

RESOLUTION NO. 2021- 48

**RESOLUTION ADOPTING AN AFFIRMATIVE
MARKETING PLAN.**

WHEREAS, the City Council of the City of Vineland, County of Cumberland, State of New Jersey, has reviewed and approved the Limited Amendment to the City's Third Round Housing Plan Element and Fair Share Plan; and

WHEREAS, the Plan contains, as required, an Affirmative Fair Share Housing Marketing Plan; and

WHEREAS, the City has reviewed the Affirmative Fair Share Housing Marketing Plan and finds it to be acceptable and in accordance with statutory and regulatory requirements.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Vineland adopts the Affirmative Fair Share Housing Marketing Plan, which is part of the Limited Amendment to the City's Third Round Housing Plan Element and Fair Share Plan adopted November 12, 2020, a true copy of which is on file with the Municipal Clerk and can be reviewed during normal business hours; and

BE IT FURTHER RESOLVED that the City authorizes and directs the Mayor and Municipal Clerk to execute any and all necessary documents in order to implement the intent of this Resolution.

Adopted:

President of Council

ATTEST:

KEITH PETROSKY, RMC, MUNICIPAL CLERK

AFFIRMATIVE FAIR HOUSING MARKETING PLAN For Affordable Housing in (REGION 6)

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 Atlantic, Cape May, Cumberland, Salem		1i. Census Tract(s):	
1j. Managing/Sales Agent's Name, Address, Phone Number			
1k. Application Fees (if any):			

(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>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> <p>In addition to the random number assigned to the household and/or the Interest Date, there are other factors affecting waiting priority that are described below.</p> <ul style="list-style-type: none"> • Regional Preference: Applicants who indicate 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. • Household Size: Whenever possible, there will be at least one person for each bedroom. If the waiting list is exhausted and there are no in- or out-region 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. • Fully Accessible Units: A household with a person with physical disabilities will get preference on the waiting list because of the very limited number of accessible units. If there is more than one household with a person with physical disabilities on the waiting list, in-region households with a person for each bedroom will be contacted first. Applicants must provide a letter from their doctor stating what kind of accommodation they require as a result of their disability.

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 ENTIRE COAH REGION 6			
Daily Newspaper			
<input checked="" type="checkbox"/>		Philadelphia Inquirer	
TARGETS PARTIAL COAH REGION 6			
Daily Newspaper			
<input type="checkbox"/>		Press of Atlantic City	Atlantic, Cape May, Cumberland, Ocean
<input checked="" type="checkbox"/>		South Jersey Times	Cumberland, Salem
<input type="checkbox"/>		Daily Journal	Cumberland
Weekly Newspaper			
<input type="checkbox"/>		Atlantic County Record	Atlantic
<input type="checkbox"/>		Beachcomber News	Atlantic
<input type="checkbox"/>		Current of Absecon and Galloway Township	Atlantic
<input type="checkbox"/>		Current of Down Beach	Atlantic
<input type="checkbox"/>		Current of Egg Harbor Township	Atlantic
<input type="checkbox"/>		Current of Mays Landing and Hamilton Township	Atlantic
<input type="checkbox"/>		Current of Northfield, Linwood and Somers Point	Atlantic
<input type="checkbox"/>		Egg Harbor News	Atlantic
<input type="checkbox"/>		Hammonton Gazette	Atlantic
<input type="checkbox"/>		Hammonton News	Atlantic
<input type="checkbox"/>		Mainland Journal	Atlantic
<input type="checkbox"/>		Record Journal	Atlantic
<input type="checkbox"/>		Atlantic City Weekly	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		Cape May County Herald	Cape May
<input type="checkbox"/>		Cape May Gazette	Cape May

<input type="checkbox"/>		Cape May Star & Wave	Cape May
<input type="checkbox"/>		Gazette of Upper Township	Cape May
<input type="checkbox"/>		Ocean City Gazette	Cape May
<input type="checkbox"/>		Wildwood Leader	Cape May
<input type="checkbox"/>		Cumberland Reminder	Cumberland

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL TV STATION(S)	CIRCULATION AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
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TARGETS ENTIRE COAH REGION 6

<input type="checkbox"/>		3 KYW-TV Cbs Broadcasting Inc.	
<input type="checkbox"/>		6 WPVI-TV American Broadcasting Companies, Inc (Walt Disney)	
<input type="checkbox"/>		23 WNJS New Jersey Public Broadcasting Authority	
<input type="checkbox"/>		61 WPPX Paxson Communications License Company, Llc	

TARGETS PARTIAL COAH REGION 6

<input type="checkbox"/>		8 WPSJ-LP Engle Broadcasting	Atlantic
<input type="checkbox"/>		52 WNJT New Jersey Public Broadcasting Authority	Atlantic
<input type="checkbox"/>		40 WMGM-TV Access 1 New Jersey License Company	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		62 WWSI Hispanic Broadcasters of Philadelphia, Llc	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		10 WCAU NBC Telemundo License Co. (General Electric)	Atlantic, Cumberland, Salem
<input type="checkbox"/>		12 WHYY-TV Whyy, Inc.	Atlantic, Cumberland, Salem
<input type="checkbox"/>		17 WPHL-TV Tribune Company	Atlantic, Cumberland, Salem
<input type="checkbox"/>		29 WTXF-TV Fox Television Stations, Inc. (News Corp.)	Atlantic, Cumberland, Salem
<input type="checkbox"/>		35 WYBE Independence Public Media Of Philadelphia, Inc.	Atlantic, Cumberland, Salem
<input type="checkbox"/>		48 WGTW-TV Trinity Broadcasting Network	Atlantic, Cumberland, Salem
<input type="checkbox"/>		57 WPSG Cbs Broadcasting Inc.	Atlantic, Cumberland, Salem
<input type="checkbox"/>		65 WUVP-TV Univision Communications, Inc.	Atlantic, Cumberland, Salem
<input type="checkbox"/>		64 WDPB Whyy, Inc.	Cape May

<input type="checkbox"/>		2 WMAR-TV Scripps Howard Broadcasting Company	Cumberland, Salem
<input type="checkbox"/>		13 WJZ-TV Cbs Broadcasting Inc.	Cumberland, Salem
<input type="checkbox"/>		43 WPMT Tribune Company	Salem
TARGETS PARTIAL COAH REGION 6			
	DURATION & FREQUENCY OF OUTREACH	NAMES OF CABLE PROVIDER(S)	BROADCAST AREA
<input type="checkbox"/>		Comcast of Avalon, South Jersey, Wildwood	All Atlantic, Cape May, Cumberland and Salem Counties
TARGETS ENTIRE COAH REGION 6			
AM			
<input type="checkbox"/>		WFIL 560	Christian
<input type="checkbox"/>		WIP 610	
<input type="checkbox"/>		WNTP 990	
<input type="checkbox"/>		WWJZ 640	
FM			
<input type="checkbox"/>		WFGP-FM 96.9	
<input type="checkbox"/>		WIXM 97.3	
<input type="checkbox"/>		WMGM 103.7	
<input type="checkbox"/>		WSJO 104.9	
<input type="checkbox"/>		WZXL 100.7	
TARGETS PARTIAL COAH REGION 6			
AM			
<input type="checkbox"/>		WIBG 1020	Christian
<input type="checkbox"/>		WKXW 1450	
<input type="checkbox"/>		WMID 1340	
<input type="checkbox"/>		WOND 1400	
<input type="checkbox"/>		WTKU 1490	
<input type="checkbox"/>		WURD 900	
<input type="checkbox"/>		WGYM 1580	
<input type="checkbox"/>		KYW 1060	

<input type="checkbox"/>		WNJC 1360	
<input type="checkbox"/>		WPHT 1210	
<input type="checkbox"/>		WWDB 860	
<input type="checkbox"/>		WNWR 1540	
<input type="checkbox"/>		WPEN 950	
<input type="checkbox"/>		WCMC 1230	
<input type="checkbox"/>		WMVB 1440	
<input type="checkbox"/>		WTMR 800	
<input type="checkbox"/>		WDEL 1150	
<input type="checkbox"/>		WFAI 1510	
<input type="checkbox"/>		WMIZ 1270	Hispanics
<input type="checkbox"/>		WSNJ 1240	
<input type="checkbox"/>		WVCH 740	Christian
<input type="checkbox"/>		WPWA 1590	
FM			
<input type="checkbox"/>		WLFR 91.7	Atlantic
<input type="checkbox"/>		WTKU-FM 98.3	Atlantic
<input type="checkbox"/>		WAJM 88.9	Atlantic, Cape May
<input type="checkbox"/>		WJSE 102.7	Atlantic, Cape May
<input type="checkbox"/>		WKOE 106.3	Atlantic, Cape May
<input type="checkbox"/>		WTTT 96.1	Atlantic, Cape May
<input type="checkbox"/>		WZBZ 99.3	Atlantic, Cape May
<input type="checkbox"/>		WAYV 95.1	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WPUR 107.3	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WRTQ 91.3	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WXGN 90.5	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WXXY-FM 88.7	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WNJN-FM 89.7	Atlantic, Cumberland, Salem
<input type="checkbox"/>		WAIV 102.3	Cape May
<input type="checkbox"/>		WBZC 88.9	Cape May
<input type="checkbox"/>		WCZT 98.7	Cape May

<input type="checkbox"/>		WGBZ 105.5	Cape May
<input type="checkbox"/>		WILW 94.3	Cape May
<input type="checkbox"/>		WWCJ 89.1	Cape May
<input type="checkbox"/>		WRDX 94.7	Cape May, Cumberland, Salem
<input type="checkbox"/>		WVLT 92.1	Cape May, Cumberland, Salem
<input type="checkbox"/>		WRTI 90.1	Cape May, Salem
<input type="checkbox"/>		WBEB 101.1	Cumberland, Salem
<input type="checkbox"/>		WBEN-FM 95.7	Cumberland, Salem
<input type="checkbox"/>		WDAS-FM 105.3	Cumberland, Salem
<input type="checkbox"/>		WIOQ 102.1	Cumberland, Salem
<input type="checkbox"/>		WJBR-FM 99.5	Cumberland, Salem
<input type="checkbox"/>		WJJZ 106.1	Cumberland, Salem
<input type="checkbox"/>		WJKS 101.7	Cumberland, Salem
<input type="checkbox"/>		WKDN 106.9	Cumberland, Salem (Christian)
<input type="checkbox"/>		WMGK 102.9	Cumberland, Salem
<input type="checkbox"/>		WMMR 93.3	Cumberland, Salem
<input type="checkbox"/>		WNJB-FM 89.3	Cumberland, Salem
<input type="checkbox"/>		WOGL 98.1	Cumberland, Salem
<input type="checkbox"/>		WPHI-FM 100.3	Cumberland, Salem
<input type="checkbox"/>		WRDW-FM 96.5	Cumberland, Salem
<input type="checkbox"/>		WSTW 93.7	Cumberland, Salem
<input type="checkbox"/>		WUSL 98.9	Cumberland, Salem
<input type="checkbox"/>		WXTU 92.5	Cumberland, Salem
<input type="checkbox"/>		WYSP 94.1	Cumberland, Salem
<input type="checkbox"/>		WHYY-FM 90.9	Salem

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

DURATION & FREQUENCY OF OUTREACH	NAME OF PUBLICATIONS	OUTREACH AREA	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
TARGETS ENTIRE COAH REGION 6			
Weekly			

<input checked="" type="checkbox"/>		Al Dia	Philadelphia Area	Spanish-Language
<input type="checkbox"/>		Nuestra Comunidad	Central/South Jersey	Spanish-Language
TARGETS PARTIAL COAH REGION 6				
Weekly				
<input type="checkbox"/>		Jewish Times of the South Jersey Shore	South Shore area	Jewish community
<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	
Atlantic County				
<input type="checkbox"/>		AtlantiCare Health System	2500 English Creek Ave, Egg Harbor Twp, NJ	
<input type="checkbox"/>		Shore Memorial Hospital	700 Shore Rd, Somers Point, NJ	
<input type="checkbox"/>		Atlantic City Electric	2542 Fire Rd, Egg Harbor Township, NJ	
<input type="checkbox"/>		Wawa	various locations	
<input type="checkbox"/>		Wal-mart	various locations	
<input type="checkbox"/>		Shoprite	various locations	
<input type="checkbox"/>		Kessler Memorial Hospital	600 S White Horse Pike, Hammonton, NJ	
<input type="checkbox"/>		South Jersey Industries Inc.	1 South Jersey Plz, Hammonton, NJ	
<input type="checkbox"/>		Flagship Resort	60 N Maine Ave, Atlantic City, NJ	
<input type="checkbox"/>		Bacharach Institute for Rehabilitation	61 West Jimmie Leeds Road Pomona, NJ	
<input type="checkbox"/>		Lowes Home Improvement	various locations	
<input type="checkbox"/>		Home Depot	various locations	
<input type="checkbox"/>		Comar Inc.	1 Comar Pl, Buena, NJ	
<input type="checkbox"/>		Marriot Seaview Resorts	401 S New York Rd, Galloway, NJ	
<input type="checkbox"/>		Ole Hansen & Sons	100 Old Port Republic Rd, Galloway, NJ	
<input type="checkbox"/>		Acme Markets	various locations	
<input type="checkbox"/>		Atlantic City Linen	18 N New Jersey Ave, Atlantic City, NJ	
<input type="checkbox"/>		The Press of Atlantic City	1000 W Washington Ave, Pleasantville, NJ	
Cape May County				
<input type="checkbox"/>		Cape Regional Medical Center	2 Stone Harbor Blvd, Cape May Court House, NJ 08210	

<input type="checkbox"/>		Cold Spring Rush Fish and Supply Co	906 Schellenger St, Cape May, NJ
<input type="checkbox"/>		Acme Markets	various locations
<input type="checkbox"/>		Wawa	various locations
<input type="checkbox"/>		Cape Counseling Services	687 Route 9, Cape May, NJ
<input type="checkbox"/>		Shores at Wesley Manor	2201 Bay Ave, Ocean City, NJ
<input type="checkbox"/>		Shop Rite	various locations
<input type="checkbox"/>		Verizon	various locations
<input type="checkbox"/>		Holy Redeemer Visiting Nurse Association	6727 Delilah Rd # F, Egg Harbor Twp, NJ
Cumberland County			
X		Inspira Health Network	333 Irving Ave, Bridgeton, NJ
X		Durand Glass Manufacturing Co.	901 S. Wade Blvd, Millville, NJ
X		ShopRite	2130 N 2nd St, Millville, NJ
X		Wal-mart	various locations
X		F&S Produce	500 W Elmer Rd, Vineland, NJ
X		Agro Merchants Group	2321 Industrial Way, Vineland, NJ
X		Sheppard Bus Service	35 Rockville Rd, Bridgeton, NJ and 212 L St, Millville, NJ
X		Elwyn New Jersey	1667 E Landis Ave, Vineland, NJ
X		Wawa	various locations
X		Seabrook Brothers & Sons Inc.	85 Finley Road Seabrook, NJ
X		Ardagh Group	443 South East Avenue Bridgeton, NJ
X		Bayada Nurses	600 G Street Suite 170 Millville, NJ and 10 East Main Street, Suites G, H & I Millville, NJ
X		South State Contractors	202 Reeves Road, Bridgeton, NJ
X		Gateway Community Action Partnership	110 Cohansey Street Bridgeton, NJ
X		NIPRO Pharmaceutical Packaging	1200 North 10th Street Millville, NJ and 1633 Wheaton Avenue Millville, NJ
X		Gerresheimer Glass	537 Crystal Avenue Vineland, NJ
X		Complete Care Health Network	various
Salem County			
<input type="checkbox"/>		PSE&G	162 Route 45 Salem, NJ 08079

<input type="checkbox"/>		Chemours	Penns Grove, NJ 08069
<input type="checkbox"/>		Mannington Mills	Frog Ocean Rd, Salem, NJ and 75 Mannington Mills Rd
<input type="checkbox"/>		Salem Medical Center	310 Woodstown Rd, Salem, NJ
<input type="checkbox"/>		Inspira Medical Center	501 Front St, Elmer
<input type="checkbox"/>		Walmart	1 Gateway Blvd., Pedricktown, NJ

3f. Community Contacts (names of community groups/organizations throughout the housing region that must 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 510 Park Blvd. Cherry Hill, NJ 08002	Statewide	General	At outset
NJ State Conference, NAACP 4326 Harbor Beach Blvd. #775, Brigantine, NJ 08203	Statewide	African-American	At outset; ongoing as necessary
Latino Action Network 2560 U.S. Highway 22 Suite Number 322 Scotch Plains, NJ 07076	Statewide	Hispanic/Latino	At outset; ongoing as necessary
Mainland/Pleasantville Branch, NAACP PO Box 773 Pleasantville 08232	Atlantic County (partial)	African-American	At outset; ongoing as necessary
Mizpah Branch, NAACP PO Box 141 Mizpah 08342	Atlantic County (partial)	African-American	At outset; ongoing as necessary
Atlantic City Branch, NAACP 423 North Ohio Avenue Atlantic City 08401	Atlantic County (partial)	African-American	At outset; ongoing as necessary
Greater Vineland Branch, NAACP PO Box 744 Vineland 08360	Vineland/Cumberland County	African-American	At outset; ongoing as necessary
Cape May County Branch, NAACP Cmnaacp@gmail.com	Cape May County	African-American	At outset; ongoing as necessary
Supportive Housing Association 185 Valley St. South Orange, NJ 07079	Statewide	Special-needs	At outset; ongoing as necessary

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)		
	BUILDING	LOCATION
<input type="checkbox"/>	Atlantic County	5901 Main Street, Mays Landing, NJ 08330 (609)625-4011
<input type="checkbox"/>	Cape May County Main Library	30 Mechanic Street, Cape May Courthouse, NJ
<input type="checkbox"/>	Cumberland County Library	800 East Commerce Street, Bridgeton, NJ 08302

<input type="checkbox"/>	Salem County Court House	92 Market Street, Salem, NJ 08079 (609)935-7510 Ext:8202
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)		
Vineland City Hall 640 E Wood St. Vineland, NJ 08360 Attn.: XXX		
Vineland Public Library 1058 E Landis Ave. Vineland, NJ 08360		
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 COAH substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI funding).</p>	
<p>_____</p> <p>Name (Type or Print)</p>	
<p>_____</p> <p>Title/Municipality</p>	
<p>_____</p> <p>Signature</p>	<p>_____</p> <p>Date</p>