

# nj municipalities

Official Publication of the New Jersey State League of Municipalities

November 2016



## Meeting the **HALLENGES** of Municipal Government



**Special Program Guide to the 101st Annual  
NJ State League of Municipalities Conference**



**Focus:**

**Environmental  
Resilience**

**READY TO  
SUCCESSFULLY  
MARKET  
YOUR TOWN?**

**WE CAN HELP.**

**suasion**  
communications ■ group

BRANDING PUBLIC RELATIONS CREATIVE DESIGN  
MARKETING WEBSITES E-MARKETING SOCIAL MEDIA

SEE OUR AD ON PAGE 7.



**We understand that everyone's budget is being squeezed these days.**

**Delta Dental of New Jersey can put together a cost-saving plan that will keep you smiling.**

We're happy to say that most Delta Dental customers choose to renew their plan year after year. We'd like to think that this is partially because we know how to structure a plan that helps our customers stay on budget...without compromising. Here are just a few of the ways we can help:

- 3 out of 4 dentists are part of the national Delta Dental Plans Association provider network.
- Delta Dental PPO<sup>SM</sup> plus Premier enables groups to enjoy the best effective discounts nationwide and offers access to the most dentists nationally.
- Our new *DentalCentral*<sup>TM</sup> online resource offers unmatched content for oral health, wellness tools and educational materials.
- We offer a reporting tool that helps benchmark and modify a group's oral health and wellness behavior with the goal of helping to reduce benefit costs.

**Delta Dental. No one offers more ways to stretch your budget.**

For more details, call 1-800-624-2633 or visit [www.deltadentalnj.com](http://www.deltadentalnj.com).





## New Jersey Municipalities Magazine

Volume 93 | Issue 8

EDITOR

**Michael J. Darcy, CAE**

MANAGING EDITOR

**Amy Spiezio** [aspiezio@njslom.org](mailto:aspiezio@njslom.org)

ADVERTISING MANAGER

**Taran B. Samhammer** [tsamhammer@njslom.org](mailto:tsamhammer@njslom.org)

CONTRIBUTING EDITORS

**Lori Buckelew**

**Michael F. Cerra**

**Jon R. Moran**

**Edward Purcell, Esq.**

**Taran B. Samhammer**

CREATIVE DIRECTOR

**Dawn Becan**

**White Eagle Printing Company**

SUBSCRIPTION MANAGER

**Thomas Fratticcioli**

### Have an idea, project or opinion to share?

*NJ Municipalities* welcomes member articles, information, and op eds. Contact Managing Editor Amy Spiezio or go to [njslom.org/magazine](http://njslom.org/magazine).

### Want to reach local decision makers?

*NJ Municipalities* can help you get your message out to New Jersey's 6,000+ municipal officials. Contact Advertising Manager Taran B. Samhammer or go to [njslom.org/advertise](http://njslom.org/advertise).



@njleague



@nj\_league



@New Jersey League of Municipalities



<http://bit.ly/1P7GsVR>

*NEW JERSEY MUNICIPALITIES* (ISSN 0028-5846) is published monthly (except July, August and September) by the **New Jersey State League of Municipalities, 222 West State St., Trenton, NJ 08608. Telephone: (609) 695-3481, FAX: (609) 695-0151, Website: [njslom.org](http://njslom.org), Email: [njm@njslom.org](mailto:njm@njslom.org).** Periodicals postage paid at Trenton, NJ 08608. Postmaster send address changes to *NEW JERSEY MUNICIPALITIES*, 222 West State St., Trenton, NJ 08608. Print subscription rates (nine months) \$25.00; League members \$20.00; foreign \$41.00. Single copies League member officials, \$6.00; others, \$8.00; foreign, \$27.00. For additional subscription information visit [njslom.org/subscriptions](http://njslom.org/subscriptions). Publication No. 380460.

***NEW JERSEY MUNICIPALITIES* serves as a forum for the exchange of ideas and information on municipal affairs for the public officials of New Jersey. The views expressed and the data presented by contributors and advertisers are theirs and are not shared by the League, unless specifically stated.**

The New Jersey State League of Municipalities is dedicated to environmentally and socially responsible operations. We are proud to print this magazine on Sappi McCoy Gloss 100lb Text (cover) and Sappi Flo Gloss 70lb Text, industry leading environmentally responsible papers. The wood fiber used to make this paper is independently certified to come from responsibly managed forests. Proudly printed in the state of New Jersey, USA.



## Officers



**Joseph Tempesta, Jr.**  
President  
Mayor, West Caldwell



**Albert B. Kelly**  
1st Vice President  
Mayor, Bridgeton



**James L. Cassella**  
2nd Vice President  
Mayor, East Rutherford



**Colleen Mahr**  
3rd Vice President  
Mayor, Fanwood

## Executive Board

- Ras Baraka Mayor, Newark
- Randy Brown Mayor, Evesham
- William J. Chegwiddden Mayor, Wharton
- Frank J. Druetzler Mayor, Morris Plains
- Jonathan Dunleavy Mayor, Bloomingdale
- Sean Elwell Mayor, Elsinboro Township
- Steven Fulop Mayor, Jersey City
- Raymond S. Heck Mayor, Millstone Borough
- Susan Howard Mayor, Monmouth Beach
- Thomas F. Kelaher Mayor, Toms River
- Janice Kovach Mayor, Clinton Town
- Liz Lempert Mayor, Princeton
- Edward J. Mahaney, Jr. Mayor, Cape May City
- Leo McCabe Mayor, Glassboro
- Gary Passanante Mayor, Somerdale
- James Perry Mayor, Hardwick
- Sylvia Petillo Mayor, Hopatcong
- Paul H. Tomasko Mayor, Alpine
- Janet W. Tucci Mayor, West Long Branch
- Jesse Tweedle, Sr. Mayor, Pleasantville City
- Brian C. Wahler Mayor, Piscataway

## Executive Staff

- Michael J. Darcy, CAE Executive Director
- Michael F. Cerra Assistant Executive Director
- William J. Kearns, Jr., Esq. League General Counsel



## Features

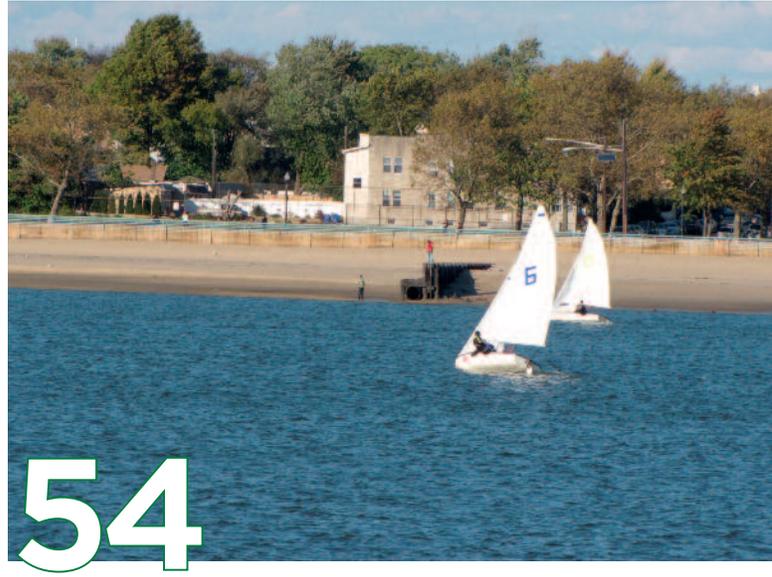
**22 Op Ed: Municipal Officials Should Celebrate Their Small Businesses Every Day**  
John A. DiMaio, Assemblyman, District 23

**24 Focus: NJ's Living Blueprint**  
A consortium of 21 conservation-focused groups in the state, both governmental and non-profits, form the New Jersey Lands Blueprint Steering Committee  
Joseph "Jody" Alessandrino, Director of Land Protection, The Nature Conservancy

**28 Focus: Promoting Environmental Resilience**  
It has never been more important for towns to draw attention to municipal plans in place  
Susan Adelizzi-Schmidt, President, Suasion Communications Group

**32 The Fairness Formula**  
Governor Chris Christie

**34 Responsible School Funding Plan Will Bring Property Tax Relief**  
Steve Sweeney, Senator, District 3, Senate President



6



## Up Front

**6 Trash Free Seas**  
NJCCC Works to Keep Plastic Bags Out of New Jersey Waterways  
Sandy Huber, Executive Director, New Jersey Clean Communities

**ABOUT THE COVER**  
This month the League's 101st Annual Conference will gather municipal officials from around the state for an opportunity to learn, network, and catch up on the latest services and products to ensure local governments are running at maximum efficiency.

# contents

Volume 93 | Issue 8, November 2016



# 36

## **36** The Cost of Poverty: The Perpetuating Cycle of Concentrated Poverty in New Jersey Cities

A Comprehensive Budgetary Analysis of Four Urban New Jersey Municipalities

Albert B. Kelly, Mayor, Bridgeton, NJLM 1st Vice President, NJUMA Vice President; Ishiya A. Hayes, Associate Fellow, The John S. Watson Institute for Public Policy; Henry Amoroso, Principal and Founder, HJA Strategies; & Evan Weiss, Senior Analyst, HJA Strategies

## **44** Fit Communities

Partnering Toward Better Community Health

Deborah Levine, MPH, Director of Community Health, New Jersey Health Care Quality Institute

## **48** Blueprint for Attracting High-Tech Businesses

Einstein's Alley Recognizes East Windsor's Tech Initiative

Janice S. Mironov, Mayor, East Windsor Township, NJLM Past President; and Stephen J. Kasser, Board Member, Einstein's Alley

## **54** Aging Water Infrastructure

A new collaborative group helps towns address this pressing issue

Wilda Diaz, Mayor, Perth Amboy; President, NJ Urban Mayors Association

## **60** Zika Update

New Jersey continues to be ready to address Zika

Cathleen Bennett, Commissioner, NJ Department of Health; and Bob Martin, Commissioner, NJ Department of Environmental Protection

## **62** Biking and Beyond

Making Somers Point Sustainable for the Future

Jack Glasser, Mayor, Somers Point

## **66** Saving Shorelines

Protecting Critical Dune Habitat on New Jersey's State Beaches

Dr. Ryan Rebozo, Director of Conservation Science Pinelands Preservation Alliance

## **70** The Green Wall

The Wall Township Environmental Advisory Committee celebrates 34 years of local protection efforts

Wilma Morrissey, Chairwoman, Wall Township Environmental Advisory Committee

## **NJLM**

## **71** 101<sup>st</sup> Annual NJLM Conference Preview

## **Departments**

### **4** From 222 West State Street

Michael J. Darcy, CAE

### **10** Now & Then

Amy Spiezio

### **12** NJ Now

Taran B. Samhammer & Amy Spiezio

### **18** Washington Watch

Chris Smith, U.S. Representative, District 4

### **20** Member Op Ed

Lester E. Taylor, III, Mayor, East Orange

### **90** Finance Center

Maureen Cosgrove, Tax Collector, Jersey City

### **92** Legal

Edward Purcell, Esq.

### **95** Gold Dome

Benjamin Dworkin, Ph.D.

### **96** Labor Relations

Joseph M. Hannon, Esq.

### **98** Legislative Update

Michael F. Cerra, Lori Buckelew, Jon R. Moran, Edward Purcell, Esq.

### **102** Business Card Directory

### **104** Around the State/Supporters



# Meeting Your Challenges Head On

As important as this year's elections will be, the problems we face in our home towns, in our home state, and in our great nation won't magically vanish when the polls close on November 8. After the gracious concession speeches and the jubilant victory celebrations, we will all need a good night's rest. But when our eyes open early on the morning of November 9, we will need to refocus on several pressing concerns.

As we do every November, the New Jersey municipal family, and indeed officials from every level of government, will assemble in Atlantic City to meet these challenges head on. As local public servants continue to prove, time after time, ways will be found to solve the problems and seize the opportunities before us; to develop solutions to improve the lives of our neighbors, friends, and communities.

As you gather for the 101st Annual League Conference, set your schedule to gain the information most important to address your local challenges: controlling expenses; optimizing revenue; environmental concerns; contracts and purchasing; housing; economics; social justice; technology—and so much more. Back in

your hometowns, you face a broad range of issues. So the Annual Conference has a diverse schedule of topics, making it a valuable step in your journey to find creative solutions.

This year the League has added some creative tools to assist you on your conference journey. There is the mobile conference app that provides special search functions, notifications and updates, and an interactive map of the exhibit hall. You can use it to build a personal schedule to keep you on track during your busy conference week. Learn more at the conference web page, [njslom.org/2016conf](http://njslom.org/2016conf), or visit this issue's Conference Preview (starting on page 71). The League has also increased its social media presence to communicate better with local officials who monitor those information outlets. To make it easier for you to focus on your learning, we continue to work with the Atlantic City Convention Center with the goal of making your time there comfortable and enjoyable.

Learning is a lifelong experience, and an especially fulfilling experience when learning about something you love. I look forward to seeing you for a gratifying experience at the Annual League Conference this month. 🍷

*Michael Darcy*

“Back in your hometowns, you face a broad range of issues. So the Annual Conference has a diverse schedule of topics, making it a valuable step in your journey to find creative solutions.”

# Supreme-Metro Corp.

Asphalt & Concrete

New Construction • Reconstruction • Maintenance

Your Single Source...

908-561-3590

Info@SupremeMetro.com



## PAVING & REPAIRS

- NEW CONSTRUCTION
- MILLING/ PAVING
- ASPHALT OVERLAY
- CUT & PATCH
- INFRARED ASPHALT RESTORATION
- FULL DEPTH ASPHALT RECONSTRUCTION



## CONCRETE

- SIDEWALKS
- CURBING
- APRONS
- LOADING DOCKS
- STOOPS
- CONCRETE SEALING



## MAINTENANCE

- CRACK SEALING
- SEAL COATING
- REJUVENATION
- SNOW & ICE MANAGEMENT
- LINE STRIPING



## DRAINAGE

- CATCH BASINS
- DETENTION PONDS
- UNDER DRAINS
- DOWN SPOUT TIES
- CHANNEL DRAINS

## A TRIP AND FALL WILL COST YOU!



## CONCRETE POLY RAISING "TRIP HAZARD REMOVAL"

- FAR LESS EXPENSIVE THAN CONCRETE REPLACEMENT
- LIGHTWEIGHT WATERPROOF MATERIAL UNLIKE TRADITIONAL MUD JACKING
- WILL NOT DISINTEGRATE UNDERGROUND
- INSTALLATION COMPLETE WITHIN 10 - 20 MINUTES
- TRAFFIC READY AFTER 30 MINUTES

### APPLICATIONS

SIDEWALKS, DRIVEWAYS, ROADS, POOL DECKS,  
GARAGE / FACTORY FLOORS, BRIDGE APPROACHES

**EQUIPMENT**  
SPECIALIZED contractor of the year  
SOUTH PLAINFIELD  
#1 TOP CONTRACTOR IN NEW JERSEY

**PAVEMENT**  
MAINTENANCE & RECONSTRUCTION  
SOUTH PLAINFIELD  
AWARDED TOP 50



[www.SupremeMetro.com](http://www.SupremeMetro.com)

1499 JERSEY STREET • SOUTH PLAINFIELD, NEW JERSEY 07080



# Trash Free Seas

NJCCC Works to Keep Plastic Bags Out of New Jersey Waterways

By Sandy Huber, Executive Director, New Jersey Clean Communities

**A**lthough there is an ongoing campaign to fight litter in New Jersey, we all still see plastic litter and debris on our streets and beaches, which ultimately finds its way into our waterways and the Atlantic Ocean.

The New Jersey Clean Communities Council (NJCCC) is working with Ocean Conservancy in Washington D.C., a non-profit that supports the “Trash Free Seas” initiative to battle against ocean trash, considered one of the most serious pollution problems of our time.

The ocean provides us with essentials of life, affecting the air we breathe, the food we eat, and the water we drink. In New Jersey, the threat of polluted drinking water has public officials scrambling to find money to pay for the remake of outdated wastewater and drinking water systems and looking for innovative ways to keep trash off beaches and out of the water. Recruiting volunteers and mobilizing local officials remain paramount initiatives.

The New Jersey Clean Communities Council, a 30-year-old litter abatement program that provides funding to 558 towns and 21 counties, is using its resources to remove plastics from the waste stream. NJCCC is more committed to the effort than

ever and continually look for visionary ways in which to enhance our campaign.

## Bags in Brigantine

For example, Brigantine Beach, faced with the chronic problem of plastic bags that litter its beaches, has used Clean Communities funds to purchase reusable bags and then found innovative ways to promote their use.

That city garnered the support of community organizations such as the Lions Club, Sons of Italy, Elks, Rams football and cheerleaders, Saint Thomas Catholic Church, and the Brigantine Community Presbyterian Church. To date, 8,000 reusable bags have been purchased and distributed through this network of tremendous community volunteers.

The city is also using Clean Communities funds for recycling bins earmarked for the disposal of plastic bags. The bins have been placed in parking lots adjacent to the beach to help ensure bags are recycled, rather than discarded and in our waterways.

# READY TO SUCCESSFULLY MARKET YOUR TOWN?

## **Suasion Communications Group**

*An award-winning New Jersey-based boutique agency specializing in branding, promotion and marketing of Garden State towns, businesses & organizations.*

*Making New Jersey successful - one town, destination or business at a time - is what we're all about.*

2016, 2015, 2014 New Jersey Tourism Excellence Awards  
2015, 2014 HSMAI Gold Adrian Awards  
2015 HSMAI Silver Adrian Award

**suasion**<sup>sm</sup>  
communications ■ group

BRANDING ■ DESTINATION MARKETING ■ DIGITAL  
PUBLIC RELATIONS ■ ECONOMIC DEVELOPMENT STRATEGIES  
CREATIVE & WEB DESIGN

[suasionmarketing.com](http://suasionmarketing.com) ■ 609.653.0400 x103



## Trash Free Seas

Joe Campitelli has been the volunteer Clean Communities Coordinator for a decade in Brigantine, a job he inherited from his father, who passed away in 2006. Campitelli was the recipient of a Volunteer Award at the NJCCC's awards dinner in May in Atlantic City.

"Brigantine Clean Communities is about people, who make all the difference in affecting change," Campitelli said. "We reach out to everyone—businesses, community organizations, schools, and public officials. We have mounted a comprehensive outreach program

**“Kids are more in tune with their environment than ever before and they're happy to keep their environment clean, and keep plastic bags out of the ocean.”**



School kids with PASquela the Beach Bird at the annual New Jersey Clean Communities Council Conference

designed to reduce the number of plastic bags we find on our beaches. And we are making it work.”

### Learn from Livingston

The Livingston Recycling and Reclamation Committee was also honored at the NJCCC awards dinner for a groundbreaking education program aimed at reducing litter. This community looked at the problem of disposable carryout bags and determined that plastic bags constitute a major form of litter in Livingston. The committee mounted a campaign called “The Bag Initiative.”

Committee members reached out to residents with educational messages about the economic and environmental effects of plastic bags on Livingston and the world. The committee took it a step further by

forming a subcommittee to create an ordinance that would charge a fee for the use of disposable bags at businesses.

The NJCCC recognized that the Livingston committee is meeting with businesses to help them comply with state and local recycling laws. It is a model for keeping litter off the ground and out of the water, and the hope is that many other municipalities can emulate this program.

Livingston Deputy Mayor Shawn Klein said disposable bags are having a dire effect on our land, water, and air. “It’s clear that reducing usage accounts for some of the lowest hanging fruit in our climate change and clean water battles,” Klein says. “Livingston, as with all of New Jersey’s municipalities, needs to continuously educate residents and emphasize the damage done by such disposable products.”

## Year-round Opportunities

New Jerseyans interested in the fight against litter don’t need to wait for the annual coastal clean-up, as there are programs in municipalities throughout the state during the entire year. And, for residents who want to coordinate their own clean-ups, a simple call to NJCCC is all that is needed to get started.

NJCCC is happy to provide supplies, such as gloves and trash bags, for any group who wants to coordinate a program anywhere in the state. It could be a one-time-only event at a local stream, or perhaps an annual event. No matter the effort, it is all part of the larger cause to keep plastic bags out of our waterways. Everyone can make a huge difference in New Jersey just by getting involved.

### Awesome in Atlantic City

In the fall of 2015, the Clean Communities Council partnered with the Coca-Cola North America Group and the City of Atlantic City to create a plastic water bottle sculpture that would be a monument to cleaner beaches and a visual reminder to keep plastics out of water streams.

The “New Jersey Beach Bird” sculpture was unveiled during the NJCCC annual conference, held in May this year, and is on display at Boardwalk Hall. (Learn all about it at [NJBeachBird.org](http://NJBeachBird.org))

A local driver for this sculpture was Angela Brooks-Pittman, court typist for the City of Atlantic City's Department of Public Works. She is also the city's Clean Communities Coordinator, who was able to collect 20,000 recycled water bottles to build the sculpture.

"Yes, that's a lot of water bottles, but it immediately spurred us into action by engaging the city's public schools," Brooks-Pittman recalled. She emailed the principals, the superintendent, and the teachers with the idea that the city would award a prize to whichever schools collected the most bottles.

Having volunteered closely with the NJCCC since 2006, Brooks-Pittman has developed a rapport with the city and the schools, ensuring as many stakeholders as possible are involved in the city's clean-up efforts.

In working with the schools, Brooks-Pittman says the goal is to reach out to many students so they can pass the

knowledge on to their parents and caregivers: "You start with the children, get them excited, and then they take it home to the parents and now they're doing it. That's how you get this work done and change the culture."

So, are her efforts helping to change the culture?

One step at a time, Brooks-Pittman says.

"More and more I see students go out of their way to find a trash can and find a recycling can instead of tossing trash on the ground," she says. "Kids are more in tune with their environment than ever before and they're happy to keep their environment clean, and keep

plastic bags out of the ocean."

Data collected from Ocean Conservancy's International Coastal Cleanup, which takes place every September in New Jersey and along the East Coast, categorizes the types of litter picked up. Cigarette butts and food wrappers remain the most prevalent forms of litter, yet plastics may be the most dangerous to animals and the environment. Each year, volunteers pull thousands of plastic beverage containers, bottle caps, plastic bags, and plastic grocery bags from the Jersey Shore. ♻️

@ Learn more at NJCCC.org



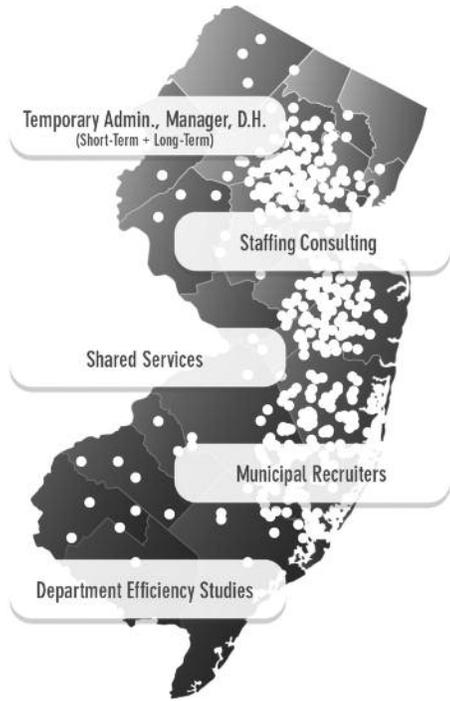
The NJCCC's New Jersey Beach Bird sculpture will be on display at the League Conference. Stop by for a visit at its home in the Atrium of the Atlantic City Convention Center throughout the event.

28 YEARS  
1988-2016  
300 TOWNS

JPM Jersey Professional Management



www.jerseyprofessionalmgt.com • 908-276-2777  
email: dmason@jerseyprofessionalmgt.com



PLEASE SEND YOUR RESUME TO JPM@JERSEYPROFESSIONALMGT.COM TO JOIN THE JPM TEAM

# NOW & THEN



## NJLM Conference: Still Striving

In 1993, the decade was still young and municipal governments were dealing with a variety of issues and journeying to the 78th Annual Conference to connect with other officials and gear up with new tools to deal with their challenges. The conference theme that year was “Targeting Municipal Goals for the 90’s.”

This year, the focus isn’t so far off, “Meeting the Challenges of Municipal Government.” We’re still striving to provide the best experience and furnish attendees with all of the contacts and information they need to make life better for their constituents.

Some of the sessions offered in 1993 may seem familiar, like Workforce Development, Police Community Relations, and Affordable Housing. These were described in the pages of *NJ Municipalities* in full detail as a planning tool for the optimum November conference experience. This month, our preview has been streamlined, providing highlights of specific events and

sessions, as well as all the basic information you need to get your schedule prepped.

The program preview also includes a guide to our new app, which is ready to download onto your personal devices, acting as a program and planner in one. The app offers full course descriptions, session schedules, interactive maps, exhibitor guides, and more that can be put into a schedule and synced on all of your devices.

And while the Conference is in the heart of our planning this fall, we also have an eye on timeless issues in the works, such as our focus, Environmental Resilience. And don’t miss our exclusive insights from Gov. Chris Christie and Senate President Steve Sweeney as they provide two different approaches to the school funding issue that promises to impact municipalities for years to come.

Please stop by the *NJ Municipalities* magazine booth by the Exhibit Hall entrance to say hello and let us know your ideas for future articles and issues! 🍷



Amy Spiezio  
Managing Editor

## Time Capsule: 1993



### 78th Annual League Conference

The 78th Annual League Conference’s theme was Targeting Municipal Goals for the 90’s, and the event offered dozens of meetings on many current topics of concern.

### A Clean City Depends on Cooperation Between Its Citizens and Government

“Citizens have not only learned the importance of caring for the environment through litter preventions and the proper handling of solid waste; but in 1992, Clifton achieved a 59% recycling rate, exceeding the Governor’s recycling goal by 14% and the City reduced solid waste to the landfills by 7,000 tons.”

—Alfred J. Du Bois Jr., Clifton Recycling and Clean Communities Coordinator



### State Revamping Clean Water Program



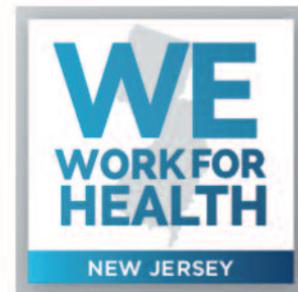
“Although clean, safe water is easy to take for granted as we routinely watch it flow into our sinks and bathtubs, the effort expended by both the DEPE and the regulated community in protecting this indispensable resource is considerable.”

—John Laurita, Supervising Environmental Specialist, Division of Water Quality, Department of Environmental Protection and Energy



# Mayors Committee on Life Sciences

A partnership of the New Jersey State League of Municipalities  
& We Work for Health New Jersey



Since its founding in 2010, the [Mayors Committee on Life Sciences](#) has worked to promote economic development and innovation, educate legislators, policy makers and the public about the importance of the life sciences industry to our state and its local communities, and benchmarked best practices within host communities that help grow and nurture the industry. The Committee is a joint venture of the New Jersey State League of Municipalities and We Work for Health New Jersey.



During the 2016 WWFH Co-Chair Summit in Washington, DC, the Mayors Committee on Life Sciences presented Senator Cory Booker our annual Life Science Champion Award.

***Pictured Left to Right:***

*Lisa Yourman, Action CF, Rebecca Perkins, BioNJ, Senator Cory Booker, Daniel J. Hayes Jr., Mayor of Bridgewater, Dean J. Paranicas, President & CEO, HealthCare Institute of New Jersey.*



My Fellow Mayors:

Now more than ever, New Jersey needs to support the Life Science industry and preserve its ability to discover new life-saving treatments and cures. It is critical that we continue to advocate for policies that will grow and nurture the state's largest economic driver, the biopharmaceutical industry. We invite you to help us support this endeavor by joining the Mayors Committee on Life Sciences.

Sincerely,

*Joseph Pannullo,  
Mayor, East Hanover New Jersey  
Chair, Mayors Committee on Life Sciences  
Co-Chair, We Work For Health New Jersey*

For more information or to join the Mayors Committee on Life Sciences  
Please contact Terri O'Connell at 856.740.3666 or [terioconnell@comcast.net](mailto:terioconnell@comcast.net)

[www.weworkforhealth.org](http://www.weworkforhealth.org)

## Elected Officials Hall of Fame Nominees Sought

In recognition of the many municipal governing body members who have selflessly served for 20 or more years, the League of Municipalities is pleased to once again accept nominations for the Elected Officials Hall of Fame.

This special honor is reserved for those governing body members, active and retired, who have served 20 years in elected municipal office. These special elected officials have governed their municipalities for lengthy tenures, guiding their communities through the good times and troubled times, with little recognition. The Elected Officials Hall of Fame will shine a light on these pillars in our communities and hold them up as an example of civic pride for all citizens to emulate.

In a special ceremony in February 2017, during the Mayors Legislative Day at the State House, there will be a presentation to these special elected municipal officials. They will be inducted into the Elected Officials Hall of Fame and their picture will appear in an upcoming edition of *New Jersey Municipalities*.

If you know of any elected municipal officials not currently in the Elected Officials Hall of Fame, who have served at least 20 years in elected municipal office, please download and fill out a form (available from [njslom.org/documents/Hall-of-Fame-Form-SD.pdf](http://njslom.org/documents/Hall-of-Fame-Form-SD.pdf)) then submit it to nominate them for this special recognition.

Feel free to submit as many names of qualified people as you like, multiple nominations for different individuals will be accepted.

Please mail the form(s) by Dec. 1 to League office at 222 West State Street, Trenton, NJ, 08608. Confirmations will be mailed to the nominees in January 2017. 📧

@ You may view a full list of all Hall of Fame inductees at the League Website [njslom.org/hallfame.html](http://njslom.org/hallfame.html).

## Mayor & Municipalities Recognized for Community Development Success



Newark Mayor Ras Baraka

Several New Jersey Mayors and municipalities were in the spotlight for their efforts in community development. They were to be recognized during an awards ceremony slated for The Housing and Community Development Network of New Jersey's Annual Conference and Membership Meeting in October.

**Ras J. Baraka**, Mayor of the City of Newark, was named **Community Development Champion**, for his exceptional support and leadership for community development in NJ. Mayor Baraka has been a driving force behind Newark's renaissance, implementing policies that create jobs and affordable homes in the city. He has also been an ally for Network members fighting for environmental justice in the City of Newark.

Also recognized for their efforts were:

**Outstanding Municipal Partner - New Development:** City of Union City & Springfield Township, presented to municipalities that have worked with community developers to create more affordable homes in their communities.

**Outstanding Municipal Partner - Redevelopment:** Egg Harbor Township & Township of Berkeley, presented to municipalities that have worked with community developer to revitalize their communities.

**Outstanding Municipal Partner - Healthy Homes and Communities:** City of Bridgeton, presented to municipalities that are effectively addressing widespread issues that impact the health of neighborhoods and residents. 📧

@ For more information about the Housing and Community Development Network of New Jersey, visit [hcdnnj.org](http://hcdnnj.org)

# Help Promote Open Enrollment Period for Affordable Healthcare

Since the passage of the Affordable Care Act in 2010, and as a result of plans offered via the Federal Marketplace and Medicaid expansion, 750,000 New Jerseyans who were previously uninsured now have health insurance. That figure is approximately 8% of the state's population.

Elected officials at the local level have played a key role in making this transition happen, and this fall US Dept. of Health and Human Services will continue to look to you for your support.

Even more importantly, reports indicate that communities with expanded access to health care are becoming healthier. Based on a newly released Journal of the American Medical Association study which compared states that expanded Medicaid with those that did not, expansion states like New Jersey saw significant increases in outpatient utilization, preventive care, and improved health care quality; reductions in emergency department use; and improved self-reported health.

**Open Enrollment for affordable healthcare begins on November 1, and continues through January 31, 2017. Here's how you can lead the effort in your community:**

- Make your office an information center for enrollment information. Or refer residents to appropriate local help locations like a federally qualified health center. Contact US Dept. of Health and Human Services to learn how.
- Leverage local resources, like city/county facilities, to provide enrollment opportunities.
- Partner with community organizations on a local enrollment coalition.
- Generate media coverage, via press conferences, local access TV/radio, or PSAs to raise awareness and promote enrollment sites.
- Host community enrollment events.

Thanks to New Jersey's strong coalitions, the uninsured population in the state is shrinking rapidly, and in its place, there are stronger middle class families who are finally able to protect their health and their financial stability. Now is the time to be a part of the effort. 📌

@ For more help and to learn how municipalities can promote open enrollment of affordable healthcare contact Jackie Cornell Region II Director – US Dept. of Health and Human Services at 212-264-4600 or email HHSORD2@hhs.gov



Web [www.govpilot.com](http://www.govpilot.com)  
 Email [sales@govpilot.com](mailto:sales@govpilot.com)  
 Phone 800-491-6732

## VACANT PROPERTIES: LEVERAGING E-GOVERNMENT TO FIGHT THIS BLIGHT

GOVPILOT'S VENDOR SOLUTION SESSION  
NJLM 2016



**November 16, 2016**  
1:00 pm – 1:50 pm

Atlantic City Convention Center  
Room 306

### E-Government Capabilities

- Reduce Vacancy Rates
- Stabilize Neighborhoods
- Track the Status of Vacant Properties
- Manage Vacant Property Ordinances
- ID Foreclosing Banks and Law Firms

# Township Helps Businesses Make Connections



**H**anover Township’s “Making Connections,” the municipality’s first local business-to-business networking event, attracted more than 79 people representing 54 Hanover Township businesses and organizations. The local business people came away with a better awareness of and acquaintance with their neighbors. The program also offered participants the opportunity to get to know members of the Township Committee and the Economic Development Advisory Committee (EDAC), the event co-hosts, in a relaxed, informal setting conducive to networking.

During opening remarks, Mayor Ron Francioli acknowledged and stressed the value of every participant—from the smaller, family owned establishments right up through the global corporations, and every size in between—in shaping the Township’s vibrant business community. “We’re delighted with today’s turnout,” he commented. “This will be the first of many such events.”

The idea for Making Connections came about after local businesses repeatedly approached township officials to ask for introductions to their business neighbors. “As much as we wanted to help,” stated EDAC Chairman Dan Breen, “the township can’t support or endorse any business or organization, nor can we make those requested introductions. Fortunately, it occurred to us that what we could do was host an event to give businesses and organizations an opportunity to introduce themselves to one another, with the added benefit of meeting Township officials. The end result was a great success. Attendance exceeded our expectations and the high level of connection and energy in the room was palpable.”

@ For more information, visit [edac.hanovertownship.com](http://edac.hanovertownship.com) or email Kelli Schanz at [kschanz@hanovertownship.com](mailto:kschanz@hanovertownship.com) or Robin Dente at [rdente@hanovertownship.com](mailto:rdente@hanovertownship.com).

New in 2016

# Conference App

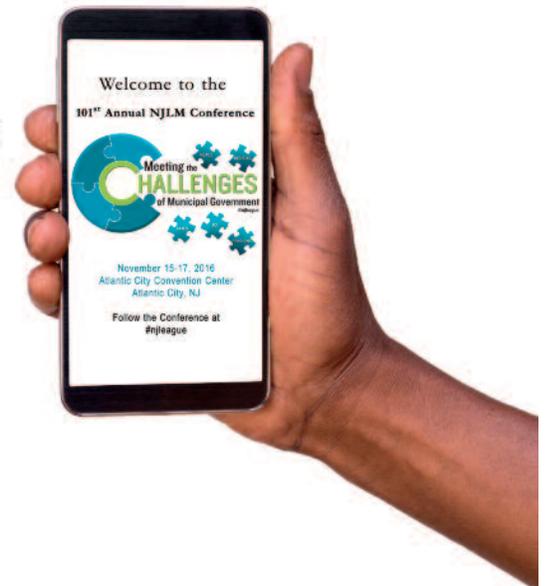
**New!** Download the League’s Conference mobile app to access the session schedule and exhibit floorplan right from your mobile device. Sessions are searchable by keyword and CEU. Visit your app store to download.



Visit your app store to download.



**PHOENIX**  
ADVISORS, LLC  
Exclusive App Sponsor





## Protect your employees and your business with affordable third-party administration services.

We are a full-service third-party administrator, coordinating access to claims services, medical management, and provider networks exclusively for self-insured customers. When it comes to managing your claims, you can be certain that AmeriHealth Casualty Services will take care of all your workers' compensation, property, automobile, and general liability needs.



**AmeriHealth**  
CASUALTY SERVICES<sup>SM</sup>

**Come visit us at booth #1125!**

# Anzovino Remembered, Former Director of New Jersey Mayor's Association

**L**awrence Anzovino, former Mayor of Dunellen and former Executive Director of the Small Community Mayor's Association, later the New Jersey Mayor's Association, died on Oct. 3 at the age of 89.

He enlisted in the U.S. Navy at the age of 17, serving at the close of World War II. He was a photo engraver at Art Color Printing Company, then employed by United Advertising Corporation until 1975, when he founded and became Executive Director of the Small Community Mayor's Association, which grew under his leadership to become the New Jersey Mayor's Association. Anzovino used his artistic talents to create hundreds of hand-lettered plaques, certifications, and

montages in Old English calligraphy, many that still hang in town halls throughout the state.

He served Dunellen as a rescue squad member and fireman, which ultimately led to his terms on the Borough Council (including as Council President) and as Mayor for 26 years.

He was predeceased by his parents, James and Gulia, his wife Leonora, a sister Connie (Hardgrove) and a brother Albert. He is survived by his daughter, Diane and her husband Scott Olsen and his devoted brother Anthony, along with many nieces and nephews.

Contributions can be made in his memory to the Dunellen Rescue Squad and Dunellen Defender Fire Department. ❧



**ACIR**  
**PROFESSIONAL**

**609.677.5500**  
**www.ACIRPRO.com**

**Councilroom / Courtroom Audio**

- Audio Upgrades + Installations
- Complete Audio Solutions
- Seamless Integration
- Extreme Clarity
- Wireless Capability

24 hour Emergency Service

Fully Insured  
References Available

**NOVEMBER**

**November 15-17**

**101<sup>st</sup> Annual Conference**  
Atlantic City Convention Center,  
Atlantic City

**DECEMBER**

**December 2**

**The Religious Land Use and Institutionalized Persons Act**  
Webinar—Your Computer

**December 7**

**Transforming Underused Downtown Commercial Space**  
Webinar—Your Computer

**JANUARY**

**January 7**

**Orientation for Newly Elected, Reelected or Experienced Municipal Officials**  
Hilton Hotel, East Rutherford

**January 28**

**Orientation for Newly Elected, Reelected or Experienced Municipal Officials**  
Hotel ML, Mount Laurel

Visit [njslom.org/seminars](http://njslom.org/seminars) for changes and updates. For more information on seminars, contact Danielle Holland-Htut at [dholland@njslom.org](mailto:dholland@njslom.org) or 609-695-3481, Ext. 118.

**Be Featured in**



If your community has a unique program or story, write to Amy Spiezio c/o The League of Municipalities, 222 West State Street, Trenton, New Jersey 08608 or via email at [aspiezio@njslom.org](mailto:aspiezio@njslom.org).

## Municipalities Save with PMUA

Strong inter-local partnerships are a focus of the PMUA – a waste management authority uniquely equipped to provide waste disposal and advanced sanitary sewer services. New Jersey Municipalities can dispose of vegetative, bulk and recyclable debris, at the modern PMUA-operated PERC/Transfer Station, and benefit from highly skilled staff and top quality resources including high-tech camera and jet-vacuum fleet.

With two decades in waste management, the PMUA's experience and commitment to excellence continues to deliver quality shared services that can save municipalities money and keep communities clean.

Modern Transfer Station

Vegetative & Bulk Drop-off

Direct Easy Access

Knowledgeable Staff

New Jet-Vacuum Truck

Cleans Sewer Main Lines

Trained-Certified Operators

Vacuumed Debris Removal

High-Tech Camera Truck

Locates Sewer Problems

Cost-Effective Pricing

Generates Reports & Photos

Centrally Located

NJ Certified Facility

In/Out Quickly

Convenient Hours



**PMUA**  
PLAINFIELD MUNICIPAL UTILITIES AUTHORITY  
[www.pmua.info](http://www.pmua.info)

Come Visit Us at the  
NJLM Conference Booth #836

127 ROOSEVELT AVENUE, PLAINFIELD, NJ 07060  
For More Information Contact  
Our Sales Department at 908.226.2518 ext. 258

# WASHINGTON

## Kevin and Avonte's Law Fills a Need to Help People with Autism, Alzheimer's

By Chris Smith, U.S. Representative, District 4

During the 1980s, when a child went missing, the nation knew by the photos on the side of milk cartons. As a young father myself, like all parents at the time, the images of these missing children resonated with me. I deeply empathized with the parents and prayed for the safe return of their son or daughter.

When a child goes missing today, we get an Amber Alert message on our phones and see the Facebook posts and tweets from the National Center for Missing and Exploited Children, child welfare organizations, and local law enforcement offices.

Increasingly, though, law enforcement officers are not only searching for children and young adults who are taken by bad actors seeking to do them harm, but also for children and young adults with developmental disabilities, such as autism, or Alzheimer's patients who wander from a safe area or caretaker.

It's estimated that 40% of children with autism have wandered from their homes, their schools, or their local parks. Much like the children on the milk cartons, we know that their safe return is dependent on time and training.

That's why I have introduced Kevin and Avonte's law in the House of Representatives, to help equip local law enforcement with the technology and training to find these children and return them safely to their parents or guardians.

As the co-founder and co-chair of the Congressional Autism Caucus, I understand the devastating consequences from which wandering can result: the legislation is named in honor of two boys with autism, Kevin Curtis and Avonte Oquendo, who both wandered from safety and tragically drowned.

My bill will make grants available to law enforcement agencies, such as municipal police and non-profits, to provide training to prevent wandering and implement lifesaving technology programs to find individuals who have wandered.

This legislation will reauthorize and expand an existing program, the Missing Alzheimer's Disease Patient Alert Program, to include children with developmental disabilities—such as autism—and rename it the “Missing Americans Alert Program.”

The Missing Americans Alert Program will be used to provide grants to law enforcement agencies, public safety agencies, and non-profit organizations to promote initiatives that will reduce the risk of injury and death relating to the wandering

characteristics of some children with autism, as well as individuals with Alzheimer's. Kevin and Avonte's Law will amend and reauthorize the program at \$10 million over five years.

Funding can be used to provide proactive educational programming to prevent wandering such as providing prevention and response information, including online training resources, to families or caretakers of individuals who wander. Additionally, funding can be used to provide education and training to first responders, school personnel, clinicians, and the public in order to recognize and respond to endangered missing individuals and facilitate their rescue and recovery. Funding can also be used for innovative locative technology to facilitate rescue and recovery.

According to a 2016 report released by the Centers for Disease Control and Prevention (CDC), New Jersey has the highest prevalence rate of autism in any state in the CDC study, with 1 in 41 children on the spectrum—a 12% increase in the last two years. While wandering safety and prevention programs for children with autism are currently in place and making a positive impact through law enforcement agencies, I've heard from constituents that there aren't enough resources to support these critical programs, and that families who need them often don't have access.

Enactment of Kevin and Avonte's law will help change that.

The Senate passed its version of Kevin and Avonte's law in July 2016. This is a step forward in the effort to keep children with autism and seniors with Alzheimer's safe. I'll continue to fight for passage of this legislation in the House to ensure this bill is enacted and helps to keep children and adults with autism and Alzheimer's, respectively, safe in New Jersey, and in all communities across the country.

This much-needed, bipartisan legislation is supported by a number of autism, Alzheimer's and children's groups, including Autism Speaks, Autism New Jersey, the Autism Society, the National Center for Missing & Exploited Children, The ARC, the Alzheimer's Association, and the Alzheimer's Foundation of America. 🇺🇸

---

Elected in 1980, Rep. Smith (NJ-04) serves as the Dean of the New Jersey Congressional Delegation in the current 114th Congress. Rep. Smith represents the Fourth Congressional District, which includes large portions of Mercer, Monmouth, and Ocean counties.

*The views expressed and the data presented by contributors are theirs and are not necessarily shared by the League.*

# Verizon is in your community. *Connect with us.*

## Get to know your Verizon New Jersey External Affairs Team



### *North*

Bergen, Hudson, Essex, Passaic,  
Morris, Union, Sussex Counties

**Mark Bocchieri**

[mark.a.bocchieri@verizon.com](mailto:mark.a.bocchieri@verizon.com)

**Office:** (201) 996-6610

**Cell:** (908) 601-5509



### *Central*

Middlesex, Monmouth, Ocean, Mercer,  
Somerset, Hunterdon, Warren Counties

**John Szeliga**

[john.p.szelliga@verizon.com](mailto:john.p.szelliga@verizon.com)

**Office:** (732) 280-9124

**Cell:** (732) 597-3009



### *South*

Burlington, Camden, Gloucester, Salem,  
Cumberland, Cape May, Atlantic Counties

**Jennifer Young**

[jennifer.p.young@verizon.com](mailto:jennifer.p.young@verizon.com)

**Office:** (856) 853-9955

**Cell:** (856) 430-2430

## Verizon New Jersey Contact Numbers & Websites

*Because we know the communities we serve*

All Sales/Service/Repair/Billing/ Technical Assistance:	(800) VERIZON/(800) 837-4966 or <a href="http://www.verizon.com/business">www.verizon.com/business</a>
Special Circuits Maintenance Control Center:	(800) 294-7831
Downed Poles/Cables:	(800) 787-6701
Verizon Non FiOS High Speed Internet/DSL:	(800) 567-6789 or <a href="http://www.verizon.net">www.verizon.net</a>
Verizon Wireless Customer Service:	(800) 922-0204 or <a href="http://www.verizonwireless.com">www.verizonwireless.com</a>
Center for Customers with Disabilities Voice & TTY:	(800) 974-6006 or <a href="http://www.verizon.com/disabilities">www.verizon.com/disabilities</a>
NJ Video Franchise Inquiries:	E-mail: <a href="mailto:gwendolyn.i.cogan@verizon.com">gwendolyn.i.cogan@verizon.com</a>
Verizon Wireless Crisis Response Team (V-CRT):	(800) 981-9558





# Funding Your Priorities

Partnering with a grants firm to seek alternative funding

By Lester E. Taylor, III, Mayor, East Orange

Since assuming office in 2014, I have sought innovative ways to help move East Orange forward. In order to expand our resources to seek alternative funding for the City’s priority projects, we partnered with a professional grant consulting firm and the results have far exceeded our expectations.

With the consultant’s help, the city has secured more than \$5,504,817 in grant funding, including \$3,272,690 to date. Our experience in East Orange highlights three critical elements for grant procurement: strategy, coordination, and execution.

Since beginning our partnership, the staff at Millennium has worked closely with my administration to create a comprehensive grants strategy that reflects the City’s unique mission and vision. A cohesive plan was developed by meeting with individual department directors and administrators in order to understand both our short-term goals and long-range objectives.

Our strategies succinctly identified the priority projects covering a wide range of topics including: arts and culture, economic development, historic preservation, parks, public safety, and transportation. The purpose was to utilize new grant funding to offset the City’s budget for projects or to provide additional services that would not be possible without alternative financing.

The strategy also incorporated features such as how to best leverage municipal assets and community partnerships to enhance the City’s capacity for implementing programs, thus creating more opportunities for funding.

Coordination is the key to implementing a successful grants strategy. The narrow window of time between the grant announcement and ultimate submission deadline is often one of the greatest hurdles facing municipalities.

Clear and consistent communication with our consultant has enabled the firm to prepare and submit timely, quality, and successful applications. On a regular basis, we receive detailed memoranda of potential funding opportunities that include an

explanation of what our grants consultant will do and what the City’s responsibilities are in order to complete and submit the best possible grant application.

The firm provides valuable guidance, yet does not inundate department directors and administration with minute details or information that is not vital.

In the end, it all comes down to precise execution that produces consistent results. Our consultant’s research capability gives them an understanding of the myriad grants offered by government agencies, as well as private foundations. As a result, we have aligned our vision to set the standard for urban excellence with our ability to reach objectives for specific City projects.

One recent example includes securing \$1,500,000 from the United States Department of Justice’s Community Oriented Policing Services (COPS) Program to hire 12 School Resource Officers (SRO).

Before we applied for this grant, the City’s number of SROs had dwindled from 34 to four. Having only four SROs to patrol 22 schools put enormous pressure on an already overburdened police department. If a problem arose at East Orange Campus High School and required the attention of more than one SRO, 21 schools were left without adequate coverage or no coverage at all.

The addition of 12 SROs will enable East Orange to be divided into zones where teams of SROs can cover each zone and the schools located within each zone. This gives each SRO an opportunity to patrol a fixed area and get to know that area along with the people in it. This synergy between the SROs, students and staff in a fixed zone has led to better monitoring of the schools and cooperation amongst the entire student body. ♣

GRANT FUNDING PROGRAM	PURPOSE	AWARD
FEMA - Staffing for Adequate Fire and Emergency Response (SAFER)	22 firefighters	\$2,813,690
USDOJ - Community Oriented Policing Services	12 school resource officers	\$1,500,000
NJDEP - Green Acres	Elmwood Park tennis courts	\$495,000
NJDOT - Municipal Aid	Various streets	\$417,000
FEMA - Assistance for Firefighters Grant	New PPE for firefighters	\$190,127
NJDOT - Urban Gateway Enhancement	Enhancement of Gateway Areas	\$32,000
NJDEP Trails	Soverel Park Trail	\$21,000
Firehouse Subs Foundation Grant	Fire and emergency responder equipment	\$16,000
SNY. Coldwell Banker, NY Mets – Play ball	Equipment and visit to Mets game for kids	\$15,000
Essex County Local Arts Grant	EO MAC Fest	\$5,000
	<b>TOTAL 2015 - 2016</b>	<b>\$5,504,817</b>

*The views expressed and the data presented by contributors are theirs and are not necessarily shared by the League.*

# What could you do with more funding?



Founded in 2005, Millennium Strategies has procured over \$152 million in both public and private grant funding. What sets Millennium Strategies apart is our comprehensive and aggressive approach to grant research, grant writing and grant management. We help our clients meet their complex challenges by securing funding for a wide range of projects including:

- Arts and Culture
- Economic Development
- Environmental Planning and Restoration
- Community and Human Services
- Disaster Recovery and Resiliency
- Downtown Revitalization
- Historic Preservation
- Open Space Preservation
- Parks and Recreation
- Public Safety
- Sustainable Energy
- Tourism
- Transit Oriented Development
- Transportation Infrastructure

**MILLENNIUM**  
STRATEGIES



60 Roseland Avenue  
Caldwell, NJ 07006



973-226-3329



[millenniumstrategies.net](http://millenniumstrategies.net)



# Municipal Officials Should Celebrate Their Small Businesses Every Day

By Assemblyman John A. DiMaio, District 23

Saturday, Nov. 26, is Small Business Saturday, part of an annual shopping day sponsored by American Express which was started some years ago. Small Business Saturday was—and still is—intended to bring focus to small retail shops the Saturday after Thanksgiving to help kick off the holiday shopping season. It is a part of American Express’ Shop Small campaign.

Small Business Saturday does bring a good deal of attention to the small shops, many of which dot our downtowns. Some towns really do it up and make a big deal out of it—others not so much. Generally, while it does bring a lot of attention to small shops and local restaurants nationally, the overall success is arguable.

What I would like to suggest as a former Mayor, Freeholder, and now Assemblyman is that we make every day Small Business Day. Yes, Small Business Saturday has a nice ring to it, like Black Friday and Cyber Monday. But the reality is that for small shops every day is a struggle as they fight not only competition from big box stores and in many cases, middle-sized stores, but perhaps even more dangerous to their existence, the fast-rising Internet competition.

I have spoken to many small business owners over the years. One thing that hasn’t changed over time: small business owners work hard. Most shop owners open early in the morning and close, at the least, around the dinner hour. Most are open at least six days a week. It is very difficult for them to match big box prices but they do offer, in many cases, a lot more in the way of personal service and convenience. Small shop owners are truly dedicated to their business. Small business owners have to give it their all every minute, every hour, every day,

every week. For that, they deserve our business not just one day in the year!

This effort starts at the top, in my opinion. It’s easy to take our small businesses for granted (and sometimes forget that they are there)—they don’t generally have big splashy ads on TV or huge ads in newspapers, or mail us shiny advertising pieces. For many small businesses, the marketing budgets are modest at best. That is why it is incumbent upon town officials to do two things: make sure you shop in your hometown stores and second, make sure you urge your citizens to shop likewise. A healthy business community starts—and depends—on local support.

Many small shops are located in downtowns like Hackettstown and Washington Borough in Warren County, Clinton in Hunterdon, and Bound Brook in Somerset. These towns are lucky to have business organizations behind them in their efforts to attract new customers, in particular. Not every town is so lucky to have an advocate for their businesses. These organizations work hard to support their businesses and have found success in different ways.

In Hackettstown, Business Improvement District Executive Director Jim Sheldon indicated that “downtowns have had to develop niches” to be successful. Or in some cases, take advantage of niches that come along. In Hackettstown, a flurry of new

restaurants and microbreweries has been key to a rise in awareness there, as they've captured the attention of beer magazines and other publications. Working with the opportunity before him, Sheldon has "been driving the dining niche as an alternative to your service style businesses."

In Clinton, Dana Lane, Vice President of the Clinton Guild, acknowledges that the Red Mill Museum and the Hunterdon Art Museum are two key components to the shopping district in Clinton in that they attract folks from outside the area to their town. But she also acknowledges that the Clinton Guild itself—an all-volunteer organization—works hard to beautify, market, and plan events in the downtown.

**“ One thing that hasn't changed over time: small business owners work hard.”**

Events do play an important role in attracting customers to any town. John Monteverde, Executive Director of the Washington Business District, notes that Washington offers a "robust event schedule" throughout the year. Bound Brook, like Washington, Hackettstown, and Clinton, also offers a host of events, both small and large in scale, some focusing on "community-oriented events" and some intended to bring in huge numbers of people from throughout the region.

Having a group "organize" efforts certainly helps. In Bound Brook, Tony Pranzatelli, Chairman of the town's Special Improvement District, said that the creation of the SID has made a difference. "Services and improvements have made the district more attractive to potential customers and encouraged spending."

Each town's needs are a little different from each other. However, the leaders do generally agree with a few themes:  
1. the continuing need to make New Jersey

more business friendly; 2. offer resources for business owners, new and established, to help them grow their businesses; and 3. provide or discover grants and tax incentives of one sort or another.

But most importantly, it's up to our town's leaders to lead the effort to "shop small."

Meanwhile, I urge local government

officials to advise business owners seeking assistance to reach out to the New Jersey Business Action Center (BAC). When your local business contacts BAC they will find a "one-stop-shop," no-cost resource for help in launching, expanding or relocating a business in the Garden State. BAC operates a weekday Call Center at 866-534-7789. 🇯🇵

# Relationships are our strength.

## Government banking is our specialty.

Banking with Valley's Government Services Group means working with dedicated professionals, who will work with you to build a trusted relationship.

### Government Accounts

### Public Debt Issues

### Cash Management Services

### Developer Escrow Accounts

**ARTI BUDHU**  
(973) 686-5037

**JIM FITZGERALD**  
(973) 686-5025

**RON FRASER**  
(973) 686-5034

[valleynationalbank.com](http://valleynationalbank.com)

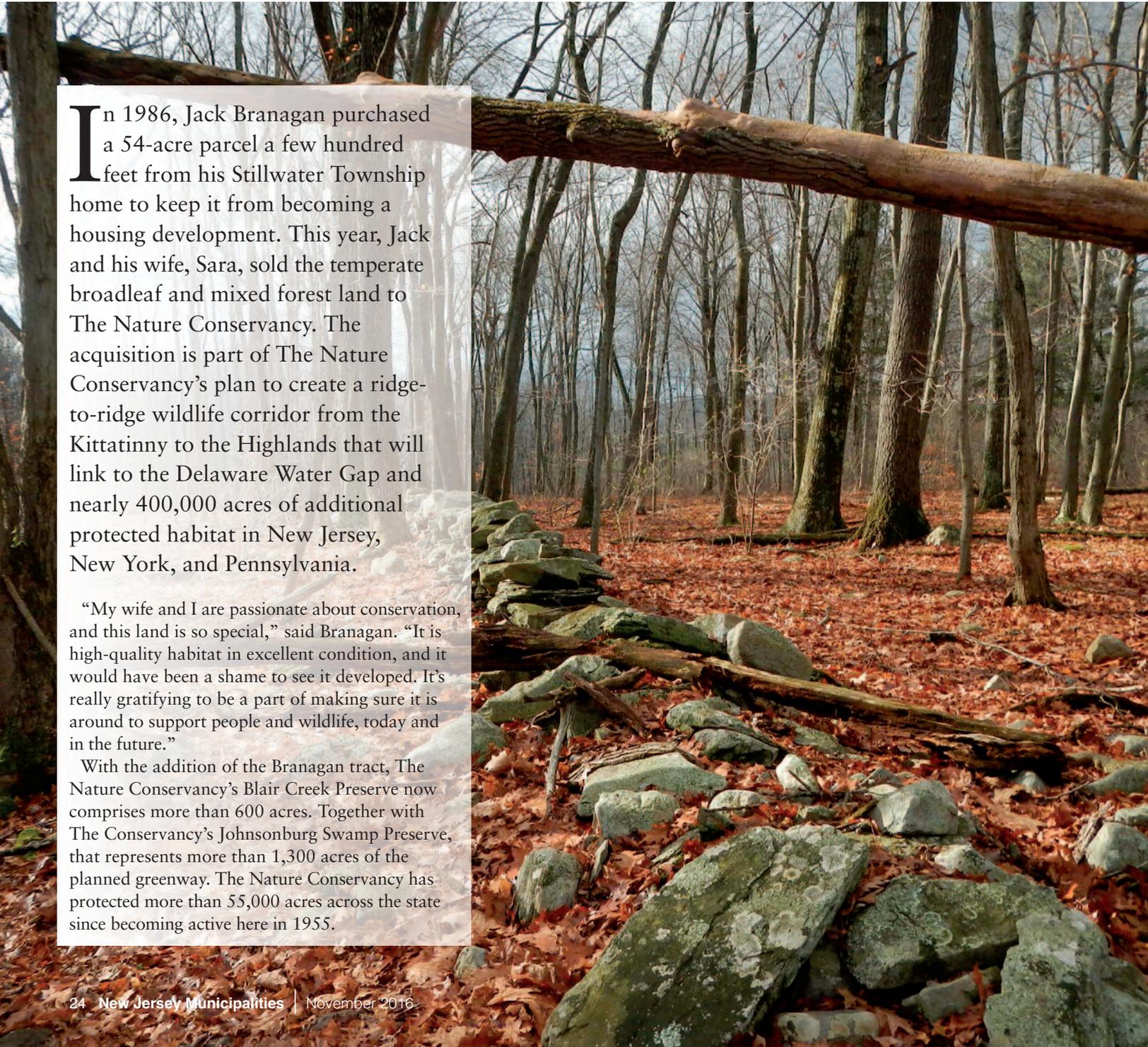


© 2015 Valley National Bank®. Member FDIC. Equal Opportunity Lender. All Rights Reserved. VCS-4910

# NJ's Living Blueprint

A consortium of 21 conservation-focused groups in the state, both governmental and non-profits, form the New Jersey Lands Blueprint Steering Committee

By Joseph "Jody" Alessandrino, Director of Land Protection, The Nature Conservancy



In 1986, Jack Branagan purchased a 54-acre parcel a few hundred feet from his Stillwater Township home to keep it from becoming a housing development. This year, Jack and his wife, Sara, sold the temperate broadleaf and mixed forest land to The Nature Conservancy. The acquisition is part of The Nature Conservancy's plan to create a ridge-to-ridge wildlife corridor from the Kittatinny to the Highlands that will link to the Delaware Water Gap and nearly 400,000 acres of additional protected habitat in New Jersey, New York, and Pennsylvania.

"My wife and I are passionate about conservation, and this land is so special," said Branagan. "It is high-quality habitat in excellent condition, and it would have been a shame to see it developed. It's really gratifying to be a part of making sure it is around to support people and wildlife, today and in the future."

With the addition of the Branagan tract, The Nature Conservancy's Blair Creek Preserve now comprises more than 600 acres. Together with The Conservancy's Johnsonburg Swamp Preserve, that represents more than 1,300 acres of the planned greenway. The Nature Conservancy has protected more than 55,000 acres across the state since becoming active here in 1955.



Residents of New Jersey have voted consistently in favor of open space programs and funding, and that support has enabled the New Jersey Department of Environmental Protection, The Nature Conservancy, and many other non-governmental and non-profit organizations to preserve nearly 30% of the state's

**“The longer we wait to act to preserve priority land and forest, the greater the risk that some of these areas—which safeguard our drinking water, clean our air, provide recreation, and sustain wildlife—could be developed.”**

landscape. Still, there are 1.5 million acres available statewide. Depending on the rate of future development, in about 40 years New Jersey could be the first state to reach full build-out.

drinking water, clean our air, provide recreation, and sustain wildlife—could be developed. So developing a smart protection plan now is really crucial.”

The William Penn Foundation has provided funding for The Nature Conservancy and New Jersey Conservation Foundation to develop a shared, living blueprint of lands to be protected in the next few decades, and Rowan University is providing technical mapping support. The three organizations are also leading a consortium of 21 conservation-focused groups in the state, both governmental and non-profits, to form a New Jersey Lands Blueprint Steering Committee.

The committee has three primary goals:

- Develop a critical lands blueprint for the Delaware River portion of New Jersey that is reviewed and supported by land conservation organizations and agencies.
- Develop a sophisticated web platform that will sustainably house the information after production.

### Creating a Plan

“We’re at a point that there is still a lot of high-quality, but unprotected, habitat in the state,” said Bob Allen, Assistant State Director of The Nature Conservancy’s New Jersey chapter. “The longer we wait to act to preserve priority land and forest, the greater the risk that some of these areas—which safeguard our

#### City Dwellers

Those who live in developed areas and seek access to a park, trail, or natural area within a 10-minute walk from home for healthy activity, quiet contemplation, or social interactions.

#### Homeowners

Individuals who live near preserved areas by protecting their property values, in addition to easy access to natural areas and outdoor activities that improve health.

#### Municipalities

Every municipality in or near protected areas that benefit from maintained or increased rates due to strong property values, as well as communities whose local economies benefit from ecotourism.



#### Farmers

Those who need the availability of appropriate open space for agriculture.

#### Hunters, Fishers, & All Outdoor Enthusiasts

They rely on protected habitats for recreation, and in some cases, for food.

#### Future Generations

They will enjoy the beauty of NJ’s nature as preservation of lands and waters safeguards biological diversity and resources that sustain all life.

**Who Benefits from the NJ Lands Blueprint Project?**



## NJ's Living Blueprint



- Publicize the website, and provide targeted education and outreach to wide range of stakeholders.

### Working Together

A project of this scope is achievable, and effective, because of New Jersey's conservation-focused organizations working together in partnership with state agencies, because of the ongoing support for nature from communities statewide, and because of William Penn Foundation's commitment to healthy land and waterscapes.

Dr. John Hasse, professor of geography and director of Rowan University's Geospatial Research Lab in the School

of Earth & Environment, serves on the Blueprint Steering Committee. Hasse and his team have been the driving force behind the New Jersey Municipal Asset Profiler (NJ MAP), a publicly accessible, municipally focused portal that takes a thematic approach to data visualization. NJ MAP serves stakeholders involved with environmental, land use, and sustainability decision making by making GIS data relatable and easy to understand for anyone.

"It's been really rewarding to work with the dozens of committed land conservation stakeholders in New Jersey," Hasse says. "The mapping technologies being developed for the NJ Conservation Blueprint will help to better coordinate conservation efforts throughout the state and will be openly accessible to anyone through a web browser."

New Jersey Conservation Foundation leads the Blueprint Steering Committee with the Nature Conservancy and Rowan University. A nonprofit organization, New Jersey Conservation Foundation has preserved over 125,000 acres of open space and farmland throughout the state in its 50-plus year history.

"The Blueprint mapping process will

produce a tool that uses today's technology to inspire conservation partners to preserve NJ's best lands—for healthy habitat, recreation, drinkable water, and diverse food supply," noted Laura Szwak, NJ Conservation Foundation's Director of Education and Outreach.

### Adding to the Tool Kit

The blueprint builds upon New Jersey Conservation Foundation's Garden State Greenways, one of the first dynamic planning tools developed in New Jersey to identify important lands to preserve for natural resource values. That interactive planning tool, released in 2004, continues to provide information to help conservationists, municipal and county planners, elected officials, and private citizens make smart decisions about land use.

The Blueprint Steering Committee also includes government agencies like the New Jersey Department of Environmental Protection's Green Acres Program and Historic Preservation Office, as well as the Development Committee of the NJ Department of Agriculture.

Fawn McGee, Bureau Chief, State Land Acquisition, NJDEP Green Acres Program, noted, "The NJDEP Green Acres Program is committed to acquiring open space throughout the state to enable New Jersey citizens to visit, utilize, and enjoy the beautiful scenery, wildlife, and recreational activities that State has to offer." She added, "The program's success is based on the hard work of dedicated and passionate people who truly appreciate the natural environment and are committed to keeping it pristine for generations to come." ♣



**A full presentation about the NJ Lands Blueprint project will be made at the session "Conservation Lands Blueprint" during the League Conference on Thursday, Nov. 17, at 2 p.m. in room 310 of the Atlantic City Convention Center.**

**Celebrating 45 Years**

**Association of Environmental Authorities**  
*Proud to Represent New Jersey's Publicly Owned Clean Water and Solid Waste Utilities*

**AEA helps member organizations better serve ratepayers**

See our video at [www.aeanj.org](http://www.aeanj.org) to learn why so many authorities and municipal utilities value AEA

# NOW AVAILABLE to municipal employees!

By switching to  
NJM, you could  
**SAVE AN  
AVERAGE  
OF 20%\***

With NJM, you'll also enjoy the dividends and nationally acclaimed customer service that we have provided to policyholders for generations.

Why not join our family of policyholders?



Start your NJM today and receive a  
**5% NEW CUSTOMER DISCOUNT**  
when you sign up.

Get a quote now at [NJMmunicipal.com](http://NJMmunicipal.com)  
or call **1.844.804.6897**

\*Percentage is based upon a comparison of the average NJM premium with the average statewide premiums as reported by the New Jersey Department of Banking and Insurance.

Coverages and discounts are subject to policy terms; limits, exclusions and deductibles apply. Applicants must meet membership eligibility requirements, which can be found at [www.njm.com](http://www.njm.com). Coverage provided and underwritten by NJM Insurance Company and its affiliates: 301 Sullivan Way, West Trenton, NJ 08628.



# Promoting Environmental Resilience

It has never been more important for towns to draw attention to municipal plans in place

By Susan Adelizzi-Schmidt, President, Susion Communications Group

**C**ommunicating a town's ability to withstand Mother Nature's unpredictability attracts and retains businesses, homeowners and visitors by reassuring everyone that there are long-term plans in place to protect a town's borders and all that lies within.

Paramount to a town's environmental resiliency is its participation in the Community Rating System (CRS). The CRS is a program administered by the Federal Emergency Management Agency (FEMA) that provides lower insurance premiums under the National Flood Insurance Program (NFIP). Communities can apply to participate in the CRS, and residents of participating communities pay lower premium reduction rates based on the implementation of floodplain management policies.

Floodplain management remains a much-discussed topic since Superstorm Sandy, which served as a wake-up call to its importance. If it has been addressed in your town, it is important to relay these messages through specific channels in order to keep everyone informed.

Many shore towns throughout New Jersey are prone to Nor'easters and other weather events that can result in wind and flood damage. Some have taken steps towards refurbishing seawalls, adding sand, installing fencing to prohibit debris from tide surges, and installing more efficient infrastructures that will slow or eliminate the effects that adverse weather may bring.

**The Wildwoods are open for business** – and are planning an event-filled summer of fun in the sun. Virtually unaffected by Superstorm Sandy, the popular resort stands ready to welcome visitors for both business and fun this 2013 summer season.

"We are pleased to report that the Wildwoods were virtually unaffected by Superstorm Sandy – and we're very grateful for that," said John Siciliano, executive director of the Greater Wildwoods Tourism Improvement & Development Authority. "Our hearts go out to the areas that were affected, but we have to get the message out that a good portion of the Jersey Shore will be open and we hope vacationers will support New Jersey's tourism economy. It is with gratitude that we are planning for another fantastic summer, and our Convention Center, attractions, businesses, free beaches and exciting boardwalk are fully operational to allow our wonderful visitors to enjoy a great vacation."

Just days after Superstorm Sandy hit the Wildwoods, business owners reopened their doors, and events taking place at the Wildwoods Convention Center proceeded without any cancellations – including adding a last-minute wedding that had been cancelled at another shore town's venue due to the storm. The Convention Center and business owners also began prepping for what is anticipated to be one of the resort's busiest summer seasons.

The Wildwoods Convention Center, recently honored with the Economic Impact Award by *SNJBP*, hosts more than 150 events annually and serves as the home to scores of signature events, conventions, meetings, banquets, concerts, weddings, tournaments and much more.

Located on the Boardwalk and overlooking the pristine, expansive beaches, the Wildwoods Convention Center's events attract hundreds of thousands of visitors, generating more than 132,000 sleeping room nights, more than one million dining opportunities and provides an overall yearly economic impact of more than \$50 Million.

Its ideal boardwalk and beachfront location makes the Wildwoods Convention Center the event venue of choice. Attending a meeting, wedding or concert here offers the added perk of having a five-mile stretch of free beautiful, white-sand beaches and a two-mile Boardwalk removed for its vast array of amusements, shops and eateries, right outside the door.

The Wildwoods' beaches stretch across the shores of North Wildwood, Wildwood and Wildwood Crest, and unlike most seashore resorts, they are spaciouly wide and completely FREE! For those looking for some adventure, the Wildwoods' also serve as an ideal location for great watersport activities such as surfing, sailing, kayaking and whale watching.

Overlooking the pristine beaches of the Boardwalk, the famous Wildwoods Boardwalk, offering a unique experience for anyone vacationing in New Jersey. The Wildwoods Boardwalk offers "two miles of smiles" for a good reason, and guests visiting the Wildwoods Boardwalk will find an array of exciting amusements – all opening on schedule and ready for summer fun.

The boardwalk features spectacular amusement piers, world-class roller coasters, interactive water parks, family atmosphere, arcades, carnival-style games of chance, shops and irresistible food. The Wildwoods Boardwalk remains a summer must-do for nearly nine million visitors each season.

In addition to its beautiful beaches and one-of-a-kind Boardwalk, the Wildwoods also host more than 180 events and festivals throughout the year, offering a little something for everyone – and most of them are FREE! Events at the Wildwoods Convention Center continued to take place uninterrupted by Sandy – and will also take place as scheduled. No other location in the region offers the quantity and variety of special events and festivals the Wildwoods offers annually.

The country's largest concentration of mid-century commercial architecture is also found in the Wildwoods as well as the Doo Wop Experience Museum – a memorabilia hub for the Wildwoods.

The Wildwoods offers a little something for everyone, stands fully open for business, and this year especially, remains ready for fun in the sun! With free events, free beaches, free fireworks and free live music throughout the summer, the Wildwoods are the best family vacation value at the Jersey shore.

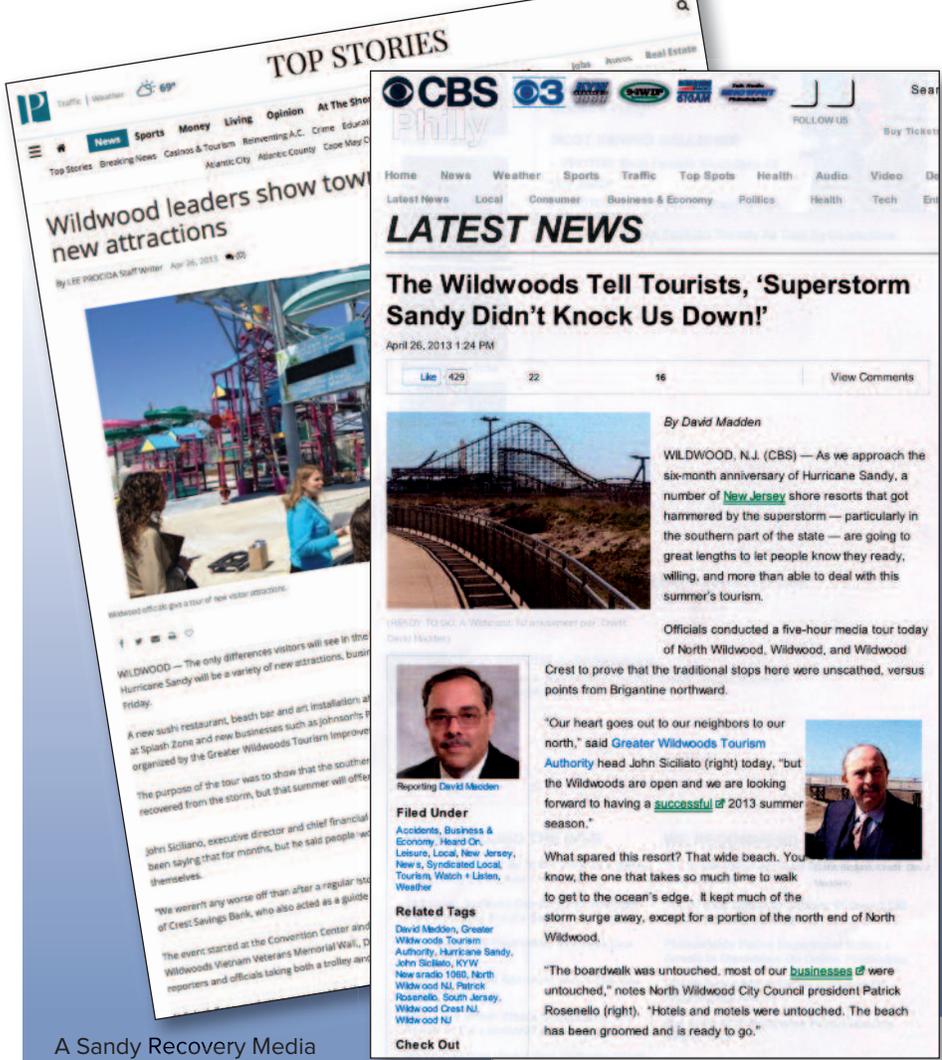
**For more information or to order your Wildwoods Vacation Guide, visit [www.WildwoodsNJ.com](http://www.WildwoodsNJ.com) or call 1-(800)992-9732.**

The post-Sandy recovery for Wildwood included promoting the town's environmental resilience through the wealth of activities available to residents and visitors.

Towns that market these projects and efforts bring much desired peace-of-mind to both existing homeowners/businesses and potential homeowner who desire to know that their property will remain safe and secure during any potentially detrimental environmental emergencies.

## Branding Your Town's Environmental Resilience

Simply put, your brand is a promise. The first step in marketing your town is to discover—or rediscover—your town's assets, essence, and brand. After periods of uncertainty, a town



A Sandy Recovery Media Trolley Tour was the kick off for a public relations campaign that garnered local and regional news coverage. The efforts also sent a strong message to new and potential homeowners that the town's properties were still quite valuable and the town overall was able to exhibit resilience after the storm.

may decide to undergo a rebrand—whether it's to eliminate outdated/distorted perceptions, or to appear stronger/better than ever.

Towns that are seeking to promote their environmental resilience initiatives can create, influence, and change target audience attitudes, beliefs, and perceptions regarding a town.

These aspects can be communicated in the town's logo. From the colors selected, to the font and design elements, every decision can add or take away from the message conveyed. Including the color green and utilizing a bolder font are good choices to create a connection to the environment and to show strength.

**Promoting Environmental Resilience**

**Get Your Message in Front of the Right People**

A well-strategized public relations campaign communicates key brand messages. Press releases will highlight initiatives and plans designed to strengthen the environmental resilience and wellbeing of the town.

Ongoing internal and external publicity campaigns will continue to keep your town and its initiatives top of mind, in the media and public eye.

Even though the Wildwoods were minimally impacted by Sandy, Suasion and The Greater Wildwoods Tourism Improvement & Development Authority (GWTIDA) executed a successful Sandy Recovery Media Trolley Tour on April 26, 2013, exactly six months after Sandy hit land, to show the media first-hand that the Wildwoods were better than ever and ready for summer 2013. A tenacious public relations campaign spread the news that the Wildwoods were open for business.

**The GALVIN LAW FIRM**

*Let our firm assist you with:*  
**Tax Foreclosures**  
**Tax Appeals**  
**Other Complicated Municipal Issues\***

**730 Brewers Bridge Road**  
**Jackson, NJ 08527**  
**732-364-3011**

**www.galvinlawfirm.com**



\* Since 2014, Dennis Galvin has been the author of *Local Government Law, 4<sup>th</sup>*, *New Jersey Practice (Volumes 34-35 A)*, published by Thomson Reuters.

## Promoting Environmental Resilience

Media placements can also serve as springboards for other PR opportunities. Media placements about towns adopting new measures designed to reassure existing residents and all new homebuyers that investing into a shore community will not devalue their home, can show positive resilience and convey comfort.

### Boost Your Efforts—Digitally

Once a strong brand has been established for a town, utilizing digital marketing tools such as social media and native advertising will boost your efforts. Social media offers one major benefit that traditional media does not—immediacy—and it provides another channel to disseminate information to amplify your message.

Many towns have developed green committees or teams consisting of residents who work to make towns greener. Whether the team is planting new garden beds or sprucing up a park's landscape and safety, these are activities that can be photographed and promoted on social media quickly. Illustrate the impact that your community underwent during a natural disaster and how the measure you're taking now is positively build up the community again.

Social media should also be used to get your message out during environmental emergencies—a pending storm, closed roadways, canceled events, etc. People look directly to Facebook, Twitter, Instagram, and now Snapchat as news sources to see what's going on in their local community and in the world. Informing and responding during challenging times also shows the community you truly value them.

Social media also provides channels for towns to broadcast highlight their green spaces, including parks, waterways, and bike paths have been enhanced to withstand the ravages of unforeseen weather conditions. These assets are desirable to not only young families but retirees as well. If towns disseminate information in a way that individuals feel valued, that adds to a

## Communicating for Credits: CRS Ratings & Municipalities

According to the Community Rating Fact Sheet provided by FEMA, joining the nearly 1,400 communities currently participating in the program can reward communities that earn flood insurance premium reductions for communities that reduce flood damage to insurable property; strengthen and support the insurance aspects of the NFIP; and encourage a comprehensive approach to floodplain management.

Communities accrue points to improve its CRS Class rating and can receive increasingly higher discounts. Points are awarded for engaging in any of 19 creditable activities, organized under four categories:

- Public information
- Mapping and regulations
- Flood damage reduction
- Warning and response

Formulas and adjustment factors are used to calculate credit points for each activity.

A community's activities and performance are reviewed during a verification visit. FEMA establishes the credit to be granted and notifies the community, the State, insurance companies, and other appropriate parties.

Each year, the community must verify that it is continuing to perform the activities that are being credited by the CRS by submitting an annual recertification. In addition, a community can continue to improve its Class rating by undertaking new mitigation and floodplain management activities that earn even more points.

A list of resources is available at the CRS website:

**[fema.gov/national-flood-insurance-program-2/community-rating system](https://www.fema.gov/national-flood-insurance-program-2/community-rating-system).**

**@** For more information about CRS or obtain the CRS application, contact Insurance Services Office by calling 317-848-2898 or email [nfipcrs@iso.com](mailto:nfipcrs@iso.com).

small town feel whether or not the town is actually on a smaller scale.

Now more than ever, people want to live, work and play in safe places that provide stability/security. Towns that successfully market their environmental resilience will dominate and reap the benefits by attracting and maintaining

and home owners, business owners, and visitors. 📍

Suasion Communications Group, an award-winning full-service communications agency located in Somers Point, NJ, assists several New Jersey towns and destinations with branding, public relations, digital and marketing campaigns. [Suasionmarketing.com](http://Suasionmarketing.com)

# If you want to go far Go Together



The African proverb states if you want to go quickly, go alone. but if you want to go far, go together.

The NJSEM has a record of success and most importantly, we draw strength from our combined membership of local government entities.

Most notably, we have successfully saved our members millions in energy costs while lowering our carbon footprint. It's a good example for our times: fiscal responsibility while taking a local approach to global issues.

# NJSEM

Find us at [www.njsem.org](http://www.njsem.org) and at the League of Municipalities Conference Booth #1149

# The Fairness Formula

By Governor Chris Christie

**W**e have two separate, but deeply intertwined crises that are hurting all New Jerseyans: nation-high property taxes and failing urban school districts.

The lion's share of property taxes paid by people in the Garden State goes toward funding their local schools. Yet, the lion's share of state aid paid to assist those local schools has been going to just 31 failing urban school districts over the past 30 years.

The problem is rooted in court decisions that began decades ago, ostensibly to equalize and improve the quality of education available to children attending what are known as the 31 School Development Authority (SDA) districts, where urban students since 1985 have continued to perform far below education standards and the other 546 districts in the state.

After 30 years and nearly \$100 billion in tax dollars, 27 of these 31 districts still have graduations rates well below the statewide average of 90%. In Asbury Park it is 66%; in Camden, 63%. In New Brunswick, it is 68%. In Newark, it is 69%; and in Trenton, 68%.

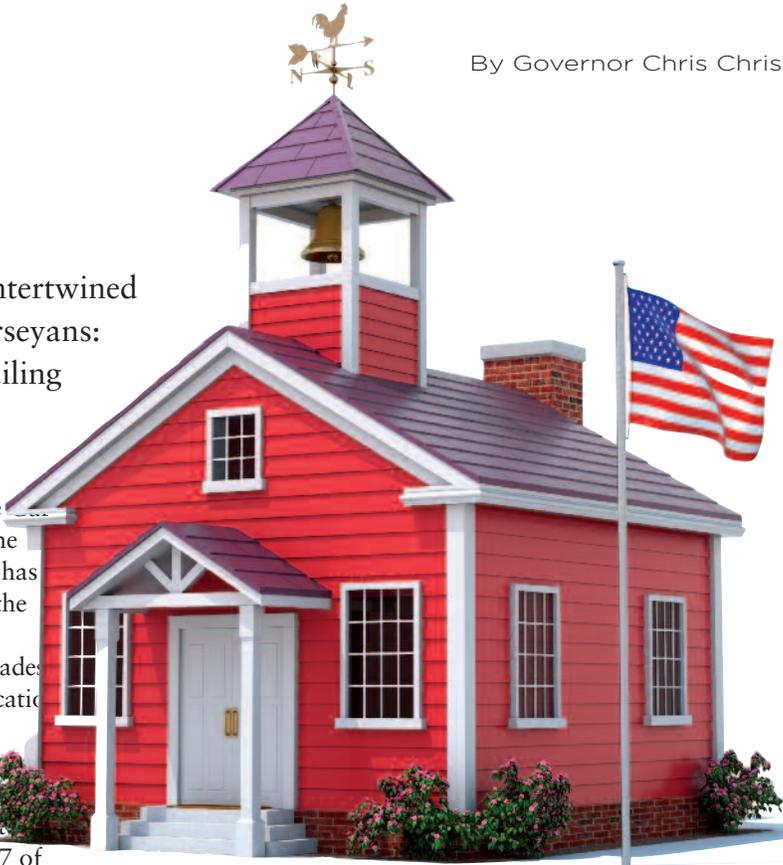
Even when the students graduate, they often require costly remedial courses to attend college.

It is well past time to just admit the courts got it terribly wrong. More money has not meant a better education. Their grand effort at social engineering through forced governmental spending has failed.

The only significant change in 30 years is that the per-pupil spending of state aid in the 31 SDA districts has risen to triple and even five times more than the state aid provided per-pupil in the remaining 546 districts. This coming year, \$5.1 billion will go to the 31 SDA districts. That means 58% of the aid will go to 5% of the state's school districts. The remaining 546 school districts in New Jersey will receive \$4 billion. In other words, 42% of the aid is going to the other 95% of our districts.

We cannot afford to let another generation of urban students get shortchanged on a proper education and an opportunity for a successful life, while New Jersey taxpayers continue to be shortchanged by billions of tax dollars on a failed formula.

The 31 SDA districts need better teaching, more instruction



time and improved educational programs, and all of that can be achieved with the reforms I announced in June beginning with my Fairness Formula. The Fairness Formula will end this currently unaccountable, wasteful, and inequitable system, and

**“No child’s dreams are less worthy than any other child’s dreams, which is why no child deserves less state aid and no child deserves a substandard education.”**

provide overdue property tax relief to most New Jerseyans. It also will deliver additional successful, efficient public charter and Renaissance schools to tens of thousands of urban students and parents currently on waiting lists, desperate to find alter-

natives to the failing public schools.

Under the Fairness Formula, if we take the amount of aid we send directly to the school districts today—in excess of \$9.1 billion—and distribute it equally to every K-12 student in New Jersey, each student would receive \$6,599 in state aid, plus continued aid for special education. It would mean 75% of all New Jersey school districts would get more state aid, and under my Fairness Formula, the bulk of those districts also would experience reduced property taxes.

Every child has potential. Every child has goals. Every child has dreams. No child's dreams are less worthy than any other child's dreams, which is why no child deserves less state aid and no child deserves a substandard education.

Our charter school program has proven that a changed educational approach, without more tax dollars, can

work in these urban school districts. Take the Academy Charter High School in Asbury Park, for example, which had an 89% graduation rate compared to a 66% rate in Asbury Park's public schools. The Academy spends \$17,000 per pupil while the traditional public schools spend \$33,000 per pupil.

The story is similar in Camden, where the LEAP Academy Charter School has a 98% graduation rate, while the city school district has a 63% rate. LEAP spends \$16,000 per pupil while the school district spends \$25,000 per pupil. In Newark, the North Star Academy Charter has an 87% graduation rate compared to the citywide rate of 69%. North Star spends \$13,000 per pupil compared to \$22,000 per pupil district wide.

These public charter school students are from the same cities, the same backgrounds as the city school district students, only they are being educated in

an efficient, innovative, and effective manner that prepares them for careers and college. They are not hand-selected. They get into the public charter schools through a lottery system, and parents in these failing urban districts are lining up in the thousands hoping to get their child accepted.

No one should be denied an effective education because of where they call home—and no one should have to sell their home because they can no longer afford the property taxes caused by a perverse school funding formula.

I urge all local officials to join the scores of residents, mayors, freeholders, council members, and taxpayers already on board, demanding the Legislature join me to fix this issue and end the current failing formula. We have an obligation to the state's children and to the taxpayers. ♣

# Wet Documents? Moldy Documents? Call *AMERICAN FREEZE-DRY!*



When you have a loss, call on the leading document recovery team. We Preserve and Protect sensitive documents, ledgers, books, files, papers, and blueprints. Clients include government, corporate, and private entities.

## Services

- ▲ Freeze-Drying
- ▲ Cleaning
- ▲ Deodorization
- ▲ Soda-Blasting
- ▲ Preservation
- ▲ Scanning
- ▲ Copying
- ▲ Inventorying
- ▲ Antimicrobial Treatment
- ▲ Wrapping & Labeling
- ▲ File Reconstruction
- ▲ Pick-up & Delivery
- ▲ Warehouse Storage
- ▲ Cold Storage
- ▲ Document Destruction
- ▲ Mold & Mildew Testing



Call *AMERICAN FREEZE-DRY* to Preserve and Protect your vital documents today!

866-939-8160 - Toll Free

856-939-8160 - Office

[www.AMERICANFREEZEDRY.com](http://www.AMERICANFREEZEDRY.com)

[solutions@AMERICANFREEZEDRY.com](mailto:solutions@AMERICANFREEZEDRY.com)



# Responsible School Funding Plan Will Bring Property Tax Relief

By Steve Sweeney, Senator, District 3, Senate President

It's one of the truisms of local politics in New Jersey: School taxes make up 55% of the average local property tax bill, but it's the mayor and council members who get the angry phone calls when property taxes go up.

That's why the New Jersey State League of Municipalities has been in the forefront of calls to reduce the burden of school property taxes and to make sure that state aid is distributed fairly.

That is why I introduced legislation with Senator Teresa Ruiz, Assemblywoman Joann Downey, and Assemblyman Eric Houghtaling to create a State School Aid Funding Fairness Commission that passed the Senate with strong bipartisan support. Eighteen Democratic senators and 11 Republicans voted to set up the commission, whose recommendations will be due February 1—in time for us to include their funding recommendations in next year's school budgets.

The commission is a serious effort to develop a fair longterm solution. It represents a bipartisan alternative to the extremist position taken by the Governor, who has challenged the state's constitutional school funding formula in court and is trying to push his own extremist concept of "fairness" in school funding—one that would drive up property taxes and devastate many school districts that have been making steady progress in test scores and graduation rates.

The bipartisan commission is needed to fix the School Funding Reform Act of 2008 (SFRA). The legislation was designed to ensure that state aid would be handed out fairly and equitably statewide based on an equalization formula that took into account each municipality's property tax base, its ability to pay, increases and decreases in enrollment, and the special needs of the schoolchildren. Its constitutionality was upheld by the New Jersey Supreme Court.

Unfortunately, the law was amended during the legislative process to include "hold harmless" adjustment aid to guarantee that no school district would receive less state aid than they had been receiving—even if their enrollment had plummeted—and to limit increases in school aid for districts that were growing. These were short-term, short-sighted compromises needed to win enough votes for passage, and were never intended to be permanent.

The SFRA never envisioned that New Jersey's school aid formula would be set in stone. We knew that some towns and school districts would grow in enrollment and some would

contract. We didn't anticipate that school aid would fail to grow sufficiently to meet future needs.

But that is what happened. As a result, New Jersey's school aid funding has grown less fair and less adequate, year after year after year.

**“Our goal should be to provide a thorough and efficient education to all of our school children and fund that education through a fair and equitable formula.”**

Today, we have some school districts that are spending 50% more than they should and some that are spending 50% less.

We have some school districts that are receiving three times the amount of aid they should and some towns that are receiving one-third of the aid they should.

This means that some towns that are paying 50% more in property taxes than they should and some are paying 50% less.

We all know that we need a plan to restore fairness and equity to New Jersey's school aid formula. We need a plan to ramp up school funding to bring districts closer and closer to adequacy year after year.

We should not be short-changing our children, and we should not leave in place a school aid formula that has the property taxpayers of some towns subsidizing the property taxes of others.

Our goal should be to provide a thorough and efficient education to all of our school children and fund that education through a fair and equitable formula.

Reflecting the bipartisan nature of our approach, our legislation gives the Senate President, Senate Minority Leader, Assembly Speaker, and Assembly Minority Leader equal power to appoint six commissioners, one of whom must represent a New Jersey teachers union and one of whom must represent an education professionals association.

The commission will study the impact of adjustment aid, the enrollment growth cap, and other provisions of the 2008 law on the fairness of the state aid formula. The commission will then recommend changes to bring all school districts to 100% funding over the next five years, and to fairly fund enrollment growth over a multi-year period.

We are also asking the commission to assess the impact of the tax growth limitation on the ability of school districts to adequately fund their schools, and to analyze how we fund charter schools and renaissance schools.

We also want the commission to look at per pupil administrative costs, the fairness of the current equalized valuation and income measure used to determine the local share of school costs, and the impact of property tax abatements.

We want the commission to look at how the state funds special education, which is the most variable cost in school budgets and can drive property tax increases especially in smaller municipalities.

Finally, we are looking for recommendations on how we can make sure that school districts that are funding their schools at or above the adequacy level can lower property taxes if they receive additional school aid as a result of this legislation.

We recognize the difficult politics associated with school funding decisions, and we recognize that legislators from both parties have expressed concern and have offered ideas of how the school aid formula should be changed. The Governor has ideas as well, I am sure.

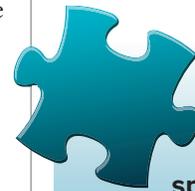
That is why we need to work together on a bipartisan basis to achieve a fair and equitable formula.

And that is why this Commission is modeled after the successful federal Base Reallocation and Closing Commission, set up by Congress to make recommendations on which military bases to keep or to close.

Just as the recommendations of the BRAC Commission went directly to Congress for a strict up-or-down vote—with no amendments, no changes, and no special favors—the recommendations of the State School Aid Funding Fairness Commission will be introduced as legislation next spring—and it will be approved

or rejected without amendments.

The commission will hold public hearings throughout the state and hold a second set of hearings again on its final recommendations, and the vote will not be rushed. It will be a straight up-or-down vote that I hope will bring fairness to the way we allocate school aid, and will set New Jersey firmly on the path to full, fair and adequate funding in every school district in the state. ♪



**Senate President Steve Sweeney is expected to be a speaker at the League session Advancing Agendas: Legislative Leaders Compare & Contrast 2017 Plans on Wednesday, Nov. 16 at 2 p.m. in room 201.**



# Due for a technology upgrade? Need help? Start Here!

**RFP Solutions** is a licensed and authorized **New Jersey State Contract Vendor** with over 250 governmental customers. We provide design/installation services and 24/7 support for telephone systems, wireless data networks, CCTV surveillance systems, door access control, and much more.

For a free estimate, contact  
Mike Cuneo – Vice President, Sales  
856.686.0888, Ext. 117  
mcuneo@rfpnj.com



# The Cost of Poverty: The Perpetuating Cycle of Concentrated Poverty in New Jersey Cities

A Comprehensive Budgetary Analysis of Four Urban  
New Jersey Municipalities

By Albert B. Kelly, Mayor, Bridgeton, NJLM 1st Vice President, NJUMA Vice President;  
Ishiya A. Hayes, Associate Fellow, The John S. Watson Institute for Public Policy;  
Henry Amoroso, Principal and Founder, HJA Strategies;  
& Evan Weiss, Senior Analyst, HJA Strategies

**A**s New Jersey's urban centers continue to struggle with creating safe and livable cities in the face of dwindling state and federal resources and a history of concentrated poverty, these cities are finding it harder to adequately fund services. But, as people and businesses return to cities, suburban areas are in jeopardy of experiencing the same consequences of economic decline that the cities experienced 50 years ago.

*The Cost of Poverty: The Perpetuating Cycle of Concentrated Poverty in New Jersey Cities*, a report collaboratively prepared by the Anti-Poverty Network of New Jersey, the John S. Watson Institute for Public Policy, the New Jersey Urban Mayors Association (NJUMA), and HJA Strategies, provides an innovative approach to the exploration of poverty in New Jersey through the in-depth budget analysis of several municipalities. Select urban municipalities including Bridgeton, Passaic, Perth Amboy, and Trenton were juxtaposed to other urban municipalities that share similar socioeconomic characteristics, as well as a comparison group of suburban communities.

The report explains how poverty gets concentrated and perpetuated in urban cities throughout New Jersey, including places like the City of Bridgeton. This municipality is complex, rural yet urban, with a population of almost 26,000 residents, an unemployment rate of 9.5%, and a housing vacancy of 12%.

It, too, cannot escape the effects of poverty and industry flight. In this thorough analysis, the report shows that since state and federal aid to cities continues to decrease, aid which is in large part provided to offset the impact of structural tax base decline, urban municipalities are unable to adequately fund critical services, while suburban municipalities can afford to fund more for the same services thanks to their higher tax base.

Given the proclaimed legislative focus on poverty alleviation, and the upcoming gubernatorial election, this report serves as a resource that can better inform legislators and stakeholders of the state's poverty dilemma, and, ultimately, aid in the process of alleviating poverty in every New Jersey municipality.

Poverty presents numerous social costs. The report unpacks scholarly research, providing a glimpse of poverty's lasting effects on individuals, families, and, particularly, children. Persistent poverty increases the probability of negative effects

# FINISH YOUR DEGREE ADVANCE YOUR CAREER

*"Without the opportunity of flexible learning from a state university, my educational goals may not have been attainable. As the business administrator for an urban city, I was afforded the opportunity of networking with others in my field and gaining insight into various policy initiatives that were relative to my city and state."*

**Linda Peyton, MPSL '16**  
*Business Administrator for  
the City of Pleasantville, N.J.*



The **John S. Watson School of Public Service and Continuing Studies** offers high-quality, affordable programs that enable public service professionals to develop new competencies and apply what they learn directly to their jobs – all while managing their professional and personal responsibilities. Most programs are offered entirely online.

## **Undergraduate Programs**

- > Human Services
- > Homeland Security and Emergency Management

## **Graduate Programs**

- > Master of Public Service Leadership\*
- > MS in Management\*
- > MS in Homeland Security

\*Graduate areas of study include Community and Economic Development, Environmental Justice/Policy, IT Management, Nonprofit Management, Public Health/Public Policy, Public Finance and Public Service Leadership, as well as graduate certificates in Fundraising and Development, Homeland Security and Strategic Planning and Board Leadership for Nonprofits.

LEARN MORE:

VISIT [www.tesu.edu/watsonschool](http://www.tesu.edu/watsonschool)  
CALL **(866) 637-4082**



Thomas Edison State University is one of the 11 senior public colleges and universities in New Jersey, and is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104 (267) 284-5000.

## The Cost of Poverty

on a child's development throughout life; prolonged poverty may lead to adverse health outcomes and low educational attainment, as well as unstable housing and employment, thus perpetuating low socioeconomic status.

In 2014, there were 2 million New Jerseyans living below the poverty level, 800,000 of them children. However, these numbers are based upon an inadequate federal definition that does not factor in the cost of living in New Jersey. A true depiction of the number of New Jerseyans in poverty may be significantly higher.

### Suburban Impacts, Too

As suburban areas experience similar demographic and economic challenges that occurred in urban municipalities decades ago, poverty threatens to extend deeper into the suburbs.

Mercedes, Merck, Roche, and Pearson are all giants in their fields, all longtime pillars of the state's modern economy... and are all leaving or downsizing in New Jersey, shedding thousands of employees and tens of thousands of feet of real estate.

Beyond their departures, one thing these firms all have in common is where they are departing from: sprawling, out-



moded, and often isolated campuses in the suburbs. But another commonality is where many are moving to: cities or denser, transit-friendly suburbs. Mercedes moved to Atlanta. Roche relocated to Boston and New York City. Merck moved from bucolic White House Station

to Kenilworth, half an hour by train from Manhattan. Pearson moved to Hoboken, one of New Jersey's densest and fastest-growing municipalities.

**“In 2014, there were 2 million New Jerseyans living below the poverty level, 800,000 of them children.”**

These are not just isolated examples, but evidence of a broader pattern of relocation from the suburbs to the cities. And, this is not just a relocation—it is a return.

It would not have been hard to write a similar piece 50 years ago if we simply switched the direction. New Jersey's cities were once the envy of the nation, with a higher concentration of middle class manufacturing and service jobs than almost anywhere else.

## NEW 2016 EDITION AVAILABLE NOW!

### 2016 New Jersey Local Government Deskbook

PUBLISHED IN COOPERATION WITH THE  
NEW JERSEY LEAGUE OF MUNICIPALITIES

**Thomas P Scrivo, Editor  
Beth Hinsdale-Pillar and  
Steven H Sholk, Contributors**

**PAY to PLAY  
RULES on CD!**  
This year's edition includes  
extensive charts describing the  
pay-to-play rules at the state,  
county, and municipal levels.

**New eBook!**  
Adobe® Digital Editions (pc and mac). The digital  
edition is in e-pub format, with thousands of hyperlinks  
to the full text of cases, statutes and other authoritative  
content. Your purchase today also includes this title  
in ePub format. The e-Book is viewable on  
Apple iPad or iPhone, SONY Reader, Barnes & Noble NOOK.

As a member benefit, save \$40.00 off our most current edition of the *New Jersey Local Government Deskbook*  
Order online at [www.lawcatalog.com/lcgov](http://www.lawcatalog.com/lcgov)  
(Enter promotion code 466846 at checkout to receive your discount)

Phone: 1-800-756-8993  
Email: [regionaltitles@alm.com](mailto:regionaltitles@alm.com)

New Jersey Law Journal  
An ALM Publication

# INTRODUCING THE ALL NEW MUNICIPAL DUMP SPREADER (MDS)

- Combines the practicality of a dump body with the convenience of a conveyor spreader
- Offered in 10'-14' lengths with 36" sides and a 48" tailgate
- Unique, roll-formed sides and cross memberless floor provides excellent material flow
- 320-440 gallon liquid capacity



PLOW HITCHES | PLOW LIGHT KITS | CUTTING EDGES | POWER UNITS | GUARDS | PLOW SHOES | BLADE GUIDES

Call 440.974.7766 x.1220



© 2016 Buyers Products Company



Nothing Works Like A Dogg™



Panelists discuss the trends and concerns at the launch of *The Cost of Poverty* report held at Thomas Edison State University in Trenton. Left to right: Trenton Mayor Eric Jackson, Bridgeton Mayor and NJLM First Vice President Albert Kelly, Perth Amboy Mayor Wilda Diaz, Joseph Buga, Ph.D., Marketing Specialist/Project Manager for Passaic Enterprise Zone Development Corporation, and Evan Weiss, Senior Analyst at HJA Strategies.

Bridgeton made more glass, Trenton more pottery, Perth Amboy more metal, and Passaic more fabric. Not only were the cities humming, but many of the communities we recognize as suburbs today were but gleams in a developer's eye—thousands upon thousands of acres of undeveloped farmland.

With changes in housing policy, federal transportation funding, “urban renewal,” and the American way of business, formerly rural and now suburban towns like West Windsor and East Brunswick grew exponentially in population and the value of their real estate, with their assessed values rising by 1,087% and 383%, respectively, between 1968 and 2014. New Jersey's cities grew far more slowly or not at all; Trenton's population declined by 25% and its assessed value grew by just 2%. Passaic's assessed value grew by only 75% and lost a great deal of its commercial and industrial real estate.

### **A New Urban-and Suburban-Picture**

It goes without saying that New Jersey's urban areas today are far different than they were 50 years ago. The factories, banks, and labs are mostly gone and so



**MASON, GRIFFIN & PIERSON, P.C.**  
Counsellors at Law | Since 1955

**Municipal Experience.  
Knowledge. Professionalism.**

<ul style="list-style-type: none"> <li>•Affordable Housing</li> <li>•Civil Rights Defense</li> <li>•Consolidation &amp; Shared Services Agreements</li> <li>•Defense of Tort Claims</li> <li>•Eminent Domain Litigation</li> <li>•Employment Discrimination</li> <li>•Historic Preservation</li> <li>•Land Use</li> </ul>	<ul style="list-style-type: none"> <li>•Local Public Contracts Law</li> <li>•Open Public Records Act Compliance</li> <li>•Open Space/Farmland Preservation</li> <li>•Personnel Policies &amp; Training</li> <li>•Prerogative Writ Litigation</li> <li>•Sewer/Water/CATV Utilities</li> <li>•Tax Appeals</li> <li>•UCC Regulation/Litigation</li> <li>•Wildlife Management</li> </ul>
---	--

**101 Poor Farm Road, Princeton, NJ 08540    609.921.6543    www.mgplaw.com**

## Looking for Help in Becoming More Sustainable?

**Covanta can help.** Whether it's understanding your waste disposal options, improving your community's environmental footprint or increasing the quality of life of your citizens by reducing reliance on landfills, Covanta can help. We offer a range of solutions and the expertise to help you achieve your sustainability goals.

### Visit Us

**at the *New Jersey League of Municipalities Conference***  
**November 15 – 17, 2016**  
**Atlantic City, NJ**  
**Booth #1001**

# COVANTA

**Powering Today. Protecting Tomorrow.**

[covanta.com](http://covanta.com)

## The Cost of Poverty

are the middle class jobs that went with them. As businesses and higher wealth individuals began leaving rapidly in the 1960s, the value of the cities' property fell dramatically relative to the suburbs. Indeed, in many cases, these businesses moved to the suburbs, too—leaving those very same factory, bank, and lab buildings behind to be maintained by the cities they left.

**“Thankfully, the first step towards a solution is quite clear: we must end the dichotomy of cities and suburbs.”**

Over the decades, this economic and demographic decline has led to a remarkably high concentration of poverty in urban areas. While urban areas have 30% of the state's population, they have 60% of the state's deeply impoverished residents. The suburbs, with 70% of the state's residents, have just 40% of those living in deep poverty. What this means is that there is mismatch of need relative to a given municipality's ability to raise the funds to meet that need.

While federal and state aid have historically leveled the playing field, general aid and programmatic grants have declined in the past decade between a quarter and a third and are unlikely to recover any time soon.

### Dwindling City Revenues

While the decline in aid has severe consequences, property taxes still constitute the lion's share of available revenue in cities—a share that has climbed just as rapidly as aid has declined (see table on this page).

As the need for property tax revenues rise, either the value of the tax base or



**Figure 1: Percent of Median Household Income Devoted to Municipal Property Taxes in Example Cities (Higher rank means higher burden)**

Municipality (County)	2014	Rank (of 565)
Passaic City (Passaic)	17%	1
Perth Amboy City (Middlesex)	9%	12
Trenton City (Mercer)	7%	30
Bridgeton City (Cumberland)	5%	53
Clifton City (Passaic)	4%	117
Wayne Township (Passaic)	3%	244
Ewing Township (Mercer)	2%	356
Metuchen Borough (Middlesex)	2%	393
West Windsor Township (Mercer)	1%	473

the tax rate has to rise along with it. (see table below)

City	Property Tax % of Revenues	
	2000	2014
Perth Amboy	46%	76%
Trenton	28%	41%
Bridgeton	28%	51%

Unfortunately, in most cities, it is almost always the latter, meaning the cost to the taxpayer keeps climbing. The burden is compounded if residents have to pay more of the pie as business' share of the tax base declines, which is the case in nearly every New Jersey city. And, this doesn't even consider the high concentration of tax exempt property in cities, which averages 38% to the suburbs' far lower 12%.

Once again, suburbs like West Windsor, Wayne, and Evesham have office parks and factories on former farmlands, lowering the residential burden and expanding the base overall. In fact, residents of cities typically pay far more in taxes as a

proportion of their income for municipal services than those in the suburbs, while residents receive proportionally fewer services that promote poverty alleviation than the suburbs.

The very same phenomenon of 50 years ago that not only caused structural poverty but also structural budget distress in the cities may just be beginning to occur in the suburbs as people and businesses move to cities or transit-oriented suburbs. We cannot make the same mistakes by letting this shift happen without appreciating the consequences it will have on municipalities.

### Restructuring Aid

Thankfully, the first step towards a solution is quite clear: we must end the dichotomy of cities and suburbs. What was the cities' boon became the suburbs'. Now it may be reversing. We should update our formula for delivering aid to municipalities based upon adequacy, instead of relying on a byzantine formula that hasn't been updated in years.

When aid is structured correctly, it can

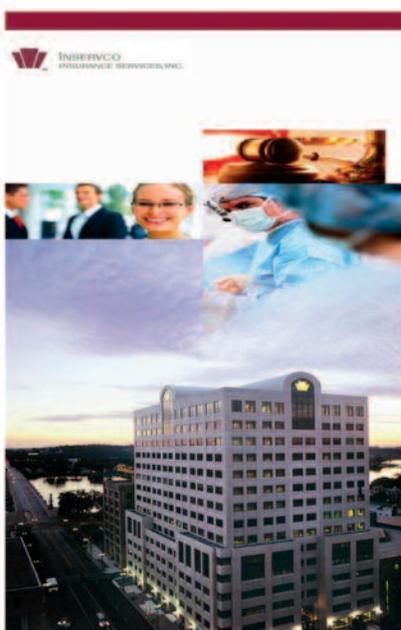
help cities adopt practices that lead to budget savings and reduce poverty, inspiring growth and lessening the need for state aid to the cities over time. We should also seek to more evenly spread economic development opportunities to all municipalities, instead of moving towards a path of winners and losers—whether in the cities or suburbs. Finally, by thinking regionally, we can bridge the urban-suburban dichotomy and start to offer more services funded by a broader base.

Recommendations gearing towards alleviating the poverty epidemic in the state are outlined in the *Cost of Poverty* report. Now it is up to us, both in the impacted communities and at the state level, to begin mapping a strategy to make systemic changes so we can restore our urban communities to a more prosperous and growth-oriented future.

But, at the end of the day, the only real solution is to think about these problems with a broader scope: as counties, regions, and, most importantly, as a state with a shared future. 🍷

## THE SOLUTION TO YOUR COMPANY'S THIRD PARTY CLAIM CHALLENGES

# Inservco Insurance Services, Inc.



- ✓ **Offering Workers' Compensation, General Liability, Auto, Police Professional Liability Claim services, and more.**
- ✓ **A prominent leader in providing highest quality claims administration services throughout New Jersey for nearly 40 years.**
- ✓ **Offers a convenient office location in Lawrenceville, New Jersey.**
- ✓ **A subsidiary company of Penn National Insurance ensuring stability and excellence.**

Join the scores of New Jersey government centers, businesses, schools, and insurance program administrators who already enjoy the rewards of utilizing Inservco's claim services.

Please contact us at 800-356-0438 for more about how your organization can take advantage of Inservco's solutions.

# Fit Communities

## Partnering Toward Better Community Health

By Deborah Levine, MPH, Director of Community Health,  
New Jersey Health Care Quality Institute

**I**mproving the health of an entire community is no easy feat. It takes effective leadership, expertise, dedication, time, and tools to develop a culture of health within a community. As healthcare focuses its lens on population health, both public and private sectors are uniting together to address barriers that discourage individuals from making healthy choices. Creating and maintaining healthy communities requires coordinated efforts from everyone including government, health departments, hospitals, schools, and even local businesses. The Mayors Wellness Campaign provides an opportunity for mayors to work together with local businesses and organizations to make communities across New Jersey healthier.

The New Jersey Health Care Quality Institute, in partnership with the New Jersey State League of Municipalities, created the Mayors Wellness Campaign to equip mayors and local volunteers with low-to-no cost, evidence-based tools to develop and implement wellness initiatives in their communities, with the ultimate goal of improving community health and quality of life. Over the past decade, the Mayors Wellness Campaign has grown to include over 370 municipalities.

Since its inception, the program has expanded its scope well beyond promoting a healthy lifestyle. It has grown to tackle issues such as end of life and advanced care planning, chronic disease management, and health literacy.

### Getting Started

When resources are limited, strong partnership is the key to successfully implementing health and wellness efforts in communities. With the right tools and support, you can start and grow a Mayors Wellness Campaign in your community. Consider the following steps:

- First, sign the Mayors Wellness Campaign pledge of participation on our website at [njhcqi.org/MWC](http://njhcqi.org/MWC).
- Next, we recommend creating a Wellness Committee which can be comprised of the mayor, representatives from the local health or recreation department, librarians, local dietitians, clergy, and community residents.
- Once your committee is formed, it is important to assess current health and wellness programming in your community. This will help you gain better understanding of the health

needs of your community, set goals, and create an agenda for programming.

For programming ideas, explore our Mayors Wellness Campaign Toolkit, which provides ideas for low-to-no cost activities that can be implemented easily through strong public-private partnership.

### Success stories

All over the state, Mayors Wellness Campaigns have taken different paths to help the community arrive at a state of good health.

**BEACHWOOD** Many towns have integrated community yoga into their Mayors Wellness Campaign activities. Mayor Ronald Roma and his team in Beachwood have successfully partnered with Beachwood Recreation Center and local yoga instructors to provide community yoga sessions at their local beach for a low cost. Because of the popularity of the community yoga sessions, Beachwood has expanded to include other classes such as Tai Chi and self-defense by partnering with other local businesses.

**BELMAR** The 2015 Mayors Wellness Healthy Town to Watch winner, Belmar, hosts Choose Your Cover, a free skin cancer screening and education event every summer in collaboration with CentraState Health System. Healthcare providers from CentraState Health System screen over 140 residents every year at Belmar's beaches.

**PARAMUS** Using the Mayors Wellness Campaign toolkit, Paramus implemented a 12-week weight loss challenge. Mayor Richard LaBarbiera, Paramus Board of Health, Gold's Gym of Paramus,

# LEADERS IN ENVIRONMENTAL AND REDEVELOPMENT LAW, LITIGATION & NOW *CLIMATE CHANGE RESILIENCY*

**Recognizing the ever-increasing challenges** that our local government entities face as the result of extreme climate forces affecting public health, safety and the environment, Maraziti Falcon, LLP has developed a practice area devoted to assisting our clients to increase resiliency and strategically plan for a changing climate.

**Extreme weather conditions** and excessive regional, local and coastal flooding and storm surges threaten infrastructure, transportation and our clients' ability to protect assets, resulting in a need to adapt governance to meet these challenges and revise existing policies and ordinances to better protect against the adverse effects of these life-altering events.

*This practice area complements Maraziti Falcon's existing practice devoted to the counseling of public and private entities regarding environmental, redevelopment, land use law, government, construction law and litigation.*



*Environmental and Redevelopment Law,  
Litigation & Climate Change Resiliency*

150 JOHN F. KENNEDY PARKWAY, SHORT HILLS, NEW JERSEY 07078  
(973) 912-9008 • FAX (973) 912-9007 • WWW.MFHLAW.COM

## Fit Communities

and Valley Hospital worked together to plan and implement the challenge.

Throughout the challenge, residents took part in free cholesterol and blood screenings, bi-weekly weigh-ins, health and nutrition lectures, and free fitness classes. Participants also received a free two-week membership to Gold's Gym of Paramus and were able to register for

the Weight Watchers program at a discounted rate. Together as a town, Paramus lost 604.5 pounds during the 12-week challenge!

Partnering with local organizations that have strong ties to the community and an invested interest in improving health, was the key to making this program a success.

# ACHIEVEMENT: LEAVES AN IMPRESSION



We know that achieving more in the community begins with the people who belong to it. That's why we're proud to support the New Jersey League of Municipalities.

*New Jersey Government  
Banking Hotline - 877-861-6649*



## Community Yoga

Research has shown yoga to be highly beneficial to improving general health. Community yoga is a fun activity and perfect for all ages. Hosting community yoga sessions may seem daunting but it does not have to be. Your Mayors Wellness Campaign team can reach out to local yoga instructors or studios to lead sessions. To develop a relationship with local instructors and yoga studios, provide them with an opportunity for publicity by adding their advertisements to program materials. Many instructors are open to leading low-to-no cost yoga sessions in exchange for publicity. Community yoga sessions can be held at beaches, community centers, and parks.



## Sun Screening Events

Sun screening events are great opportunities to raise awareness about sun safety and skin cancer. Volunteer health care providers can screen residents for skin cancer in community locations like beaches or parks. To find a health-care provider to conduct the screenings, partner with your local hospital. Hospitals can also help provide educational resources and promote the event.



## Weight Loss Challenge

A weight loss challenge is a great example of a community-wide event that requires many resources, planning, and strong partnerships. It is also a great way to motivate residents to lose weight and become healthier as a group. Partner with your health department, hospitals, gyms, and supermarkets to plan the challenge. Each of these partners can bring different resources, tools, and manpower to the table to make this challenge a success.

## Supermarket Tours

Supermarket Tours are fun and engaging ways for residents to learn more about healthy food options that are available locally. Many supermarkets also have registered dieticians who can show community members how to purchase and choose healthy eating options. Reach out to your local supermarket about collaborating together to organize a tour with nutrition education, healthy recipes, or even food samples. Joining forces with the local supermarket can also provide an opportunity to promote your Mayors Wellness Campaign by displaying a banner in the store.



### Working with the Quality Institute

The Quality Institute created the Mayors Wellness Campaign to empower mayors and other local leaders with tools and strategies to improve community health. At the Quality Institute, we have created different tools and resources that can help you start your town's Mayors Wellness Campaign from scratch, or even take it to the next level.

We provide support to municipalities looking to develop public-private relationships, spotlight community events and programs through our social media networks, and direct you to valuable funding opportunities. 📌

@ To learn more about the Mayors Wellness Campaign, contact Deborah Levine at 609-452-5980, or visit [njhcqi.org/MWC](http://njhcqi.org/MWC).



Learn more about the Mayors Wellness Campaign at the annual League of Municipalities Conference, where the Quality Institute hosts a Day of Wellness on Wednesday, Nov. 16, and at our Mayors Wellness Campaign booth.

Also on Nov. 16, we will host a fitness session with our Mayors Wellness Campaign spokeswoman and four-time Olympian athlete, Joetta Clark Diggs, at 7:30 a.m. in the Atrium Level Galleria at the Atlantic City Conference Center, as well as a panel, Municipal Leaders & Community Health Improvement

## Participate in the Day of Wellness at the Annual League of Municipalities Conference! Wednesday, November 16

**Fitness with an Olympian | 7:30 - 8:15 am | Galleria, Convention Center Atrium**

*Get some exercise with Mayors Wellness Campaign's Spokeswoman & 4-time Olympian athlete, Joetta Clark Diggs! Free t-shirts for first 50 participants!*

**The Role of the Mayors Wellness Campaign in Your Community | 3:45 -5:15 pm | Convention Center Room 312**

*Princeton Mayor Liz Lempert, Cherry Hill Mayor Chuck Cahn, and Jersey City Director of Health & Human Services Stacey Flanagan, will discuss ways to improve community health through the Mayors Wellness Campaign. Attendees may earn 1.5 Public Health CE Credits.*



### Visit our Booth

Stop by and enter to win a \$1,000 wellness grant to help your Mayors Wellness Campaign and learn more about the 10th Anniversary!

Thank you to our sponsors:



# Blueprint for Attracting High-Tech Businesses

Einstein's Alley Recognizes East Windsor's Tech Initiative

By Janice S. Mironov, Mayor, East Windsor Township, NJLM Past President; and Stephen J. Kasser, Board Member, Einstein's Alley



**E**instein's Alley's name refers, of course, to Central New Jersey's most famous scientist, Albert Einstein, who conducted research for many years at the Institute for Advanced Studies at Princeton University. Today, Einstein's Alley is a private, non-profit economic development initiative whose purpose is to attract and retain technology-based businesses in Central New Jersey.

Katherine Kish, Einstein's Alley Executive Director, said, "The goal of Einstein's Alley is to make Central New Jersey the destination for technology companies. In order to do so, Einstein's Alley forges partnerships with other organizations with similar goals, and with state, regional, and municipal governments."

According to Kish, "We couldn't ask for a better municipal partner in supporting a high-technology presence in Central New Jersey than East Windsor Township."

A real success story is taking place on Einstein's Alley—East Windsor's High-Tech Corridors along Princeton Hightstown Road and Old Trenton Road, as well as off of Route 33 around the corner from East Windsor Turnpike Interchange 8. Kish describes it as, "A perfect example of what we are trying to achieve."

## Signs of Success

East Windsor so typifies achievements in bringing, maintaining and growing high-tech industry to and in the area that it now boasts several Einstein's Alley High Tech Corridor signs, placed strategically throughout the East Windsor High-Tech Corridors.

**SHISEIDO** An East Windsor high-tech success story sporting an Einstein's Alley sign is Shiseido America's Princeton Hightstown Road facility. Shiseido is in the midst of construction of another significant expansion to a 310,580-square-foot building footprint, plus a new mezzanine area, and just launched its Americas Innovation Center in East Windsor, more than tripling the local R&D capacity.

# Does This Look Familiar?



## We Can Help!

**Frustrated with not finding the file or record you need?**

NJ DORES requires certain municipal records to be kept permanently unless scanned.

AccuScan will get your municipality registered and compliant with all NJ DORES and SRC requirements.

This permits destruction of the paper records. Microfilm is no longer required as a backup to scanning. This will reduce the cost of your project.

## Benefits of Using AccuScan

- Instant retrieval, no more lost or misfiled documents
- Access control to all records based on user rights
- Compliance with state and federal regulations
- Cloud based storage available or store on your computer

# ACCU SCAN

digital archival solutions

**Experts in Scanning & Document Management**

Personnel • Payroll • Police Records • Board Meeting Records  
• Blueprints • Tax Maps • Building Permit Applications

**609-386-6795 • [www.GetAccuScan.com](http://www.GetAccuScan.com)**



ESCNJ State Approved Coop # 65MCECCPS  
Co-op # 65MCECCPS RFP # MRESC 12/13-22  
Bid Term: 7/1/12 - 6/30/17

## East Windsor's Tech Initiative

Shiseido America, Inc., also owns an additional 40 acres adjacent to this site for future potential growth.

This expansion marks another significant investment by one of East Windsor's major corporations, bringing new tax dollars, ensuring existing jobs, and adding significant numbers of new jobs to our community.

We are excited that global giant Shiseido, the world's third largest cosmetics skin care company and community-minded corporate neighbor, continues on such a positive growth pathway here in East Windsor.

**AUROBINDO** At the same time, on the south side of Princeton Hightstown Road, Aurobindo Pharma USA, a subsidiary of a leading India-based generic pharmaceutical manufacturer and distributor, has broken ground on its new U.S. headquarters in East Windsor.

A new 567,000-square-foot pharmaceutical warehouse, manufacturing, and distribution center will generate new tax dollars and 400 to 500 new jobs.

The company also has acquired the site's 43,000-square-foot architecturally renowned Patscentre building, which will house another 110 employees in administrative offices by year end.



East Windsor Mayor and NJLM Past President Janice S. Mironov cuts the ribbon on new Americas Innovation Center at Shiseido. Pictured (from left to right) are: Katsunori Yoshida, Executive Vice President, Shiseido Americas Innovation Center; Mayor Janice Mironov; Ladislav Hanzes, Shiseido America Plant Manager; and Council Member Denise Daniels.

**HOVIONE** A Portuguese based pharmaceutical company near the Turnpike, Hovione broke ground in June on a major expansion project, doubling the size of its East Windsor facility and local job workforce. Hovione is adding an additional 28,000-square-feet to its existing 24,000-square-foot facility, and is expected to add approximately 60 jobs to the current 50-person workforce.

This expansion is expected to double

local drug production capacity to meet the global needs of current and future company customers when fully operational.

Shiseido, Aurobindo, and Hovione represent for East Windsor further major steps in attracting high-tech, high-growth pharmaceutical-related companies in keeping with the Township's Einstein's Alley designation and vision. East Windsor Township can also boast a laundry list of other new and longer-term, tech-based companies.

## Organic Growth

While other areas of high-tech growth such as Silicon Valley or the Research Triangle were either outgrowths of university and government research or planned by real estate interests, Einstein's Alley's growth has been more organic. That growth relied on a tradition of innovation from Thomas Edison to the Johnson brothers to Einstein himself and the attributes of the region.

East Windsor is a perfect example of a community that realizes the benefits to business of locating to this area—and is able to present them in a manner that makes sense.

Townships like East Winsor contribute much to the area in terms of jobs and general economic vitality that fulfill the Einstein's Alley vision, Kish noted. This will help other towns learn how to



Mayor Janice S. Mironov and Council Members joined Aurobindo executives for a groundbreaking for construction of their new 567,000-square-foot pharmaceutical company facility, site of Aurobindo's new U. S. corporate headquarters. Pictured (from left to right) are: (front row) Mayor Janice S. Mironov; Council Member Denise Daniels; Council Member John Zoller; Sanjay Singh, Senior Vice President for Operations, Aurobindo USA; (back row) Robert Cunard, CEO, Aurobindo USA; Deputy Mayor Peter Yeager; Rob Steigerwald, President, ARCO Design/Build; Swaminathan Iyer, CFO, Aurobindo, and P.V. Ramprasad Reddy, Chairperson, Aurobindo.



# CFG Welcomes Ocean County Jail to our Family of NJ Correctional Facilities

Giving CFG the opportunity to expand our services and provide *Exceptional & Quality Healthcare* to the 12<sup>th</sup> correctional facility in New Jersey.

To hear what the CFG Family can do for your county visit us at the *101<sup>st</sup> Annual New Jersey State League of Municipalities Conference* Booth 1722.



765 East Route 70, Bldg. A 100 | Marlton, NJ 08053  
[www.cfghealthsystems.com](http://www.cfghealthsystems.com) | 856.797.4800

## East Windsor's Tech Initiative

achieve a similar great mix of opportunity and transparent and constructive permitting and regulation. Kish stated, "We look forward to an ongoing constructive relationship with East Windsor, and anticipate that the success stories will continue to emerge as this Einstein's Alley community continues to thrive and to contribute to the viability and vitality of the area."

"Einstein's Alley is already fertile ground to originate and grow high-tech companies," she added. "As we gain greater and greater participation from forward-looking municipalities, the area will continue to grow and prosper." 📌



East Windsor Township Mayor Janice S. Mironov and Einstein's Alley Executive Director Katherine Kish unveil the new East Windsor Township Einstein's Alley High-Tech Corridor sign. Pictured (from left to right) are: East Windsor Economic Development Committee Chairperson George White; Einstein's Alley Board Member Pascal Seradarian; Mayor Janice S. Mironov; Einstein's Alley Executive Director Katherine Kish; and Council Member/Economic Development Committee Liaison John Zoller.

## 5 SMART TIPS: Building Municipal Commitment to High-Tech Growth

"The Einstein's Alley area is fortunate to include many municipalities that excel in attracting high-tech business," according to Katherine Kish, Einstein's Alley Executive Director. "However, East Windsor has worked off the blueprint of a town being committed to high-tech growth."

She cited these factors as important in enabling the area, and its municipalities, to attract, grow and keep its high tech-business partners:

- 1** Transparent and assisted permitting to ease the transition into the area along with political leaders' active involvement. Kish cited East Windsor as a particularly good example. Mayor Mironov becomes personally involved with companies moving into the Township. The Township has a business ombudsman who guides new corporate partners through the permitting and relocation processes, which are already designed to be transparent, efficient, and easy to navigate. The Township is a good example of the Christie administration's wish for "Common Sense Principles" to facilitate a vibrant economy.
- 2** It is also important, Kish said, for townships to favor and facilitate companies to undertake sustainable business practices. An example, she pointed out, is Shiseido's great environmental track record. For example, Mayor Mironov noted that in 2010 Shiseido received a New Jersey Environmental Excellence Award for reducing electricity use by 75% percent by installing a rooftop solar array, a modest sized ground-based array, and various energy-saving initiatives.
- 3** Another dimension of high-technology development that Einstein's Alley boasts is the presence of experienced developers, builders, and construction engineering firms that are used to working in harmony with state, regional, and local officials, as well as their business clients. The richness of the area's real estate development community is a definite plus in attracting high-technology companies to the area.
- 4** Good transportation options are also important. Einstein's Alley has easy access to rail and bus as well as excellent highway connections. For example, East Windsor's new Exit 8 interchange on the NJ Turnpike is an important asset for the town and for local technology businesses.
- 5** And, of course, there are the benefits provided by the area itself. Einstein's Alley has a great location in the municipal corridor between New York and Philadelphia, with its pool of diverse, talented people. In addition New Jersey is a great center for education with over 60 colleges and universities. It has splendid suburban and rural backgrounds for high-tech office parks, a varied selection of housing, a moderate climate, exceptional cultural opportunities, and a rich quality of life.

# Welcome to the intersection of law, government and business.



Founded twenty-five years ago, Genova Burns works with many of the premier companies and business interests spanning the region between Wall Street and Center City, Philadelphia.

Our commitment is to provide our clients with representation at the highest standard of excellence but in a mid-sized regional setting. Our continued growth is based upon our consistent emphasis on responsiveness to the needs of our clients and our community.

Above all, Genova Burns values direct candor with our clients, the highest principles in judgment, and personal business integrity.



**GENOVA  
BURNS**  
ATTORNEYS-AT-LAW

[www.genovaburns.com](http://www.genovaburns.com)

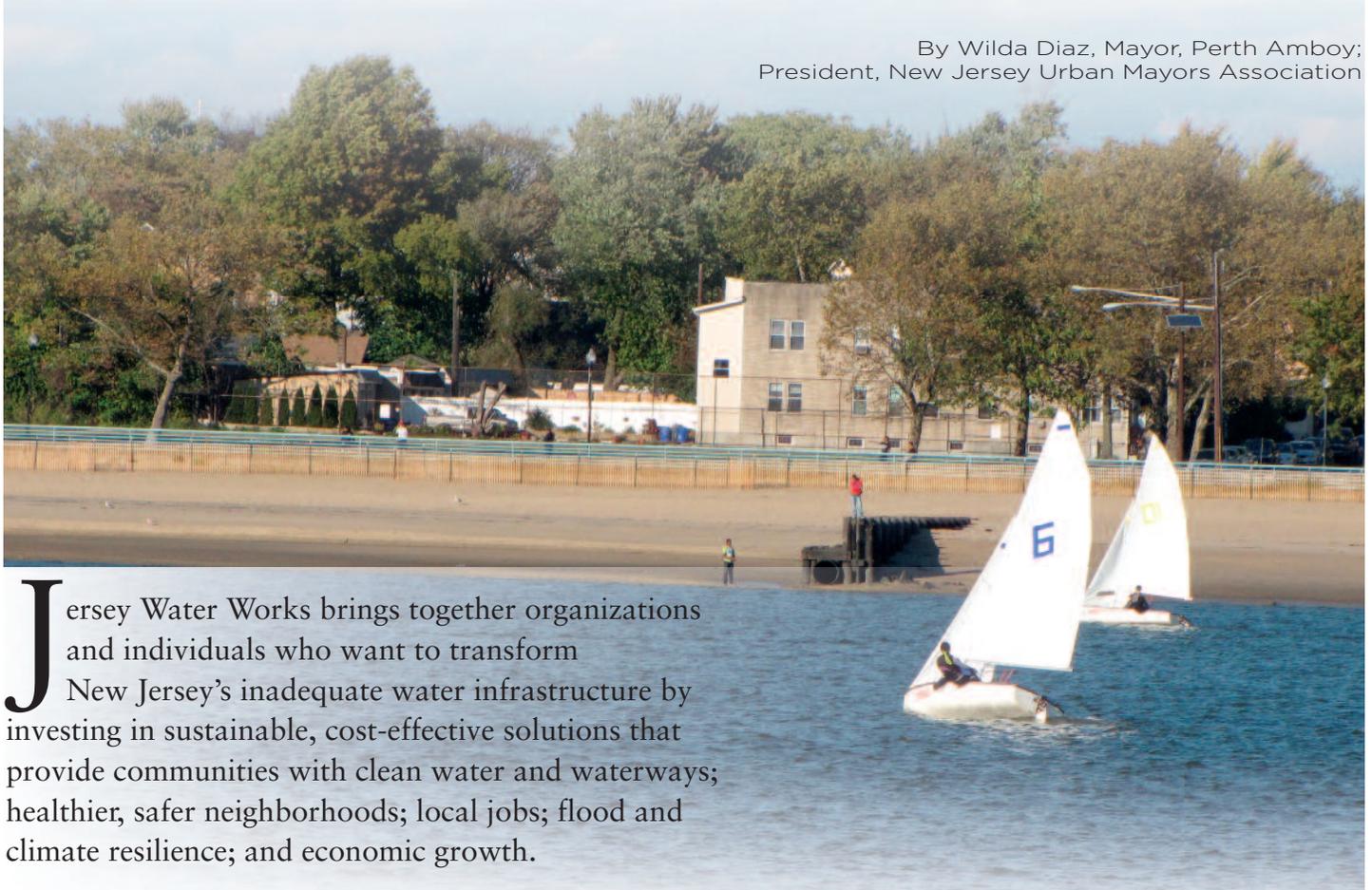
Newark, NJ 973.533.0777	New York, NY 212.566.7188	Red Bank, NJ 732.758.6595	Camden, NJ 856.968.0680	Philadelphia, PA 215.564.0444	Jersey City, NJ 201.469.0100	Washington, D.C. 202.441.0072
----------------------------	------------------------------	------------------------------	----------------------------	----------------------------------	---------------------------------	----------------------------------

Genova Burns LLC | 494 Broad Street • Newark, NJ 07102

# Aging Water Infrastructure

A new collaborative group helps towns address this pressing issue

By Wilda Diaz, Mayor, Perth Amboy;  
President, New Jersey Urban Mayors Association



**J**ersey Water Works brings together organizations and individuals who want to transform New Jersey’s inadequate water infrastructure by investing in sustainable, cost-effective solutions that provide communities with clean water and waterways; healthier, safer neighborhoods; local jobs; flood and climate resilience; and economic growth.

Water main breaks. Leaky pipes. Flooding when it rains. Raw sewage overflows. The list of challenges that aging water infrastructure present to New Jersey’s older cities and towns is long, and the scope and cost of addressing them can be daunting.

But if we don’t address them, we won’t be able to grow, and suddenly there is lots of growth pressure on us.

Last year, as chairwoman of the New Jersey Urban Mayors Association I was proud to host a policy breakfast on the topic of “New Jersey’s Aging Water Infrastructure.” At this breakfast, mayors had a chance to explore the challenges involved in upgrading our water infrastructure systems—the pipes that bring us drinking water and take away our waste, which may be invisible, but which perform a critical function every day.

I was also proud to sponsor a new League resolution at the League Conference in support of “21st Century Water Infrastructure” to enable economic growth and a better quality of life. Along with several of my fellow mayors, I had just signed a similar proclamation in Perth Amboy.

## Outgrowing Outdated Systems

Perth Amboy is no stranger to the challenges of aging water infrastructure. It is one of 21 older cities in New Jersey that have what is known as a combined sewer system, which sends stormwater runoff into the same pipes as our sewage.

Many years ago, when these systems were first built, this was standard design. (Newer systems keep stormwater runoff and sewage separate, and send runoff directly to local waterways.) Today, Perth Amboy is growing, and our outdated system sometimes struggles to keep up.

On most days, the system works fine, but when it rains, the sewers can get overwhelmed by all the extra runoff. The system is designed to send the excess directly out into our waterways in events known as combined sewer overflows, or CSOs. These CSOs represent a significant public health hazard and threaten some of our most valuable assets, including the Raritan Bay in front of Perth Amboy’s waterfront park and beach.

# WARSHAUER



## Electric Supply

warshauerpower.com • 732-741-6400

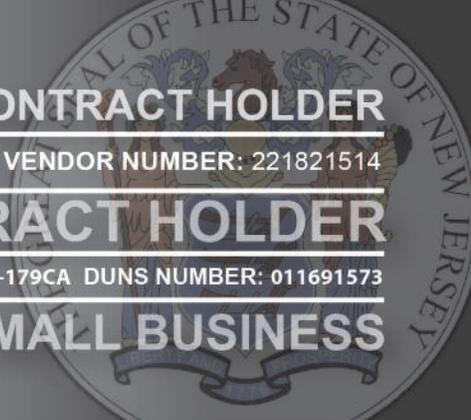
STATE OF NJ CONTRACT HOLDER

T-NUMBER: T2732 STATE VENDOR NUMBER: 221821514

GSA CONTRACT HOLDER

CONTRACT NUMBER: GS-07F-179CA DUNS NUMBER: 011691573

QUALIFIED SMALL BUSINESS



**GENERATOR SALES. WARRANTY. INSTALLATION. MAINTENANCE. SERVICE. PARTS. RENTALS.**



**NOW OFFERING INSTALLATION FOR A COMPLETE TURN-KEY SOLUTION!**



## NEW JERSEY'S AUTHORIZED SALISBURY DEALER

WORLD WIDE LEADER IN PERSONAL PROTECTION EQUIPMENT

**- NOW STOCKING -**

**GLOVES • COVERALLS • HOT STICKS • SALISBURY MATS • OVER 60 MORE ITEMS!!**

by Honeywell

VISIT US AT THE  
NJ STATE LEAGUE OF  
MUNICIPALITIES CONFERENCE

NOVEMBER  
15th-17th

**BOOTH 1716**

## Aging Water Infrastructure

Our State Department of Environmental Protection has issued new permits to all cities and utilities with combined sewer systems, requiring that we develop a plan within the next five years to deal with our CSO problem.

**Call**

**New Jersey One Call**

**3 Business Days Before Digging.**

**It's the Law.**



**Dial 811**

**or 1-800-272-1000**

**Online • [www.nj1-call.org](http://www.nj1-call.org)**



**Know what's below  
Call before you dig**



L to R: Mayor Chris Bollwage of Elizabeth; Mayor Diaz; New Jersey Future Executive Director Peter Kasabach; Hoboken Mayor Dawn Zimmer; and Barbara George Johnson, Executive Director of the Watson Institute for Public Policy at Thomas Edison State University, after a panel discussion at Jersey Water Works' inaugural New Jersey Urban Water Conference. Photo credit: Jersey Water Works

### Unhealthy Impacts

Unfortunately, as my fellow mayors know, Perth Amboy's and the state's urgent water infrastructure problems go well beyond combined sewers. In some older cities, there is lead in the drinking water in schools and homes.

Leaking water pipes often lose a quarter or more of the treated drinking water that they send to us, before it even gets to our taps.

Water- and sewer-main breaks in our cities cause flooding that hinders travel and commerce, and requires expensive emergency repairs.

Most cities have failed to invest in upgrading their water infrastructure, and as a result, the bill to fix all these problems is now much larger than if we had kept up with our maintenance.

It's no wonder the American Society of Civil Engineers gives New Jersey a "C" for the condition of our drinking-water infrastructure and a "D" for the condition of our wastewater infrastructure.

### New Best Practices

So how can we build support for investment in systems that are rarely noticeable, since they do their work below the ground? Fortunately, there are new ways to manage stormwater, like rain gardens, street trees, and other practices that are known as green infrastructure, that are visible, cost less than adding more underground pipes, and actually raise the value of surrounding properties.

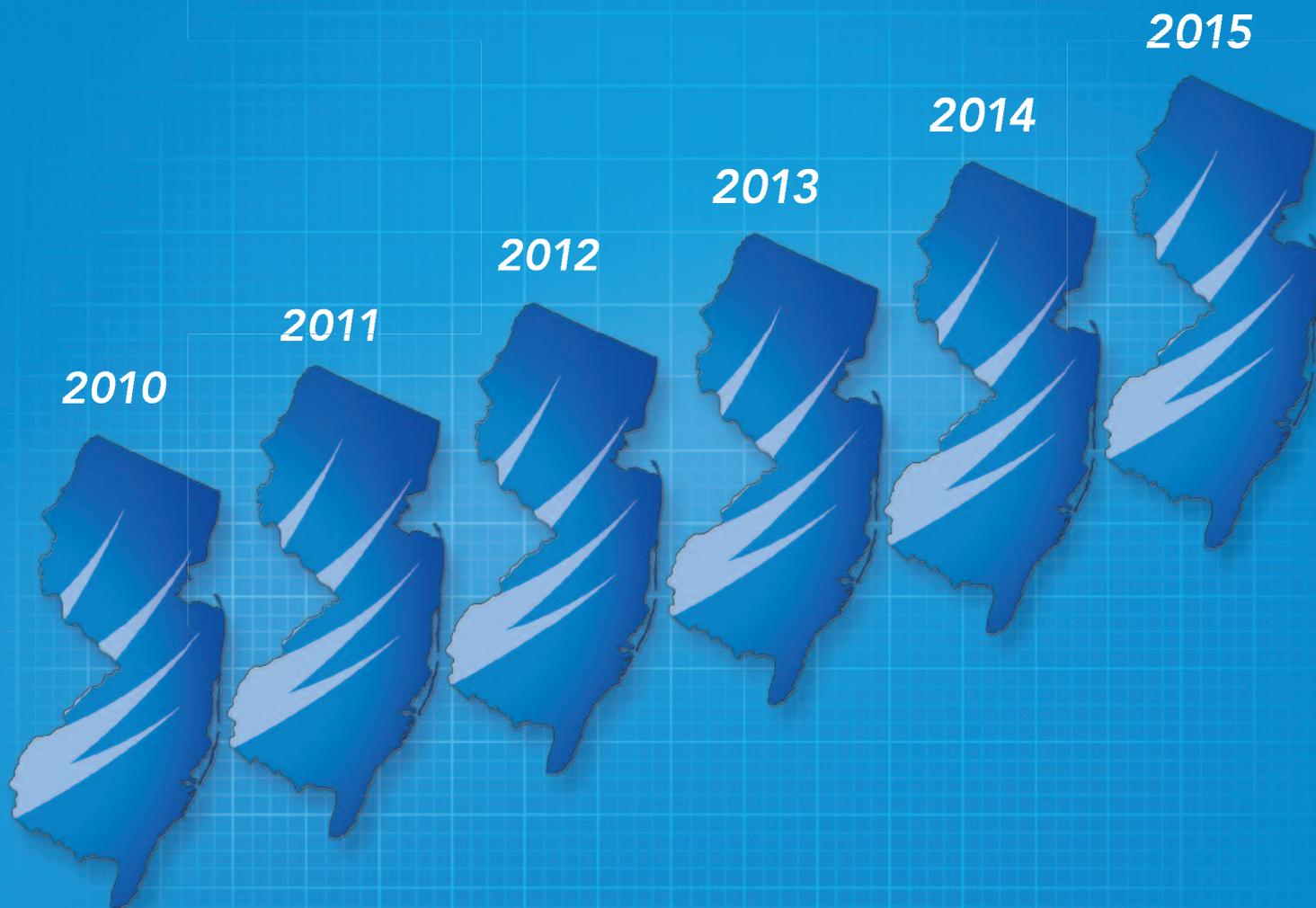
Other best practices, like asset management and waste-to-energy technologies,

lower the long-term cost of water and sewer infrastructure. These approaches, when taken together with responsible care of our underground infrastructure, mean we can modernize our water infrastructure in ways that bring many community benefits. The result will be healthier, cleaner, more attractive places for people to live, invest, and play.

### Introducing Jersey Water Works

But the cost and complexity of doing this presents an enormous challenge, especially to cities like ours, which are only recently seeing growth after long periods of decline. That's why, as mayor and as president of the New Jersey Urban Mayors Association, I was delighted to be connected to a new statewide collaborative called Jersey Water Works, that is bringing together individuals and organizations from a variety of sectors, all focused on the challenges and opportunities of upgrading New Jersey's aging, inadequate water infrastructure.

The collaborative got its start in 2014, when New Jersey Future, a statewide land-use organization that advocates for policies to revitalize New Jersey's older cities and towns, published Ripple Effects, its benchmark report on the state of water infrastructure in the Garden State. With that as a backdrop, New Jersey Future began convening stakeholders from all affected sectors, including mayors, to explore how best to take full advantage of the opportunities presented by the new DEP permits.



## Most transactions again. And again, and again.

For the sixth year in a row, Phoenix Advisors has advised on the greatest number of public sector debt transactions in New Jersey.\* Once again, in 2015, more towns and school districts issuing debt benefited from the Phoenix Advantage. It's a testament to our expertise and level of service.

For advice about accessing long or short-term financing, contact a Phoenix Advisors professional at 609-291-0130, or [phoenix@muniadvisors.com](mailto:phoenix@muniadvisors.com).



Proven. Trusted. Smart.

## Aging Water Infrastructure

The result was Jersey Water Works. The collaborative is organized under the idea that no single organization can solve New Jersey's water infrastructure crisis alone, but a group of organizations with broad and diverse expertise working together on mutually agreed-upon goals can help solve it together.

As testament to that, Jersey Water Works has over 200 supporting members—individuals and organizations actively engaged in the collaborative's work—from sectors as diverse as local government, engineering, environmental, community organizations, public utilities, private utilities, and representatives from the state and regulatory agencies. Its monthly newsletter reaches 1,800 interested stakeholders. It is governed by a 20-member steering committee that helps set strategic direction, and is "staffed" by staff members from New Jersey Future, which serves as its backbone organization.

I was proud to join Mayor Christian Bollwage from Elizabeth and Mayor Dawn Zimmer from Hoboken on a mayors' panel at the Jersey Water Works' inaugural conference last year, and fellow mayors Stephen Fulop from Jersey City, Ras Baraka from Newark, and Dana Redd from Camden have all addressed the Jersey Water Works group at its other events.

And, I'm proud that Perth Amboy and the New Jersey Urban Mayors Association are active members of Jersey Water Works. We have a difficult, long-term challenge ahead of us, but it's a

challenge that also presents us with multiple opportunities. Together, I'm confident we'll be able to take full advantage of them, and make our communities strong and ready for the future. 🍷

@ To learn more about what Jersey Water Works offers local governments and how you can keep up to date on its work, visit [jerseywaterworks.org](http://jerseywaterworks.org).

Jersey Water Works' second annual New Jersey Water Infrastructure Conference, scheduled for Friday, Dec. 2, 2016, will continue to showcase opportunities that water infrastructure investment can unlock.



### Stormwater Management's Role in Community Health and Prosperity will be held Nov. 15 at 2 p.m. in room 421.

Mayor Wilda Diaz is the presiding mayor at The Governor's Race & the Urban Agenda League session on Wednesday, Nov. 16 at 10:45 in room 418 as well as at the Data That Supports Economic Development Efforts League session on Thursday, Nov. 17 at 10:45 in room 308.

## REACH NEW HEIGHTS IN YOUR PUBLIC SERVICE CAREER

Earn your Executive MPA  
– *Master of Public Administration* –  
in two years, completely online,  
alongside other administrative  
leaders from around the globe

### The GEO•MPA Program at Rutgers SPAA:

- Prepares seasoned managers for executive-level leadership
- Offers innovative and interactive comparative public administration courses taught by world-renowned Rutgers University faculty
- Holds all classes completely online featuring a part-time format for mid-career professionals
- Works within a cohort style: Study with experienced professionals in the field of public administration



Attend our  
**OPEN HOUSE:**  
Wed., Nov. 16

# GEO•MPA

## RUTGERS

School of Public Affairs  
and Administration | Newark

## Global Executive Online Master of Public Administration

Fully Online • Comparative Public Administration • World-Renowned Faculty

**LEARN MORE:** [geompa.newark.rutgers.edu](http://geompa.newark.rutgers.edu)

STRENGTH AND RESULTS

A WINNING  
CIRCLE *of*  
COMPANIES



**WSW**  
*Winning Strategies Washington*



**PPAG**  
*Princeton Public Affairs Group*



**PRINCETON  
STRATEGIC  
COMMUNICATIONS**

160 West State Street, Trenton, NJ 08608-1102 | P: 609-396-8838 | F: 609-989-7491  
409 7th Street NW, Suite 450, Washington, DC 20004 | P: 202-589-0800 | F: 202-589-1288

[PPAG.COM](http://PPAG.COM) | [WSWDC.COM](http://WSWDC.COM) | [PRINCETONSCGROUP.COM](http://PRINCETONSCGROUP.COM)  

# Zika Update

New Jersey continues to be ready to address Zika

By Cathleen Bennett, Commissioner, NJ Department of Health; and Bob Martin, Commissioner, NJ Department of Environmental Protection

**W**ith the summer season transitioned to fall, we are reminding the public that New Jersey has been aggressively responding to the potential threat of the Zika virus since early this year. This remains a priority as we learn more about Zika and continue to collaborate with our partners in a unified effort to protect the public from mosquito-borne illnesses.

The New Jersey Department of Health and the Department of Environmental Protection have worked closely with public health and county mosquito control partners to educate the public, monitor and reduce the mosquito population, and prepare for this virus.

New Jersey has decades of experience tracking and preventing mosquito-borne illnesses that pose a threat to human health and domestic animals, namely West Nile Virus and Eastern Equine Encephalitis. These more common threats will remain with us until the first frosts of fall.

## Preventative Efforts

It is important to note that so far New Jersey has seen no local transmission of Zika, although more than 130 individuals who traveled to countries where Zika is active have tested positive for the virus.

The risk of local transmission here remains low, but it's important to know what the State has done in response to this threat. Together, we have invested more than \$5 million to carry out a variety of activities. These include testing 1,300 individuals for the virus, creating the #ZapZika public awareness campaign, distributing Zika prevention kits for pregnant women, establishing a 24/7 Zika hotline (800-962-1253), and providing additional resources to county mosquito control commissions to increase mosquito surveillance and reduce the mosquito population. DOH has also been monitoring babies born to mothers who may have been exposed during pregnancy to connect them to services.

Thousands of healthcare providers, local public health, EMS and emergency preparedness professionals, and staff in WIC clinics and hospitals get regular updates via trainings, webinars, and conference calls led by the Department of Health. Both departments partnered with the New Jersey Association of County and City Health Officials in June to host a Zika workshop with local health and mosquito control agencies to share lessons learned and discuss how to further educate communities.



Health Commissioner Cathleen Bennett (standing) stopped by the state warehouse in Trenton this fall where volunteers assembled Zika prevention kits for pregnant women who may be traveling to areas where Zika transmission is ongoing or who have a partner who has recently traveled to an impacted area. The kits include insect repellent, permethrin spray, condoms, educational materials, and mosquito net.

More than 30 public events have taken place to educate pregnant women and potential travelers to the nearly 60 countries currently impacted by Zika.

## Mosquito Control

DEP has awarded an additional \$500,000 in grants to county mosquito control for reimbursements for expenses incurred for mosquito control, monitoring and identification efforts, as well as supplies and additional staffing.

DEP has also provided county mosquito control commissions with specialized traps for collecting Aedes mosquitoes and mosquito dunks (ecologically safe tablets placed in standing water to destroy mosquito larvae before they hatch into adult mosquitoes). To date, more than 7,000 mosquitoes have tested negative for the virus. But should a mosquito carrying the disease be identified, the State Mosquito Control Commission, county mosquito control, and DEP are ready to deploy a comprehensive, rapid response to immediately attack the threat.

In addition, DEP has raised and stocked more than 460,000 fish that eat mosquito larvae and will continue stocking suitable larval habitats through the fall. The Department also established a regional distribution center in Camden County to increase capacity so southern counties can have quick and convenient access to these mosquito-eating predators.

The Department of Health's #ZapZika campaign features radio ads, bus ads, and social media efforts. Education materials are available from both Departments' websites. A DEP podcast features leaders from both agencies talking about Zika response efforts at [njdep.podbean.com](http://njdep.podbean.com)

## Citizen Action Required

But for everything we do at the state level, it remains critically important that residents take steps to reduce mosquito breeding around their properties by removing any sources of standing water. Mosquitoes can breed in standing water in a container as small as a bottle cap—remember, standing water plus seven days equals mosquitoes.

Clean out gutters, change water in bird baths, make sure trash cans are tightly sealed, and dispose of old flower pots. If venturing outdoors, wear protective clothing and use EPA-registered mosquito repellents.

Working together, we can ensure that we are not only protected from Zika, but from other mosquito-borne diseases that we have been combatting for years. 🦟

# The Power of Collaboration



## ETHICS: A MORAL DUTY AND OBLIGATION

The challenge is that the regulations are often complex and difficult to interpret without professional assistance. And the outcome of a poor decision can include criminal action, fines, punitive damages, and loss of reputation. The old fashioned “red face” or “smell” test is no longer sufficient to determine the ethical nature of a decision.

Each year, the MEL conducts an Annual Risk Management Session at the League of Municipalities conference to acquaint local officials with the risk management challenges facing government decision makers.

This year, the MEL will present “Ethics for Local Government Officials” at 3:45 pm on Wednesday, November 16. The seminar will include case studies allowing participants to test their knowledge of regulations. MEL members who attend earn a discount on their community’s premium.

In addition to the League session, the MEL will also conduct this seminar at convenient locations throughout the state.

*The power of collaboration: providing the information needed to improve risk management in communities throughout New Jersey.*



**THE MUNICIPAL EXCESS  
LIABILITY JOINT  
INSURANCE FUND**

*Committed to safety as a way of life at  
the workplace and in your community*

# Biking and Beyond

Making Somers Point sustainable for the future

By Jack Glasser, Mayor, Somers Point



**T**he City of Somers Point has taken substantial measures to ensure our mission of maintaining environmental sustainability. This summer, our city was awarded a \$755,000 grant by the New Jersey Department of Transportation (NJDOT) to widen our popular bike path and install energy-efficient LED lighting along entire length of the bike path within our borders.

Many major cities have experienced the large increases in cycling and have planned for safety in the growth of getting around on two wheels. Somers Point has more biking trails than any community in South Jersey, and I believe that this grant will make the path safer for bicyclist, pedestrians, and joggers.

## **An Investment in Growth**

Planned investments in bicycling infrastructure and programs are virtually certain to generate continued growth in cycling in future years. Having our city in the mix of this substantial growth investment sets us apart from other communities who do not receive this type of sustainable support.

These improvements are complementary to a second, \$171,000 grant that city received back in 2015 from the NJDOT for building a 500-foot bikeway connecting the Somers Point Bike Path to the Route 52 Causeway. The Route 52 causeway is constantly used for biking and walking, and our bike path connects all the city's points of interest, including the schools and parks.

A state-funded Bicycle and Pedestrian Plan was developed for our city in 2014. This plan has been used to leverage these and other grants to make Somers Point safer for bicyclists, walkers, and joggers.

# GEBHARDT & KIEFER, P.C.

## LAW OFFICES

~ Founded 1884 ~

F



**A FIRM WITH OVER 50 YEARS OF  
MUNICIPAL LAW EXPERIENCE.**



Richard Dieterly



Richard Cushing



Leslie Parikh



Tara St. Angelo

Representing public entities and public officials as municipal attorneys and special counsel in civil rights discrimination, police, tax appeal, labor, land use and other complex municipal matters.

**(908) 735-5161**

1318 Route 31, P.O. Box 4001  
Clinton, NJ 08809

**[www.gklegal.com](http://www.gklegal.com)**

Somerset County Office  
by appointment

## Biking and Beyond

### Building Connections

We are working with the state, Atlantic County, the New Jersey Turnpike Authority, and the NJDOT to improve US Route 9 (New Road) from US Route 52 to Exit 29 on the Garden State Parkway and Somers Point-Mays Landing Road. These changes will enable the people of South Jersey to not only connect with Ocean City over the Route 52 Causeway, but also to Upper Township in northern Cape May County via the bicycle/pedestrian path over the new southbound span of the Garden State Parkway crossing Great Egg Harbor Bay.

To help the city acquire grants needed for this project, we have retained a local planning firm. By adding bike paths to feed the demands of our outdoor activities, we are promoting a better lifestyle and building a more attractive community. Taking pride in being safe and efficient has always been a part of the Somers Point brand. We feel that safety is paramount, which plays a major part in our push for improving the roadways in and around our bicycle/pedestrian paths.

### Reducing Risk

Somers Point's continual efforts and plans ensure growth and sustainability with more ways than one. The City passed a Flood Damage Prevention Ordinance in 2014 that required two to three feet of additional freeboard above



the base flood elevation for any new building and buildings that were substantially improved or damaged beyond 40% of market value. This action significantly reduced flood insurance premiums for our residents.

The City also passed a new bulkhead ordinance in 2015 that set a minimum height of 7 feet to prevent additional flooding from substantial coastal storms. The minimum height was carefully determined to protect many bay front properties from flood damage, but was also not so high to interfere with the view of our beautiful bay.

Through this passed ordinance, flood water overtop bulkheads as well as wave actions, which causes the most damage, have now been significantly reduced. This has now helped with keeping flood insurance premiums lower for our residents by limiting the "V-Zone" areas at the bulkhead; the most hazardous of the Special Flood Hazard Areas.

The city has also met with Federal Emergency Management Agency (FEMA) officials to discuss joining what is called the Community Rating System (CRS). Our anticipation is that the fall 2016 season would be when we would apply. In order to be accepted to join the CRS, the city first had to mitigate negatively rated properties of buildings that were built below the flood elevation after November 17, 1982, when we first adopted the National Flood Insurance Standards.

To ensure the reduced number of negatively rated properties within the city, we have successfully met with homeowners to explain how to bring their property into compliance and significantly reduce their flood insurance rate. This has helped both the homeowner and the community as a whole.

Depending on the classification we receive when joining CRS, a flood insurance reduction for all policy holders will be obtained. We are confident that our city can achieve a class seven or better, a 15% premium reduction, with policies and activities our city already is doing—which will retain our residents and attract new ones as well.

### Moving Forward

Somers Point continues to apply for grants to help improve the value of our infrastructure, such as storm water pump stations. In order to maintain sustainability, we continue to create planning documents for actions pertaining to a watershed management and Floodplain management, allowing the city to achieve more CRS points, receive a better rating and a premium reduction in the future.

Looking into the future, we have plans in place for an additional bike path from the Garden State Parkway Bridge that will connect Upper Township to Somers Point with a 10-foot wide walkway/bike-way. This project involves constructing a new parallel bridge carrying Garden State Parkway southbound traffic over the Great Egg Harbor Bay and Drag Channel west of the existing structure.

The New Jersey Turnpike Authority will construct a parking lot behind the Toll Plaza building in Somers Point. Our bike path is scheduled to open in 2018. Currently, NJDOT is doing preliminary design and engineering to connect the bike path from the Parkway Bridge to Somers Point-Mays Landing Road.

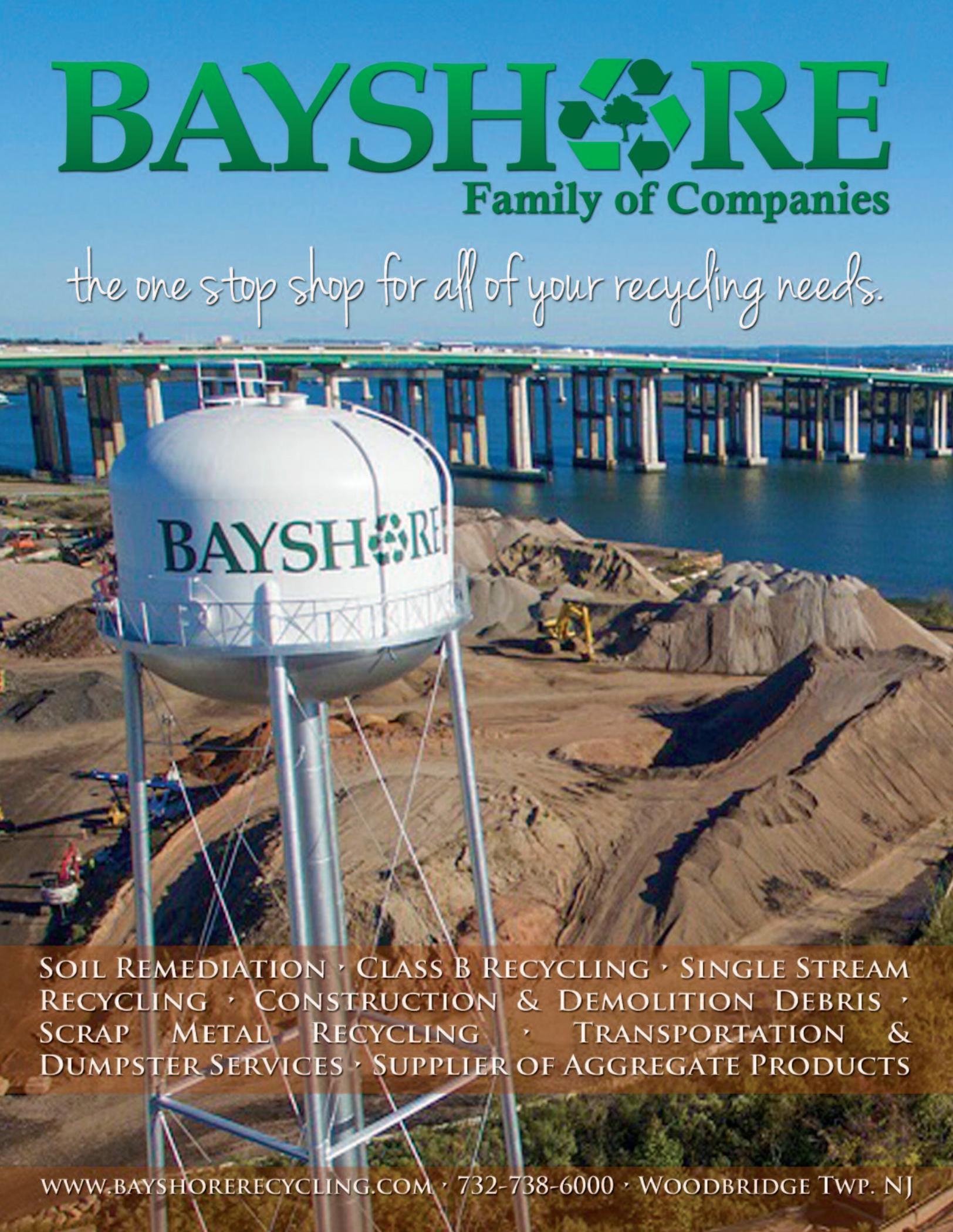
This bayside community continues to thrive with new developments that ensure the City remains safe and resilient while heightening the awareness of our picturesque community as the town to reside and visit. 🌊



# BAYSHORE

Family of Companies

*the one stop shop for all of your recycling needs.*



BAYSHORE

SOIL REMEDIATION · CLASS B RECYCLING · SINGLE STREAM RECYCLING · CONSTRUCTION & DEMOLITION DEBRIS · SCRAP METAL RECYCLING · TRANSPORTATION & DUMPSTER SERVICES · SUPPLIER OF AGGREGATE PRODUCTS

WWW.BAYSHORERECYCLING.COM · 732-738-6000 · WOODBRIDGE TWP. NJ

# Saving Shorelines

Protecting critical dune habitat on New Jersey's state beaches

By Dr. Ryan Rebozo, Director, Conservation Science  
Pinelands Preservation Alliance

Coastal dunes are an important natural feature along New Jersey's shorelines, providing greater resiliency to coastal communities and ecosystems. Population and development pressures have led to corresponding impacts to coastal natural resources and placed communities in harm's way of natural hazards.

Dunes are dynamic structures that form from the accumulation of windblown sediment and are disturbed or altered during storm events. This unique part of the beach landscape is critical habitat for beach plants and animals, including some of our state's rare species, as well as federally listed species such as Seabeach Amaranth and Piping Plover.

Under natural conditions, newly forming dunes, foredunes, exist between the lower beach and the primary dunes. In addition to providing habitat for a diverse suite of species, primary and foredunes also play an important role in protecting shoreline communities from storm damage.

Waves and storm surges are natural processes that erode beaches and dunes, allowing them to be replenished naturally overtime as sediment collects on and around beach vegetation and wrack.

In absorbing wave energy and storm surges, dunes can help protect any structure directly behind them as was evident after Hurricane Sandy.

## Back-Beach Management

While many of the resources used in beach replenishment have been focused on the protection of reconstructed dune systems, the beach or "berm" is equally important for shoreline protection and the health of the system as a whole. This back (landward) portion of the beach is also vital for rare plants and, like the lower beach, is utilized by many animals.

Approximately 70% of the New Jersey ocean shoreline is currently impacted by beach raking or other practices that disturb the back beach and limit the beaches' natural ability to develop

dunes. However, research has shown that recreational beach uses like fishing, walking, and sunbathing are concentrated lower on the beach, near the ocean.



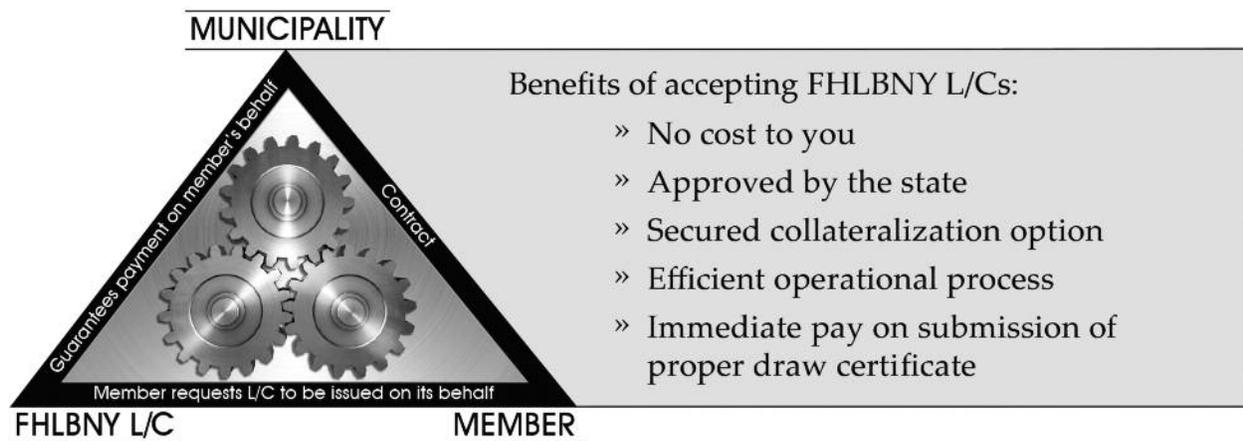
Symbolic string-and-post fencing installed to protect upper beach habitats at Island Beach State Park since 2008, allowing beach vegetation and other habitat characteristics to recover while allowing sufficient room for 100% of recreational vehicle uses. Photos above and inset show beach conditions before and after fencing.



Federal Home Loan Bank  
NEW YORK

## FORM A STRATEGIC ALLIANCE WITH AN FHLBNY LETTER OF CREDIT

Are you familiar with the Federal Home Loan Bank of New York's (FHLBNY's) Letter of Credit (L/C) program? An FHLBNY L/C is a triple-A-rated credit instrument that offers local community banks and credit unions an attractive alternate way to secure your public deposits. The FHLBNY's L/C is accepted as eligible collateral under New Jersey law, providing a low-cost, more efficient way to collateralize municipal deposits.



Visit [www.fhlbny.com/lc](http://www.fhlbny.com/lc) to learn all about L/Cs — view a sample L/C, the laws governing L/Cs, the issuance process, and related articles. Here you can also submit a request for a list of participating FHLBNY members in your area.



## Saving Shorelines

Therefore, maintaining the back-beach in a more natural condition is fully compatible with recreational beach use. Besides promoting growth of natural dunes and providing habitat, improved back-beach management can potentially result in cost-savings (e.g., from less raking) and diversify the range of recreational amenities (i.e., some visitors enjoy natural habitats featuring native plants, butterflies, etc.).

According to research by Dr. Jay Kelly of Raritan Valley Community College, the development of dunes has been documented in as little as four years from initial vegetation colonization after beach management regimes were amended.

### Tagging Critical Habitats

Earlier this year, the Pinelands Preservation Alliance (PPA) and Raritan Valley Community College (RVCC) partnered to help protect critical dune habitat on our state beaches. With funding from the New Jersey Sea Grant Consortium, PPA and Dr. Jay Kelly from RVCC have placed informational signage and marker posts on our public state beaches to identify beach areas that are important for rare plant and bird species.

## A Municipal Call to Action

We are searching for coastal municipalities to work with us on dune protection projects, and opportunities to present our research and work to your community for both municipal officials and the public.

To date, Brigantine Natural Area, Cape May Point State Park, Corson's Inlet State Park, and Island Beach State Park have been marked with foredune posts and signage totaling over 13 miles of beach. In addition to this, the borough of Harvey Cedars in Long Beach Island received informational signage at entrances to the beach.

In eligible areas, the PPA and RVCC team is available to assist beach managers in establishing Plant Protection Strips by providing both the materials and people power needed to identify, mark, and monitor these important areas.

The Pinelands Preservation Alliance is also available to deliver presentations on the benefits of dunes to the shore community and beach ecology as well as cover the New Jersey Sea Grant Consortium Dune Manual.

 **For more information on the Sea Grant Dune Manual visit:**  
[njseagrants.org/extension/coastal-concerns/dune-it-right/](http://njseagrants.org/extension/coastal-concerns/dune-it-right/)

**For a description of the PPA/RVCC foredune project visit:**  
[fws.gov/northeast/njfieldoffice/pdf/GSBeachPlantProject.pdf](http://fws.gov/northeast/njfieldoffice/pdf/GSBeachPlantProject.pdf)

This team has also partnered with the U.S. Fish and Wildlife Service, the NJ

Office of Natural Lands Management, and State Park personnel to put improved back-beach management practices in place in conjunction with existing species conservation zones that protect both the mid- and lower beach.

The project also includes a research component to measure the effectiveness of these practices, as well as education and outreach to coastal communities, land managers, and public officials.

The use of marker fencing on the upper portion of beach will protect beach vegetation and important habitat without impinging on human uses that are typically concentrated closer to the water. 🦋

The Law Firm of Plosia Cohen LLC is pleased to announce



**Plosia Cohen**  
LAW FIRM

that **JOSEPH D. YOUSOUF, ESQ.** is now affiliated  
as Of Counsel to the Firm.



**For more information on this topic, attend the Conference**

**Session "Protecting Our Shorelines Naturally" at 10:45 a.m.**

# GranTurk

one schuylkill parkway, bldg. b  
bridgeport, pa 19405-1069  
phone: 610-239-9800 fax: 610-239-9806

*Serving Communities since 1969  
with  
Quality Equipment*

- Elgin Street Sweepers
- Leach Refuse Bodies
- Duratech Tub Grinders
- Vactor Sewer Cleaning Equipment
- Labrie Side Loaders & Recycling Bodies
- Bivi-Tec Screeners
- American Roll-Off (Palfinger) Roll-Off and Hoists
- Monsters, Inc. Leaf Collectors
- Midwest Automatic Lubrication System
- Galfab Roll-off Hoists
- G & H Refuse Bodies
- Elgin/Vactor/Broom Bear/Athey Parts & Service
- Wittke Refuse Bodies

*Represented by:*

**Frank Turk    Gene Freed    Joel Chernin**  
Sales Representatives

Sales • Service • Parts

BOOTH NUMBERS: 0801-0803-0805-0807-0900-0902



Conference Preview pages 71-89

# FINANCE CENTER



## The Use of Accelerated Tax Sales in New Jersey

By Maureen Cosgrove, Tax Collector, Jersey City

**W**ith the holiday season upon us so is the time for some calendar year towns to hold their accelerated tax sale. The tax sale law is governed under N.J.S.A. 54:5-19.

New Jersey allows for two types of tax sales, standard and accelerated. The statute states: “In either a standard or an accelerated tax sale, the municipality may by resolution direct that when unpaid taxes or other municipal liens or charges, or part thereof, are in arrears as of the 11th day of the 11th month of the fiscal year, such sale shall include unpaid taxes or other municipal liens or charges as were in arrears in the fiscal year designated in such resolution.” In the case of an accelerated tax sale under N.J.S.A. 54:5-21 the list should be prepared as of the 11th day of the 11th month of the current fiscal year and should include only those taxes, assessments, and other municipal charges that were delinquent as of that date.

As the tax collector of the second largest municipality in the state, having an accelerated tax sale on a calendar year can sometimes be challenging. Immediately after collecting the fourth quarter taxes, the accelerated tax sale process begins. Tax sale notices must be sent within the preceding week. There is a short period of time to accomplish this task. Timely planning and scheduling must provide for contingencies such as holidays and potential weather conditions. Ample time must be allowed for advertising errors. Not waiting until the last week to hold the sale is very important.

Most municipalities hold accelerated tax sales to boost their collection rate. This enables a municipality to collect revenue for unpaid taxes and other municipal charges within the current year, which allows a municipality to anticipate a higher collection rate thus reducing the reserve for uncollected taxes. It increases the collection rate by allowing municipalities to sell liens against the parcels with delinquent taxes and other municipal charges.

In many cases, investors will bid down the interest rate or bid a premium to buy liens on desirable properties plus pay subsequent taxes as they become due. If redemption is not made within five years from the date of the sale, the premium payment shall be turned over to the treasurer of the municipal-

ity and become a part of the municipality’s funds. Having liens purchased at a lower interest rate benefits the homeowner in some cases. If the lien is bid down to no interest from 18%, it’s like getting an interest-free loan for two years on the certificate amount.

**“Most municipalities hold accelerated tax sales to boost their collection rate.”**

There are both pros and cons to selling liens prior to the close of the year. Once a municipality starts this process, it’s hard to go back to the standard sale since the municipality becomes reliant upon the additional revenue. The process doesn’t always provide for happy taxpayers who have forgotten to pay the fourth quarter and now are the subject of a tax sale a few weeks later. They will have to pay additional cost associated with the sale which is governed under N.J.S.A. 54:5-29 and states: “At any time before sale the collector shall receive payment of the amount due on any property, together with interest and cost set forth in R.S.54:5-38 incurred up to the time of payment.”

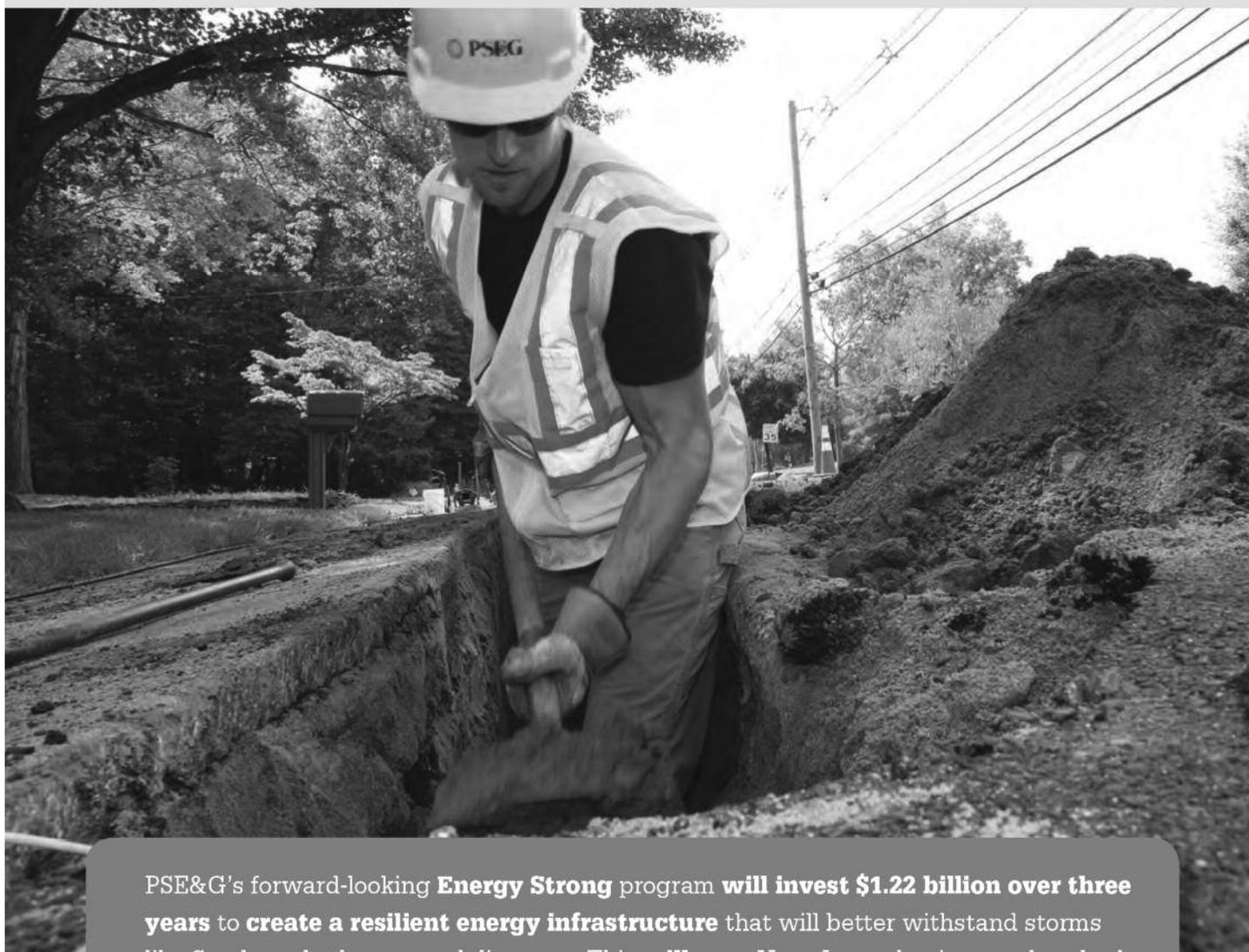
NJSA 54:5-38 requires “the collector conducting a tax sale to collect and pay into the treasury of the municipality a fee for all cost incurred by the municipality in holding the sale.” This includes advertisement fees charged to the homeowner to place the required public notice of delinquent taxes and other municipal charges in the local newspaper. This notice is not meant to embarrass or humiliate our property owners but to bring awareness to the status of their tax accounts regardless if the taxes are payable by the homeowner themselves or their mortgage company. Most homeowners don’t realize that taxes are against a parcel and not an individual.

A tax collector needs to maintain patience with a homeowner when helping them understand the process and how it works. When deciding to use an Accelerated Tax Sale, municipal officials need to carefully weigh the pros and cons. ❧

*Making New Jersey*

# energy strong

[www.pseg.com](http://www.pseg.com)



PSE&G's forward-looking **Energy Strong** program **will invest \$1.22 billion over three years to create a resilient energy infrastructure** that will better withstand storms like Sandy and other natural disasters. This **will save** New Jersey businesses hundreds of millions of dollars in lost revenue **and protect** our families **from the devastating impact of extended power outages.**

PSE&G is a subsidiary of Public Service Enterprise Group.



**PSE&G**

*We make things work for you.*

## New Wireless Facilities In the Municipal Right of Way—Federal Law Considerations

By Edward Purcell, Esq.  
Staff Attorney-NJLM Associate Counsel

The purpose of this article is twofold: 1) to explain new technologies that are being proposed in the right of way (ROW) and; 2) to discuss the impact of federal law on these applications. State law issues related to these proposals will be discussed in a future column.

The demand for wireless communications services (voice, broadband, data) has increased the number of wireless providers. This has spurred requests for not only monopoles, in addition to more traditional lattice towers, but also distributed antenna systems (DAS) and small cells. These “micro” systems transmit wireless signal to and from a small defined area and use less power than traditional towers, but provide coverage to a significantly smaller area. They can be installed on or in buildings or on existing monopoles, lattice towers, or utility poles. Recently, wireless developers have proposed placing monopoles, DAS, and small cells in the ROW.

There are two different types of wireless developers operating in New Jersey. The first group, wireless providers, is licensed by the FCC to use spectrum and provide personal wireless service. These entities are not regulated by the BPU. An example of these types of providers would be Verizon Wireless or T-Mobile. The second group, facility developers, is not licensed by the FCC. They do not provide wireless service directly. They rent their wireless facilities to wireless providers. An example of these types of developers would be Mobilitie Management, LLC, or Crown Castle N.G. East, LLC. Some facility developers claim public utility status because the Board of Public Utilities designated them Competitive Local Exchange Carriers (CLECs) and Interexchange Carriers (IXC). Whether or not their activities, constructing wireless facilities in the ROW that are used by wireless providers, falls within their status as CLECs or IXCs is the subject of another column.

### The Federal Telecommunications Act

The Federal Telecommunications Act (TCA) applies to wireless providers proposing to build monopoles, DAS, or small

cells in the ROW. This provision may also apply to facility developers. Sections 253 and 332 are the two portions of the TCA relevant to the local siting of wireless facilities. Applications to construct these facilities will cite portions of sections 253 and 332 as support for their requests. These provisions should not, however, be taken out of context. Federal law does not preempt local municipal regulation and land use controls.

**“The Federal Telecommunications Act (TCA) applies to wireless providers proposing to build monopoles, DAS, or small cells in the ROW. This provision may also apply to facility developers.”**

Section 332 preserves local zoning authority over the “placement, construction, and modification of personal wireless service facilities.” 47 U.S.C. § 332(c)(7)(A). However, “there is a tension between the two objectives of the Act: the objective to facilitate nationally the growth of wireless telephone service and the objective to maintain local control over the siting of towers.” *National Tower LLC v. Plainville Zoning Board of Appeals*, 297 F.3d 14, 20 (1st Cir. 2002).

The TCA does impose limitations on local discretion. First, the TCA makes it unlawful for local government to prohibit, or have the effect of prohibiting, the “provision of personal wireless service.” 47 U.S.C. § 332(c)(7)(B)(i)(II). Second, the TCA prohibits local government from “unreasonably discriminating among providers of functionally equivalent services.” 47 U.S.C. § 332(c)(7)(B)(i)(I). Third, the TCA imposes administrative requirements on local government. For example, it requires that local government “act on any authorization to

place, construct, or modify personal wireless service facilities within a reasonable period of time.” 47 U.S.C. § 332(c)(7)(B)(II). For the purposes of this section, the Federal Communications Commission (FCC) has clarified a “reasonable period of time” to mean 150 days for the review of a siting application. *Supra. IMO Petition to Clarify Provisions of Section 332(c)(7)(B) to Ensure Timely Siting* at ¶ 4. Fourth, The TCA also requires that any “[denial of] a request...be in writing and supported by substantial evidence contained in a written record.” 47 U.S.C. § 332(c)(7)(B)(III).

Importantly, the TCA protects local government’s ability to “manage the public rights-of-way...on a competitively neutral and non-discriminatory basis.” 47 U.S.C. §253 (c). In *White Plains* the 2d Circuit invalidated portions of a local franchise ordinance

because it charged a higher fee for a new wired telephone provider for use of the ROW than it charged other wired telephone providers. *TCG New York, Inc v. City of White Plains*, 305 F.3d 67, 80 (2d Cir. 2002). This would mean that once a municipality has allowed the placement of a DAS, small cell, or monopole in the ROW, it may have to impose the same conditions on similar applicants in the future.

Finally, municipalities should also take into consideration the impact of recent federal legislation that would allow for DAS and small cells to collocate once they have been approved. In 2012, Congress passed the Middle Class Tax Relief and Jobs Creation Act of 2012, a law that limited the ability of local government to deny certain collocation (i.e., extension) applications for existing wireless facilities. 47 U.S.C. §1455(a). Section 6409(a) of the Act provided that

“State and local government may not deny, and shall approve, any eligible facilities requests for a modification of an existing wireless tower or base station that does not substantially change the physical dimensions of such tower or base station.” The FCC clarified that these approvals must happen within 60 days of the application. *IMO Acceleration of Broadband Deployment by Improving Wireless Siting Policies*, WT Docket No. 13-238, 11-59, 13-32, ¶215,(10/17/14). The FCC also clarified that “DAS and small cells” should be included in the definition of “base station.” *Id.* at ¶172. Consequently, once a town has approved DAS or small cells, it loses much of its ability to limit its collocation.

**Where do Facility Developers Fall in?**

Recent FCC orders and relevant case

# Know the Law Governing Municipalities

*From Gann Law Books - Preeminent Publisher of NJ Law*

New Jersey Statutes  
**TITLES 40 & 40A  
MUNICIPALITIES  
& COUNTIES**

**Perfect For Municipal Offices That  
Need Access To The Laws Of NJ**

*Complete in One Paperback Volume  
Also Available Online at [www.gannlaw.com](http://www.gannlaw.com)*



**NJ ZONING & LAND USE  
ADMINISTRATION**

By William M. Cox

**Revised & Updated By**  
Stuart R. Koenig (2011-12),  
Jonathan Drill & Lisa John-Basta

- Organization and powers of municipal boards.
- Requirements for variance, site plan, subdivision and other applications.
- Hearing, decision and appeal procedure.
- Passage of zoning ordinances.
- Challenges to zoning ordinances.
- Potential liability of boards and board members.
- Fundamentals of environmental regulation

*With Full Text of The Municipal Land  
Use Law (N.J.S. 40:55D)*

*Also Available*

**NJ CLAIMS AGAINST  
PUBLIC ENTITIES**

Comments & Annotations By  
Harry A. Margolis and Robert Novack

**NJ MUNICIPAL  
COURT PRACTICE**  
Michael S. Richmond & Keith J. Burns

**NJ PUBLIC EDUCATION  
EMPLOYMENT LAW**

By Maurice W. McLaughlin

**NJ POLICE MANUAL**



*Now Also Available Online & as E-Books  
With Full Text of Cases and Statutes a Tap Away*

(973) 268-1200

NEWARK, NJ

[www.gannlaw.com](http://www.gannlaw.com)

law indicate that facility developers may trigger the federal TCA because their facilities are being used, by wireless providers, for the provision of “personal wireless service.” Put another way, while facility developer are not themselves licensed by the FCC to provide “personal wireless service” nevertheless, because they are renting their facilities to entities that do provide “personal wireless service,” the TCA has some application to facility developers’ requests. However, this area has not been well defined.

The FCC has stated that facility developers’ applications are subject to the TCA’s timing requirement. In a 2013 order, the FCC stated that “third-party facilities such as neutral host DAS deployment, [that] are or will be used for the provision of personal wireless services...are subject to the same presumptively reasonable time frames as

other personal wireless service facilities.” *IMO Acceleration of Broadband Deployment by Improving Wireless Facilities Siting Policies*, Docket No.

providing wireless service, municipalities are required to respond within 150 days of their siting request.

Additionally, one Federal Circuit Court

**“New Jersey law still applies to issues ranging from the siting of these facilities under the Municipal Land Use Law, whether facility developers are operating as CLECs and IXC’s and local government’s ability to raise revenue from use of the ROW by telecommunications companies.”**

13-238, 11-59, ¶ 158 (9/26/13). Thus, even though a facility developer is not

has applied the TCA to wireless developers. In *Crown Castle v. Town of Greenburgh*, the Second Circuit held that a municipality violated the TCA by not comporting with the “substantial evidence” requirement in denying a facility developer’s application to install DAS and small cells in the ROW. Docket No. 13-2921-cv (2d. Cir. 2014).

At present there is a lack of clarity as to how the TCA impacts facility developers. While the FCC and Second Circuit have indicated that some of the TCA’s administrative requirement can apply to applications made by facility developers, it is not clear if the entire scope of the TCA applies.

**Conclusion**

Suffice it to say that the federal Telecommunications Act applies to wireless providers’, and probably facility developers’, applications to place wireless facilities in the ROW. But this isn’t the whole story. New Jersey law still applies to issues ranging from the siting of these facilities under the Municipal Land Use Law, whether facility developers are operating as CLECs and IXCs and local government’s ability to raise revenue from use of the ROW by telecommunications companies. These “state law” issues will be discussed in a future column. ♣

**FIRST MCO**  
First Managed Care Option, Inc.

**A BETTER WAY TO MANAGE YOUR WORKERS' COMP PROGRAM**

- Proprietary PPO Network
- Pre-Negotiated Medical Fees
- 24/7 First Report of Injury Intake
- RN Case Management
- Return to Work Programs
- National Medical Bill Review

**CONTACT US TODAY TO LEARN MORE**

<b>CORPORATE HEADQUARTERS</b>	<b>PA BRANCH OFFICE</b>
Morris Plains, NJ • 973-257-5200	Fort Washington, PA • 215-542-8900

[WWW.FIRSTMCO.COM](http://WWW.FIRSTMCO.COM)

# GOLD DOME



## Trump, the TTF, and the Costs of Dysfunction

By Benjamin Dworkin, Ph.D., Assistant Professor of Political Science (Adjunct);  
Director of the Rebovich Institute for NJ Politics at Rider University

Donald Trump's continuing strong appeal in the 2016 presidential contest has spawned numerous explanations. Some pundits opined that his popularity, and that of Bernie Sanders, reflects the economic angst felt by millions of Americans, displaced by the downside of globalization, including the outsourcing of jobs and the immigration—both legal and illegal—into our country.

But over the summer, Princeton-based Gallup released a poll of more than 87,000 interviews. The findings were stark. Most Trump supporters were victims neither of foreign trade nor immigration. These are, of course, very real concerns for many, but it does not seem to be the fundamental motivation of Mr. Trump's supporters.

New research suggests that those voters are seeking a populist response to the dysfunction of Washington, D.C. Polls are showing a surging number of Americans believe that Congress is disconnected from their lives. During such periods, populist candidates from outside of the political establishment do well.

Despite an entrenched Democratic legislature and a conservative Republican governor, New Jersey has avoided the dysfunction that has come to define the U.S. Congress. In Trenton, deals were always made and compromises were found. Budgets were passed and, indeed, some significant new laws were put on the books.

In New Jersey, we got stuff done. Until this summer.

The delay of the state's top political leaders to resolve the Transportation Trust Fund (TTF) funding crisis was a shining example of the kind of dysfunction that gives rise to populist leaders.

Those who are concerned with the state of national politics should be concerned with New Jersey heading down the same road.

The TTF pays for the building and maintenance of our transportation infrastructure. It is hard to imagine a more important resource for the state's economy.

It's not cheap to do business in New Jersey. One reason companies put up with the costs is because we're situated within a four-hour drive of 20% of the American population. The ability to move goods in and out of the state is one of our most fundamental assets, and gives us a competitive edge when we face competition from "low-cost" states.

Throughout the past year, it was clear that the TTF was running out of money. The combination of a gas tax (2nd lowest in the nation) and allocated funds from general revenue was needed to pay off TTF debt. Nothing was left for current projects.

Most Trenton players insisted a deal would get done at the last minute. No one was going to let the TTF just wither and die. Too many people rely on these jobs. Too many businesses and commuters and others rely on roads. The threat of a horrible accident resulting from deferred maintenance was too great. Plus, everyone assured themselves, things in New Jersey always get done in the end.

But a hodge-podge of political, policy and personality disagreements has shattered the "we're not like Washington" self-image of New Jersey's political class. The TTF was left to languish past the July 1 deadline, and Governor Christie ordered a complete halt to virtually all state transportation project projects until coming to an agreement in October.

Each of the major players can justify the position they took in the TTF fight. But government fulfills its fundamental duty to the people when things get done. When no one sees the value in cutting a deal, the system—as in Washington—breaks down.

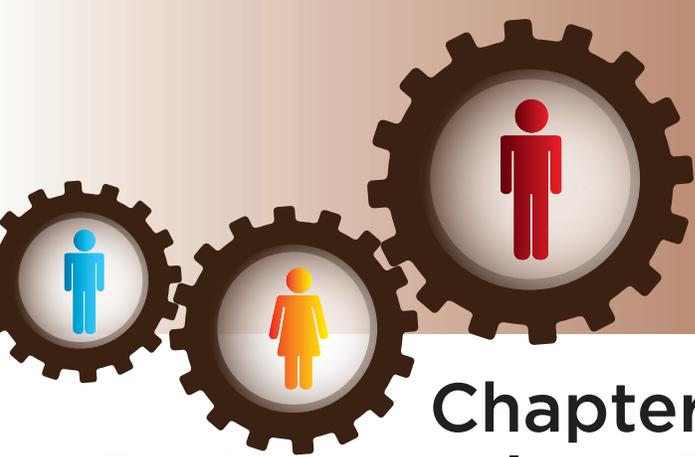
There are real costs to this dysfunction. Thousands of construction jobs disappeared. Lost payroll and sales tax revenue probably exceeded \$100 million.

Hudson and Passaic Counties filed suit against the New Jersey Department of Transportation (NJDOT) to recover costs from the shutdown. In Somerset County, a project to reconstruct the Route 518 bridge in Franklin and Rocky Hill resumed only after the combined efforts of local officials, and state Senator Kip Bateman and Assemblyman Jack Ciattarelli, who worked with NJDOT to approve alternative funding sources. The bridge's closure had led to miles-long detours and gridlocked area roads.

The other kind of cost resulting from the TTF breakdown is to our politics. It's become clear that cynicism, and public confidence in governmental institutions and elected officials, grow under political dysfunction. For a long time, New Jerseyans could rightfully point to Trenton and say, "our politics works."

Until now.

If the plague of dysfunction spreads from the TTF to other areas of state government, there will be an even bigger disconnect between the politicians and the public, with far-reaching and unintended consequences for elected officials at every level. ❧



# LABOR RELATIONS

## Chapter 78 Contributions Do Not Apply to Public Sector Accidental Disability Retirees

By Joseph M. Hannon, Esq.,  
Genova Burns LLC, NJLM Labor Counsel

Chapter 78, concerning public employee pension and health care benefits, was passed in recognition of “serious fiscal issues” confronting the State and the underfunding of the pension system. It implemented various changes to pension and health care benefits, such as increased required contributions from public employees and suspension of cost-of-living adjustments. Among these reforms included requirements for certain retirees to pay contributions toward their health benefits in retirement.

### A Decision

Those individuals who retired on accidental disability were affirmatively decided in an Appellate Division decision.

In *Brick Twp. PBA Local 230 v. Twp. of Brick*, the Appellate Division of the Superior Court of New Jersey confirmed that Chapter 78, does not require accidental disability retirees of public employers to make premium payments for health insurance benefits.

In *Brick*, the Township had required a former police employee, who retired due to a disability he had sustained while on duty in 2011, to continue making health insurance premium contributions in order to maintain his retiree health benefits coverage. The officer retired due to an accidental disability. The trial court concluded that Chapter 78 exempted only those employees with 20 or more years of service on its effective date from having to make contributions towards health benefits in retirement. Due to the fact that the employee served only 19 years, the trial court reasoned that his obligation to make contributions was required by Chapter 78.

On appeal, the Appellate Division considered “whether Chapter 78 applies to government employees who receive disability retirements benefits.” The Appellate Division opined that the clear language of Chapter 78 does not require that contributions be made by those who retire on disability pensions even if they have less than 20 years of pensionable service.

The Court stated that the best method of discerning the

legislative intent was to look at the words of the statute itself. The Court felt that the language of the statute was clear and left no additional room for interpretation.

**“Thus, the opinion somewhat clarifies the contribution requirements for retirees under Chapter 78. Chapter 78 contributions requirements apply with respect to active public employees and those who retire based on meeting the service requirements. In contrast, those who are forced to retire on an accidental disability retirement are exempt from making premium payments for health insurance benefits.”**

The relevant language of N.J.S.A. 40A:10-21.1 is as follows:

- (1)** Notwithstanding the provisions of any other law to the contrary, public employees of an employer as those employees are specified in paragraph (2) of this subsection, shall contribute, through the withholding of contribution from the monthly retirement allowance, toward the cost of health care benefits coverage for the employee in retirement and any dependent pursuant to...unless the provisions of subsection c. of this section apply, in an amount that shall be determined in accordance with N.J.S.A. 52:14-17.28c.
- (2)** The contribution specified in paragraph (1) of this subsection shall apply to
  - (a)** Employees of employers for whom there is a majority representative for collective negotiations purposes who accrue the number of years of service credit, and age if

required, as specified in N.J.S.A. 40A:10-23, or on or after the expiration of an applicable binding collective negotiations agreement in force on that effective date, and who retire on or after that effective date or expiration date, excepting employees who deferred retirement, when the employer has assumed payment obligations for health care benefits in retirement for such an employee;

**(3)** Employees described in paragraph (2) of this subsection who have [twenty] or more years of creditable service in one or more State or locally administered retirement systems on the effective date of P.L. 2011, c.78 shall not be subject to the provisions of this subsection.

The Appellate Division reasoned that the plain language of the statute did not include employees who retire on disability. While it is certainly arguable that the plain language of the statute also did not exclude employees who

retired on disability with less than 20 years, the Court found that extrinsic evidence, i.e., evidence contained outside the language of the statute, supported this conclusion.

**Extrinsic Evidence**

In reviewing the extrinsic evidence, the Court found support for its conclusion based on the fact that the Legislature had designated different statutory sections of employees disabled while at work. The Court reasoned that while ordinary retirement is linked to a member’s age or years of service, disability retirement is not predicated on length of service or age, but awarded because of an employee’s disability.

The Court further examined the Senate Committee’s Statement that the provisions of Chapter 78 apply to employees and retirees who accrue 25 years of service after the bill’s effective date while exempting those who have 20 or more years of service by Chapter 78’s effective

date. Again, since disability retirement is not predicated on age or length of service, but rather disability, the Court determined that the legislative intent was to require retirees based on service credit and age to contribute to their health insurance by withholding from their pension benefits. Finally, the Court’s decision was further bolstered by FAQ’s from the Division of Pensions and Benefits which also opined that individuals who retire on a disability are not subject to the contribution provisions of Chapter 78.

Thus, the opinion somewhat clarifies the contribution requirements for retirees under Chapter 78. Chapter 78 contributions requirements apply with respect to active public employees and those who retire based on meeting the service requirements.

In contrast, those who are forced to retire on an accidental disability retirement are exempt from making premium payments for health insurance benefits. ❧

Broad experience, custom tailored to your legal needs



Legal representation isn’t one size fits all. Your individual situation deserves personalized attention from the attorney best suited to your case. Call us today for your custom fitting.



DiFrancescoBateman  
*Tailor-made representation*

DIFRANCESCO, BATEMAN, KUNZMAN, DAVIS, LEHRER & FLAUM, P.C.

Attorneys at Law | 15 Mountain Boulevard, Warren, New Jersey 07059

Phone: (908) 757-7800 Fax: (908) 757-8039 Web: [www.dbnjlaw.com](http://www.dbnjlaw.com) Blog: [www.dbnjlawblog.com](http://www.dbnjlawblog.com)

# LEGISLATIVE UPDATE

## Ballot Questions Address Casinos and Transportation Funding

By Michael F. Cerra, NJLM Assistant Executive Director; Lori Buckelew & Jon R. Moran, NJLM Senior Legislative Analysts, & Edward Purcell, Esq., Staff Attorney-NJLM Associate Counsel

While the 2016 Presidential election has captured most of the public's attention, New Jersey's voters also will go to the ballots to elect their House Representatives for the next two years and on two important ballot initiatives. The ballot questions regard two timely issues that will impact our property taxpayers.

**Public Question 1**, or the "New Jersey Allowance for Casinos in Two Additional Counties Amendment" regards the possible expansion of casinos outside of Atlantic City.

Passage of this question would amend Article IV, Section VII, paragraph 2 of the New Jersey State Constitution.

Casinos were authorized only in Atlantic City via a 1976 public referendum. In more recent years, faced with the introduction and expansion of casinos in surrounding states, there has been an effort to expand casinos to Northern New Jersey. The end result of that public campaign is Public Question 1.

The question itself is silent on the actual location of the new casino. If passed, the Legislature would be authorized to permit one casino location in two counties, provided that the host municipalities are at least 72 miles from Atlantic City. In passing the enabling legislation, the State Legislature would need to address the type of casinos, licensing, and taxation of its operations and equipment.

The interpretative statement for the questions reads as follows:

*At present, casino gambling is allowed only in Atlantic City in Atlantic County. This amendment would allow the Legislature to pass laws to permit casino gambling to take place in two other counties in this State. Only one casino in each of the two counties would be permitted. Each casino is to be located in a town that is at least 72 miles from Atlantic City. The amendment would allow certain persons to apply first for a casino license. The laws passed by the Legislature would provide for the location and type of casinos and the licensing and taxing of the operation and equipment. The amendment provides that the State's share of revenue from the operation*

*of the two casinos and of the casinos in Atlantic City would be used for programs and property tax relief for senior citizens and disabled residents. It would also be used for the recovery, stabilization, or improvement of Atlantic City and other purposes as provided by law. Lesser portions would be used to aid the thoroughbred and standardbred horsemen in this State and each town and county in which a casino is located.*

**Public Question 2**, the New Jersey Dedication of All Gas Tax Revenues to Transportation Amendment, regards the funding of transportation projects.

Passage of the question would amend Article VIII, Section 11 of the New Jersey State Constitution so to dedicate all revenues generated by the gas tax, regardless if it is raised or not, for transportation projects.

Currently, the \$0.105 per gallon tax on unleaded is fully dedicated to transportation projects. All but \$0.03 of the \$0.135 tax on diesel is similarly dedicated.

The purpose of the proposed amendment is to assure additional funding to the State's Transportation Trust Fund (TTF) and to assure the public that all such revenues, including any revenues generated by the \$0.23 increase in the gas tax, will be used for these purposes and not diverted.

In other words, if this amendment passed, regardless of the amount of the tax itself, all gas tax revenues will be constitutionally dedicated for transportation purposes.

The interpretative statement reads,

*This amendment would dedicate all of the revenue from the State tax on motor fuels to the Transportation Trust Fund. The current dedication is 10.5 cents per gallon on gasoline and diesel fuel. The amendment would include an additional three cents of the tax on diesel fuel that is not currently dedicated. The total revenue from the tax on motor fuels this fiscal year is estimated to be \$541 million. The amendment also dedicates all of the revenue from the tax on gross receipts of the sale of petroleum products to the Transportation Trust Fund. The current minimum dedication is \$200 million per*

year. This fiscal year, the revenue from the tax on gross receipts of the sale of petroleum products is estimated to be \$215 million. The amendment does not change the current tax on motor fuels or petroleum products gross receipts. The dedication to the Transportation Trust Fund ensures that the revenue is only used for transportation purposes.—MFC

## **A-3874** **Giving Freeholders the Power to Force Court Consolidation**

**Status:** Referred to the Assembly Judiciary Committee

The League opposes A-3874, which would give Freeholder Boards the power to usurp a legitimate local prerogative. Under the provisions of this bill, locally elected and locally responsive governing bodies would have no real choice, but to rubber stamp a county decision to create “county-municipal courts” with limited, countywide jurisdiction.

After action by the Freeholders, each municipality within a county that establishes a county-municipal court would have to agree, within two years, to have violations heard in the new court. A municipality that agrees to the county’s will would not be responsible for any administrative costs associated with the operation and maintenance of the new court. However, if a municipality failed to agree within the two-year period to have violations heard by the new court, the Assignment Judge of the vicinage for the county would order that any violations occurring in the non-compliant municipality be heard in the new court, and the municipality would be responsible for all administrative costs specified in the judge’s order until such time as it agreed to have violations heard by that court.

Local elected officials should not be compelled to defer to the whims of officials at a different level of government. Please ask your State Legislators to oppose A-3874, which has been referred to the Assembly Judiciary Committee.—JRM

## **A-3690** **Requires cessation of all State aid to a municipality under certain circumstances, when assessments not kept current.**

**Status:** Introduced and referred to Assembly State and Local Government Committee

The League opposes A-3690, which would require the cessation of all State aid to a municipality under certain circumstances when assessments not kept current. Specifically, if the average ratio of assessed to true value in the municipality has fallen below 85% or the general coefficient of deviation for the municipality exceeds 15%, the State will withhold the municipality’s State aid payment.

The bill defines state aid as “Consolidated Municipal Property Tax Relief Aid; Energy Tax Receipts Property Tax Relief Aid; Transitional Aid to Localities or any successor discretionary aid program for municipalities in fiscal distress; payments in lieu of taxation distributed pursuant to the ‘Garden State Preserva-

tion Trust Act’; and watershed moratorium offset aid distributed.”

After an annual review of the real property tax values of each municipality within its county, the County Tax Board shall provide the State Treasurer and Director of Division of Taxation with a list of municipalities within their county that require a revaluation or reassessment. After receiving approval from the Division of Taxation, the County Tax Board shall compel the implementation of a revaluation or reassessment in any municipality within the county in which the property values indicate a need for a revaluation or reassessment.

If a municipality fails to comply with the order, the County Tax Board shall cause the revaluation or reassessment to be performed at the municipality’s cost. A municipality can appeal the mandated revaluation or reassessment.

A-3690 also provides that the Director of Division of Taxation must investigate the failure of a County Tax Board to perform the annual revaluation review or to compel a revaluation or reassessment. If, after the investigation, the Division of Taxation Director determines that any, or all, of the members of the County Tax Board willfully or intentionally failed,



**TRI-STATE SAFETY SOLUTIONS, LLC**  
CONSULTING | LOSS CONTROL | TRAINING  
P: 732-551-3833  
[www.tsss-nj.com](http://www.tsss-nj.com)

New Jersey State League of Municipalities Conference  
Exhibitor, Booth # 828, November 15-17, 2016

Aerial Lift | Backhoes | Dozers | Excavators | Forklift | Graders | Loaders | Skid Steers | CDL pre-test training

visit our website for a full list of services







Proud Veteran Owned Business

## Legislative Update

neglected, or refused to comply with the requirements of this bill, they will be subject to removal from office.

The State Treasury will withhold the payment of all State aid to a municipality when the average ratio of assessed to true value of real property in the municipality, as determined by the Director of the Division of Taxation, falls below 85% for five consecutive years, or the general coefficient of deviation for the municipality exceeds 15% for five consecutive years. The resumption of State aid will only be authorized after a revaluation of real property has been implemented in the municipality.

A-3690 would take effect immediately, however, the withholding of State aid would not take effect until the fifth tax year in which the average ratio of assessed to true value in the municipality has fallen below 85% or the general coefficient of deviation for the municipality exceeds 15%.

A-3690 takes a one size fits all approach that does not take into consideration local circumstances that can occur. For example, a tax appeal of a larger commercial property in the community or a tax revaluation at the height of the market could qualify a municipality to the provisions of this bill.

But most importantly, we strongly oppose the linking of State aid to property tax assessment. State aid is not additional assistance from the State, except Transitional Aid, but replacement revenue. Energy Tax Receipts, which are taxes on gas and electric utilities, were originally collected by the host municipalities, however, at a later date the State became the collection agent for these taxes. Garden State Preservation funds and Watershed Moratorium Offset Aid are funds provided to municipalities to offset the loss of ratables due to state policies.—LB

## **S-1858** **Bill Bars Public Employees from Legislative Office**

**Status:** Referred to Senate State Government, Wagering, Tourism & Historic Preservation Committee

The League of Municipalities opposes S-1858, which would bar public employees from service in the State Legislature. This prohibition would, effectively, blur the perspective of local government on State legislative deliberations. It would, also, effectively limit the choices available to New Jersey voters.

Since its first session, the New Jersey Legislature has welcomed local officials, elected by New Jersey citizens, into its chambers. Those voters always knew that they were electing local officials to represent them in Trenton. The people of New Jersey have been well-served by generations of public-spirited local public servants in the Senate and Assembly. The laws of the State of New Jersey are better than they might have been absent their input and perspective.

This bill prohibits any future member of Legislature from holding any public office, employment, or position with a public entity or public body in this State, while serving as a legislator, whether or not the position is compensated, part-time, or full-time. Under this bill, municipal employees would no longer have a direct voice in Legislative caucuses and chambers. The voice of local elected officials is already limited to those currently in the Legislature.

The League of Municipalities strongly believes that there will continue to be a value in allowing those voices to be heard, and in permitting, subject to the will of the voters, local officials to serve in the Legislature and to participate, directly, in Legislative decision making.

We oppose S-1858. We are grateful for the contributions that have been made, and that can continue to be made, by local officials serving in the Legislature.—JRM 

**Great News! T.M. Fitzgerald has been awarded a contract with the Middlesex Regional Educational Services Commission (MRESC) - eliminating the need for bids!**

This No Cost Membership eliminates the need for bids - the work has already been done for you. Joining ensures that you receive the best possible price and the quality *TRIPLECAN®* you've come to expect from T.M. Fitzgerald.

**Municipality advantages for a FREE MRESC membership include:**

- Set Contract Pricing
- No need to go out to bid
- Free and simple to join
- Reliable TMF Service



#65MCECCPS NJ State Approved Co-op • Contract #MRESC 15/16-25  
Contract term: 8/1/2015 - 7/31/2016 • MRESC website: [www.mresc.k12.nj.us](http://www.mresc.k12.nj.us)



850 WEST CHESTER PIKE, SUITE 200  
HAVERTOWN, PA 19083-4442  
Toll Free: 888-795-0660 • Direct: 610-853-2008 • Fax: 610-789-5168  
Visit Us Online: [www.tmfitzgerald.com](http://www.tmfitzgerald.com)

## Ride-for-Hire Regulation

The League of Municipalities opposes S-2179 and A-3695. These proposals would create a new class of taxis, exempt from local oversight. Instead, the legislation establishes State-level safety and insurance requirements for transportation network companies. According to the bill, a transportation network company (Uber or Lyft, for example) is an individual or entity that uses a digital network or software application to connect a passenger to a transportation network company driver for the purpose of providing transportation to the passenger. Provisions in both bills exempt these entities and individuals from any local regulation.

While no level of regulation is perfect, municipalities have clearly demonstrated their effectiveness in this area for close to 100 years. The manner in which the service is dispatched and provided does not materially alter the responsibilities that local governments will bear. Nor will the manner of dispatch obviate the concerns of local elected officials in ensuring the public's legitimate

interests in public safety. Further, enactment of this bill could motivate traditional taxi and limousine businesses to similarly avoid local oversight by a change to their business models. That, in turn, could make it more difficult for older residents and for the economically disadvantaged to access transportation alternatives. On that basis, absent deletion of the preemption provisions, the League of Municipalities cannot support this legislation.

As an alternative and on its own merits, the League supports S-2415. This bill, which does not preempt local interests, looks to create a For-Hire Vehicle License Plate Task Force to design uniquely colored license plates, for display on for-hire vehicles. Under the bill, "for-hire vehicle" includes a taxi, limousine, and personal motor vehicle used to provide passenger transportation for which a fee is paid and is prearranged through a digital network.

The task force would be given six months to deliver findings and recommendations to the Governor and the Legislature.

**Put your message on the road to reach local governments.**



# NEW JERSEY

## STRAIGHT AHEAD



Scan to view  
advertising rates

**nj municipalities**  
Official Publication of the New Jersey State League of Municipalities

**njslom.org/advertise**  
Print & Web Advertising Options



# Business Directory



## Alaimo Group Consulting Engineers

200 HIGH STREET, MOUNT HOLLY, NJ 08060  
Tel: 609-267-8310 Fax: 609-267-7452

2 MARKET STREET, PATERSON, NJ 07501  
Tel: 973-523-6200 Fax: 973-523-1765

[www.alaimogroup.com](http://www.alaimogroup.com)

## THE BUZAK LAW GROUP, LLC

Attorneys at Law



MONTVILLE OFFICE PARK  
150 RIVER ROAD SUITE N-4  
MONTVILLE, NEW JERSEY 07045

PHONE: (973) 335-0600 FAX: (973) 335-1145  
[BLG@BUZAKLAWGROUP.COM](mailto:BLG@BUZAKLAWGROUP.COM)



## AMY S. GREENE ENVIRONMENTAL CONSULTANTS, INC.

- Wetland Delineation
- Environmental Permitting
- Wetland Mitigation
- Endangered Species Surveys
- Vegetation & Wildlife Surveys
- Site Plan Review
- Environmental Resource Inventory
- Reforestation Plans
- Environmental Construction Monitoring

4 Walter E. Foran Blvd.  
Suite 209  
Flemington, NJ 08822  
908-788-9676

[www.amygreene.com](http://www.amygreene.com) [mail@amygreene.com](mailto:mail@amygreene.com)



GovTempUSA

Executive Recruiting

Interim Staffing

Human Resource Consulting

Management Consulting

Professional Development

855.68GOVHR  
GOVHRUSA.COM

[info@govhrusa.com](mailto:info@govhrusa.com)  
[info@govtemps.com](mailto:info@govtemps.com)

## BOSWELL ENGINEERING

Engineers | Planners | Surveyors | Scientists

330 PHILLIPS AVENUE  
SOUTH HACKENSACK, NJ 07606-1722

P - (201) 641-0770

E-mail: [marketing@boswellengineering.com](mailto:marketing@boswellengineering.com)

[WWW.BOSWELLENGINEERING.COM](http://WWW.BOSWELLENGINEERING.COM)



CONTRACTORS | CONSTRUCTION MANAGERS

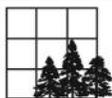
## JINGOLI

David DelVecchio, Business Development  
[ddelvecchio@jingoli.com](mailto:ddelvecchio@jingoli.com)

100 Lenox Drive, Suite 100 | Lawrenceville, New Jersey 08648  
P: 609.896.3111 | F: 609.219.0799  
[www.jingoli.com](http://www.jingoli.com)

## BRINKERHOFF

ENVIRONMENTAL SERVICES, INC.



Laura Brinkerhoff  
LSRP, CPG  
President

1805 Atlantic Avenue  
Manasquan, NJ 08736

Tel: 732.223.2225  
Fax: 732.223.3666  
[www.brinkenv.com](http://www.brinkenv.com)

- ◆ Civil Engineering
- ◆ Structural Engineering
- ◆ Surveying & Mapping
- ◆ Land Planning
- ◆ Landscape Architecture
- ◆ Construction Management and Construction Inspection

301 Gibraltar Drive  
Suite 2A  
Morris Plains,  
New Jersey 07950  
973-377-8500  
[www.kellkirk.com](http://www.kellkirk.com)



**"Satisfaction By Design"**

**Keller & Kirkpatrick, Inc.**

**MASER**  
CONSULTING P.A.

**Engineers & Design Professionals**

877.627.3772 | [maserconsulting.com](http://maserconsulting.com)

**NEGLIA**  
ENGINEERING ASSOCIATES

Civil Engineering  
Municipal Engineering  
Traffic Engineering  
Planning  
Land Surveying  
Construction Management

**Michael J. Neglia, P.E., P.L.S., P.P**  
*President*

34 Park Avenue  
P.O. Box 426  
Lyndhurst, NJ 07071

Tel: 201.939.8805  
Fax: 201.939.3935

[mneglia@negliaengineering.com](mailto:mneglia@negliaengineering.com)  
[www.negliaengineering.com](http://www.negliaengineering.com)

**McMAHON**  
TRANSPORTATION ENGINEERS & PLANNERS

Highways, Streets & Structures  
Traffic & Parking  
Transit  
Signals & ITS  
Walking & Biking  
GIS & Technology

**Transportation Solutions**  
**Building Better Communities**

[www.McMahonAssociates.com](http://www.McMahonAssociates.com) | 609.585.5745  
4573 S. Broad St., Suite 200, Yardville, NJ 08620

**Earn a \$250 discount**

When you refer a company to USA Phone.com and they make a purchase. Enter your referral at [usaphone.com](http://usaphone.com)

\*Must comply with N.J.S.A. 17:27A, 17:27C, 17:27D

856-761-1000 | [www.USAPhone.com](http://www.USAPhone.com)

Phone system provider to New Jersey League of Municipalities

## Connect with New Jersey's municipal market



New Jersey State League of Municipalities



### Advertise in NJ Municipalities

Put your message directly into the hands of local governments each month. Over 7,558 print & digital readers throughout all 21 counties.

[njslom.org/advertise](http://njslom.org/advertise)

### League Supporter Program

A program offering businesses a way to show their support of NJLM's mission and local government in NJ.

[njslom.org/supporters](http://njslom.org/supporters)

### Exhibit & Sponsorship Opportunities

Showcase your products & services, & network with over 16,000 attendees during NJLM's Annual Conference. The NJLM Conference offers 3 days of 100+ educational sessions & 700+ exhibitors.

[njslom.org/exhibit](http://njslom.org/exhibit)

# Around the State



## Wonder Wall

The City of Newark has unveiled *Las Heroínas*, a mural on Broadway and Herbert Place that honors the achievements of five Puerto Rican women in history. The women depicted on the mural include: Felisa Rincon de Gautier, Lola Rodriguez de Tio, Mariana Bracetti, Julia de Burgos, and Maria Luisa Arcelay. The murals are part of Mayor Ras Baraka's initiative of bringing such artwork to City neighborhoods to beautify them and to instill community pride. The mural was painted by Carolyn Salinas, an art teacher for Central High School.

# NJLM Supporters



The New Jersey State League of Municipalities would like to thank its supporters, who value their partnership with the 565 municipalities of New Jersey. For information about the League's sponsorship program, please contact Donna Baltz at 609-695-3481, Ext. 127 or dbaltz@njslom.org.



## GOLD LEVEL

- Atlantic City Electric
- International Council of Shopping Centers, Inc.
- New Jersey American Water
- Northfield Bank
- Walmart

# WE MOVE MOUNTAINS

## PROVIDING PEAK PERFORMANCE TO OUR CONTRACTORS

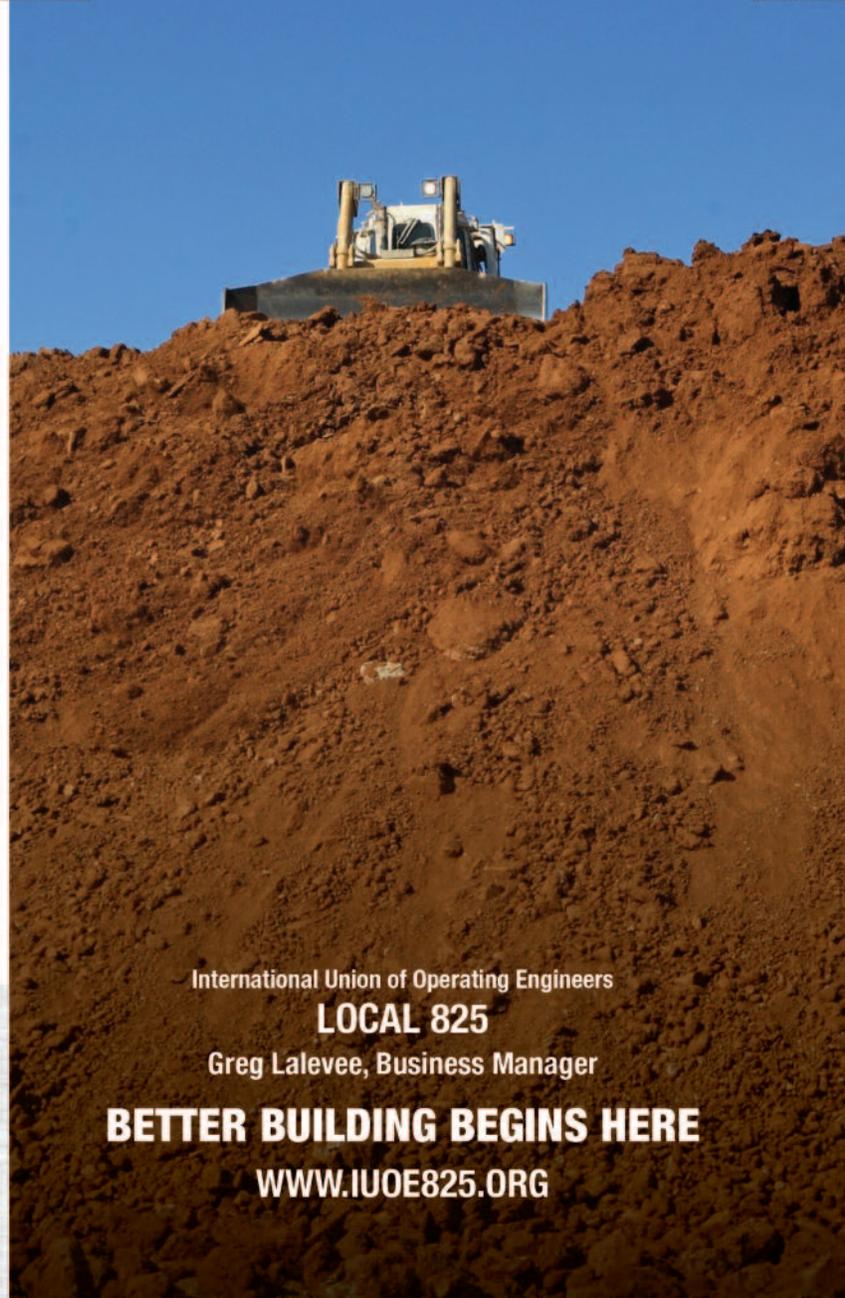


**Local 825 Operating Engineers collaborate with contractors to move mountains and help them reach the pinnacle of success.**

From raising the Bayonne Bridge, to expanding major highways, building highrises and transforming the Xanadu eyesore into an American Dream, we change the landscape with monumental contributions to the world we live in.

Local 825 Operating Engineers are the best trained and most experienced on any construction site. Fully licensed and credentialed, we're ready to work, day one. Developers and contractors turn to us to get big things done safely, on time and on budget.

**Moving mountains. Local 825 Operating Engineers work together to build better communities.**



International Union of Operating Engineers

**LOCAL 825**

Greg Lavee, Business Manager

**BETTER BUILDING BEGINS HERE**

[WWW.IUOE825.ORG](http://WWW.IUOE825.ORG)

# FUELING THE CHARGE

EMEX, a partner and trusted consultant putting the POWER to save money in the hands of the local decision-makers.



"EMEX provided the Township of East Hanover with the best combination of energy savings, ease of process, clear explanation of the reverse auction process, as well as a simple process to execute the necessary steps to take full advantage of the energy savings to the Township."

**JOE PANNULLO**  
Mayor, Township of East Hanover, NJ



"The savings were remarkable, and the entire process was easy."

**GARY PASSANANTE,**  
Mayor, Somerdale, NJ

"EMEX's reverse auction platform over-performed for us. The competition from suppliers was intense with savings beyond expectations."

**ALBERT AKERMAN,**  
Mayor, Lakewood Township, NJ



"We knew we were in good hands with EMEX. During our first reverse auction, they constantly monitored the market and worked to get us the lowest Electricity rate possible, so when it came time to secure our next Natural Gas contract, there was no question which service we should use. The EMEX Reverse Auction continued to prove its effectiveness and uncovered the best prices in the market for our Natural Gas procurement decision."

**JAMES MEEHAN,**  
Authority's Executive Director,  
Rahway Valley Sewerage Authority, NJ