

Dunham Park in Acton

Acton, MA

9/27
15

Marketing and Outreach Plan

General Information

The Town of Acton and the Acton Community Housing Corp. (ACHC) has worked hard to provide affordable housing opportunities to Acton Residents. The three bedroom single family home available at Dunham Park in Acton is the latest example of their work.

The newly renovated home will be sold, by lottery, to persons who meet the eligibility requirements and have incomes at or below 60% of the area median income, adjusted for household size. The home price is \$150,000.

This home consists of three bedrooms, 1 full bathroom, washer and dryer hook-up, and kitchen appliances. The home is scheduled for occupancy before the end of 2004.

All affordable units will have a "Deed Rider" that will be attached to the deed for the unit. This deed rider restricts the amount that the unit can be resold for and requires subsequent buyers to have a household income at or below 60% of the area median income at the time of resale. The deed rider insures that the unit stays affordable for the long term.

The Bentley Building Corporation has contracted MCO Housing Services, of Bolton, MA, as their lottery agent. MCO Housing Services has been providing Lottery Services to area developers for over 10 years. Acton Community Housing Corp. (ACHC) will be overseeing the application process and lottery to rank the eligible program applicants. The application and lottery process as well as the eligibility requirements, are described in this plan.

Marketing and Outreach Plan

There is only one home available. It is available to households who meet the local preference criteria only (subject to DHCD approval). Outreach and marketing will focus on the local market via The Beacon, the local newspaper, and the local social service and public organizations. MCO housing Services will use the list previously supplied by the ACHC. Also a mailing will go out to the Acton residents using the combined mailing lists of MCO Housing Services and ACHC. This list is comprised of past lottery participants, through MCO Housing Services, and those who have contacted the ACHC for information. This list contains approximately 135 households.

The combined mailing list of MCO Housing Services and the ACHC includes minority applicants who participated in previous Acton lotteries. The most recent lottery, conducted January 2004, more than 25% of the local applicants were minority, which more than meets the 17.5% guidelines established by HUD.

Applications can be requested through MCO Housing Services by phone or email or may be picked up at the Acton Town Hall, 68 Windsor Avenue, Acton, MA.

A confirmation letter will be sent to all eligible applicants with their lottery code after the lottery application deadline. This code will be announced during the lottery drawing, to ensure applicants privacy.

ELIGIBILITY REQUIREMENTS

Each applicant for the Lottery must meet the following eligibility requirements:

1. Must be a first time homebuyer (never owned or not owned a home as a principal residence for a period of three years.)
2. Meet the maximum allowable income, as follows:

Household Size	2	3	4	5
Max Allowable Income	39,720	44,640	49,620	53,580

3. Have less than \$50,000 in household assets.
4. Meet the Local Preference Eligibility Criteria.
5. Able to secure a 30-year fixed mortgage. Non-household members are not permitted to be co-signers on the mortgage.
6. Household income should be sufficient enough to support at least 50% of the purchase price.

LOTTERY PROCESS AND PREFERENCES

The lottery will be held in the Acton Town Hall. Date to be determined.

MCO Housing Services will screen all applications and eligible applicants will receive a confirmation letter to participate in the lottery.

Preferences:

Each applicant must meet at least one of the following criteria to be in the local pools:

- Current Acton Resident
- Non Dependent Child of a Current Acton Resident
- Employed by the Town of Acton, Acton-Boxborough Regional School District or Acton Water District for the past 6 months.
- Employee working in Acton for past 6 months

Household Size

Preference will be given to families requiring the total number of bedrooms in the unit to house members of the household. Each applicant will be required to provide the minimum numbers of bedrooms they legitimately need to accommodate their family on the application.

Summary

We believe this outreach program will ensure that the Town of Acton will be notified of the available opportunity. These guidelines will ensure the fair processing of all potential applicants. It is MCO Housing Services intention to work with the Town of Acton and the Acton Community Housing Corporation to incorporate local requests and ideas to reach its goal of providing low and moderate income housing in Acton as mandated by the Commonwealth of Massachusetts.

4 Dunham Lane

AFFORDABILITY ANALYSIS SOFT SECOND LOAN PROGRAM

	3 Bedroom Unit	
Home Price	\$ 150,000	
<i>Interest Rate</i>	5.625%	
<i>Down Payment (%)</i>	20.00%	
Down Payment (\$)	\$ 30,000.00	
Mortgage Amount	\$ 120,000.00	
Monthly Expenses		
<i>Principal & Interest</i>	\$690.79	First Mortgage at 80% LTV @ 5.625%
<i>Real Estate Taxes</i>	175.38	
<i>Soft Second</i>	60.93	Second Mortgage: Interest Only at 3.25%
<i>Sewer Betterment</i>	30.00	
<i>Insurance</i>	35.00	
TOTAL Monthly Expenses	\$992.09	
Minimum Income Required	\$ 39,684	
	\$ 49,620	60% Median Income
		MAXIMUM ALLOWABLE INCOME

NOTES:

Acton Residential Tax Rate = \$14.03 per thousand
Minimum Income Required based upon 30% Housing Ratio

SOURCE: Lynda D'Orlando - Citizens Bank - Sept 20, 2004
Program = Soft Second Loan Program
ONLY 5% Down Payment Required by Buyer
Zero Point Rate