

**AFFIRMATIVE FAIR HOUSING MARKETING PLAN**  
**For Affordable Housing in Elizabeth, New Jersey**

**I. APPLICANT AND PROJECT INFORMATION**

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  <p style="text-align: center;"><b>Union</b></p>		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>All households that wish to be considered for affordable housing will be asked a series of questions to assess their likelihood of being approved as a low or moderate income family.</p> <ul style="list-style-type: none"> <li>• How many people comprise the household?</li> <li>• Is the total household income above or below the moderate income limit for their family size?</li> </ul> <p>If the applicant indicates that their total household income is below the Program income limit for their family size, they will be eligible for placement in the applicant pool. Applicants will, of course, be required to provide written documentation to evidence this and other eligibility criteria at a later time.</p> <p>Once a sufficient number of applicants have been placed in the pool, the Owner/Property Manager will close the pool and no other applicants will be considered until the applicant pool is reopened by the Owner/Property Manager. All households in the Applicant Pool will then be notified of the location, date and time the random selection will take place. Each applicant will be assigned a number that will be used to identify them in the random selection process. This number will be provided to the applicant prior to the random selection.</p> <p>All numbers will be placed in a container and chosen at random. There is no Regional Preference.</p> <p>As units become available, and in the order described above, the Owner/Property Manager will notify applicants that they are among a group of applicants that are being considered for an available affordable unit. Once an applicant successfully passes the developer's tenant selection process, applicants will receive a formal application and will be given 14 days to complete a full application and submit it to the developer along with the requisite back-up documentation.</p> <p>A waiting list of all eligible candidates will be maintained by the Owner/Property Manager. The advertising program shall be repeated by the Owner/Property Manager on an as-needed basis to ensure full occupancy of the low and moderate income units.</p>
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### 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 groups: Disabled, Special Needs, Homeless

3b. HOUSING RESOURCE CENTER ([www.njhousing.gov](http://www.njhousing.gov)) A free, online listing of affordable housing   

3c. Commercial Media

Newspaper/Radio/TV	DURATION & FREQUENCY OF OUTREACH	NAMES	CIRCULATION /AUDIENCE AREA
<input checked="" type="checkbox"/>	Monthly for 3 months	Star-Ledger	Northern NJ
<input checked="" type="checkbox"/>	Monthly for 3 months	La Voz	Hudson, Union, Middlesex
	As Needed	WBGO 88.3	Essex, Morris, Union
	As Needed	Cablevision of Elizabeth	Partial Union

3d. Employer Outreach *(Must choose at least Three (3) plus EHIP)*

LETTER, FLYER, ETC.	DURATION & FREQUENCY OF OUTREACH	NAME OF EMPLOYER/COMPANY	Address
<b>Essex County</b>			
	Minimum of once per year	Newark Liberty International Airport	Newark Airport, Newark, NJ
	Minimum of once per year	University of Medicine/Dentistry	Office of Marketing & Media Relations 150 Bergen Street Room D347 Newark, NJ 07103
<b>Union County</b>			
	Minimum of once per year	Trinitas Hospital	225 Williamson St, Elizabeth
<input checked="" type="checkbox"/>	Required	City of Elizabeth – Elizabeth Home Improvement Program (EHIP)	50 Winfield Scott Plaza – Room 109, Elizabeth, NJ 07201
	Minimum of once per year	Merck & Co. Inc	1 Merck Drive PO Box 2000 (RY60-200E) Rahway, NJ
	Minimum of once per year	Rahway Hospital	865 Stone Street Rahway, NJ
	Minimum of once per year	IKEA	1000 Ikea Drive, Elizabeth, NJ
	Minimum of once per year	Wakefren	600 York St, Elizabeth, NJ
	Minimum of once per year	Micheal's Foods	1 Papetti Plaza, Elizabeth, NJ
	Minimum of once per year	S & G Packaging	750 Dowd Avenue, Elizabeth, NJ
	Minimum of once per year	Shop Rite of Elizabeth	865 West Grand St., Elizabeth, NJ
	Minimum of once per year	Union County College	Kellogg Building 40 West Jersey St. Elizabeth, NJ 07201

3e. 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) <i>(Must Choose at least 3)</i>				
Letter/Flyer, etc	Name of Group/Organization	Address	Target Population	DURATION & FREQUENCY OF OUTREACH
	Proceed	1126 Dickinson St, Elizabeth	Hispanic	Minimum of once per year
	Urban League	288 N. Broad St., Elizabeth		Minimum of once per year
	Elizabeth Coalition to House the Homeless	118 Division St, Elizabeth	Homeless	Minimum of once per year
	YMCA of Elizabeth Union County	144 Madison Ave, Elizabeth	Homeless, Special Needs	Minimum of once per year
	Brand New Day	176 First St, Elizabeth	Young Adults	Minimum of once per year
	Community Access Unlimited	80 W. Grand St., Elizabeth	Special Needs	Minimum of once per year
	Raphael's Life House	231 Court St., Elizabeth	Homeless woman and children	Minimum of once per year
	Elizabethport Presbyterian Center	184 First St., Elizabeth		Minimum of once per year
	Central Jersey Legal Services	60 Prince St., Elizabeth		Minimum of once per year
	Salvation Army Corp.	1005 East Jersey St., Elizabeth	Homeless	Minimum of once per year
	Jewish Family Services	655 Westfield Ave., Elizabeth		Minimum of once per year
	Josephine's Place	622 Elizabeth Ave., Elizabeth	Woman	Minimum of once per year
	Jefferson Park Ministry	1147 E. Jersey St, Elizabeth	Haitian Community	Minimum of once per year
	NJ Veterans Affairs Outpatient Clinic	654 East Jersey St. Suite 2A, Elizabeth	Veterans	Minimum of once per year
	Union County Social Services Department	342 Westminster Ave, Elizabeth	Families	Minimum of once per year
	HACE	288 Maple Avenue, Elizabeth	Section 8	Minimum of once per year
	YWCA of Eastern Union County	1131 E Jersey St., Elizabeth	Victims of Domestic Violence	Minimum of once per year
	Union County Office of the Disabled	10 ElizabethTown Plaza, Elizabeth	Disabled	Minimum of once per year
	Bridgeway House	615 N. Broad St, Elizabeth	Special Needs	Minimum of once per year
	United Way of Union County	33 W. Grand St, Elizabeth		Minimum of once per year

#### 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)		
	<b>BUILDING</b>	<b>LOCATION</b>
X	Union County Administration Building	Elizabethtown Plaza, Elizabeth, NJ 07207 (908)527-4100
X	Elizabeth Public Library	11 South Broad St. Elizabeth, NJ 07207
4b. Municipal Contact person:		
Susan Ucci, Community Development Program Director, City of Elizabeth, 50 Winfield Scott Plaza – Room 109, Elizabeth, NJ 07201		

#### V. CERTIFICATIONS AND ENDORSEMENTS

I hereby certify that the above information is true and correct to the best of my knowledge.	
_____	
Name (Type or Print)	
_____	
Title/Municipality	
_____	
_____ Signature	_____ Date