



**Affirmative Marketing Process
FOR THE ADMINISTRATION
OF MARKETING
AFFORDABLE HOUSING UNITS**

*In Accordance with the
Uniform Housing
Affordability Controls*

Prepared by





FAIR HOUSING AFFIRMATIVE MARKETING PROCESS

For the Borough of Englewood Cliffs

For Affordable Housing in (REGION 1)

I. APPLICANT AND PROJECT INFORMATION

Section I must be completed individually for each development or program within the municipality. The information contained in this section shall be included in all affirmative marketing materials.

<p>1a. Administrative Agent Name, Address, Phone Number</p> <p>Triad Associates 1301 W. Forest Grove Road Vineland, NJ 08360 856-690-9590 www.triadhousingprograms.com housing@triadassociates.com</p>	<p>1b. Development or Program Name, Address:</p> <p>Borough of Englewood Cliffs 482 Hudson Terrace Englewood Cliffs, NJ 07632 info@englewoodcliffsnj.org www.englewoodcliffsnj.org/ (201) 569-5252</p> <p>Development: To be determined for each project</p> <p>✓ FOR RENT UNITS ✓ FOR SALE UNITS</p>	
<p>1c.</p> <p>✓ Number of Units: TBD ✓ Number of Total Affordable Units: TBD ✓ Number of Affordable Sale Units: TBD ✓ Number of Affordable Rental Units: TBD</p>	<p>1d.</p> <p>✓ Family ✓ Age Restricted ✓ Supportive Housing</p>	<p>1e. State and Federal Funding Sources (if any)</p> <p>N/A</p>
<p>1f. Approximate Starting Dates</p> <p>Advertising: To be determined for each project Occupancy: To be determined for each project Lottery Date: To be determined for each project</p>	<p>1g. Price or Rental Range</p> <p>From: To be determined for each project To: To be determined for each project</p>	
<p>1h. Physical characteristics of the units – List bedroom counts, total square footage, and accessibility features</p>		
<p>1i. County:</p> <p>Bergen</p>	<p>1j. Census Tract(s):</p>	
<p>1k. Managing/Sales Agent’s Name, Address, Phone Number</p> <p>To be determined for each project</p>		
<p>1l. Application Fees (if any): Application, Credit and Background Check Fees may apply. To be determined for each project</p>		



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For Affordable Housing in (REGION 1)

(Sections II through IV are 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

1. Description of the random selection process that will be used once applications are received.

INITIAL RANDOMIZATION

In carrying out the affirmative marketing process, the administrative agent shall comply with the Housing Affordability Controls rules at N.J.A.C. 5:80-26 (UHAC) Adopted November 6, 2025, and all provisions of the Fair Chance in Housing Act, N.J.S.A. 46:8-52 through 64.

The Affirmative Marketing process will begin approximately four months prior to expected occupancy. At this time, the applicant waitlist opens, and the affordable units are posted on the New Jersey Housing Resource Center (NJHRC) website. During this four-month (120-day) period, the property is advertised and interested applicants have the opportunity to submit Preliminary Applications.

After a minimum of 60 days from the date that the units are posted on the NJHRC website, a lottery randomization takes place. No random selection may be conducted prior to 60 days following the initial advertisement on the New Jersey Housing Resource Center. All preliminary applications received during the affirmative marketing period are included in this lottery randomization, which will establish the applicant waitlist. The lottery date will be included in all affirmative marketing materials. The random selection is conducted prior to households being certified for eligibility.

If the units are Supportive Housing units, within one business day of listing the affordable housing units on the New Jersey Housing Resource Center, the Administrative Agent will notify the local Continuum of Care of any rental housing units for individuals with special needs that are reserved for individuals and families that are homeless and of any permanent supportive housing rental units.

All applicants are included in the lottery and randomized regardless of household size or, desired number of bedrooms. The process is as follows:

The lottery will be conducted by the Administrative Agent with at least two professionals present. The applicant pool will include all applicants who have applied. The Administrative Agent will utilize a computer program to randomly assign a number, which will then become the applicant's lottery number.

When a unit becomes available, the Administrative Agent will identify the applicants that match the number of bedrooms and affordability (very low, low, or moderate income). Those who work or live in Region 1 will be given preference and contacted for the unit first. Pursuant to the New Jersey Fair Housing Act (C.52:27D-311), a preference for up to 50 percent of the restricted units will be given to very low-, low- and moderate-income veterans duly qualified under N.J.A.C. 54:4-8.10 may also be exercised. If a veteran's preference is in effect, the veterans will be offered the unit prior to the general applicant pool.

Preliminary Applications received after the lottery date will be added to the applicant pool in the order they were received.

If the applicant pool becomes close to being depleted, the Administrative Agent will conduct additional marketing until units are filled.

The administrative agent will designate an experienced staff person to provide counseling services to low- and moderate-income applicants on subjects such as budgeting, credit issues, mortgage qualification, rental lease requirements, and landlord/tenant law. Alternatively, the administrative agent or municipality may contract with a HUD-certified housing counselor or an otherwise experienced entity approved by the NJ Department of Community Affairs to provide such counseling services.

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.njhrc.gov) A free, online listing of affordable housing. Listed for the duration of the affirmative marketing process. Listing will be posted at minimum 60 days prior to lottery date.

3c. Commercial Media (required) (Check all that apply)

DURATION/FREQUENCY OF OUTREACH	NAMES OF REGIONAL MEDIA SOURCES	CIRCULATION AREA
TARGETS ENTIRE HOUSING REGION 1		
INTERNET ADVERTISING		

<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	Zillow/Social Media Sites	Statewide
<input checked="" type="checkbox"/>	Run social media ads targeting a housing region of the township/city	Social media ads include "apply today" button that goes to the landing page for each listing	Regional
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	NJHRC.gov	Statewide
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	Triadhousingprograms.com	Statewide
<input checked="" type="checkbox"/>	Advertising to run for at least one week in a regional news publication listed below with a print/digital combination.	To be determined for each project	Regional

TARGETS PARTIAL HOUSING REGION 1			
LOCAL AND REGIONAL NEWSPAPERS			
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	The Bergen Record – North Jersey.com	Bergen, Essex, Hudson, and Passaic counties
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	Star-Ledger – Digital only	Northern and Central New Jersey
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	Herald News	Regional
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	The Observer	South Bergen and West Hudson

✓	Press Release at beginning of affirmative marketing	Northern Valley Press	Northern Valley
✓	Press Release at beginning of affirmative marketing	Straus News Publications	Sussex County
✓	Press Release at beginning of affirmative marketing	Tri State Newspaper	Regional
✓	Press Release at beginning of affirmative marketing	Englewood-Englewood Cliffs News	Englewood
✓	Press Release at beginning of affirmative marketing	Our Town- rtownmaywoodrp@aol.com	Maywood, Bergen

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

DURATION & FREQUENCY OF OUTREACH	MEDIA OUTLET	OUTREACH AREA	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE	
TARGETS ENTIRE HOUSING REGION 1				
✓	Flyers to be mailed at beginning of Marketing	El Hispano	Camden and Trenton areas	Spanish-Language
✓	Flyers to be mailed at beginning of Marketing	Servicios Latinos	servicioslatinos@hotmail.com	Burlington County
✓	Flyers to be mailed at beginning of Marketing	Nuestra Comunidad	sreece@echo-media.com	Spanish-Language
✓	Flyers to be mailed at beginning of Marketing	Sino Monthly	info@sino-monthly.com	Chinese-American
✓	Flyers to be mailed at beginning of Marketing	24 Horas	redaccion@24-horas.mx	Portuguese-Language
✓	Flyers to be mailed at beginning of Marketing	Arab Voice Newspaper	info@arabamerica.com	Arab-American
✓	Flyers to be mailed at beginning of Marketing	Catholic Advocate, The	submissions@rcan.org	Catholic
✓	Flyers to be mailed at beginning of Marketing	New Jersey Jewish News	Beth@JewishMediaGroup.com	Jewish
✓	Flyers to be mailed at beginning of Marketing	Desi NJ	ilayasq@newsindia-times.com	South Asian
✓	Flyers to be mailed at beginning of Marketing	Ukrainian Weekly	staff@ukrweekly.com	Ukrainian Community
✓	Flyers to be mailed at beginning of Marketing	Amerika Magyar Nepszava (American Hungarian Peoples' Voice)	usanepszava@gmail.com	Hungarian-Language

3e. Community Contacts (names of community groups/organizations throughout the housing region who will receive direct notification of the availability of affordable housing units and who will be asked to post advertisements and distribute flyers and application forms regarding available affordable housing to their members.

	OUTREACH	GROUP/ORGANIZATION	ADDRESS
✓	Flyers to be mailed at beginning of Marketing	New Jersey Housing Resource Center	600 1st Ave, Raritan, NJ 08869
✓	Flyers to be mailed at beginning of Marketing	Native American Advancement Corporation	75 N. Pearl Street P.O. Box 824 Bridgeton, NJ 08302
✓	Flyers to be mailed at beginning of Marketing	Supportive Housing Assoc.	Alden St #14, Cranford, NJ 07016
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities Trenton	info@cctrenton.org
✓	Flyers to be mailed at beginning of Marketing	Anti-Poverty Network of NJ	renee@njcitizenaction.org
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities Camden	Cynthia.LeBron@camdendiocese.org
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities Archdiocese of Newark	kgelman@ccannj.org
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing.org	orlandosalas@fairsharehousing.org
✓	Flyers to be mailed at beginning of Marketing	Latino Action Network	Info@lanfoundation.org
✓	Flyers to be mailed at beginning of Marketing	New Jersey SHARES	info@sharesnation.org
✓	Flyers to be mailed at beginning of Marketing	Puerto Rican Action Committee	sholmes@pracnj.com
✓	Flyers to be mailed at beginning of Marketing	Supportive Housing Assoc.	kate.kelly@shanj.org
✓	Flyers to be mailed at beginning of Marketing	NAACP NJ State Conference	info@naacpnjsc.org
✓	Flyers to be mailed at beginning of Marketing	Center for Family Services	info@centerffs.org
✓	Flyers to be mailed at beginning of Marketing	Continuum of Care Bergen County	adrakes@bergencountynj.gov
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Edgewater	clodato@edgewaterha.or
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Englewood	dsenande@ehahousing.org
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Garfield	info@garfieldhousing.org
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Guttenberg	gha07093@gmail.com
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Hackensack	jamies@hackensackhousing.org
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Harrison	nazevedo@harrisonhousing.com
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Hoboken	info@myhhanj.com
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Jersey City	Lep@jcha.us
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Lodi	frankp@lodihousing.org
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Irvington	info@ihanj.org
✓	Flyers to be mailed at beginning of Marketing	Weehawken Housing Authority	d.vetter@weehawkenhousing.org

✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Passaic	info@passaichousing.org
✓	Flyers to be mailed at beginning of Marketing	Sussex County NAACP	lowersussexnaacp@yahoo.com
✓	Flyers to be mailed at beginning of Marketing	Passaic County NAACP	naacppassaicchapter@gmail.com
✓	Flyers to be mailed at beginning of Marketing	Bergen County NAACP	bergennaacp@gmail.com
✓	Flyers to be mailed at beginning of Marketing	Meadowlands Family Success Center	crodriguez@meadowlandsfsc.org
✓	Flyers to be mailed at beginning of Marketing	Urban League Hudson County	info@ulohc.org
✓	Flyers to be mailed at beginning of Marketing	YMCA of Greater Bergen County	digital@ymca.net
✓	Flyers to be mailed at beginning of Marketing	Bergen Volunteer Center	info@bergenvolunteers.org
✓	Flyers to be mailed at beginning of Marketing	Alliance Against Homelessness of Bergen County	aahbergen.org
✓	Flyers to be mailed at beginning of Marketing	DCA Rental Assistance	20 Market St, Camden, NJ 08102
✓	Flyers to be mailed at beginning of Marketing	Rancocas Valley Clergy Ass.	125 Garden St, Mt Holly NJ 08060
✓	Flyers to be mailed at beginning of Marketing	Bergen County Board of Social Services	218 NJ-17, Rochelle Park, NJ 07662
✓	Flyers to be mailed at beginning of Marketing	Bergen County Division of Health Services	Bergen County One Bergen County Plaza Hackensack, NJ 07601-7076
✓	Flyers to be mailed at beginning of Marketing	Hudson County NAACP	153 Martin Luther King Dr Jersey City, NJ 07305
✓	Flyers to be mailed at beginning of Marketing	Community Hope	959 Route 46 East, Suite 402, Parsippany, NJ 07054
✓	Flyers to be mailed at beginning of Marketing	Family Promise of Bergen County	100 Dayton Street, Ridgewood, NJ 07450
✓	Flyers to be mailed at beginning of Marketing	Family Promise of Sussex	County 19 Church St. Newton, MA 02458
✓	Flyers to be mailed at beginning of Marketing	Greater Bergen Community Action	392 Main Street Hackensack, NJ 07601
✓	Flyers to be mailed at beginning of Marketing	Housing Authority of Bergen County	One Bergen County Plaza, 2nd Floor Hackensack, NJ 07601
✓	Flyers to be mailed at beginning of Marketing	Hudson County	153 Martin Luther King Drive, Jersey City, NJ 07305
✓	Flyers to be mailed at beginning of Marketing	Hudson County Board of Social Services	257 Cornelison Ave, Jersey City, NJ 07302
✓	Flyers to be mailed at beginning of Marketing	Jewish Family Services of Northern New Jersey	1485 Teaneck Road Teaneck, New Jersey 07666
✓	Flyers to be mailed at beginning of Marketing	New Jersey Citizen Action	The Hahne's Building 625 Broad Street, Suite 270 Newark, NJ 07102
✓	Flyers to be mailed at beginning of Marketing	Paramus Department of Human Services	1 West Jockish Square Paramus, NJ 07652
✓	Flyers to be mailed at beginning of Marketing	Passaic County Board of Social Services	114 Prospect St, Passaic, NJ 07055
✓	Flyers to be mailed at beginning of Marketing	Passaic County Department of Senior Services	930 Riverview Dr #200 Totowa, NJ 07512

✓	Flyers to be mailed at beginning of Marketing	Passaic Resource Network	3 Garret Mountain Plaza #200, Woodland Park, NJ 07424
✓	Flyers to be mailed at beginning of Marketing	Social Service Association of Ridgewood & Vicinity	6 Station Plaza Ridgewood, NJ 07450
✓	Flyers to be mailed at beginning of Marketing	United Way of Northern NJ	NJ Herald Building, 2 Spring Street,
✓	Flyers to be mailed at beginning of Marketing	Urban League of Bergen County	96 Engle Street Englewood, NJ 07631
✓	Flyers to be mailed at beginning of Marketing	Veterans Transitional Housing Program	959 Route 46 East, Suite 402 Parsippany, NJ 07054
✓	Flyers to be mailed at beginning of Marketing	Supportive Housing Association	185 Valley St South Orange, NJ 07079
✓	Flyers to be mailed at beginning of Marketing	Sussex County Division of Social Services	PO Box 218 83 Spring Street Suite 203 Newton, NJ 07860
✓	Flyers to be mailed at beginning of Marketing	United Way of Bergen County	6 Forest Avenue, Suite 220 Paramus, NJ 07652

IV. APPLICATIONS

<i>Applications for affordable housing for the above units will be available at the following locations:</i>	
4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that apply)	
	BUILDING
	LOCATION
✓	Bergen County Library System
✓	bccls@bccls.org
✓	Bergen County Administration Building
✓	One Bergen County Plaza, Hackensack, NJ 07601
✓	Sussex County Main Library
✓	125 Morris Turnpike, Newton, NJ 07860
✓	Sussex County Administrative Building
✓	One Spring Street, Newton, NJ 07860
✓	Passaic County Library System
✓	info@palsplus.org
✓	Passaic County Administration Building
✓	401 Grand Street, Paterson, NJ 07505 (973) 225-3632
✓	Hudson County Library System
✓	472 Jersey Ave. Jersey City, NJ 07302
✓	Hudson County Administration Building
✓	595 Newark Avenue, Jersey City, NJ 07306
Borough of Englewood Cliffs Municipal Building 482 Hudson Terrace Englewood Cliffs, NJ 07632 info@englewoodcliffsnj.org www.englewoodcliffsnj.org/ (201) 569-5252	
Fort Lee Public Library 320 Main Street Fort Lee, NJ 07024 201-592-3614	

4c. Sales/Rental Office for units (if applicable)

To be determined for each project

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 Municipality's substantive certification.

Susan DiBiasio

Susan DiBiasio, Triad Associates
Administrative Agent & Affirmative Marketing

March 2, 2026
Date