

RESOLUTION NO. 2019 - 229

**RESOLUTION OF THE TOWNSHIP OF BARNEGAT,
COUNTY OF OCEAN, STATE OF NEW JERSEY,
AUTHORIZING CME ASSOCIATES TO PROVIDE
UPDATES TO THE TOWNSHIP'S AFFORDABLE
HOUSING MARKETING PLAN.**

WHEREAS, the Township Planner, CME Associates has offered correspondence dated May 28, 2019 advising that the Township needs to update its Affordable Housing Marketing Plan as well as the list of prequalified applicants that seek affordable housing units; and

WHEREAS, the May 28, 2019 proposal by CME Associates is attached hereto as Schedule A; and

WHEREAS, it is estimated that the total budget is \$5,000.00 for the necessary advertising costs and \$3,500.00 for application review; and

WHEREAS, the Township finds it necessary and appropriate to authorize CME Associates to proceed with updating the Affordable Housing Marketing Plan.

NOW, THEREFORE, BE IT RESOLVED on this 2nd day of July, 2019 by the Mayor and the Township Committee of the Township of Barnegat, County of Ocean, State of New Jersey as follows:

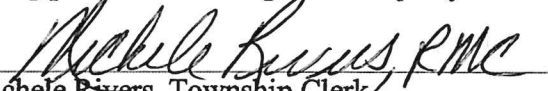
1. The Township hereby authorizes CME Associates to undertake the updating of the Affordable Housing Affirmative Marketing Plan pursuant to the May 28, 2019 proposal submitted by CME Associates.
2. The Township authorizes the Mayor, Township Clerk, and Township Administrator to execute any and all documents in order to implement the intent of this Resolution.

BE IT FURTHER RESOLVED that a certified copy of this Resolution shall be sent by the Township Clerk to the following:

- (a) Alfonso Cirulli, Mayor
- (b) Martin Lisella, Township Administrator
- (c) Maryann Bucci-Carter, CME Associates
- (d) Tom Lombarski, CFO.

CERTIFICATION

I CERTIFY that the forgoing Resolution was duly adopted by the Township of Barnegat at a meeting held on July 2, 2019, a quorum being present and voting in the majority.


Michele Rivers, Township Clerk

Prepared by:

**THE LAW OFFICES OF
CHRISTOPHER J. DASTI**

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JOHN J. HESS, PE, PP, CME

May 28, 2019

Via Email and Regular Mail

Martin Lisella, Business Administrator
Township of Barnegat
900 North Bay Avenue
Barnegat, NJ 08005

**Re: Affirmative Marketing Funding Request
Barnegat Township, New Jersey
Proposal No.: 2019-101**

Dear Mr. Lisella;

As per the Uniform Housing Affordability Controls (UHAC) regulations as stated in N.J.A.C. 5:80-26.1, all affordable housing units that are administered by UHAC are required to be affirmatively marketed through an Affirmative Marketing Plan. As a part of the process, an Affirmative Marketing Plan is adopted by resolution by the municipality's governing body.

Affirmative Marketing Plans must include the following forms of advertising:

- Publication of at least one advertisement in a newspaper of general circulation throughout the housing region listed under N.J.A.C. 5:80-26.15(f)1;
- Broadcast of at least one advertisement by radio or television throughout the housing region listed under N.J.A.C. 5:80-26.15(f)2; and,
- At least one additional regional marketing strategy, which includes a neighborhood newspaper, religious publication, organizational newsletter, advertisement(s) with major employer(s), or notification through community and regional organizations including non-profit, religious and civic organizations listed under N.J.A.C. 5:80-26.15(f) 3 through 6.

The Township adopted an Affirmative Marketing Plan as a part of the 2018 Housing Element and Fair Share Plan. Moreover, the Affirmative Marketing Plan indicates that the following media outlets will satisfy the conditions of the UHAC regulations.

- Targets for entire housing region
 - Daily newspaper and other forms of advertising
- Targets for partial housing region
 - Daily and weekly newspapers
 - Cable television networks

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Martin Lisetta, Business Administrator
Barnegat Township
Re: Affirmative Marketing Funding Request

May 28, 2019
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The affirmative marketing process is used to generate a list of income qualified households who are seeking affordable housing units. Furthermore, additional affirmative marketing is also required when a list of applicants becomes diminished to the extent that it no longer contains a sufficient amount of applicants or becomes outdated. Currently, Barnegat's list of applicants has become both diminished and outdated. Therefore, affirmative marketing is required to replenish the list with a pool of applicants who are seeking affordable housing units.

Based upon our understanding of the anticipated tasks generated by the affirmative marketing process, we estimate that the Township should budget \$5,000 for the necessary advertising costs and \$3,500.00 for the application review, applicant pre-qualification processing and lottery procedures, and processing of affordable housing planning services specific to this process.

We appreciate your business and look forward to continuing to provide you with affordable housing administration services. Should this fee estimate meet your approval, please provide our office with a Township Committee resolution as an indication of the work to proceed. In the meantime, should you have any questions or require additional information, please feel free to give me a call.

Very truly yours,
CME Associates

Maryann Bucci-Carter, PP, AICP
Affordable Housing Planning Consultant

MBC:jr

CC: John Hess, PE, PP, CME, Principal – CME Associates
Peter Van den Kooy, PP, AICP, Director of Planning – CME Associates