

Note to all applicants/respondents: This form was developed with Nuance, the official HUD software for the creation of HUD forms. HUD has made available instructions for downloading a free installation of a Nuance reader that allows the user to fill-in and save this form in Nuance. Please see <http://portal.hud.gov/hudportal/documents/huddoc?id=nuancereaderinstall.pdf> for the instructions. Using Nuance software is the only means of completing this form.

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.12/31/2016)

1a. Project Name & Address (including City, County, State & Zip Code) Coleman House II 677 Winchester Street Newton, MA 02466 Middlesex County	<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:50%; border-bottom: 1px solid black;">1b. Project Contract Number MA06S95100</td> <td style="width:50%; border-bottom: 1px solid black;">1c. No. of Units 46</td> </tr> <tr> <td colspan="2" style="border-bottom: 1px solid black;">1d. Census Tract 3740</td> </tr> <tr> <td colspan="2" style="border-bottom: 1px solid black;">1e. Housing/Expanded Housing Market Area Housing Market Area: Middlesex County Expanded Housing Market Area: Boston, Cambridge, Quincy MA-NH Metro Area</td> </tr> </table>	1b. Project Contract Number MA06S95100	1c. No. of Units 46	1d. Census Tract 3740		1e. Housing/Expanded Housing Market Area Housing Market Area: Middlesex County Expanded Housing Market Area: Boston, Cambridge, Quincy MA-NH Metro Area	
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1e. Housing/Expanded Housing Market Area Housing Market Area: Middlesex County Expanded Housing Market Area: Boston, Cambridge, Quincy MA-NH Metro Area							
1f. Managing Agent Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address JCHE Services, Inc., 30 Wallingford Road, Brighton, MA 02135 617-912-8400, atuton@jche.org							
1g. Application/Owner/Developer Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address Jewish Community Housing for the Elderly 30 Wallingford Road Brighton, MA 02135 617-912-8400, atuton@jche.org							
1h. Entity Responsible for Marketing (check all that apply) <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Agent <input type="checkbox"/> Other (specify) _____ Position, Name (if known), Address (including City, County, State & Zip Code), Telephone Number & Email Address Rental Office Manager, Michael Sheynberg, 30 Wallingford Road, Brighton, MA 02135 617-912-8421, msheynberg@jche.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. JCHE Services Inc, 30 Wallingford Road, Brighton, MA 02135 617-912-8408, atuton@jche.org							
2a. Affirmative Fair Housing Marketing Plan Plan Type <input type="text" value="Updated Plan"/> Date of the First Approved AFHMP: <input type="text" value="09/30/77"/> Reason(s) for current update: <input type="text" value="Five Year Update"/>							
2b. HUD-Approved Occupancy of the Project (check all that apply) <input type="checkbox"/> Elderly <input type="checkbox"/> Family <input checked="" type="checkbox"/> Mixed (Elderly/Disabled) <input type="checkbox"/> Disabled							
2c. Date of Initial Occupancy <input type="text" value="10-1-1998"/>	2d. Advertising Start Date Advertising must begin <i>at least</i> 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects. Date advertising began or will begin <input type="text"/> For existing projects, select below the reason advertising will be used: To fill existing unit vacancies <input checked="" type="checkbox"/> To place applicants on a waiting list <input checked="" type="checkbox"/> (which currently has <input type="text" value="665"/> individuals) To reopen a closed waiting list <input type="checkbox"/> (which currently has <input type="text"/> 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)

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)

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 " x '
The Equal Housing Opportunity logo or slogan or statement will be " x "

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.

JCHE Services, Inc. does a formal evaluation each year of its waiting lists to determine how successful we are in providing quality affordable house to a diverse population. We monitor the percentage of minorities accepted into the building, as well as the percentage of minorities on the waiting lists. We work closely throughout the year with various community partners within the diverse Boston area communities to ensure that diverse populations feel welcome and encouraged to apply for senior housing at Coleman House. This outreach includes face to face meetings. We have and continue to have much success working with community partners. We have also garnered the assistance of minority residents of Coleman House who serve as ambassadors to their larger communities.

If the Agent determines that affirmative marketing efforts have not been effective in attracting applicants from the racial and ethnic groups least likely to apply from the local or larger community, then the Agent will undertake additional strategic affirmative marketing efforts in accordance with the AFHMP, including print advertisements, translation of material, and direct outreach to our community partners. We find that direct contact is the most effective way to encourage minority applicants to Coleman House.

7a. Marketing Staff

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

The JCHE Rent Manager 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?

NEAHMA Fair Housing Designation is taken by all rental and recertification staff every five years

- (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?

NEAHMA Fair Housing designation is updated every five years for all marketing staff.

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 JCHE Rental Manager has been directly responsible for tenant selection at Coleman House. All rental staff have been trained on tenant selection in accordance with the project's occupancy policy.

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.

The screening of applicants and processing of applications all marketing staff have received training in the Fair Housing laws pertaining to resident selection and occupancy issues. This training and this affirmative marketing and tenant selection plan will facilitate and promote full compliance with the applicable provisions of The Fair Housing Amendments Act of 1988, 42 U.S.C.A. §§ 3601-3620, Section 504 of the Rehabilitation Act of 1973, 29 U.S.C.A 794 et seq., The Americans with Disabilities Act of 1990, 42 U.S.C.A. §§ 12101-12213, Title VI of the Civil Rights Act of 1964, 42 U.S.C.A § 2000d, the Age Discrimination Act of 1975, 42 U.S.C.A. §§ 6101-6107, Executive Order 11,063, Chapter 151B of the Massachusetts General Laws, and the Massachusetts Equal Rights Law, M.G.L. c 93, § 103.

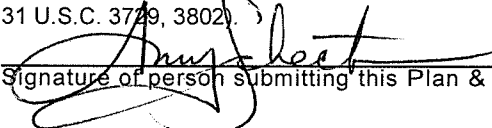
One day NAHMA training and certification exam one Management staff, Debbie Piltch trainer April 16, 2015.
One day NAHMA training and certification exam one Rental Office staff , Debbie Piltch trainer September 16, 2015.
One day NAHMA training and certification exam one Management, one Rental Office and one Resident Service staff , Ann Anderson, trainer October 23, 2014.
Entire JCHE staff TAP training by Ann Anderson, trainer, on Fair Housing was presented in November and December 2013.
One day NAHMA training and certification exam two Management and one Rental Office staff, Debbie Piltch, trainer November 2011.

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.

JCHE Services, Inc. is dedicated to promoting fair housing within all of their managed developments and will use a variety of venues at Coleman House to target and outreach to those least likely to apply to the development. The goal of this Affirmative Fair Housing Marketing Plan is a resident population that reflects diversity.

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).

 08/21/2017
 Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)

Name (type or print)

Amy Schectman

Title & Name of Company

President and CEO, JCHE Services, Inc.

For HUD-Office of Housing Use Only

Reviewing Official:

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

Approval

Disapproval

Signature & Date (mm/dd/yyyy)

Signature & Date (mm/dd/yyyy)

Name (type or print)

[Empty box for Name]

Name (type or print)

[Empty box for Name]

Title

[Empty box for Title]

Title

[Empty box for Title]

**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.**

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract	Housing Market Area	Expanded Housing Market Area
% White	87.7%	60%	84.1%	76.5%	74.9%
% Black or African American	0%	3%	1.3%	4.4%	6.6%
% Hispanic or Latino	0%	.05%	3.1%	6.5%	9.0%
% Asian	8.8%	18%	9.0%	9.3%	6.4%
% American Indian or Alaskan Native	0%	1%	0%	.1%	.1%
% Native Hawaiian or Pacific Islander	0%	0%	0%	0%	0%
%Persons with Disabilities	2%	14%	8.8%	8.9%	7.5%
% Families with Children under the age of 18	0%	0%	36.1%	29%	28.5%
Other (specify)					
			2.4%	3.1%	2.9%

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.
Black or African American	Myrtle Baptist Church, 617-332-5870 Reverend Brandon Thomas Crowley 21 Curve Street Newton, MA 02465 Newton's predominant black congregation NAACP 330 Martin Luther King Boulevard Boston, MA 02119 617-427-9494
Asian	Greater Boston Chinese Golden Age Center, Inc, Chinatown Branch, 617-357-0226 Megan Cheung 75 Kneeland Street, Boston, MA 02111 Long term relationship with organization. Ongoing outreach and referral to JCHE Housing.
Hispanic and Latino	Framingham Adult ESL Plus (508) 626-4282 Christine Taylor Tibor, Director P.O. Box 4860, Framingham, MA 01704, Assistance / outreach to local minority populations.
American Indian	North American Indian Center of Boston, 617-232-0343 Joanne Dunn, Executive Director 105 S. Huntington Ave, Jamaica Plain, MA 02130 Newsletter sent to a mailing list of 500
*See attached list of additional community contacts	

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:
Newspaper(s)	Bay State Banner (African American)	El Mundo (Latino), Sampan News (Asian)	American Indian Center Newsletter (American Indian)
Yes			
Radio Station(s)			
TV Station(s)			
Electronic Media	www.jche.org (General)		
Yes			
Bulletin Boards	Facebook (General)		
Yes			
Brochures, Notices, Flyers	(General)		
Yes			
Other (specify)			

Welcome



**EQUAL HOUSING
OPPORTUNITY**



**WE HAVE FACILITIES
FOR THE DISABLED**

**All Visitors
Must Sign
In At Front
Desk**

NO CLEAR



JCHE AFFIRMATIVE MARKETING PLAN

Update: August 2017

1. AFFIRMATIVE MARKETING GOALS

In order to meet the HUD and MassHousing Mandatory Preference regulations at JCHE, we reach out to minority and non-minority groups who may be experiencing housing discrimination on the basis of race, color, religion, sex or national origin. Affirmative marketing plans and policy statements for each JCHE Property are located on site in the management office and at each property. Yearly reports are prepared listing minority resident statistics.

2. OUTREACH PLAN

Because media efforts were unsuccessful in the past, JCHE explored other avenues to increase the minority representation at each of its sites.

The most successful model for minority recruitment at JCHE has been to identify housing referral agents who themselves are meeting face to face with individuals in need of housing. Many Asian and Afro American residents have been introduced to JCHE in this way. In the case where a minority group was reluctant to change neighborhoods or hesitant about moving to a predominantly non-minority environment, a group tour was arranged and applications were distributed. Many Chinese residents were attracted to JCHE in this way. In time, the minority tenants themselves have become the primary and best source of referrals.

In addition, a newsletter is sent out twice *a year* to the entire JCHE mailing list composed of community organizations, housing referral agencies, friends and family of current residents. This newsletter has featured articles describing the multicultural environment at JCHE and picturing minority tenants and staff.

Community Contacts for Marketing and Outreach

The JCHE Management Office in Brighton handles Affirmative Marketing Outreach as part of the application and waiting list process. Agencies contacted for affirmative marketing include:

AGENCIES AND ORGANIZATIONS NOTIFIED REGULARLY AS PART OF THE EFFORT TO RECRUIT POTENTIAL MINORITY TENANTS FOR JEWISH COMMUNITY FOR THE ELDERLY

Community Contacts for Marketing and Outreach

Agencies contacted for affirmative marketing include:

- 1 Greater Boston Chinese Golden Age Center, Inc.
Megan Cheung
Email: mcheung@gbcgac.org
617-357-0226 ext. 231
75 Kneeland Street, Suite 204
Boston, MA 02111
- 2 Nuestra Comunidad Development Corporation
David Bresnahan, Director of Resource Development and Marketing
Email: dbresnahan@nuestracdc.org
56 Warren St., Suite 200
Roxbury, MA 02119
617-989-1206
3. Elders Living at Home Program,
Kip Langelo, Program Manager
Email: Kip.Langelo@bmc.org
Boston Medical Center
One Boston Medical Center Place
Boston, MA 02118
617-414-1642
4. City of Newton, housing referral sources Department of Human Services,
Newton City Hall Room 10A
1000 Commonwealth Ave
Newton, MA 02459
617-796-1282
5. Newton Housing Authority,
Amy Sutherland, executive director
82 Lincoln Street
Newton, MA 02461
617-552-5501
6. Council on Aging, Jayne Colino, director
Email: jcolino@newtonma.gov
345 Walnut Street
Newtonville, MA 02460

617-796-1660

7. Boston Housing Authority,
Lydia Agro, Director of Communications and Public Affairs
617-988-4109
52 Chauncy Street
Boston, MA 02111-2375
General: 617-988-4200

8. Korean Church of Boston,
Kyung Yoon, Pastor
Email: kcbweb@hotmail.com
32 Harvard Street
Brookline, MA 02445
617-739-2663

9. Myrtle Baptist Church,
Reverend Brandon Thomas Crowley, Pastor
Newton's predominantly African American congregation
21 Curve Street
West Newton, MA 02465
617-332-5870

10. NAACP Springfield Branch
Bishop Talbert W. Swan, President
25 Saint James Ave
Springfield, MA 01109
413-650-6154
Email: info@naacpspringfield.org

11. NAACP
Michael A. Curry, President
330 Martin Luther King Blvd
Roxbury, MA 02119
617-427-9494
Email: info@bostonnaacp.org

12. Minority tenants at all JCHE developments
(Best referral resource)

13. Springwell
307 Waverly Oaks Road, Suite 205
Waltham, MA 02452
617-926-4100
info@springwell.com

14. Newton Community Education,
Susan Cassidy, Adult Program Coordinator
Email: Susan_Cassidy@newton.k12.ma.us
617-559-6991
457 Walnut St,
Newton, MA 02460
General: 617-559-6999

15. North American Indian Center of Boston,
Joanne Dunn, Executive Director
Email: info@naicob.org
Monthly newsletter sent to mailing list of 500
105 South Huntington Ave
Jamaica Plain, MA 02130
617-232-0343

16. Boston Center for Independent Living, Outreach to the Disabled
Carol Hall-Herborg, Information & Referral Specialist
60 Temple Pl # 5,
Boston, MA 02111
617-338-6665


17. Jewish Family Service of Metrowest,
Malka Young, Director of Healthy Aging and Eldercare Management
475 Franklin Street, Suite 101
Framingham, MA 01702
508-875-3100, ext. 250

18. The Greater Framingham Community Church
Rev. Dr. J. Anthony Lloyd, Pastor
44 Franklin St
Framingham, MA 01702
508-626-2118

19. Housing for All,
Somerville Community Corporation,
Karen Narefsky, Community Organizer
Email: knarefsky@somervillecdc.org
617-776-5931 ext 230
337 Somerville Avenue, Second Floor
General: 617-776-5931

20. Baypath Elder Services,
Ellen Cherry, Information and Referrals
508-573-7200, ext. 236
33 Boston Post Road West
Marlboro, MA 01752

21. Framingham's Council on Aging,
Grace O'Donnell, Social Services Outreach Supervisor
Callahan Center
535 Union Avenue
Framingham, MA 01702
508-532-5980
22. South Middlesex Opportunity Council,
Darlene Assencoa-Marzurkez, Director, SMOC Housing Operations
7 Bishop Street
Framingham, MA 01702
508-872-4853
23. Framingham Interfaith Clergy Association,
The Rev. Dr. Deborah Clark
Edwards Church
39 Edwards Street
Framingham, MA 01701
508-877-2050
24. Jewish Community Center of Metrowest,
Amanda Glynn
300 Pleasant Street
Framingham, MA 01701
508-879-3300
25. Framingham Adult ESL Plus,
Christine Taylor Tibor, Director
Email: ctibor@framingham.k12.ma.us
P.O. Box 4860
Framingham, MA 01704
508-626-4282
26. NAACP SOUTH MIDDLESEX BRANCH,
William "Bill" Robinson, President
P.O. Box 265
Westborough, MA 01581
508-879-7612

To: All JCHE Management staff and other staff involved in Tenant Selection
From: Amy Schectman, President and CEO 
Subject: Training on Fair Housing laws and regulations
Date: August 2017

Federal regulations regarding fair housing include the following general provisions:

1. In the advertising or rental of housing, it is illegal to discriminate against any person because of race, color, religion, sex, disability, familial status, or national origin.
2. It is unlawful to discriminate against households with one or more persons under 18, including people who are pregnant or pursuing custody. (There are certain exemptions from this rule for housing intended to be occupied by the elderly.)
3. It is unlawful to discriminate solely on the basis of disability. However, if an owner denies a request for unit/common area modification because of undue burden, the tenant/applicant may make the modifications.
4. Owners must permit disabled persons, at their own expense, to make reasonable modifications to the premises (both interior unit and common area if necessary to obtain full enjoyment of a dwelling). However permission can be conditioned on the renter agreeing to restore interior modifications to the previous condition.

The owner may not increase security deposits but can set up an interest bearing escrow account. Payments by tenants into escrow cannot exceed the cost of interior restoration and must be made over a reasonable period of time.

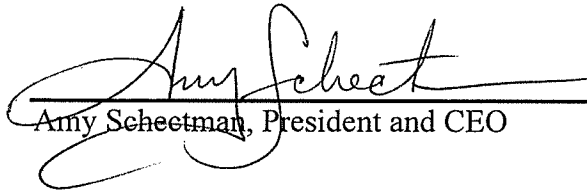
Permission may be conditioned on provision of a description of work, assurance it will be done in a workmanlike manner with the tenant securing all necessary building permits.

Please take time to familiarize yourselves with the above information.

JCHE encourages all staff to take training courses offered by Quadel, Mass Housing, New England Affordable Housing Management, National Leased Housing, National Center for Housing Management and other housing organizations in order to further become familiarized with Fair Housing laws. Leave from work for this training as long as the time has been cleared through supervisors, and full payment will be covered by JCHE.

To Whom It May Concern:

This will confirm that the goal and measure of success of JCHE's Affirmative Fair Housing Marketing Plan is to achieve a racial composition which reflects the racial composition of the city of *Boston as a whole: approximately 22.4% Black, 17.5 % Hispanic, 8.8 % Asian/Pacific Islander and 47% White. The village of *Allston/Brighton as a whole: approximately 2.3% Black, 5.1% Hispanic, 18.21% Asian, 0% Hawaiian/Pacific Islander and 72.1% White. City of *Newton as a whole: approximately 4.4% Black, 6.5% Hispanic, 9.3% Asian/Pacific Islander and 76.5% White.



Amy Scheetman, President and CEO

08/21/2017

Date

*Source: US Census Bureau, Census 2010

JCHE

JEWISH COMMUNITY
HOUSING FOR THE ELDERLY

JCHE Applicant Information

Frequently Asked
Questions

JEWISH COMMUNITY
HOUSING FOR THE ELDERLY
30 WALLINGFORD ROAD
BRIGHTON, MA 02135

ULIN HOUSE ~ LEVENTHAL HOUSE
GENESIS HOUSE ~ GOLDA MEIR HOUSE
COLEMAN HOUSE ~ SHILLMAN HOUSE

jche.org



SUPPORTED BY
cjp



Thank you for your interest in Jewish Community Housing for the Elderly (JCHE)

We hope this guide for prospective residents will answer your questions about JCHE housing and the application process.

1. WHO WE ARE

Founded in 1965, Jewish Community Housing for the Elderly (JCHE) builds, owns and manages affordable senior housing. JCHE, a non-sectarian organization, provides nationally recognized housing to seniors of all backgrounds. Our buildings offer a wide array of supportive programs and services to foster residents' ongoing independence.

JCHE's six buildings, located in Boston, Newton and Framingham, have over 1,200 apartments and are home to more than 1,500 residents. Each of these buildings has income-qualified units, and two of the locations also have affordable market rate apartments. All JCHE housing is available on an equal opportunity basis. The organization's hallmark programs and services are made possible through generous contributions from individuals, foundations, and corporations.

JCHE RENTAL OFFICE

40 Wallingford Road, Brighton, MA 02135

617-912-8421 (telephone); 617-912-8429 (fax); 617-912-4868 (TTD)

For information, contact Michael Sheynberg
at msheynberg@jche.org or 617-912-8421

Please let us know how we can assist you!

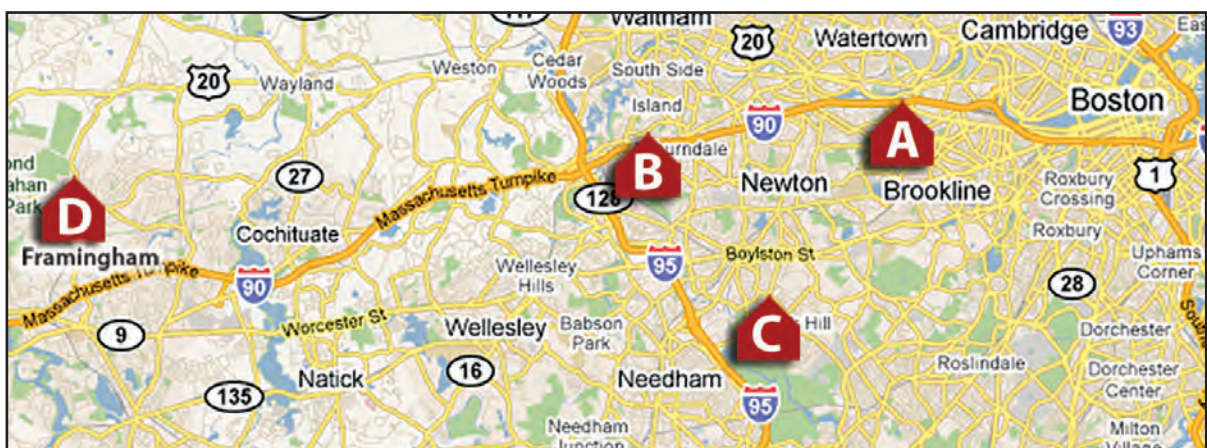
2. WHAT KIND OF HOUSING DOES JCHE OFFER?

JCHE is nationally recognized for its vibrant and supportive living communities for older adults of all backgrounds. We offer safe, affordable and accessible housing with programs and services that foster successful aging. Our buildings are thoughtfully designed to maximize independence with apartments with complete kitchens, as well as common space used for informal gatherings and planned activities. Our communities are rich with opportunities for physical activity, intellectual stimulation, and engagement in a dynamic community. Our resident service coordinators and program staff can assist residents to access services that postpone or eliminate the need for more expensive and more restrictive care. We enable JCHE residents to have the option to remain in an independent setting as they face the challenges of aging.



3. WHERE ARE JCHE'S BUILDINGS LOCATED?

- A. **Ulin House: 30 Wallingford Road, Brighton, MA 02135**
Leventhal House: 40 Wallingford Road, Brighton, MA 02135
Genesis House: 28 Wallingford Road, Brighton, MA 02135
These three interconnected buildings are located in an urban residential area and set in a pleasant outdoor garden. They are within a short walking distance to markets and other stores, as well as the MBTA's Commonwealth Avenue Green Line and bus routes. JCHE's administrative offices are located on this site.
- B. **Golda Meir House: 160 Stanton Avenue, Newton, MA 02466**
Located in Newton's Auburndale community, a suburb of Boston, Golda Meir House is situated near Newton-Wellesley Hospital and the MBTA Woodland Green Line Station.
- C. **Coleman House, at 677 Winchester Street, Newton, MA 02459**
(Note that the entrance to the building is off Nahanton Street.)
Located in a Boston suburb in the Newton Highland community, Coleman House shares a park-like campus with the Leventhal-Sidman Jewish Community Center.
- D. **Shillman House on the Harry and Jeanette Weinberg Campus:**
49 Edmands Road, Framingham, MA 01701
This mixed-income senior living community is located in the MetroWest region of Boston.



4. WHAT IS THE ELIGIBILITY FOR ALL JCHE HOUSING?

For the majority of JCHE's apartments, at least one occupant must be age 62. Disabled adults of any age are eligible for housing in Genesis House, Golda Meir House and Coleman House.

5. HOW DO I KNOW IF I AM ELIGIBLE FOR JCHE'S INCOME-QUALIFIED UNITS?

For income-qualified units, residents must meet income requirements set by the federal government. When determining eligibility for subsidized housing, JCHE follows federal guidelines, which consider a household's total gross annual income (including wages, pensions, Social Security, etc.) and actual income derived from assets (including interest earned on checking and savings accounts, certificates of deposit, money market accounts, IRAs, real estate, stocks, bonds, and the cash surrender value of whole life insurance, etc). The current income guidelines are included on JCHE's Rental Application. For further information about eligibility, contact the Rental Office at 617-912-8421.



6. HOW MUCH DOES IT COST TO LIVE IN A JCHE INCOME-QUALIFIED APARTMENT?

JCHE offers two kinds of affordable apartments. We have Section 8 subsidies for apartments in Ulin House, Leventhal House, Genesis House, Golda Meir House, Coleman House and Shillman House. If you income-qualify for Section 8, your rent will be calculated at 30% of your adjusted gross annual income. In addition to Section 8 subsidies, Shillman House also has tax credit financing. If you income-qualify for the tax credit program, your rent will be fixed at a below-market rate. In all cases, JCHE does not require an entrance fee. Heat, water and other utilities are included in the rent. Residents who are receiving either a Section 8 subsidy or a tax credit must be re-certified annually by JCHE staff to determine eligibility.

7. HOW MUCH DOES IT COST TO LIVE IN A MARKET RATE APARTMENT AT GOLDA MEIR HOUSE?

In addition to the 176 income-qualified units at Golda Meir House, the building has 23 market rate apartments. These are available to older adults whose income exceeds the maximum allowable income for subsidized apartments. The monthly fee for the market rate apartments is set annually by the U.S. Department of Housing and Urban Development, and is less than comparable apartments in the area. Heat, water and other utilities are included in the rent. There are no entrance fees.

8. HOW MUCH DOES IT COST TO LIVE IN A SHILLMAN HOUSE MARKET RATE APARTMENT?

The rents for the Shillman House market rate apartments vary depending on the size and location of the unit. The rent includes dinner and a continental breakfast each Monday through Saturday; brunch on Sunday; bi-weekly housekeeping and linen services; and heat, water and other utilities. There is no entrance fee to move to Shillman House.

9. WHAT IS THE APPLICATION PROCESS FOR JCHE HOUSING?

If you are interested in living in JCHE housing, you must fill out the appropriate application and submit it to JCHE's Rental Office. Prospective residents may apply to multiple JCHE buildings. The application can be prepared by prospective residents or by their family members or friends. There is no charge to apply for JCHE housing.

See question #9 for information about how to get an application. Please note that there are **four different application forms**. Be sure to complete the correct application(s).

- 1) Genesis House application
- 2) Application for Ulin, Leventhal, Golda Meir and Coleman House
- 3) Application for income-qualified apartments at Shillman House
- 4) Application for market rate apartments at Shillman House

10. WHERE CAN I GET AN APPLICATION FOR JCHE HOUSING?

There are three ways to get a copy of the rental application:

Pick up a copy in our Rental Office in JCHE's Leventhal House:
40 Wallingford Road, Brighton, MA
Monday through Friday, 9:00 A.M. – 5:00 P.M.

Request a copy by contacting Michael Sheynberg at 617-912-8421 or msheynberg@jche.org.

Download a copy of the application at jche.org.

Note: There are multiple application forms on the website, so please carefully select the appropriate one(s) to ensure that you are applying to the JCHE building(s) of your choice.

Completed applications can be sent to JCHE's Rental Office, 40 Wallingford Road, Brighton, MA 02135 or faxed to 617-912-8429.

11. HOW MANY UNITS ARE IN EACH JCHE BUILDING AND WHAT ARE THEIR DIMENSIONS?

Building	Total Number of Units	Size of Studio Apartment	Size of One Bedroom Apartments	Size of Two Bedroom Apartments
Ulin	242	365 sq.ft.	506 sq.ft.	NA
Leventhal	256	406 sq.ft.	514 sq.ft.	NA
Genesis	209	NA	590 sq.ft.	730 sq.ft.
Golda Meir	199	NA	550 sq.ft.	628 sq.ft.
Coleman	146	NA	535 sq.ft.	NA
Shillman	150	NA	537 - 664 sq. ft.	791 – 860 sq. ft.

NA = not applicable

12. FOR THE INCOME-QUALIFIED APARTMENTS, AM I QUALIFIED FOR A STUDIO, ONE-BEDROOM OR TWO-BEDROOM UNIT?

A single person may apply for a studio apartment at Ulin House and Leventhal House, or a one-bedroom apartment at Genesis House, Golda Meir House, Coleman House or Shillman House.

A couple can apply for a one-bedroom apartment at Ulin House, Leventhal House, Genesis House, Golda Meir House, Coleman House or Shillman House. Households of two or more people can apply for one of a limited number of two-bedroom apartments at Shillman House. However households of non-couples will have preference.

13. WHAT ARE THE FLOOR PLAN OPTIONS FOR THE SHILLMAN HOUSE MARKET RATE UNITS?

There are seven different floor plan options for the market rate apartments. There are three different configurations available: one bedroom/one bathroom; two bedrooms/one bathroom; two bedrooms/one and a half bathrooms.

(Note: The floor plans can be seen at jche.org in the Shillman House section under Apartment Options)

14. IS THERE A WAITING LIST FOR JCHE APARTMENTS?

Yes, there is a waiting list for all JCHE buildings. Your name will be added to the waiting list as soon as you have filed your completed application with JCHE's Rental Office. Applications are placed on the waiting list in order of the date they are received. The average time on the wait list varies by building.

JCHE updates its waiting lists every one - two years. If you are on the waiting list, you will receive a Reconfirmation Form in the mail. To stay active on the waiting list, you must return the form to JCHE within six weeks. While on the waiting list, it is your responsibility to notify JCHE's Rental Office of changes to your address, telephone, or other contact information.

15. WHAT ASSISTANCE IS AVAILABLE IN EMERGENCY SITUATIONS?

JCHE staff is available 24 hours/day, 365 days/year in all buildings to respond to emergencies. Each apartment is equipped with emergency cords so that residents can notify staff if a problem occurs.

16. AT JCHE, WHAT PROGRAMS AND SERVICES WILL BE AVAILABLE TO ME?

Resident Services Coordinators (RSC): JCHE's Resident Services Coordinators provide information about accessing supportive programs and services provided by JCHE and partner agencies. The team includes Coordinators who are fluent in Russian, Mandarin, Cantonese, Taishanese and other languages.

On-site staff 24/7: Every building has onsite staff at all hours to assist residents in emergency situations.

CaringChoices™: This program provides access to services that assist residents to manage daily life in their independent JCHE apartment. The format of the program varies by building and is not currently available at Shillman House or Golda Meir House.

more on the following page...

Wellness, social, educational, cultural, and recreational programs: Residents in each JCHE building have a wide range of opportunities to participate in programs that promote successful aging including a variety of physical activities, engaging social programs, life-long learning, English As A Second Language, art, health screenings and education, current events, concerts, movie nights, cultural events and more. Residents are active in the design and coordination of these programs.

Wheelchair-accessible van transportation: JCHE's van is available for errands, shopping trips and recreational outings on a limited basis, usually one day per week per building.

Generations Together: JCHE's award-winning, innovative intergenerational program enables residents including pre-literacy activities and exercise with preschoolers; pen-pal, e-pal and tutoring programs with elementary school children; and discussion groups with high school and college age young adults.

Assistance for non-English speakers: For residents who primarily speak Russian, Mandarin, Cantonese, Taishanese, JCHE has bi-lingual staff and translated information available for many of the programs and services.

Maintenance services: Each JCHE property has a full service maintenance staff on the premises.

Dining services:

Golda Meir House: Residents of Golda Meir House, as a condition of their lease, are required to participate in a weekday Kosher hot lunch.

Shillman House: Shillman House offers a dining program. The rent for the market apartments includes dinner and continental breakfast each Monday through Saturday, and Sunday brunch. Residents in the income-qualified units can purchase these meals.

Club Genesis: The adult day health center located on JCHE's Brighton campus offers bi-lingual English/Russian staff. The center accepts participants who pay privately or who are eligible through MassHealth.

17. WHAT SPECIAL AMENITIES ARE AVAILABLE IN JCHE'S BUILDINGS ?

- Computer centers offer desktop computers, Internet access and instruction.*
- Fitness studios feature trained staff and senior-friendly exercise machines.*
- Convenience stores stock basic groceries and household goods.
- Libraries offer current collections in English, Russian and Chinese.
- Art studios are available in some buildings.
- Beauty salons provide professional stylists for men and women.
- Laundry facilities with washing machines and dryers are located in all buildings.
- Beautiful, well-maintained grounds include attractive seating and walking areas.

* A modest membership fee is required

18. WHAT ACCOMMODATIONS ARE AVAILABLE FOR RESIDENTS WITH DISABILITIES?

All common areas in JCHE buildings are handicap accessible. Each location has several apartments designed for people with mobility and sensory impairments. Shillman House is universally accessible. Residents with special needs can request reasonable accommodations for apartment modifications.

19. WHAT IS THE SMOKING POLICY FOR JCHE'S BUILDINGS?

JCHE is a smoke free community. In accordance with JCHE non-smoking policies, smoking is not allowed indoors in apartments, offices or common spaces in any of the JCHE buildings. At JCHE's Brighton and Newton campuses, smoking is permitted only in the designated outdoor smoking shelters. Smoking in Shillman House is not permitted anywhere on the campus, either indoors or outdoors.



JCHE
JEWISH COMMUNITY
HOUSING FOR THE ELDERLY

ULIN HOUSE ~ LEVENTHAL HOUSE
GENESIS HOUSE ~ GOLDA MEIR HOUSE
COLEMAN HOUSE ~ SHILLMAN HOUSE

JEWISH COMMUNITY
HOUSING FOR THE ELDERLY
30 WALLINGFORD ROAD
BRIGHTON, MA 02135
jche.org

Coleman House Waiting List Demographic Information
 And Current Coleman I and II Residents
 As of April 27, 2017

Waiting List	White / Caucasian	African American	Asian	Hispanic	Native American	Other	Did Not Say	Total	% Minority
1 Bdrm Elderly	349	8	108	1	4	3	98	571	22%
1 Bdrm Elderly W/HI	30	2	8	1	1	0	12	54	22%
1 Bdrm Young Disabled	21	8	4	1	1	1	4	40	38%
Totals	400	18	120	3	6	4	114	665	23%
Coleman I Current Residents	White / Caucasian	African American	Asian	Hispanic	Native American	Other	Did Not Say	Total	% Minority
	102	2	11	1	0	1	3	120	13%
%	85%	2%	9%	1%	0%	1%	3%		
Coleman II Current Residents	White / Caucasian	African American	Asian	Hispanic	Native American	Other	Did Not Say	Total	% Minority
	50	0	5	0	0	0	2	57	9%
%	87.7%	0%	8.8%	0%	0%	0%	3.5%		

✱

ITCHe Feels that our current PAF Marketing Fair Marketing Plan is satisfactory.

[Signature]
 Arlene Tison Compliance Director 4/27/17
 Per HUD Notice 9-22-14.