

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

For Affordable Housing in **(REGION 2)**

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	
Total Number of Affordable Units:	Affordable Rental Units	Affordable For-Sale Units	
Affordable Age Restricted Units			
Affordable Non-Age Restricted Units			
Affordable Supportive Housing Units			
Price or Rental Range From: To:	Square Footage Range From: Efficiency: 1-bedroom: 2-bedroom: 3-bedroom: 4-bedroom:	To:	
Counties: Essex, Morris, Union, Warren		Preferences, if any: (veteran, regional, NJ)	
Accessibility Features, if any:			
Managing/Sales Agent's Name, Address, Phone Number			
Application Fees (if any):			
Approximate Starting Dates	Advertising:	Occupancy:	
IMPORTANT: A copy of the pricing calculator must be attached 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)				
<input type="checkbox"/> White (non-Hispanic) <input type="checkbox"/> Black (non-Hispanic) <input type="checkbox"/> Hispanic <input type="checkbox"/> American Indian or Alaskan Native <input type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Other group:				
REQUIRED				
5:80-26.16(f)1 requires you to advertise your project on the New Jersey Housing Resource Center at the start of the affirmative marketing process for at least sixty days before conducting the random selection.				
<input type="checkbox"/> HOUSING RESOURCE CENTER (www.njhrc.gov) A free, online listing of affordable housing				
Regional Newspapers				
5:80-26.16(f)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 2				
Daily Newspaper				
<input type="checkbox"/>	Star-Ledger (online only)	https://www.nj.com/starledger/	Essex, Morris, Union, Warren	D-Digital or ND-Non-Digital
TARGETS PARTIAL HOUSING REGION 2				
<input type="checkbox"/>	Daily Record	https://www.dailyrecord.com/	Morris	
<input type="checkbox"/>	Lehigh Valley News	https://www.lehighvalleynews.com/	Warren	
Weekly Newspaper				
<input type="checkbox"/>	Belleville Times	https://enewspaper.northjersey.com/ee/bellevilletimes/	Essex	
<input type="checkbox"/>	The Jersey Bee	https://jerseybee.org/	Essex	
<input type="checkbox"/>	Essex News Daily	https://essexnewsdaily.com/	Essex, Union	
<input type="checkbox"/>	Morris News Bee	https://www.newjerseyhills.com/morris_news_bee/	Morris	
<input type="checkbox"/>	Hanover Eagle	https://www.newjerseyhills.com/hanover_eagle/	Morris	
<input type="checkbox"/>	Independent Press	https://www.nj.com/independentpress	Morris, Union, Essex	
<input type="checkbox"/>	Cranford Monthly	https://rennamedia.com/publications/cranford-monthly/	Union	
<input type="checkbox"/>	Union News Daily	https://unionnewsdaily.com/	Union	
<input type="checkbox"/>	Spirit of Union	https://rennamedia.com/	Union	
<input type="checkbox"/>	Warren Monthly	https://rennamedia.com/publications/warren-monthly/	Warren	
<input type="checkbox"/>	Warren News	https://www.nj.com/warren/	Warren	
<input type="checkbox"/>	Warren Daily Voice	https://dailyvoice.com/nj/warren/	Warren	

Housing Search Websites – D – Digital
<i>5:80-26.16(f)4 requires you to advertise your project on at least one housing search website in addition to the NJHRC. This can include the AA website. List below all housing search websites to be used:</i>

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.

<input type="checkbox"/> Specific Radio and Television Stations – D – Digital	
<i>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.</i>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

AND Paid Targeted Digital Advertising (must be selected in addition to stations above) – D – Digital	
<i>5:80-26.16(e)1 offers paid targeted digital advertising as an option. Some common platforms are listed below.</i>	
<input type="checkbox"/>	Google Ads
<input type="checkbox"/>	Microsoft Ads
<input type="checkbox"/>	Bing Ads
<input type="checkbox"/>	Other (please list)

<input type="checkbox"/> Specific Newspapers and Other Publications		
<i>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.</i>		
<input type="checkbox"/>		D-Digital or ND-Non-Digital
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

<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.	
<input type="checkbox"/> 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.	
<input type="checkbox"/> 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:	
https://essexcountynj.org/	
http://morriscountynj.gov/	
www.ucnj.org	
www.warrencountynj.gov	
<input type="checkbox"/> 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)
<input type="checkbox"/> Public Transit Stops – ND – Non-Digital	
A comprehensive and regularly updated list of NJ Transit stops is available in map form at njogis-newjersey.opendata.arcgis.com . Note that you must get permission from NJ Transit to post flyers.	
<input type="checkbox"/> 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:	
BUILDING	LOCATION
<input type="checkbox"/> Morris County Administration	PO Box 900, Morristown, NJ 07963 (973)285-6000
<input type="checkbox"/> Morris County Library	30 East Hanover Avenue, Whippany, NJ 07981 (973)285-6930
<input type="checkbox"/> Warren County Administration	165 County Route 519 South, Belvidere, New Jersey 07823 (908)475-6200
<input type="checkbox"/> Warren County Library Administrative Offices	2 Shotwell Dr., Belvidere, NJ 07823 (908) 818-1280
<input type="checkbox"/> Essex County/Hall of Records	465 Dr. Martin Luther King, Jr. Blvd, Newark, NJ 07102 (973)621-4400
<input type="checkbox"/> Essex County Library	303 University Avenue, Newark, NJ 07102 (973) 877-3233
<input type="checkbox"/> Union County/Administration Building	10 Elizabethtown Plaza, Elizabeth, NJ 07202 (908)527-4100
<input type="checkbox"/> Union County Library	1980 Morris Avenue, Union, NJ 07083 (908) 851-5450
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
_____	_____