

EXHIBIT A

**BOROUGH OF MENDHAM
COUNTY OF MORRIS, STATE OF NEW JERSEY**

Affordable Housing

Affirmative Marketing Plan

Borough of Mendham Municipal Building
2 West Main Street
Mendham, NJ 07945
(973) 543-7152

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Overview

All affordable units are required to be affirmatively marketed using the Borough of Mendham's Affirmative Marketing Plan. An Affirmative Marketing Plan is a regional marketing strategy designed to attract households 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 an Administrative Agent or a developer, sponsor, owner or property manager of affordable housing. The primary objectives of an Affirmative Marketing Plan are to target households who are least likely to apply for affordable housing, and to target households throughout the entire housing region in which the units are located.

The Borough of Mendham provides this Affirmative Marketing Plan for any affordable housing within the Borough. Individual projects may develop their own affirmative marketing plan in compliance with this plan.

Every Affirmative Marketing Plan must include all of the following:

1. Publication of at least one advertisement in a newspaper of general circulation within the housing region;
2. Broadcast of at least one advertisement by radio or television throughout the housing region; and
3. At least one additional regional marketing strategy such as a neighborhood newspaper, religious publication, organizational newsletter, advertisement(s) with major employer(s), or notification through community and regional organizations such as non-profit, religious, and civic organizations.

For each affordable housing opportunity within the municipality, the Affirmative Marketing Plan must include the following information:

1. The address of the project and development name, if any;
2. The number of rental units;
3. The price ranges of the rental units;
4. The name and contact information of the Municipal Housing Liaison, Administrative Agent, property manager, or landlord;
5. A description of the Random Selection method that will be used to select applicants for affordable housing; and
6. Disclosure of required application fees, if any.

Advertisements must contain the following information for each affordable housing opportunity:

1. Location of the units;
2. Directions to the units;

3. Range of prices for the units;
4. Size, as measured in bedrooms, of units;
5. The maximum income permitted to qualify for the housing units;
6. The locations of applications for the housing units;
7. The business hours when interested households may obtain an application for a housing unit; and
8. Application fees, if any.

Regional Preference

The Borough of Mendham has provided that households that live or work in Housing Region #2 (comprised of Essex, Morris, Union, and Warren Counties) shall be selected for an affordable housing unit before households from outside of 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.

Implementation

The affirmative marketing process for affordable units shall begin at least four months prior to expected occupancy. In implementing the marketing program, the Administrative Agent shall undertake all of the strategies outlined in the Borough of Mendham's Affirmative Marketing Plan. Advertising and outreach shall take place during the first week of the marketing program and each month thereafter until all the units have been sold. Applications for affordable housing shall be available in several locations in accordance with the Affirmative Marketing Plan. The time period when applications will be accepted will be posted with the applications. Applications shall be mailed to prospective applicants upon request.

All newspaper articles, announcements and requests for applications for low- and moderate-income units will appear in the following daily regional newspapers/publications when units are available and there is no wait list for existing units and when any new units may be constructed in the future:

1. The Star Ledger
2. The Daily Record

The primary marketing will take the form of at least one (1) press release sent to the above publications and a paid display advertisement in each of the above newspapers. Additional advertising and publicity will be on an as-needed basis. The advertisement will include a description of the:

1. Location of the units;
2. Directions to the units;
3. Range of prices for the units;
4. Size, as measured in bedrooms, of units;

5. Maximum income permitted to qualify for the units;
6. Location of applications;
7. Business hours when interested households may obtain an application; and
8. Application fees.

All newspaper articles, announcements and requests for applications for low- and moderate-income housing will appear in the following neighborhood-oriented weekly newspapers, religious publications and organizational newsletters within the region:

1. The Star Ledger
2. The Daily Record

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.

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. Station(s) Choose stations from Attachment A.

The Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Essex, Morris, Union, and Warren Counties that will aid in the affirmative marketing program with particular emphasis on those contacts that are able to 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 #2 (attached to and hereby made part of this Resolution) as well as the following entities:

1. Quarterly informational flyers and applications shall be sent to the Essex, Morris, Union, and Warren Counties' Boards of Realtors for publication in their journals and for circulation among their members; and
2. Quarterly informational circulars and applications shall be sent to the administrators of each of the following agencies within the municipalities and counties of Essex, Morris, Union, and Warren.

Applications will be mailed to prospective applicants upon request.

The following is the location of applications, brochure(s), signs and/or poster(s) used as part of the affirmative program, including specific employment centers within the region:

1. Municipal Building: 2 West Main Street, Mendham, NJ 07945
2. Municipal Library: 10 Hilltop Road, Mendham, NJ 07945

The following is the community contact person who will aid the affirmative marketing program:

Municipal Housing Liaison
2 West Main Street
Mendham, NJ 07945
(973) 543-7152

Additionally, quarterly informational circulars and applications for new units which may be constructed in the future will be sent to the chief administrative employees of each of the following agencies in the counties of Essex, Morris, Union, and Warren:

1. Welfare or Social Service Board;
2. Rental assistance office (local office of DCA);
3. Office on Aging.
4. Housing Agency or Authority.
5. County Library.
6. Area community action agencies.

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. Borough of Mendham Administrative Offices;
2. Borough of Mendham website;
3. Developer's Sales/Rental Offices;
4. Essex, Morris, Union, and Warren Counties' Administration Buildings;
5. Essex, Morris, Union, and Warren Counties' Libraries (all branches); and
6. Other public buildings and agencies as deemed appropriate by the Administrative Agent.

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, the New Jersey State Conference of the NAACP, the Latino Action Network, County NAACP, Newark NAACP, East Orange NAACP, Housing Partnership for Morris County, Community Access Unlimited, Inc., Northwest New Jersey Community Action Program, Inc. (NORWESCAP), Homeless Solutions of Morristown, and the Supportive Housing Association for dissemination to their respective constituents. In addition, the foregoing entities shall be notified directly whenever an affordable housing unit(s) becomes available in the Borough of Mendham.

The following is a listing of community contact person(s) and/or organizations in Essex, Morris, Union, and Warren Counties that will aid in the affirmative marketing program and provide guidance and counseling services to prospective occupants of very low-, low-and moderate-income units:

1. Boonton Housing Authority: 125 Chestnut Street, Boonton;
<https://www.shelterlistings.org/details/32138>
2. Catholic Charities Diocese of Paterson: 777 Valley Road, Clifton,
<https://www.catholiccharities.org>

3. Community Hope, Inc.: (973) 463-9600; 959 Route 46 East, Suite 402, Parsippany
4. Eric Johnson House: (973) 326-9636; 44 South Street, Morristown
5. Family Promise of Morris County: P.O. Box 1494, Morristown;
<https://www.familypromise.org>
6. Homeless Solutions: 6 Dumont Place, Suite 3, Morristown;
<https://www.homelessolutions.org>
7. Hope House Catholic Charities: (973)895-3143; 11 Forrest Road, Randolph
8. Housing Partnership Neighborworks Home Ownership Center: 2 East Blackwell Street, Dover; <https://www.housingpartnershipnj.org>
9. Jersey Battered Women's Service, Inc.: P.O. Box 1437, Morristown, <https://www.jbws.org>
10. Madison Affordable Housing Corporation: 24 Central Avenue, Madison;
<https://affordablehousingonline.com/housing-authority/New-Jersey/Housing-Authority-of-the-Borough-of-Madison/NJ105>
11. Market Street Mission: 9 Market Street, Morristown; <https://www.marketstreet.org>
12. Morris County Affordable Housing Corp.: 99 Ketch Road, Morristown;
<https://housing.morriscountynj.gov/housingcorp>
13. Morris County Human Services: 340 West Hanover Avenue, Morristown;
<https://hs.morriscountynj.gov/services-list/>
14. Morris County Human Services Office of Community Development: P.O. Box 900, Morristown; <https://hs.morriscountynj.gov/community/>
15. Mrs. Wilson's Halfway House for Women: 7 Industrial Road, #301, Pequannock;
<https://newbridge.org>
16. Our Place Day Shelter: (973)539-9920; 51 Washington Street; Morristown
17. The Housing Partnership: 2 East Blackwell Street, Suite 12, Dover;
<https://www.housingpartnershipnj.org/>
18. Urban League of Morris County: 300 Madison Avenue, Suite A, Morristown;
<https://www.ulmcnj.org>

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 (I). The Affirmative Marketing Plan shall provide a regional preference for very low-, low- and moderate-income households that live and/or work in Housing Region #2, comprised of Essex, Morris, Union, and Warren Counties. 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 municipality prior to the affirmative marketing of the units.

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.

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. In addition, it shall be the responsibility of the Administrative Agent to inform owners of affordable units and prospective occupants of affordable units of the Borough's affordability assistance programs and to assist with the implementation of such programs.

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.

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 thereafter upon the re-sale or re-rental of an affordable unit for as long as an affordable unit remains deed restricted.

The Administrative Agent shall provide the Affordable Housing Liaison with the information required to comply with monitoring and reporting requirements pursuant to the Borough's adopted Affordable Housing Ordinance.

An applicant pool will be maintained by the Administrative Agent for re-rentals.

1. When a re-rental affordable unit becomes available Administrative Agent will select applicants from the applicant pool and, if necessary, the unit will be affirmatively marketed as described above. The selection of applicants from the applicant pool is described in more detail in this manual under the section **Random Selection & Applicant Pool(s)**.

Sample Advertisement for Available Rental Units

The **Town/Township/Borough** of **municipality** hereby announces that **# affordable housing units** will be available for rent in the **name of development/project**. The housing is under development by **developer** and is available for **type of income** households. **Development** is located at **address, description**.

The affordable housing available includes rents from **\$\$,###/month** and includes **#-bedroom units**. Utilities are included (if applicable). Interested households will be required to submit **application, documentation if applicable, and any other requirements** in order to qualify. The maximum household incomes permitted are **\$41,471 for a one person household, \$47,395 for a two person household, \$53,320 for a three person household, \$59,244 for a four person household, \$63,984 for a five person household, and \$69,723 for a six person household**. Once certified, households will be matched to affordable units through a lottery system. All successful applicants will be required to demonstrate the ability to pay a security deposit (**requirements of security deposit**).

Applications are available at **Location(s), hours of operation**. Applications can also be requested via mail by calling **Realtor** at **Phone #**. Applications will be accepted until **mm/dd/yy** and there is a **\$5 fee for the credit check**.

Visit www.njhousing.gov or call 1-877-428-8844 for more affordable housing opportunities.

Although any income eligible households may apply, workers of **[Insert counties in the COAH Housing regional preference zone]**; Morris County will be selected before residents of other counties or states.

Sample Public Service Announcement

10 second slot:

Affordability priced homes available in Mayberry Borough. Income restrictions apply. Call (800) 555-1234 for information.

30-35 second slot:

Affordably priced, brand new two, three, and four-bedroom attractive homes with nice amenities are available at the Equality at Mayberry Development in desirable Mayberry Borough. Call A Home For You at (800) 555-1234 for information on sales prices and income limits and to get a pre-application. The deadline to submit a pre-application is August 1, 2020, so don't delay. These homes are in accordance with State requirements for low- and moderate-income housing.

Random Selection & Applicant Pool(s)

The following is a description of the random selection method that will be used to select occupants for low- and moderate-income housing:

There will be a period in which to complete and submit applications. Households that have completed applications in that timeframe and have been determined that they are income eligible will be randomly selected to establish an order (service list) in which they will be evaluated by the Administrative Agent for the available unit(s). A copy of the first page of the applications will be folded and placed in a container of sufficient size to allow the applications to be randomly mixed. Once mixed, all applications will be drawn one by one from the container until none are left. The first application drawn will be the first position on the service list, and so on.

At least two people will be present during a random selection and both will sign the resulting service list as having participated and/or witnessed the random selection. Once the applicant is placed on the service list, they shall remain in that position until they are served or asked to be withdrawn from the list. Applicants on the service list shall not be a part of any future random selections. If the household on the list is not of an appropriate household size, income or does not live or work in the Housing Region, that applicant will be skipped and the next applicant household with sufficient income will be evaluated for the available unit. This will continue until a properly sized household with sufficient income or purchase or rent the unit is reached.

The applicant household will be required to submit a complete application to establish their eligibility as defined by the Fair Housing Act. If the end of the service list is reached before an appropriately-sized household that lives or works in the New Jersey Housing Region is identified the Administrative Agent will review skipped households in the order of the random selection. Households that live or work in the Housing Region that are smaller than the ideal household size, as defined by the Borough's Affordable Housing Ordinance, will be considered next.

Any applicants that are skipped for size, income or regional preference will remain on the list and continue to be considered for future restricted units in the order in which they were selected in the random selection.

Unless applicants ask to be removed from the list or become ineligible for assistance, or are unresponsive to our communications, they will remain on the service list. Therefore, these applicants will not need to be in future random selections. Instead, the service order created by future random selections will be placed at the end of the service list set by all prior random selections.

If there are sufficient names remaining on the service list to fill two years of resales and rentals, the applicant pool may be closed by the Administrative Agent. The Administrative Agent will notify the Borough in writing if it intends to close the waiting list. Any households calling or writing to express their interest in an affordable home will be directed to call back on a future date determined by the Administrative Agent. When the applicant pool is being depleted to a point where there is not a sufficient number of people to fill two (2) years of re-sales or rentals, the Administrative Agent will re-open the pool and conduct a new random selection process after fulfilling the affirmative marketing requirements. The service list established by subsequent random selection shall be added to the end of the previous service list.

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:

1. After advertising is implemented, applications are accepted for 120 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. Households are informed of the date, time and location of the lottery and invited to attend.
4. An applicant pool is created by listing applicants in the order selected.
5. Applications are reviewed for income-eligibility.
6. 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.
7. Eligible households are matched to available units based upon the number of bedrooms needed (and any other special requirements, such as [regional preference or] the need for an accessible unit).
8. If there are sufficient names remaining in the pool to fill future re-rental, the applicant pool shall be closed.
9. 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.

Randomization After Certification

Random selection is conducted when a unit is available, and only certified households seeking the type and bedroom size of the available unit are placed in the lottery. The process is as follows:

1. After advertising is implemented, applications are accepted for 120 days.
2. All applications are reviewed and households are either certified or informed of non-eligibility. (The certification is valid for 180 days, and may be renewed by updating income-verification information.)

3. Eligible households are placed in applicant pools based upon the number of bedrooms needed (and any other special requirements, such as regional preference or the need for an accessible unit)
4. When a unit is available, only the certified households in need of that type of unit are selected for a lottery.
5. Households are informed of the date, time, and location of the lottery and invited to attend.
6. After the lottery is conducted, the first household selected is given 3 days to express interest or disinterest in the unit. (If the first household is not interested in the unit, this process continues until a certified household selects the unit.)
7. Applications are accepted on an ongoing basis, certified households are added to the pool for the appropriate household income and size categories, and advertising and outreach is ongoing, according to the Affirmative Marketing Plan.

Matching Households to Available Units

1. In referring certified households to specific restricted units, to the extent feasible, and without causing an undue delay in occupying the unit, the Administrative Agent shall strive to implement the following policies:
 - a. Maximum of two person per bedroom;
 - b. Children of same sex in same bedroom;
 - c. Unrelated adults or persons of the opposite sex other than husband and wife in separate bedrooms;
 - d. Children not in same bedroom with parents;
 - e. Provide an occupant for each unit bedroom;
 - f. Provide children of different sex with separate bedrooms;
 - g. Require that all the bedrooms be used as bedrooms; and
 - h. Require that a couple requesting a two-bedroom unit provide a doctor's note justifying such request.

In no case shall a household be referred to an affordable housing unit that provides for more than one additional bedroom per household occupancy as stated in the policies above.

The Administrative Agent cannot require an applicant household to take an affordable unit with a greater number of bedrooms, as long as overcrowding is not a factor.

A household can be eligible for more than one unit category, and should be placed in the applicant pool for all categories for which it is eligible.

ATTACHMENT A

Affirmative Fair Housing Marketing Plan
For Affordable Housing in Region #2

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

For Affordable Housing in **(REGION 2)**

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number		1b. Development or Program Name, Address	
1c. Number of Affordable Units: Number of Rental Units: Number of For-Sale Units:	1d. Price or Rental Range From To	1e. State and Federal Funding Sources (if any)	
1f. ☐ Age Restricted ☐ Non-Age Restricted	1g. Approximate Starting Dates Advertising: Occupancy:		
1h. County Essex, Morris, Union, Warren		1i. Census Tract(s):	
1j. Managing/Sales Agent's Name, Address, Phone Number			
1k. Application Fees (if any):			

(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.

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.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 2			
Daily Newspaper			
☐		Star-Ledger	
☐		New York Times	
TARGETS PARTIAL HOUSING REGION 2			
Daily Newspaper			
☐		Daily Record	Morris
☐		Express Times	Warren
Weekly Newspaper			
☐		Belleville Post	Essex
☐		Belleville Times	Essex
☐		Bloomfield Life	Essex
☐		East Orange Record	Essex
☐		Glen Ridge Paper	Essex
☐		Glen Ridge Voice	Essex

☐		Independent Press	Essex
☐		Irvington Herald	Essex
☐		Item of Millburn and Short Hills	Essex
☐		Montclair Times	Essex
☐		News-Record	Essex
☐		Nutley Journal	Essex
☐		Nutley Sun	Essex
☐		Observer	Essex
☐		Orange Transcript	Essex
☐		Progress	Essex
☐		Vailsburg Leader	Essex
☐		Verona-Cedar Grove Times	Essex
☐		West Essex Tribune	Essex
☐		West Orange Chronicle	Essex
☐		Atom Tabloid & Citizen Gazette	Middlesex, Union
☐		Chatham Courier	Morris
☐		Chatham Independent Press	Morris
☐		Citizen of Morris County	Morris
☐		Florham Park Eagle	Morris
☐		Hanover Eagle	Morris

☐		Madison Eagle	Morris
☐		Morris News Bee	Morris
☐		Mt. Olive Chronicle	Morris
☐		Neighbor News	Morris
☐		Randolph Reporter	Morris
☐		Roxbury Register	Morris
☐		Parsippany Life	Morris
☐		Clark Patriot	Union
☐		Cranford Chronicle	Union
☐		Echo Leader	Union
☐		Elizabeth Reporter	Union
☐		Hillside Leader	Union
☐		Leader of Kenilworth & Roselle Park	Union
☐		Madison Independent Press, The	Union
☐		Millburn and Short Hills Independent Press	Union
☐		News Record	Union
☐		Record-Press	Union
☐		Scotch Plains Times (Fanwood Times)	Union
☐		Spectator Leader	Union
☐		Union Leader	Union

☐		Warren Reporter	Warren
	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL TV STATION(S)	CIRCULATION AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
TARGETS ENTIRE HOUSING REGION 2			
☐		2 WCBS-TV Cbs Broadcasting Inc.	
		3 KYW-TV Cbs Broadcasting Inc.	
☐		4 WNBC NBC Telemundo License Co. (General Electric)	
☐		5 WNYW Fox Television Stations, Inc. (News Corp.)	
☐		7 WABC-TV American Broadcasting Companies, Inc (Walt Disney)	
☐		9 WWOR-TV Fox Television Stations, Inc. (News Corp.)	
☐		11 WPIX Wpix, Inc. (Tribune)	
☐		13 WNET Educational Broadcasting Corporation	
☐		25 WNYE-TV New York City Dept. Of Info Technology & Telecommunications	
☐		31 WPXN-TV Paxson Communications License Company, Llc	
☐		41 WXTV	

		Wxtv License Partnership, G.p. (Univision Communications Inc.)	
☐		47 WNJU NBC Telemundo License Co. (General Electric)	
☐		50 WNJN New Jersey Public Broadcasting Authority	
☐		52 WNJT New Jersey Public Broadcasting Authority	
☐		54 WTBY-TV Trinity Broadcasting Of New York, Inc.	
☐		58 WNJB New Jersey Public Broadcasting Authority	
☐		62 WRNN-TV Wrnn License Company, Llc	
☐		63 WMBC-TV Mountain Broadcating Corporation	
☐		68 WFUT-TV Univision New York Llc	Spanish
TARGETS PARTIAL HOUSING REGION 2			
☐		42 WKOB-LP Nave Communications, Llc	Essex
☐		22 WMBQ-CA Renard Communications Corp.	Essex, Morris, Union
☐		66 WFME-TV Family Stations Of New Jersey, Inc.	Essex, Morris, Union
☐		21 WLIW Educational Broadcasting Corporation	Essex, Union

☐		60 W60AI Ventana Television, Inc	Essex, Union
☐		36 W36AZ New Jersey Public Broadcasting Authority	Morris
☐		6 WPVI-TV American Broadcasting Companies, Inc (Walt Disney)	Morris, Union, Warren
☐		65 WUVP-TV Univision Communications, Inc.	Morris, Union, Warren
☐		23 W23AZ Centenary College	Morris, Warren
☐		28 WBRE-TV Nexstar Broadcasting, Inc.	Morris, Warren
☐		35 WYBE Independence Public Media Of Philadelphia, Inc.	Morris, Warren
☐		39 WLVT-TV Lehigh Valley Public Telecommunications Corp.	Morris, Warren
☐		44 WVIA-TV Ne Pa Ed Tv Association	Morris, Warren
☐		56 WOLF-TV Wolf License Corp	Morris, Warren
☐		60 WBPH-TV Sonshine Family Television Corp	Morris, Warren
☐		69 WFMZ-TV Maranatha Broadcasting Company, Inc.	Morris, Warren
☐		10 WCAU NBC Telemundo License Co. (General Electric)	Warren
☐		16 WNEP-TV New York Times Co.	Warren

☐		17 WPHL-TV Tribune Company	Warren
☐		22 WYOU Nexstar Broadcasting, Inc.	Warren
☐		29 WTXF-TV Fox Television Stations, Inc. (News Corp.)	Warren
☐		38 WSWB Mystic Television of Scranton Llc	Warren
☐		48 WGTW-TV Trinity Broadcasting Network	Warren
☐		49 W49BE New Jersey Public Broadcasting Authority	Warren
☐		55 W55BS New Jersey Public Broadcasting Authority	Warren
☐		57 WPSG Cbs Broadcasting Inc.	Warren
☐		61 WPPX Paxson Communications License Company, Llc	Warren
	DURATION & FREQUENCY OF OUTREACH	NAMES OF CABLE PROVIDER(S)	BROADCAST AREA
TARGETS PARTIAL HOUSING REGION 2			
☐		Cablevision of Newark	Partial Essex
☐		Comcast of NJ (Union System)	Partial Essex, Union
☐		Cablevision of Oakland	Partial Essex, Morris
☐		Cable Vision of Morris	Partial Morris

☐		Comcast of Northwest NJ	Partial Morris, Warren
☐		Patriot Media & Communications	Partial Morris
☐		Service Electric Broadband Cable	Partial Morris, Warren
☐		Cablevision of Elizabeth	Partial Union
☐		Comcast of Plainfield	Partial Union
☐		Cable Vision of Morris	Partial Warren
☐		Service Electric Cable TV of Hunterdon	Partial Warren

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL RADIO STATION(S)	BROADCAST AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
TARGETS ENTIRE HOUSING REGION 2			
AM			
☐		WFAN 660	
☐		WOR 710	
☐		WABC 770	
FM			
☐		WFNY-FM 92.3	
☐		WPAT-FM 93.1	Spanish
☐		WNYC-FM 93.9	
☐		WFME 94.7	Christian
☐		WPLJ 95.5	

☐		WQXR-FM 96.3	
☐		WQHT 97.1	
☐		WRKS 98.7	
☐		WAWZ 99.1	Christian
☐		WHTZ 100.3	
☐		WCBS-FM 101.1	
☐		WKXW-FM 101.5	
☐		WQCD 101.9	
☐		WNEW 102.7	
☐		WKTU 103.5	
☐		WAXQ 104.3	
☐		WWPR-FM 105.1	
☐		WLTW 106.7	
TARGETS PARTIAL HOUSING REGION 2			
AM			
☐		WWRL 1600	Essex
☐		WXMC 1310	Essex, Morris
☐		WWRV 1330	Essex, Morris (Spanish)
☐		WZRC 1480	Essex, Morris (Chinese/Cantonese)
☐		WMCA 570	Essex, Morris, Union (Christian)

☐		WNYC 820	Essex, Morris, Union
☐		WCBS 880	Essex, Morris, Union
☐		WPAT 930	Essex, Morris, Union (Caribbean, Mexican, Mandarin)
☐		WWDJ 970	Essex, Morris, Union (Christian)
☐		WINS 1010	Essex, Morris, Union
☐		WEPN 1050	Essex, Morris, Union
☐		WKMB 1070	Essex, Morris, Union (Christian)
☐		WBBR 1130	Essex, Morris, Union
☐		WLIB 1190	Essex, Morris, Union (Christian)
☐		WMTR 1250	Essex, Morris, Union
☐		WADO 1280	Essex, Morris, Union (Spanish)
☐		WNSW 1430	Essex, Morris, Union (Portuguese)
☐		WJDM 1530	Essex, Morris, Union (Spanish)
☐		WQEW 1560	Essex, Morris, Union
☐		WWRU 1660	Essex, Morris, Union (Korean)
☐		WCTC 1450	Union
		WCHR 1040	Warren
		WEEX 1230	Warren

		WNNJ 1360	Warren
		WRNJ 1510	Warren
FM			
☐		WMSC 90.3	Essex
☐		WFUV 90.7	Essex
☐		WBGO 88.3	Essex, Morris, Union
☐		WSOU 89.5	Essex, Morris, Union
☐		WKCR-FM 89.9	Essex, Morris, Union
☐		WFMU 91.1	Essex, Morris, Union
☐		WNYE 91.5	Essex, Morris, Union
☐		WSKQ-FM 97.9	Essex, Morris, Union (Spanish)
☐		WBAI 99.5	Essex, Morris, Union
☐		WDHA -FM 105.5	Essex, Morris, Union
☐		WCAA 105.9	Essex, Morris, Union (Latino)
☐		WBLS 107.5	Essex, Morris, Union
☐		WHUD 100.7	Essex, Morris, Warren
☐		WPRB 103.3	Essex, Union, Warren
☐		WMNJ 88.9	Morris
☐		WJSV 90.5	Morris
☐		WNNJ-FM 103.7	Morris, Warren

☐		WMGQ 98.3	Union
☐		WCTO 96.1	Union, Warren
☐		WNTI 91.9	Warren
☐		WSBG 93.5	Warren
☐		WZZO 95.1	Warren
☐		WAEB-FM 104.1	Warren
☐		WHCY 106.3	Warren

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
TARGETS ENTIRE HOUSING REGION 2			
Monthly			
☐	Sino Monthly	North Jersey/NYC area	Chinese-American
TARGETS PARTIAL HOUSING REGION 2			
Daily			
☐	24 Horas	Bergen, Essex, Hudson, Middlesex, Passaic, Union Counties	Portuguese-Language
Weekly			
☐	Arab Voice Newspaper	North Jersey/NYC area	Arab-American
☐	Brazilian Voice, The	Newark	Brazilian-American

☐		Catholic Advocate, The	Essex County area	Catholic
☐		La Voz	Hudson, Union, Middlesex Counties	Cuban community
☐		Italian Tribune	North Jersey/NYC area	Italian community
☐		New Jersey Jewish News	Northern and Central New Jersey	Jewish
☐		El Nuevo Coqui	Newark	Puerto Rican community
☐		Banda Oriental Latinoamérica	North Jersey/NYC area	South American community
☐		El Especialito	Union City	Spanish-Language
☐		La Tribuna Hispana	Basking Ridge, Bound Brook, Clifton, East Rutherford, Elizabeth, Fort Lee, Greebrook, Linden, Lydenhurst, Newark, North Plainfield, Orange, Passaic, Paterson, Plainfield, Roselle, Scotch Plains, Union, Union City, West NY	Spanish-Language
☐		Ukranian Weekly	New Jersey	Ukranian 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
Essex County		
☐	Newark Liberty International Airport	Newark Airport, Newark, NJ
☐	Verizon Communications	540 Broad St Newark, NJ 07102
☐	Prudential Financial, Inc.	751 Broad St Newark, NJ 07102
☐	Continental Airlines	1 Newark Airport, Newark, NJ

☐		University of Medicine/Dentistry	Office of Marketing & Media Relations 150 Bergen Street Room D347 Newark, NJ 07103
☐		Public Service Enterprise Group	80 Park Plz Newark, NJ 07102
☐		Prudential Insurance	751 Broad Street, Newark, NJ 07102-3777
☐		Horizon Blue Cross & Blue Shield of NJ	3 Raymond Plz W Newark, NJ 07102
☐		Newark Liberty International Airport	Newark Airport, Newark, NJ
☐		Horizon Blue Cross & Blue Shield of NJ	540 Broad St Newark, NJ 07102

Morris County

☐		Atlantic Health System-Morristown Memorial Hospital	100 Madison Avenue Morristown, NJ 07962
☐		AT&T	295 N Maple Ave, Basking Ridge, NJ and 180 Park Ave, Florham Park, NJ
☐		US Army Armament R&D	21 Picatinny Arsenal, Picatinny Arsnl, NJ
☐		Lucent Technologies	67 Whippany Rd, Whippany, NJ and 475 South St, Morristown, NJ and 5 Wood Hollow Rd, Parsippany, NJ and 24 Mountain Ave, Mendham, NJ
☐		Pfizer	Morris Plains/Parsippany
☐		Novartis Pharmaceutical	59 State Route 10, East Hanover, NJ
☐		Kraft foods	200 Deforest Ave, East Hanover, NJ and 7 Campus Dr, Parsippany, NJ
☐		Mennen Sports Arena	161 E Hanover Ave, Morristown, NJ
☐		Honeywell	101 Columbia Rd Morristown, NJ 07960

☐		Pfizer	5 Woodhollow Rd, Parsippany and 175 Tabor Rd, Morris Plains
☐		St. Clare's Hospital	130 Powerville Road Boonton Township, NJ 07005 and 25 Pocono Road Denville, NJ 07834 and 400 West Blackwell Street Dover, NJ 07801 and 3219 Route 46 East, Suite 110 Parsippany, NJ 07054
Union County			
☐		A&M Industrial Supply Co	1414 Campbell St Rahway
☐		A.J. Seabra inc,	574 Ferry St Newark
☐		Bristol-myers Products Research & Dev	1350 Liverty Ave Hillside
☐		Cede Candy Inc	1091 Lousons Road PO Box 271 Union, NJ
☐		Comcast Network	800 Rahway Ave Union, NJ
☐		HoneyWell Inc.	1515 West Blancke Street Bldgs 1501 and 1525 Linden, NJ
☐		IBM Corporation	27 Commerce Drive Cranford, nj
☐		Howard Press	450 West First Ave Roselle,nj
☐		Lucent Technologies	600 Mountain Ave Murray Hill,NJ
☐		Merck & Co. Inc	1 Merck Drive PO Box 2000 (RY60-200E) Rahway, NJ
☐		Rahway Hospital	865 Stone Street Rahway, NJ
☐		Rotuba Extruders, Inc	1401 Park Ave South Linden
☐		Union County College	1033 Springfield Ave Cranford,NJ
Warren County			

☐		Masterfoods USA	800 High Street Hackettstown, NJ
☐		Warren Hospital	185 Roseberry St Phillipsburg, NJ
☐		Roche Vitamins	206 Roche Drive Belvidere, NJ
☐		Hackettstown Hospital	651 Willow Grove St. Hackettstown, NJ
☐		Pechiney	191 Route 31 North Washington, NJ
☐		Lopatcong Care Center	390 Red School Lane Phillipsburg, NJ
☐		Mallinckrodt/Baker, Inc	222 Red School Lane Phillipsburg, 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	Outreach Area	Racial/Ethnic Identification of Readers/Audience	Duration & Frequency of Outreach

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)																
	<table border="1"> <thead> <tr> <th></th> <th>BUILDING</th> <th>LOCATION</th> </tr> </thead> <tbody> <tr> <td>☐</td> <td>Morris County Library</td> <td>30 East Hanover Avenue, Whippany, NJ 07981</td> </tr> <tr> <td>☐</td> <td>Warren County Library Headquarters</td> <td>199 Hardwick Street, Belvidere, NJ 07823</td> </tr> <tr> <td>☐</td> <td>Essex County/Hall of Records</td> <td>465 Dr. Martin Luther King, Jr. Blvd, Newark, NJ 07102 (973)621-4400</td> </tr> <tr> <td>☐</td> <td>Union County/Administration Building</td> <td>Elizabethtown Plaza, Elizabeth, NJ 07207 (908)527-4100</td> </tr> </tbody> </table>		BUILDING	LOCATION	☐	Morris County Library	30 East Hanover Avenue, Whippany, NJ 07981	☐	Warren County Library Headquarters	199 Hardwick Street, Belvidere, NJ 07823	☐	Essex County/Hall of Records	465 Dr. Martin Luther King, Jr. Blvd, Newark, NJ 07102 (973)621-4400	☐	Union County/Administration Building	Elizabethtown Plaza, Elizabeth, NJ 07207 (908)527-4100
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4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)																
4c. 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 (select one: Municipality's substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI/CHOICE funding).

—

Name (Type or Print)

—

Title/Municipality

—

Signature

Date