

The steps involved in conducting the randomization are as follows:

1. Download the complete database of all pre-applications in the applicant pool into Excel.
2. Identify and remove any duplicate records. When a duplicate record is found, the oldest record or records will be deleted, leaving the most recent record.
3. Using a Random Sequence Generator at Random.org, generate a set of random numbers beginning with 1 and ending with the total number of pre-applications. Select Get Sequence.
4. Print or save as PDF the resulting page as evidence of the random selection.
5. Paste the column of random numbers into a new column in the pre-application database, assigning each pre-applicant one of the randomly generated numbers.
6. Sort the spreadsheet based on the random number column.

III. MARKETING

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:

REQUIRED

5:80-26.16(g)1 requires you to advertise your project on the New Jersey Housing Resource Center for at least sixty days before conducting the random selection.

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

Regional Newspapers

5:80-26.16(g)3 requires you to advertise your project in at least one regional newspaper (either online or in print). You may also select several papers with partial regional coverage, as long as all counties in the region are covered.

TARGETS ENTIRE HOUSING REGION 1

			D-Digital or ND-Non-Digital
<input checked="" type="checkbox"/>	The Star Ledger	Entire Region	Both

Housing Search Websites – D – Digital

5:80-26.16(g)4 requires you to advertise your project on at least one housing search website in addition to the NJHRC. “**Housing search website**” means any publicly accessible internet-based platform used to advertise residential dwelling units to the general public, including but not limited to:

- Online real estate sections of newspapers or news organizations;
- Internet websites operated or maintained by a municipal AA or affordable housing service provider that advertise affordable units in one or more municipalities;
- Commercial real estate listing platforms; and
- Other comparable online platforms customarily used to market rental or ownership housing.

List below all housing search websites to be used:

NJ.com Real Estate Classifieds Page (<https://classifieds.nj.com/nj/category/real-estate>)

ELECTIVES

If you selected a print newspaper(s) as your regional paper above, select TWO additional strategies below with AT LEAST ONE NON-DIGITAL MARKETING STRATEGY.

If you selected a digital newspaper(s) as your regional paper above, select AT LEAST TWO NON-DIGITAL MARKETING STRATEGIES below.

Paid Targeted Digital Advertising (must be selected in addition to stations above) – D - Digital	
<i>5:80-26.16(e)1 offers paid targeted digital advertising as an option. Some common platforms are listed below.</i>	
<input type="checkbox"/>	Google Ads
<input type="checkbox"/>	Microsoft Ads
<input type="checkbox"/>	Bing Ads
<input type="checkbox"/>	Other (please list)

Employers Throughout the Housing Region – ND – Non-Digital

5:80-26-16(e)3 offers outreach to regional employers as an option. A comprehensive and regularly updated list of employers is available in the Marketing Outreach Tool. Please reach out to each listed employer in the region; you may add more if desired. If an employer no longer exists or has moved, please inform DCA.

Community Organizations Throughout the Housing Region – ND – Non-Digital

5:80-26-16(e)4 offers community and regional organizations as an option, including nonprofit, religious, governmental, fraternal, civic, and other organizations. A comprehensive and regularly updated list of organizations is available in the Marketing Outreach Tool. Please reach out to each listed organization in the region. You may add more if desired. If an organization no longer exists or has moved, please inform DCA.

The Fair Share Housing Center
 The Latino Action Network
 New State Conference of NAACP
 Bergen County NAACP
 Bergen Urban League
 Bergen County Housing Corporation

Municipal and County Websites – D – Digital

5:80-26-16(e)5 offers municipal and county website advertising as an option. Insert the URL for the municipality. To ensure regional outreach, advertise on all county websites listed below.

- Municipality: Borough of Glen Rock (<https://glenrocknj.net/>)
- Bergen County (<https://www.bergencountynj.gov>)
- Passaic County (<https://www.passaiccountynj.org>)
- Sussex County (<https://www.sussex.nj.us>)
- Hudson County (<https://www.hcnj.us>)

Social Media– D – Digital

5:80-26.16(e)6 offers social media as an option. Some common platforms are listed below. You may place ads on these platforms or market for free on your own page.

<input type="checkbox"/>	Facebook
<input type="checkbox"/>	TikTok
<input type="checkbox"/>	Instagram

<input type="checkbox"/>	Reddit
<input type="checkbox"/>	YouTube
<input type="checkbox"/>	Snapchat
<input type="checkbox"/>	Other (please list)
<input type="checkbox"/> Public Transit Stops – ND – Non-Digital	
A comprehensive and regularly updated list of NJ Transit stops is available at https://www.nj.gov/dca/hmfa/about/has/ , or in map form at njogis-newjersey.opendata.arcgis.com . Note that you must get permission from NJ Transit to post flyers.	
<input type="checkbox"/> Other Advertising Efforts to Groups Least Likely to be Reached	

IV. SUMMARY

Add additional outreach efforts chosen from the options above to supplement these mandatory efforts:

Non-Digital Outreach	Digital Outreach
The Fair Share Housing Center The Latino Action Network New State Conference of NAACP Bergen County NAACP Bergen Urban League Bergen County Housing Corporation	NJ.com Real Estate Classifieds Page (https://classifieds.nj.com/nj/category/real-estate) NJ Housing Resource Center

V. APPLICATIONS

Applications for affordable housing or notices thereof, if offered online, for the above units will be available in all County Administration Buildings and Libraries for all counties in the housing region:	
BUILDING	LOCATION
<input checked="" type="checkbox"/> Sussex County Main Library	125 Morris Turnpike, Newton, NJ 07860
<input checked="" type="checkbox"/> Hudson County Administration Building	595 Newark Avenue, Jersey City, NJ 07306
<input checked="" type="checkbox"/> Passaic County Administration Building	401 Grand Street, Paterson, NJ 07505
<input checked="" type="checkbox"/> Bergen County Administration Building	One Bergen County Plaza, Hackensack, NJ 07601
Municipality in which the units are located (list municipal building and municipal library and address)	
Allendale Borough (500 W Crescent Ave, Allendale, NJ 07401)	
Lee Memorial Library (500 W Crescent Ave, Allendale, NJ 07401)	
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 Municipality's compliance and/or any state funding.

Name (Type or Print)

Title/Municipality

Signature

Date