

ATTACHMENT A

Affirmative Fair Housing Marketing Plan

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

For Affordable Housing in (REGION 4)

I. APPLICANT AND PROJECT INFORMATION

(Complete Section I individually for all developments or programs within the municipality.)

Administrative Agent Name, Address, Phone Number		Development or Program Name, Address	
Number of:		Affordable Rental Units	Affordable For-Sale Units
Affordable Units Total			
Affordable Age Restricted Units			
Affordable Non-Age Restricted Units			
Affordable Supportive Housing Units			
Price or Rental Range	Approximate Starting Dates		
From:	Advertising:		Occupancy:
To:			
Counties:		Preferences, if any: (veteran, regional, NJ)	
Mercer, Monmouth, Ocean			
Accessibility Features, if any:			
Managing/Sales Agent's Name, Address, Phone Number			
Application Fees (if any):			

Attach a copy of the pricing calculator and a spreadsheet with information about all units, including number of bedrooms, income level, accessibility features, and square footage to this plan.

(Sections II through V should be consistent for all affordable housing developments and programs within the municipality and with the municipal Affordable Housing Ordinance. Sections that differ must be described in the approved contract between the municipality and the administrative agent and in the approved Operating Manual.)

II. RANDOM SELECTION

Describe the random selection process that will be used once applications are received.

III. MARKETING

Direction of Marketing Activity: (indicate which group(s) in the housing region are least likely to apply for the housing without special outreach efforts because of its location and other factors)

White (non-Hispanic)
 Black (non-Hispanic)
 Hispanic
 American Indian or Alaskan Native
 Asian or Pacific Islander
 Other group:

REQUIRED

5:80-26.16(g)1 requires you to advertise your project on the New Jersey Housing Resource Center for at least sixty days before conducting the random selection.

HOUSING RESOURCE CENTER (www.njhousing.gov) A free, online listing of affordable housing

Regional Newspapers

5:80-26.16(g)3 requires you to advertise your project in at least one regional newspaper (either online or in print). You may also select several papers with partial regional coverage, as long as all counties in the region are covered.

TARGETS ENTIRE HOUSING REGION 4				D-Digital or ND-Non-Digital
<input type="checkbox"/>	The Times	www.NJ.com/times	Mercer	
<input type="checkbox"/>	Asbury Park Press	www.app.org	Monmouth, Ocean	

TARGETS PARTIAL HOUSING REGION 4				D-Digital or ND-Non-Digital
<input type="checkbox"/>	The Coaster	www.thecoaster.net	Monmouth	
<input type="checkbox"/>	The Coast Star	https://starnewsgroup.com/	Monmouth, Ocean	
<input type="checkbox"/>	The Ocean Star	https://starnewsgroup.com/	Ocean	
<input type="checkbox"/>	Trentonian	www.trentonian.com	Mercer	
<input type="checkbox"/>	The Sand Paper	www.thesandpaper.net	Ocean	
<input type="checkbox"/>	The Two River Times	www.tworivertimes.com	Monmouth	
<input type="checkbox"/>	The Voice of Lakewood	www.thevoiceoflakewood.com	Monmouth	

Housing Search Websites – D – Digital

5:80-26.16(g)4 requires you to advertise your project on at least one housing search website in addition to the NJHRC. **“Housing search website”** means any publicly accessible internet-based platform used to advertise residential dwelling units to the general public, including but not limited to:

- Online real estate sections of newspapers or news organizations;
- Internet websites operated or maintained by a municipal AA or affordable housing service provider that advertise affordable units in one or more municipalities;
- Commercial real estate listing platforms; and
- Other comparable online platforms customarily used to market rental or ownership housing.

List below all housing search websites to be used:

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ELECTIVES

If you selected a print newspaper(s) as your regional paper above, select TWO additional strategies below with AT LEAST ONE NON-DIGITAL MARKETING STRATEGY.

If you selected a digital newspaper(s) as your regional paper above, select AT LEAST TWO NON-DIGITAL MARKETING STRATEGIES below.

Specific Radio and Television Stations – ND – Non-Digital

5:80-26.16(e)1 lists specific radio stations, and television stations throughout the housing region as marketing opportunities. If choosing this option, make sure your proposed stations cover the entire region. You may add more if desired. List the selected publications below or attach a list from the Marketing Outreach Tool.

<input type="checkbox"/>	

AND Paid Targeted Digital Advertising (must be selected in addition to stations above) – D – Digital

5:80-26.16(e)1 offers paid targeted digital advertising as an option. Some common platforms are listed below.

<input type="checkbox"/>	Google Ads
<input type="checkbox"/>	Microsoft Ads
<input type="checkbox"/>	Bing Ads
<input type="checkbox"/>	Other (please list)

Specific Newspapers and Other Publications

5:80-26.16(e)2 lists “specific newspapers and other publications circulated within the housing region” as an option, including neighborhood-oriented weekly papers, religious publications, and organizational newsletters. If choosing this option, make sure your proposed publications cover the entire region. You may add more if desired. List the selected publications below or attach a list from the Marketing Outreach Tool.

		D-Digital or ND-Non-Digital
<input type="checkbox"/>		

Employers Throughout the Housing Region – ND – Non-Digital

5:80-26-16(e)3 offers outreach to regional employers as an option. A comprehensive and regularly updated list of employers is available in the Marketing Outreach Tool. Please reach out to each listed employer in the region; you may add more if desired. If an employer no longer exists or has moved, please inform DCA.

Community Organizations Throughout the Housing Region – ND – Non-Digital

5:80-26-16(e)4 offers community and regional organizations as an option, including nonprofit, religious, governmental, fraternal, civic, and other organizations. A comprehensive and regularly updated list of organizations is available in the Marketing Outreach Tool. Please reach out to each listed organization in the region. You may add more if desired. If an organization no longer exists or has moved, please inform DCA.

Municipal and County Websites – D – Digital

5:80-26-16(e)5 offers municipal and county website advertising as an option. Insert the URL for the municipality. To ensure regional outreach, advertise in all county websites listed below.

Municipality:

www.mercercounty.org/

www.co.monmouth.nj.us

www.co.ocean.nj.us

Social Media – D – Digital

5:80-26.16(e)6 offers social media as an option. Some common platforms are listed below. You may place ads on these platforms or market for free on your own page.

<input type="checkbox"/>	Facebook
<input type="checkbox"/>	TikTok
<input type="checkbox"/>	Instagram
<input type="checkbox"/>	Reddit
<input type="checkbox"/>	YouTube
<input type="checkbox"/>	Snapchat
<input type="checkbox"/>	Other (please list)

Public Transit Stops – ND – Non-Digital

A comprehensive and regularly updated list of NJ Transit stops is available at <https://www.nj.gov/dca/hmfa/about/has/>, or in map form at njogis-newjersey.opendata.arcgis.com. Note that you **must** get permission from NJ Transit to post flyers.

Other Advertising Efforts to Groups Least Likely to be Reached

IV. SUMMARY

Non-Digital Outreach	Digital Outreach

V. APPLICATIONS

Applications for affordable housing or notices thereof, if offered online, for the above units will be available in all County Administration Buildings and Libraries for all counties in the housing region:	
<input type="checkbox"/>	BUILDING Mercer County Administration
<input type="checkbox"/>	LOCATION 40 South Broad Street P.O. Box 8068 Trenton, NJ 08650 (609) 989-6858
<input type="checkbox"/>	Mercer County Library Headquarters
<input type="checkbox"/>	2751 Brunswick Pike, Lawrenceville, NJ 08648 (609)882-9246
<input type="checkbox"/>	Monmouth County Administration
<input type="checkbox"/>	1 East Main Street, P.O. Box 1255, Freehold, NJ 07728 (732)431-7000
<input type="checkbox"/>	Monmouth County Headquarters Library
<input type="checkbox"/>	125 Symmes Drive, Manalapan, NJ 07726 (732)431-7220
<input type="checkbox"/>	Ocean County Administration
<input type="checkbox"/>	101 Hooper Avenue, Toms River, NJ 08753 (732)244-2121
<input type="checkbox"/>	Ocean County Library
<input type="checkbox"/>	101 Washington Street, Toms River, NJ 08753 (732)349-6200
Municipality in which the units are located (list municipal building and municipal library, address, contact person)	
Sales/Rental Office for units (if applicable)	

V. CERTIFICATIONS AND ENDORSEMENTS

I hereby certify that the above information is true and correct to the best of my knowledge. I understand that knowingly falsifying the information contained herein may affect the Municipality’s compliance and/or any state funding.	

Name (Type or Print)	

Title/Municipality	
_____	_____
Signature	Date