

**BOROUGH CLERK**  
Barbara L. Dispoto, RMC/CMC

**ADMINISTRATOR**  
Adrian Febre, CPM



**MAYOR**  
Richard Bolan

**COUNCIL  
PRESIDENT**  
Jacqueline Flynn

**COUNCIL  
MEMBERS**  
Katherine Bennin  
Jacqueline DeMuro  
Douglas A. Herrick  
Claire A. Padovano  
Ryan P. Ullman

**BOROUGH OF MAYWOOD**  
**15 Park Avenue, Maywood, NJ 07607**

**RESOLUTION #93-26**

**RESOLUTION ADOPTING AN “AFFIRMATIVE MARKETING PLAN”**

**FOR BOROUGH OF MAYWOOD**

**WHEREAS**, in accordance with P.L. 2024, Chapter 2 and the New Jersey Uniform Housing Affordability Controls (“UHAC”)(N.J.A.C. 5:80-26.1 et seq.), the Borough of Maywood is required to adopt an Affirmative Marketing Plan to ensure that all affordable housing units created are affirmatively marketed to very low-, low- and moderate-income households, particularly those living and/or working within Housing Region 1, the Housing Region encompassing the Borough of Maywood.

**NOW, THEREFORE, BE IT RESOLVED**, that Governing Body of the Borough of Maywood, County of Bergen, State of New Jersey, does hereby adopt the following Affirmative Marketing Plan:

**Affirmative Marketing Plan**

- A. The Affirmative Marketing Plan is a regional marketing strategy designed to attract buyers and/or renters of all majority and minority groups, regardless of race, creed, color, national origin, ancestry, English-speaking ability, marital or familial status, gender, affectional or sexual orientation, disability, age or number of children, source of lawful income, or any other characteristic described in the New Jersey Law Against Discrimination, to housing units which are being marketed by a developer or sponsor of affordable housing. The Affirmative Marketing Plan is also intended to target those potentially eligible persons who are least likely to apply for affordable units in that region. It is a continuing program that directs all marketing activities toward the Housing Region in which the municipality is located and covers the entire period of the deed restriction for each restricted housing unit. The Borough of Maywood is located in Housing Region 1, consisting of Bergen, Hudson, Passaic and Sussex Counties.
- B. The Borough of Maywood has a plan to address both its Prior Round Obligation (1987-2025) and its Fourth Round Obligation (2025-2035). This Affirmative Marketing Plan shall apply to all developments that contain or will contain very low-, low- and moderate-income units, including those that are part of the municipality’s Housing Element and Fair Share Plan, and those that may be constructed in future developments not yet anticipated by the Housing Element and Fair Share Plan.

- C. The Affirmative Marketing Plan shall be implemented by the Administrative Agent under contract to the Borough of Maywood or the Administrative Agent of any specific developer approved by the municipality.
- D. All of the costs of advertising and affirmatively marketing affordable housing units shall be borne by the developers/sellers/owners of affordable unit(s), and all such advertising and affirmative marketing shall be subject to approval and oversight by the designated Administrative Agent.
- E. The implementation of the Affirmative Marketing Plan for a development that includes affordable housing shall commence at least 120 days prior to expected occupancy. The implementation of the Affirmative Marketing Plan shall continue until all very low-, low- and moderate-income housing units are initially occupied and for as long as the affordable units remain deed restricted such that qualifying new tenants and/or purchasers continues to be necessary.
- F. The Affirmative Marketing Plan is a continuing program that shall be followed throughout the entire period of affordability restrictions. In implementing the Affirmative Marketing Plan, the Administrative Agent, whether acting on behalf of the Borough of Maywood or on behalf of a specific developer, shall meet the following requirements at a minimum:
  - 1. The primary marketing and advertising must be employed at the start of the marketing program and continue until all units are leased or sold or until the number of applications received is at least three times the number of units. Additional advertising and publicity shall be on an "as needed" basis. The developer/owner shall disseminate all public service announcements and pay for display advertisements. The developer/owner shall provide proof of all publications to the Administrative Agent. All press releases and advertisements shall be approved in advance by the Administrative Agent.
  - 2. The advertisements shall, at a minimum, include:
    - a. The name and location of the housing project;
    - b. An address sufficient to find directions to the housing units;
    - c. A range of prices or rents for the affordable housing units;
    - d. The sizes, as measured in number of bedrooms of the affordable housing units;
    - e. The types (that is, family, age-restricted, or supportive) and number of affordable units available;
    - f. The number of units available to very low-, low-, and moderate-income households;
    - g. The accessibility features, if any, of the affordable housing units;
    - h. The maximum income permitted to qualify for the affordable housing units;
    - i. The population(s), if any, given preference in the selection process pursuant to N.J.A.C. 5:80-26.17(k)2;
    - j. Where applications (paper and online) for the affordable housing units may be found;
    - k. The expected lease-up/closing date(s) for the affordable housing units;
    - l. The expected date of the random selection;

- m. The business hours when interested households may obtain paper applications for the affordable housing units;
  - n. Contact information, including an email address and phone number that are regularly monitored by the administrative agent;
  - o. The name of the sales agent and/or rental manager; and
  - p. Application fees, if any.
3. Affirmative fair marketing of affordable units must be completed in accordance with the requirements set forth in UHAC at N.J.A.C. 5:80-26.16 in all media and outlets required by the rules.
  4. The Administrative Agent of the affordable housing development shall complete the Affirmative Fair Housing Marketing Plan, attached hereto as Attachment A, for review and approval by the Municipal Housing Liaison or the Township's Administrative Agent, as the case may be, prior to commencement of advertising to the public.
  5. Affordable units must be listed on the New Jersey Housing Resource Center's website ([www.njhrc.gov](http://www.njhrc.gov)) in accordance with N.J.A.C. 5:80-26.16(f)1 at least 60 days before the random selection.
  6. Applications, or notices thereof, used as part of the affirmative marketing program must be available in the following locations:

BUILDING	LOCATION
Bergen County Administration Building	One Bergen County Plaza, Hackensack, NJ 07601 (201)336-6000
Bergen County Library System	<a href="mailto:bccls@bccls.org">bccls@bccls.org</a>
Hudson County Administration Building	595 Newark Avenue, Jersey City, NJ 07306 (201) 795-6000
Hudson County Library System	472 Jersey Ave,m Jersey City, NJ 07302
Passaic County Administration Building	401 Grand Street, Paterson, NJ 07505 (973) 225-3632
Passaic County Library	195 Gregory Avenue, Passaic, NJ 07055 (973) 779-0474
Sussex County Administration Building	1 Spring Street, Newton, NJ 07860 (973)579-0200
Sussex County Main Library	125 Morris Turnpike, Newton, NJ 07860 (973)948-3660
Maywood Municipal Building	15 Park Avenue, Maywood, NJ 07607
Free Public Library of maywood	459 Maywood Avenue, Maywood, NJ 07607


7. The affirmative marketing shall include the following community and regional organizations: Fair Share Housing Center; the Latino Action Network; Bergen County NAACP; Urban League of Bergen County; Bergen County Housing Coalition and Supportive Housing Association

8. The municipality's Administrative Agent, or the Administrative Agent of a specific developer, shall comply with all requirements set forth in N.J.S.A. 52:27D-321.3 et seq. with regard to the affirmative marketing of affordable housing units.
- G. The municipality's Administrative Agent shall develop, maintain and update a list of community contact person(s) and/or organizations(s) Bergen, Hudson, Passaic, and Sussex Counties that will aid in the affirmative marketing program with particular emphasis on contacts that will reach out to groups that are least likely to apply for housing within the region, including major regional employers.
- H. The municipality's Administrative Agent shall develop, maintain and update a list of major employers in Bergen, Hudson, Passaic, and Sussex Counties that will aid in the affirmative marketing program.
- I. A random selection method to select occupants of very low-, low- and moderate-income housing will be used by the municipality's Administrative Agent, or the Administrative Agent of any specific developer, in conformance with N.J.A.C. 5:80-26.16(d) This Affirmative Marketing Plan provides a regional preference for very low-, low- and moderate-income households that live and/or work in Housing Region 1, which is comprised of Bergen, Hudson, Passaic, and Sussex Counties. Pursuant to the New Jersey Fair Housing Act (C.52:27D-311), a preference for very low-, low- and moderate-income veterans duly qualified under N.J.A.C. 54:4-8.10 may also be exercised, provided an agreement to this effect has been executed between the developer or landlord and the municipality prior to the affirmative marketing of the units.
- J. All developers/owners of very low-, low- and moderate-income housing units shall be required to undertake and pay the costs of the marketing of the affordable units in their respective developments, subject to the direction and supervision of the municipality's Administrative Agent.

**BE IT FURTHER RESOLVED** that the appropriate municipal officials and professionals are authorized to take all actions required to implement the terms of this Resolution.

**BE IT FURTHER RESOLVED** that this Resolution shall take effect pursuant to law.

Date: March 10, 2026

APPROVED:   
Richard Bolan, Mayor

ATTEST:   
Barbara L. Dispoto, RMC/CMC  
Borough Clerk

	Moved	Seconded	Ayes	Nays	Abstain	Absent	Recuse
Mayor Bolan							
Councilmember Bennin			X				
Councilmember DeMuro	X		X				
Councilmember Herrick		X	X				
Councilmember Padovano			X				
Councilmember Ullman			X				
Council President Flynn			X				

**CERTIFICATION**

I, Barbara L. Dispoto, Municipal Clerk of the Borough of Maywood in the County of Bergen and the State of New Jersey do hereby certify that the foregoing resolution is a true copy of the original resolution duly passed and adopted by the Governing Body at the meeting of March 10, 2026.

Date: \_\_\_\_\_

\_\_\_\_\_  
Barbara L. Dispoto, RMC/CMC  
Borough Clerk



# AFFIRMATIVE MARKETING PROCESS FOR THE ADMINISTRATION OF MARKETING AFFORDABLE HOUSING UNITS



BOROUGH OF MAYWOOD, NJ

PREPARED BY:



FEBRUARY 2026

MAYWOODNJ.COM



**FAIR HOUSING AFFIRMATIVE MARKETING PROCESS**  
**For the Borough of Maywood**  
 For Affordable Housing in (REGION 1)

**I. APPLICANT AND PROJECT INFORMATION**

<b>1a. Administrative Agent Name, Address, Phone Number</b>  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>		<b>1b. Development or Program Name, Address:</b>  <b>Maywood Borough Hall</b> 15 Park Avenue Maywood, NJ 07607 (201) 845-2900 <a href="http://www.maywoodnj.com">www.maywoodnj.com</a> <a href="mailto:afebre@maywoodboro.org">afebre@maywoodboro.org</a>  <b>Development:</b> To be determined for each project  <input checked="" type="checkbox"/> FOR RENT UNITS <input checked="" type="checkbox"/> FOR SALE UNITS	
<b>1c.</b> <input checked="" type="checkbox"/> Number of Units: TBD <input checked="" type="checkbox"/> Number of Affordable Units: TBD <input checked="" type="checkbox"/> Number of Sale Units: TBD <input checked="" type="checkbox"/> Number of Rental Units: TBD	<b>1d. Price or Rental Range</b>  From: To be determined for each project To: To be determined for each project	<b>1e. State and Federal Funding Sources (if any)</b>  N/A	
<b>1f.</b> <input checked="" type="checkbox"/> Age Restricted  <input checked="" type="checkbox"/> Non-Age Restricted	<b>1g. Approximate Starting Dates</b> Advertising: To be determined for each project Occupancy: To be determined for each project Lottery Date: To be determined for each project		
<b>1h. County:</b> Bergen County		<b>1i. Census Tract(s):</b>	
<b>1j. Managing/Sales Agent's Name, Address, Phone Number</b> To be determined for each project			
<b>1k. Application Fees (if any):</b> Application, Credit and Background Check Fees may apply. To be determined for each project			



## **FAIR HOUSING AFFIRMATIVE MARKETING PROCESS**

### **For the Borough of Maywood**

### **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](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)**

DURATION/ FREQUENCY OF OUTREACH	NAMES OF REGIONAL MEDIA SOURCES	CIRCULATION AREA
<b>TARGETS ENTIRE HOUSING REGION 5</b>		
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

<b>TARGETS PARTIAL HOUSING REGION 5</b>			
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	
<b>TARGETS ENTIRE HOUSING REGION 5</b>				
✓	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 Center	510 Park Blvd Cherry Hill Township, NJ 08002
✓	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>	
<b>4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that apply)</b>	
	<b>BUILDING</b>
	<b>LOCATION</b>
✓	Bergen County Library System
✓	Bergen County Administration Building
✓	Sussex County Main Library
✓	Sussex County Administrative Building
✓	Passaic County Library System
✓	Passaic County Administration Building
✓	Hudson County Library System
✓	Hudson County Administration Building
<p>Maywood Borough Hall 15 Park Avenue Maywood, NJ 07607 (201) 845-2900 www.maywoodnj.com afebre@maywoodboro.org</p>	
<p>Free Public Library of Maywood 459 Maywood Avenue Maywood, NJ 07607 (201) 845-2915 <a href="http://www.maywoodpubliclibrary.com">www.maywoodpubliclibrary.com</a> Maywirc@bccls.org</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

February 25, 2026  
Date



# AFFIRMATIVE MARKETING PROCESS FOR THE ADMINISTRATION OF MARKETING AFFORDABLE HOUSING UNITS



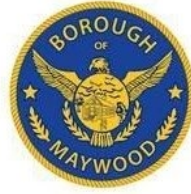
BOROUGH OF MAYWOOD, NJ

PREPARED BY:



FEBRUARY 2026

MAYWOODNJ.COM



**FAIR HOUSING AFFIRMATIVE MARKETING PROCESS**  
**For the Borough of Maywood**  
 For Affordable Housing in (REGION 1)

**I. APPLICANT AND PROJECT INFORMATION**

<b>1a. Administrative Agent Name, Address, Phone Number</b>  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>		<b>1b. Development or Program Name, Address:</b>  <b>Maywood Borough Hall</b> 15 Park Avenue Maywood, NJ 07607 (201) 845-2900 <a href="http://www.maywoodnj.com">www.maywoodnj.com</a> <a href="mailto:afebre@maywoodboro.org">afebre@maywoodboro.org</a>  <b>Development:</b> To be determined for each project  <input checked="" type="checkbox"/> FOR RENT UNITS <input checked="" type="checkbox"/> FOR SALE UNITS	
<b>1c.</b> <input checked="" type="checkbox"/> Number of Units: TBD <input checked="" type="checkbox"/> Number of Affordable Units: TBD <input checked="" type="checkbox"/> Number of Sale Units: TBD <input checked="" type="checkbox"/> Number of Rental Units: TBD	<b>1d. Price or Rental Range</b>  From: To be determined for each project To: To be determined for each project	<b>1e. State and Federal Funding Sources (if any)</b>  N/A	
<b>1f.</b> <input checked="" type="checkbox"/> Age Restricted  <input checked="" type="checkbox"/> Non-Age Restricted	<b>1g. Approximate Starting Dates</b> Advertising: To be determined for each project Occupancy: To be determined for each project Lottery Date: To be determined for each project		
<b>1h. County:</b> Bergen County		<b>1i. Census Tract(s):</b>	
<b>1j. Managing/Sales Agent's Name, Address, Phone Number</b> To be determined for each project			
<b>1k. Application Fees (if any):</b> Application, Credit and Background Check Fees may apply. To be determined for each project			



## **FAIR HOUSING AFFIRMATIVE MARKETING PROCESS**

### **For the Borough of Maywood**

### **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](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)**

DURATION/ FREQUENCY OF OUTREACH	NAMES OF REGIONAL MEDIA SOURCES	CIRCULATION AREA
<b>TARGETS ENTIRE HOUSING REGION 5</b>		
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

<b>TARGETS PARTIAL HOUSING REGION 5</b>			
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	
<b>TARGETS ENTIRE HOUSING REGION 5</b>				
✓	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 Center	510 Park Blvd Cherry Hill Township, NJ 08002
✓	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>	
<b>4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that apply)</b>	
	<b>BUILDING</b>
	<b>LOCATION</b>
✓	Bergen County Library System
✓	Bergen County Administration Building
✓	Sussex County Main Library
✓	Sussex County Administrative Building
✓	Passaic County Library System
✓	Passaic County Administration Building
✓	Hudson County Library System
✓	Hudson County Administration Building
<p>Maywood Borough Hall 15 Park Avenue Maywood, NJ 07607 (201) 845-2900 www.maywoodnj.com afebre@maywoodboro.org</p>	
<p>Free Public Library of Maywood 459 Maywood Avenue Maywood, NJ 07607 (201) 845-2915 <a href="http://www.maywoodpubliclibrary.com">www.maywoodpubliclibrary.com</a> Maywcirc@bccls.org</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*

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Susan DiBiasio, Triad Associates  
Administrative Agent & Affirmative Marketing

February 25, 2026  
Date