

BOROUGH OF HILLSDALE
RESOLUTION 18137

RESOLUTION ADOPTING AFFIRMATIVE MARKETING PLAN

WHEREAS, in accordance with the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26-1, et seq., the Borough of Hillsdale is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created within the Borough of Hillsdale, are affirmatively marketed to low and moderate income households, particularly those living and/or working within Housing Region 1, the COAH Housing Region encompassing the Borough of Hillsdale.

NOW, THEREFORE, BE IT RESOLVED by the Borough Council of the Borough of Hillsdale, County of Bergen, that the Borough Council does hereby adopt the following Affirmative Marketing Plan:

Affirmative Marketing Plan

- A. All affordable housing units in the Borough of Hillsdale shall be marketed in accordance with the provisions herein.
- B. The Borough of Hillsdale has 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 Borough'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.
- C. The Affirmative Marketing Plan shall be implemented by one or more Administrative Agent(s) designated by and/or under contract to the Borough of Hillsdale. 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 Borough of Hillsdale, 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. At least one additional regional marketing strategy using one of the other sources listed in F.1. below.
- 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. 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 Borough of Hillsdale is located in COAH Housing Region 1, consisting of Bergen, Hudson, Passaic and Sussex 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 Star-Ledger, The Record, Jersey Journal, Herald News and New Jersey Herald.
2. The primary marketing shall take the form of at least one press release and/or a paid display advertisement in the above newspapers once at the start of the affirmative marketing process. Additional press releases and/or advertising shall be on an "as needed" basis in all the papers except for the Star-Ledger. 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. Address of the units;
 - b. Range of prices for the units;
 - c. Size, as measured in bedrooms, of units;
 - d. Maximum income permitted to qualify for the units;
 - e. Where to obtain applications;
 - f. Business hours when interested households may obtain an application; and
 - g. Application fees.

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. Danforth Memorial Library
2. Johnson Free Public Library
3. Hudson County Library

4. Sussex County Main Library
5. Sussex County Administration Building
6. Hudson County Administration Building
7. Bergen County Administration Building
8. Passaic County Administration Building
9. Hillsdale Borough Municipal Building
10. Hillsdale Library
11. Developer's Sales/Rental Offices

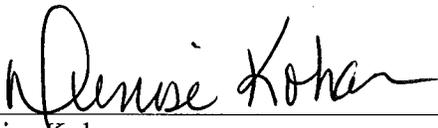
Applications shall be mailed by the Administrative Agent and Municipal Housing Liaison to prospective applicants upon request. Also, applications shall be available at the developer's sales/rental office.

- H. The Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Bergen, Hudson, Passaic and Sussex 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 1* (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, the Latino Action Network, the Bergen County Chapter of the NAACP and the Bergen Urban League.
1. Once at the start of the affordable marketing process, a flyer and preliminary application 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 3d.
 2. In addition, specific notification of the availability of affordable housing units in Hillsdale shall be provided to the following entities: Fair Share Housing Center, the New Jersey State Conference of the NAACP, the Latino Action Network, the Bergen County Chapter of the NAACP and the Bergen Urban League.
- 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 (l). 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 1, comprised of Bergen, Hudson, Passaic and Sussex 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 Borough 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:
1. Income qualify very low, low and moderate-income households;

2. Place income eligible households in very low, low and moderate-income units upon initial occupancy;
 3. Provide for the initial occupancy of very low, low and moderate-income units with income qualified households;
 4. Continue to qualify households for re-occupancy of units as they become vacant during the period of affordability controls;
 5. Assist with outreach to very low, low and moderate-income households; and
 6. 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.

Council member	Motion	Second	Yes	No	Absent	Abstain	Recuse
DeRosa, Anthony	X		X				
Horvath, Zoltan			X				
Karcich, Scott			X				
Lundy, Abby			X				
Pizzella, Frank		X	X				
Segalas, Steven			X				
Ruocco, John							

Adopted: June 12, 2018

Attest: 
 Denise Kohan
 Municipal Clerk


 John Ruocco
 Mayor