

(#51)

Affirmative Fair Housing Marketing AFHM Plan - Multifamily Housing

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

OMB Approval No. 2529-0013
(exp. 1/31/2010)

1a. Applicant's Name, Address (including City, State & Zip code) & Phone Number CCBA Limited Partnership 90 Tyler Street Boston, MA 02111	1c. Project/Contract Number 87-015-S	1d. Number of Units 40
	1e. Rental Range From \$ 722.00 To \$ 3,150.00	1f. Type of Housing <input type="checkbox"/> Elderly <input checked="" type="checkbox"/> Family <input type="checkbox"/> Mixed (Elderly/Disabled)
	1g. Approximate Starting Dates (mm/dd/yyyy) Advertising Occupancy	

1b. Development's Name, Location (including City, State and Zip code) Waterford Place 180 Shawmut Avenue Boston, MA 02118	1h. Housing Market Area Suffolk	1i. Census Tract
	1j. Managing Agent's Name & Address (including City, State and Zip Code) Winn Management Company LLC 6 Faneuil Hall Marketplace Boston, MA 02109	

2. Type of Affirmative Marketing Area (check all that apply) a. Plan <input checked="" type="checkbox"/> New <input type="checkbox"/> Update Reason for Update: _____ b. Area <input type="checkbox"/> White (non-minority) Area <input checked="" type="checkbox"/> Minority Area <input type="checkbox"/> Mixed Area (with _____ % minority residents)	3. Direction of Marketing Activity (Indicate 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) <input checked="" type="checkbox"/> White <input checked="" type="checkbox"/> American Indian or Alaskan Native <input type="checkbox"/> Asian <input checked="" type="checkbox"/> Black or African American <input type="checkbox"/> Native Hawaiian or Other Pacific Islander <input checked="" type="checkbox"/> Hispanic or Latino <input checked="" type="checkbox"/> Persons with Disabilities <input type="checkbox"/> Families with Children <input type="checkbox"/> Other _____ Specify _____ (e.g. specific ethnic group, religion)
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4a. Marketing Program: Commercial Media (Check the type of media to be used to advertise the availability of this housing)

Newspapers/Publications Radio TV Billboards Other (specify) Community Outreach and internet

Name of Newspaper, Radio or TV Station	Group Identification of Readers/Audience	Size/Duration of Advertising
South End News	Mixed	
Bay State Banner	Black	
El Mundo	Hispanic	
The TAB	Mixed	

4b. Marketing Program: Brochures, Signs, and HUD's Fair Housing Poster

(1) Will brochures, letters, or handouts be used to advertise? Yes No If "Yes", attach a copy or submit when available.

(2) For development site sign, indicate sign size _____ x _____; Logo type size _____ x _____. Attach a photograph of 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 Rental Office Real Estate Office Model Unit Other (specify)

4c. **Marketing Program: Community Contacts.** To further inform the group(s) least likely to apply about the availability of the housing, the applicant agrees to establish and maintain contact with the groups/organizations listed below which are located in the housing market area. If more space is needed, attach an additional sheet. Notify HUD-Housing of any changes in this list. Attach a copy of correspondence to be mailed to these groups/organizations. (Provide all requested information.)

Name of Group/Organization	Group Identification	Approximate Date (mm/dd/yyyy)	Person Contacted (or to be Contacted)
Roxbury Multi Service Center	Mixed		HousingAdvocate
Haitian Multi Service Center	Black		HousingAdvocate
ABCD Inc.	Mixed		HousingAdvocate
Boston Center for Independent Living	Mixed		HousingAdvocate
Address & Phone Number	Method of Contact	Indicate the specific function the Group/Organization will undertake in implementing the marketing program	
317 Blue Hill Avenue, Roxbury, MA, 02119	Telephone and mailing	Provide referral services	
12 Bicknell Street, Doechester, MA, 02125	Telephone and mailing	Provide referral services	
178 Tremont Street, Boston, MA, 02110	Telephone and mailing	Provide referral services.	
95 Berkeley Street, Boston, MA, 02106	Telephone and mailing	Provide referral services	

5. **Future marketing Activities** Mark the box(es) that best describe marketing activities to fill vacancies as they occur after the project has been initially occupied.

Newspapers/Publications Radio Community Contacts
 Brochures/Leaflets/Handouts TV Other (Specify) Internet
 Site Signs

6. **Experience and Staff Instructions** (See instructions)

6a. Staff has affirmative marketing experience.
 No Yes

6b. On separate sheets, indicate training to be provided to staff on Federal, State and local fair housing laws and regulations, as well as this AFHM Plan. Attach a copy of the instructions to staff regarding fair housing.

7. **Additional Considerations** Attach additional sheets as needed.

8. **Review and Update** By signing this form, the applicant agrees to review their AFHM Plan at least every 5 years and update as needed to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (24 CFR 200.620).

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

Name (type or print)

Title & Name of Company

For HUD-Office of Housing Use Only	For HUD-Office of Fair Housing and Equal Opportunity Use Only
Reviewing Official:	Approved _____ Disapproved _____ (Check One)
Signature & Date (mm/dd/yyyy)	Signature & Date (mm/dd/yyyy)
Name (type or print)	Name (type or print)
Title	Title

ATTACHMENT A

WINN DEVELOPMENT COMPANY

PROJECT NAME:

PROJECT NUMBER:

**INSTRUCTIONS TO EMPLOYEES WITH REGARD TO COMPLIANCE WITH
FAIR HOUSING LAWS. IN ACCORDANCE WITH EXECUTIVE ORDER
11063, TITLE VIII OF THE CIVIL RIGHTS ACT OF 1968.**

It is the policy of Winn Management Company to provide housing opportunities to all persons regardless of race, religion, national origin, handicap, gender, sexual orientation or age.

It is the responsibility of all employees involved in the rental of Castle Square Apartments to familiarize themselves with their obligations and responsibilities under Title VIII of the Civil Rights Act of 1968, as amended, Executive Order 11063, local fair housing laws and the Affirmative Fair Housing Marketing Regulations which govern this project.

Specifically, the fair housing laws prohibit block busting, discriminatory advertising of housing and residential lots, discrimination in the terms and conditions of housing rental, refusal to negotiate with any person on the rental of property, denial of the use of or participation in any real estate services, refusal to rent to anyone after a bonafide offer has been made, false representation to clients, and to otherwise make property unavailable.

The Affirmative Fair Housing Marketing Regulations require that all employees involved in the rental activities of this project read and carry out the Affirmative Fair Marketing Plan. The implementation of this Plan involves prominent display of the HUD approved Fair Housing Poster in the rental office and model units; including the Equal Housing Opportunity Logo on the project sign, newspaper ads, and brochures; advertising as an Equal Opportunity Employer; and filing rental occupancy reports to governing agencies as required.