

**CITY OF BRIDGETON
RESOLUTION NO. 60-26**

**RESOLUTION ADOPTING THE FOURTH ROUND AFFIRMATIVE FAIR HOUSING
MARKETING PLAN**

WHEREAS, in accordance with the New Jersey Fair Housing Act, N.J.S.A. 52:27D-301, *et seq.*, as amended by P.L. 2024, c.2 (“FHA”) and the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26.1, *et seq.*, the City of Bridgeton is required to adopt an Affirmative Fair Housing Marketing Plan to ensure that all affordable housing units created, including those created by the rehabilitation of rental housing units within the City of Bridgeton, are affirmatively marketed to low- and moderate-income households within Housing Region 6, the Housing Region encompassing the City of Bridgeton;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Bridgeton in the County of Cumberland, and the State of New Jersey hereby adopts the Affirmative Fair Housing Marketing Plan form attached hereto as Exhibit “A”, and hereby approves the completed Affirmative Fair Housing Marketing Plan forms for particular affordable housing developments as attached hereto as Exhibit “B”; and

BE IT FURTHER RESOLVED, that the City Council of the City of Bridgeton hereby adopts the following Fourth Round Affirmative Fair Housing Marketing Plan guidelines and procedures:

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

A. All affordable housing units in the City of Bridgeton (the “City”) shall be marketed in accordance with the provisions herein and the attached Affirmative Fair Housing Marketing Plan form (Exhibit “A”) unless otherwise provided by applicable law or regulation.

B. This Affirmative Fair Housing Marketing Plan (including the attached Exhibit “A” form) shall apply to all developments in the City that contain or will contain very low-, low- and moderate-income units, including those that are part of the City's current Housing Element and Fair Share Plan (“HEFSP”) and those that may be constructed in future developments not yet anticipated by the City’s HEFSP. This Affirmative Fair Housing Marketing Plan shall also apply to any rehabilitated rental units that are vacated and re-rented during the applicable period of controls for identified rehabilitated rental units.

C. The Affirmative Fair Housing Marketing Plan shall be implemented by one or more Administrative Agent(s) designated by and/or under contract with the City. All costs of advertising and affirmatively marketing affordable housing units shall be borne by the developers/sellers/owners of affordable housing 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 Fair Housing Marketing Plan, the Administrative Agent, acting on behalf of the City, shall undertake, at minimum, the following strategies:

1. Publication of an advertisement in one or more newspapers of general circulation within the housing region.
2. Posting of an advertisement on the City's official municipal website.
3. At least one additional regional marketing strategy using one of the other sources listed on the attached Affirmative Fair Housing Marketing Plan.
4. Posting on the State Housing Resource Center website in accordance with applicable law.
5. Compliance with all requirements set forth in the FHA with regard to the affirmative marketing of affordable housing units.

E. The Affirmative Fair Housing Marketing Plan is a regional marketing strategy designed to attract buyers and/or renters of all majority and minority groups, regardless of race, creed, color, national origin, ancestry, marital or familial status, gender, affectional or sexual orientation, disability, age, or number of children to housing units which are being marketed by a developer or sponsor of affordable housing. Pursuant to N.J.S.A. 40:37A-114.1, preference for affordable housing within a housing project may be provided to homeless veterans, disabled veterans, and family members who are the primary residential caregivers to disabled veterans residing with them. The Affirmative Fair Housing Marketing Plan is also intended to target those potentially eligible persons who are least likely to apply for affordable units in the region. It is a continuing program that directs all marketing activities toward the 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 Bridgeton is located in Housing Region 6, consisting of Atlantic, Cape May, Cumberland, and Salem Counties.

F. The Affirmative Fair Housing 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, advertisements, and requests for applications for very low, low- and moderate-income units shall appear in the South Jersey Times.
2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspaper once a week for four consecutive weeks. Additional advertising and publicity shall be on an "as needed" basis. The developer/owner shall disseminate all public service announcements and pay for display advertisements. The developer/owner shall provide proof of all publications to the Administrative Agent. All press releases and advertisements shall be approved in advance by the Administrative Agent.
3. All advertisements shall include a description containing the:
 - a. Location of the units;
 - b. Directions to the units;
 - c. Range of prices for the units;
 - d. Size of units as measured in number of bedrooms;
 - 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, if any.

4. The developer must provide satisfactory proof of public dissemination.

G. Applications, brochures, signs, and/or posters used as part of the affirmative marketing program shall be available/posted in the following locations:

- 1. City Hall Annex
- 2. City's Police and Municipal Court Complex;
- 3. City's Website;
- 4. City's Public Library;
- 5. Cumberland County Administration Building;
- 6. Cumberland County Library Headquarters;
- 7. Salem County Administration Building;
- 8. Salem County Library Headquarters;
- 9. Atlantic County Administration Building;
- 10. Atlantic County Library Headquarters;
- 11. Cape May County Administration Building;
- 12. Cape May County Library Headquarters; and
- 13. Developer's Sales/Rental Office.

Applications shall be mailed by the Administrative Agent/Municipal Housing Liaison to prospective applicants upon request. Applications shall also be available at the developer's sales/rental office and mailed to prospective applicants upon request. Developers shall also mail multiple copies of application forms to the Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002), the New Jersey State Conference of the NAACP, Cumberland County NAACP, Senior Citizens United Community Services, Supportive Housing Association, the Latino Action Network (P.O. Box 943, Freehold, NJ 07728), NORWESCAP, the Supportive Housing Association, the South Jersey Housing Resource Center, and the New Jersey Housing Resource Center for dissemination to their respective constituents.

H. The Administrative Agent shall develop, maintain, and update a list of community contact persons and/or organizations in Atlantic, Cape May, Cumberland and Salem 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 the groups/organizations and major regional employers identified in the City's Affirmative Fair Housing Marketing Plan for Affordable Housing in Region 6 attached hereto as Exhibit "A" and made a part of this Resolution, as well as the following entities: Fair Share Housing Center, the New Jersey State Conference of the NAACP, Cumberland County NAACP, Senior Citizens United Community Services, Supportive Housing Association, the Latino Action Network, NORWESCAP, the Supportive Housing Association, the South Jersey Housing Resource Center, and the New Jersey Housing Resource Center for dissemination of their respective constituents.

1. Quarterly informational flyers and applications shall be sent to each of the following agencies for publication in their journals and for circulation among their members:

- a. Atlantic County Board of Realtors;
- b. Cape May County Board of Realtors;
- c. Cumberland County Board of Realtors; and
- d. Salem 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 Atlantic, Cape May, Cumberland and Salem.

- a. Welfare or Social Services;
- b. Office on Aging or Division of Senior Services;
- c. Housing Authority;
- d. Community Action Agencies; and
- e. Community/Economic 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 the City's Affirmative Fair Housing Marketing Plan attached hereto as Exhibit "A".

I. A random selection method to select occupants of very low, low- and moderate-income housing units will be used by the Administrative Agent in conformance with N.J.A.C. 5:80-26.17. The Affirmative Fair Housing Marketing Plan shall provide a regional preference for very low-, low- and moderate-income households that live and/or work in Housing Region 6, comprised of Atlantic, Cape May, Cumberland and Salem Counties.

J. The Administrative Agent shall administer the Affirmative Fair Housing 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, if applicable, as per the FHA.

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 in the City 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 Fair Housing 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 property compliance. The implementation of the Affirmative Fair Housing 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.

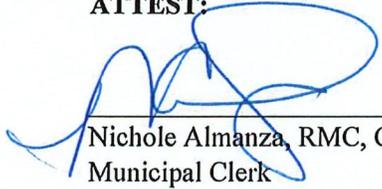
N. The Administrative Agent shall review and approve all Affirmative Fair Housing Marketing Plan completed forms in the form attached hereto as Exhibit "A", for every new affordable housing development in the City that is subject to the FHA. Said form shall be completed by the owner/developer and reviewed and approved by the Administrative Agent.

BE IT FURTHER RESOLVED, that a copy of this Resolution and the attached Affirmative Fair Housing Marketing Plan form (Exhibit "A") shall be provided to the Administrative Agent and to all developers/owners of existing and future affordable housing units subject to the FHA; and

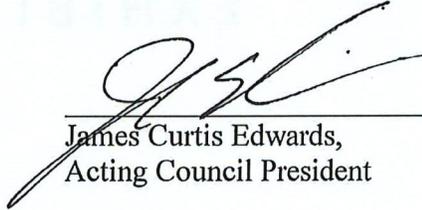
BE IT FURTHER RESOLVED, that this Resolution shall take effect immediately.

ADOPTED at a regular meeting of the City Council of the City of Bridgeton held on the 3rd day of March, 2026.

ATTEST:

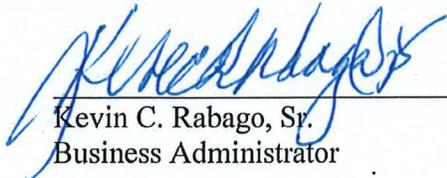


Nichole Almanza, RMC, CMR
Municipal Clerk



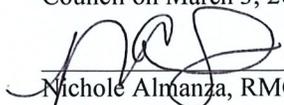
James Curtis Edwards,
Acting Council President

APPROVED:



Kevin C. Rabago, Sr.
Business Administrator

I, Nichole Almanza, Municipal Clerk of the City of Bridgeton, in the County of Cumberland, and the State of New Jersey, do hereby certify that this is true copy of Resolution No. 60-26 finally adopted by City Council on March 3, 2026.



Nichole Almanza, RMC, Municipal Clerk

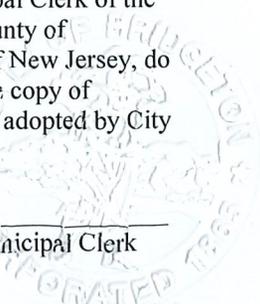


EXHIBIT "A"

III. MARKETING

<p>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)</p> <p><input type="checkbox"/> White (non-Hispanic) <input type="checkbox"/> Black (non-Hispanic) <input type="checkbox"/> Hispanic</p> <p><input type="checkbox"/> American Indian or Alaskan Native <input type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Other:</p>			
<p>3b. HOUSING RESOURCE CENTER (www.njhrc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process</p>			
<p>3c. Commercial Media (required) (Check all that apply)</p>			
	Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area
Targets Entire Region 6			
3c. Internet			
X	Listed for Duration of Affirmative Marketing Process		Region 6/ State
	Listed for Duration of Affirmative Marketing Process		Region 6
3d. Daily/Weekly Newspapers			
X	One display ad beginning at the start of the marketing process		Region 6
X	One display ad beginning at the start of the marketing process		
X	One display ad beginning at the start of the marketing process		
	One display ad beginning at the start of the marketing process		
Radio & Television			
X	One display ad beginning at the start of the marketing process		Region 6
X	One display ad beginning at the start of the marketing process		Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing		
X	Flyers/advertisements and/or applications at start of marketing		
X	Flyers/advertisements and/or applications at start of marketing		
X	Flyers/advertisements and/or applications at start of marketing		
X	Flyers/advertisements and/or applications at start of marketing		

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X	Flyers/advertisements and/or applications at start of marketing		
X	Flyers/advertisements and/or applications at start of marketing		
X	Flyers/advertisements and/or applications at start of marketing		
X	Flyers/advertisements and/or applications at start of marketing		
X	Flyers/advertisements and/or applications at start of marketing		
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 or Org		Outreach Area	

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		
X		
X		
X		
X		
X		
X		
X		
X		

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 Municipality's Fair Share obligation.

EXHIBIT "B"

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in **(REGION 6, Bridgeton NJ)**

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Eastern Pacific Development Hans Lampart, CEO 925 E Landis Ave Suite D, Vineland, NJ 08360 (856) 696-0200		1b. Development or Program Name, Address Phoenix Village (Phase I) Units for rent 182 / Lots 8 9, 10,11,12,13,14, 15, 16,17,19 183/ Lots 44,45,46,47,48,52,53.	
1c. Number Affordable Units: 64 Number of Rental Units: 64 Number of For-Sale Units: 0	1d. Price or Rental Range Minimum Rent: \$256 Max Rent: \$1,076	1e. State and Federal Funding Sources (if any) 9% LIHTCs NJHMFA	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: _____ Occupancy: _____		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Eastern Pacific Management 925 Landis Ave, Suite E Vineland, NJ 08360 ATTN: Will Guccio (856) 696-0200			
1k. Application Fees (if any): N/A			

(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.

Full applications accepted post 60-day advertising period; applicants are given a maximum of a week's time to fill out the entire application form with required documentation.

Randomized selection of qualified applicants occurs using spreadsheet template provided by HAS (Housing Affordability Service), selected applicants are then sent to HAS for certification.

HAS certifies selected applicants within 10 days.

In the event of a delay in HAS certification, developer ensures that selected applicants begin the mortgage application process concurrently. Pre-approvals need to be obtained by banks in time for certification.

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:

3b. HOUSING RESOURCE CENTER (www.njhrcc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area	
Targets Entire Region 6			
3c. Internet			
X	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership; https://www.gatewaycap.org/housing	Region 6/ State
	Listed for Duration of Affirmative Marketing Process	https://epacdevco.com/leasing-inquiries	Region 6
3d. Daily/Weekly Newspapers			
X	One display ad beginning at the start of the marketing process	Press of Atlantic City	Region 6

X	One display ad beginning at the start of the marketing process	South Jersey Times	Cumberland Salem Cape May Atlantic
X	One display ad beginning at the start of the marketing process	Daily Journal	Cumberland Salem Cape May Atlantic
	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
X	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
X	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
X	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
X	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
X	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
X	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
X	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org	Outreach Area	Racial/Ethnic Focus	Duration/Frequency of Outreach
Fair Share Housing Center	Region 6	Multi-racial/ethnic	display ad beginning at the start of the marketing process
CATA - The Farmworkers Support Committee	Region 6	Latino	Flyers/advertisements and/or applications at start of marketing
Revive South Jersey	Cumberland, Salem	Hispanic	Flyers/advertisements and/or applications at start of marketing

Workforce Development Board	Cumberland/Salem Cape May	Multi-racial/ethnic	Flyers/advertisements and/or applications at start of marketing
United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter,	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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	Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
X	Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
X	Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
X	Salem County Library	112 W Broadway, Salem, NJ 08079
X	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
X	Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401

X	Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
X	Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210
4c. Sales/Rental Office for units (if applicable)		
X	Eastern Pacific Management	https://epacdevco.com/leasing-inquiries

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 Municipality's Fair Share obligation.



Kevin C. Rabago, Sr, Business Administrator
 City of Bridgeton, NJ

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in (REGION 6, Bridgeton NJ)

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Eastern Pacific Development Hans Lampart, CEO 925 E Landis Ave Suite D, Vineland, NJ 08360 (856) 696-0200		1b. Development or Program Name, Address Phoenix Village (Phase II) 175 / Lots 1,2,6-18 176 / Lots 9-17 180 / Lots 19-22 181 / 1,4, 22-26 182 / Lots 1-7 and 20-23	
1c. Number Affordable Units: 56 Number of Rental Units: 56 Number of For-Sale Units: 0	1d. Price or Rental Range Minimum Rent: \$500 Max Rent: \$1,150	1e. State and Federal Funding Sources (if any) 9% LIHTCs NJHMFA	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: _____ Occupancy: 3 BR		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Eastern Pacific Management 925 Landis Ave, Suite E Vineland, NJ 08360 ATTN: Will Gruccio (856) 696-0200			
1k. Application Fees (if any): N/A			

(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

Bridgeton NJ / Region 6

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

Full applications accepted post 60-day advertising period; applicants are given a maximum of a week's time to fill out the entire application form with required documentation.

Randomized selection of qualified applicants occurs using spreadsheet template provided by HAS (Housing Affordability Service), selected applicants are then sent to HAS for certification.

HAS certifies selected applicants within 10 days.

In the event of a delay in HAS certification, developer ensures that selected applicants begin the mortgage application process concurrently. Pre-approvals need to be obtained by banks in time for certification.

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:

3b. HOUSING RESOURCE CENTER (www.njhc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area	
Targets Entire Region 6			
3c. Internet			
X	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership: https://www.gatewaycap.org/housing	Region 6/ State
	Listed for Duration of Affirmative Marketing Process	https://epacdevco.com/leasing-inquiries	Region 6
3d. Daily/Weekly Newspapers			
X	One display ad beginning at the start of the marketing process	Press of Atlantic City	Region 6
X	One display ad beginning at the start of the marketing process	South Jersey Times	Cumberland Salem Cape May Atlantic
X	One display ad beginning at the start of the marketing process	Daily Journal	Cumberland Salem Cape May Atlantic

	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
X	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
X	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
X	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
X	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
X	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
X	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
X	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org	Outreach Area	Racial/Ethnic Focus	Duration/Frequency of Outreach
Fair Share Housing Center	Region 6	Multi-racial/ethnic	display ad beginning at the start of the marketing process
CATA - The Farmworkers Support Committee	Region 6	Latino	Flyers/advertisements and/or applications at start of marketing
Revive South Jersey	Cumberland, Salem	Hispanic	Flyers/advertisements and/or applications at start of marketing
Workforce Development Board	Cumberland/Salem Cape May	Multi-racial/ethnic	Flyers/advertisements and/or applications at start of marketing

United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter,	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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	Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
X	Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
X	Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
X	Salem County Library	112 W Broadway, Salem, NJ 08079
X	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
X	Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401
X	Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
X	Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210

4c. Sales/Rental Office for units (if applicable)		
X	Eastern Pacific Management	https://epacdevco.com/leasing-inquiries

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 Municipality's Fair Share obligation.



Kevin C. Rabago, Sr, Business Administrator
City of Bridgeton, NJ

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in **(REGION 6, Bridgeton NJ)**

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Eastern Pacific Development Hans Lampart, CEO 925 E Landis Ave Suite D, Vineland, NJ 08360 (856) 696-0200		1b. Development or Program Name, Address Phoenix Village (Phase III) Units for rent 175 / Lots 19, 20 176 / Lots 1-8, 18, 20-30 177 / 1-12	
1c. Number Affordable Units: 54 Number of Rental Units: 54 Number of For-Sale Units: 0	1d. Price or Rental Range Minimum Rent; \$500 Max Rent: \$1,150	1e. State and Federal Funding Sources (if any) 9% LIHTCs NJHMFA	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: Occupancy: 3 BR		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Eastern Pacific Management 925 Landis Ave, Suite E Vineland, NJ 08360 ATTN: Will Guccio (856) 696-0200			
1k. Application Fees (if any): N/A			

(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.

Full applications accepted post 60-day advertising period; applicants are given a maximum of a week's time to fill out the entire application form with required documentation.

Randomized selection of qualified applicants occurs using spreadsheet template provided by HAS (Housing Affordability Service), selected applicants are then sent to HAS for certification.

HAS certifies selected applicants within 10 days.

In the event of a delay in HAS certification, developer ensures that selected applicants begin the mortgage application process concurrently. Pre-approvals need to be obtained by banks in time for certification.

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:

3b. HOUSING RESOURCE CENTER (www.njhrc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area	
Targets Entire Region 6			
3c. Internet			
X	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership: https://www.gatewaycap.org/housing	Region 6/ State
	Listed for Duration of Affirmative Marketing Process	https://epacdevco.com/leasing-inquiries	Region 6
3d. Daily/Weekly Newspapers			
X	One display ad beginning at the start of the marketing process	Press of Atlantic City	Region 6
X	One display ad beginning at the start of the marketing process	South Jersey Times	Cumberland Salem Cape May Atlantic

X	One display ad beginning at the start of the marketing process	Daily Journal	Cumberland Salem Cape May Atlantic
	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
X	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
X	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
X	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
X	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
X	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
X	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
X	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org	Outreach Area	Racial/Ethnic Focus	Duration/Frequency of Outreach
Fair Share Housing Center	Region 6	Multi-racial/ethnic	display ad beginning at the start of the marketing process
CATA - The Farmworkers Support Committee	Region 6	Latino	Flyers/advertisements and/or applications at start of marketing
Revive South Jersey	Cumberland, Salem	Hispanic	Flyers/advertisements and/or applications at start of marketing

Workforce Development Board	Cumberland/Salem Cape May	Multi-racial/ethnic	Flyers/advertisements and/or applications at start of marketing
United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter;	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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	Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
X	Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
X	Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
X	Salem County Library	112 W Broadway, Salem, NJ 08079
X	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
X	Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401

X	Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
X	Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210
4c. Sales/Rental Office for units (if applicable)		
X	Eastern Pacific Management	https://epacdevco.com/leasing-inquiries

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 Municipality's Fair Share obligation.



Kevin C. Rabago, Sr, Business Administrator
 City of Bridgeton, NJ

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in **(REGION 6, Bridgeton NJ)**

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Eastern Pacific Development Hans Lampart, CEO 925 E Landis Ave Suite D, Vineland, NJ 08360 (856) 696-0200		1b. Development or Program Name, Address Phoenix Village (Phase IV) Units for rent 177/ Lots 24-30 178 / Lots 1-4, 6-15 179/ Lots 1-13, 15, 16 183/ Lots 5-14	
1c. Number Affordable Units: 60 Number of Rental Units: 60 Number of For-Sale Units: 0	1d. Price or Rental Range Minimum Rent: \$500 Max Rent: \$1,150	1e. State and Federal Funding Sources (if any) 9% LIHTCs NJHMFA	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: Occupancy: 3 BR		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Eastern Pacific Management 925 Landis Ave, Suite E Vineland, NJ 08360 ATTN: Will Gruccio (856) 696-0200			
1k. Application Fees (if any): N/A			

(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.

Full applications accepted post 60-day advertising period; applicants are given a maximum of a week's time to fill out the entire application form with required documentation.

Randomized selection of qualified applicants occurs using spreadsheet template provided by HAS (Housing Affordability Service), selected applicants are then sent to HAS for certification.

HAS certifies selected applicants within 10 days.

In the event of a delay in HAS certification, developer ensures that selected applicants begin the mortgage application process concurrently. Pre-approvals need to be obtained by banks in time for certification.

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:

3b. HOUSING RESOURCE CENTER (www.njhrc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area	
Targets Entire Region 6			
3c. Internet			
X	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership: https://www.gatewaycap.org/housing	Region 6/ State
	Listed for Duration of Affirmative Marketing Process	https://epacdevco.com/leasing-inquiries	Region 6
3d. Daily/Weekly Newspapers			
X	One display ad beginning at the start of the marketing process	Press of Atlantic City	Region 6
X	One display ad beginning at the start of the marketing process	South Jersey Times	Cumberland Salem Cape May Atlantic

X	One display ad beginning at the start of the marketing process	Daily Journal	Cumberland Salem Cape May Atlantic
	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
X	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
X	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
X	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
X	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
X	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
X	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
X	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org		Outreach Area	Racial/Ethnic Focus
			Duration/Frequency of Outreach
Fair Share Housing Center	Region 6	Multi-racial/ethnic	display ad beginning at the start of the marketing process
CATA - The Farmworkers Support Committee	Region 6	Latino	Flyers/advertisements and/or applications at start of marketing
Revive South Jersey	Cumberland, Salem	Hispanic	Flyers/advertisements and/or applications at start of marketing

Workforce Development Board	Cumberland/Salem Cape May	Multi-racial/ethnic	Flyers/advertisements and/or applications at start of marketing
United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter,	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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	Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
X	Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
X	Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
X	Salem County Library	112 W Broadway, Salem, NJ 08079
X	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
X	Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401

X	Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
X	Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210
4c. Sales/Rental Office for units (if applicable)		
X	Eastern Pacific Management	https://epacdevco.com/leasing-inquiries

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 Municipality's Fair Share obligation.



Kevin C. Rabago, Sr, Business Administrator
City of Bridgeton, NJ

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in **(REGION 6, Bridgeton NJ)**

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership 110 Cohansey St Bridgeton NJ 08302 (856) 451-6330 ATTN: Dan Muller		1b. Development or Program Name, Address Pine Estates Block 191 Lots 6, 7, 12, and 26. Units for Sale	
1c. Number of Affordable Units: 7 Number of Rental Units: 0 Number of For-Sale Units: 7	1d. Price or Rental Range From \$105,000 To \$130,000	1e. State and Federal Funding Sources (if any) The project was funded utilizing Neighborhood Revitalization Tax Credits (NRTC), Affordable Housing Trust Fund (AHTF), and the City's Community Development Block Grant (CDBG) funds	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: _____ Occupancy: _____		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership Corretta Stringfield, Housing Program Case Manager 110 Cohansey St Bridgeton NJ 08302 (856) 497-6645 cstringfield@gatewaycap.org			
1k. Application Fees (if any): N/A			

(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.

Full applications accepted post 60-day advertising period; applicants are given a maximum of a week's time to fill out the entire application form with required documentation.

Randomized selection of qualified applicants occurs using spreadsheet template provided by HAS (Housing Affordability Service), selected applicants are then sent to HAS for certification.

HAS certifies selected applicants within 10 days.

In the event of a delay in HAS certification, developer ensures that selected applicants begin the mortgage application process concurrently. Pre-approvals need to be obtained by banks in time for certification.

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:

3b. HOUSING RESOURCE CENTER (www.njhrc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

	Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area
Targets Entire Region 6			
3c. Internet			
X	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership: https://www.gatewaycap.org/housing	Region 6/ State
3d. Daily/Weekly Newspapers			
X	One display ad beginning at the start of the marketing process	Press of Atlantic City	Region 6
X	One display ad beginning at the start of the marketing process	South Jersey Times	Cumberland Salem Cape May Atlantic
X	One display ad beginning at the start of the marketing process	Daily Journal	Cumberland Salem Cape May Atlantic

	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
X	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
X	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
X	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
X	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
X	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
X	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
X	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org		Outreach Area	Racial/Ethnic Focus
			Duration/Frequency of Outreach
Fair Share Housing Center		Region 6	Multi-racial/ethnic
CATA - The Farmworkers Support Committee		Region 6	Latino
Revive South Jersey		Cumberland, Salem	Hispanic
Workforce Development Board		Cumberland/Salem Cape May	Multi-racial/ethnic
			display ad beginning at the start of the marketing process
			Flyers/advertisements and/or applications at start of marketing
			Flyers/advertisements and/or applications at start of marketing
			Flyers/advertisements and/or applications at start of marketing

United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter,	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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	Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
X	Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
X	Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
X	Salem County Library	112 W Broadway, Salem, NJ 08079
X	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
X	Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401
X	Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
X	Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210

4c. Sales/Rental Office for units (if applicable)		
X	Gateway CAP Housing Services	Housing Program Case Manager (856) 497-6645 cstringfield@gatewaycap.org

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 Municipality's Fair Share obligation.



Kevin C. Rabago, Sr, Business Administrator
City of Bridgeton, NJ

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in (**REGION 6, Bridgeton NJ**)

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership 110 Cohansey St Bridgeton NJ 08302 (856) 451-6330 ATTN: Dan Muller		1b. Development or Program Name, Address Sharp Meadows Block 167 Lots 2 and 6 Units for Sale	
1c. Number of Affordable Units: 4 Number of Rental Units: 0 Number of For-Sale Units: 4	1d. Price or Rental Range From \$105,000 To \$130,000	1e. State and Federal Funding Sources (if any) The project was funded utilizing Neighborhood Revitalization Tax Credits (NRTC), Affordable Housing Trust Fund (AHTF), and the City's Community Development Block Grant (CDBG) funds	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: _____ Occupancy: _____		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership Corretta Stringfield, Housing Program Case Manager 110 Cohansey St Bridgeton NJ 08302 (856) 497-6645 cstringfield@gatewaycap.org			
1k. Application Fees (if any): N/A			

(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.

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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:

3b. HOUSING RESOURCE CENTER (www.njhrc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area	
Targets Entire Region 6			
3c. Internet			
<input checked="" type="checkbox"/>	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership: https://www.gatewaycap.org/housing	Region 6/ State
3d. Daily/Weekly Newspapers			
<input checked="" type="checkbox"/>	One display ad beginning at the start of the marketing process	Press of Atlantic City	Region 6
<input checked="" type="checkbox"/>	One display ad beginning at the start of the marketing process	South Jersey Times	Cumberland Salem Cape May Atlantic
<input checked="" type="checkbox"/>	One display ad beginning at the start of the marketing process	Daily Journal	Cumberland Salem Cape May Atlantic

	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
X	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
X	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
X	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
X	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
X	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
X	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
X	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org	Outreach Area	Racial/Ethnic Focus	Duration/Frequency of Outreach
Fair Share Housing Center	Region 6	Multi-racial/ethnic	display ad beginning at the start of the marketing process
CATA - The Farmworkers Support Committee	Region 6	Latino	Flyers/advertisements and/or applications at start of marketing
Revive South Jersey	Cumberland, Salem	Hispanic	Flyers/advertisements and/or applications at start of marketing
Workforce Development Board	Cumberland/Salem Cape May	Multi-racial/ethnic	Flyers/advertisements and/or applications at start of marketing

United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter,	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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	Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
X	Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
X	Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
X	Salem County Library	112 W Broadway, Salem, NJ 08079
X	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
X	Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401
X	Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
X	Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210

4c. Sales/Rental Office for units (if applicable)		
X	Gateway CAP Housing Services	Housing Program Case Manager (856) 497-6645 cstringfield@gatewaycap.org

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 Municipality's Fair Share obligation.



Kevin C. Rabago, Sr, Business Administrator
City of Bridgeton, NJ

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in (REGION 6, Bridgeton NJ)

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership 110 Cohansey St Bridgeton NJ 08302 (856) 451-6330 ATTN: Dan Muller		1b. Development or Program Name, Address South Avenue Terrace Block 144 Lot 14 Units for Sale	
1c. Number of Affordable Units: 6 Number of Rental Units: 0 Number of For-Sale Units: 6	1d. Price or Rental Range From \$105,000 To \$130,000	1e. State and Federal Funding Sources (if any) The project was funded utilizing Neighborhood Revitalization Tax Credits (NRTC), Affordable Housing Trust Fund (AHTF), and the City's Community Development Block Grant (CDBG) funds	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: _____ Occupancy: _____		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership Corretta Stringfield, Housing Program Case Manager 110 Cohansey St Bridgeton NJ 08302 (856) 497-6645 cstringfield@gatewaycap.org			
1k. Application Fees (if any): N/A			

(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.

Full applications accepted post 60-day advertising period; applicants are given a maximum of a week's time to fill out the entire application form with required documentation.

Randomized selection of qualified applicants occurs using spreadsheet template provided by HAS (Housing Affordability Service), selected applicants are then sent to HAS for certification.

HAS certifies selected applicants within 10 days.

In the event of a delay in HAS certification, developer ensures that selected applicants begin the mortgage application process concurrently. Pre-approvals need to be obtained by banks in time for certification.

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:

3b. HOUSING RESOURCE CENTER (www.njrc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

	Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area
Targets Entire Region 6			
3c. Internet			
X	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership: https://www.gatewaycap.org/housing	Region 6/ State
3d. Daily/Weekly Newspapers			
X	One display ad beginning at the start of the marketing process	Press of Atlantic City	Region 6
X	One display ad beginning at the start of the marketing process	South Jersey Times	Cumberland Salem Cape May Atlantic
X	One display ad beginning at the start of the marketing process	Daily Journal	Cumberland Salem Cape May Atlantic

	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
X	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
X	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
X	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
X	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
X	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
X	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
X	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org	Outreach Area	Racial/Ethnic Focus
			Duration/Frequency of Outreach
	Fair Share Housing Center	Region 6	Multi-racial/ethnic
			display ad beginning at the start of the marketing process
	CATA - The Farmworkers Support Committee	Region 6	Latino
			Flyers/advertisements and/or applications at start of marketing
	Revive South Jersey	Cumberland, Salem	Hispanic
			Flyers/advertisements and/or applications at start of marketing
	Workforce Development Board	Cumberland/Salem Cape May	Multi-racial/ethnic
			Flyers/advertisements and/or applications at start of marketing

United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter,	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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	Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
X	Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
X	Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
X	Salem County Library	112 W Broadway, Salem, NJ 08079
X	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
X	Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401
X	Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
X	Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210

4c. Sales/Rental Office for units (if applicable)		
X	Gateway CAP Housing Services	Housing Program Case Manager (856) 497-6645 cstringfield@gatewaycap.org

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 Municipality's Fair Share obligation.



Kevin C. Rabago, Sr, Business Administrator
City of Bridgeton, NJ

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in (REGION 6, Bridgeton NJ)

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership 110 Cohansey St Bridgeton NJ 08302 (856) 451-6330		1b. Development or Program Name, Address Spruce Fields Block 153 Lots 8 and 9 Block 154 Lots 23, 26, and 29. Units for Sale	
1c. Number of Affordable Units: 5 Number of Rental Units: 0 Number of For-Sale Units: 5	1d. Price or Rental Range From \$100,000 To \$120,000		1e. State and Federal Funding Sources (if any) The project was funded utilizing Neighborhood Revitalization Tax Credits (NRTC), Affordable Housing Trust Fund (AHTF), and the City's Community Development Block Grant (CDBG) funds
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: _____ Occupancy: _____		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership Attn: Dan Muller 110 Cohansey St Bridgeton NJ 08302 (856) 451-6330			
1k. Application Fees (if any): N/A			

(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.

Full applications accepted post 60-day advertising period; applicants are given a maximum of a week's time to fill out the entire application form with required documentation.

Randomized selection of qualified applicants occurs using spreadsheet template provided by HAS (Housing Affordability Service), selected applicants are then sent to HAS for certification.

HAS certifies selected applicants within 10 days.

In the event of a delay in HAS certification, developer ensures that selected applicants begin the mortgage application process concurrently. Pre-approvals need to be obtained by banks in time for certification.

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) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area	
Targets Entire Region 6			
3c. Internet			
X	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership: https://www.gatewaycap.org/housing	Region 6/ State
3d. Daily/Weekly Newspapers			
X	One display ad beginning at the start of the marketing process	Press of Atlantic City	Region 6
X	One display ad beginning at the start of the marketing process	South Jersey Times	Cumberland Salem Cape May Atlantic
X	One display ad beginning at the start of the marketing process	Daily Journal	Cumberland Salem Cape May Atlantic

	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org	Outreach Area	Racial/Ethnic Focus	Duration/Frequency of Outreach
Fair Share Housing Center	Region 6	Multi-racial/ethnic	display ad beginning at the start of the marketing process
CATA - The Farmworkers Support Committee	Region 6	Latino	Flyers/advertisements and/or applications at start of marketing
Revive South Jersey	Cumberland, Salem	Hispanic	Flyers/advertisements and/or applications at start of marketing
Workforce Development Board	Cumberland/Salem Cape May	Multi-racial/ethnic	Flyers/advertisements and/or applications at start of marketing

United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter,	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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
Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
Salem County Library	112 W Broadway, Salem, NJ 08079
Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401
Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210

4c. Sales/Rental Office for units (if applicable)		
	Gateway CAP Housing Services	Housing Program Case Manager (856) 497-6645 cstringfield@gatewaycap.org

AFFIRMATIVE FAIR HOUSING MARKETING PLAN
 For Affordable Housing in **(REGION 6, Bridgeton NJ)**

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership 110 Cohansey St Bridgeton NJ 08302 (856) 451-6330 Attn: Dan Muller		1b. Development or Program Name, Address Wiley Acres Block 158 Lot 7. Units for Sale	
1c. Number of Affordable Units: 6 Number of Rental Units: 0 Number of For-Sale Units: 6	1d. Price or Rental Range From \$105,000 To \$125,000	1e. State and Federal Funding Sources (if any) The project was funded utilizing Neighborhood Revitalization Tax Credits (NRTC), Affordable Housing Trust Fund (AHTF), and the City's Community Development Block Grant (CDBG) funds	
1f. <input type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: _____ Occupancy: _____		
1h. County Cumberland		1i. Census Tract(s): 205	
1j. Managing/Sales Agent's Name, Address, Phone Number Community Housing Development Organization (CHDO) Gateway Community Action Partnership Corretta Stringfield, Housing Program Case Manager 110 Cohansey St Bridgeton NJ 08302 (856) 497-6645 cstringfield@gatewaycap.org			
1k. Application Fees (if any): N/A			

(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.

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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)

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- American Indian or Alaskan Native Asian or Pacific Islander Other:

3b. HOUSING RESOURCE CENTER (www.njhrc.gov) A free, online listing of affordable housing. Listed at minimum 60 days prior to the lottery and for the duration of the affirmative marketing process

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

Duration & Frequency of Outreach	Names of Region Newspapers	Circulation Area
Targets Entire Region 6		
3c. Internet		
X	Listed for Duration of Affirmative Marketing Process	Gateway Community Action Partnership: https://www.gatewaycap.org/housing
		Region 6/ State
3d. Daily/Weekly Newspapers		
X	One display ad beginning at the start of the marketing process	Press of Atlantic City
		Region 6
X	One display ad beginning at the start of the marketing process	South Jersey Times
		Cumberland Salem Cape May Atlantic
X	One display ad beginning at the start of the marketing process	Daily Journal
		Cumberland Salem Cape May Atlantic

	One display ad beginning at the start of the marketing process	Cumberland Reminder (weekly)	Cumberland
Radio & Television			
X	One display ad beginning at the start of the marketing process	Xfinity, Verizon Fios	Region 6
X	One display ad beginning at the start of the marketing process	23 WNJS New Jersey Public Broadcasting	Region 6
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 apply)			
X	Flyers/advertisements and/or applications at start of marketing	Inspira Health Network	Cumberland, Salem, Gloucester Cape May
X	Flyers/advertisements and/or applications at start of marketing	Walmart	Region 6
X	Flyers/advertisements and/or applications at start of marketing	ShopRite	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Mannington Mills	Salem
X	Flyers/advertisements and/or applications at start of marketing	Atlantic City Electric	Region 6
X	Flyers/advertisements and/or applications at start of marketing	Gateway Community Partnership	Cumberland Salem Atlantic
X	Flyers/advertisements and/or applications at start of marketing	City of Bridgeton / Millville/ Vineland	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	Ardagh Glass	Cumberland
X	Flyers/advertisements and/or applications at start of marketing	PSE & G (LAC)	Salem
X	Flyers/advertisements and/or applications at start of marketing	Cape Regional Medical Center	Cape May
X	Flyers/advertisements and/or applications at start of marketing	Borgata Hotel Casino	Atlantic
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 or Org	Outreach Area	Racial/Ethnic Focus
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	CATA - The Farmworkers Support Committee	Region 6	Latino
	Revive South Jersey	Cumberland, Salem	Hispanic
	Workforce Development Board	Cumberland/Salem Cape May	Multi-racial/ethnic
			display ad beginning at the start of the marketing process
			Flyers/advertisements and/or applications at start of marketing
			Flyers/advertisements and/or applications at start of marketing
			Flyers/advertisements and/or applications at start of marketing

United Advocacy Group	Cumberland/ Salem	Multi-racial Ethnic	Flyers/advertisements and/or applications at start of marketing
NAACP	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
National Coalition of 100 Black Women, Inc. Southern NJ Chapter,	Region 6	African American	Flyers/advertisements and/or applications at start of marketing
Gateway Community Action Partnership	Cumberland, Atlantic, Cape May, Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Office on Aging	Region 6	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Rural Development Corporation	Cumberland	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Salem County Board of Social Services	Salem	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Department of Family and Community Development	Atlantic	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing
Cape May County Social Services	Cape May	Multi-racial ethnic	Flyers/advertisements and/or applications at start of marketing

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	Cumberland County Administration Building	164 W. Broad St Bridgeton NJ 08302
X	Cumberland County Library	800 E. Commerce St, Bridgeton NJ 08302
X	Salem County Administration Office Complex	110 Fifth Street, Salem, NJ 08079.
X	Salem County Library	112 W Broadway, Salem, NJ 08079
X	Atlantic County Library	40 Farragut Avenue, Mays Landing, NJ 08330
X	Atlantic County Administration Building	1333 Atlantic Avenue, 8th Floor Atlantic City, NJ 08401
X	Cape May County Administration Building	4 Moore Road. Cape May Court House, NJ 08210
X	Cape May County Library	0 Mechanic St, Cape May Court House, NJ 08210

4c. Sales/Rental Office for units (if applicable)		
X	Gateway CAP Housing Services	Housing Program Case Manager (856) 497-6645 cstringfield@gatewaycap.org

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 Municipality's Fair Share obligation.



Kevin C. Rabago, Sr, Business Administrator
City of Bridgeton, NJ