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.)

1a. Administrative Agent Name, Address, Phone Number Patricia Gallagher, CME Associates, a Subsidiary of Artheon Address: 3600 NJ 66, 3rd Floor, Neptune, NJ 07753 Phone: 732.462.7400		**1b. Development or Program Name, Address** Township of Lumberton
1c. Number of Affordable Units: N/A Number of Rental Units: N/A Number of For-Sale Units: N/A	**1d. Price for Sale or Rental**	**1e. State and Federal Funding Sources (if any)**
1f. □ Age Restricted □ Non-Age Restricted □ Supportive Housing Accessibility Features:	**1g. Bedroom Counts/ Square Footage** Studio/Efficiency: 1 Bedroom: 2 Bedroom: 3 Bedroom: 4 Bedroom:	**1h. Approximate Starting Dates**
1i. County Burlington, Camden, or Gloucester		**1j. Census Tract(s):**
1k. Managing/Sales Agent's Name, Address, Phone Number, Website Address, and New Jersey Housing Resource Center information TBD for individual projects		
1h. Preferred Population(s)		
1l. Application Fees (if any): There are no application fees.		

(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

2a. Advertising Prior to Random Selection

1. Post the listing of affordable housing units to the New Jersey Housing Resource Center at least 60 days before or within one day thereafter prospective applicants are provided with information regarding the application process.
2. Within one business day, notify the Continuum of Care of any rental housing units.
3. The available units are published in at least one advertisement in a regional newspaper.

4. The units are advertised on at least one housing search website.
5. Undertake at least two additional regional marketing strategies (one digital and one non-digital.
6. Describe the random selection process that will be used once applications are received.

2b. Initial Randomization

Applicants are selected at random before income-eligibility is determined, regardless of household or desired number of bedrooms.

The process is as follows:

1. After advertising is implemented, applications are accepted for 45 days (rental units), and 30 days (for-sale units).
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)

□ White (non-Hispanic) X Black (non-Hispanic) X 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
TOLL-FREE CALL CENTER: 1-877-428-8844
New Jersey Housing and Mortgage Finance Agency
637 South Clinton Avenue, P.O. Box 18550, Trenton, NJ 08625

3c. Commercial Media (required) (Check all that applies)

	Duration & Frequency of Outreach	Names of Marketing Locations	Circulation Area
Targets Entire Housing Region 5			
Newspaper— Digital (At least one)			
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Burlington County Times	Burlington, Camden, and Gloucester (Online)

X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	South Jersey Times	Burlington, Camden, and Gloucester (Online)
Housing Search Websites (At least one)			
X	Posted as units are available and listings to run for the duration of the marketing period.	Zillow.com	Statewide
X	Posted as units are available and listings to run for the duration of the marketing period.	Apartments.com	Statewide
X	Posted as units are available and listings to run for the duration of the marketing period.	Township of Lumberton (https://www.lumbertontwp.com/	Statewide
Social Media Websites and Platforms			
X	Posted as units are available and listings to run for the duration of the marketing period.	Facebook – Affordable Housing Provider	Statewide
X	Posted as units are available and listings to run for the duration of the marketing period.	Facebook – Township	Statewide
Targets Partial Housing Region 5			
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	The Sentinel of Gloucester County	Gloucester County
Public Transit Stops			
X	Posted advertisements with QR codes for applicable online and social media platforms.	Cross Roads Plaza at Rt 38 Always Drive at Rt 38	Burlington County
Targets Entire Housing Region 5			
3d. Other Publications (such as neighborhood newspapers, religious publications, and organizational newsletters) (Check all that apply)			

	Duration & Frequency of Outreach	Names of Marketing Locations	Outreach Area
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Al Dia	Philadelphia Area
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Nuestra Communidad	Central/South Jersey

Targets Entire Housing Region 5
3e. 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	Ongoing as needed	N/A	Statewide
New Jersey State Conference of NAACP	Ongoing as needed	African-American	Statewide
The Latino Action Network	Ongoing as needed	Hispanic	Statewide
Camden County NAACP	Ongoing as needed	African-American	Camden County
Camden County East NAACP	Ongoing as needed	African-American	Camden County
Gloucester NAACP	Ongoing as needed	African-American	Gloucester County
Southern Burlington County	Ongoing as needed	African-American	Burlington County
Willingboro & Vicinity NAACP	Ongoing as needed	African-American	Burlington County

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	Burlington County Library System	5 Pioneer Boulevard Westampton, NJ 08060, (609) 267-9660; Director: Ranjna Das, 609-267-9660
X	Burlington County Administration Building	50 Rancocas Rd 3rd floor, Mt Holly, NJ 08060 Contact: (609) 265-5000. County Administrator: Eve Cullinan, clerkoftheboard@co.burlington.nj.us

X	Camden County Library System	203 Laurel Road, Voorhees, NJ 08043. Director: Linda Devlin https://www.camdencountylibrary.org/contact
X	Camden County Administration	520 Market St, Camden, NJ 08102. County Administrator: Ross Angilella admin@camdencounty.com (856) 225-5354
X	Gloucester County Library System	389 Wolfert Station Road, Mullica Hill, NJ 08062, 856-223-6000. Director: Caroline Oldt., coldt@gcls.org
X	Gloucester County Administration Building	2 South Broad Street PO Box 337. Woodbury, NJ 08096. County Administrator: Steven Sweeney 856-853-3275, ssweeney@gloucestercountynj.gov

4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)

Township of Lumberton Municipal Complex
35 Municipal Drive
Lumberton, NJ 08048
Meredith Riculfy, QPA, Township Administrator, meredith@lumbertontwp.com
Catherine Borstad, Zoning Officer/Land Development Board Secretary, cborstad@lumbertontwp.com – Municipal Housing Liaison (2024)

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).

Signature _____ Date _____

Name (Type or Print) _____ Title/Municipality _____