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**Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing**

**U.S. Department of Housing and Urban Development  
Office of Fair Housing and Equal Opportunity**

OMB Approval No. 2529-0013  
(exp. 1/31/2021)

<b>1a. Project Name &amp; Address (including City, County, State &amp; Zip Code)</b> Guam Elderly Housing Project (Guma Trankilidat) 145 Guma Trankilidat Street Tumon, Guam 96913	<table border="1"> <tr> <td data-bbox="941 380 1315 492"> <b>1b. Project Contract Number</b>                  GQ10-R000-001  <b>62-001-713793678</b> </td> <td data-bbox="1315 380 1487 492"> <b>1c. No. of Units</b>                  49             </td> </tr> <tr> <td colspan="2" data-bbox="941 492 1487 571"> <b>1d. Census Tract</b>                  9519.02 (Block 4004) (2020 CENSUS)             </td> </tr> <tr> <td colspan="2" data-bbox="941 571 1487 716"> <b>1e. Housing/Expanded Housing Market Area</b>                  Housing Market Area: Tumon CDP (2020 CENSUS)                  Expanded Housing Market Area: Tamuning (2020 CENSUS)             </td> </tr> </table>	<b>1b. Project Contract Number</b> GQ10-R000-001 <b>62-001-713793678</b>	<b>1c. No. of Units</b> 49	<b>1d. Census Tract</b> 9519.02 (Block 4004) (2020 CENSUS)		<b>1e. Housing/Expanded Housing Market Area</b> Housing Market Area: Tumon CDP (2020 CENSUS) Expanded Housing Market Area: Tamuning (2020 CENSUS)	
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**1f. Managing Agent Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address**

PearlyJean Mendiola, Property Site Manager, Guma Trankilidat, Guam Housing and Urban Renewal Authority (GHURA), 117 Bien Venida Avenue Sinajana, Guam 96910; (671) 646-6301; pmendiola@ghura.org

**1g. Application/Owner/Developer Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address**

Elizabeth F. Napoli, Executive Director, Guam Housing and Urban Renewal Authority (GHURA), 117 Bien Venida Avenue, Sinajana, Guam 96910; (671) 475-1342; efnapoli@ghura.org

**1h. Entity Responsible for Marketing (check all that apply)**

Owner     Agent     Other (specify) Property Site Manager, Guma Trankilidat, Tumon, Guam

Position, Name (if known), Address (including City, County, State & Zip Code), Telephone Number & Email Address

Elizabeth F. Napoli, Executive Director, Guam Housing and Urban Renewal Authority (GHURA), 117 Bien Venida Avenue, Sinajana, Guam 96910; (671) 475-1342; efnapoli@ghura.org

**1i. To whom should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State & Zip Code), Telephone Number & E-Mail Address.**

Elizabeth F. Napoli, Executive Director, Guam Housing and Urban Renewal Authority (GHURA), 117 Bien Venida Avenue, Sinajana, Guam 96910; (671) 475-1342; efnapoli@ghura.org

**2a. Affirmative Fair Housing Marketing Plan**

Plan Type Updated Plan    Date of the First Approved AFHMP: 05/23/11

Reason(s) for current update: Previous plan outdated 2013

**2b. HUD-Approved Occupancy of the Project (check all that apply)**

Elderly     Family     Mixed (Elderly/Disabled)     Disabled

**2c. Date of Initial Occupancy**

01/18/1980

**2d. Advertising Start Date**

Advertising must begin *at least* 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects.

Date advertising began or will begin ongoing

**For existing projects, select below the reason advertising will be used:**

To fill existing unit vacancies

To place applicants on a waiting list  (which currently has 53 individuals)

To reopen a closed waiting list  (which currently has      individuals)

**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)

**4a. Residency Preference**

Is the owner requesting a residency preference? If yes, complete questions 1 through 5.   
If no, proceed to Block 4b.

(1) Type

(2) Is the residency preference area:  
The same as the AFHMP housing/expanded housing market area as identified in Block 1e?

The same as the residency preference area of the local PHA in whose jurisdiction the project is located?

(3) What is the geographic area for the residency preference?

(4) What is the reason for having a residency preference?

(5) How do you plan to periodically evaluate your residency preference to ensure that it is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a)?

Complete and submit Worksheet 2 when requesting a residency preference (see also 24 CFR 5.655(c)(1)) for residency preference requirements. The requirements in 24 CFR 5.655(c)(1) will be used by HUD as guidelines for evaluating residency preferences consistent with the applicable HUD program requirements. See also HUD Occupancy Handbook (4350.3) Chapter 4, Section 4.6 for additional guidance on preferences.

**4b. Proposed Marketing Activities: Community Contacts**

Complete and submit Worksheet 3 to describe your use of community contacts to market the project to those least likely to apply.

**4c. Proposed Marketing Activities: Methods of Advertising**

Complete and submit Worksheet 4 to describe your proposed methods of advertising that will be used to market to those least likely to apply. Attach copies of advertisements, radio and television scripts, Internet advertisements, websites, and brochures, etc.

**5a. Fair Housing Poster**

The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Check below all locations where the Poster will be displayed.

Rental Office     Real Estate Office     Model Unit     Other (specify) GHURA Main Office (Sinajana)

**5b. Affirmative Fair Housing Marketing Plan**

The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check below all locations where the AFHMP will be made available.

Rental Office     Real Estate Office     Model Unit     Other (specify) GHURA Main Office (Sinajana)

**5c. Project Site Sign**

Project Site Signs, if any, must display in a conspicuous position the HUD approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Check below all locations where the Project Site Sign will be displayed. Please submit photos of Project signs.

Rental Office     Real Estate Office     Model Unit     Entrance to Project     Other (specify)

The size of the Project Site Sign will be 31" x 109"  
The Equal Housing Opportunity logo or slogan or statement will be 8.5" x 11"

**6. Evaluation of Marketing Activities**

Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting individuals least likely to apply, how often you will make this determination, and how you will make decisions about future marketing based on the evaluation process.

GHURA currently maintains a waiting list for interested applicants. Persons requesting housing assistance through the Guma Trankilidat program must fill out a Pre-Application form that captures demographics. Compiling the information captured through the pre-application forms allow GHURA to determine the number of ethnic groups applying for assistance. An increase in each sub-ethnic group is an indicator that GHURA's marketing strategies have an impact on its efforts to outreach to those least likely to apply for housing assistance.

To further its evaluation of marketing activities, GHURA will incorporate a question in their pre-application form that asks how applicants heard or learned of the Guma Trankilidat Program. Possible answers to this questions include 1) Friends or Relatives, 2) GHURA's Website, 3) Newspaper/Magazine, 4) Non-Profit Organization, 5) Other Government office or website or 6) Other. Staff will compile the information to analyze whether GHURA's marketing strategies are successful in outreaching to those least likely to apply.

**7a. Marketing Staff**

What staff positions are/will be responsible for affirmative marketing?

The Property Site Manager (PSM) for the project is responsible for affirmative marketing.

**7b. Staff Training and Assessment: AFHMP**

- (1) Has staff been trained on the AFHMP?
- (2) Has staff been instructed in writing and orally on non-discrimination and fair housing policies as required by 24 CFR 200.620(c)?
- (3) If yes, who provides instruction on the AFHMP and Fair Housing Act, and how frequently?

The PSM researches and reviews information on the AFHMP and the Fair Housing Act on an as needed basis. The PSM has also attended live webinars through Compliance Prime presented by various experts for separate areas: such as Fair Housing and How to Write An (Approvable) AFHMP.

- (4) Do you periodically assess staff skills on the use of the AFHMP and the application of the Fair Housing Act?
- (5) If yes, how and how often?

Staff skills are assessed as the need arises.

**7c. Tenant Selection Training/Staff**

- (1) Has staff been trained on tenant selection in accordance with the project's occupancy policy, including any residency preferences?
- (2) What staff positions are/will be responsible for tenant selection?

The Property Site Manager is responsible for tenant selection.

**7d. Staff Instruction/Training:**

Describe AFHM/Fair Housing Act staff training, already provided or to be provided, to whom it was/will be provided, content of training, and the dates of past and anticipated training. Please include copies of any AFHM/Fair Housing staff training materials.

Past Trainings: The current Property Site Manager has recently attended, on December 1, 2022 (ChST), a webinar training conducted by Gwen Folk on the AFHMP (Training materials attached) that provided information on how to write an approval market plan and how to identify and target those least likely to apply for housing programs and emphasized the importance of Fair Housing to all.

The Property Site Manager and Project Coordinator intends to participate in future trainings for Fair Housing Act, Civil Rights Act and the S.T.A.R. Rural Development 515 Certification Spectrum Seminar - covers income, eligibility, and occupancy issues, the 3560-8 Tenant Certification and 3560 Handbook Regulations.

**8. Additional Considerations** Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to those least likely to apply for housing in your project? Please attach additional sheets, as needed.

Plans in the future include the participation of GT Staff to attend various community events to include the annual Passport to Services and Elderly month. The Passport to Services is an outreach event for the homeless and those at-risk for becoming homeless. It involves the participation of various government and non-governmental agencies that come together to provide services and information for persons who are homeless or at-risk. During this event, persons can apply for services such as housing and employment and can receive immunizations. Additionally, the GT program will also attend and provide information about the program at various outreach events during Elderly month in May. Events are held at Guam's shopping malls, senior citizens centers, and mayoral offices. GT staff intend to participate in other events addressing issues related to the elderly and person with disabilities sponsored by other agencies/organizations such as the Department of Public Health and Social Services Division of Senior Citizens, Department of Integrated Services for Individuals with Disabilities and the Guam Developmental Disabilities Council.

**9. Review and Update**

By signing this form, the applicant/respondent agrees to implement its AFHMP, and to review and update its AFHMP in accordance with the instructions to item 9 of this form in order to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). I hereby certify that all the information stated herein, as well as any information provided in the accompaniment herewith, is true and accurate. Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (See 18 U.S.C. 1001, 1010, 1012; 31 U.S.C. 3729, 3802)

Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)

*E. F. Napoli*

01/20/2023

Name (type or print)

Ms. Elizabeth F. Napoli

Title & Name of Company

Executive Director / Guam Housing and Urban Renewal Authority (GHURA)

**For HUD-Office of Housing Use Only**

Reviewing Official:

**For HUD-Office of Fair Housing and Equal Opportunity Use Only**

Approval

Disapproval

*[Signature]* 8/11/23

Signature & Date (mm/dd/yyyy)

*[Signature]* 8/11/23

Signature & Date (mm/dd/yyyy)

Name (type or print)

Rebecca B Meyer

Title

Regional Director

Name (type or print)

Rebecca B Meyer

Title

Regional Director

**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.**

"N" - means data not displayed for selected geographic area due to concerns with statistical reliability.

Demographic Characteristics	Project's Residents 47 of 49 Active Lease	Project's Applicant Data 53 Applications	Census Tract Tumon, Guam 9519.02	Housing Market Area Upper Tumon, Guam	Expanded Housing Market Area
% White	6.38%	1.89%	22.7%	4.9%	7.5%
% Black or African American	2.13%	0	2.4%	0.8%	1.0%
% Hispanic or Latino	0	0	4.6%	1.2%	2.7%
% Asian	59.57%	32.08%	50.3%	67.0%	49.1%
% American Indian or Alaskan Native	0	0	0.3%	0.1%	0.3%
% Native Hawaiian or Pacific Islander	27.66%	66.04%	27.7%	19.5%	30.5%
% Persons with Disabilities	53.19%	45.28%	"N"	"N"	9.5%
% Families with Children under the age of 18	N/A	N/A	N/A	N/A	N/A
Other (specify)					
2 or more or other races	4.26%	0	9.3% & 2.3%	7.0% & 0.6%	10.6% & 1.1%

Worksheet 3: Proposed Marketing Activities –Community Contacts (See AFHMP, Block 4b)

For each targeted marketing population designated as least likely to apply in Block 3b, identify at least one community contact organization you will use to facilitate outreach to the particular population group. This could be a social service agency, religious body, advocacy group, community center, etc. State the names of contact persons, their addresses, their telephone numbers, their previous experience working with the target population, the approximate date contact was/will be initiated, and the specific role they will play in assisting with the affirmative fair housing marketing. Please attach additional pages if necessary.

Targeted Population(s)	Community Contact(s), including required information noted above.
White; Asian, Hispanic or Latino Native Hawaiian or Other Pacific Islander, Persons with Disabilities.	Catholic Social Services (CSS) (religious/non-profit) - Marge Isip (Executive Assistance) and Blaine Chargualaf (Housing Manager) (671) 635-1422 Organization works closely with the elderly by providing housing and respite services. Email to info@cssguam.org and will allow GT to place poster and distribute brochure to respective programs available within lobby.
Persons with Disabilities.	Department of Integrated Services for Individuals with Disabilities (Government) - Kay Toves (Social Worker) (671) 475-4624. Agency currently provides vocational rehabilitation to assist disabled individuals obtain and maintain employment. Email to kay.toves@disid.guam gov will allow GT to place poster and make brochures available within their office lobby.
White; Asian, Hispanic or Latino Native Hawaiian or Other Pacific Islander, Persons with Disabilities.	Department of Public Health and Social Services (DPHSS) Senior Citizens Division (Government) - Chad Palomo (Administrator Assistant) (671) 969-9393. Program division provides supportive services to elderly. Agency will allow GT to place poster and distribute brochure to respective programs and made available within their office lobby.
White; Asian, Hispanic or Latino Native Hawaiian or Other Pacific Islander, Persons with Disabilities.	Mayors' Council of Guam (Central Office of 19 Districts/Villages of Guam) (Government)- Elaine Schaaf (Executive Secretary) (671) 472-6940/477-8461. Email to mcogadmin@teleguam.net will allow GT to place poster and distribute brochure to respective programs/mayoral and made available within their office lobby.
White; Asian, Hispanic or Latino Native Hawaiian or Other Pacific Islander, Persons with Disabilities.	Saint Anthony's Church Guam (religious/non-profit) Linda Angeles (Office Manager) (671) 646-7181. Email to linda_angeles720@yahoo.com. Organization will allow GT to place poster and make available brochure on bulletin and within their office lobby.

Worksheet 4: Proposed Marketing Activities – Methods of Advertising (See AFHMP, Block 4c)

Complete the following table by identifying your targeted marketing population(s), as indicated in Block 3b, as well as the methods of advertising that will be used to market to that population. For each targeted population, state the means of advertising that you will use as applicable to that group and the reason for choosing this media. In each block, in addition to specifying the media that will be used (e.g., name of newspaper, television station, website, location of bulletin board, etc.) state any language(s) in which the material will be provided, identify any alternative format(s) to be used (e.g. Braille, large print, etc.), and specify the logo(s) (as well as size) that will appear on the various materials. Attach additional pages, if necessary, for further explanation. Please attach a copy of the advertising or marketing material.

Targeted Population(s) → Methods of Advertising ↓	Targeted Population:	Targeted Population:	Targeted Population:
<b>Newspaper(s)</b>			
Pacific Daily News	White; Asian; Hispanic or Latino	Native Hawaiian or Other Pacific Islander	Persons with Disabilities
<b>Radio Station(s)</b>			
<b>TV Station(s)</b>			
<b>Electronic Media</b>			
www.ghura.org	White; Asian; Hispanic or Latino	Native Hawaiian or Other Pacific Islander	Persons with Disabilities
<b>Bulletin Boards</b>			
Mayoral/DISID/Senior Citizens	White; Asian; Hispanic or Latino	Native Hawaiian or Other Pacific Islander	Persons with Disabilities
<b>Brochures, Notices, Flyers</b>			
Brochure Distributions	White; Asian; Hispanic or Latino	Native Hawaiian or Other Pacific Islander	Persons with Disabilities
<b>Other (specify)</b>			
Religious Organizations	White; Asian; Hispanic or Latino	White; Asian; Hispanic or Latino	White; Asian; Hispanic or Latino



### Guam

Population: 168,801 (2021)

Capital: Hagåtña

