

RESOLUTION #26.81

RESOLUTION ADOPTING AN AFFIRMATIVE MARKETING PLAN FOR AFFORDABLE HOUSING IN FURTHERANCE OF THE BOROUGH OF PAULSBORO'S HOUSING ELEMENT AND FAIR SHARE PLAN

WHEREAS, the New Jersey Legislature amended the State's Fair Housing Act ("Amended FHA" or "Law") pursuant to P.L. 2024, c.2, which was signed into law by the Governor on March 20, 2024; and

WHEREAS, the Amended FHA sets forth that the Fourth Round period of affordable housing obligations shall run from July 1, 2025, through June 30, 2035 ("Fourth Round" or "Round Four"); and

WHEREAS, in accordance with the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26-1, et seq., the Borough of Paulsboro ("Borough") is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created, including those created by the rehabilitation of rental housing units within the Borough, are affirmatively marketed to low- and moderate-income households within Housing Region 5, which includes the Borough; and

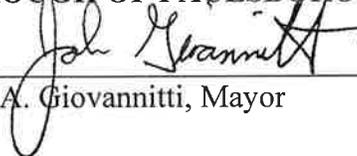
WHEREAS, the Mayor and Council of the Borough of Paulsboro ("Borough Council") have determined that the Affirmative Marketing Plan is designed to implement the provisions of the Housing Element and Fair Share Plan, and it is in the best interest of the Borough to adopt the same; and

WHEREAS, the Borough desires to adopt an Affirmative Marketing Plan to attract buyers and/or renters of all majority and minority groups and to reach those potentially eligible persons who are least likely to apply for affordable units in the plan region by attracting applications from eligible applicant-households in preparation for the random selection process.

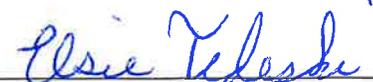
NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Paulsboro, County of Gloucester, that the Borough Council does hereby adopt the Affirmative Marketing Plan, dated March 3, prepared by Christopher Dochney, PP, AICP, of CME Associates.

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

BOROUGH OF PAULSBORO



John A. Giovannitti, Mayor



Elsie Tedeski, Borough Clerk

Borough of Paulsboro – Affirmative Marketing Plan

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

For Affordable Housing in Region 5

The purpose of the Affirmative Marketing Plan is to ensure that all affordable housing units created within The Borough of Paulsboro are affirmatively marketed to very low-, low-, and moderate-income households throughout Housing Region 5, which includes Camden, Gloucester, and Burlington Counties. The AMP establishes a regional marketing strategy designed to attract potential applicants of all majority and minority groups, regardless of race, creed, color, national origin, ancestry, English proficiency, marital or familial status, gender, affectional or sexual orientation, disability, age, source of lawful income, or any other characteristic protected under the New Jersey Law Against Discrimination.

Consistent with UHAC at N.J.A.C. 5:80-26.16, the AMP is intended to:

- Promote equal housing opportunity and prevent discriminatory housing practices;
- Affirmatively reach households that are least likely to apply for affordable housing within the region;
- Ensure that all affordable units are widely advertised through appropriate regional media outlets, housing search websites, community organizations, and major employers;
- Provide a fair and transparent random selection process for qualified applicants; and
- Maintain compliance throughout the entire period of affordability controls applicable to each restricted unit.

The Borough's AMP applies to all affordable housing units created pursuant to the Borough's Housing Element and Fair Share Plan, including both prior round and Fourth Round obligations, as well as any future developments containing deed-restricted affordable units. The Plan will be implemented by the Borough's designated Administrative Agent, who will oversee all marketing activities, application intake, random selection procedures, income qualification, and ongoing compliance monitoring in accordance with UHAC requirements.

Marketing efforts will commence no fewer than 120 days prior to anticipated occupancy of affordable units and will continue as necessary to ensure that qualified applicants are identified and units are occupied. Affordable units will be listed on the New Jersey Housing Resource Center (NJHRC) website and advertised in appropriate regional publications serving Housing Region 5. Outreach will also include community-based organizations, religious institutions, social service agencies, veterans' organizations, and major regional employers to ensure broad and inclusive dissemination of information.

All costs associated with advertising and marketing of affordable housing units will be borne by the applicable developer or property owner, subject to the direction and oversight of the Borough's Administrative Agent.

The Borough affirms its commitment to advancing the goals of the Fair Housing Act by ensuring that affordable housing opportunities are made available on a nondiscriminatory basis.

Borough of Paulsboro – Affirmative Marketing Plan

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)			
<input type="checkbox"/> White (non-Hispanic) <input checked="" type="checkbox"/> Black (non-Hispanic) <input checked="" type="checkbox"/> Hispanic <input type="checkbox"/> American Indian or Alaskan Native <input type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Other group:			
3b. Housing Resource Center			
www.njhousing.gov A free, online listing of affordable housing			
3c. Commercial Media (required) (Check all that applies)			
	Duration & Frequency of Outreach	Names of Regional Newspaper(s)	Circulation Area
Targets Entire Housing Region 5			
Newspaper			
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Philadelphia Inquirer	Southern NJ
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	The Sun Newspapers	Burlington, Camden, and Gloucester counties
Targets Partial Housing Region 5			
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	The Sentinel of Gloucester County	Gloucester County
Housing Search Websites			
X	One listing to run for the duration of the marketing period.	Zillow.com	Statewide
Targets Entire Housing Region 5			
3f. Community Contacts (names of community groups/organizations throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing)			
Name of Group/Organization	Duration & Frequency of Outreach	Racial/Ethnic Identification of Readers/Audience	Outreach Area
Fair Share Housing Center	Ongoing as needed	N/A	Statewide
New Jersey State Conference of NAACP	Ongoing as needed	African-American	Statewide
The Latino Action Network	Ongoing as needed	Hispanic	Statewide
Hispanic Family Center of Southern New Jersey	Ongoing as needed	Hispanic	Camden County
Puerto Rican Action Committee (PRAC) of Southern NJ	Ongoing as needed	Hispanic	Burlington County
Gloucester County Branch NAACP	Ongoing as needed	African-American	Gloucester County
Camden County East Branch NAACP	Ongoing as needed	African-American	Camden County
Southern Burlington County NAACP	Ongoing as needed	African-American	Burlington County
Willingboro & Vicinity County NAACP	Ongoing as needed	African-American	Burlington County
Supportive Housing Association	Ongoing as needed	N/A	Statewide

Borough of Paulsboro – Affirmative Marketing Plan

IV. Applications

Applications for affordable housing for the above units will be available at the following locations:		
4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that apply)		
	Building	Location
X	Burlington County Library	5 Pioneer Boulevard, Westampton, NJ 08060, (609) 267-9660; Director: Ranjna Das, rdas@bcls.lib.nj.us
X	Burlington County Administration Building	49 Rancocas Road, Mount Holly, NJ 08060 Contact: (609) 265-5020. County Administrator: Eve A. Cullinan, ecullinan@co.burlington.nj.us
X	Camden County Library System	203 Laurel Road, Voorhees, NJ 08043 (856) 772-1636. Director: Linda Devlin, ldevlin@camdencountylibrary.org
X	Camden County Administration / Courthouse Building	520 Market Street, Camden, NJ 08102 (Courthouse offices), (856)-225-5354. County Administrator: Ross G. Angilella, admin@camdencounty.com
X	Gloucester County Library System	389 Wolfert Station Rd, Mullica Hill, NJ 08062, (856) 223-6000. Director: Caroline S. Oldt.
X	Gloucester County Administration Building	2 South Broad Street, Woodbury, NJ 08096, (856)-853-3200. County Administrator: Chad M. Bruner, (856) 853-3275), cbruner@co.gloucester.nj.us
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)		
Borough of Paulsboro Administration Building 1211 N Delaware St Paulsboro NJ 08066 Vernon Marino – Administrator; vmarino@paulsboronj.org https://paulsboronj.org/		
Elsie Tedeski – Municipal Housing Liaison		
4c. Sales/Rental Office for units (if applicable)		

Borough of Paulsboro – Affirmative Marketing Plan

V. Certifications and Endorsements

I hereby certify that the above information is true and correct to the best of my knowledge. I understand that knowingly falsifying the information contained herein may affect the (Select one: Municipality's substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI/CHOICE funding).	
	March 3, 2026
Signature	Date
Christopher N. Dochney, PP, AICP	Borough Housing Planner
Name (Type or Print)	Title/Municipality