander					
%Persons with Disabilities					
% Families with Children under the age of 18					
Other (specify)					

Step 1:   Find out the **Census Tract #** for the property.

The Census Tract # is assigned for the demographic data in the area that the property is located. **Google: Censusreporter.org/locate**

You will see **<u>Search for an Address.</u>** (see example in next slide)

Type in the property address:
ie. 187 Summer Street, Boston MA 02136
For that address, the **Census Tract # is 1401.07**
We know from the address that the City is **Boston. (Housing Market Area)**
It will also show you the **County** the property is located, which is **Suffolk County. (Expanded Housing Market Area)**

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Now you have the Census Tract # 1401.07, the City is Boston, the County is Suffolk County, so you are all set to go to the United Census Bureau Data Base to export the Demographic Data and Social Characteristics for all of the above three categories.

Step 2:

Now it's time to Retrieve Demographic Data from US Census Bureau.
Go to: Google: **https://data.census.gov**

In Search Box type: DP05, Click on DP05: ACS Demographic and Housing Estimates

DP05 Brings You to This Screen:

Here is where you select the Filters for exporting data for the Census Tract Area, the Place (City or Town) and the County

An official website of the United States government Here's how you know ✓

United States® Census Bureau

DP05: ACS Demographic and Housing Estimates   ✕   /   🎤   🔍   Advanced Search

| All | Tables | Maps | Profiles | Pages |

DP05 | ACS Demographic and Housing Estimates ⌄

American Community Survey   2022: ACS 1-Year Estimates Data Profiles

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

Filters

Results

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
	United States			
⌄ SEX AND AGE				
⌄ Total population	333,287,562	*****	333,287,562	(X)
Male	165,228,214	±33,974	49.6%	±0.1
Female	168,059,348	±33,976	50.4%	±0.1
Sex ratio (males per 100 females)	98.3	±0.1	(X)	(X)
Under 5 years	18,358,199	±18,313	5.5%	±0.1
5 to 9 years	19,770,314	±74,288	5.9%	±0.1
10 to 14 years	21,220,214	±73,259	6.4%	±0.1
15 to 19 years	21,785,658	±36,858	6.5%	±0.1
20 to 24 years	22,446,040	±36,578	6.7%	±0.1
25 to 34 years	45,233,264	±45,742	13.6%	±0.1
35 to 44 years	44,047,644	±32,691	13.2%	±0.1
45 to 54 years	40,476,446	±29,935	12.1%	±0.1
55 to 59 years	20,553,615	±65,466	6.2%	±0.1
60 to 64 years	21,573,853	±65,896	6.5%	±0.1
65 to 74 years	33,898,072	±23,126	10.2%	±0.1
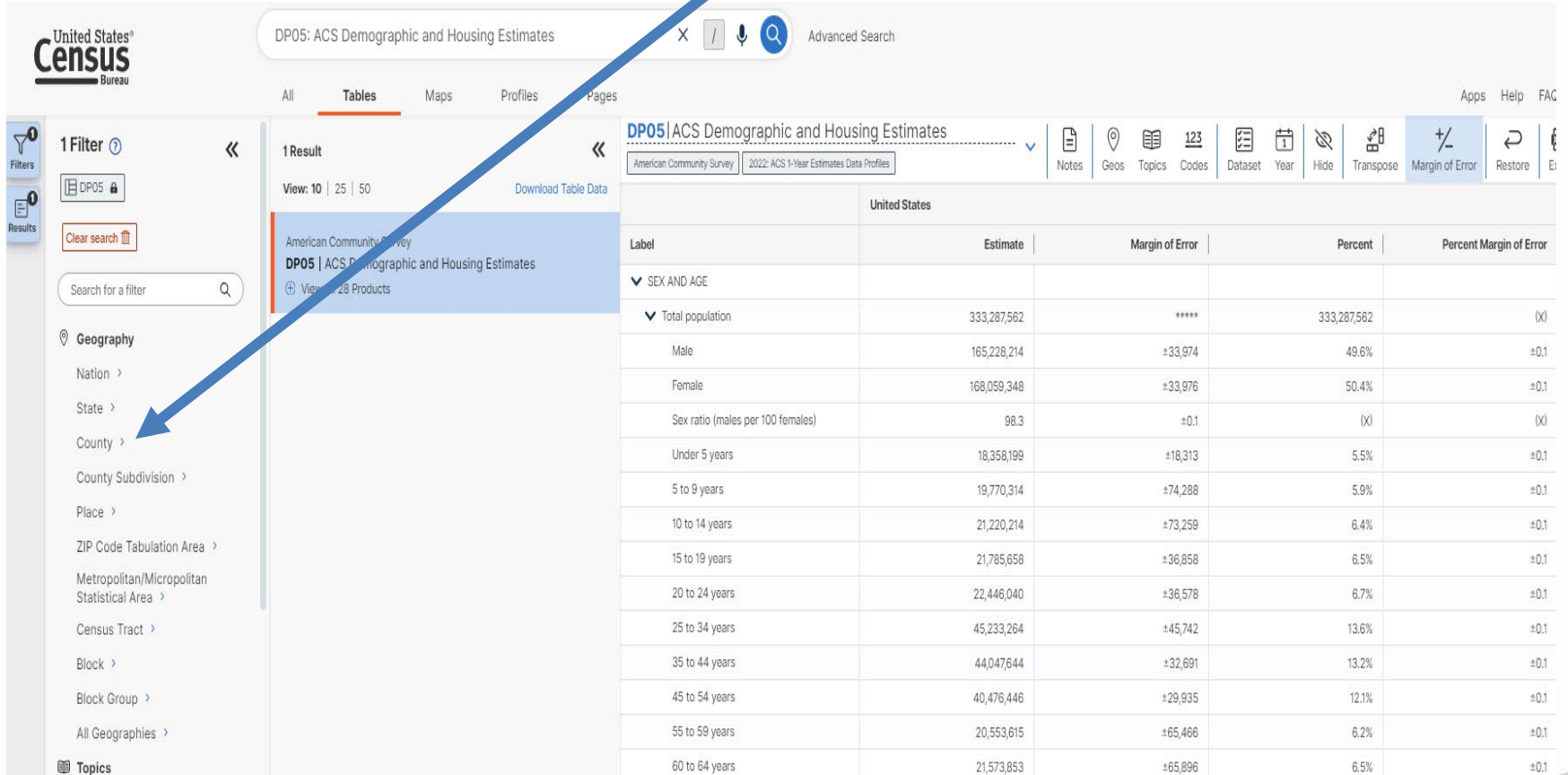
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DP05 Brings You to This Screen:

Here is where you select the Filters for exporting data for the County, the Place (City or Town) and the Census Tract Area

Step 3: Click on: **County**

Step 4: Click on County, then Massachusetts

Step 5: Select Suffolk County

Step 6: Now that you have County Data, you will need the Housing Market Area Data, select Place, then Massachusetts

Step 7: Select the City the development is located

Step 8: Next, to find Census Tract data, select Census Tract, select State, then County, then scroll down to find the Census Tract

(1)   **(2)**   **(3)**   **(4)**

Step 9: Click on the Results Icon

Step 10: This is the Screen shot from clicking the Results Box. We do not need to see the Sex and Age Info, so just click on down arrow to remove.

Step 11: The Margin of Error column is not needed. To remove it, just click on it.

Step 12: Click on 2018 5 Year Average, In Drop Down Box,
Select 2022 ACS 5-Year Estimates

Step 13: To complete Worksheet 1 of the AFHMP, it is easier to format these Columns so that they are in the same sequence as they are listed on Worksheet 1. Move Suffolk County column to the right of the page by holding the cursor on Suffolk County, and dragging it over to last column.

Step 14: To Populate Worksheet 1 of the AFHMP, Scroll down the spreadsheet and look at the Race data represented under **Not Hispanic or Latino.**   For Hispanic or Latino, the data comes from the **Hispanic or Latino** section of the spreadsheet.
NOTE: Do Not Use Data Represented under Total Population, You Must Scroll Down to "Not Hispanic or Latino Section"

Step 15: For Worksheet 1 of the AFHMP Form**, Other Column** is the **Sum** of "**Some Other Race Alone plus Two or More Races".** For the below example, Census Tract equals (3.1%) and City of Boston equals (5.5%) Suffolk County equals (5.2%)

Step 16: Exporting Social Characteristic Data from the US Census Bureau

- The last step, in completing Worksheet 1, is to access the data from the US Census Bureau for the Social Characteristics for the Census Tract area, the Housing Market Area and the Expanded Housing Market Area. This includes the percentages for two groups, **Persons with Disabilities** and **Households with one or more people under the Age of 18. (Note: Households with one or more people under 18 applies to Families with Children under the age of 18 on Worksheet 1)**

In the SEARCH bar enter: **DP02**, select SEARCH and then select **Filters.**

Step 17: Last step to complete Worksheet 1, is to now export data for Households with one or more people under 18 years old and Persons with Disabilities. Follow the same steps that were used to export the data for Race, under Filters.
Select Census Tract, then Place, then County, then Results

Step 18: As with exporting the Race data, you will need to: (1) hit the (**<<**) to minimize cell, (2) Click on 2018: ACS 5-Year Estimate and in drop down box
Select 2022: ACS 5-Year Estimates, (3) click on Margin of Error to minimize screen view

Next: Move the County column to the far-right column position so that the data positions match Worksheet 1.

Final Step: Scroll down the spreadsheet to access two sets of data points.
(1) Households with one or more people under 18 years old,
(2) Total Civilian Non-Institutionalized with a disability.

By Following All of the above Outlined Steps for Exporting Data from the USCB, the Completed Worksheet 1, Should Look Like the Example Below:

The Demographic Data that is represented in Worksheet 1 (3a) directly impacts the Groups Selected as "Least Likely to Apply in (3b) for Targeting Marketing Activity.

Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing Opportunities
(See AFHMP, Block 3b)

In the respective columns below, indicate the percentage of demographic groups among the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area (See instructions to Block 1e). If you are a new construction or substantial rehabilitation project and do not have residents or project applicant data, only report information for census tract, housing market area, and expanded market area. The purpose of this information is to identify any under-representation of certain demographic groups in terms of race, color, national origin, religion, sex, familial status, or disability. If there is significant under-representation of any demographic group among project residents or current applicants in relation to the housing/expanded housing market area, then targeted outreach and marketing should be directed towards these individuals least likely to apply. Please indicate under-represented groups in Block 3b of the AFHMP. **Please attach maps showing both the housing market area and the expanded housing market area.**

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract 1401.07	Housing Market Area Boston	Expanded Housing Market Area Suffolk County
% White			30.5%	44.2%	43.8%
% Black or African American			33.2%	21%	18.5%
% Hispanic or Latino			33.2%	19.6%	23.5%
% Asian			0%	9.6%	8.7%
% American Indian or Alaskan Native			0%	0.2%	0.2%
% Native Hawaiian or Pacific Islander			0%	0.1%	0%
%Persons with Disabilities			17.7%	12%	12.2%
% Families with Children under the age of 18			32.3%	20.9%	22.1%
Other (specify)			3.1%	5.5%	5.2%

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Identifying the Groups Considered "Least Likely to Apply"

AFHMP Demographics
Item 3b

Complete Item 3b of the AFHMP. Review demographic data information presented on <u>*Worksheet 1*</u> *to determine which groups would be considered "least likely to apply".*

- 3b – Targeted Marketing Ability
    - "Least likely to apply" means that there is an identifiable presence of a specific demographic group in the housing market area, but members of the group are not likely to apply without targeted outreach….Reasons for not applying may include, but are not limited to, insufficient information about housing opportunities, language barriers, or transportation impediments.

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Determining from Worksheet 1 the Groups Considered "Least Likely to Apply"

Once Worksheet Sheet 1 is populated with the demographic data from the US Census Bureau, it's time to determine, which "Groups" are considered "Least Likely to Apply" and then identify those "Groups" in Section 3(b) of the AFHMP.

For **new developments**, we determine those "Groups" in Section 3(b) by comparing the Census Tract data column to the Housing Market Area data column and the Expanded Housing Market Area data column.

If it is an **existing development**, the "Groups" are identified by comparing the Project Resident data column to the Census Tract data column and the Housing Market Area column and the Expanded Housing Market Area column.

Note: If there is a *Residency Preference for* the Property, Worksheet 2 will also have to be completed. For Worksheet 2, the Demographic Data matches Worksheet 1 and the Residency Preference data column matches the data in the Housing Market area column.

Please see the following two examples for completing (3b) of the AFHMP form

(1) New Developments (2) Existing Developments with Project Resident Data

3a. Demographics of Project and Housing Market Area
Complete and submit Worksheet 1.

3b. Targeted Marketing Activity

Based on your completed Worksheet 1, indicate which demographic group(s) in the housing market area is/are *least* likely to apply for the housing without special outreach efforts. (check all that apply)

☑ White   ☑ American Indian or Alaska Native   ☑ Asian   ☐ Black or African American

☑ Native Hawaiian or Other Pacific Islander   ☐ Hispanic or Latino   ☐ Persons with Disabilities

☐ Families with Children   ☐ Other ethnic group, religion, etc. (specify) [   ]

Note: For developments that are "new", with no existing project resident data, compare the Census Tract data percentages to the Housing Market Area and the Expanded Housing Market Area percentages, to determine which "Groups" are "Least Likely to Apply".
In this example, the asterisks, represent the groups considered "least likely to apply", because of the low data percentages.

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract 813	Housing Market Area Boston	Expanded Housing Market Area Roxbury, MA
% White			11.0% ★	44.5%	44.9%
% Black or African American			39.2%	22.7%	20.1%
% Hispanic or Latino			44.3%	19.8%	22.9%
% Asian			2.3% ★	9.6%	8.8%
% American Indian or Alaskan Native			0% ★	.2%	.2%
% Native Hawaiian or Pacific Islander			0% ★	.1%	0%
% Persons with Disabilities			20.7%	11.9%	12.0%
% Families with Children under the age of 18			6.7%	10.1%	11.0%
Other (specify)			3.2%	3.2%	3.1%

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Item 3b – Example 2, Development With <u>Existing</u> Project Residents

3a. Demographics of Project and Housing Market Area
Complete and submit Worksheet 1.

3b. Targeted Marketing Activity

Based on your completed Worksheet 1, indicate which demographic group(s) in the housing market area is/are *least* likely to apply for the housing without special outreach efforts. (check all that apply)

- ☑ White
- ☑ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☑ Native Hawaiian or Other Pacific Islander
- ☐ Hispanic or Latino
- ☐ Persons with Disabilities
- ☑ Families with Children
- ☐ Other ethnic group, religion, etc. (specify) _____

By Comparing the Existing Project Resident column data percentages to the Census Tract, the Housing Market Area and the Expanded Housing Market Area columns, we identify that White, American Indian or Alaskan Native and Native Hawaiian or Other Pacific Islander, and Families with Children are "Groups" that should be outreached to for housing.

Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing

	Project's Residents	Project's Applicant Data	Census Tract 3398.02	Housing Market Area Medford	Expanded Housing Market Area Middlesex County
% White	21.76%	21.76%	66.5%	71.1%	71.9%
% Black or African American	24%	12.44%	16.0%	9.1%	5.0%
% Hispanic or Latino	42%	21.76%	3.8%	6.5%	8.0%
% Asian	41%	21.76	11.3%	9.8%	11.9%
% American Indian or Alaskan Native	0%	0%	.5%	0%	.1%
% Native Hawaiian or Pacific Islander	0%	0%	0%	0%	0%
% Persons with Disabilities	UNKNOWN	UNKNOWN	12.8%	8.4%	9.3%
% Families with Children under the age of 18	UNKNOWN	UNKNOWN	10.4%	15.3%	22.4%
Other (specify)	UNKNOWN	UNKNOWN	1.8%	3.4%	3.1%

Congratulations!
You Have
Successfully
Completed
Worksheet 1 of
the AFHMP

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NOTE: **When Completing the AFHMP, Please refer to the MassHousing AFHMP Checklist Prior to Submitting Plan to MassHousing for Review**

MassHousing (AFHMP) Affirmative Fair Housing Marketing Plan Checklist

☐ **Determine which AFHMP form should be used.**

If only State and Local funds are being used, with no Federal affiliation, the MassHousing AFHMP must be used.

If there is Section 8 Project Base, HUD Risk Share, or MAP JV, the HUD 935-2A Affirmative Fair Housing Marketing Plan must be used.

NOTE: Both forms are located on the MassHousing Rental Portal. If you are uncertain about which form is correct for your property, please contact either the MassHousing Asset Manager or the Underwriter/Originator.

☐ Directions for each question on the AFHMP form are outlined on pages 6-8 of the AFHMP form.

Completing Worksheet 1 of the AFHMP is MOST IMPORTANT. The data exported from the United States Census Bureau MUST be accurate to determine which groups are considered "least likely to apply".

NOTE: Step by Step Directions for Completing Worksheet 1 and exporting data from the United Census Bureau are on the MassHousing Rental Portal.

With every AFHMP submission to either MassHousing or HUD, the following attachments *MUST be included*:

☐ For existing properties, photo of the <u>Property Sign</u> (include Fair Housing Logos) where the sign is located, and the size.

For new properties, a rendering of what the Property Sign will look like, (include Fair Housing Logos) where the sign will be located and the size.

☐ Copies of the Maps for the Housing Market Area (the City) & Expanded Housing Market Area (the County).

☐ **Fair Housing Training Materials**

☐ Copy of the Advertisement (must be site specific)

☐ Copy of the Community Outreach letter (must be site specific)

If there is a <u>Residency Preference</u>, Worksheet 2, must also be filled out.
NOTE: For Worksheet 2, the Residency Preference column should match the demographic data represented in the Housing Market Area column.

☐ In 4a. #3, it is important to indicate in the narrative, the percentage number for the Residency Preference. (i.e., 70% of Boston residents). The Residency Preference information represented in this section of the AFHMP *should match what is included in the MH Tenant Selection Plan*.

☐ In Section 7d., of the AFHMP, please indicate when the last training was for staff on Fair Housing and when the next training is scheduled. NOTE: Fair Housing Training should take place annually.

☐ Please be sure to have the Owner/Agent sign the AFHMP, located in Section 9 of the form.

This AFHMP Worksheet 1 training information was based on US Census Bureau search engine information provided as of June 2024. If you find that the directions are no longer viable because of changes made at the US Census Bureau database platforms, please email us at afhmp@masshousing.com

Additionally, if you need assistance in completing Worksheet 1 or have specific questions regarding the AFHMP preparation process, please email us at: afhmp@masshousing.com

Note: Prior to submitting the AFHMP's to MassHousing for review, please refer to the "MassHousing AFHMP Checklist" on the MH Rental Portal Page under the MH-AFHMP-Checklist (8).pdf

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