



Affirmative Marketing Process FOR THE ADMINISTRATION OF MARKETING AFFORDABLE HOUSING UNITS

In Accordance with the Uniform Housing Affordability Controls



FAIR HOUSING AFFIRMATIVE MARKETING PROCESS

For the Township of Cinnaminson

For Affordable Housing in (REGION 5)

I. APPLICANT AND PROJECT INFORMATION

| | | |
|---|---|---|
| <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>Cinnaminson Township 1621 Riverton Road, Cinnaminson NJ 08077 856-829-6000 www.cinnaminsonnj.org info@cinnaminsonnj.org</p> <p>Development: To be determined for each project</p> <p style="text-align: center;"> <input checked="" type="checkbox"/> FOR RENT UNITS <input checked="" type="checkbox"/> FOR SALE UNITS </p> | |
| <p>1c.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Number of Units: TBD <input checked="" type="checkbox"/> Number of Total Affordable Units: TBD <input checked="" type="checkbox"/> Number of Affordable Sale Units: TBD <input checked="" type="checkbox"/> Number of Affordable Rental Units: TBD | <p>1d.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Family <input checked="" type="checkbox"/> Age Restricted <input checked="" type="checkbox"/> Supportive Housing | <p>1e. State and Federal Funding Sources (if any)</p> <p style="text-align: center;">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: Burlington</p> | <p>1j. Census Tract(s):</p> | |
| <p>1k. Managing/Sales Agent’s Name, Address, Phone Number 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> | | |



FAIR HOUSING AFFIRMATIVE MARKETING PROCESS

For the Cinnaminson Township

For Affordable Housing in (REGION 5)

(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 5 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 <input type="checkbox"/> 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

DIGITAL ADVERTISING

| | | | |
|---|---|--|-----------|
| ✓ | Listed for the duration of the affirmative marketing process | Zillow/Social Media Sites | 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 | Regional |
| ✓ | Listed for the duration of the affirmative marketing process | NJHRC.gov | Statewide |
| ✓ | Listed for the duration of the affirmative marketing process | Triadhousingprograms.com | Statewide |
| ✓ | Print advertising to run at least one week in conjunction with digital advertising to run at least 4 weeks. | https://thesunpapers.com/c/news/cinnaminson-news/ | Regional |

NEWSPAPERS

| | | | |
|---|---|-------------------------|----------|
| ✓ | Press Release at beginning of affirmative marketing | Burlington County Times | Regional |
| ✓ | Press Release at beginning of affirmative marketing | South Jersey Times | Regional |

| | | | |
|---|---|-----------------------------|----------|
| ✓ | Press Release at beginning of affirmative marketing | Central Record | Regional |
| ✓ | Press Release at beginning of affirmative marketing | News Weekly | Regional |
| ✓ | Press Release at beginning of affirmative marketing | Register-News | Regional |
| ✓ | Press Release at beginning of affirmative marketing | Gloucester City News | Regional |
| ✓ | Press Release at beginning of affirmative marketing | Sun Newspaper Camden County | Regional |
| ✓ | Press Release at beginning of affirmative marketing | Retrospect | Regional |
| ✓ | Press Release at beginning of affirmative marketing | Gloucester County Times | Regional |
| ✓ | Press Release at beginning of affirmative marketing | News Report | Regional |

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

| DURATION & FREQUENCY OF OUTREACH | NAME OF MEDIA SOURCE | OUTREACH AREA/CONTACT | RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE |
|--|--|--|--|
| TARGETS ENTIRE HOUSING REGION 5 – Direct mailed at the onset of Affirmative Marketing | | | |
| ✓ | Application flyers to be direct mailed | 24 Horas redaccion@24-horas.mx | Portuguese-Language |
| ✓ | Application flyers to be direct mailed | Amerika Magyar Nepszava (American Hungarian Peoples' Voice) usanepszava@gmail.com | Hungarian-Language |
| ✓ | Application flyers to be direct mailed | Anti-Poverty Network of NJ renee@njcitizenaction.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | Arab Voice Newspaper info@arabamerica.com | Arab-American |
| ✓ | Application flyers to be direct mailed | Catholic Advocate, The submissions@rcan.org | Catholic |
| ✓ | Application flyers to be direct mailed | Catholic Charities Archdiocese of Newark kgelman@ccannj.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | Catholic Charities Camden Cynthia.LeBron@camdendiocese.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | Catholic Charities Trenton info@cctrenton.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | Center for Family Services info@centerffs.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | Desi NJ ilayasq@newsindia-times.com | South Asian |
| ✓ | Application flyers to be direct mailed | El Hispano Camden and Trenton areas | Spanish-Language |
| ✓ | Application flyers to be direct mailed | Fair Share Housing.org orlandosalas@fairsharehousing.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | Latino Action Network Info@lanfoundation.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | NAACP NJ State Conference info@naacpnjsc.org | Statewide - General |

| | | | | |
|---|--|---|--|---------------------|
| ✓ | Application flyers to be direct mailed | Native American Advancement Corporation | 75 N. Pearl Street P.O. Box 824 Bridgeton, NJ 08302 | Statewide - General |
| ✓ | Application flyers to be direct mailed | New Jersey Housing Resource Center | 600 1st Ave, Raritan, NJ 08869 | Statewide - General |
| ✓ | Application flyers to be direct mailed | New Jersey Jewish News | Beth@JewishMediaGroup.com | Jewish |
| ✓ | Application flyers to be direct mailed | New Jersey NAACP Conference | info@naacpnjsc.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | New Jersey SHARES | info@sharesnation.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | Nuestra Comunidad | sreece@echo-media.com | Spanish-Language |
| ✓ | Application flyers to be direct mailed | Puerto Rican Action Committee | sholmes@pracnj.com | Statewide - General |
| ✓ | Application flyers to be direct mailed | Servicios Latinos | servicioslatinos@hotmail.com | Burlington County |
| ✓ | Application flyers to be direct mailed | Sino Monthly | info@sino-monthly.com | Chinese-American |
| ✓ | Application flyers to be direct mailed | Southern NJ Continuum of Care | ccarty@monarchhousing.org | Statewide - General |
| ✓ | Application flyers to be direct mailed | Supportive Housing Assoc. | Alden St #14, Cranford, NJ 07016 | Statewide - General |
| ✓ | Application flyers to be direct mailed | Ukrainian Weekly | staff@ukrweekly.com | Ukrainian Community |
| ✓ | Application flyers to be direct mailed | United Way Greater Philadelphia and Southern New Jersey | jmaxwell@unitedforimpact.org | Regional |
| ✓ | Application flyers to be direct mailed | Volunteers of America Delaware Valley | info@voadv.org | Statewide - General |

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 |
|---|--|---|---|
| ✓ | Application flyers to be direct mailed | Anti-Poverty Network of NJ | 272 Dunns Mill Road, Acme Commons Center, #327 Bordentown, NJ 08505 |
| ✓ | Application flyers to be direct mailed | Burlington County College | 601 Pemberton Browns Mills Rd Pemberton, NJ 08068 |
| ✓ | Application flyers to be direct mailed | Burlington County Community Action Program | 718 Route 130 South, Burlington, NJ 08016 |
| ✓ | Application flyers to be direct mailed | Burlington County United Way | 595 Rancocas Rd Westhampton, NJ 08060 |
| ✓ | Application flyers to be direct mailed | Burlington County Human Services Building | 795 Woodlane Road, Westampton, NJ 08060 |
| ✓ | Application flyers to be direct mailed | Camden County Council on Economic Opportunity | 538 Broadway Camden, NJ 08103 |
| ✓ | Application flyers to be direct mailed | Camden County East NAACP | P.O. Box 53 Lawnside, NJ, 08045 |
| ✓ | Application flyers to be direct mailed | Camden County Housing Authority | 1800 S 9th St, Camden, NJ 08104 |
| ✓ | Application flyers to be direct mailed | Camden County NAACP | 1123 1/2 Kaighns Avenue Camden, NJ 08103 |
| ✓ | Application flyers to be direct mailed | Catholic Charities | Cynthia.LeBron@camdendiocese.org |
| ✓ | Application flyers to be direct mailed | Catholic Charities | 383 W State Street Trenton, NJ 08607 |
| ✓ | Application flyers to be direct mailed | Center for Family Services | info@centerffs.org |
| ✓ | Application flyers to be direct mailed | DCA Rental Assistance | 20 Market St, Camden, NJ 08102 |
| ✓ | Application flyers to be direct mailed | Fair Share Housing Center | 510 Park Blvd, Cherry Hill, NJ 08002 |
| ✓ | Application flyers to be direct mailed | Fair Share Housing Development | 1 Ethel Lawrence Blvd Mt Laurel, NJ 08054 |
| ✓ | Application flyers to be direct mailed | Fair Share Housing.org | orlandosalas@fairsharehousing.org |
| ✓ | Application flyers to be direct mailed | Gloucester County Division of Senior Services | 115 Budd Blvd West Deptford, NJ 08096 |
| ✓ | Application flyers to be direct mailed | Gloucester County NAACP | GC NAACP, PO Box 545 Williamstown, NJ 08094 |
| ✓ | Application flyers to be direct mailed | Interfaith Hospitality Network of Burlington County | 16 East Main Street Moorestown, NJ 08057 |
| ✓ | Application flyers to be direct mailed | Latino Action Network | Info@lanfoundation.org |
| ✓ | Application flyers to be direct mailed | Medford Leas Continuing Care | 1 Medford Leas Medford, NJ 08055 |
| ✓ | Application flyers to be direct mailed | Native American Advancement Corporation | 75 N. Pearl Street P.O. Box 824 Bridgeton, NJ 08302 |
| ✓ | Application flyers to be direct mailed | New Jersey Housing Resource Center | 600 1st Ave, Raritan, NJ 08869 |
| ✓ | Application flyers to be direct mailed | New Jersey NAACP Conference | info@naacpnjsc.org |
| ✓ | Application flyers to be direct mailed | New Jersey SHARES | info@sharesnation.org |
| ✓ | Application flyers to be direct mailed | Puerto Rican Action Committee | sholmes@pracnj.com |

| | | | |
|---|--|---------------------------------------|--|
| ✓ | Application flyers to be direct mailed | Rancocas Valley Clergy Ass. | 125 Garden St Mt Holly NJ 08060 |
| ✓ | Application flyers to be direct mailed | Rowan University | 201 Mullica Hill Road Glassboro, NJ 08028 |
| ✓ | Application flyers to be direct mailed | Southern Burlington County NAACP | PO Box 3211 Cinnaminson, NJ 08077 |
| ✓ | Application flyers to be direct mailed | Southern NJ Continuum of Care | ccarty@monarchhousing.org |
| ✓ | Application flyers to be direct mailed | Supportive Housing Assoc. | kate.kelly@shanj.org |
| ✓ | Application flyers to be direct mailed | Volunteers of America Delaware Valley | info@voadv.org |
| ✓ | Application flyers to be direct mailed | Willingboro NAACP | PO Box 207 Roebling NJ 09854 |

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) | | | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th>BUILDING</th> <th>LOCATION</th> </tr> </thead> <tbody> <tr> <td>✓ Burlington County Library Headquarters</td> <td>5 Pioneer Boulevard, Westampton, NJ 08060</td> </tr> <tr> <td>✓ Burlington County Office Building</td> <td>49 Rancocas Rd, Mount Holly NJ 08060</td> </tr> <tr> <td>✓ Camden County Library Headquarters</td> <td>203 Laurel Road, Voorhees, NJ 08043</td> </tr> <tr> <td>✓ Camden Court House Square</td> <td>520 Market St, Camden NJ 08102-1375</td> </tr> <tr> <td>✓ Gloucester County Library</td> <td>389 Wolfert Station Rd. Mullica Hill, NJ 08062</td> </tr> <tr> <td>✓ Gloucester County Court House</td> <td>1 N Broad St, Woodbury, NJ 08096 (856)853-3390</td> </tr> </tbody> </table> | BUILDING | LOCATION | ✓ Burlington County Library Headquarters | 5 Pioneer Boulevard, Westampton, NJ 08060 | ✓ Burlington County Office Building | 49 Rancocas Rd, Mount Holly NJ 08060 | ✓ Camden County Library Headquarters | 203 Laurel Road, Voorhees, NJ 08043 | ✓ Camden Court House Square | 520 Market St, Camden NJ 08102-1375 | ✓ Gloucester County Library | 389 Wolfert Station Rd. Mullica Hill, NJ 08062 | ✓ Gloucester County Court House | 1 N Broad St, Woodbury, NJ 08096 (856)853-3390 |
| BUILDING | LOCATION | | | | | | | | | | | | | | |
| ✓ Burlington County Library Headquarters | 5 Pioneer Boulevard, Westampton, NJ 08060 | | | | | | | | | | | | | | |
| ✓ Burlington County Office Building | 49 Rancocas Rd, Mount Holly NJ 08060 | | | | | | | | | | | | | | |
| ✓ Camden County Library Headquarters | 203 Laurel Road, Voorhees, NJ 08043 | | | | | | | | | | | | | | |
| ✓ Camden Court House Square | 520 Market St, Camden NJ 08102-1375 | | | | | | | | | | | | | | |
| ✓ Gloucester County Library | 389 Wolfert Station Rd. Mullica Hill, NJ 08062 | | | | | | | | | | | | | | |
| ✓ Gloucester County Court House | 1 N Broad St, Woodbury, NJ 08096 (856)853-3390 | | | | | | | | | | | | | | |
| 4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person) | | | | | | | | | | | | | | | |
| <p>Cinnaminson Township 1621 Riverton Road, Cinnaminson NJ 08077 856-829-6000 www.cinnaminsonnj.org info@cinnaminsonnj.org</p> <p>Burlington County Library System Cinnaminson Location 1619 Riverton Road Cinnaminson, NJ 08077 856-457-7672 https://bcls.lib.nj.us/locations/5/</p> | | | | | | | | | | | | | | | |
| 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 6, 2026
Date