

**A RESOLUTION TO APPROVE THE
AFFIRMATIVE FAIR HOUSING MARKETING PLAN**

WHEREAS, the Borough of Woodland Park, in the Passaic County, State of New Jersey, is required to adopt and implement an Affirmative Fair Housing Marketing Plan in accordance with the Fair Housing Act, N.J.S.A. 52:27D-301 et seq., and applicable regulations; and

WHEREAS, the Marketing Plan outlines the Borough’s obligations and will facilitate marketing the municipality’s fair share housing obligations; and

WHEREAS, the Mayor and Council of Woodland Park has reviewed the proposed Affirmative Fair Housing Marketing Plan, which was prepared by Erin Stankiewicz, P.P. of CGP&H, of Cranbury, New Jersey who is a specialist in community grants, Planning & Housing, who will implement this marketing plan in a manner that is consistent with the municipality’s Housing Element and Fair Share Plan, and hereby approves this Plan as drafted in the form annexed to this resolution as Attachment #1; and

WHEREAS, the adoption of this Marketing Plan will ensure compliance with the requirements of the New Jersey Department of Community Affairs and the Council on Affordable Housing (COAH) or its successor agency, especially with regard to marketing available affordable housing units – in a fair, balanced and equitable manner, in compliance with the rules, regulations and laws of the State of New Jersey.

NOW, THEREFORE BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE BOROUGH OF WOODLAND PARK, that:

1. The Affirmative Fair Housing Marketing Plan that is annexed hereto, is approved and adopted.
2. The Municipal Clerk, Sandra Olivola is directed to submit the adopted Affirmative Fair Housing Marketing Plan to the appropriate state agency for review and approval.
3. This resolution shall take effect immediately upon adoption.

Record of Mayor and Council Vote on Passage

	AYE	NAY	Abstain	Absent		AYE	NAY	Abstain	Absent
Torres	✓				Gatti	✓			
Chaabane	✓				Sica	✓			
DeCesare	✓				Mayor Kallert	✓			
Figueroa	✓								

This resolution was approved by the Mayor and Council of the Borough of Woodland Park at a regular scheduled meeting held on the 18th day of February 2026. Signed and sealed before me.


Sandra Olivola, Municipal Clerk

February 18, 2026
Dated

ATTACHMENT #1

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

Administrative Agent Name, Address, Phone Number Erin Stankiewicz CGP&H 1249 South River Road, Suite 301 Cranbury, NJ 08512-3633 609.642.4310		Development or Program Name, Address TBD	
Number of:	Affordable Rental Units	Affordable For-Sale Units	
Affordable Units Total	TBD	TBD	
Affordable Age Restricted Units	TBD	TBD	
Affordable Non-Age Restricted Units	TBD	TBD	
Affordable Supportive Housing Units	TBD	TBD	
Price or Rental Range	Approximate Starting Dates		
From: TBD	Advertising: TBD	Occupancy: TBD	
To: TBD			
Counties: Bergen, Hudson, Passaic, Sussex	Preferences, if any: (veteran, regional, NJ) TBD		
Accessibility Features, if any: TBD			
Managing/Sales Agent's Name, Address, Phone Number TBD			
Application Fees (if any):			

Attach a copy of the pricing calculator and a spreadsheet with information about all units, including number of bedrooms, income level, accessibility features, and square footage to this plan.

(Sections II through IV should be consistent for all affordable housing developments and programs within the municipality and with the municipal Affordable Housing Ordinance. 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

To be inserted by the AA.

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 1

<input checked="" type="checkbox"/>	The Record	https://www.northjersey.com/	Bergen, Hudson, Passaic
<input type="checkbox"/>	Herald News	https://www.njherald.com/	Passaic
<input checked="" type="checkbox"/>	New Jersey Herald	https://www.njherald.com/	Sussex

TARGETS PARTIAL HOUSING REGION 1

<input type="checkbox"/>	Bergen County Review	https://www.bergenreview.com/bergen-county-blog	Bergen
<input type="checkbox"/>	Hudson County View	https://hudsoncountyview.com/	Northern Bergen
<input type="checkbox"/>	Jersey City Times	https://jcitytimes.com/	Hudson
<input type="checkbox"/>	The Observer	https://www.theobserver.com/	Hudson
<input type="checkbox"/>	RLS Media	https://www.rlsmedia.com/	Passaic
<input type="checkbox"/>	Township Journal	https://www.townshipjournal.com/	Hudson/Sussex

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:

<https://www.affordablehomesnewjersey.com/>

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"/>	WNJP 88.5 - Sussex County
<input checked="" type="checkbox"/>	WBGO 88.3 -- Bergen, Hudson, Passaic Counties
<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"/>	

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.

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.

<input type="checkbox"/>	TikTok
<input type="checkbox"/>	Instagram
<input type="checkbox"/>	Reddit
<input type="checkbox"/>	YouTube
<input type="checkbox"/>	Snapchat
<input type="checkbox"/>	Other (please list)

IV. 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	Sussex County Administration Building	1 Spring Street, Newton, NJ 07860 (973)579-0200
X	Sussex County Main Library	125 Morris Turnpike, Newton, NJ 07860 (973)948-3660
X	Hudson County Administration Building	595 Newark Avenue, Jersey City, NJ 07306 (201) 795-6000
X	Passaic County Administration Building	401 Grand Street, Paterson, NJ 07505 (973) 225-3632
X	Passaic County Library	195 Gregory Avenue, Passaic, NJ 07055 (973) 779-0474
X	Bergen County Administration Building	One Bergen County Plaza, Hackensack, NJ 07601 (201)336-6000
X	Bergen County	21-00 Route 208 South, Suite 130, Fair Lawn, NJ 07410 bccls@bccls.org

4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)

Municipal Building 5 Brophy Lane, Woodland Park, NJ 07424, Sam Yodice, MHL

Library 44 Rifle Camp Road, Woodland Park, NJ 07424

4c. 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 (select one: Municipality's substantive certification or DCA Balanced Housing Program funding or HMFA UHGRP/MONI/CHOICE funding).

Name (Type or Print)