

**TOWNSHIP OF FRANKLIN
GLOUCESTER COUNTY, NEW JERSEY**

R-261-23

**RESOLUTION ADOPTING THE ‘AFFIRMATIVE MARKETING PLAN’
FOR THE TOWNSHIP OF FRANKLIN**

WHEREAS, in accordance with the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26-1, *et seq.*, the Township of Franklin is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created, including those created by the rehabilitation of rental housing units within the Township of Franklin, are affirmatively marketed to low- and moderate-income households within Housing Region 5, the COAH Housing Region encompassing the Township of Franklin.

BE IT RESOLVED, that the Township Committee of the Township of Franklin in the County of Gloucester, and the State of New Jersey does hereby adopt the following Affirmative Marketing Plan:

Affirmative Marketing Plan

- A. All affordable housing units in the Township of Franklin shall be marketed in accordance with the provisions herein.
- B. This Affirmative Marketing Plan shall apply to all developments that contain or will contain very low-, 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. 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 rehabilitated rental units.
- C. The Affirmative Marketing Plan shall be implemented by one or more Administrative Agent(s) designated by and/or under contract to the Township of Franklin. 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 Administrative Agent.
- D. In implementing the Affirmative Marketing Plan, the Administrative Agent, acting on behalf of the Township of Franklin, 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.
 - 2. Posting of an advertisement on the Township of Franklin’s official municipal website.
 - 3. At least one additional regional marketing strategy using one of the other sources listed below.
 - 4. Posting on the state Housing Resource Center website in accordance with applicable law.
- 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 which are being

marketed by a developer or sponsor of affordable housing. Pursuant to N.J.S.A. 40:37A-114.1, preference for affordable housing within a housing project may be provided to homeless veterans, disabled veterans, and family members who are the primary residential caregivers to disabled veterans residing with them. 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 Franklin is located in COAH Housing Region 5, consisting of Burlington, Camden, and Gloucester Counties.

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:

1. All newspaper articles, announcements and requests for applications for very low, low- and moderate-income units shall appear in the *Courier Post* and *Gloucester County Times*.
2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspapers 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 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;
 - g. Business hours when interested households may obtain an application; and
 - h. Application fees.
4. The developer must provide satisfactory proof of public dissemination. See "Attachment A" COAH's *Affirmative Fair Housing Marketing Plan for Affordable Housing in Region 5* (attached to and hereby made part of this Resolution).

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. Franklin Township Municipal Building
2. Franklin Township Web Site
3. Gloucester County Administration Building
4. Gloucester County Library
5. Newfield Public Library
6. Camden County Library System
7. Burlington County 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 multiple copies of application forms shall be mailed to Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002), the New Jersey State Conference of the NAACP, Gloucester County NAACP, Salem County NAACP, Senior Citizens United Community Services, Supporting Housing Association, the Latino Action Network (P.O. Box 943, Freehold, NJ 07728), NORWESCAP, the Supportive Housing Association, the Central Jersey Housing

Resource Center, and the New Jersey Housing Resource Center for dissemination to their respective constituents.

- H. The Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Burlington, Camden, and Gloucester 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 Attachment A, Part III, Marketing, Section 3d of COAH's *Affirmative Fair Housing Marketing Plan for Affordable Housing in Region 5* (attached to and hereby made part of this Resolution) as well as the following entities: Fair Share Housing Center, the New Jersey State Conference of the NAACP, Gloucester County NAACP, Salem County NAACP, Senior Citizens United Community Services, Supporting Housing Association, the Latino Action Network, NORWESCAP, the Supportive Housing Association, and the Central Jersey Housing Resource Center for dissemination of their respective constituents.
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:

Burlington County Board of Realtors
Camden County Board of Realtors
Gloucester County Board of Realtors
 2. Quarterly informational circulars and applications shall be sent to the administrators of each of the following agencies within the counties of Burlington, Camden, and Gloucester:

Gloucester County Division of Temporary Assistance and Social Services
New Jersey Rental Assistance Program
New Jersey Division of Aging Services
Gloucester County Division of Aging and Disability Services
Gloucester County Housing Authority
 3. Quarterly informational circulars 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 3e.
 4. In addition, specific notification of the availability of affordable housing units in Franklin (along with copies of the application form) shall be provided to the following entities: Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002), the New Jersey State Conference of the NAACP, Gloucester County NAACP, Salem County NAACP, Senior Citizens United Community Services, Supporting Housing Association, the Latino Action Network (P.O. Box 943, Freehold, NJ 07728), NORWESCAP, the Supportive Housing Association, and the Central Jersey Housing Resource Center (600 First Avenue, Suite 3, Raritan, NJ 08869), and the New Jersey Housing Resource Center (<https://nj.gov/njhrc/>).
- I. A random selection method to select occupants of very low, low- and moderate-income housing will be used by the Administrative Agent, in conformance with N.J.A.C. 5:80-26.16 (1). The Affirmative Marketing Plan shall provide a regional preference for very low, low- and moderate-income households that live and/or work in COAH Housing Region 5, comprised of Burlington, Camden, and Gloucester Counties. Pursuant to the New Jersey Fair Housing Act (N.J.S.A.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.
- J. The Administrative Agent 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.

- K. The Administrative Agent 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.
- L. 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 Administrative Agent.
- M. 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.
- N. 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.

Adopted: December 26, 2023

COMMITTEE MEMBER	MOTION	2 nd	YES	ABSTAIN	NO	ABSENT
T. Doyle						
H. Flaim						
J. Keen						
M. Marsh						
J. Bruno						

Attest:

Township of Franklin

Barbara Freijomil, Clerk

John Bruno, Mayor

CERTIFICATION

I, Barbara Freijomil, Clerk of the Township of Franklin, do hereby certify that the foregoing Resolution was presented and duly adopted by the Township Committee at a meeting held on December 26, 2023.

Barbara Freijomil, Clerk

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

For Affordable Housing in Region 5

I. Applicant and Project Information

(Complete Section I individually for all developments or programs within the municipality.)

<p>1a. Administrative Agent Name, Address, Phone Number</p> <p>Franklin Township does not currently have any deed restricted affordable housing units. Should any such housing units begin construction prior to the end of the Third Round, the Township will contract with a qualified administrative agent to oversee all required affirmative marketing of such units.</p>	<p>1b. Development or Program Name, Address</p>	
<p>1c. Number of Affordable Units: N/A Number of Rental Units: N/A Number of For-Sale Units: N/A</p>	<p>1d. Price or Rental Range</p>	<p>1e. State and Federal Funding Sources (if any)</p>
<p>1f. <input type="checkbox"/> Age Restricted <input type="checkbox"/> Non-Age Restricted</p>	<p>1g. Approximate Starting Dates</p>	
<p>1h. County Burlington, Camden, Gloucester</p>	<p>1i. Census Tract(s):</p>	
<p>1j. Managing/Sales Agent's Name, Address, Phone Number</p> <p>TBD</p>		
<p>1k. Application Fees (if any):</p> <p style="text-align: center;">There are no application fees.</p>		

(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 or desired number of bedrooms.</p> <p>The process is as follows:</p> <ol style="list-style-type: none"> 1. After advertising is implemented, applications are accepted for 60 days. 2. 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). 3. An applicant pool is created by listing applicants in the order selected.

4. Applications are reviewed for income-eligibility. Ineligible households are informed that they are being removed from the applicant pool or given the opportunity to correct and/or update income and household information.
5. If there are sufficient names remaining in the pool to fill future re-rental, the applicant pool shall be maintained as an ordered waiting list with all new pre-qualified applicants added to the list in the order that they were received.
6. 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)			
<input type="checkbox"/> White (non-Hispanic) <input checked="" type="checkbox"/> Black (non-Hispanic) <input checked="" type="checkbox"/> Hispanic <input type="checkbox"/> American Indian or Alaskan Native <input type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Other group:			
3b. Housing Resource Center			
www.njhousing.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			
Newspaper			
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Courier Post	Southern NJ
Targets Partial Housing Region 5			
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Gloucester County Times	Gloucester County
	Duration & Frequency of Outreach	Names of Regional Radio Station(s)	Listening Area
Targets Entire Housing Region 5			
AM Radio			
X (at least one Radio Station)		WFIL 560	
		WIP 610	
		WNTP 990	
		WWJZ 640	
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 Remberton	
<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	
<input type="checkbox"/>		Virtua Geriatric Care Management	523 Fellowship Rd Mt Laurel, NJ	
<input type="checkbox"/>		Virtua West Jersey Hospital	90 Brick rd Marlton, NJ	
Camden County				
<input type="checkbox"/>		Campbell Soup Company	Campbell Place Camden, NJ 08103-1701	
<input type="checkbox"/>		Lockheed Martin	Federal, Camden, NJ 08102	
<input type="checkbox"/>		Bancroft Neurohealth	1000 Atlantic Ave Camden, NJ 08102	
<input type="checkbox"/>		Cooper Health System	One Cooper Plaza Camden, NJ 08102	
<input type="checkbox"/>		L-3 Communications Systems	1 Federal Street, Camden, New Jersey, 08103	
<input type="checkbox"/>		Towers Perrin	101 Woodcrest Rd, Cherry Hill, NJ	
<input type="checkbox"/>		Arch Manufacturing & Sales Co.	1213 S 6th St, Camden, NJ	
Gloucester County				
<input type="checkbox"/>		Underwood Memorial Hospital	509 North Broad Street, Woodbury, NJ 08096	
<input type="checkbox"/>		Rowan University	201 Mullica Hill road Glassboro, NJ 08028	
<input type="checkbox"/>		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
<input type="checkbox"/>		Sony Music	400 N Woodbury Rd, Pitman, NJ
<input type="checkbox"/>		Delaware Valley Wholesale Florists	520 N. Mantua Boulevard Sewell, NJ 08080
<input type="checkbox"/>		Valero Refining Co	800 Billingsport Rd, Paulsboro, NJ
<input type="checkbox"/>		Electric Mobility	591 Mantua Blvd, Sewell, NJ
<input type="checkbox"/>		Sunoco-Eagle Point Oil Refinery	US Highway 130 S & Highway 295, Westville, NJ
<input type="checkbox"/>		Heritage's Dairy Stores	376 Jessup Road Thorofare, NJ 08086
<input type="checkbox"/>		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 that can be contacted to post advertisements and distribute flyers regarding available affordable housing)

Name of Group/Organization	Duration & Frequency of Outreach	Racial/Ethnic Identification of Readers/Audience	Outreach Area
Fair Share Housing Center 510 Park Boulevard Cherry Hill, NJ 08002	Ongoing as needed	N/A	Statewide
New Jersey State Conference of NAACP 15 W Front St. Trenton, NJ 08608	Ongoing as needed	African-American	Statewide
The Latino Action Network 1 Broad Street Freehold, NJ 08826	Ongoing as needed	Hispanic	Statewide
Gloucester County Branch NAACP GC NAACP PO Box 545 Williamstown, NJ 08094	Ongoing as needed	African-American	Gloucester County
Salem County Branch NAACP 2105 P.O. Box 25 Salem, NJ 08079	Ongoing as needed	African-American	Salem County
Senior Citizens United Community Services 537 W Nicholson Rd. Audubon, NJ 08106	Ongoing as needed	N/A	Statewide
Supportive Housing Association 185 Valley St. South Orange, NJ 07079	Ongoing as needed	N/A	Statewide

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 apply)		
	Building	Location
X	Gloucester County Library	2 Center Street, Glassboro, NJ 08028 (856) 881-0001
X	Newfield Public Library	115 Catawba Ave, Newfield, NJ 08344 (856) 697-0415
X	Camden County Library System	301 N. Fifth Street, Camden, NJ 08102 (856) 225-6807
X	Burlington County Library	5 Pioneer Boulevard, Westampton, NJ 08060 (609) 267-9660
X	Gloucester County Administration Building	2 S. Broad Street, Woodbury, NJ 08096
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)		
Franklin Township Administration Building 1571 Delsea Drive Franklinville, NJ 08322 www.franklintownshipnj.org		
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>	
Signature _____	Date _____
Name (Type or Print) _____	Title/Municipality _____