

**TOWNSHIP OF BURLINGTON**

**RESOLUTION**

2026-R-089

**RESOLUTION OF THE TOWNSHIP COUNCIL ADOPTING THE AFFIRMATIVE  
MARKETING PLAN PREPARED BY TRIAD ASSOCIATES**

**WHEREAS**, the Township of Burlington (“Township”) is required to administer its affordable housing programs in accordance with the provisions of the “New Jersey Fair Housing Act,” N.J.S.A. 52:27D-301 et seq., the “Uniform Housing Affordability Controls,” N.J.A.C. 5:80-26.1 et seq., applicable court orders, and the Township’s Court-approved Housing Element and Fair Share Plan (“HEFSP”); and

**WHEREAS**, the proper implementation of affordable housing programs requires that, subject to certain exceptions specified by the New Jersey Housing and Mortgage Finance Agency (“NJHMFA”), housing opportunities be affirmatively marketed to low and moderate-income households in compliance with State regulations, including targeted outreach to racial and ethnic minorities, persons with disabilities, and other protected classes; and

**WHEREAS**, Triad Associates, serving as the Township’s Administrative Agent, has prepared a comprehensive Affirmative Marketing Plan outlining procedures for public outreach, advertising methods, eligibility guidelines, referral networks, application intake, lottery protocols, and compliance monitoring; and

**WHEREAS**, the Township Council has reviewed the Affirmative Marketing Plan and finds it compliant with NJHMFA requirements, consistent with the Township’s affordable housing obligations, and in the best interest of ensuring fair and equal access to all affordable housing opportunities within the Township; and

**WHEREAS**, the Township Council desires to formally adopt the Affirmative Marketing Plan and authorize its use by the Township and the Township’s Administrative Agent.

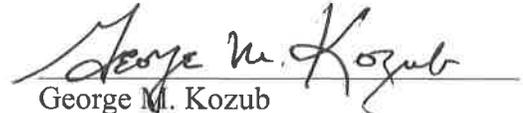
**NOW, THEREFORE, BE IT RESOLVED** by the Township Council as follows:

1. The Township Council adopts the Affirmative Marketing Plan prepared by Triad Associates for the administration of all affordable housing units and programs within the Township.
2. The Township Administrator, Municipal Housing Liaison, and the Township’s Administrative Agent are hereby authorized and directed to implement and enforce the policies and procedures contained in the Affirmative Marketing Plan.

3. The Affirmative Marketing Plan may be updated from time to time to ensure ongoing compliance with State law, court-ordered requirements, and the HEFSP, provided such updates are approved by the Township Council.

**DATE:** March 10, 2026

**TOWNSHIP OF BURLINGTON**

  
George M. Kozub  
President of Council

**ATTEST:**

  
Mary E. Field, RMC  
Municipal Clerk

I certify that the foregoing Resolution was duly adopted by the Township Council of the Township of Burlington at a Regular Meeting held on the 10th day of March 2026.

  
Mary E. Field, RMC/CMR  
Municipal Clerk



# AFFIRMATIVE MARKETING PROCESS

For the  
Administration  
of Marketing  
Affordable  
Housing Units

*In Accordance with the  
Uniform Housing  
Affordability Controls  
and Programs*



**FAIR HOUSING AFFIRMATIVE MARKETING PROCESS**  
**Burlington Township**  
 For Affordable Housing in (REGION 5)

**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> Burlington Township 851 Old York Road Burlington Township, NJ 08016 Phone: 609-386-4444 <a href="https://twp.burlington.nj.us">https://twp.burlington.nj.us</a>  <b>DEVELOPER:</b> To be determined for each project  <input checked="" type="checkbox"/> FOR RENT UNITS <input checked="" type="checkbox"/> FOR SALE UNITS	
<b>1c.</b> To be determined for each project: <input checked="" type="checkbox"/> Affordable Units: <input checked="" type="checkbox"/> Total Sale Units: <input checked="" type="checkbox"/> Total Rental Units:	<b>1d. Price or Rental Range</b> To be determined for each project	<b>1e. State and Federal Funding Sources (if any)</b> None	
<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> Burlington 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

## Burlington County

For Affordable Housing in (REGION 5)



### II. RANDOM SELECTION

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

#### INITIAL RANDOMIZATION

The Affirmative Marketing period begins when the applicant waitlist opens, and a property is posted on the NJHRC website. During this 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 affirmative marketing period begins, a lottery randomization may place. All preliminary applications received during the first 60 days of 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.

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 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.

### 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:

DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL MEDIA OUTLETS	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 County.	Social media ads include "apply today" button that goes to the landing page for each listing	Burlington, Camden, and Gloucester Counties
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	NJHRC.gov and Triadhousingprograms.com	Statewide housing search
<input checked="" type="checkbox"/>	Listed for the duration of the affirmative marketing process	Triadhousingprograms.com	Regional housing search
<input checked="" type="checkbox"/>	Advertising to run at least one week in Sun Newspapers – Burlington County in print/digital	<a href="https://thesunpapers.com/c/news/burlington-county/">https://thesunpapers.com/c/news/burlington-county/</a>	Regional
<input checked="" type="checkbox"/>	Digital advertising to run at least one week in the NJ.com Star Ledger	<a href="https://www.nj.com/starledger/">https://www.nj.com/starledger/</a>	Regional

#### TARGETS PARTIAL HOUSING REGION 5

NEWSPAPER			
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	Burlington County Times	Burlington
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	press@njnpublishing.com	Regional
WEEKLY NEWSPAPER			
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	news@medfordcentralrecord.com	Burlington
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	News Weekly	Burlington
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	Register-News	Burlington
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	Gloucester City News	Camden
<input checked="" type="checkbox"/>	Press Release at beginning of affirmative marketing	Retrospect	Camden
<input checked="" type="checkbox"/>	Servicios Latinos de Burlington County	servicioslatinos@hotmail.com	Burlington County

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DURATION & FREQUENCY OF OUTREACH	NAME OF PUBLICATION	OUTREACH AREA	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE	
<b>TARGETS PARTIAL HOUSING REGION 5</b>				
WEEKLY				
✓	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 de Burlington County	servicioslatinos@hotmail.com	Burlington County
✓	Flyers to be mailed at beginning of Marketing	Nuestra Comunidad	Central/South Jersey sreece@echo-media.com	Spanish-Language
✓	Flyers to be mailed at beginning of Marketing	Sino Monthly	North Jersey/NYC area info@sino-monthly.com	Chinese-American
✓	Flyers to be mailed at beginning of Marketing	24 Horas	Bergen, Essex, Hudson, Middlesex, Passaic, Union redaccion@24-horas.mx	Portuguese-Language
✓	Flyers to be mailed at beginning of Marketing	Arab Voice Newspaper	North Jersey/NYC area info@arabamerica.com	Arab-American
✓	Flyers to be mailed at beginning of Marketing	Catholic Advocate, The	Essex County area submissions@rcan.org	Catholic
✓	Flyers to be mailed at beginning of Marketing	Amerika Magyar Nepszava (American Hungarian Peoples' Voice)	Central/North Jersey usanepszava@gmail.com	Hungarian-Language
✓	Flyers to be mailed at beginning of Marketing	New Jersey Jewish News	Northern and Central New Jersey Beth@JewishMediaGroup.com	Jewish
✓	Flyers to be mailed at beginning of Marketing	Desi NJ	Central Jersey ilayasq@newsindia-times.com	South Asian
✓	Flyers to be mailed at beginning of Marketing	Ukrainian Weekly	New Jersey staff@ukrweekly.com	Ukrainian Community

**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	Burlington County College	601 Pemberton Browns Mills Rd Pemberton 08068
✓	Flyers to be mailed at beginning of Marketing	Medford Leas Continuing Care	1 Medford Leas Medford, NJ 08055
✓	Flyers to be mailed at beginning of Marketing	Rowan University	201 Mullica Hill Road Glassboro, NJ 08028
✓	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	Puerto Rican Action Committee	sholmes@pracnj.com
✓	Flyers to be mailed at beginning of Marketing	Fair Share Housing.org	orlandosalas@fairsharehousing.org
✓	Flyers to be mailed at beginning of Marketing	New Jersey SHARES	info@sharesnation.org
✓	Flyers to be mailed at beginning of Marketing	Burlington County Housing Authority	bhahud@erols.com
✓	Flyers to be mailed at beginning of Marketing	Continuum of Care (CoC) Burlington County	jhiros@co.burlington.nj.us
✓	Flyers to be mailed at beginning of Marketing	Southern NJ Continuum of Care	ccarty@monarchhousing.org
✓	Flyers to be mailed at beginning of Marketing	Camden County Continuum of Care	jamie.difrancesco@camdencounty.com
✓	Flyers to be mailed at beginning of Marketing	Burlington County NAACP	sbcnaacpvoice@gmail.com
✓	Flyers to be mailed at beginning of Marketing	Camden County East NAACP	ccenaacp@gmail.com
✓	Flyers to be mailed at beginning of Marketing	Gloucester County NAACP	gcnacppresident@gmail.com
✓	Flyers to be mailed at beginning of Marketing	Latino Action Network	Info@lanfoundation.org
✓	Flyers to be mailed at beginning of Marketing	Willingboro NAACP	willingboronaacp@gmail.com
✓	Flyers to be mailed at beginning of Marketing	Burlington County Community Action Program	718 Route 130 South, Burlington, NJ 08016
✓	Flyers to be mailed at beginning of Marketing	New Jersey NAACP Conference	info@naacpnjsc.org
✓	Flyers to be mailed at beginning of Marketing	Supportive Housing Assoc.	kate.kelly@shanj.org
✓	Flyers to be mailed at beginning of Marketing	Burlington County United Way	contact@unitedforimpact.org
✓	Flyers to be mailed at beginning of Marketing	Camden County Council on Economic Opportunity Latino Action Network	preventionservices@cccceo.com
✓	Flyers to be mailed at beginning of Marketing	Family Promise Burlington County	familypromiseburco@gmail.com
✓	Flyers to be mailed at beginning of Marketing	Interfaith Hospitality Network of Burlington County (IHNBC)	16 East Main Street Moorestown, NJ 08057
✓	Flyers to be mailed at beginning of Marketing	Catholic Charities	Cynthia.LeBron@camdendiocese.org
✓	Flyers to be mailed at beginning of Marketing	Camden County Board of Social Service	ccbss-info@camdenbss.org
✓	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	Burlington County Board of Social Services	customer.service@bcbss.org
✓	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	Gloucester County Board of Social Services	jjefferson@co.gloucester.nj.us
✓	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	Camden County Housing Authority	1800 S 9th St, Camden, NJ 08104
✓	Flyers to be mailed at beginning of Marketing	Camden County Division of Senior and Disabled Services	seniors@camdencounty.com
✓	Flyers to be mailed at beginning of Marketing	Burlington County Area Agency on Aging	BCOfficeonAging@co.burlington.nj.us
✓	Flyers to be mailed at beginning of Marketing	Gloucester County Division of Senior Services	115 Budd Blvd, West Deptford, NJ 08096

#### IV. APPLICATIONS

<b>Applications for affordable housing for the above units will be available at the following locations:</b>																	
<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>																	
	<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 Human Services Building</td> <td>795 Woodlane Road, Westampton, NJ 08060</td> </tr> <tr> <td>✓ Burlington County Office Building</td> <td>49 Rancocas Rd, Mount Holly NJ 08060 (609)265-5000</td> </tr> <tr> <td>✓ Camden County Library Headquarters</td> <td>203 Laurel Road Voorhees, NJ 08043 (856)772-1636</td> </tr> <tr> <td>✓ Camden Court House Square</td> <td>520 Market St, Camden NJ 08102-1375 (856)225-5000</td> </tr> <tr> <td>✓ Gloucester County Library</td> <td>389 Wolfert Station Rd. Mullica Hill, NJ 08062 (856)223-6000</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 Human Services Building	795 Woodlane Road, Westampton, NJ 08060	✓ Burlington County Office Building	49 Rancocas Rd, Mount Holly NJ 08060 (609)265-5000	✓ Camden County Library Headquarters	203 Laurel Road Voorhees, NJ 08043 (856)772-1636	✓ Camden Court House Square	520 Market St, Camden NJ 08102-1375 (856)225-5000	✓ Gloucester County Library	389 Wolfert Station Rd. Mullica Hill, NJ 08062 (856)223-6000	✓ Gloucester County Court House	1 N Broad St, Woodbury, NJ 08096 (856)853-3390
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<b>4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)</b>																	
<p>Burlington Township 851 Old York Road Burlington Township, NJ 08016 Main Number: 609-386-4444 <a href="https://twp.burlington.nj.us/">https://twp.burlington.nj.us/</a></p> <p>Library Company of Burlington 23 West Union Street Burlington, NJ 08016 Phone: 609-267-9660 <a href="https://bcls.lib.nj.us/locations/15/">https://bcls.lib.nj.us/locations/15/</a></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

January 30, 2026  
Date