

RESOLUTION NO. 101-2026

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE BOROUGH OF MADISON
ADOPTING AN UPDATED "AFFIRMATIVE MARKETING PLAN" FOR AFFORDABLE
HOUSING (HOUSING REGION 2)**

WHEREAS, pursuant to P.L. 2024, c. 2 and implementing regulations including the Uniform Housing Affordability Controls ("UHAC"), N.J.A.C. 5:80-26.1 et seq., and DCA monitoring requirements, N.J.A.C. 5:99-1 et seq., the Borough of Madison is required to administer and monitor restricted affordable housing units, including affirmative marketing; and

WHEREAS, UHAC requires municipalities and/or their administrative agents to implement an affirmative marketing program consistent with N.J.A.C. 5:80-26.16 and applicable State agency guidance; and

WHEREAS, the Borough previously adopted an Affirmative Marketing Plan by Resolution 122-2021; and

WHEREAS, the Borough desires to update and re-adopt its Affirmative Marketing Plan to reflect revised State administrative requirements while retaining the Housing Region 2 preference; and

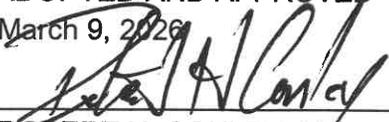
WHEREAS, the Borough's Administrative Agent is Morris County Housing Partnership / Madison Housing Authority, and the Borough's Municipal Housing Liaison provides municipal oversight.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Madison, County of Morris, State of New Jersey, as follows:

1. The updated Affirmative Marketing Plan attached hereto as Exhibit A is hereby adopted.
2. All restricted affordable housing units in Madison shall be marketed in accordance with Exhibit A for the full deed restriction/control period applicable to each unit.
3. The Borough's Administrative Agent shall administer Exhibit A and shall require developers/owners/agents to comply with the Plan for all Borough-regulated affordable units.
4. All costs of advertising and affirmative marketing shall be borne by the developer/seller/owner of the affordable unit(s), subject to review and approval of marketing materials by the Administrative Agent.
5. The Municipal Housing Liaison shall receive and maintain records demonstrating compliance with Exhibit A, including proof of advertisements, NJHRC postings, outreach, and applicant intake/selection documentation.
6. To reduce the risk of outdated outlet lists, Exhibit A identifies required marketing channels and program standards; specific outlet/contact lists may be maintained and updated by the Administrative Agent as an administrative appendix, provided the minimum required channels and notice standards are met.
7. This Resolution shall take effect immediately upon adoption.

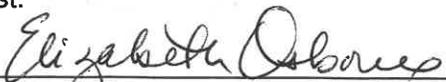
ADOPTED AND APPROVED

March 9, 2026



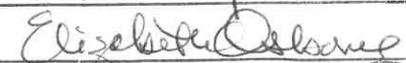
ROBERT H. CONLEY, Mayor

Attest:



ELIZABETH OSBORNE, Borough Clerk

I, Elizabeth Osborne, Clerk of the Borough of Madison, hereby certify the foregoing to be a true and exact copy of a resolution adopted by the Council at a duly convened meeting

held March 9, 2026


Elizabeth Osborne, Borough Clerk

EXHIBIT A

AFFIRMATIVE MARKETING PLAN

1. Purpose and Fair Housing Statement

This 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, English-speaking ability, marital or familial status, gender, affectional or sexual orientation, disability, age or number of children, source of lawful income, or any other protected characteristic under the New Jersey Law Against Discrimination, to restricted affordable housing units in the Borough. The Plan is intended to target those potentially eligible persons who are least likely to apply for affordable units in the region.

2. Applicability

This Plan applies to all restricted very low-, low-, and moderate-income units in Madison that are subject to UHAC administration. It applies to units identified in the Borough's Housing Element & Fair Share Plan as well as any future restricted units created during the period of affordability controls.

3. Housing Region and Regional Preference

Madison is located in Housing Region 2, consisting of Morris, Essex, Union, and Warren Counties. This Plan provides a regional preference for households that live and/or work in Housing Region 2, consistent with prior Borough practice. Any additional preferences (e.g., special purpose preferences permitted by UHAC) must be disclosed in advertising and reflected in the project worksheet.

4. Program Administration and Cost Responsibility

The Plan shall be implemented by the Borough's Administrative Agent (Morris County Housing Partnership / Madison Housing Authority) or, if applicable, an administrative agent approved for a specific development. Developers/owners/sellers of affordable units shall bear all costs of advertising and marketing, subject to approval and oversight by the Administrative Agent.

5. Timing and Marketing Period

Implementation of the affirmative marketing program for a development shall commence at least 120 days prior to expected occupancy (or earlier if required by funding). Primary marketing and advertising shall be employed at the start of the marketing program and continue until units are leased or sold, or until applications received are at least three times the number of units available. Additional advertising and publicity shall occur on an as-needed basis. The Plan is continuing and shall be followed throughout the entire period of affordability restrictions.

6. Required Marketing Channels (Minimum Standards)

For each marketing cycle, the Administrative Agent and/or developer/owner shall, at minimum, use the channels below. The Administrative Agent may add methods as needed to reach households least likely to apply.

- New Jersey Housing Resource Center (NJHRC) posting: Each project must be listed on NJHRC for at least 60 days before any random selection and updated as availability changes.
- At least one regional newspaper advertisement (digital or print) providing coverage across Housing Region 2.
- At least one additional housing search website posting (in addition to NJHRC) (may include the Administrative Agent's website or another housing search platform).
- Municipal and county websites: Borough website posting plus postings on county websites for each county in Housing Region 2 where feasible.
- Social media marketing and/or paid targeted digital advertising designed to reach households least likely to apply (platforms and targeting to be documented).
- Community organization outreach: contact community-based organizations, social service providers, and fair housing organizations serving Housing Region 2, with emphasis on groups least likely to apply.
- Non-digital outreach (at least two non-digital strategies when the primary regional newspaper strategy is digital-only), such as employer outreach, physical postings, or other non-digital tactics appropriate to the project.

7. Content Standards for Advertisements and Notices

All advertisements, postings, and outreach notices shall include, at minimum:

- Project name and location (and an address sufficient to find directions).
- Unit mix (bedrooms), number of affordable units available, and whether units are rental or ownership (and whether family, age-restricted, or supportive, if applicable).
- Price/rent range and key fees (including any application fees, if any).
- Maximum income limits by household size (or a clear statement that income limits apply and where to obtain them), including the maximum income permitted to qualify.
- Where and how to obtain and submit applications (paper and online), including URLs, mailing address, business hours (if paper applications are available), and a contact email/phone regularly monitored by the Administrative Agent.
- Application deadline(s), expected lease-up/closing date(s), and expected date of random selection (if applicable).
- Any UHAC-permitted preferences used in selection (including the Housing Region 2 preference), and reasonable accommodation information.
- Equal Housing Opportunity/Fair Housing statement and logo where practicable.

8. Model Worksheet Requirement (Project-Specific Plan)

Each affordable housing development or program must complete the State's model affirmative marketing worksheet (Region 2 form) or a substantially equivalent format approved by the Administrative Agent. The completed worksheet, along with unit information (including bedrooms, income level, rent/price, accessibility features, and other required details), shall be maintained in the project marketing file.

9. Applications and Public Access Locations

Applications, or notices thereof, used as part of the affirmative marketing program shall be available online and/or in paper form as stated in advertisements. For paper availability and public notice, the Administrative Agent shall ensure distribution or notice to: (a) county administration buildings and county libraries for each county in Housing Region 2, and (b) the municipal building and municipal library in Madison. Specific addresses and contacts may be maintained by the Administrative Agent as an administrative appendix and updated as needed.

10. Reaching Households Least Likely to Apply

For each marketing cycle, the Administrative Agent shall identify the population(s) least likely to apply (based on regional demographics, project location, and applicant history) and shall document targeted outreach steps used to reach those households. Targeting may include language-access outreach, community media, faith-based networks, disability service providers, and culturally specific organizations. At least three targeted outreach steps should be documented for each marketing cycle.

11. Documentation, Recordkeeping, and Reporting

The Administrative Agent shall maintain a marketing file for each project/cycle including: copies of all ads; proof of NJHRC posting; screenshots/receipts for digital and social media campaigns; lists of organizations and employers contacted; copies of flyers/posters; the applicant list; lottery documentation; and records of reasonable accommodation requests. Developers/owners/agents shall provide proof of publications and outreach to the Administrative Agent. Marketing materials (press releases, ads, postings) shall be approved by the Administrative Agent in advance. The Municipal Housing Liaison shall be provided copies or access to these materials upon request and for compliance reporting.

12. Random Selection and Waiting List Administration

A random selection method will be used by the Administrative Agent in conformance with UHAC. The Administrative Agent shall document the random selection and resulting applicant list. The Housing Region 2 preference shall be applied consistent with the Plan and disclosed in marketing materials and applicant instructions.

13. Compliance and Enforcement

Developers/owners/management agents must cooperate with the Administrative Agent and comply with this Plan as a condition of approval and/or affordability controls. Noncompliance may result in delayed approvals for occupancy, withholding of certifications, and other remedies available under applicable Borough approvals and State rules.

Attachment 1

Region 2 Affirmative Fair Housing Marketing Plan Worksheet (Use for Each Project)

Use the current State Region 2 worksheet for each development/program. Ensure the worksheet selection of marketing strategies explicitly includes: (a) NJHRC posting, (b) at least one additional housing search website, (c) regional newspaper advertising covering all counties in Region 2, and (d) the required number of non-digital strategies when the regional newspaper strategy is digital-only. Where DCA provides a Marketing Outreach Tool list of employers/organizations, the Administrative Agent should use that list and document outreach.

AFFIRMATIVE FAIR HOUSING MARKETING PLAN For Affordable Housing in the Borough of Madison (REGION 2)

I. APPLICANT AND PROJECT INFORMATION

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

Administrative Agent Name, Address, Phone Number Morris County Housing Partnership Madison Housing Authority		Development or Program Name, Address	
Number of:	Affordable Rental Units	Affordable For-Sale Units	
Affordable Units Total			
Affordable Age Restricted Units			
Affordable Non-Age Restricted Units			
Affordable Supportive Housing Units			
Price or Rental Range	Approximate Starting Dates		
From:	Advertising:		Occupancy:
To:			
Counties Essex, Morris, Union, Warren	Preferences, if any: Regional Preference: Applicants that live and/or work in Housing Region 2 State Preference: Applicants that live and/or work in the State of New Jersey		
Managing/Sales Agent's Name, Address, Phone Number			
Application Fees (if any):			

A spreadsheet with information about all units, including number of bedrooms, income level, rent or price, accessibility features, and square footage must be attached to this plan.

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

<p>Describe the random selection process that will be used once applications are received.</p> <p>The Administrative Agent will assign random numbers to each applicant through a computerized random number generator thereby creating a waiting list. After the list of applications submitted during the initial lottery period is exhausted, the priority of preliminary applications is established by the date that the households submits their preliminary application ("Interest Date").</p> <p>In addition to the random number assigned to the household and/or the interest date, there are other factors impacting waiting list priority which are described below:</p> <p>Regional Preference: Applicants that indicated that they live or work in the Affordable Housing Region will be contacted first. Once those applicants are exhausted, applicants outside the region will be contacted.</p> <p>State Preference: Subsequent to the Regional Preference, applicants that indicated that they live or work in the State will be contacted first. Once those applicants are exhausted, applicants outside of the State will be contacted.</p> <p>Household Size: Whenever possible, there will be at least one person for each bedroom. If the waiting list is exhausted</p>

and there are no in or out of region or state households with a person for each bedroom size, units will be offered to smaller sized households that do not have a person for each bedroom. The Administrative Agent cannot require an applicant household to take an affordable unit with a greater number of bedrooms, as long as overcrowding is not a factor. A household can be eligible for more than one unit category.

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 2

Daily Newspaper

x	Star-Ledger (online only)	https://www.nj.com/starledger/	Essex, Morris, Union, Warren	D-Digital or ND-Non-Digital
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TARGETS PARTIAL HOUSING REGION 2

<input type="checkbox"/>	Daily Record	https://www.dailyrecord.com/	Morris	
<input type="checkbox"/>	Lehigh Valley News	https://www.lehighvalleynews.com/	Warren	
Weekly Newspaper				
<input type="checkbox"/>	Belleville Times	https://enewspaper.northjersey.com/ee/bellevilletimes/	Essex	
<input type="checkbox"/>	The Jersey Bee	https://jerseybee.org/	Essex	
<input type="checkbox"/>	Essex News Daily	https://essexnewsdaily.com/	Essex, Union	
<input checked="" type="checkbox"/>	Morris News Bee	https://www.newjerseyhills.com/morris_news_bee/	Morris	
<input type="checkbox"/>	Hanover Eagle	https://www.newjerseyhills.com/hanover_eagle/	Morris	
<input type="checkbox"/>	Independent Press	https://www.nj.com/independentpress	Morris, Union, Essex	
<input type="checkbox"/>	Cranford Monthly	https://rennamedia.com/publications/cranford-monthly/	Union	
<input type="checkbox"/>	Union News Daily	https://unionnewsdaily.com/	Union	
<input type="checkbox"/>	Spirit of Union	https://rennamedia.com/	Union	
<input type="checkbox"/>	Warren Monthly	https://rennamedia.com/publications/warren-monthly/	Warren	

<input type="checkbox"/>	Warren News	https://www.nj.com/warren/	Warren	
<input type="checkbox"/>	Warren Daily Voice	https://dailyvoice.com/nj/warren/	Warren	

Housing Search Websites – D – Digital

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:

Affordablehomesnewjersey.com

ELECTIVES

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 – D – Digital

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 type="checkbox"/>	

AND Paid Targeted Digital Advertising (must be selected in addition to stations above) – D – Digital

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.

		D-Digital or ND-Non-Digital
<input type="checkbox"/>		

X Employers Throughout the Housing Region – ND – Non-Digital	
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.	
X Community Organizations Throughout the Housing Region – ND – Non-Digital	
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 – D – Digital	
5:80-26-16(e)5 offers municipal and county website advertising as an option. Insert the URL for the municipality. To ensure regional outreach, advertise in all county websites listed below.	
Municipality: https://www.glenridgenj.org/	
https://essexcountynj.org/	
http://morriscountynj.gov/	
www.ucnj.org	
www.warrencountynj.gov	
X Social Media – D – Digital	
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.	
<input checked="" type="checkbox"/>	Facebook
<input type="checkbox"/>	TikTok
<input checked="" type="checkbox"/>	Instagram
<input type="checkbox"/>	Reddit
<input type="checkbox"/>	YouTube
<input type="checkbox"/>	Snapchat
<input type="checkbox"/>	Other (please list)
<input type="checkbox"/> Public Transit Stops – ND – Non-Digital	
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.	
<input type="checkbox"/> Other Advertising Efforts to Groups Least Likely to be Reached	

IV. SUMMARY

Non-Digital Outreach	Digital Outreach

V. APPLICATIONS

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 Morris County Administration	PO Box 900, Morristown, NJ 07963 (973)285-6000
X Morris County Library	30 East Hanover Avenue, Whippany, NJ 07981 (973)285-6930
X Warren County Administration	165 County Route 519 South, Belvidere, New Jersey 07823 (908)475-6200
X Warren County Library Administrative Offices	2 Shotwell Dr., Belvidere, NJ 07823 (908) 818-1280
X Essex County/Hall of Records	465 Dr. Martin Luther King, Jr. Blvd, Newark, NJ 07102 (973)621-4400
X Essex County Library	303 University Avenue, Newark, NJ 07102 (973) 877-3233
X Union County/Administration Building	10 Elizabethtown Plaza, Elizabeth, NJ 07202 (908)527-4100
X Union County Library	1980 Morris Avenue, Union, NJ 07083 (908) 851-5450
Municipality in which the units are located (list municipal building and municipal library, address, contact person)	
Borough of Madison 50 Kings Road Madison, NJ 07940	Municipal Housing Liaison: 973-593-3042
Madison Public Library 39 Keep Street Madison, NJ 07940	Library Director: 973-377-0722
Sales/Rental Office for units (if applicable)	

V. CERTIFICATIONS AND ENDORSEMENTS

I hereby certify that the above information is true and correct to the best of my knowledge. I understand that knowingly falsifying the information contained herein may affect the Municipality's compliance and/or any state funding.	
Erin Stankiewicz, CGP&H Administrative Agent, Borough of Madison	
Signature	Date