

RESOLUTION R:114-2021

RESOLUTION OF THE COUNCIL OF THE TOWNSHIP OF MONROE ADOPTING AN "AFFIRMATIVE MARKETING PLAN" FOR THE TOWNSHIP OF MONROE

WHEREAS, in accordance with applicable Council on Affordable Housing ("COAH") regulations, the New Jersey Uniform Housing Affordability Controls ("UHAC")(N.J.A.C. 5:80-26., et seq.), and the terms of a Settlement Agreement between the Township of Monroe and Fair Share Housing Center ("FSHC"), which was entered into as part of the Township 's Declaratory Judgment action entitled In the Matter of the Township of Monroe, County of Gloucester, Docket No. GLO-L-930-15, which was filed in response to Supreme Court decision In re N.J.A.C. 5:96 and 5:97, 221 N.J. 1, 30 (2015) ("Mount Laurel IV"), the Township of Monroe is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created are affirmatively marketed to low and moderate income households, particularly those living and/or working within Housing Region 5, the COAH Housing Region encompassing the Township of Monroe.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and Council of the Township of Monroe, County of Gloucester, State of New Jersey, do hereby adopt the following Affirmative Marketing Plan:

Affirmative Marketing Plan

- A. All affordable housing units in the Township of Monroe shall be marketed in accordance with the provisions herein.
- B. The Township of Monroe has a Prior Round obligation that has been fulfilled and a Third Round obligation covering the years from 1999-2025. This Affirmative Marketing Plan shall apply to all developments that contain or will contain low and moderate income units, including those that are part of the Township's prior round Fair Share Plan and its current Fair Share Plan and those that may be constructed in future developments not yet anticipated by the Fair Share Plan.
- C. The Affirmative Marketing Plan shall be implemented by the Administrative Agent under contract to the Township of Monroe, or the Administrative Agent of any specific developer. All of the costs of advertising and affirmatively marketing affordable housing units shall be borne by the developers/sellers/owners of affordable unit(s), and all such advertising and affirmative marketing shall be subject to approval and oversight by the designated Township Administrative Agent.
- D. The implementation of the Affirmative Marketing Plan for a development that includes affordable housing shall commence at least 120 days before the issuance of either a temporary or permanent certificate of occupancy. The implementation of the Affirmative Marketing Plan shall continue until all very low-, low- and moderate-income housing units are initially occupied and for as long as the affordable units remain deed restricted such that qualifying new tenants and/or purchasers continues to be necessary.
- E. In implementing the Affirmative Marketing Plan, the Administrative Agent, whether acting on behalf of the Township of Monroe or on behalf of a specific developer, shall undertake, at the minimum, all of the following strategies:
 - 1. Publication of an advertisement in one or more newspapers of general circulation within the housing region.

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2. Broadcasting of an advertisement by a radio or television station broadcasting throughout the housing region.
 3. At least one additional regional marketing strategy using one of the other sources listed below.
- F. The Affirmative Marketing Plan is a regional marketing strategy designed to attract buyers and/or renters of all majority and minority groups, regardless of race, creed, color, national origin, ancestry, marital or familial status, gender, affectional or sexual orientation, disability, age or number of children to housing units which are being marketed by a developer or sponsor of affordable housing. The Affirmative Marketing Plan is also intended to target those potentially eligible persons who are least likely to apply for affordable units in that region. It is a continuing program that directs all marketing activities toward the COAH Housing Region in which the municipality is located and covers the entire period of the deed restriction for each restricted housing unit. The Township of Monroe is located in COAH Housing Region 5, consisting of Gloucester, Burlington, and Camden Counties.
- G. The Affirmative Marketing Plan is a continuing program intended to be followed throughout the entire period of restrictions and shall meet the following requirements:
1. All newspaper articles, announcements and requests for applications for very low-, low- and moderate-income units shall appear in the *Courier-Post*.
 2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the newspaper the first week of the marketing program and each month thereafter until all units are leased or sold. Additional advertising and publicity shall be on an "as needed" basis. The developer/owner shall disseminate all public service announcements and pay for display advertisements. The developer/owner shall provide proof of all publications to the Administrative Agent. All press releases and advertisements shall be approved in advance by the Administrative Agent.
 3. The advertisement shall include a description of the:
 - a. Location of the units;
 - b. Directions to the units;
 - c. Range of prices for the units;
 - d. Size, as measured in bedrooms, of units;
 - e. Maximum income permitted to qualify for the units;
 - f. Location of applications;

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- g. Business hours when interested households may obtain an application; and
 - h. Application fees.
- 4.. The regional cable television stations or regional radio stations identified by COAH for Region 5 in COAH's "Affirmative Housing Marketing Plan for Affordable Housing in Region 5", which is attached hereto as Exhibit A, shall be used during the first month of advertising. The Administrative Agent working on behalf of the developer of each affordable housing project in the Township must provide satisfactory proof of public dissemination.
 - 5. Internet platforms will be utilized in the Affirmative Marketing plan, to include posting on the New Jersey Housing Resource Center Website (www.njhrc.gov) at minimum 60 days prior to the lottery; Administrative Agent/Municipal/Developer websites; real estate platforms (such as Craigslist, Zillow).
- H. Applications, brochure(s), sign(s) and/or poster(s) used as part of the affirmative marketing program shall be available/posted in the following locations:
- 1. Monroe Municipal Building
 - 2. Monroe Township Web Site
 - 3. Monroe Township Public Library
 - 4. Developer's Sales/Rental Offices
 - 5. Gloucester County Administration Building
 - 6. Burlington County Administration Building
 - 7. Camden County Administration Building
 - 8. Gloucester County Library System
 - 9. Burlington County Library System
 - 10. Camden County Library System

Applications shall be mailed by the Township's Administrative Agent and Municipal Housing Liaison, or by the Administrative Agent of any specific developer, to prospective applicants upon request. Also, applications shall be available at the developer's sales/rental office and the following agencies will receive direct notification of the availability of affordable housing units and will be asked to post advertisements and distribute flyers and application forms regarding available affordable housing to their constituencies: Fair Share Housing Center (FSHC), the New Jersey State Conference of the NAACP, the Latino Action Network, Gloucester County and

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Camden County Branches of the NAACP, Senior Citizens United Community Services (S.C.U.C.S.), the Supportive Housing Association, Gloucester County NAACO, the Camden County NAACP, the Camden County East NAACP, the Willingboro NAACP, Southern Burlington County NAACP and the Camden County Council on Economic Opportunity for dissemination to their respective constituents.

I. The Township's Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Gloucester, Burlington, and Camden Counties that will aid in the affirmative marketing program with particular emphasis on contacts that will reach out to groups that are least likely to apply for housing within the region, including major regional employers identified in Exhibit A, Part III, Marketing, Section 3d and Part IV, Applications, Section 4a.

1. Informational flyers and applications shall be sent to each of the following agencies for publication in their journals and for circulation among their members at the start of the Affirmative Marketing and as needed thereafter:

Gloucester County Board of Realtors
Burlington County Board of Realtors
Camden County Board of Realtors

2. Informational flyers and applications shall be sent to the administrators of each of the following agencies within the counties of Gloucester, Burlington, and Camden at the start of the Affirmative Marketing and as needed thereafter:

Welfare or Social Service Agency
Rental Assistance Office (local office of DCA)
Office on Aging
Housing Authority
Community Action Agencies
Community Development Office
Office of Veterans Affairs

3. Informational flyers and applications shall be sent to the chief personnel administrators of all of the major employers within the region, as listed on Attachment A, Part III, Marketing, Section 3d, at the start of the Affirmative Marketing and as needed thereafter:

J. A random selection method to select occupants of very low-, low- and moderate-income housing will be used by the Township's Administrative Agent, or the Administrative Agent of any specific developer, in conformance with N.J.A.C. 5:80-26.16 (l). This Affirmative Marketing Plan provides a regional preference for very low-, low- and moderate-income households that live and/or work in COAH Housing Region 5, comprised of Gloucester, Burlington, and Camden. Pursuant to the New Jersey Fair Housing Act (C.52:27D-311), a preference for very low-, low- and moderate-income veterans duly qualified under N.J.A.C. 54:4-8.10 may also be exercised, provided an

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agreement to this effect has been executed between the developer or landlord and the Township prior to the affirmative marketing of the units.

- K. The Township's Administrative Agent, or the Administrative Agent of any specific developer, shall administer the Affirmative Marketing Plan. The Administrative Agent has the responsibility to income qualify very low-, low- and moderate-income households; to place income eligible households in very low-, low- and moderate-income units upon initial occupancy; to provide for the initial occupancy of very low-, low- and moderate-income units with income qualified households; to continue to qualify households for re-occupancy of units as they become vacant during the period of affordability controls; to assist with outreach to very low-, low- and moderate-income households; and to enforce the terms of the deed restriction and mortgage loan as per N.J.A.C. 5:80-26-1, et seq.
- L. The Township's Administrative Agent, or the Administrative Agent of any specific developer, shall provide or direct qualified very low-, low- and moderate-income applicants to counseling services on subjects such as budgeting, credit issues, mortgage qualifications, rental lease requirements and landlord/tenant law and shall develop, maintain and update a list of entities and lenders willing and able to perform such services.
- M. All developers/owners of very low-, low- and moderate-income housing units shall be required to undertake and pay the costs of the marketing of the affordable units in their respective developments, subject to the direction and supervision of the Township's Administrative Agent.
- N. The Township's Administrative Agent shall provide the Affordable Housing Liaison with the information required to comply with monitoring and reporting requirements pursuant to N.J.A.C. 5:80-26-1, et seq.


BE IT FURTHER RESOLVED that the appropriate Township officials and professionals are authorized to take all actions required to implement the terms of this Resolution and attached Exhibit A.

BE IT FURTHER RESOLVED that this Resolution shall take effect pursuant to law.

ADOPTED at a meeting of the Township Council of the Township of Monroe on May 24, 2021.

TOWNSHIP OF MONROE

CNCL. PRES., PATRICK O'REILLY

ATTEST:



Twp. Clerk, Aileen Chiselko, RMC
or Deputy Clerk, Jennifer Harbison, RMC

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**RESOLUTION OF THE COUNCIL OF THE TOWNSHIP OF MONROE ADOPTING
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CERTIFICATION OF CLERK

The foregoing Resolution was duly adopted at a meeting of the Township Council of the Township of Monroe, County of Gloucester, State of New Jersey, held on the 24th day of May 2021 in the Municipal Complex located at 125 Virginia Avenue, Williamstown, New Jersey.



Twp. Clerk, Aileen Chiselko, RMC
or Deputy Clerk, Jennifer Harbison, RMC

ROLL CALL VOTE

	AYES	NAYS	ABSTAIN	ABSENT
Cncl. Falcone	✓			
Cncl. Fox	✓			
Cncl. Garbowski				✓
Cncl. McKinney	✓			
Cncl. Valcourt	✓			
Cncl. Wolfe	✓			
Cncl. Pres. O'Reilly	✓			
Tally:	6			1

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
For SALE and For RENTAL 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: TBD Number of For-Sale Units: TBF	1d. Price From \$ TBD	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 submit a Preliminary Application during the Affirmative Marketing period of 120 days. Preliminary Applications are screened for income-eligibility and those eligible are added to the applicant pool. Ineligible households are informed that they are being removed from the applicant pool and given the opportunity to correct and/or update income and household information at least 7 days prior to the lottery to be included in the lottery.</p> <p>The lottery date will be included on all marketing materials. The lottery will be held a minimum of 60 days after posting on the NJHRC.gov website. Preliminary Applications received after the lottery date will be added to the applicant pool in the order they were received.</p> <p>The lottery will be conducted by the Administrative Agent with at least two professionals. The applicant pool will include all eligible applicants. The Administrative Agent will utilize the excel "RANDOMIZER" feature to randomly assign a number, which will then become the applicant's</p>
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lottery number.

When a unit becomes available, the Administrative Agent will identify the applicants that match the number of bedrooms and affordability (very low, low or moderate income). Those who work or live in Region 5 will be given preference and offered the unit first. Pursuant to the New Jersey Fair Housing Act (C.52:27D-311), a preference for very low-, low- and moderate-income veterans duly qualified under N.J.A.C. 54:4-8.10 may also be exercised, provided an agreement to this effect has been executed between the developer or landlord and the Township prior to the affirmative marketing of the units. If a veteran's preference is in effect, the veterans will be offered the unit prior to the general applicant pool.

After advertising is implemented, Preliminary Applications are accepted for 120 days. This is the applicant pool.

If there are sufficient names remaining in the pool to fill future re-sales or re-rentals, 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 additional marketing as needed.

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. Listing on NJHRC.gov will occur at the start of the marketing period and be posted a minimum of 60 days prior to the lottery.

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

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPER(S)	CIRCULATION AREA
TARGETS ENTIRE HOUSING REGION 5			
On-line Resources			
X	Continuous	www.triadhousingprogram.com	
X	As Needed	Craigslist/Zillow	
X	Continuous	Monroe Township/Developers Website	
TARGETS PARTIAL HOUSING REGION 5			
Daily Newspaper			
		Burlington County Times	Burlington
X	One display ad and press release the first week of marketing and once per month for four consecutive months,	Gloucester County Times	Gloucester

	beginning at the start of the marketing process		
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	Press release sent at the start of the marketing process	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	Press release sent at the start of the marketing process	Al Dia	Philadelphia Area	Spanish-Language
X	Press release sent at the start of the marketing	Nuestra Comunidad	Central/South Jersey	Spanish-Language

	process			
X	Flyer and application sent at the start of the marketing process	Gloucester, Burlington and Camden County Board of Realtors	Region 5	

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		
X	Flyers to be mailed at beginning of Marketing	Burlington County College 601 Pemberton Browns Mills Rd Pemberton
X	Flyers to be mailed at beginning of Marketing	Our Lady of Lourdes Medical Center 218 Sunset Rd Willingboro, NJ
X	Flyers to be mailed at beginning of Marketing	Masonic Home of NJ 902 Jacksonville Rd Burlington, NJ
X	Flyers to be mailed at beginning of Marketing	Medford Leas Continuing Care 1 Medford Leas Medford, NJ
X	Flyers to be mailed at beginning of Marketing	Virtua Geriatric Care Management 523 Fellowship Rd Mt Laurel, NJ
X	Flyers to be mailed at beginning of Marketing	Virtua West Jersey Hospital 90 Brick rd Marlton, NJ
Camden County		
X	Flyers to be mailed at beginning of Marketing	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	Rowan University 201 Mullica Hill road

	beginning of Marketing		Glassboro, NJ 08028
X	Flyers to be mailed at beginning of Marketing	Kennedy Memorial Hospital	435 Hurffville-Cross Keys Road, Turnersville NJ 08012
X	Flyers to be mailed at beginning of Marketing	U.S. Food Services	2255 High Hill Rd, Swedesboro, NJ & Swedesboro
X	Flyers to be mailed at beginning of Marketing	Direct Group	100 Berkeley Dr, Swedesboro, NJ and 800 Arlington Blvd, Swedesboro, NJ
X	Flyers to be mailed at beginning of Marketing	CompuCom Systems Inc.	1225 Forest Pkwy # 500, Paulsboro, NJ
X	Flyers to be mailed at beginning of Marketing	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 beginning of Marketing	Delaware Valley Wholesale Florists	520 N. Mantua Boulevard Sewell, NJ 08080
X	Flyers to be mailed at beginning of Marketing	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
X	Flyers to be mailed at beginning of Marketing	Exxon Mobil Research & Engineering Co	800 Billingsport Rd, Paulsboro, NJ

3f. Community Contacts (names of community groups/organizations throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing)

Name of Group/Organization	Outreach Area	Racial/Ethnic Identification of Readers/Audience	Duration & Frequency of Outreach
Fair Share Housing Center New Jersey NAACP Conference Latino Action Network Gloucester County NAACP Camden County NAACP Senior Citizens United Community Services Supportive Housing Association Gloucester County NAACO Camden County East NAACP Willingboro NAACP	Region 5	Multi-racial/ethnic	Flyers to be mailed at beginning of Marketing

Southern Burlington County NAACP Camden County Council on Economic Opportunity			
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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)																																																	
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4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)																																																	
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4c. Sales/Rental Office for units (if applicable) TBD																																																	

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 (select one: Municipality's substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI/CHOICE funding).

Katherine Packowski

February 20, 2018

Katherine Packowski
Triad Associates/Administrative Agent for Monroe Township

Date

UPDATED:

Beth Mingey

May 19, 2021

Beth Mingey
Triad Associates/Administrative Agent for Monroe Township

Date