

An applicant pool is created by listing applicants in the order selected.

Applications are reviewed for income-eligibility. Ineligible households are informed that they are being removed from the applicant pool or given the opportunity to correct and/or update income and household information.

Eligible households are matched to available units based upon the number of bedrooms needed (and any other special requirements, such as the need for an accessible unit).

If there are sufficient names remaining in the pool to fill future re-rental, the applicant pool shall be closed.

When the applicant pool is close to being depleted, the Administrative Agent will re-open the pool and conduct a new random selection process after fulfilling the affirmative marketing requirements. The new applicant pool will be added to the remaining list of applicants.

III. MARKETING

3a. Direction of Marketing Activity: (indicate which group(s) in the housing region are least likely to apply for the housing without special outreach efforts because of its location and other factors)

White (non-Hispanic)
 Black (non-Hispanic)
 Hispanic
 American Indian or Alaskan Native
 Asian or Pacific Islander
 Other group:

3b. HOUSING RESOURCE CENTER (www.njhousing.gov) A free, online listing of affordable housing

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

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPER(S)	CIRCULATION AREA
TARGETS PARTIAL HOUSING REGION 4			
Daily Newspaper			
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Trentonian	Mercer
X	One display ad per week for four consecutive weeks, beginning at the start of the marketing process	Asbury Park Press	Monmouth, Ocean
Weekly Newspaper			
X		Beacon, The	Ocean
	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL RADIO STATION(S)	CIRCULATION AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE

TARGETS ENTIRE HOUSING REGION 4			
AM			
X		WCTC 1450	
3d. Community Contacts (names of community groups/organizations throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing)			
Name of Group/Organization	Outreach Area	Racial/Ethnic Identification of Readers/Audience	Duration & Frequency of Outreach
Fair Share Housing Center	Statewide	N/A	Ongoing as needed
New Jersey State Conference of NAACP	Statewide	African-American	Ongoing as needed
NAACP (Greater Red Bank, Asbury Park/Neptune, Long Branch, and Greater Freehold Branches)	Monmouth and Ocean Counties	African-American	Ongoing as needed
Senior Citizens United Community Services (SCUCS)		N/A	Ongoing as needed
The Latino Action Network	Statewide	Hispanic	Ongoing as needed
STEPS	Statewide	N/A	Ongoing as needed
OCEAN Inc.	Monmouth and Ocean Counties	N/A	Ongoing as needed
Supportive Housing Association	Statewide	N/A	Ongoing as needed

IV. APPLICATIONS

Applications for affordable housing for the above units will be available at the following locations:	
4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that applies)	
BUILDING	LOCATION
X Mercer County Library Headquarters	2751 Brunswick Pike, Lawrenceville, NJ 08648
X Monmouth County Headquarters Library	125 Symmes Drive, Manalapan, NJ 07726
X Ocean County Library	101 Washington Street, Toms River, NJ 08753
4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)	
Tinton Falls Municipal Building, 566 Tinton Avenue Tinton Falls, New Jersey 07724	
Tinton Falls Borough Library, 664 Tinton Avenue Tinton Falls, New Jersey 07724	
4c. Sales/Rental Office for units (if applicable)	

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 (select one: Municipality's substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI/CHOICE funding).

Name (Type or Print)

Title/Municipality

Signature

Date