

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
For Affordable Housing in **(REGION 5)**

I. APPLICANT AND PROJECT INFORMATION

1a. Administrative Agent Name, Address, Phone Number Triad Associates 1301 W. Forest Grove Road Vineland NJ 856-590-9590		1b. Development or Program Name, Address Township of Monroe To Be Filled Out for Each Program/Development	
1c. Number of Affordable Units: Number of Rental Units: Number of For-Sale Units:	1d. Price or Rental Range From \$ _____ To \$ _____	1e. State and Federal Funding Sources (if any) None.	
1f. <input type="checkbox"/> Age Restricted <input type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: To be Determined Occupancy: To be Determined		
1h. County Burlington, Camden, Gloucester		1i. Census Tract(s):	
1j. Managing/Sales Agent's Name, Address, Phone Number			
1k. Application Fees (if any): Application fee applies. Credit and Criminal Background Check Fees may apply. Amenities are not included.			

(Sections II through IV should be consistent for all affordable housing developments and programs within the municipality. 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

<p>2. Describe the random selection process that will be used once applications are received.</p> <p><u>Initial Randomization</u></p> <p>Applicants are selected at random before income-eligibility is determined, regardless of household size or desired number of bedrooms. The process is as follows:</p> <p>After advertising is implemented, applications are accepted for 60 days.</p> <p>At the end of the period, sealed applications are selected one-by-one through a lottery (unless fewer applications are received than the number of available units, then all eligible households will be placed in a unit).</p> <p>An applicant pool is created by listing applicants in the order selected.</p> <p>Applications are reviewed for income-eligibility. Ineligible households are informed that they are</p>

being removed from the applicant pool or given the opportunity to correct and/or update income and household information.

Eligible households are matched to available units based upon the number of bedrooms needed (and any other special requirements, such as the need for an accessible unit).

If there are sufficient names remaining in the pool to fill future re-rental, the applicant pool shall be closed.

When the applicant pool is close to being depleted, the Administrative Agent will re-open the pool and conduct a new random selection process after fulfilling the affirmative marketing requirements. The new applicant pool will be added to the remaining list of applicants.

III. MARKETING

3a. 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:

3b. **HOUSING RESOURCE CENTER** (www.njhrc.gov) A free, online listing of affordable housing.

3c. Commercial Media (required) (Check all that applies)

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPER(S)	CIRCULATION AREA
TARGETS ENTIRE HOUSING REGION 5			
Daily Newspaper			
X	Continuous	www.triadhousingprogram.com	
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Courier-Post	
X	As Needed	Craigslist/Zillow	
TARGETS PARTIAL HOUSING REGION 5			
Daily Newspaper			
X		Burlington County Times	Burlington
X		Gloucester County Times	Gloucester
Weekly Newspaper			
<input type="checkbox"/>		Central Record, The	Burlington
<input type="checkbox"/>		Fort Dix Post	Burlington
<input type="checkbox"/>		Maple Shade Progress	Burlington

<input type="checkbox"/>		News Weekly	Burlington
<input type="checkbox"/>		Register-News	Burlington
<input type="checkbox"/>		Gloucester City News	Camden
<input type="checkbox"/>		Haddon Herald	Camden
<input type="checkbox"/>		Record Breeze	Camden
<input type="checkbox"/>		Retrospect	Camden
<input type="checkbox"/>		Plain Dealer	Camden, Gloucester
<input type="checkbox"/>		News Report	Gloucester

TARGETS PARTIAL HOUSING REGION 5			
X		Comcast of Burlington County, Garden State, Gloucester County, South Jersey, Wildwood (Maple Shade System)	All Burlington, Camden, Gloucester

3d. Other Publications (such as neighborhood newspapers, religious publications, and organizational newsletters) (Check all that applies)				
DURATION & FREQUENCY OF OUTREACH	NAME OF PUBLICATIONS	OUTREACH AREA	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE	
TARGETS ENTIRE HOUSING REGION 5				
Weekly				
X		Al Dia	Philadelphia Area	Spanish-Language
<input type="checkbox"/>		Nuestra Comunidad	Central/South Jersey	Spanish-Language
TARGETS PARTIAL HOUSING REGION 5				
Weekly				
<input type="checkbox"/>		El Hispano	Camden and Trenton areas	Spanish-Language
<input type="checkbox"/>		Ukrainian Weekly	New Jersey	Ukrainian community

3e. Employer Outreach (names of employers throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing) (Check all that applies)		
DURATION & FREQUENCY OF OUTREACH	NAME OF EMPLOYER/COMPANY	LOCATION

Burlington County			
<input type="checkbox"/>		Burlington County College	601 Pemberton Browns Mills Rd Pemberton
<input type="checkbox"/>		Our Lady of Lourdes Medical Center	218 Sunset Rd Willingboro, NJ
<input type="checkbox"/>		Masonic Home of NJ	902 Jacksonville Rd Burlington, NJ
<input type="checkbox"/>		Medford Leas Continuing Care	1 Medford Leas Medford, NJ
X		Virtua Geriatric Care Management	523 Fellowship Rd Mt Laurel, NJ
X		Virtua West Jersey Hospital	90 Brick rd Marlton, NJ

Camden County			
<input type="checkbox"/>		Campbell Soup Company	Campbell Place Camden, NJ 08103-1701
X	Flyers to be mailed at beginning of Marketing	Lockheed Martin	Federal, Camden, NJ 08102
X	Flyers to be mailed at beginning of Marketing	Bancroft Neurohealth	1000 Atlantic Ave Camden, NJ 08102
X	Flyers to be mailed at beginning of Marketing	Cooper Health System	One Cooper Plaza Camden, NJ 08102
X	Flyers to be mailed at beginning of Marketing	L-3 Communications Systems	1 Federal Street, Camden, New Jersey, 08103
X	Flyers to be mailed at beginning of Marketing	Towers Perrin	101 Woodcrest Rd, Cherry Hill, NJ
X	Flyers to be mailed at beginning of Marketing	Arch Manufacturing & Sales Co.	1213 S 6th St, Camden, NJ

Gloucester County			
X	Flyers to be mailed at beginning of Marketing	Underwood Memorial Hospital	509 North Broad Street, Woodbury, NJ 08096
X	Flyers to be mailed at beginning of Marketing	Rowan University	201 Mullica Hill road Glassboro, NJ 08028
X	Flyers to be mailed at beginning of Marketing	Kennedy Memorial Hospital	435 Hurffville-Cross Keys Road, Turnersville NJ 08012
<input type="checkbox"/>		U.S. Food Services	2255 High Hill Rd, Swedesboro, NJ & Swedesboro
<input type="checkbox"/>		Direct Group	100 Berkeley Dr, Swedesboro, NJ and 800 Arlington Blvd, Swedesboro, NJ
<input type="checkbox"/>		CompuCom Systems Inc.	1225 Forest Pkwy # 500, Paulsboro, NJ
<input type="checkbox"/>		Missa Bay LLC	101 Arlington Blvd, Swedesboro, NJ and 2339 Center Square Rd, Swedesboro, NJ and 730 Veterans Dr, Swedesboro, NJ
X	Flyers to be mailed at beginning of Marketing	Sony Music	400 N Woodbury Rd, Pitman, NJ
X	Flyers to be mailed at	Delaware Valley Wholesale	520 N. Mantua Boulevard

	beginning of Marketing	Florists	Sewell, NJ 08080
<input type="checkbox"/>		Valero Refining Co	800 Billingsport Rd, Paulsboro, NJ
X	Flyers to be mailed at beginning of Marketing	Electric Mobility	591 Mantua Blvd, Sewell, NJ
X	Flyers to be mailed at beginning of Marketing	Sunoco-Eagle Point Oil Refinery	US Highway 130 S & Highway 295, Westville, NJ
X	Flyers to be mailed at beginning of Marketing	Heritage's Dairy Stores	376 Jessup Road Thorofare, NJ 08086
X	Flyers to be mailed at beginning of Marketing	Cornell & Company	224 Cornell Ln, Westville, NJ
<input type="checkbox"/>		Exxon Mobil Research & Engineering Co	800 Billingsport Rd, Paulsboro, NJ

3f. Community Contacts (names of community groups/organizations throughout the housing region who will receive direct notification of the availability of affordable housing units and who will be asked to post advertisements and distribute flyers and application forms regarding available affordable housing to their constituencies).

Name of Group/Organization	Outreach Area	Racial/Ethnic Identification of Readers/Audience	Duration & Frequency of Outreach
Fair Share Housing Center Camden County NAACP Camden County East NAACP Gloucester County NAACP Southern Burlington County NAACP New Jersey NAACP Conference Supportive Housing Association Camden County Council on Economic Opportunity Latino Action Network	Region 5	Multi-racial/ethnic	When affordable housing units become available, notice of such availability to be provided, and application forms, flyers and advertising posters to be mailed at the initiation of Marketing

IV. APPLICATIONS

Applications for affordable housing for the above units will be available at the following locations:

4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that applies)

	BUILDING	LOCATION
X	Burlington County Library Headquarters	5 Pioneer Boulevard, Westampton, NJ 08060
X	Burlington County Office Building	49 Rancocas Rd, Mount Holly NJ 08060 (609)265-5000
X	Camden Court House Square	520 Market St, Camden NJ 08102-1375 (856)225-5000
X	Gloucester County Court House	1 N. Broad Street, Woodbury, NJ 08096 (856)853-3390

4b. Municipality in which the units are located (list municipal building and municipal library,

address, contact person)
Township Municipal Building 125 Virginia Avenue, Williamstown, NJ 08094
Monroe Township Public Library 713 Marsha Ave, Williamstown, NJ 08094
4c. Sales/Rental Office for units (if applicable)

V. CERTIFICATIONS AND ENDORSEMENTS

<p>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 (select one: Municipality's substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI/CHOICE funding).</p>	
<p><i>Katherine Packowski</i></p>	<p>February 20, 2018</p>
<p>_____</p> <p>Katherine Packowski Triad Associates/Administrative Agent for Monroe Township</p>	<p>_____</p> <p>Date</p>