

# Mill Creek Marshfield Marshfield, MA

## Affirmative Marketing Plan

Affirmative fair marketing of all the units shall be conducted to provide information, maximum opportunity, and otherwise attract eligible persons protected under state and federal civil rights laws that are least likely to apply in the Marshfield/Brockton market area.

SEB will coordinate all correspondences between Mill Creek Residential and MassHousing and/or the municipality related to the approval of the Affirmative Fair Housing Marketing Plan (AFHMP). This coordination between Mill Creek Residential and the municipality will be most important during the preparation and approval of the Final Approval application. SEB will then monitor MassHousing's review of the Final Approval application with respect to the AFHMP and answer questions and coordinate responses as required for approval of the AFHMP.

After the AFHMP has been approved by MassHousing as part of their Final Approval, and within 6 months of the estimated completion of the first affordable units, SEB will begin placing ads for the affordable units online on the websites listed on the following pages. The 60 day marketing period for the affordable units will start upon the publication of the first online ad.

Print Ads for the affordable units will run at least twice within the 60 day marketing period in the newspapers listed. The papers listed cover the Greater Boston and Norfolk area, and include papers to attract African-American, Hispanic and Chinese applicants.

According to the MLA Language Map Data Center, the Aggregate Data, 5-Year Summary File, 2006–2010 for Plymouth County shows that the no language other than English that is spoken by more than 5% of the population. Portuguese is spoken by 3.26%, Spanish is spoken by 2.64%, and French Creole is spoken by 1.91%.

SEB will also contact all the print advertisers and set up the first ad insertions for the affordable units in each paper so that the first print ads are placed as quickly as possible in each publication. The second print ad will be run in each paper approximately 2 to 3 weeks after the first print ad.

Within a week of the online ads being posted, notices for the affordable units will also be sent to the organizations and social service groups listed herein. These local groups provide services for persons in the surrounding area who are considered least likely to apply. Additional community contact groups can be added to the marketing plan as directed by the Town.

CHAPA no longer posts developments on their website unless they are the monitoring agent but the affordable units will be placed on the Massachusetts Affordable Housing Registry (operated by CHAPA).

Households interested in the affordable units can respond to the ad by contacting SEB via phone or email and having materials mailed or emailed to them, depending on request. Information Packets and

Applications for the affordable units will also be available for download directly from the SEB Housing website.

Notices for the affordable units will also be sent to the organizations and social service groups listed on the following page. Information Packets and Applications will also be made available at the Ventress Memorial (15 Library Plaza, Marshfield, MA).

SEB will respond to inquiries by phone, e-mail & mail, where necessary on marketing materials. SEB will also provide guidance to applicants as to what the lottery application entails and the documentation that must be submitted and completed for entrance into the lottery. SEB will collect and review applications to determine if applications are complete. Households with incomplete applications will be given specific checklists of missing documentation to facilitate the completion process by the application deadline. SEB will review completed applications and determine if households are eligible according to affordable housing program guidelines.

SEB will notify all applicants as to eligibility status and organize and conduct the lottery (if there are more applicants than units available).

Immediately after the Lottery Date, SEB will notify all lottery households of their positions on each Waiting Lists (as established by the Lottery) and SEB will submit to the Management Team the Waiting Lists established the night of the lottery. The Waiting Lists submitted to the leasing office will contain all the contact information for each household and illustrate the order that applicants will be able to apply for, and if found eligible by the leasing office, reserve units.

The Developer will determine if the applicants qualify for a lease (credit checks, income/rent ratios etc.) using their own established management criteria assuming it confirms with all pertinent Fair Housing laws and regulations. The Developer will be responsible for tours of the units and for answering all questions regarding the property after eligibility certification.

**Households who need TTY Services** may use MassRelay to communicate over the phone. SEB has communicated with applicants through MassRelay for over 5 years. The SEB Development Directory (where interested households leave their contact information if they wish to be sent materials or have questions they want answered directly) will be checked daily during the lottery marketing period. Messages left thru MassRelay or other relay services will be returned on the same business day. All households shall have equal access to the SEB staff and the SEB Development Directory.

Modera Marshfield is aware of the FCC's guidelines on receiving Relay Services. The Leasing Office will not mistakenly assume that people who are deaf, hard-of-hearing, or have a speech disability must come into the office to handle a matter in person even though other people are allowed to handle the same matter over the telephone.

## Newspapers and Websites

Name	Area	Racial/Ethnic Identification
<p><b>CNC South Zone B and South D</b> Weekly Papers, including the Marshfield Mariner</p> <p>Mary Joyce Waite <a href="mailto:mwaite@wickedlocal.com">mwaite@wickedlocal.com</a></p>	<p>Marshfield, Scituate, Norwell, Hanover, Pembroke, Kingston, Plymouth, Rockland, Abington, Weymouth, Hingham, Cohasset, Braintree, Carver</p>	<p>Mixed</p>
<p><b>El Mundo</b></p> <p>Cecilia Bardales <a href="mailto:cecilia@elmundoboston.com">cecilia@elmundoboston.com</a></p>	<p>Greater Boston</p>	<p>Hispanic</p>
<p><b>The Bay State Banner</b></p> <p>Rachel Reardon <a href="mailto:rachel@bannerpub.com">rachel@bannerpub.com</a></p>	<p>Greater Boston</p>	<p>African-American</p>
<p><b>Sampan</b></p> <p><a href="mailto:ads@sampan.org">ads@sampan.org</a></p>	<p>Greater Boston</p>	<p>Asian</p>
<p><b>Metrolist</b> <a href="mailto:metrolist@boston.gov">metrolist@boston.gov</a></p>	<p>MA</p>	<p>Mixed</p>
<p>MassAccess Website</p>	<p>MA</p>	<p>Mixed</p>

## Organizations, Businesses and Community Contact Groups

Name	Phone	Fax
Town Clerk Narice Ann Casper II 870 Moraine Street Marshfield, MA 02050	(781) 834-5540	
Town Administrator Michael Maresco 870 Moraine Street Marshfield, MA 02050	(781) 834-5563	(781) 834-5527
Marshfield Housing Authority Jennifer Russell, Executive Director 12 Tea Rock Gardens Marshfield, MA 02050	(781) 834-4333	(781) 834-3944
Ventress Memorial Library Cyndee J. Marcoux, Director 15 Library Plaza Marshfield, MA 02050	(781) 834-5535	cmarcoux@ocln.org
Marshfield Senior Center 230 Webster Street Marshfield, MA 02050	(781) 834-5581	marshcoa@comcast.net
Council On Aging Carol Hamilton, Director 230 Webster Street Marshfield , MA 02050	(781) 834-5581	(781) 834-5567
Planning Department Greg Gulmond – Town Planner 870 Moraine Street Marshfield, MA 02050	(781) 834-5554	
Marshfield Public Schools Jeffrey W. Granatino Superintendent 76 South River Street Marshfield, MA 02050	781-834-5000 - Ext. 40119	jgranatino@mpsd.org
Marshfield High School Mr. Robert Keuther - Principal 167 Forest Street Marshfield, MA 02050	781-834-5050	rkeuther@mpsd.org
Furnace Brook Middle School Maureen Kemmett - Principal 500 Furnace Street Marshfield, MA 02050	781-834-5020	mkemmett@mpsd.org

Daniel Webster Elementary School Daniel Sylvestre - Principal 1456 Ocean Street Marshfield, MA 02050	781-834-5045	dsylvestre@mpsd.org
Eames Way Elementary School William Campia - Principal 165 Eames Way Marshfield, MA 02050	781-834-5090	bcampia@mpsd.org
Governor Winslow Elementary School Hubbard, Karen - Principal 60 Regis Road Marshfield, MA 02050	781-834-5060	khubbard@mpsd.org
Martinson Elementary School 257 Forest Street Marshfield, MA 02050	781-834-5025	
South River Elementary School 59 Hatch Street Marshfield, MA 02050	781-834-5030	
Marshfield School District Early childhood Education 76 South River Street Marshfield, MA 02050	781-834-5048	lneacy@mpsd.org
Adelphia Cable 858 Plain St Marshfield , MA 02050	(781) 837-5429	
Marshfield YWCA 76 Ferry Hill Road Marshfield, MA 02050	781-834-8371	marshfield@ywcacam.org
South Shore Community Action 832 Webster St Marshfield , MA 02050	(781) 837-6837	
Sowing Seeds P.O. Box 1001 Marshfield, MA 02050	(781) 837-3337	
Marshfield Veteran's Services William C. Dodge, Veteran's Officer 870 Moraine Street Marshfield, MA 02050	(781) 834-5576	bdodge@townofmarshfield.org
North Community Church 72 Old Main St, Marshfield, MA 02050	(781) 837-3784	

First Congregational Church 1981 Ocean St, Marshfield, MA 02050	(781) 834-7664	
Our Lady of the Assumption 40 Canal St, Marshfield, MA 02050	(781) 834-6252	
Christian Science Church 91 Old Main Street Extension, Marshfield, MA 02050	(781) 837-3785	
St Theresa's Mission 91 Elm St, Marshfield, MA 02050	(781) 837-9640	
Pembroke Housing Authority Sharon Sylvester, Executive Director Kilcommons Dr. Pembroke, MA 02359	(781) 293-3088	
Council On Aging 144 Center Street Pembroke, MA 02359	(781) 294-8220	(781) 293-5801 coa@townofpembrokemass.org
Pembroke Public Library 142 Center St. Pembroke, MA 02359	(781) 293-6771	dwall@sailsinc.org
Little Neighbors Inc 280 Center St, Pembroke, MA 02359	(781) 293-9494	(781) 293-9495 Liz@LittleNeighbors.com
Pembroke Public Schools 72 Pilgrim Road Pembroke, MA 02359	(781) 829-0832	339-244-5043
First Church In Pembroke 105 Center St Pembroke, MA 02359	(781) 293-2584	
Pembroke Assembly of God 786 Washington Street, (Rte. 53) Pembroke, MA 02359	(781) 826-2247	pembrokeag@gmail.com
Troy B.G. Clarkson Town Manager 550 Hanover St. Hanover, MA 02339	781-826-5000 x 1084	

Planning Board Associate Planner - Peter Matchak 550 Hanover St, 2nd Floor Hanover, MA 02339	781-826-5000 x 1026	
Catherine Harder-Bernier Town Clerk 550 Hanover St. Hanover, MA 02339	781-826-5000 x 1011	
Zoning Board of Appeals 550 Hanover St, 2nd Floor Hanover, MA 02339	781-826-5000 x 1026	
John Curtis Free Library 534 Hanover St Hanover, MA 02339	781-826-2972 781-826-3130	<a href="mailto:halib@ocln.org">halib@ocln.org</a>
Hanover Council on Aging 665 Center Street Hanover, MA 02339	781-924-1913	
Hanover Building Services 550 Hanover St. Hanover, MA 02339	781-826-5000 x 1078	
Board of Selectmen Harold Dunn, Chairman 550 Hanover St, Suite 29 Hanover, MA 02339	781-826-5000 x 1054	
Affordable Housing Trust Associate Planner Peter Matchak 550 Hanover St. Hanover, MA 02339	781-826-5000 x 1026	
Hanover Cultural Council Karen Cass – Chair 550 Hanover St. Hanover, MA 02339	781-982-0080	<a href="mailto:karencass@comcast.net">karencass@comcast.net</a>
Hanover Chamber of Commerce PO Box 68 Hanover, MA 02339	781-826-8865	<a href="mailto:chamber@hanovermachamber.com">chamber@hanovermachamber.com</a>
Hanover Housing Authority 550 Hanover St. Hanover, MA 02339	781-826-8431	
St. Mary's Church 392 Hanover St Hanover, MA 02339	781-826-4303 781-826-5203	<a href="mailto:stm@stmaryshanover.com">stm@stmaryshanover.com</a>

First Congregational Church 17 Silver St., Suite 201 Hanover, MA 02339	781-826-4762	office@fcchanoverucc.org
Living Hope Foursquare Church 145 Webster St Hanover, MA 02339	781-878-2777 781-878-2717	jasonldoescher@gmail.com
St. Andrew's Episcopal Church 17 Church St Hanover, MA 02339	781-826-2062	office@standrewshanover.org
Lutheran Church of the Cross 77 Rockland St. Hanover, MA 02339	781-826-5121	lutheranchurchofthecross@verizon.net
Fellowship Baptist Church 135 Summer St. Hanover, MA 02339	781-878-7272	fbchanover@hotmail.com
The Salmond School 188 Broadway Hanover, MA 02339	781-878-0786 7818713374	
Hanover High School 287 Cedar St Hanover, MA 02339	781-878-5450 781-871-0590	mpaquette@hanoverschools.org
Hanover Middle School 45 Whiting St Hanover, MA 02339	781-871-1122 781-871-8792	dbirolini@hanoverschools.org
Center School 65 Silver St Hanover, MA 02339	781-826-2631 781-826-0765	jdegrenier@hanoverschools.org
Sylvester School 495 Hanover St Hanover, MA 02339	781-826-3844 781-829-5098	jdegrenier@hanoverschools.org
Cedar School 265 Cedar St Hanover, MA 02339	781-878-7228 781-878-1968	moates@hanoverschools.org
Norwell Public Library 64 South Street Norwell, MA 02061	(781) 659-2015	(781) 659-6755
Norwell Housing Authority 399 Washington St. Norwell, MA 02061	(781) 659-7690	



Norwell Council on Aging Rosemary O'Connor, Director 293 Pine Street Norwell, MA	(781) 659-7878	(781) 659-0215
The James Library 24 West St. PO Box 164 Norwell, MA 02061	(781) 659-7100	jameslibrary@verizon.net
Norwell Schools Matthew A. Keegan, Superintendent 322 Main Street, Norwell, MA 02061	(781) 659-8800	(781) 659-8805 matthew.keegan@norwellschools.org
UNITED CHURCH OF CHRIST 460 Main Street Norwell, P.O. Box 501, MA 02061	(781) 659-2887	office@uccnorwell.org. office@firstparishnorwell.org
First Parish of Norwell 24 River Street P.O. Box 152 Norwell, MA 02061	(781) 659-7122	(781) 659-7939
St. Helen Church 383 Washington Street Norwell, Massachusetts 02061	(781) 659-2993	rectory@sthelenchurchnorwell.org
Scituate Housing Authority Kathy DeMarsh, Executive Director P.O. Box 187 Scituate, MA 02060	(781) 545-3375	(781) 544-0058
Scituate Zoning Board of Appeals 600 Chief Cushing Justice Highway Scituate, MA 02066	(781) 545-8717	(781) 545-8855
Scituate Council on Aging Linda Hayes, Director 27 Brook St. Scituate, MA 02066	(781) 545-8722 Ext. 15	
Department of Veteran's Services Donald S. Knapp , Veterans' Service Officer 600 Chief Justice Cushing Highway Scituate, MA 02066	(781) 545-8715	(781) 545-5716 veterans@town.scituate.ma.us
Scituate Town Library Toni Snee, Interim Director 85 Branch Street Scituate, MA 02066 USA	(781) 545-8727	(781) 545-8728 tsnee@ocln.org

Knights of Columbus 234 Chief Justice Cushing Hwy, Scituate, MA	(781) 545-9829	
Scituate Public Schools 606 Chief Justice Cushing Highway, Scituate MA 02066	(781) 545-8759	
Scituate High School Robert Wargo, Principal 606 Chief Justice Cushing Highway, Scituate MA 02066	(781) 545-8750	(781) 545-8758 rwargo@scit.org
Gates Intermediate School Sarah R. Shannon, Principal 327 First Parish Road, Scituate MA 02066	(781) 545-8760	
Cushing Elementary School Mary M. Ohrenberger, Principal 1 Aberdeen Drive, Scituate MA 02066	(781) 545-8770	(781) 545-8776
Hatherly Elementary School Mrs. Mari-An Fitzmaurice, Principal 72 Ann Vinal Road, Scituate MA 02066	(781) 545-8780	
Jenkins Elementary School Ms. Jennifer L. Arnold, Principal 54 Vinal Avenue, Scituate MA 02066	(781) 545-4910	
Wampatuck Elementary School Linda, Whitney, Principal 266 Tilden Road, Scituate MA 02066	(781) 545-8790	
Christ Lutheran Church 460 Chief Justice Cushing Highway Route 3A Scituate, MA 02066	(781) 545-5271	dan.eddy@verizon.net
First Baptist Church of Scituate 660 Country Way Scituate, MA 02066	(781) 545-0058	
The Harbor United Methodist Church 55 First Parish Rd. Scituate, MA 02066	(781) 545-0818	merossma@aol.com
First Tranitarian Congregational Church 381 Country Way Scituate, MA 02066	(781) 545-5300	ftccScituate@ftcc.comcastbiz.net

Mary of the Nativity 1 Kent Street, Scituate Harbor, MA 02066	(781) 545-3335	fr.cannon@stmaryscituate.org
Servants of Christ Ministries 87 Maple St # A, Scituate, MA 02066	(781) 545-8336	frmike87a@Gmail.com
St. Frances Xavier Cabrini 27 Hood Road PO Box 129 Scituate, Massachusetts 02066	(781) 544-4544	friends@Stfrancesxcabriniscituate.org
First Parish Unitarian Universalist Church of Scituate 330 First Parish Road Scituate, MA 02066	(781) 545-3324	
Duxbury Free Library Alden Street Duxbury, MA 02332	(781) 934-2721	
Duxbury Housing Authority 69 Chestnut Street Duxbury, MA 02332	(781) 934-6618	(781) 934-3289
Council On Aging Joanne Moore, Director 878 Tremont St Duxbury, MA 02332	(781) 934-5774 Ext 102	(781) 934-1135  JoanneMoore@duxburycoa.com
Duxbury Elementary School-Alden Karen L. Whitaker, Principal 130 St. George Street Duxbury, MA 02332	(781) 934-7630	(781) 934-7636  kwhitaker@duxbury.k12.ma.us
Duxbury High School Andrew Stephens, Principal 130 St. George Street Duxbury, MA 02332	(781) 934-7650	(781) 934-7617 astephens@duxbury.k12.ma.us
Duxbury Post Offices Washington St/Depot St Duxbury, MA 02332	(781) 934-5185	(781) 934-4662
High Street United Methodist Church 298 High Street Duxbury, MA 02332	(781) 585-9863	highstreetchurch@comcast.net
Pilgrim Church PO Box 186 Duxbury, MA 02332	(781) 934-6591	(781) 934-8758  pilgrim@pilgrimchurchofduxbury.org

St. Paul's Church of the Nazarene Rev. David Troxler, Co-Pastor 135 Summer Street Duxbury, MA 02332	(781) 585-3419	(781) 585-3490 troxbox@gmail.com
Kingston Housing Authority 15 Hillcrest Road Kingston, MA 02364	781 585-8028	Jennifer Russell, Director
South Shore Housing 169 Summer Street Kingston MA 02364	781-422-4200	781-585-7483
Kingston Elementary School 150 Main Street Kingston, Massachusetts 02364	781-585-3821	
South Shore Housing Development Corp. Carl Nagy-Koechlin, Executive Director 169 Summer St Kingston, MA 02364-1220	(781) 422-4214	carln-k@southshorehousing.org
Kingston Library 6 Green Street, Kingston, MA 02364	<b>781-585-0517</b>	Email: kilib@kingstonpubliclibrary.org
Kingston Planning Board Thomas Bott, AICP, Town Planner 26 Evergreen Street Kingston, MA 02364	781 585-0549	Email: tbott@kingstonmass.org
Kingston Elementary School 150 Main Street Kingston, Massachusetts 02364	781-585-3821	
Kingston Intermediate School Principal: Dr. Lisa McMahan 65 Second Brook Street Kingston, Massachusetts 02364	781-585-0472	lmcmahan@slrsd.org
Silver Lake Regional Middle School Mr. Dennis Azevedo - Principal 256 Pembroke Street Kingston, MA 02364	781-582-3555	dazevedo@slrsd.org
Silver Lake Regional High School Principal: Richard Kelley 260 Pembroke Street Kingston, MA 02364	781-585-3844	rkelly@slrsd.org
Sacred Heart Elementary School (Private) 329 Bishops Highway Kingston, MA 02364	781-585-2114	

Sacred Heart High School (Private) 399 Bishops Highway Kingston, MA 02364	781-585-7511	
Silver Lake Regional School District John Tuffy - Superintendent of Schools 250 Pembroke Street Kingston, MA 02364	781-585-4313	jtuffy@slrsd.org