



## AFFIRMATIVE FAIR HOUSING MARKETING PROCESS

### For the City of Linwood

For Affordable Housing in (REGION 6)

#### I. APPLICANT AND PROJECT INFORMATION

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

<p><b>1a. Administrative Agent Name, Address, Phone Number</b></p> <p>Triad Associates          1301 W. Forest Grove Road          Vineland, NJ 08360          856-690-9590  <a href="http://www.triadhousingprograms.com">www.triadhousingprograms.com</a>  <a href="mailto:housing@triadassociates.com">housing@triadassociates.com</a></p>	<p><b>1b. Development or Program Name, Address:</b></p> <p>City of Linwood          400 Poplar Avenue          Linwood, NJ 08221  <a href="http://www.linwoodcity.org">www.linwoodcity.org</a>          Phone: 609-927-4108</p> <p><b>Development:</b>          To be determined for each project</p> <p>✓ FOR RENT UNITS    ✓ FOR SALE UNITS</p>	
<p><b>1c.</b></p> <ul style="list-style-type: none"> <li>✓ Number of Units: TBD</li> <li>✓ Number of Total Affordable Units: TBD</li> <li>✓ Number of Affordable Sale Units: TBD</li> <li>✓ Number of Affordable Rental Units: TBD</li> </ul>	<p><b>1d.</b></p> <ul style="list-style-type: none"> <li>✓ Family</li> <li>✓ Age Restricted</li> <li>✓ Supportive Housing</li> </ul>	<p><b>1e. State and Federal Funding Sources (if any)</b></p> <p>N/A</p>
<p><b>1f. Approximate Starting Dates</b></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><b>1g. Price or Rental Range</b></p> <p>From: To be determined for each project          To: To be determined for each project</p>	
<p><b>1h. Physical characteristics of the units – List bedroom counts, total square footage, and accessibility features</b></p>		
<p><b>1i. County:</b></p> <p>Atlantic</p>	<p><b>1j. Census Tract(s):</b></p>	
<p><b>1k. Managing/Sales Agent’s Name, Address, Phone Number</b></p> <p>To be determined for each project</p>		
<p><b>1l. Application Fees (if any):</b> Application, Credit and Background Check Fees may apply.</p> <p>To be determined for each project</p>		

*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

### 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 6 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](http://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)**

### DIGITAL ADVERTISING

	OUTREACH	MEDIA SOURCE	FREQUENCY	CIRCULATION AREA
✓	Listed for the duration of the affirmative marketing process	Zillow/Social Media Sites	Continuous	Statewide
✓	Listed for the duration of the affirmative marketing process	Social media ads including facebook targeting the housing region. Ads will include an "apply today" button that links to the landing page for each listing	Continuous	Regional
✓	Listed for the duration of the affirmative marketing process	NJHRC.gov	Continuous	Statewide
✓	Listed for the duration of the affirmative marketing process	Triadhousingprograms.com	Continuous	Statewide
✓	Advertising to run for at least one week in a regional news publication listed below with digital advertising to run for several weeks.	<a href="https://shorelocalnews.com/">https://shorelocalnews.com/</a>	Continuous	Regional

### REGIONAL NEWSPAPERS

	OUTREACH	NEWSPAPER(S)	CIRCULATION AREA
<b>TARGETS PARTIAL COAH REGION</b>			
✓	Press release	Beachcomber News	Atlantic
✓	Press release	Bridgeton News	Cumberland
✓	Press release	Cape May County Herald	Regional
✓	Press release	Cape May Star & Wave	Cape May
✓	Press release	Current of Egg Harbor Township	Atlantic
✓	Press release	Current of Galloway, Absecon, Brigantine & Egg Harbor City	Atlantic
✓	Press release	Current of Mays Landing/ Hamilton Township	Atlantic

✓	Press release	Current of Northfield/Linwood/Somers Point	Atlantic
✓	Press release	Current of Ventnor, Margate, Longport	Atlantic
✓	Press release	Daily Journal	Regional
✓	Press release	Hammonton Gazette	Atlantic
✓	Press release	Hammonton News	Atlantic
✓	Press release	Mainland Journal	Atlantic
✓	Press release	NJ.COM	Regional
✓	Press release	Ocean City Gazette	Cape May
✓	Press release	Ocean City Sentinel	Cape May
✓	Press release	Press of Atlantic City	Regional
✓	Press release	Record Journal	Atlantic
✓	Press release	Shore Local News Magazine	Regional

## TARGETS NJ HOUSING REGIONS

DURATION & FREQUENCY OF OUTREACH	NAME OF PUBLICATION OR ORGANIZATION	OUTREACH AREA/CONTACT	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
✓	Flyers to be mailed at beginning of Marketing	24 Horas redaccion@24-horas.mx	Portuguese-Language
✓	Flyers to be mailed at beginning of Marketing	Amerika Magyar Nepszava (American Hungarian Peoples' Voice) usanepszava@gmail.com	Hungarian-Language
✓	Flyers to be mailed at beginning of Marketing	Anti-Poverty Network of NJ renee@njcitizenaction.org	Statewide - General
✓	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	Catholic Charities Archdiocese of Newark kgelman@ccannj.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities Camden Cynthia.LeBron@camdendioese.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities Trenton info@cctrenton.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Center for Family Services info@centerffs.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Desi NJ ilayasq@newsindia-times.com	South Asian
✓	Flyers to be mailed at beginning of Marketing	El Hispano Camden and Trenton areas	Spanish-Language
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing.org orlandosalas@fairsharehousing.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Latino Action Network Info@lanfoundation.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	NAACP NJ State Conference info@naacpnjsc.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Native American Advancement Corporation 75 N. Pearl Street P.O. Box 824 Bridgeton, NJ 08302	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	New Jersey Housing Resource Center 600 1st Ave, Raritan, NJ 08869	Statewide - General

✓	Flyers to be mailed at beginning of Marketing	New Jersey Jewish News	Beth@JewishMediaGroup.com	Jewish
✓	Flyers to be mailed at beginning of Marketing	New Jersey NAACP Conference	info@naacpnjsc.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	New Jersey SHARES	info@sharesnation.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Nuestra Comunidad	sreece@echo-media.com	Spanish-Language
✓	Flyers to be mailed at beginning of Marketing	Puerto Rican Action Committee	sholmes@pracnj.com	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Servicios Latinos	servicioslatinos@hotmail.com	Burlington County
✓	Flyers to be mailed at beginning of Marketing	Sino Monthly	info@sino-monthly.com	Chinese-American
✓	Flyers to be mailed at beginning of Marketing	Southern NJ Continuum of Care	ccarty@monarchhousing.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Supportive Housing Assoc.	kate.kelly@shanj.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Supportive Housing Assoc.	Alden St #14, Cranford, NJ 07016	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Supportive Housing Assoc.	kate.kelly@shanj.org	Statewide - General
✓	Flyers to be mailed at beginning of Marketing	Ukrainian Weekly	staff@ukrweekly.com	Ukrainian Community
✓	Flyers to be mailed at beginning of Marketing	United Way of Greater Philadelphia and Southern NJ	<a href="mailto:jmaxwell@unitedforimpact.org">jmaxwell@unitedforimpact.org</a>	Regional
✓	Flyers to be mailed at beginning of Marketing	Volunteers of America Delaware Valley	<a href="mailto:info@voadv.org">info@voadv.org</a>	Statewide - General

**3d. 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 constituencies).**

	OUTREACH	COMMUNITY CONTACT	MAILING ADDRESS
✓	Flyers to be mailed at beginning of marketing	American Red Cross	850 N. Franklin Avenue, Pleasantville, NJ 08232
✓	Flyers to be mailed at beginning of marketing	American Red Cross	3 Parke Place Blvd, Sewell, NJ 08080
✓	Flyers to be mailed at beginning of marketing	Anti-Poverty Network of NJ	272 Dunns Mill Road, Acme Commons Center, #327, Bordentown, NJ 08505
✓	Flyers to be mailed at beginning of marketing	Anti-Poverty Network of NJ	272 Dunns Mill Road, Acme Commons Center, #327, Bordentown, NJ 08505
✓	Flyers to be mailed at beginning of marketing	Atlantic City Housing Authority	227 N. Vermont Avenue,
✓	Flyers to be mailed at beginning of marketing	Atlantic City Rescue Mission	2009 Bacharach Blvd., PO Box 5358, Atlantic City, New Jersey 08404
✓	Flyers to be mailed at beginning of marketing	Atlantic County NAACP	PO Box 1977, Atlantic City 08404
✓	Flyers to be mailed at beginning of marketing	Atlantic Homeless Alliance	1333 Atlantic Avenue, 1st Floor, Atlantic City, NJ 08401

✓	Flyers to be mailed at beginning of marketing	Atlantic/Cape May Family Support Organization, Inc.	950 Tilton Rd # 108, Northfield, NJ 08225
✓	Flyers to be mailed at beginning of marketing	AtlantiCare Behavioral Health	1925 Pacific Avenue, Atlantic City, NJ 08401
✓	Flyers to be mailed at beginning of marketing	Bethel Commandment Church	1717 Bishop Richard Allen Avenue Atlantic City, New Jersey
✓	Flyers to be mailed at beginning of marketing	Cape May County NAACP	PO Box 932, CMCH, NJ 08210
✓	Flyers to be mailed at beginning of marketing	Cape May County Social Services	4005 Rt. 9 S, Rio Grande, NJ 08242
✓	Flyers to be mailed at beginning of marketing	Catholic Charities	1304 Rt. 47 South, Unit C1, P.O. Box 232, Rio Grande, NJ 08242
✓	Flyers to be mailed at beginning of marketing	Catholic Charities- Atlantic County	9 North Georgia Ave, Atlantic City, NJ 08401
✓	Flyers to be mailed at beginning of marketing	Coalition Against Rape & Abuse, Inc.	P.O. BOX 774, Cape May Court House, NJ 08210
✓	Flyers to be mailed at beginning of marketing	Collaborative Support Programs of NJ	340 Route 45, Suite 1. Salem, NJ 08079
✓	Flyers to be mailed at beginning of marketing	Community Food Bank of New Jersey	6735 Black Horse Pike, Egg Harbor Twp, NJ 08234
✓	Flyers to be mailed at beginning of marketing	Covenant House of New Jersey	929 Atlantic Avenue, Atlantic City, NJ 08401
✓	Flyers to be mailed at beginning of marketing	Covenant House of NJ	929 Atlantic Avenue, Atlantic City, NJ 08401
✓	Flyers to be mailed at beginning of marketing	Cumberland County NAACP	PO Box 744, Vineland 08360
✓	Flyers to be mailed at beginning of marketing	Cumberland County Social Services	275 North Delsea Dr., Vineland, NJ 08360-3607
✓	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	Department of Family and Community Development	1333 Atlantic Avenue, Atlantic City, NJ 08401
✓	Flyers to be mailed at beginning of marketing	Division of Intergenerational Services	1333 Atlantic Avenue, Atlantic City, NJ
✓	Flyers to be mailed at beginning of marketing	Family Success Center of Cape May County	1046 NJ-47, Rio Grande, NJ 08242
✓	Flyers to be mailed at beginning of marketing	Grace Assembly of God- Food Pantry	201-205 Atlantic Ave, Atlantic City, NJ
✓	Flyers to be mailed at beginning of marketing	Holy Spirit Lutheran Church	1220 BAYSHORE ROAD, VILLAS, NJ 08251
✓	Flyers to be mailed at beginning of marketing	Jewish Family Services of Atlantic and Cape May Counties	1129 South Route 9, Suite 7, Cape May Court House, NJ 08210
✓	Flyers to be mailed at beginning of marketing	Latino Action Network	Freehold, NJ, United States, 07728
✓	Flyers to be mailed at beginning of marketing	NAACP Conference	4326 Harbor Beach Blvd. #775, Brigantine, NJ 08203
✓	Flyers to be mailed at beginning of marketing	NJ Citizen Action	75 Raritan Avenue, Suite 200, Highland Park, NJ 08904

✓	Flyers to be mailed at beginning of marketing	Puerto Rican Action Committee	114 EAST MAIN ST, PENNS GROVE NJ 08069
✓	Flyers to be mailed at beginning of marketing	Salem County NAACP	396 Bailey Street, Woodstown 08098
✓	Flyers to be mailed at beginning of marketing	Salem County Social Services	147 South Virginia Avenue, Penns Grove, NJ 08069-1797
✓	Flyers to be mailed at beginning of marketing	Salvation Army Food Pantry- Atlantic City	22 S. Texas Avenue, Atlantic City, New Jersey 08401
✓	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	Tri-County Community Action Partnership	110 Cohansey Street, Bridgeton
✓	Flyers to be mailed at beginning of marketing	United Way	4 E Jimmie Leeds Rd, Galloway, NJ 08205
✓	Flyers to be mailed at beginning of marketing	Veterans Multi-Service Center	415 N. High Street, Millville, NJ 08332
✓	Flyers to be mailed at beginning of marketing	American Red Cross	850 N. Franklin Avenue, Pleasantville, NJ 08232

#### IV. APPLICATIONS

Preliminary Application information for the Salt House affordable units will be available at the following locations:		
<b>4a. County Administration Buildings and/or Libraries for all counties in the housing region</b>		
	<b>BUILDING</b>	<b>LOCATION</b>
✓	Atlantic County Library System	40 Farragut Ave., Mays Landing, NJ 08330 phone: (609) 625-2776   fax: (609) 625-8143
✓	Atlantic County Administration Building 1333 Atlantic Avenue, Atlantic City, NJ 08401	Atlantic County Administration Building 1333 Atlantic Avenue, Atlantic City, NJ 08401
✓	Cape May County Main Library	30 Mechanic Street, Cape May Courthouse, NJ
✓	Cape May County Administration Building 4 Moore Road, Cape May Court House, NJ 08210	Cape May County Administration Building 4 Moore Road, Cape May Court House, NJ 08210
✓	Cumberland County Library	800 East Commerce Street, Bridgeton, NJ 08302
✓	Cumberland County Administration Building 164 W. Broad St., Bridgeton, NJ 08302	Cumberland County Administration Building 164 W. Broad St., Bridgeton, NJ 08302
✓	Salem County Library	12 W. Broadway, Salem, NJ 08079 (856).935.0526
✓	Salem County Administration Building 110 Fifth Street, Salem, NJ 08079	Salem County Administration Building 110 Fifth Street, Salem, NJ 08079

4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)

City of Linwood  
400 Poplar Avenue  
Linwood, NJ 08221  
www.linwoodcity.org  
Phone: 609-927-4108

Linwood Public Library  
301 Davis Avenue  
Linwood, NJ 08221  
[www.linwoodlibrary.com](http://www.linwoodlibrary.com)  
Email: linwoodlibrary@linwoodlibrary.com  
Phone: 609-926-7991

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, Triad Associates  
*Administrative Agent/Affirmative Marketing*

March 4, 2026  
Date