



ANDREW M. CUOMO  
Governor

# NY Rising Housing Program

## Equal Opportunity in Rental Housing: 5 or more units

Revised March 21, 2017

### **NY Rising Rental Properties Program/Affordable Rental Opportunity Program**

All applicants in the NY Rising Rental Properties (RP) and Affordable Rental Opportunity (ARO) programs must comply with the Fair Housing Act and related regulations as outlined in the Program grant agreement. Applicants with five or more units must complete an Affirmative Fair Housing Marketing Plan (AFHMP) form and provide information specified in federal regulation.

The purpose of the AFHMP is to help applicants comply with the state and federal requirement to offer equal housing opportunities regardless of race, color, national origin, religion, sex, familial status, or disability.

Affirmative marketing mainly consists of a good faith effort to attract tenants who have been identified as a population "least likely to apply" or represent an underserved population in the community.

By completing the AFHMP, the applicant (landlord) indicates the special efforts they will undertake to attract these populations while expanding choices to those who might not otherwise be considered due to past discrimination.

All applicants that are required to complete an AFHMP will be provided with technical assistance from the NY Rising Program.

The AFHMP **MUST** be completed prior to final payment and closeout from the NY Rising Rental Properties (RP) and Affordable Rental Opportunities (ARO) Programs.

