

**RESOLUTION NO. 2018-95**

**RESOLUTION OF THE ABERDEEN TOWNSHIP COUNCIL ADOPTING THE “AFFIRMATIVE MARKETING PLAN” FOR THE TOWNSHIP OF ABERDEEN**

**WHERAS**, 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.), Aberdeen Township is required to adopt by resolution an Affirmative Marketing Plan to ensure that all affordable housing units created, including those created within Aberdeen Township are affirmatively marketed to low- and moderate-income households, particularly those living and/or working within Housing Region 4, the Housing Region encompassing Aberdeen Township.

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

**Affirmative Marketing Plan**

1. All affordable housing units in Aberdeen Township shall be marketed in accordance with the provisions herein unless otherwise provided by law or regulation of the State of New Jersey.
2. 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.
3. The Affirmative Marketing Plan shall be implemented by an Administrative Agent designated by and/or under contract to Aberdeen Township. All the costs of advertising and affirmatively marketing affordable housing units shall be borne by the developer/seller/owner of the affordable unit(s).
4. In implementing the Affirmative Marketing Plan, the Administrative Agent, acting on behalf of Aberdeen Township, shall undertake all of the following strategies:
  - A. Publication of one advertisement in a newspaper of general circulation within the housing region.
  - B. Broadcast of one advertisement by a radio or television station broadcasting throughout the housing region.
  - C. At least one additional regional marketing strategy using one of the other sources listed below.
5. 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 Housing Region in which the municipality is located and covers the entire period of the deed restriction for each restricted

housing unit. Aberdeen Township is located in Housing Region 4, consisting of Mercer, Monmouth, and Ocean Counties.

6. The Affirmative Marketing Plan is a continuing program intended to be followed throughout the entire period of restrictions and shall meet the following requirements:
  - A. 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 (throughout all of Region 4), or through a series of daily newspapers that reaches all of Region 4 residents. This may include but is not limited to the Asbury Park Press, Atlantic City Press, The Trenton Times, and the Ocean County Observer.
  - B. 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.
  - C. The advertisement shall include a description of the:
    - (1) Street address(es) of the units;
    - (2) Directions to the units;
    - (3) Range of prices for the units;
    - (4) Numbers of bedrooms in units (bedroom mix);
    - (5) Maximum income permitted to qualify for the units;
    - (6) Location of applications;
    - (7) Business hours when interested households may obtain an application;
    - (8) Application fees, if any;
    - (9) Number of units currently available; and,
    - (10) Anticipated dates of availability.
  - D. 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 region, one of which shall be circulated primarily within Monmouth County and the other two of which shall be circulated primarily outside of Monmouth County but within the housing region.
  - E. 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:
    - (1) 2 WCBS-TV  
CBS Broadcasting Inc.
    - (2) 4 WNBC  
NBC Telemundo License Co. (General Electric)
    - (3) 5 WNYW  
Fox Television Stations, Inc. (News Corp.)
    - (4) 7 WABC-TV  
American Broadcasting Companies, Inc (Walt Disney)

- (5) 9 WWOR-TV  
Fox Television Stations, Inc. (News Corp.)
- (6) 10 WCAU  
NBC Telemundo License Co. (General Electric)
- (7) 11 WPIX  
WPIX, Inc. (Tribune)
- (8) 13 WNET  
Educational Broadcasting Corporation
- (9) 58 WNJB  
New Jersey Public Broadcasting Authority

7. 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:

- A. Aberdeen Township Municipal Building
- B. Aberdeen Township Web Site
- C. Developer's Sales/Rental Offices
- D. Monmouth County Administration Building
- E. Mercer County Administration Building
- F. Ocean County Administration Building
- G. Monmouth County Library (all branches)
- H. Mercer County Library (all branches)
- I. Ocean County Library (all branches)
- J. Matawan Aberdeen Public Library

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.

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

- A. 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:
  - (1) Monmouth County Board of Realtors
  - (2) Mercer County Board of Realtors
  - (3) Ocean County Board of Realtors
- B. Quarterly informational circulars and applications shall be sent to the administrators of each of the following agencies within the counties of Monmouth, Mercer, and Ocean:
  - (1) Welfare or Social Service Board (via the Director)
  - (2) Rental Assistance Office (local office of DCA)
  - (3) Office on Aging
  - (4) Housing Authority (municipal or county)
  - (5) Community Action Agencies
  - (6) Community Development Departments
- C. 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, Mercer, and Ocean Counties that shall be developed, maintained and updated by the Administrative Agent.

D. Direct notification of the availability of affordable housing units in Aberdeen Township (and copies of the application forms, shown in Attachment A) shall be sent to the offices of the: Fair Share Housing Center (Cherry Hill, NJ); New Jersey State Conference of the NAACP; Latino Action Network (Freehold, NJ); NAACP Long Branch Unit; NAACP Bayshore (Matawan) Branch Unit; NAACP Red Bank Branch Unit; and, NAACP Asbury Park/Neptune Branch Unit.

9. The following is a listing of community contact person(s) and/or organizations in Monmouth, Mercer, and Ocean Counties that will aid in the affirmative marketing program and provide guidance and counseling services to prospective occupants of low- and moderate- income units:

- A. Fair Share Housing Center, 510 Park Blvd., Cherry Hill, NJ 08002
- B. Latino Action Network, PO Box 943, Freehold NJ 07728
- C. New Jersey State Conference of the NAACP
- D. NAACP Long Branch Unit
- E. NAACP Bayshore (Matawan) Branch Unit
- F. NAACP Red Bank Branch Unit
- G. NAACP Asbury Park/Neptune Branch Unit
- H. Supportive Housing Association
- I. Monmouth County Board of Chosen Freeholders
- J. Aberdeen Township Municipal Affordable Housing Liaison and Administrative Agent.

10. 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 (l). The Affirmative Marketing Plan shall provide a regional preference for all households that live and/or work in Housing Region 4 comprised of Monmouth, Mercer, and Ocean Counties.

11. The Administrative Agent shall administer the Affirmative Marketing Plan. The Administrative Agent has the responsibility to income qualify low- and moderate-income households; to place income eligible households in low- and moderate-income units upon initial occupancy; to provide for the initial occupancy of 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 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.*

12. 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.

13. 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.

14. 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 as long as affordable units exist that remain deed restricted and for which the occupancy or re-occupancy of units continues to be necessary.

15. 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.*

ROLL CALL VOTE:

Ayes:

Nays:

Abstain:

Absent:

Adopted:

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Fred Tagliarini, Mayor

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Karen Ventura, Municipal Clerk