

R:26-19

RESOLUTION OF THE TOWNSHIP OF HARMONY, COUNTY OF WARREN, 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 Harmony 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 Harmony, are affirmatively marketed to low- and moderate-income households within Housing Region 2, the COAH Housing Region encompassing the Township of Harmony.

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

I, Kelley Smith, Municipal Clerk of the Township of Harmony, County of Warren, do hereby certify the foregoing is a true and correct copy of a Resolution adopted at a regular meeting of the Township Committee on March 12, 2026.



Kelley Smith, Municipal Clerk
Township of Harmony

AFFIRMATIVE FAIR HOUSING MARKETING PLAN For Affordable Housing in Region 2

I. APPLICANT AND PROJECT INFORMATION

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

1a. Administrative Agent Name, Address, Phone Number		1b. Development or Program Name, Address	
1c. Number of Affordable Units: Number of Rental Units: Number of For-Sale Units:	1d. Price or Rental Range From: \$ To: \$	1e. State and Federal Funding Sources (if any)	
1f. <input type="checkbox"/> Age Restricted <input type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates Advertising: Occupancy:		
1h. County: Warren County		1i. Census Tract(s):	
1j. Managing/Sales Agent's Name, Address, Phone Number			
1k. Application Fees (if any):			

II. RANDOM SELECTION

<p>2. 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.</p> <p>After the list of applications submitted during the initial lottery period is exhausted, the priority of preliminary applications is established by the date the household submitted their preliminary application (Interest Date).</p> <ul style="list-style-type: none"> • Household Size: Whenever possible, there will be at least one person for each bedroom.

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 type="checkbox"/> Black (non-Hispanic) <input checked="" type="checkbox"/> Hispanic <input type="checkbox"/> American Indian or Alaskan Native <input checked="" type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Other group:			
3b. Commercial Media (required) (Check all that applies)			
	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPER(S)	CIRCULATION AREA
TARGETS ENTIRE REGION 2			

<input checked="" type="checkbox"/>	At beginning of Initial marketing and as needed	DIGITAL: Star Ledger https://www.nj.com/starledger	Regions 2
<input checked="" type="checkbox"/>	At beginning of Initial marketing and as needed	PRINT: Daily Record	Region 2
<input checked="" type="checkbox"/>	Once at start of affirmative marketing period	HMFA's Housing Resource Center https://www.nj.gov/njhrc	Regions 1-6
<input checked="" type="checkbox"/>	Once at start of affirmative marketing period	HOUSNG SEARCH WEBSITE: Affordable Homes Jersey (CGP&H) www.affordablehomesnewjersey.com	Regions 1-6
<input checked="" type="checkbox"/>	At beginning of Initial marketing and as needed	RADIO / TV AD: WKXW-FM 101.5	Regions 2
<input checked="" type="checkbox"/>	At beginning of Initial marketing and as needed	SOCIAL MEDIA: X.com, Instagram, Facebook	Regions 1-6
TARGETS PARTIAL REGION 2			
<input checked="" type="checkbox"/>	Once at start of affirmative marketing period	The Harmony Township Website https://www.harmonytwp-nj.gov	Warren County
<input checked="" type="checkbox"/>	Once at start of affirmative marketing period	The Warren County Website www.warrencountynj.gov	Warren County

3c. 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	Outreach Area	Racial/Ethnic Identification of Readers/Audience	Duration & Frequency of Outreach
Fair Share Housing Center	Statewide	Various	At beginning of affirmative marketing period and as needed
NJ State Conference of the NAACP	Statewide	African American	At beginning of affirmative marketing period and as needed
The Latino Action Network	Statewide	Latino	At beginning of affirmative marketing period and as needed
Warren County NAACP	Region 2	African American	At beginning of affirmative marketing period and as needed
Community Access Unlimited	Region 2	Various	At beginning of affirmative marketing period and as needed
NORWESCAP	Region 2	Various	At beginning of affirmative marketing period and as needed
Supportive Housing Association	Statewide	Various	At beginning of affirmative marketing period and as needed
Warren Monthly	Region 2	Various	At beginning of affirmative marketing period and as needed
Warren News	Region 2	Various	At beginning of affirmative marketing period and as needed
Warren Daily Voice	Region 2	Various	At beginning of affirmative marketing period and as needed

