


RESOLUTION NO. 2026-20

**RESOLUTION OF THE TOWNSHIP OF FRANKLIN, COUNTY OF HUNTERDON,
STATE OF NEW JERSEY ADOPTING THE AFFIRMATIVE MARKETING PLAN FOR
THE TOWNSHIP**

WHEREAS, in accordance with the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26-1, *et seq.*, the Township of Franklin 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 Township of Franklin, are affirmatively marketed to low- and moderate-income households within Housing Region 3, the COAH Housing Region encompassing the Township of Franklin.

NOW THEREFORE BE IT RESOLVED, that the Township Committee of the Township of Franklin, County of Hunterdon, State of New Jersey does hereby adopt the attached Affirmative Marketing Plan.

I, Christine Burke, Municipal Clerk of the Township of Franklin, County of Hunterdon, do hereby certify the foregoing is a true and correct copy of a Resolution adopted at a regular meeting of the Township Committee on February 12, 2026.



Christine Burke, Municipal Clerk
Township of Franklin

III. MARKETING

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:

REQUIRED

5:80-26.16(g)1 requires you to advertise your project on the New Jersey Housing Resource Center for at least sixty days before conducting the random selection.

☒ **HOUSING RESOURCE CENTER** (www.njhousing.gov) A free, online listing of affordable housing

Regional Newspapers

5:80-26.16(g)3 requires you to advertise your project in at least one regional newspaper (either online or in print). You may also select several papers with partial regional coverage, as long as all counties in the region are covered.

TARGETS ENTIRE HOUSING REGION 3

<input checked="" type="checkbox"/>	Star-Ledger (online only)	https://www.nj.com/starledger/	Hunterdon, Middlesex, Somerset
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TARGETS PARTIAL HOUSING REGION 3

<input type="checkbox"/>	Home News Tribune	https://www.mycentraljersey.com/news/home-news-tribune/	Middlesex
	Echoes-Sentinel	www.echoes-sentinel.com	Somerset
<input type="checkbox"/>	Courier News	https://www.mycentraljersey.com/	Somerset, Hunterdon
<input type="checkbox"/>	Hunterdon Review	https://www.newjerseyhills.com/hunterdon_review/	Hunterdon
<input type="checkbox"/>	The Amboy Guardian	https://www.amboyguardian.com/	Middlesex
<input type="checkbox"/>	Branchburg News	https://readingtonnews.com/	Somerset

TARGETS ENTIRE HOUSING REGION 3

Housing Search Websites

5:80-26.16(g)4 requires you to advertise your project on at least one housing search website in addition to the NJHRC. This can include the AA website. List below all housing search websites to be used:

To be inserted after AA is retained.

If you selected a print newspaper(s) as your regional paper above, select TWO additional strategies below with AT LEAST ONE NON-DIGITAL MARKETING STRATEGY.

If you selected a digital newspaper(s) as your regional paper above, select AT LEAST TWO NON-DIGITAL MARKETING STRATEGIES below.

☒ Specific Radio and Television Stations

5:80-26.16(e)1 lists specific radio stations, and television stations throughout the housing region as marketing opportunities. If choosing this option, make sure your proposed stations cover the entire region. You may add more if desired. List the selected publications below or attach a list from the Marketing Outreach Tool.

<input checked="" type="checkbox"/>	WCTC 1450
<input checked="" type="checkbox"/>	WCVH 90.5
<input type="checkbox"/>	
<input type="checkbox"/>	

☐ Paid Targeted Digital Advertising

5:80-26.16(e)1 offers paid targeted digital advertising as an option. Some common platforms are listed below.

<input type="checkbox"/>	Google Ads
<input type="checkbox"/>	Microsoft Ads
<input type="checkbox"/>	Bing Ads
<input type="checkbox"/>	Other (please list)

☐ Specific Newspapers and Other Publications

5:80-26.16(e)2 lists "specific newspapers and other publications circulated within the housing region" as an option, including neighborhood-oriented weekly papers, religious publications, and organizational newsletters. If choosing this option, make sure your proposed publications cover the entire region. You may add more if desired. List the selected publications below or attach a list from the Marketing Outreach Tool.

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

☐ Employers Throughout the Housing Region

5:80-26-16(e)3 offers outreach to regional employers as an option. A comprehensive and regularly updated list of employers is available in the Marketing Outreach Tool. Please reach out to each listed employer in the region; you may add more if desired. If an employer no longer exists or has moved, please inform DCA.

☐ Community Organizations Throughout the Housing Region

5:80-26-16(e)4 offers community and regional organizations as an option, including nonprofit, religious, governmental, fraternal, civic, and other organizations. A comprehensive and regularly updated list of organizations is available in the Marketing Outreach Tool. Please reach out to each listed organization in the region. You may add more if desired. If an organization no longer exists or has moved, please inform DCA.

X *Municipal and County Websites*

5:80-26-16(e)5 offers municipal and county website advertising as an option. Insert the URL for the municipality.

<https://franklin-twp.org/departments/affordable-housing/>

☐ **Social Media**

5:80-26.16(e)6 offers social media as an option. Some common platforms are listed below. You may place ads on these platforms or market for free on your own page.

☐

Facebook

☐

TikTok

☐

Instagram

☐

Reddit

☐

YouTube

☐

Snapchat

☐

Other (please list)

☐ **Public Transit Stops**

A comprehensive and regularly updated list of NJ Transit stops is available at

<https://www.nj.gov/dca/hmfa/about/has/>, or in map form at njogis-newjersey.opendata.arcgis.com.

Note that you **must** get permission from NJ Transit to post flyers.

☐ **Other Advertising Efforts**

Applications for affordable housing or notices thereof, if offered online, for the above units will be available in all County Administration Buildings and Libraries for all counties in the housing region:		
	BUILDING	LOCATION
X	Middlesex County Administration Bldg	75 Bayard, New Brunswick, NJ 08903
X	Somerset County Admin. Bldg	20 Grove Street, Somerville, NJ 08876
X	Somerset County Library Headquarters	1 Vogt Drive, Bridgewater, NJ 08807
X	Hunterdon County Library Headquarters	314 State Highway 12, Bldg. 3 Flemington, NJ 08822
Municipality in which the units are located (list municipal building and municipal library, address, contact person)		
Municipal Building, 43 Lower Landsdown Road, Annandale, NJ 08804, Cameron Keng, MHL		
Sales/Rental Office for units (if applicable)		
TBD		

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 compliance and/or any state funding.

Name (Type or Print)

Title/Municipality

Signature

Date

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