



AFFIRMATIVE MARKETING POLICY

APPENDIX E



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CITY OF PATERSON

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DEPARTMENT OF COMMUNITY DEVELOPMENT

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City of Paterson's Affirmative Marketing Plan

Outlined below is the Affirmative Marketing Plan; which can be found in the City of Paterson's Annual Action Plan.

The City's Affirmative Marketing Plan applies to all low and moderate income housing units created in the City of Paterson and housing projects containing 5 or more units. The Affirmative Marketing Plan is a regional marketing strategy designed to attract buyers and/or renters of all majority and minority groups within Paterson's housing region, regardless of sex, age or number of children (unless units are age-restricted), to affordable housing units created within the City. The plan prohibits discrimination in the sale, rental, financing or other services related to housing on the basis of color, race, sex, religion, handicap, disability, gender expression and sexual orientation, age (except for designated age-restricted units), familial status, or national origin.

The City's established procedures require:

- Advertising at least 120 days prior to rent up or sale of property in local newspapers including those in other languages and utilizing the grantees affirmative marketing policy.
- Each owner must provide an opportunity for applicants to receive counseling on such topics as budget, credit, lease and foreclosure.
- Providing copies of all marketing material to a listing of local agencies and offices where interested applicants may have access to the material.

Outreach for all newspaper articles, advertisements, announcements and requests for applications pertaining to low moderate income housing units shall appear in the following daily regional newspapers.

Herald News/Bergen Record	El Especialito
North Jersey Media Group	3711 Hudson Avenue
1 Garret Mountain Plaza	Union City, N.J. 07087
West Paterson, N.J. 07424	(201) 348-1959
(973) 569-7427	

The primary marketing shall take the form of a least one press release sent to the above publications and a paid display advertisement in each of the above newspapers. Additional advertising and publicity shall be on an "as needed" basis. The developer of a HOME funded project must adhere to process of selecting tenants or homebuyer on the first come first served basis or the implementation of lottery system. Developer must

ensure that eligible and qualified applicants are carefully chosen; if first come applicants or the applicants selected by the lottery are not “qualified”, then the developer must select the next person.

The advertisement shall include a description of the following:

1. Street address (es) of the units;
2. Directions to the housing units;
3. Number of units currently available;
4. The bedroom size (s) of the units;
5. The minimum/maximum household sizes;
6. The minimum/maximum household income permitted to qualify for the housing units
7. Contract information regarding potential issues and questions;
8. The sales prices or rental rates of the units;
9. Where and how applications may be obtained, including business hours at each location

The Department of Community Development shall encourage participation by minority-owned businesses in assisted housing and other activities. Minorities make up more than half of the City’s population. Since more than half the population is of minority ethnicity all marketing, advertising and outreach efforts shall target this community. The Department of Community Development shall maintain records concerning the participation of minority-owned businesses to assess the results of its efforts. Any contractor interested in bidding on available jobs will be screened and, if qualified, be included on a list of contractors to receive announcements about the availability of bidding opportunities when applicable.

The Department of Community Development will make periodic site visits for all housing rehabilitation and minor home repair projects as necessary and appropriate depending on the nature and scope of each activity. Before approving any partial or final reimbursements for such work the Department of Community Development will inspect all work covered within the reimbursement request to insure it has been completed in accordance with specifications.

The Department of Community Development shall regularly monitor housing projects supported with federal funds. Subject to the Consolidated Plan, properties will be monitored to ensure compliance with occupancy and affordability requirements. Where assistance is provided to homeowners for housing activities, the City will follow written residential rehabilitation program procedures. These procedures provide oversight in the development of work write-ups, cost estimates, project specification packages and compliance with local building codes. These will promote the satisfactory completion of the project and ensure the timely release of any payments.

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