



BOROUGH OF HIGHLANDS
COUNTY OF MONMOUTH

RESOLUTION 26-083

ADOPTING THE 'AFFIRMATIVE MARKETING PLAN' FOR THE BOROUGH OF HIGHLANDS

WHEREAS, in accordance with the New Jersey Uniform Housing Affordability Controls pursuant to N.J.A.C. 5:80-26-1, et seq., as amended and supplemented, the Borough of Highlands 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 of Highlands, are affirmatively marketed to low and moderate income households, with preference provided to homeless veterans, disabled veterans, and family members who are the primary residential caregivers to disabled veterans residing with them, particularly those households living and/or working within Housing Region 4, the COAH Housing Region encompassing the Borough of Highlands.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and Borough Council of the Borough of Highlands, County of Monmouth, State of New Jersey, do hereby adopt the following Affirmative Marketing Plan:

Affirmative Marketing Plan

- A. All affordable housing units in the Borough of Highlands shall be marketed in accordance with the provisions herein.
- B. This Affirmative Marketing Plan shall apply to all developments that contain or will contain very-low, low, and moderate income units, including those that are part of the Borough's Prior Round, Third Round, and its current Fair Share Plan and those that may be constructed in future developments not yet anticipated by the Fair Share Plan. This Affirmative Marketing Plan shall also apply to any rehabilitated rental units that are vacated and re-rented during the applicable period of controls for rehabilitated rental units.
- C. The Affirmative Marketing Plan shall be implemented by one or more Administrative Agent(s) designated by and/or under contract to the Borough of Highlands. All of the costs of advertising and affirmatively marketing affordable housing units shall be borne by the developers/sellers/owners of affordable unit(s), and all such advertising and affirmative marketing shall be subject to approval and oversight by the designated Administrative Agent.
- D. In implementing the Affirmative Marketing Plan, the Administrative Agent, acting on behalf of the Borough of Highlands, shall undertake, at the minimum, all of the following strategies:

1. Publication of an advertisement in one or more newspapers of general circulation within the housing region.
 2. Broadcasting of an advertisement by a radio or television station broadcasting throughout the housing region.
 3. At least one additional regional marketing strategy using one of the other sources listed below.
- E. The Affirmative Marketing Plan 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, marital or familial status, gender, affectional or sexual orientation, disability, age or number of children to housing units which are being marketed by a developer or sponsor of affordable housing. Pursuant to N.J.S.A. 40:37A-114.1, preference for affordable housing within a housing project shall be provided to homeless veterans, disabled veterans, and family members who are the primary residential caregivers to disabled veterans residing with them. The Affirmative Marketing Plan is also intended to target those potentially eligible persons who are least likely to apply for affordable units in that region. It is a continuing program that directs all marketing activities toward the Housing Region in which the municipality is located and covers the entire period of the deed restriction for each restricted housing unit. The Borough of Highlands is located in Housing Region 4, consisting of Monmouth, Mercer, and Ocean Counties.
- F. The Affirmative Marketing Plan is a continuing program intended to be followed throughout the entire period of restrictions and shall meet the following requirements:
1. All newspaper articles, announcements and requests for applications for very low, low and moderate income units shall appear in the *Star Ledger* and the *Asbury Park Press*.
 2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspapers once a week for four consecutive weeks. Additional advertising and publicity shall be on an "as needed" basis. The developer/owner shall disseminate all public service announcements and pay for display advertisements. The developer/owner shall provide proof of all publications to the Administrative Agent. All press releases and advertisements shall be approved in advance by the Administrative Agent.
 3. The advertisement shall include a description of the:
 - a. Location of the units;
 - b. Directions to the units;

- c. Range of prices for the units;
 - d. Size, as measured in bedrooms, of units;
 - e. Maximum income permitted to qualify for the units;
 - f. Location of applications;
 - g. Business hours when interested households may obtain an application;
and
 - h. Application fees.
4. Newspaper articles, announcements and information on where to request applications for very low, low-, and moderate-income housing shall appear at least once a week for four consecutive weeks in at least three locally oriented newspapers serving the housing region, one of which shall be circulated primarily in Monmouth County and the other two of which shall be circulated primarily outside of Monmouth County but within the housing region.
 5. The developer must provide satisfactory proof of public dissemination. See "Attachment A," ***Affirmative Fair Housing marketing Plan for Affordable Housing Region 4*** (attached to and hereby made part of this Resolution).
- G. Applications, brochure(s), sign(s) and/or poster(s) used as part of the affirmative marketing program shall be available/posted in the following locations:
1. Highlands Borough Hall
 2. Highlands Borough Web Site
 3. Developer's Sales/Rental Offices
 4. Monmouth County Administration Building
 5. Mercer County Administration Building
 6. Ocean County Administration Building
 7. Monmouth County Library (all branches)
 9. Mercer County Library (all branches)

10. Ocean County Library (all branches)

Applications shall be mailed by the Administrative Agent and Municipal Housing Liaison to prospective applicants upon request. Also, applications shall be available at the developer's sales/rental office and multiple copies of application forms shall be mailed to Fair Share Housing Center; the New Jersey State Conference of the NAACP; the Latino Action Network; the Greater Red Bank, Asbury Park/Neptune, Bayshore, Greater Freehold, and Greater Long Branch branches of the NAACP; and the Supportive Housing Association for dissemination to their respective constituents.

H. The Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) in Monmouth, Mercer, and Ocean Counties that will aid in the affirmative marketing program with particular emphasis on contacts that will reach out to groups that are least likely to apply for housing within the region, including major regional employers identified in Attachment A, Part III, Marketing, Section 3d of COAH's ***Affirmative Fair Housing Marketing Plan for Affordable Housing in Region 4*** (attached to and hereby made part of this Resolution) as well as the following entities: Fair Share Housing Center Fair Share Housing Center; the New Jersey State Conference of the NAACP; the Latino Action Network; the Greater Red Bank, Asbury Park/Neptune, Bayshore, Greater Freehold, and Greater Long Branch branches of the NAACP; and the Supportive Housing Association.

1. Quarterly informational flyers and applications shall be sent to each of the following agencies for publication in their journals and for circulation among their members:

Monmouth County Board of Realtors
Mercer County Board of Realtors
Ocean County Board of Realtors

2. Quarterly informational circulars and applications shall be sent to the administrators of each of the following agencies within the counties of Monmouth, Mercer, and Ocean:

Welfare or Social Service Board (via the Director)
Rental Assistance Office (local office of DCA)
Office on Aging
Housing Authority (municipal or county)
Community Action Agencies
Community Development Departments

3. Quarterly informational circulars and applications shall be sent to the chief personnel administrators of all of the major employers within the region, as listed on Attachment A, Part III, Marketing, Section 3d.

4. In addition, specific notification of the availability of affordable housing units in Highlands (along with copies of the application form) shall be provided to the following entities: Fair Share Housing Center Fair Share Housing Center; the New Jersey State Conference of the NAACP; the Latino Action Network; the Greater Red Bank, Asbury Park/Neptune, Bayshore, Greater Freehold, Greater and Long Branch branches of the NAACP; and the Supportive Housing Association.
- J. A random selection method to select occupants of very low, low and moderate income housing will be used by the Administrative Agent, in conformance with N.J.A.C. 5:80-26.16. The Affirmative Marketing Plan shall provide a regional preference for very low, low and moderate income households that live and/or work in COAH Housing Region 4, comprised of Monmouth, Mercer and Ocean Counties. Pursuant to the New Jersey Fair Housing Act (P.L. 2024 c.2), a preference for very low, low and moderate income veterans duly qualified under N.J.A.C. 54:4-8.10 may also be exercised, provided an agreement to this effect has been executed between the developer or landlord and the Borough prior to the affirmative marketing of the units.
- J. The Administrative Agent shall administer the Affirmative Marketing Plan. The Administrative Agent has the responsibility to income qualify very low, low-, and moderate-income households; to place income eligible households in very low, low-, and moderate-income units upon initial occupancy; to provide for the initial occupancy of very low, low-, and moderate-income units with income qualified households; to continue to qualify households for re-occupancy of units as they become vacant during the period of affordability controls; to assist with outreach to very low, low-, and moderate-income households; and to enforce the terms of the deed restriction and mortgage loan as per N.J.A.C 5:80-26-1, et seq., as amended and supplemented.
- K. The Administrative Agent shall provide or direct qualified very low, low and moderate income applicants to counseling services on subjects such as budgeting, credit issues, mortgage qualifications, rental lease requirements and landlord/tenant law and shall develop, maintain and update a list of entities and lenders willing and able to perform such services.
- L. All developers/owners of very low, low-, and moderate-income housing units shall be required to undertake and pay the costs of the marketing of the affordable units in their respective developments, subject to the direction and supervision of the Administrative Agent.
- M. The implementation of the Affirmative Marketing Plan for a development that includes affordable housing shall commence at least 120 days before the issuance of either a temporary or permanent certificate of occupancy. The implementation of the Affirmative Marketing Plan shall continue until all very low, low-, and moderate-income housing units are initially occupied and for as long as the affordable units remain deed restricted such that qualifying new tenants and/or purchasers continues to be necessary.

- N. The Administrative Agent shall provide the Affordable Housing Liaison with the information required to comply with monitoring and reporting requirements pursuant to N.J.A.C.5:80-26-1, et seq., as amended and supplemented.

Motion to Approve R 26-083:

| | INTRODUCED | SECOND | AYE | NAY | ABSTAIN | ABSENT |
|-----------|------------|--------|-----|-----|---------|--------|
| CERVANTES | | | | | | |
| CHELAK | | | | | | |
| MELNYK | | | | | | |
| OLSZEWSKI | | | | | | |
| BROULLON | | | | | | |

This is a Certified True copy of the Original Resolution on file in the Municipal Clerk's Office.

DATE OF VOTE: March 12, 2026

Nancy Tran, Municipal Clerk
Borough of Highlands

II. RANDOM SELECTION

2. Describe the random selection process that will be used once applications are received.

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)

White (non-Hispanic)
 Black (non-Hispanic)
 Hispanic
 American Indian or Alaskan Native
 Asian or Pacific Islander
 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 PARTIAL HOUSING REGION 4 | | | |
| Daily Newspaper | | | |
| <input type="checkbox"/> | | Trenton Times | Mercer |
| <input type="checkbox"/> | | Trentonian | Mercer |
| <input type="checkbox"/> | | Asbury Park Press | Monmouth, Ocean |
| <input type="checkbox"/> | | Ocean County Observer | Ocean |

| Weekly Newspaper | | | |
|--------------------------|--|------------------------------|-----------------------------|
| <input type="checkbox"/> | | Ewing Observer | Mercer |
| <input type="checkbox"/> | | Hopewell Valley News | Mercer |
| <input type="checkbox"/> | | Lawrence Ledger | Mercer |
| <input type="checkbox"/> | | Pennington Post | Mercer |
| <input type="checkbox"/> | | Princeton Town Topics | Mercer |
| <input type="checkbox"/> | | Tempo Mercer | Mercer |
| <input type="checkbox"/> | | Trenton Downtowner | Mercer |
| <input type="checkbox"/> | | Windsor Heights Herald | Mercer |
| <input type="checkbox"/> | | West Windsor-Plainsboro News | Mercer, Middlesex |
| <input type="checkbox"/> | | Princeton Packet | Mercer, Middlesex, Somerset |
| <input type="checkbox"/> | | Messenger-Press | Mercer, Monmouth, Ocean |
| <input type="checkbox"/> | | Woodbridge Sentinel | Middlesex |
| <input type="checkbox"/> | | Atlanticville | Monmouth |
| <input type="checkbox"/> | | Coaster | Monmouth |
| <input type="checkbox"/> | | Courier | Monmouth |
| <input type="checkbox"/> | | Examiner | Monmouth |
| <input type="checkbox"/> | | Hub, The | Monmouth |
| <input type="checkbox"/> | | Independent, The | Monmouth |
| <input type="checkbox"/> | | News Transcript | Monmouth |
| <input type="checkbox"/> | | Two River Times | Monmouth |
| <input type="checkbox"/> | | Coast Star, The | Monmouth, Ocean |
| <input type="checkbox"/> | | Beach Haven Times | Ocean |
| <input type="checkbox"/> | | Beacon, The | Ocean |
| <input type="checkbox"/> | | Berkeley Times | Ocean |
| <input type="checkbox"/> | | Brick Bulletin | Ocean |
| <input type="checkbox"/> | | Brick Times | Ocean |
| <input type="checkbox"/> | | Jackson Times | Ocean |
| <input type="checkbox"/> | | Lacey Beacon | Ocean |
| <input type="checkbox"/> | | Manchester Times | Ocean |
| <input type="checkbox"/> | | New Egypt Press | Ocean |
| <input type="checkbox"/> | | Ocean County Journal | Ocean |
| <input type="checkbox"/> | | Ocean Star, The | Ocean |
| <input type="checkbox"/> | | Tri-Town News | Ocean |
| <input type="checkbox"/> | | Tuckerton Beacon | Ocean |
| <input type="checkbox"/> | | Atlantic Highlands Herald | Monmouth |

| | DURATION & FREQUENCY OF OUTREACH | NAMES OF REGIONAL TV STATION(S) | CIRCULATION AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE |
|---|---|---|---|
| TARGETS ENTIRE HOUSING REGION 4 | | | |
| <input type="checkbox"/> | | 2 WCBS-TV CBS Broadcasting Inc. | |
| <input type="checkbox"/> | | 4 WNBC NBC Telemundo License Co. (General Electric) | |
| <input type="checkbox"/> | | 5 WNYW Fox Television Stations, Inc. (News Corp.) | |
| <input type="checkbox"/> | | 7 WABC-TV American Broadcasting Companies, Inc (Walt Disney) | |
| <input type="checkbox"/> | | 9 WWOR-TV Fox Television Stations, Inc. (News Corp.) | |
| <input type="checkbox"/> | | 10 WCAU NBC Telemundo License Co. (General Electric) | |
| <input type="checkbox"/> | | 11 WPIX WPIX, Inc. (Tribune) | |
| <input type="checkbox"/> | | 13 WNET Educational Broadcasting Corporation | |
| <input type="checkbox"/> | | 58 WNJB New Jersey Public Broadcasting Authority | |
| TARGETS PARTIAL HOUSING REGION 4 | | | |
| <input type="checkbox"/> | | 25 W25AW WZBN TV, Inc. | Mercer |
| <input type="checkbox"/> | | 39 WLVT-TV Lehigh Valley Public Telecommunications Corp. | Mercer |
| <input type="checkbox"/> | | 60 WBPH-TV Sonshine Family Television Corp | Mercer |

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|--------------------------|--|--|------------------|
| <input type="checkbox"/> | | 63 WMBC-TV Mountain Broadcasting Corp. | Mercer |
| <input type="checkbox"/> | | 69 WFMZ-TV Maranatha Broadcasting Company, Inc. | Mercer |
| <input type="checkbox"/> | | 41 WXTV WXTV License Partnership, G.P. (Univision Communications Inc.) | Mercer, Monmouth |
| <input type="checkbox"/> | | 3 KYW-TV CBS Broadcasting Inc. | Mercer, Ocean |
| <input type="checkbox"/> | | 6 WPVI-TV American Broadcasting Companies, Inc (Walt Disney) | Mercer, Ocean |
| <input type="checkbox"/> | | 12 WHYY-TV WHYY, Inc. | Mercer, Ocean |
| <input type="checkbox"/> | | 17 WPHL-TV Tribune Company | Mercer, Ocean |
| <input type="checkbox"/> | | 23 WNJS New Jersey Public Broadcasting Authority | Mercer, Ocean |
| <input type="checkbox"/> | | 29 WTXF-TV Fox Television Stations, Inc. (News Corp.) | Mercer, Ocean |
| <input type="checkbox"/> | | 35 WYBE Independence Public Media Of Philadelphia, Inc. | Mercer, Ocean |
| <input type="checkbox"/> | | 48 WGTW-TV Trinity Broadcasting Network | Mercer, Ocean |
| <input type="checkbox"/> | | 52 WNJT New Jersey Public Broadcasting Authority | Mercer, Ocean |
| <input type="checkbox"/> | | 57 WPSG CBS Broadcasting Inc. | Mercer, Ocean |
| <input type="checkbox"/> | | 61 WPPX Paxson Communications License Company, LLC | Mercer, Ocean |
| <input type="checkbox"/> | | 65 WUVP-TV | Mercer, Ocean |

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|--------------------------|--|---|---------------------------|
| | | Univision Communications, Inc. | |
| <input type="checkbox"/> | | 25 WNYE-TV New York City Dept. Of Info Technology & Telecommunications | Monmouth |
| <input type="checkbox"/> | | 31 WPXN-TV Paxson Communications License Company, LLC | Monmouth |
| <input type="checkbox"/> | | 47 WNJU NBC Telemundo License Co. (General Electric) | Monmouth |
| <input type="checkbox"/> | | 50 WNJN New Jersey Public Broadcasting Authority | Monmouth |
| <input type="checkbox"/> | | 68 WFUT-TV Univision New York LLC | Monmouth, Ocean (Spanish) |
| <input type="checkbox"/> | | 62 WWSI Hispanic Broadcasters of Philadelphia, LLC | Ocean |

| | DURATION & FREQUENCY OF OUTREACH | NAMES OF CABLE PROVIDER(S) | BROADCAST AREA |
|---|---|--|--------------------------|
| TARGETS PARTIAL HOUSING REGION 4 | | | |
| <input type="checkbox"/> | | Cablevision of Hamilton | Partial Mercer, Monmouth |
| <input type="checkbox"/> | | Comcast of Central NJ, | Partial Mercer, Monmouth |
| <input type="checkbox"/> | | Patriot Media & Communications, CNJ | Partial Mercer |
| <input type="checkbox"/> | | Cablevision of Monmouth, Raritan Valley | Partial Monmouth |
| <input type="checkbox"/> | | Comcast of Mercer County, Southeast Pennsylvania | Partial Middlesex |
| <input type="checkbox"/> | | Comcast of Monmouth County | Partial Monmouth, Ocean |
| <input type="checkbox"/> | | Comcast of Garden State, Long Beach Island, Ocean County, Toms River | Partial Ocean |

| | DURATION & FREQUENCY OF OUTREACH | NAMES OF REGIONAL RADIO STATION(S) | BROADCAST AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE |
|---|---|---|---|
| TARGETS ENTIRE HOUSING REGION 4 | | | |
| AM | | | |
| <input type="checkbox"/> | | WWJZ 640 | |
| <input type="checkbox"/> | | WOR 710 | |
| <input type="checkbox"/> | | WABC 770 | |
| <input type="checkbox"/> | | WCBS 880 | |
| <input type="checkbox"/> | | WBBR 1130 | |
| <input type="checkbox"/> | | WPST 94.5 | |
| FM | | | |
| <input type="checkbox"/> | | WKXW-FM 101.5 | |
| <input type="checkbox"/> | | WPRB 103.3 | |
| TARGETS PARTIAL HOUSING REGION 4 | | | |
| AM | | | |
| <input type="checkbox"/> | | WFIL 560 | Mercer, Monmouth |
| <input type="checkbox"/> | | WMCA 570 | Monmouth, Ocean |
| <input type="checkbox"/> | | WFAN 660 | Mercer, Monmouth |
| <input type="checkbox"/> | | WNYC 820 | Mercer, Monmouth |
| <input type="checkbox"/> | | WWBD 860 | Mercer |
| <input type="checkbox"/> | | WPHY 920 | Mercer |
| <input type="checkbox"/> | | WNTF 990 | Mercer |
| <input type="checkbox"/> | | WCHR 1040 | Mercer |
| <input type="checkbox"/> | | WOBM 1160 | Monmouth, Ocean |
| <input type="checkbox"/> | | WWTR 1170 | Mercer |
| <input type="checkbox"/> | | WPHT 1210 | Mercer, Monmouth |
| <input type="checkbox"/> | | WBUD 1260 | Mercer, Monmouth |
| <input type="checkbox"/> | | WIMG 1300 | Mercer |
| <input type="checkbox"/> | | WADB 1310 | Monmouth, Ocean |
| <input type="checkbox"/> | | WHTG 1410 | Monmouth |
| <input type="checkbox"/> | | WCTC 1450 | Mercer, Monmouth |
| <input type="checkbox"/> | | WBCB 1490 | Mercer |
| <input type="checkbox"/> | | WTTM 1680 | Mercer, Monmouth |
| FM | | | |
| <input type="checkbox"/> | | WNJT-FM 88.1 | Mercer |
| <input type="checkbox"/> | | WWFM 89.1 | Mercer, Monmouth |
| <input type="checkbox"/> | | WRDR 89.7 | Monmouth, Ocean |

| | | | |
|--------------------------|--|---------------|------------------|
| <input type="checkbox"/> | | WRTI 90.1 | Mercer |
| <input type="checkbox"/> | | WBJB-FM 90.5 | Monmouth |
| <input type="checkbox"/> | | WWNJ 91.1 | Ocean |
| <input type="checkbox"/> | | WTSR 91.3 | Mercer |
| <input type="checkbox"/> | | WBGD 91.9 | Ocean |
| <input type="checkbox"/> | | WFNY-FM 92.3 | Mercer, Monmouth |
| <input type="checkbox"/> | | WXTU 92.5 | Mercer |
| <input type="checkbox"/> | | WOBM-FM 92.7 | Ocean |
| <input type="checkbox"/> | | WPAT-FM 93.1 | Mercer, Monmouth |
| <input type="checkbox"/> | | WMMR 93.3 | Mercer |
| <input type="checkbox"/> | | WNYC-FM 93.9 | Mercer, Monmouth |
| <input type="checkbox"/> | | WYSP 94.1 | Mercer |
| <input type="checkbox"/> | | WJLK-FM 94.3 | Monmouth, Ocean |
| <input type="checkbox"/> | | WFME 94.7 | Mercer, Monmouth |
| <input type="checkbox"/> | | WZZO 95.1 | Mercer |
| <input type="checkbox"/> | | WPLJ 95.5 | Mercer, Monmouth |
| <input type="checkbox"/> | | WBEN-FM 95.7 | Mercer |
| <input type="checkbox"/> | | WRAT 95.9 | Monmouth, Ocean |
| <input type="checkbox"/> | | WCTO 96.1 | Mercer |
| <input type="checkbox"/> | | WQXR-FM 96.3 | Mercer, Monmouth |
| <input type="checkbox"/> | | WRDW-FM 96.5 | Mercer |
| <input type="checkbox"/> | | WQHT 97.1 | Mercer, Monmouth |
| <input type="checkbox"/> | | WSKQ-FM 97.9 | Mercer, Monmouth |
| <input type="checkbox"/> | | WOGL 98.1 | Mercer |
| <input type="checkbox"/> | | WMGQ 98.3 | Mercer, Monmouth |
| <input type="checkbox"/> | | WRKS 98.7 | Mercer, Monmouth |
| <input type="checkbox"/> | | WUSL 98.9 | Mercer, Monmouth |
| <input type="checkbox"/> | | WAWZ 99.1 | Mercer, Monmouth |
| <input type="checkbox"/> | | WBAI 99.5 | Mercer, Monmouth |
| <input type="checkbox"/> | | WJRZ-FM 100.1 | Ocean |
| <input type="checkbox"/> | | WHTZ 100.3 | Mercer, Monmouth |
| <input type="checkbox"/> | | WCBS-FM 101.1 | Mercer, Monmouth |
| <input type="checkbox"/> | | WQCD 101.9 | Mercer, Monmouth |
| <input type="checkbox"/> | | WIOQ 102.1 | Mercer |
| <input type="checkbox"/> | | WNEW 102.7 | Mercer, Monmouth |
| <input type="checkbox"/> | | WMGK 102.9 | Mercer |
| <input type="checkbox"/> | | WKTU 103.5 | Mercer, Monmouth |
| <input type="checkbox"/> | | WAXQ 104.3 | Mercer, Monmouth |
| <input type="checkbox"/> | | WWPR-FM 105.1 | Mercer, Monmouth |
| <input type="checkbox"/> | | WDAS-FM 105.3 | Mercer, Monmouth |
| <input type="checkbox"/> | | WCHR-FM 105.7 | Ocean |
| <input type="checkbox"/> | | WJJZ 106.1 | Mercer, Monmouth |

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|--------------------------|--|---------------|------------------|
| <input type="checkbox"/> | | WHTG-FM 106.3 | Monmouth, Ocean |
| <input type="checkbox"/> | | WLTW 106.7 | Mercer, Monmouth |
| <input type="checkbox"/> | | WKDN 106.9 | Mercer |
| <input type="checkbox"/> | | WWZY 107.1 | Monmouth, Ocean |
| <input type="checkbox"/> | | WBLS 107.5 | Mercer, Monmouth |
| <input type="checkbox"/> | | WWPH 107.9 | Mercer |

3d. Other Publications (such as neighborhood newspapers, religious publications, and organizational newsletters) (Check all that applies)

| | NAME OF PUBLICATIONS | OUTREACH AREA | RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE |
|--|----------------------|----------------------|--|
| TARGETS ENTIRE HOUSING REGION 4 | | | |
| Weekly | | | |
| | Nuestra Comunidad | Central/South Jersey | Spanish-Language |

| | | | |
|---|------------------------|---------------------------------|---------------------|
| TARGETS PARTIAL HOUSING REGION 4 | | | |
| Weekly | | | |
| <input type="checkbox"/> | New Jersey Jewish News | Northern and Central New Jersey | Jewish |
| <input type="checkbox"/> | El Hispano | Camden and Trenton areas | Spanish-Language |
| <input type="checkbox"/> | Ukrainian Weekly | New Jersey | Ukrainian community |

3e. Employer Outreach (names of employers throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing) (Check all that applies)

| DURATION & FREQUENCY OF OUTREACH | NAME OF EMPLOYER/COMPANY | LOCATION |
|----------------------------------|----------------------------------|-----------------------------------|
| Mercer County | | |
| <input type="checkbox"/> | Mercer County Board of Education | 1075 Old Trenton Rd, Trenton, NJ |
| <input type="checkbox"/> | Medical Center at Princeton | 253 Witherspoon St, Princeton, NJ |

| | | | |
|--------------------------|--|--|--|
| <input type="checkbox"/> | | Bristol-Myers Squibb | 100 Nassau Park Blvd, Princeton, NJ and 820 Bear Tavern Rd, Trenton, NJ |
| <input type="checkbox"/> | | St. Lawrence Rehabilitation Center | 2381 Lawrenceville Rd, Lawrenceville, NJ |
| <input type="checkbox"/> | | McGraw-Hill | 120 Windsor Center Dr, East Windsor, NJ |
| <input type="checkbox"/> | | Conair Corporation | 150 Milford Rd, Hightstown, NJ |
| <input type="checkbox"/> | | Shiseido America, Inc. | 366 Princeton Hightstown Rd, East Windsor, NJ |
| <input type="checkbox"/> | | NJ Manufacturers Insurance Company | 1001 Grand St S, Hammonton, NJ |
| <input type="checkbox"/> | | Homasote | 932 Lower Ferry Rd, Trenton, NJ |
| <input type="checkbox"/> | | Robert Wood Johnson University Hospital | 1 Hamilton Health Pl, Trenton, NJ |
| <input type="checkbox"/> | | Congoleum Corp. | 3500 Quakerbridge Rd, Mercerville, NJ |
| <input type="checkbox"/> | | Coca-Cola Foods | 480 Mercer St, Hightstown, NJ |
| <input type="checkbox"/> | | Peddie School | 111 Armellino Ct, Hightstown, NJ |
| <input type="checkbox"/> | | Dana Communications | 2 E Broad St, Hopewell, NJ |
| <input type="checkbox"/> | | Merrill Lynch | 410 Scotch Rd, Hopewell, NJ |
| <input type="checkbox"/> | | Janssen Pharmaceutical | 1125 Trenton Harbourton Rd, Titusville, NJ |
| <input type="checkbox"/> | | St. Francis Medical Center | 601 Hamilton Avenue Trenton NJ 08629-1986 |
| <input type="checkbox"/> | | The Trenton Times | 500 Perry St, Trenton, NJ |
| <input type="checkbox"/> | | Gaum. Inc. | 1080 US Highway 130, Robbinsville, NJ |

Monmouth County

| | | | |
|--------------------------|--|--|--|
| <input type="checkbox"/> | | Meridian Health System | 1350 Campus Parkway Neptune |
| <input type="checkbox"/> | | US Army Communications Electronics Command Fort Monmouth | CECOM Bldg 901 Murphy drive Fort Monmouth |

| | | | |
|--------------------------|--|------------------------------------|--|
| <input type="checkbox"/> | | County of Monmouth Hall of Records | 1 East Main Street Freehold |
| <input type="checkbox"/> | | Central State Healthcare Systems | West Main Street Freehold |
| <input type="checkbox"/> | | Monmouth Medical Center | 300 Second Ave Long Branch |
| <input type="checkbox"/> | | Asbury Park Press | 3601 Route 66 Neptune, NJ |
| <input type="checkbox"/> | | Food Circus Super Markets, Inc. | 835 Highway 35 PO BOX 278 Middletown, NJ |
| <input type="checkbox"/> | | Monmouth University | Cedar Ave West Long Branch |
| <input type="checkbox"/> | | Naval Weapons stations Earle | State Highway 34 Colts Neck, NJ |
| <input type="checkbox"/> | | Norkus Enterprises, Inc. | 505 Richmond Ave Point Pleasant, NJ |
| <input type="checkbox"/> | | Horizon Blue Cross Blue Shield | 1427 Wyckoff Road Farmingdale, NJ |

| | | | |
|--------------------------|--|-----------------------------------|--|
| Ocean County | | | |
| <input type="checkbox"/> | | Saint Barnabas Health Care System | 300 2nd Ave Long Branch, NJ 07740 |
| <input type="checkbox"/> | | Six Flags Theme Parks Inc | Route 537 Jackson, NJ 08527 |
| <input type="checkbox"/> | | Meridian Health Care System | 415 Jack Martin Blvd, Brick, NJ |
| <input type="checkbox"/> | | Southern Ocean County Hospital | 1140 Route 72 West, Manahawkin, NJ |
| <input type="checkbox"/> | | Jenkinsons | 300 Ocean Ave Pt. Pleasant Beach, NJ 08742 |

| 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 | Outreach Area | Racial/Ethnic Identification of Readers/Audience | Duration & Frequency of Outreach |
| | | | |
| | | | |
| | | | |

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 applies) | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th></th> <th>BUILDING</th> <th>LOCATION</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td>Mercer County Library Headquarters</td> <td>2751 Brunswick Pike, Lawrenceville, NJ 08648</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Monmouth County Headquarters Library</td> <td>125 Symmes Drive, Manalapan, NJ 07726</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Ocean County Library</td> <td>101 Washington Street, Toms River, NJ 08753</td> </tr> </tbody> </table> | | BUILDING | LOCATION | <input type="checkbox"/> | Mercer County Library Headquarters | 2751 Brunswick Pike, Lawrenceville, NJ 08648 | <input type="checkbox"/> | Monmouth County Headquarters Library | 125 Symmes Drive, Manalapan, NJ 07726 | <input type="checkbox"/> | Ocean County Library | 101 Washington Street, Toms River, NJ 08753 |
| | BUILDING | LOCATION | | | | | | | | | | | |
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| <input type="checkbox"/> | Monmouth County Headquarters Library | 125 Symmes Drive, Manalapan, NJ 07726 | | | | | | | | | | | |
| <input type="checkbox"/> | Ocean County Library | 101 Washington Street, Toms River, NJ 08753 | | | | | | | | | | | |
| 4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person) | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| 4c. Sales/Rental Office for units (if applicable) | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |

V. CERTIFICATIONS AND ENDORSEMENTS

| | |
|--|-------------------|
| <p>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).</p> | |
| <hr/> <p>Name (Type or Print)</p> | |
| <hr/> <p>Title/Municipality</p> | |
| <hr/> <p>Signature</p> | <hr/> <p>Date</p> |