

# **PITTSFIELD HOUSING AUTHORITY FAIR HOUSING MARKETING PLAN**

## **INTRODUCTION**

The PITTSFIELD Housing Authority (“LHA”), its Board, and staff are responsible for implementing federal and state civil rights laws that affect the admission, occupancy, and procurement of services for the LHA. When developing, marketing, or leasing units, the following Fair Housing Marketing Plan applies.

## **I. FEDERAL FAIR HOUSING LAWS<sup>1</sup>**

### **A. The Fair Housing Act (Title VIII of the Civil Rights Act of 1968)**

- i. As amended, prohibits discrimination in the sale, rental, and financing of dwellings based on race, color, religion, sex, familial status, national origin, or disability.

### **B. Title VI of the Civil Rights Act of 1964**

- i. Prohibits discrimination based on race, color, or national origin in any program or activity receiving federal financial assistance.<sup>2</sup>

### **C. Age Discrimination Act of 1975**

- i. Prohibits discrimination based on age in any program or activity receiving federal financial assistance.
- ii. Exceptions may apply when age is used as part of criterion for a program that has a statutory age limit, or is otherwise statutorily authorized.

### **D. Section 504 of the Rehabilitation Act of 1973**

- i. As amended, prohibits discrimination against persons with disabilities in any program or activity receiving federal financial assistance.

### **E. Title II of the Americans with Disabilities Act**

- i. Prohibits discrimination against person with disabilities in all services, programs, and activities of state and local public entities.

### **F. The Architectural Barriers Act of 1968**

- i. Requires buildings and facilities that are constructed by or on behalf of the United States, or leased by the United States, or buildings financed in whole

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<sup>1</sup> This is not intended to be an exhaustive list. A brief summary is provided for each law. To access the full text of a particular law, click the embedded URL.

<sup>2</sup> “Program or activity” under Title VI, Section 504 of the Rehabilitation Act, and the Age Discrimination Act noted above means “all the operations” of the covered recipient of federal financial assistance.

or in part by a grant or loan made by the United States, to be accessible to persons with disabilities.

## **II. MASSACHUSETTS FAIR HOUSING LAW**

### **A. M.G.L. c. 151B**

- i. Prohibits discrimination on the basis of race, color, religious creed, national origin, sex, age, ancestry, genetic information, veteran/military status, sexual orientation, gender identity, marital status, presence of children, disability or receipt of public assistance, including housing subsidies in the sale, rental, or lease of covered dwelling units, including publicly assisted dwelling units.

### **B. Massachusetts Equal Rights Law (M.G.L. c. 93, § 102)**

- i. Provides that all persons within the Commonwealth of Massachusetts, regardless of sex, race, color, creed, or national origin, shall have equal rights to make and enforce contracts, and to inherit, purchase, lease, sell, hold, and convey real and personal property.

### **C. Article CXIV of the Massachusetts Constitution**

- i. Provides that “no otherwise qualified handicapped individual shall, solely on the reason of his handicap, be excluded from the participation in, denied the benefits of, or be subject to discrimination under any program or activity within the Commonwealth.”

### **D. M.G.L. c 121B, § 32**

- i. Prohibits discrimination and segregation in LHA-operated housing on the basis of race, color, creed, religion, blindness or physical handicap.

## **III. FAIR HOUSING MARKETING PLAN**

This Fair Housing Marketing Plan (“FHMP”) is adopted in accordance with the federal and state laws listed above, as well as state-aided public housing regulations at 760 CMR 4.07. Pursuant to 760 CMR 4.07, the LHA shall biennially determine whether the percentage for each minority group in the LHA’s housing by program (i.e., elderly/handicapped program and family program) is significantly below<sup>3</sup> the percentage for the minority<sup>4</sup> group in the city or town or in the general population of the applicable metropolitan statistical area (“MSA”), whichever is greater, and, if so, shall update and implement this FHMP to ensure affirmative outreach to the minority group.

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<sup>3</sup> For this purpose, “significantly below” means that the percentage for each minority group in the LHA’s housing for a given program is at least one percentage point below the percentage for the minority group in the city or town or in the general population of the applicable MSA, whichever is greater. For example, Asian households comprise 5% of residents in the LHA’s Chapter 667 housing, but 6% or more of the population in the city or town or the applicable MSA, whichever is greater, the percentage in the LHA’s housing would be deemed “significantly below”.

<sup>4</sup> “Minority” has the meaning assigned to it in 760 CMR 5.03: *Definitions*.

The LHA has an ongoing responsibility to ensure that people in the local city or town, the primary MSA, and the communities from which applicants have historically applied for housing are aware of the availability of units and given an opportunity to apply. The LHA shall initiate a marketing effort whenever any of the following situations occur:

- a. the LHA has any minority group among its tenant population that is significantly below the percentage for the minority group in the [Pittsfield, Berkshire County] or in the general population of the [Pittsfield] MSA, whichever is greater;
- b. the waiting list, including available MRVP vouchers, is less than the number of applicants anticipated to be placed in the next 12 months;<sup>5</sup>
- c. applications for new programs or units will be accepted; or
- d. the overall minority household population (where at least one household member is a minority) is less than the LHA's Affirmative Action Goal adopted pursuant to 760 CMR 5.10(3).

#### IV. DEMOGRAPHICS OF THE [CITY/TOWN] AND MSA

[USE THE DATA TOOL PROVIDED IN PHN 2022-03 TO FILL IN THE BELOW INFORMATION.]

Percentage of [PITTSFIELD City, BERKSHIRE County] that is:

Black or African-American:	<u>4.0</u>	%
Asian:	<u>2.0</u>	%
Native Hawaiian or Pacific Islander:	<u>0.0</u>	%
American Indian or Alaskan Native:	<u>0.1</u>	%
Hispanic/Latino:	<u>6.7</u>	%

Percentage of [PITTSFIELD] MSA that is:

Black or African-American:	<u>2.6</u>	%
Asian:	<u>1.7</u>	%
Native Hawaiian or Pacific Islander:	<u>0.0</u>	%
American Indian or Alaskan Native:	<u>0.1</u>	%
Hispanic/Latino:	<u>4.7</u>	%

Percentage of LHA elderly/handicapped tenant population that is:

Black or African-American:	<u>3.80</u>	%
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<sup>5</sup> Marketing of MRVP PBV waiting lists administered by LHAs will include postings with Housing Navigator at <https://www.housingnavigatorma.org/>.

Asian: 0.38 %  
Native Hawaiian or Pacific Islander: 0.00 %  
American Indian or Alaskan Native: 0.00 %  
Hispanic/Latino: 1.38 %

Percentage of LHA **family tenant population** that is:

Black or African-American: 24.48 %  
Asian: 0.25 %  
Native Hawaiian or Pacific Islander: 0.76 %  
American Indian or Alaskan Native: 0.76 %  
Hispanic/Latino: 15.05 %

## **V. MARKETING CONTENT – GENERALLY**

- A.** Marketing for LHA units, as well as for the LHA as a whole, will provide information, maximum opportunity, and otherwise attract eligible persons protected under federal and state fair housing laws who are less likely to apply.
- B.** When undertaking marketing efforts, the LHA shall utilize the following advertising methods:
- i.** Advertisements will be posted on the LHA’s website and social media accounts. Social media postings will be made in all threshold languages, as determined by the LHA’s Language Access Plan adopted pursuant to 760 CMR 4.02(1)(e).
  - ii.** Advertisements will be shared with the local fair housing commission, area religious institutions, local and regional housing agencies, civic groups, social services agencies, and other local community organizations, including, but not limited to:
    - a.** Community Development Corporations
      - 1. Berkshire Housing Development Corporation & Berkshire Housing Services, Inc  
One Fenn Street, Pittsfield, MA 01201  
Phone: (413) 499-1630
      - 2. Community Development Corporation of South Berkshire  
40 Railroad Street, Suite 8, Great Barrington, MA 01230  
Phone: (413) 528-7788  
Email: [info@cdcsb.org](mailto:info@cdcsb.org)
    - b.** Domestic Violence Agencies

1. Elizabeth Freeman Center  
43 Francis Ave., Pittsfield MA  
Phone: (413) 499-2425  
Email: [info@elizabethfreemancenter.org](mailto:info@elizabethfreemancenter.org)
- c. GLAAD and/or LGBTQ area organizations
- d. Housing Consumer Education Center (HCEC)
  1. Berkshire Housing Development Corporation &  
One Fenn Street, Pittsfield, MA 01201  
Phone: (413) 499-1630
- e. Continuum of Care, area shelters for homeless, Mediation
  1. Pittsfield TAO  
160 North Street, 3rd Floor, Pittsfield, MA 01201  
Phone: 413-236-2000
  2. Service Net  
St Joseph's High School Emergency Shelter  
141 North Street, Pittsfield, MA 01201  
Phone: (413) 320-6550
  3. Berkshire County Regional Housing Authority  
Fenn Street, 4th Floor, Pittsfield, MA 01201  
Phone: (413) 443-7138 ext 212
- f. Independent Living Center
  1. Ad Lib ILC  
215 North Street, Pittsfield, MA 01201  
Phone: (413) 442-7047
- g. Massachusetts Coalition for the Homeless
  1. Pittsfield Homeless Prevention Committee
- h. Catholic/Christian Church groups
  1. Christian Center Pittsfield  
193 Robbins Ave, Pittsfield, MA 01201  
Phone: (413) 443-2828
  2. Berkshire Dream Center  
475 Tyler Street, Pittsfield MA 01201  
Phone: 413-522-3495  
Email: [BerkshireDreamCenter@gmail.com](mailto:BerkshireDreamCenter@gmail.com)
  3. St. Mark's Church  
400 West St. Pittsfield, MA
- i. United Way
  1. Berkshire United Way  
200 South St., Pittsfield, MA 01201  
Phone: 413.442.6948
- j. YWCA,

1. Berkshire YMCA  
292 North Street, Pittsfield, MA 01201  
Phone: 413-499-7650

**iii.** Advertisements will be placed in the digital or print versions of local and regional newspapers, including:

1. Local Newspapers: Berkshire Eagle; The Recorder; Daily Hampshire Gazette
2. Regional Newspapers: The Boston Globe, The Patriot Ledger, The Eagle-Tribune, Standard-Times, Worcester Telegram & Gazette, The Republican, MassLive,


**iv.** Advertisements will be placed in the print versions of non-English publications (in the language of the publication) based on the prevalence of language groups in the regional area, including:

1. Berkshire Eagle
2. Black or African American News: Bay State Banner, New England Informer
3. Spanish News: El Mundo Boston , El Planeta, Vocero Hispano, El Pueblo Latino,
4. Chinese News: Sampan, Thang Long
5. Korean News: Boston Korea
6. Vietnamese News: Tieng Chung

**v.** Advertisements will also be disseminated by being placed on

1. Websites such as IBershire website; Berkshire Eagle website; Pittsfield Housing Authority Webpage in multiple languages
2. Additional advertising methods may include the use of flyers, radio advertisements, advertisements on public transit or billboards and mailings to local organizations.

- C.** All materials being used for advertisements should direct potential applicants to the online application at CHAMP and indicate that paper applications may be downloaded and printed out from the DHCD website or picked up at the Pittsfield Housing Authority office or any local housing authority office near them which offers State Public Housing. Applicants may also request that an LHA send them an application by mail.
- D.** Application information must also include a statement regarding the LHA's obligation not to discriminate in the selection of applications.
- E.** The size of the advertisements, including the content of the advertisement, as well as the dates of the advertising, will be comparable across regional, local, and minority newspapers.

- F. The local residency preference will not be advertised so as not to discourage non-local potential applicants.
- G. The Fair Housing logo () and slogan (“Equal Housing Opportunity”) will be included in all marketing materials. All marketing will be comparable in terms of the description of the opportunity available and the dates of marketing, regardless of the marketing type (e.g., local newspaper vs. minority newspaper).
- H. All marketing will offer reasonable accommodations in the application process.

## **VI. SPECIAL EFFORTS TO ATTRACT MINORITY APPLICANTS**

- A. To attract areas in which the LHA is low in its numbers for the Elderly/Disabled population, we will first on CHAMP be pulling our lists under a preference for Minority to enable a pull of more minority on the lists. The LHA will also reach out to minority members through newspapers in specified languages, local churches, local broadcast outlets, mailings, outreach efforts through participation in local events, meeting with local and with regional organizations.
- B. In addition to local and regional newspapers, advertisements will be placed in newspapers that serve minority groups and other groups protected under fair housing laws, including:
  - 1. Black or African American News outlets: Bay State Banner, New England Informer.
  - 2. Spanish News outlets: El Mundo Boston , El Planeta, Vocero Hispano, El Pueblo Latino;
  - 3. Chinese News outlets: Sampan, Thang Long;
  - 4. Korean News outlets: Boston Korea;
  - 5. Vietnamese News outlets: Tieng Chung

Notices will also be sent to organizations to ensure affirmative outreach to under-represented minority groups identified in accordance with 760 CMR 4.07, as listed below, but not limited to:

- 1. Asian American Civic Association  
Location: 87 Tyler St, 5th Floor, Boston, MA 02111  
Contact: (617) 426-9492,  
Email: <http://www.aaca-boston.org>
- 2. Berkshire Community Action Council (BCAC)  
1531 East Street Pittsfield, MA 01201  
Phone: (413) 445-4503
- 3. Berkshire Immigrant Center  
Location: 67 East Street, Pittsfield, MA 01201

Contact: (413) 445-4881,  
Email: <http://www.berkshireic.org>

4. Berkshire Latin American Council  
c/o Berkshire Center for Families & Children at 413-236-1911  
480 West Street Pittsfield, MA 01201
5. Black Ministerial Alliance of Greater Boston,  
Columbus Ave., (Lower Level) Roxbury, MA 02119-  
Email: [info@bmaboston.org](mailto:info@bmaboston.org)  
Phone: (617) 445-2737
6. Care Communities  
c/o Elizabeth Freeman Center 413-499-2425  
146 First Street, Pittsfield, MA 01201
7. Casa Esperanza,  
302 Eustis Street, Roxbury, MA 02119  
Phone: (617) 445-1123
8. Construct Inc  
41 Mahaiwe St, Great Barrington MA  
Phone: 413 528-1985
9. Family Resource Center/18 Degrees  
480 West St., Pittsfield, MA 01201  
Phone: (413) 448-8281
10. Haitian Multi-Service Center,  
185 Columbia Rd, Dorchester, Boston, MA 02121  
Phone: (617) 436-2848
11. La Alianza Hispana Headquarters  
409 Dudley Street Roxbury, MA 02119  
Phone: (617) 427-7175  
Email: [info@laalianza.org](mailto:info@laalianza.org)
12. Manos Unidas (Hands United)  
Executive Director, Annaelisa Vanegas-Farrara  
P.O. Box 112, South Lee, MA 01260  
Tel. 413-243-9121
13. Massachusetts Center for Native American Awareness,  
85 Constitution Lane, Suite 3-B1, Danvers, MA 01923 -  
E-mail address: [mcnaa@aol.com](mailto:mcnaa@aol.com)
14. Massachusetts Office on Refugees and Immigrants,  
600 Washington Street, 4th floor, Boston, MA 02111  
Phone (617) 727-7888
15. Refugee and Immigrant Assistance Center,  
253 Roxbury St., Boston, MA, 02119  
Phone: +1 (617) 238-2430  
Email: [riac@riacboston.org](mailto:riac@riacboston.org)
16. Somali Development Center,



10 Malcolm X Boulevard, 2nd Floor Nubian Square, Roxbury, MA 02119  
Phone: (617)-522-0700, (617) 938-7573  
Email : [Sdcboston@Yahoo.Com](mailto:Sdcboston@Yahoo.Com)

17. Vietnamese American Initiative for Development (VietAID),  
42 Charles St. Suite E, Dorchester, MA 02122,  
Phone (617) 822-3717

## **VII. OUTREACH EFFORTS TO PERSONS WITH DISABILITIES**

**A.** Outreach efforts by LHA to persons with Disabilities will be made through contact made in writing through email, mailings, notices to but not limited to the following local agencies:

1. Ad Lib  
215 North Street  
Pittsfield, MA 01201  
Tel: 413-442-7047
2. The Brien Center  
359 Fenn Street Pittsfield, Ma 01201  
Phone: (413) 499-0412
3. DDS Berkshire Area Office  
333 East Street, 5th Floor, Pittsfield, MA 01201  
Phone: 413-447-7381
4. Elder Services of Berkshire County  
877 South St #4E, Pittsfield, MA 01201  
Phone: (413) 499-0524
5. UCP of Western Mass  
208 West Street, Pittsfield, MA 01201  
Phone/TTY: 413-442-1562

A notice of wheelchair accessible unit will be provided to MASSACCESS at (<http://www.massaccesshousingregistry.org>) in accordance with M.G.L. C. 151B, § 4(7A).<sup>6</sup>

**B.** All marketing will offer reasonable accommodations in the application process. The LHA will also provide application materials in alternative formats, engage in alternative means of communication through auxiliary aids and services, and/or provide assistance with the application process as necessary to ensure that persons with disabilities are reasonably accommodated and have equally effective access to the LHA's programs.

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<sup>6</sup> Pursuant to M.G.L. c. 151B, §4(7A), the owner or other person having the right of ownership shall give at least fifteen days' notice of the vacancy of a wheelchair accessible unit to the Massachusetts Rehabilitation Commission, which shall maintain a central registry of accessible apartment housing.

## **VIII. LANGUAGE ASSISTANCE FOR APPLICANTS WITH LIMITED ENGLISH PROFICIENCY**

Marketing informational materials will provide notice of free language assistance to applicants, translated into the languages of Limited English Proficiency (“LEP”) populations anticipated to apply in accordance with the LHA’s Language Access Plan.

## **VIII. MARKETING TIMELINE**

- A.** All advertisements will run annually a minimum of two times. The first set of advertisements will run as soon as possible after the LHA determines that marketing efforts are necessary. The second set of advertisements will begin running at least thirty (30) days after the end of the first set of advertisements.
- B.** All advertisements will be designed to attract attention.
- C.** The marketing timelines will be as follows: (i) advertising and other outreach by publication/organization and (ii) application distribution.

## **IX. PLANS FOR CORRECTING NEGATIVE PROCEDURES OR POLICIES**

- A.** The LHA will pull the CHAMP lists utilizing minority as a pull preference. There will be an outreach mailing campaign completed a minimum of four (4) times per year, as well as a consistent outreach to specific groups within the local area to build consistent bridges within the community. Advertisements will be targeted toward not only the filling of vacancies, but to ensure at the minimum the LHA is hitting the required goals within its communities.