

RESOLUTION NO. 2017 – 155

**RESOLUTION OF THE TOWNSHIP OF LITTLE EGG
HARBOR, COUNTY OF OCEAN, ADOPTING THE
“AFFIRMATIVE MARKETING PLAN”**

WHEREAS, in accordance with the Fair Housing Act and the New Jersey Uniform Housing Affordability Controls (N.J.A.C. 5:80-26-1, *et seq.*), the Township of Little Egg Harbor is required to adopt by resolution 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 4, the housing region encompassing the Township of Little Egg Harbor.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and Committee of the Township of Little Egg Harbor, County of Ocean, State of New Jersey, do hereby adopt the following Affirmative Marketing Plan:

Affirmative Marketing Plan

- A. All affordable housing units in the Township of Little Egg Harbor shall be marketed in accordance with the provisions herein, unless otherwise provided by law or regulation of the State of New Jersey.
- B. 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 an Administrative Agent designated by and/or under contract to the Township of Little Egg Harbor. All costs of advertising and affirmatively marketing affordable housing units shall be borne by the developer/seller/owner of the affordable unit(s).
- D. In implementing the Affirmative Marketing Plan, the Administrative Agent, acting on behalf of the Township of Little Egg Harbor, shall undertake the following strategies:
 - 1. Publication of one advertisement in a newspaper of general circulation within the housing region.

2. Broadcast of one 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.

E. 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 that 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 the housing region. It is a continuing program that directs all marketing activities toward the 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 Little Egg Harbor is in Housing Region 4, which consists of Mercer, Monmouth, and Ocean counties.

F. The Affirmative Marketing Plan is a continuing program that is 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 low- and moderate-income units shall appear in at least one major-circulation, daily newspaper of regional circulation (i.e., circulation throughout all of Housing Region 4), or through a series of daily newspapers that reaches all of Housing Region 4 residents. This may include but is not limited to the Asbury Park Press, Ocean County Observer and The Press of Atlantic City.
2. For new developments, the primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspaper(s) once a week for four consecutive weeks. 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 publication 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. Street address(es) of the units;
 - b. Directions to the units;
 - c. Range of prices for the units;
 - d. Numbers of bedrooms in units (bedroom mix);

- e. Maximum income permitted to qualify for the units;
 - f. Location of applications;
 - g. Business hours when interested households may obtain an application;
 - h. Application fees, if any;
 - i. Number of units currently available; and,
 - j. Anticipated dates of availability.
4. Newspaper articles, announcements and information on where to request applications for low- and moderate-income housing shall also appear at least once a week for four consecutive weeks in at least three locally oriented weekly newspapers within the housing region, one of which shall be circulated primarily within Ocean County and the other two of which shall be circulated primarily outside of Ocean County but within the housing region.
5. The following regional cable television stations or regional radio stations shall be used during the first month of advertising. The developer must provide satisfactory proof of public dissemination:
- a. 3 — KYW-TV (CBS Broadcasting Inc.)
 - b. 6 — WPVI-TV (American Broadcasting Companies, Inc., Walt Disney)
 - c. 10 — WCAU (NBC Telemundo License Co., General Electric)
 - d. 12 — WHYY-TV (WHYY, Inc.)
 - e. 17 — WPHL-TV (Tribune Company)
 - f. 23 — WNJS (New Jersey Public Broadcasting Authority)
 - g. 29 — WTXF-TV (Fox Television Stations, Inc., News Corp.)
 - h. 48 — WGTW-TV (Trinity Broadcasting Network)
 - i. 52 — WNJT (New Jersey Public Broadcasting Authority)
 - j. 57 — WPSG (CBS Broadcasting Inc.)

- k. 61 — WPPX (Paxson Communications License Company, LLC)
- l. 65 — WUVP-TV (Univision Communications, Inc.)
- m. 69 — WFMZ-TV (Maranatha Broadcasting Company, Inc.)

G. 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. Little Egg Harbor Township Municipal Building
- 2. Little Egg Harbor Township Web Site
- 3. Developer's Sales/Rental Offices
- 4. Ocean County Administration Building
- 5. Monmouth County Administration Building
- 6. Mercer County Administration Building
- 7. Ocean County Library (all branches)
- 9. Monmouth County Library (all branches)
- 10. Mercer County Library (all branches)

Applications shall be mailed by the Administrative Agent and Municipal Housing Liaison to prospective applicants upon request. Also, applications shall be available at the developer's sales/rental office and shall be mailed to prospective applicants upon request.

H. The Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Monmouth, Ocean, and Mercer 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.

- 1. Quarterly informational flyers and applications shall be sent to each of the following agencies for publication in their journals and for circulation among their members: Ocean County Board of Realtors; Monmouth County Association of Realtors; and, Mercer County Association of Realtors
- 2. Quarterly informational circulars and applications shall be sent to the administrators of each of the following agencies within the counties of Ocean, Monmouth and Mercer: Welfare or Social Service Board (via the Director); Rental Assistance Office

(local office of DCA); Office on Aging; Housing Authority (municipal or county); Community Action Agencies; and, Community Development Departments

3. Quarterly informational circulars and applications shall be sent to the chief personnel administrators of major employers within the region that are included on the list of community contact person(s) and/or organizations(s) in Monmouth, Ocean, and Mercer Counties that shall be developed, maintained and updated by the Administrative Agent.
 4. Quarterly informational circulars and applications shall be sent to the offices of the: Fair Share Housing Center (Cherry Hill, NJ); Latino Action Network (Freehold, NJ); STEPS Conference; OCEAN Inc.; Supportive Housing Association; New Jersey State Conference of the NAACP; NAACP Long Branch Unit; NAACP Lakewood Branch Unit; NAACP Trenton Branch Unit; NAACP Bayshore (Matawan) Branch Unit; NAACP Red Bank Branch Unit; NAACP Toms River Branch Unit; and, NAACP Asbury Park/Neptune Branch Unit.
- I. The following is a listing of community contact person(s) and/or organizations in that will aid in the affirmative marketing program and provide guidance and counseling services to prospective occupants of low- and moderate-income units:
1. Fair Share Housing Center
 2. Latino Action Network
 3. New Jersey State Conference of the NAACP
 4. NAACP Long Branch Unit
 5. NAACP Lakewood Branch Unit
 6. NAACP Trenton Branch Unit
 7. NAACP Bayshore (Matawan) Branch Unit
 8. NAACP Red Bank Branch Unit
 9. NAACP Toms River Branch Unit
 10. NAACP Asbury Park/Neptune Branch Unit
 11. STEPS Conference
 12. OCEAN, Inc.

13. Supportive Housing Association

14. Ocean County Board of Chosen Freeholders

- J. A random selection method to select occupants of low- and moderate-income housing will be used by the Administrative Agent, in conformance with N.J.A.C. 5:80-26.16 (I). The Affirmative Marketing Plan shall provide a regional preference for all households that live and/or work in Housing Region 4, which is comprised of Ocean, Monmouth and Mercer counties.
- K. The Administrative Agent shall administer the Affirmative Marketing Plan. The Administrative Agent has the responsibility to: income-qualify low- and moderate-income households; place income-eligible households in low- and moderate-income units upon initial occupancy; provide for the initial occupancy of low- and moderate-income units with income-qualified households; continue to qualify households for re-occupancy of units as they become vacant during the period of affordability controls; assist with outreach to low- and moderate-income households; and, enforce the terms of the deed restriction and mortgage loan as per N.J.A.C 5:80-26-1, *et seq.*
- L. The Administrative Agent shall provide or direct qualified 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 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 Administrative Agent.
- N. 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 low-income housing units are initially occupied and for however long affordable units exist that remain deed restricted, and for which the occupancy or re-occupancy of such units continues to be necessary.
- O. The 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.*

Motion to Approve: Kehm Second: Stevens Roll Call:

Crea	<u>yes</u>
Gormley	<u>yes</u>
Kehm	<u>yes</u>
Schlick	<u>yes</u>
Stevens	<u>yes.</u>

CERTIFICATION

I, **DIANA K. MCCRACKEN, RMC**, Municipal Clerk of the Township of Little Egg Harbor do hereby certify that the foregoing resolution was duly adopted by the Township of Little Egg Harbor Township Committee at a meeting held on the 13th day of **July, 2017**.

Diana K. McCracken RMC
DIANA K. MCCRACKEN, Township Clerk
Little Egg Harbor Township

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