



Princeton Human Services
One Monument Drive
Princeton, NJ 08540
Office: 609-688-2055
Fax: 609-688-2053
www.princetonnj.gov

Interoffice Memorandum

To: Mayor and Council
From: Rhodalynn Jones, Human Services Director
Date: March 2, 2026
Re: Adoption of Affirmative Marketing Plan

Dear Mayor and Council,

In accordance with P.L. 2024, Chapter 2 and the New Jersey Uniform Housing Affordability Controls (UHAC), the Municipality of Princeton is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created within the municipality are affirmatively marketed to very low-, low-, and moderate-income households.

UHAC establishes the regulatory framework governing the administration of affordable housing in New Jersey, including income eligibility, pricing, deed restrictions, and affirmative marketing requirements. Under these regulations, municipalities must implement an Affirmative Marketing Plan that provides a regional marketing strategy designed to reach income-eligible households throughout the applicable housing region.

Princeton is located within Housing Region 4, which encompasses Mercer, Monmouth, and Ocean Counties. As such, the municipality must ensure that affordable units are marketed not only locally, but throughout Housing Region 4, with particular emphasis on households living and/or working within the region. The purpose of this requirement is to promote equal housing opportunity and to prevent discriminatory or exclusionary practices by ensuring that affordable housing opportunities are broadly and proactively advertised.

The Affirmative Marketing Plan will outline:

- The approved administrative agent responsible for implementation;
- Outreach methods, including print, digital, and community-based marketing strategies;
- Identification of community organizations and regional entities that will assist in disseminating information; and

- Ongoing compliance and reporting requirements.

Adoption of the Affirmative Marketing Plan is necessary to maintain compliance with State affordable housing regulations and to ensure continued eligibility for approvals, funding opportunities, and oversight certifications related to affordable housing production.

A resolution adopting the Affirmative Marketing Plan will be presented for Council consideration. Should you have any questions in advance of the meeting, please do not hesitate to contact my office.

Thank you for your consideration.

Sincerely,

Rhodalynn Jones

Human Services Director