

**City of Lambertville**  
**RESOLUTION NUMBER 171--2018**  
RESOLUTION OF THE COUNCIL OF THE CITY OF  
LAMBERTVILLE ADOPTING AN "AFFIRMATIVE  
MARKETING PLAN" FOR THE CITY OF LAMBERTVILLE

**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 City of Lambertville and Fair Share Housing Center ("FSHC"), which was entered into as part of the City's Declaratory Judgment action entitled In the Matter of the Application of the City of Lambertville, County of Hunterdon, Docket No. HUN-L-000311-15, 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 City of Lambertville 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 City of Lambertville, are affirmatively marketed to low and moderate income households, particularly those living and/or working within Housing Region 3, the COAH Housing Region encompassing the City of Lambertville.

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

**Affirmative Marketing Plan**

- A. All affordable housing units in the City of Lambertville shall be marketed in accordance with the provisions herein.
- B. The City of Lambertville does not have a Prior Round obligation 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 City's 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 the Administrative Agent under contract to the City of Lambertville, 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 City 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 City of Lambertville 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.
  - 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 City of Lambertville is located in COAH Housing Region 3, consisting of Hunterdon, Middlesex, and Somerset 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 *Star-Ledger* and the *Courier News*.
  - 2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspapers the first week of the marketing program. 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. Newspaper articles, announcements and information on where to request applications for very low, low and moderate income housing shall appear at least once a week for four consecutive weeks in at least three locally oriented newspapers serving the housing region, one of which shall be circulated primarily in Hunterdon County and the other two of which shall be circulated primarily outside of Hunterdon County but within the housing region.
  5. The regional cable television stations or regional radio stations identified by COAH for Region 3 in COAH's "Affirmative Housing Marketing Plan for Affordable Housing in Region 3", 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 City must provide satisfactory proof of public dissemination.
- 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. Lambertville City Hall
  2. Lambertville City Web Site
  3. Lambertville Library
  4. Developer's Sales/Rental Offices
  5. Hunterdon County Administration Building
  6. Middlesex County Administration Building

7. Somerset County Administration Building
8. Hunterdon County Library (all branches).
9. Middlesex County Library (all branches)
10. Somerset County Library (all branches)

Applications shall be mailed by the City'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 multiple copies of application forms shall be mailed to Fair Share Housing Center (FSHC), the New Jersey State Conference of the NAACP, the New Brunswick Branch of the NAACP, the Plainfield Area Branch of the NAACP, the Perth Amboy Branch of the NAACP, the Metuchen/Edison Branch of the NAACP, the Latino Action Network, NORWESCAP, the Supportive Housing Association, and the Central Jersey Housing Resource Center for dissemination to their respective constituents.

- I. The City's Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Hunterdon, Middlesex, and Somerset 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 3e.

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:

Hunterdon County Board of Realtors  
Middlesex County Board of Realtors  
Somerset 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 Hunterdon, Middlesex, and Somerset:

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  
Community Development Departments

3. Quarterly informational circulars and applications shall be sent to the chief

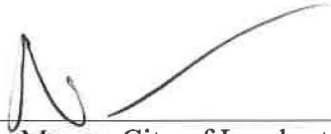
personnel administrators of all of the major employers within the region, as listed on Attachment A, Part III, Marketing, Section 3e.

4. In addition, specific notification of the availability of affordable housing units in Lambertville (along with copies of the application form) shall be provided to the following entities: Fair Share Housing Center (FSHC), the New Jersey State Conference of the NAACP, the New Brunswick Branch of the NAACP, the Plainfield Area Branch of the NAACP, the Perth Amboy Branch of the NAACP, the Metuchen/Edison Branch of the NAACP, the Latino Action Network, NORWESCAP, the Supportive Housing Association, and the Central Jersey Housing Resource Center.
- J. A random selection method to select occupants of very low, low and moderate income housing will be used by the City'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 3, comprised of Hunterdon, Middlesex, and Somerset. 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 City prior to the affirmative marketing of the units.
- K. The City'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 City'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 City's Administrative Agent.
- N. The City's Administrative Agent shall provide the Affordable Housing Liaison with the information required to comply with monitoring and reporting requirements pursuant to

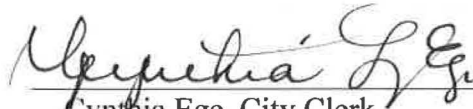
N.J.A.C. 5:80-26-1, et seq.

**BE IT FURTHER RESOLVED** that the appropriate City 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.

  
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Mayor, City of Lambertville

I, Cynthia L. Ege, City Clerk of the City of Lambertville, do hereby certify that the above is a true copy of a resolution adopted by the City Council at a meeting held on November 20, 2018.

  
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Cynthia Ege, City Clerk

# AFFIRMATIVE FAIR HOUSING MARKETING PLAN

## For Affordable Housing in **(REGION 3)**

### I. APPLICANT AND PROJECT INFORMATION

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

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  City of Lambertville To Be Completed Separately for Each Project/Developments including the For Rent – Housing Rehabilitation Program	
1c. Number of Affordable Units: TBD  Number of Rental Units: TBD  Number of For-Sale Units: TBD	1d. Price or Rental Range  From To be Determined for To: Each Project	1e. State and Federal Funding Sources (if any)	
1f. <input checked="" type="checkbox"/> Age Restricted  <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Lottery Date: To be Determined for Each Project Advertising: _____ Occupancy: _____		
1h. County <b>Hunterdon, Middlesex, Somerset</b>		1i. Census Tract(s):	
1j. Managing/Sales Agent's Name, Address, Phone Number To be Determined for Each Project			
1k. Application Fees (if any): To be Determined for Each Project			

(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

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

##### **Initial Randomization**

Applicants are selected at random before income-eligibility is determined, regardless of household size or desired number of bedrooms. The process is as follows:

After advertising is implemented, applications are accepted for between 60 to 90 days.

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. An applicant pool is created by listing applicants in the order selected.

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.

Eligible households are matched to available units based upon the number of bedrooms needed (and any other special requirements, such as the need for an accessible unit). If there are sufficient names remaining in the pool to fill future re-rental, 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 a new random selection process after fulfilling the affirmative marketing requirements. The new applicant pool will be added to the remaining list of applicants.

Lambertville has by ordinance provided that households that live or work in Housing Region 3 comprised of the following counties, Hunterdon, Middlesex, and Somerset shall be selected for an affordable housing unit before households from outside this region. Units that remain unoccupied after households who live or work in the region are exhausted, may be offered to the households outside the region.



### 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](http://www.njhrc.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
<b>TARGETS ENTIRE HOUSING REGION 3</b>			
Daily Newspaper			
<input checked="" type="checkbox"/>	One display ad beginning at the start of the marketing process	Star-Ledger	
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	<a href="http://www.triadhousingprogram.com">www.triadhousingprogram.com</a>	
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	Zillow	
<b>TARGETS PARTIAL COAH REGION 3</b>			
Daily Newspaper			
<input type="checkbox"/>		Home News Tribune	Middlesex, Somerset, Union
<input checked="" type="checkbox"/>	One display ad beginning at the start of the marketing process	Courier News	Somerset and Hunterdon
Weekly Newspaper			
<input checked="" type="checkbox"/>	One display ad during the marketing process	Al Dia	Philadelphia Area
<input type="checkbox"/>		Beacon	Hunterdon
<input type="checkbox"/>		Delaware Valley News	Hunterdon
<input type="checkbox"/>		Hunterdon County Democrat / Hunterdon Observer	Hunterdon
<input type="checkbox"/>		Hunterdon Review	Hunterdon
<input type="checkbox"/>		Amboy Beacon	Middlesex
<input type="checkbox"/>		Colonia Corner	Middlesex
<input type="checkbox"/>		Cranbury Press	Middlesex
<input type="checkbox"/>		East Brunswick Sentinel	Middlesex
<input type="checkbox"/>		Edison Sentinel	Middlesex

<input type="checkbox"/>		South Brunswick Post	Middlesex
<input type="checkbox"/>		South Plainfield Observer	Middlesex
<input type="checkbox"/>		Suburban, The	Middlesex
<input type="checkbox"/>		Princeton Packet	Middlesex, Somerset
<input type="checkbox"/>		Sentinel, The	Middlesex, Somerset
<input type="checkbox"/>		Atom Tabloid & Citizen Gazette	Middlesex, Union
<input type="checkbox"/>		Parsippany Life	Morris
<input type="checkbox"/>		Echoes Sentinel	Morris, Somerset
<input type="checkbox"/>		Bernardsville News	Somerset
<input type="checkbox"/>		Branchburg News	Somerset
<input type="checkbox"/>		Chronicle	Somerset
<input type="checkbox"/>		Hills-Bedminster Press	Somerset
<input type="checkbox"/>		Hillsborough Beacon	Somerset
<input type="checkbox"/>		Manville News	Somerset
<input type="checkbox"/>		Messenger-Gazette	Somerset
<input type="checkbox"/>		Reporter	Somerset
<input type="checkbox"/>		Somerset Spectator	Somerset
Monthly Newspaper			
<input type="checkbox"/>		About Our Town/Community News	Middlesex, Somerset
	<b>DURATION &amp; FREQUENCY OF OUTREACH</b>	<b>NAMES OF REGIONAL TV STATION(S)</b>	<b>CIRCULATION AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE</b>
<b>TARGETS ENTIRE HOUSING REGION 3</b>			
<input type="checkbox"/>		2 WCBS-TV Cbs Broadcasting Inc.	
<input type="checkbox"/>		3 KYW-TV Cbs Broadcasting Inc.	
<input type="checkbox"/>		4 WNBC NBC Telemundo License Co. (General Electric)	
<input type="checkbox"/>		5 WNYW Fox Television Stations, Inc. (News Corp.)	
<input type="checkbox"/>		6 WPVI-TV American Broadcasting Companies, Inc (Walt Disney)	
<input type="checkbox"/>		7 WABC-TV American Broadcasting Companies, Inc (Walt Disney)	

<input type="checkbox"/>		9 WWOR-TV Fox Television Stations, Inc. (News Corp.)	
<input type="checkbox"/>		10 WCAU NBC Telemundo License Co. (General Electric)	
<input type="checkbox"/>		11 WPIX Wpix, Inc. (Tribune)	
<input type="checkbox"/>		12 WHYY-TV Why, Inc.	
<input type="checkbox"/>		13 WNET Educational Broadcasting Corporation	
<input type="checkbox"/>		17 WPHL-TV Tribune Company	
<input type="checkbox"/>		31 WPXN-TV Paxson Communications License Company, Llc	
<input type="checkbox"/>		35 WYBE Independence Public Media Of Philadelphia, Inc.	
<input type="checkbox"/>		39 WLVT-TV Lehigh Valley Public Telecommunications Corp.	
<input type="checkbox"/>		41 WXTV Wxtv License Partnership, G.p. (Univision Communications Inc.)	
<input type="checkbox"/>		48 WGTW-TV Trinity Broadcasting Network	
<input type="checkbox"/>		50 WNJN New Jersey Public Broadcasting Authority	
<input type="checkbox"/>		52 WNJT New Jersey Public Broadcasting Authority	
<input type="checkbox"/>		57 WPSG Cbs Broadcasting Inc.	
<input type="checkbox"/>		58 WNJB New Jersey Public Broadcasting Authority	
<input type="checkbox"/>		61 WPPX Paxson Communications License Company, Llc	
<input type="checkbox"/>		63 WMBC-TV Mountain Broadcating Corporation	
<input type="checkbox"/>		65 WUVP-TV Univision Communications, Inc.	
<input type="checkbox"/>		68 WFUT-TV Univision New York Llc	Spanish
<b>TARGETS PARTIAL HOUSING REGION 3</b>			
<input type="checkbox"/>		16 WNEP-TV New York Times Co.	Hunterdon
<input type="checkbox"/>		46 W46BL Maranatha Broadcasting Company, Inc.	Hunterdon
<input type="checkbox"/>		51 WTVE Reading Broadcasting, Inc	Hunterdon (Christian)
<input type="checkbox"/>		25 W25BB New Jersey Public Broadcasting Authority	Hunterdon, Middlesex

<input type="checkbox"/>		22 WYOU Nexstar Broadcasting, Inc	Hunterdon, Somerset
<input type="checkbox"/>		28 WBRE-TV Nexstar Broadcasting, Inc.	Hunterdon, Somerset
<input type="checkbox"/>		44 WVIA-TV Ne Pa Ed Tv Association	Hunterdon, Somerset
<input type="checkbox"/>		56 WOLF-TV Wolf License Corp	Hunterdon, Somerset
<input type="checkbox"/>		60 WBPH-TV Sonshine Family Television Corp	Hunterdon, Somerset
<input type="checkbox"/>		69 WFMZ-TV Maranatha Broadcasting Company, Inc.	Hunterdon, Somerset
<input type="checkbox"/>		29 WTXF-TV Fox Television Stations, Inc. (News Corp.)	Middlesex, Somerset
<input type="checkbox"/>		47 WNJU NBC Telemundo License Co. (General Electric)	Middlesex, Somerset
<input type="checkbox"/>		66 WFME-TV Family Stations of New Jersey, Inc.	Middlesex, Somerset (Christian)
<input type="checkbox"/>		25 WNYE-TV New York City Dept. Of Info Technology & Telecommunications	Somerset

	DURATION & FREQUENCY OF OUTREACH	NAMES OF CABLE PROVIDER(S)	BROADCAST AREA
<b>TARGETS PARTIAL HOUSING REGION 3</b>			
<input type="checkbox"/>		Comcast of Northwest NJ, Southeast Pennsylvania	Partial Hunterdon
<input type="checkbox"/>		Patriot Media & Communications	Partial Hunterdon, Somerset
<input type="checkbox"/>		Service Electric Cable TV of Hunterdon	Partial Hunterdon
<input type="checkbox"/>		Cablevision of Raritan Valley	Partial Middlesex, Somerset
<input type="checkbox"/>		Comcast of Central NJ, NJ (Union System)	Partial Middlesex
<input type="checkbox"/>		Comcast of Plainfield	Partial Middlesex, Somerset

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL RADIO STATION(S)	BROADCAST AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
<b>TARGETS ENTIRE HOUSING REGION 3</b>			
AM			
<input type="checkbox"/>		WFAN 660	
<input type="checkbox"/>		WOR 710	
<input type="checkbox"/>		WABC 770	
<input type="checkbox"/>		WCBS 880	
<input type="checkbox"/>		WBBR 1130	

<input type="checkbox"/>		WWTR 1170	
<input type="checkbox"/>		WTTM 1680	Spanish, Asian, etc.
FM			
<input type="checkbox"/>		WFNY-FM 92.3	
<input type="checkbox"/>		WPAT-FM 93.1	Spanish
<input type="checkbox"/>		WNYC-FM 93.9	
<input type="checkbox"/>		WPST 94.5	
<input type="checkbox"/>		WFME 94.7	
<input type="checkbox"/>		WPLJ 95.5	
<input type="checkbox"/>		WQXR-FM 96.3	
<input type="checkbox"/>		WQHT 97.1	
<input type="checkbox"/>		WSKQ-FM 97.9	Spanish
<input type="checkbox"/>		WRKS 98.7	
<input type="checkbox"/>		WAWZ 99.1	Christian
<input type="checkbox"/>		WBAI 99.5	
<input type="checkbox"/>		WPHI-FM 100.3	
<input type="checkbox"/>		WCBS-FM 101.1	
<input type="checkbox"/>		WKXW-FM 101.5	
<input type="checkbox"/>		WQCD 101.9	
<input type="checkbox"/>		WNEW 102.7	
<input type="checkbox"/>		WPRB 103.3	
<input type="checkbox"/>		WKTU 103.5	
<input type="checkbox"/>		WWPR-FM 105.1	
<input type="checkbox"/>		WDAS-FM 105.3	
<input type="checkbox"/>		WLTW 106.7	
<b>TARGETS PARTIAL HOUSING REGION 3</b>			
AM			
<input type="checkbox"/>		WFIL 560	Hunterdon
<input type="checkbox"/>		WIP 610	Hunterdon
<input type="checkbox"/>		WAEB 790	Hunterdon
<input type="checkbox"/>		WCHR 1040	Hunterdon

<input type="checkbox"/>		WGPA 1100	Hunterdon
<input type="checkbox"/>		WEEX 1230	Hunterdon
<input type="checkbox"/>		WKAP 1470	Hunterdon
<input type="checkbox"/>		WRNJ 1510	Hunterdon
<input type="checkbox"/>		WWJZ 640	Hunterdon, Middlesex
<input type="checkbox"/>		WPHY 920	Hunterdon, Middlesex
<input type="checkbox"/>		WPHT 1210	Hunterdon, Middlesex
<input type="checkbox"/>		WBUD 1260	Hunterdon, Middlesex
<input type="checkbox"/>		WMCA 570	Middlesex (Christian)
<input type="checkbox"/>		WIMG 1300	Middlesex
<input type="checkbox"/>		WCTC 1450	Middlesex, Somerset
FM			
<input type="checkbox"/>		WRTI 90.1	Hunterdon
<input type="checkbox"/>		WCVH 90.5	Hunterdon
<input type="checkbox"/>		WHYY-FM 90.9	Hunterdon
<input type="checkbox"/>		WXTU 92.5	Hunterdon
<input type="checkbox"/>		WAEB-FM 104.1	Hunterdon
<input type="checkbox"/>		WFKB 107.5	Hunterdon
<input type="checkbox"/>		WMMR 93.3	Hunterdon, Middlesex
<input type="checkbox"/>		WYSP 94.1	Hunterdon, Middlesex
<input type="checkbox"/>		WBEN-FM 95.7	Hunterdon, Middlesex
<input type="checkbox"/>		WRDW-FM 96.5	Hunterdon, Middlesex
<input type="checkbox"/>		WOGL 98.1	Hunterdon, Middlesex
<input type="checkbox"/>		WUSL 98.9	Hunterdon, Middlesex
<input type="checkbox"/>		WIOQ 102.1	Hunterdon, Middlesex
<input type="checkbox"/>		WMGK 102.9	Hunterdon, Middlesex
<input type="checkbox"/>		WJJZ 106.1	Hunterdon, Middlesex
<input type="checkbox"/>		WKDN 106.9	Hunterdon, Middlesex (Christian)
<input type="checkbox"/>		WAXQ 104.3	Hunterdon, Middlesex, Somerset
<input type="checkbox"/>		WNTI 91.9	Hunterdon, Somerset
<input type="checkbox"/>		WZZO 95.1	Hunterdon, Somerset

<input type="checkbox"/>		WCTO 96.1	Hunterdon, Somerset
<input type="checkbox"/>		WLEV 100.7	Hunterdon, Somerset
<input type="checkbox"/>		WNJT-FM 88.1	Middlesex
<input type="checkbox"/>		WRSU-FM 88.7	Middlesex
<input type="checkbox"/>		WWFM 89.1	Middlesex
<input type="checkbox"/>		WWPH 107.9	Middlesex
<input type="checkbox"/>		WDVR 89.7	Middlesex, Somerset
<input type="checkbox"/>		WVPH 90.3	Middlesex, Somerset
<input type="checkbox"/>		WMGQ 98.3	Middlesex, Somerset
<input type="checkbox"/>		WBLS 107.5	Middlesex, Somerset

3d. Other Publications (such as neighborhood newspapers, religious publications, and organizational newsletters) (Check all that applies)

		NAME OF PUBLICATIONS	OUTREACH AREA	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
<b>TARGETS ENTIRE HOUSING REGION 3</b>				
Weekly				
<input checked="" type="checkbox"/>	One display ad during the marketing process	Al Dia	Philadelphia Area	Spanish-Language
Monthly				
<input type="checkbox"/>		Sino Monthly	North Jersey/NYC area	Chinese-American
<b>TARGETS PARTIAL HOUSING REGION 3</b>				
Daily				
<input type="checkbox"/>		24 Horas	Bergen, Essex, Hudson, Middlesex, Passaic, Union Counties	Portuguese-Language
Weekly				
<input type="checkbox"/>		Arab Voice Newspaper	North Jersey/NYC area	Arab-American
<input type="checkbox"/>		Catholic Advocate, The	Essex County area	Catholic
<input type="checkbox"/>		La Voz	Hudson, Union, Middlesex Counties	Cuban community
<input type="checkbox"/>		Amerika Magyar Nepszava (American Hungarian Peoples' Voice)	Central/North Jersey	Hungarian-Language
<input type="checkbox"/>		New Jersey Jewish News	Northern and Central New	Jewish

			Jersey	
<input type="checkbox"/>		Nuestra Comunidad	Central/South Jersey	Spanish-Language
<input type="checkbox"/>		Desi NJ	Central Jersey	South Asian
<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
<b>Hunterdon County</b>			
<b>X</b>	Flyers to be mailed at beginning of Marketing	Merck & Co	1 Merck Dr, Whitehouse Station
<b>X</b>	Flyers to be mailed at beginning of Marketing	Hunterdon Medical Center	2100 Wescott Drive Flemington, NJ 08822
<b>X</b>	Flyers to be mailed at beginning of Marketing	Foster Wheeler	Perryville Corporate Park Clinton, NJ , 08809-4000
<b>X</b>	Flyers to be mailed at beginning of Marketing	ChubbInsurance co.	202 Halls Mill Rd Whitehouse Station, NJ 08889
<b>X</b>	Flyers to be mailed at beginning of Marketing	Exxonmobil Research & Engineering	1545 US Highway 22 E Annandale, NJ 08801
<b>X</b>	Flyers to be mailed at beginning of Marketing	New York Life	110 Cokesbury Rd, Lebanon
<b>Middlesex County</b>			
<b>X</b>	Flyers to be mailed at beginning of Marketing	Bristol-Myers Squibb	1 Squibb Dr, New Brunswick, nj 08901
<b>X</b>	Flyers to be mailed at beginning of Marketing	Merrill Lynch & Company	800 Scudders Mill Rd, Plainsboro
<b>X</b>	Flyers to be mailed at beginning of Marketing	Johnson & Johnson	1 Johnson & Johnson Plaza
<b>X</b>	Flyers to be mailed at beginning of Marketing	Prudential Insurance Company	44 Stelton Rd # 130, Piscataway
<b>X</b>	Flyers to be mailed at beginning of Marketing	Robert Wood Johnson University Hospital	1 Robert Wood Johnson Pl, New Brunswick, NJ 08901
<b>X</b>	Flyers to be mailed at beginning of Marketing	Silverline Building Products	207 Pond Ave Middlesex, NJ 08846
<b>X</b>	Flyers to be mailed at beginning of Marketing	St. Peter's University Hospital	254 Easton Ave, New Brunswick



X	Flyers to be mailed at beginning of Marketing	Telcordia Technology	444 Hoes Ln, Piscataway
X	Flyers to be mailed at beginning of Marketing	J.F.K. Medical Center	65 James Street Edison, NJ 08818
X	Flyers to be mailed at beginning of Marketing	Raritan Bay Medical Center	530 New Brunswick Av Perth Amboy, NJ 08861
X	Flyers to be mailed at beginning of Marketing	Amerada Hess Corporation	405 Main St, Woodbridge and 679 Convery Blvd, Perth Amboy
X	Flyers to be mailed at beginning of Marketing	Dow Jones & Company	54 Eddington LN, Monroe Twp
X	Flyers to be mailed at beginning of Marketing	Siemens AG	755 College Rd E, Princeton
X	Flyers to be mailed at beginning of Marketing	AT&T	1 Highway Ter, Edison
X	Flyers to be mailed at beginning of Marketing	Engelhard Corporation	101 Wood Ave S, Metuchen
Somerset County			
X	Flyers to be mailed at beginning of Marketing	AT&T	1414 Campbell St Rahway
X	Flyers to be mailed at beginning of Marketing	ABC Limousine	574 Ferry St Newark
X	Flyers to be mailed at beginning of Marketing	Bloomberg LP	1350 Liverty Ave Hillside
X	Flyers to be mailed at beginning of Marketing	Courier News	1091 Lousons Road PO Box 271 Union, NJ
X	Flyers to be mailed at beginning of Marketing	Emcore Corp	800 Rahway Ave Union, NJ
X	Flyers to be mailed at beginning of Marketing	Ethicon Inc	1515 West Blancke Street Bldgs 1501 and 1525 Linden, NJ
X	Flyers to be mailed at beginning of Marketing	Fedders Corp	27 Commerce Drive Cranford, nj
X	Flyers to be mailed at beginning of Marketing	ICI Americas Inc.	450 West First Ave Roselle,nj
X	Flyers to be mailed at beginning of Marketing	ITW Electronic Componenet Packaging	600 Mountain Ave Murray Hill,NJ
X	Flyers to be mailed at beginning of Marketing	Johnson & Johnson	1 Merck Drive PO Box 2000 (RY60-200E) Rahway, NJ

X	Flyers to be mailed at beginning of Marketing	Ortho-Clinical Diagnostics Inc	1401 Park Ave South Linden
X	Flyers to be mailed at beginning of Marketing	Hooper Holmes Inc	170 Mount Airy Rd. Basking Ridge, NJ 07920
<b>Community Contacts (names of community groups/organizations throughout the housing region who will receive direct notification of the availability of affordable housing units and who will be asked to post advertisements and distribute flyers and application forms regarding available affordable housing to their constituencies).</b>			
Name of Group/Organization		Outreach Area	Racial/Ethnic Identification of Readers/Audience
<p>New Brunswick Chapter NAACP PO Box 235 New Brunswick 08903</p> <p>Perth Amboy Chapter NAACP PO Box 1219 Perth Amboy 08861</p> <p>Plainfield Area Chapter NAACP PO Box 368 Plainfield 07060</p> <p>Metuchen/Edison Area Chapter NAACP PO Box 86 Edison, NJ 08818</p> <p>New Jersey NAACP Conference 13 West Front Street     Trenton, NJ</p> <p>United Way of Hunterdon County 4 Walter E. Foran Boulevard, Suite 401 Flemington NJ, 08822</p> <p>Interfaith Hospitality Network of Somerset County NJ, 98 West End Avenue, Somerville, NJ 08876</p> <p>Catholic Charities 383 W State Street Trenton, NJ 08607</p> <p>Anti-Poverty Network     of NJ 272 Dunns Mill Road, Acme Commons Center, #327, Bordentown, NJ 08505</p>		Region 3	Multi-racial/ethnic
			When affordable housing units become available, notice of such availability to be provided, and application forms, flyers and advertising posters to be mailed at the initiation of Marketing

<p>American Red Cross 707 Alexander Road, Suite 101 Princeton, NJ 08540</p> <p>Hunterdon/Somerset Association of Realtors</p> <p>3461 US Highway 22 East, Building B Branchburg, NJ 08876</p> <p>Hunterdon County Department of Human Services Division of Social Services PO Box 2900 6 Gauntt Place Flemington, NJ 08822</p> <p>Middlesex County Board of Social Services 181 How Lane New Brunswick, NJ 08903</p> <p>Somerset County Board of Social Services PO Box 936 73 East High Street Somerville, NJ 08876</p> <p>Fair Share Housing Center 510 Park Boulevard Cherry Hill, New Jersey 08002</p> <p>Fair Share Housing Development One Ethel Lawrence Boulevard Mount Laurel, New Jersey 08054</p> <p>Latino Action Network P.O. Box 943 Freehold, New Jersey 07728</p> <p>NORWESCAP Housing and Energy Services 350 Marshall Street Phillipsburg NJ 0886</p> <p>Supportive Housing Association 15 Alden Street, #14 Cranford, New Jersey 07016</p> <p>Central Jersey Housing Resource Center 600 First Avenue Suite 3 Raritan, NJ 08869</p> <p>Somerset County Coalition 600 1st Ave Ste 3, Raritan, NJ 08869</p> <p>Fisherman's Mark 37 South Main Street</p>			
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@ Hibernia Fire House Lambertville, NJ 08530			
Hunterdon Hispanos 47 E Main St, Flemington, NJ 08822			

#### 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)		
	<b>BUILDING</b>	<b>LOCATION</b>
X	Middlesex County Administration Bldg	75 Bayard, New Brunswick, NJ 08903
X	Somerset County Admin. Bldg	20 Grove Street, Somerville, NJ 08876
X	Hunterdon County Administration Building	71 Main Street - Building #1, 1st Floor PO Box 2900. Flemington, New Jersey 08822-2900
X	Middlesex County Public Library	1300 Mountain Avenue Middlesex, NJ 08846
X	Somerset County Library Headquarters	1 Vogt Drive, Bridgewater, NJ 08807
X	Hunterdon County Library Headquarters	314 State Highway 12, Flemington, NJ 08822
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)		
City of Lambertville 18 York Street - Lambertville, NJ 08530 Telephone: 609.397.0110 City of Lambertville Public Library 6 Lilly Street Lambertville, NJ 08530		
4c. Sales/Rental Office for units (if applicable) – To be Determined for Each Project		

#### 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).	
<i>Katherine Packowski</i>	<i>October 6, 2018</i>
Katherine Packowski Triad Associates/Administrative Agent for City of Lambertville	Date