

TOWNSHIP OF CLINTON
HUNTERDON COUNTY, NEW JERSEY (Region 3)
AFFIRMATIVE MARKETING PLAN

The affirmative marketing process is a regional marketing strategy intended to reach those potentially eligible persons who are least likely to apply for affordable housing units. It is a continuing program that directs all marketing activities toward the housing region in which the municipality is located throughout the control period. The affirmative marketing process is designed to attract buyers and/or renters of all majority and minority groups, regardless of race, creed, color, national origin, ancestry, English-speaking ability, marital or familial status, gender, affectional or sexual orientation, disability, age (except for “housing for older persons” as defined at N.J.S.A. 10:5-1 et seq., and age-restricted units as permitted pursuant to 42 U.S.C. §§ 3601 et seq.), number of children, source of lawful income, or any other characteristic described in the New Jersey Law Against Discrimination, N.J.S.A. 10:5-1 through 50. Unless stated otherwise, supportive housing units, including group homes, must comply with the affirmative marketing requirements of their respective sponsoring programs, where applicable.

- A. All owners of affordable housing projects shall prepare their own Affirmative Marketing Plan (AMP) based on this template adopted via resolution by the Township of Clinton. All affordable units shall be marketed in accordance with the project’s AMP and consistent with the provisions herein unless otherwise provided in N.J.A.C. 5:80-26(16).
- B. This Affirmative Marketing Plan shall apply to all affordable units that are required to be affirmatively marketed, including those units from prior Township Fair Share Plans. This Affirmative Marketing Plan shall also apply to any rehabilitated rental units that are vacated and re-rented during the applicable period of controls for identified rehabilitated rental units.
- C. The Affirmative Marketing Plan shall be implemented by an Administrative Agent. The Administrative Agent shall document and report the affirmative marketing activities undertaken for each of the units within their purview to the municipal housing liaison, who shall ensure that developers and Administrative Agents are marketing units in accordance with the provisions in this section. All of the 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 shall undertake all of the following strategies:
 - 1. Post a listing of the available affordable housing units to the New Jersey Housing Resource Center at least 60 days before the random selection process or within one day following the date the owner, developer, property manager, or other administrative entity provides information regarding the application process to prospective applicants or solicits

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any applications from potential applicants through any other means pursuant to N.J.S.A. 52:27D-321.6. It is the responsibility of the Municipal Housing Liaison, in coordination with the administrative agent(s), to ensure compliance with all provisions of N.J.S.A. 52:27D-321.3 through 321.6;

2. Within one business day of listing the affordable housing units on the New Jersey Housing Resource Center, notify the local Continuum of Care of any supportive housing rental units that are reserved for individuals and families who are homeless and of any permanent supportive housing rental units;
 3. Publish at least one advertisement in a regional print or digital newspaper;
 4. Advertise the units on at least one housing search website, in addition to the Housing Resource Center;
 5. Undertake at least two additional regional marketing strategies using the sources listed in the Township's AMP template, with at least one non-digital strategy if the newspaper advertisement was in print, or with at least two non-digital strategies if the newspaper advertisement was digital; and
- E. For newly created units, the affirmative marketing process must begin at least four months prior to expected occupancy and may begin before construction commences. All affirmative marketing, advertising, and outreach activities must be employed at the start of the marketing program. For for-sale units, affirmative marketing, advertising, and outreach activities must continue until all of the marketed units have been sold, except that paid advertising may cease when the number of applications received is at least three times the number of units to be sold. For rental units, affirmative marketing, advertising, and outreach activities must continue, as long as applications are being accepted, except that paid advertising may cease when the number of applications received is at least three times the number of units to be filled. No random selection may be conducted prior to 60 days following the initial advertisement on the New Jersey Housing Resource Center.
- F. The Affirmative Marketing Plan is a continuing program intended to be followed throughout the entire period of restrictions and shall meet the following requirements:

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- G. The affirmative marketing plan and all advertisements for the affordable units, must contain the following information:
1. The name and location of the housing project;
 2. An address sufficient to find directions to the housing units;
 3. A range of prices or rent for the affordable housing units;
 4. The sizes, as measured in number of bedrooms and square footage, of the affordable housing units;
 5. The types (that is, family, age-restricted, or supportive) and number of affordable units available;
 6. The number of units available to very-low-, low-, and moderate-income households within the pertinent eligible income ranges;
 7. The accessibility features, if any, of the affordable housing units;
 8. The maximum income permitted to qualify for the affordable housing units;
 9. The population(s), if any, given preference in the selection process pursuant to N.J.A.C. 5:80-26.17(k)2;
 10. Where applications (paper and online) for the affordable housing units may be found;
 11. The expected lease-up/closing date(s) for the affordable housing units;
 12. A description of the random selection process that will be used to select occupants of affordable housing units and the expected date of the random selection;
 13. The business hours when interested households may obtain paper applications for the affordable housing units;
 14. Contact information, including an email address and phone number that are regularly monitored by the administrative agent;
 15. The name of the sales agent and/or rental manager; and
 16. Application fees, if any.

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- H. A random selection method to select occupants will be used by the Administrative Agent in conformance with the Township's AMP template. Preapplications must be accepted for no less than 60 days following the initial advertisement on the New Jersey Housing Resource Center, except for the resale of for-sale units, in which case, applications must be accepted for no less than 30 days. The Affirmative Marketing Plan shall provide a regional preference for all households that live and/or work in Housing Region 3, comprising Hunterdon, Somerset, and Middlesex Counties.

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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 | |
| Number of: | | Affordable Rental Units | Affordable For-Sale Units |
| Affordable Units Total | | | |
| Affordable Age Restricted Units | | | |
| Affordable Non-Age Restricted Units | | | |
| Affordable Supportive Housing Units | | | |
| Price or Rental Range | Approximate Starting Dates | | |
| From: | Advertising: | | Occupancy: |
| To: | | | |
| Counties: Hunterdon, Middlesex, Somerset | | Preferences, if any (veteran, regional, NJ): | |
| Accessibility Features, if any: | | | |
| Managing/Sales Agent's Name, Address, Phone Number | | | |
| Application Fees and Credit Score Requirement (if any): | | | |

Attach a copy of the pricing calculator and a spreadsheet with information about all units, including number of bedrooms, income level, accessibility features, and square footage 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.)

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II. RANDOM SELECTION

Describe the random selection process that will be used once applications are received.

The purpose of random selection is to ensure “that no preference is given to one applicant over another except for purposes of matching household income and size with an appropriately priced and sized affordable unit.”

The steps involved in conducting the randomization are as follows:

1. Download the complete database of all pre-applications in the applicant pool into Excel.
2. Identify and remove any duplicate records. When a duplicate record is found, the oldest record or records will be deleted, leaving the most recent record.
3. Using a Random Sequence Generator at Random.org, generate a set of random numbers beginning with 1 and ending with the total number of pre-applications. Select Get Sequence.
4. Print or save as PDF the resulting page as evidence of the random selection.
5. Paste the column of random numbers into a new column in the pre-application database, assigning each pre-applicant one of the randomly generated numbers.
6. Sort the spreadsheet based on the random number column.

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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(g)1 requires you to advertise your project on the New Jersey Housing Resource Center for at least sixty days before conducting the random selection. | | | |
| <input type="checkbox"/> HOUSING RESOURCE CENTER (www.njhousing.gov) A free, online listing of affordable housing | | | |
| Regional Newspapers | | | |
| 5:80-26.16(g)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 3 | | | D-Digital or ND-Non-Digital |
| <input type="checkbox"/> | NJ.com (The Star-Ledger, The Times of Trenton, The Home News Tribune) | Hunterdon, Middlesex, Somerset | Both |
| TARGETS PARTIAL HOUSING REGION 3 | | | |
| <input type="checkbox"/> | N/A | N/A | N/A |
| Housing Search Websites – D – Digital | | | |
| 5:80-26.16(g)4 requires you to advertise your project on at least one housing search website in addition to the NJHRC. “Housing search website” means any publicly accessible internet-based platform used to advertise residential dwelling units to the general public, including but not limited to: | | | |
| <ul style="list-style-type: none"> ● Online real estate sections of newspapers or news organizations; ● Internet websites operated or maintained by a municipal AA or affordable housing service provider that advertise affordable units in one or more municipalities; ● Commercial real estate listing platforms; and ● Other comparable online platforms customarily used to market rental or ownership housing. | | | |
| List below all housing search websites to be used: | | | |
| http://classifieds.nj.com https://classifieds.mycentraljersey.com | | | |

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| ELECTIVES | |
|---|---------------------|
| <i>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.</i> | |
| <i>If you selected a digital newspaper(s) as your regional paper above, select AT LEAST TWO NON-DIGITAL MARKETING STRATEGIES below.</i> | |
| 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"/> Employers Throughout the Housing Region – ND – Non-Digital | |
| <i>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.</i> | |
| <input type="checkbox"/> Community Organizations Throughout the Housing Region – ND – Non-Digital | |
| <i>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.</i> | |
| Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002) New Jersey State Conference of the NAACP (4326 Harbor Beach Blvd. #775, Brigantine, NJ 08203) The Latino Action Network (P.O. Box 943, Freehold, NJ 07728) NORWESCAP (350 Marshall Street, Phillipsburg, NJ 08865) Supportive Housing Association (185 Valley Street, South Orange, NJ 07079); and Central Jersey Housing Resource Center (600 First Avenue, Suite 3, Raritan, NJ 08869) | |
| <input type="checkbox"/> Municipal and County Websites – D – Digital | |
| <i>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 on all county websites listed below.</i> | |
| Somerset County (https://www.co.somerset.nj.us) | |
| Middlesex County (https://www.middlesexcountynj.gov) | |
| Hunterdon County (https://www.co.hunterdon.nj.us) | |
| Township of Clinton (https://www.clintontwpnj.gov/) | |
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| <input type="checkbox"/> Social Media- D – Digital | |
| <i>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.</i> | |
| <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 at https://www.nj.gov/dca/hmfa/about/has/ , or 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 | |
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IV. SUMMARY

Add additional outreach efforts chosen from the options above to supplement these mandatory efforts:

| Non-Digital Outreach | Digital Outreach |
|---|---|
| The Fair Share Housing Center New Jersey State Conference of NAACP The Latino Action Network NORWESCAP Supportive Housing Association Central Jersey Housing Resource Center | https://classifieds.newjerseyhills.com https://classifieds.mycentraljersey.com Somerset County (https://www.co.somerset.nj.us) Middlesex County (https://www.middlesexcountynj.gov) Hunterdon County (https://www.co.hunterdon.nj.us) Somerset County (https://www.co.somerset.nj.us) Township of Clinton (https://www.clintontwpnj.gov/) NJ Housing Resource Center (https://www.njhrc.gov) |

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V. APPLICATIONS

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| 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: | |
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| Municipality in which the units are located (list municipal building and municipal library and address) | |
| <input type="checkbox"/> Township of Clinton (1225 Route 31 South, Lebanon, NJ, 08833) | |
| <input type="checkbox"/> North County Branch Library (65 Halstead Street, Clinton, New Jersey 08809) | |
| 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 |
| _____ | _____ |