

### **MARKETING PLAN FOR HOMEOWNERSHIP APPLICANTS**

**Time period:** Application deadline shall be at least 60 days from the announcement of availability of applications. Marketing for these homes is scheduled so that purchasers are selected in time to participate, alongside volunteers, in the building of their homes.

#### **Notice of application availability and public workshops:**

- Notice of application availability and public information workshops sent to all persons who have requested information about our application process in the last 12 months
- Notices sent to area newspapers: The Cape Cod Times (regional paper), and any other weekly or daily serving the Town where the new homes will be located.
- Two advertisements in regional newspaper (Cape Cod Times)
- Public Service Announcements to local radio stations and local access cable TV
- Notices and fliers sent to Local Town Hall and local Chamber of Commerce
- Notices and fliers sent to churches in the Town and surrounding Towns
- Notices and fliers sent to area housing and social service agencies, and organizations serving the Cape's minority population, including:

Multi-Cultural Development Committee of Cape Cod Community College

NAACP

Housing Assistance Corporation — Cape Home Ownership Center

Cape Cod Child Development (Head Start Programs)

Cape Cod Council of Churches

Community Action Council

Area Housing Authorities

Area Town Halls

Additional service and charitable agencies serving low-income as may be identified

- Posting, as required on MAHA and CHAPA websites, Massachusetts Housing Authority (MAHA) website: <http://www.massaffordablehomes.org/default.aspx> and the Citizen's Housing and Planning Association: <http://www.chapa.org/>.
- Fliers distributed through the town's Elementary and Middle Public Schools, as allowed by the Superintendent
- At least two public information sessions are held in the town to inform and assist potential applicants
- Applications will be available at one accessible Town location as well as from Habitat's office.

## **LOTTERY PLAN**

The lottery process will conform to standards consistent with the requirements of the Department of Housing and Community Development's (DHCD) Local Initiative Program (LIP).

Habitat will pre-qualify candidates according to its established criteria and then conduct the lottery, which will not be public but which will be monitored by a representative of Housing Assistance Corporation (HAC) or any alternate monitoring agency as may be designated by DCHD, and acceptable to the Town. Post-lottery, before notification of lottery winners, the eligibility and qualifications of lottery winners will be certified by monitoring agent. HHCC Board of Directors (as Lender) will do final certification of the results.

Local preference: If approved by DCHD there will be local preference pool for the lottery for up to 70% of the homes. The definition of local resident will be in conformance with DHCD's Affirmative Fair Marketing Plan and will include households currently living in Town, households with a member employed by a local business or the municipality or school district, or with a household member attending public school in the Town. In conformance with DCHD standards, no more than 70% of the units for this project may receive a local preference. The applicant pool for the remaining home shall be OPEN meaning there will be no local preference in the application selection for homes in this pool. Per previous agreement with DHCD, for all homes, eligible qualified applicants who live or work in the 15-Town service area (Barnstable County) of Habitat for Humanity of Cape Cod shall receive a preference over those who do not.

Household size/bedroom size: There will be a preference system within the selection process for households that will utilize all bedrooms of their home, with at least one person to a bedroom, with couples presumed to share a bedroom unless medical documentation is presented to demonstrate a true need for separate bedrooms. If there is no household of number/composition to fill all bedrooms, the earliest selection in the lottery of the size household that would fill all but one, will be given the opportunity to select a larger house size, and so on.