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NJ towns protect teens from health hazard

2020 Legislative Guide

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New Jersey Municipalities Magazine

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Working Together to Stop Sexual Harassment

As this issue of *New Jersey Municipalities* was going to print, well-documented news articles detailed sexual harassment experienced by women in New Jersey politics and government. This harassment goes well beyond the headlines we have read and is not limited to just one level or one branch of government.

It goes well beyond New Jersey and includes the military and the federal government all the way to the President. Lest you think that is a partisan comment, think deeper. And perhaps most insidiously, much of this harassment goes unidentified due to fear of retribution. Nobody should be fearful of harassment, assault, or retribution especially when working in the governmental setting.

Consider that these victims include career public servants who are our colleagues, co-workers, and elected officials, committed to serving our government and our citizens. Their decision to work in the government arena demonstrates a concern for others. We must find a way to turn our concern for them into action. We must find a way to serve their need, their right to a safe environment. We must find a way to stop the demeaning harassment and create a culture that stands up in support.

My effort at this will not be narrow and will not be brief. As we celebrate the 100th anniversary of women's suffrage throughout the year, it reminds us again and again that persistence is

important. We need to address the issue of sexual harassment in all places and conditions where it may be found. We will give our colleagues the necessary information, help, support, and resources. We will be the voice that clearly tells perpetrators this behavior has no place in New Jersey government and will be called out and stopped.

League members will recognize these efforts in many places and many forms. Please watch for them and share what you see with others. And if you see we missed an opportunity to do something, let me know so we can continue to improve our effort. League leadership has already begun meeting with experts to gain important recommendations. These recommendations will go beyond League operations to assist broader government operations and individuals interacting with government.

As you read this issue of *New Jersey Municipalities* take a moment to consider how your local government can add to the health of your community by supporting those who have been subjected to sexual harassment. Also think about what can be done to recommit to stopping harassment. Be persistent and shine a light on bad behavior that must stop. Broaden your conversation so everyone is aware and able to participate. Watch for the League to offer leadership, support, and resources. Starting with local government, let's work together to stop sexual harassment. 🦋

Michael Darcy

“
We must find a way to stop the demeaning harassment and create a culture that stands up in support.
”

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Combating the Youth Vaping Epidemic

Morristown's approach to a townwide health issue

TIMOTHY P. DOUGHERTY, *Mayor*, & STEPHANIE L. GORMAN, *Assistant Health Officer, Morristown*

Tobacco products have been around for centuries, but it was not until 1964 that a groundbreaking report issued by the US Surgeon General brought attention to smoking's health risks. Americans soon learned that smoking caused lung cancer and increased a person's risk of stroke, emphysema, chronic obstructive pulmonary disease, and asthma.



As a result of the report, anti-smoking campaigns pushed for the development of policies and practices to address tobacco use to reduce morbidity and mortality. State Attorney Generals researched suing cigarette manufacturers to recover medical costs for sick and dying cigarette smokers. In the landmark Master Settlement Agreement (MSA), the four largest cigarette manufacturers in America were forced to pay billions of dollars annually. They also faced significant prohibitions and restrictions on tobacco advertising, marketing, and promotional campaigns.

Despite this progress, today's youth are facing an epidemic health risk—vaping.

The risks of electronic cigarettes

Electronic cigarettes also known as “e-cigs,” “vape pens,” “vapes,” “e-hookahs,” “mods,” “tank systems,” and “electronic nicotine delivery systems

(ENDS)” are becoming popular among high school and middle school children. Studies over the past five years show a steady increase in electronic cigarette use among children and young adults.

cigarettes in gas stations, pharmacies, and convenience stores, and an abundance of magazine, radio, and television advertisements may be contributing to the increase in youth use. Marketing

Retailers and youth were unaware that electronic cigarettes are subject to the same age restrictions as traditional cigarettes. They were also unaware that the products contained nicotine, harmful carcinogens, and chemicals.

A 2019 study showed that about 27.5% of high school students and 10.5% of middle school students are electronic cigarette users (see link 2 in box, page 9).

The wide availability of electronic

tactics—sleek and concealable designs as well as enticing flavors, such as cotton candy, peanut butter and jelly, mango, and bubblegum make the device appeal to young consumers.

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Mayor John McCormac
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JPM helped us hire two members of our Senior Management Team and handled everything tremendously.
- 

Mayor Thomas Andes
Township of Denville
★★★★★
Dan and his team at JPM were instrumental in recruiting exactly the right person as our first Executive Director of our newly created Business Improvement District.
- 

Mayor Fred Tagliarini
Township of Aberdeen
★★★★★
JPM provided an outstanding Temporary DPW Director, and completed an outstanding Efficiency Study of our DPW.
- 

Mayor Beth Holtzman
City of Ventnor
★★★★★
Best decision we made; Maria Mento and Joe Verruni are very knowledgeable and always accessible.

- 

Stephen Mountain
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JPM was very responsive to our needs and utilized a process that was fair and organized. They helped us select the best professional for the position.
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Municipal trends in vaping

Between 2016 and 2017, Morristown noticed an increase in complaints from parents and school nurses. Minors were purchasing electronic cigarettes from local retailers and there was an increase in students caught vaping or with vaping paraphernalia in school.

While N.J.S.A 2A:170-51.4 clearly prohibits the sale of electronic cigarettes to minors, the Morristown Health Division noticed a trend when investigating the complaints.

Retailers and youth were unaware that electronic cigarettes are subject to the same age restrictions as traditional cigarettes. They were also unaware that the products contained nicotine, harmful carcinogens, and chemicals.

Research from the Truth Initiative (see link in sidebar) even showed that nearly two-thirds of users of JUUL brand e-cigarettes aged 15 to 21 were not aware the product contained nicotine.

Efforts aimed at enforcement only inadequately addressed the larger issue. The Health Division researched initiatives throughout New Jersey aimed at preventing youth use and access, and best practices around the country.

Research revealed several municipalities in New Jersey had licensing ordinances. However, it was not clear whether licensing ordinances alone were effective in reducing youth use and access.

In February 2018, the Assembly introduced A-3178 (now A-966) aimed at prohibiting “characterizing flavors.” Again, it was not clear if this bill would pass and its future efficacy.

Creating an ordinance

Initially, we considered the proposed bill as a solution, but research showed disproportionate use of menthol and clove cigarettes among youth and minority groups. There were concerns that a ban based on flavor alone would only shift usage and not have the desired deterrent effect.

Based on town demographics, the Health Division recommended actions made by the US Surgeon General on preventing youth access to electronic cigarettes and retail licensure. Policies focused on eliminating youth access and reducing exposure to the product.

2019 NATIONAL YOUTH TOBACCO SURVEY SHOWS YOUTH e-cigarette use at ALARMING LEVELS

OVER 5 Million youth are currently using e-cigarettes

MORE THAN 3.6 M 2018
MORE THAN 5 M 2019

NEARLY 1 Million used the product daily



ABOUT 1.6 MILLION youth used the product frequently (on 20 or more days per month)

MAJORITY of the current e-cigarette users reported **JUUL** as their usual brand

Current e-cigarette use has **INCREASED DRAMATICALLY**, while current cigarette use has dropped, **UNDERMINING PROGRESS** toward reducing overall tobacco use



Why is this concerning?

The use of e-cigarettes, particularly those with high levels of nicotine, places youth at risk for developing nicotine addiction. Nicotine exposure during adolescence could harm brain development. Additionally, youth who use e-cigarettes are more likely to start smoking cigarettes. Further, e-cigarette aerosol may expose users to other harmful substances such as heavy metals, volatile organic compounds, and ultrafine particles that could harm the lungs.

CENTER FOR TOBACCO PRODUCTS

Source: U.S. Surgeon General, Center for Tobacco Products, 2019. JAMA, 2019; 321(18):1803-1804. Note: All numbers presented here are estimates.

CTP-136

www.fda.gov/tobacco

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In the summer of 2018, field staff conducted a town-wide survey assessing the stores selling electronic cigarettes and related products, the different types of product sold, and the product price points.

A total of 17 retailers were identified in Morristown’s three square miles. Stores included supermarkets, convenience stores, liquor stores, gas stations, pharmacies, and even specialty retail stores. All were within walking distance to schools.

Once the town-wide survey was completed, the town and the Health Division developed an ordinance limiting youth access to e-cigarette products. The ordinance sets restrictions on businesses selling electronic cigarettes. It establishes distance requirements to protect schools and public parks and

operating requirements for retailers eligible to sell electronic cigarettes and related products.

Eligible establishments are prohibited from holding a license issued by the Morristown Health Division (e.g. retail food license), a license for the retail sale of motor fuel, and/or a liquor license issued by the State of New Jersey. The purpose of these restrictions was to remove e-cigarette products from stores likely frequented by underage customers.

Operating requirements also established an age restriction of 21 years of age for those employed by an electronic smoking device establishment and for those permitted on the premise.

If N.J.S.A 2A:170-51.4 places an age restriction on who can purchase electronic cigarettes, then those under age 21 should not sell electronic cigarettes.

Resource Center

To read more about youth vaping, visit the following sites.

1. Public Health Law Center Master Settlement Agreement overview: <https://tinyurl.com/qraq6wv>
2. FDA Youth Tobacco Survey: <https://tinyurl.com/wnpex6a>
3. Truth Initiative E-Cigarette facts: <https://tinyurl.com/tagf5gj>
4. CDC African Americans and Tobacco Use: <https://tinyurl.com/sf9s4k6>

The ordinance establishes educational training requirements for all employees so they are knowledgeable of federal, state, and local guidelines pertaining to the sale of electronic cigarettes.

Successful adoption

On April 10, 2019, we introduced Ordinance-10-2019: Retail Electronic Smoking Device Establishment, setting licensing and regulations for retail electronic smoking device establishments

in the Town of Morristown. The ordinance was adopted on May 14, 2019, and went into effect 60 days later.

Once the ordinance was in effect, Health Division staff performed compliance evaluations to ensure electronic cigarettes and related products were removed from shelves or that establishments had secured the required retail electronic smoking device license and met the regulations set forth in the ordinance.

Out of the 17 retailers initially identified, three establishments secured licenses to sell electronic cigarettes and related products.

Since the adoption of the ordinance, the Health Division has received zero complaints from parents regarding youth access. Furthermore, the Morristown School District reported that between September and November 2019, the high school had 68% fewer vaping incidents and there were 93% fewer vaping incidents at Frelinghuysen Middle School when compared to the same time last year.

Based on this data and the decline in complaints, the Town of Morristown believes the ordinance is effective at achieving the desired results of restricting youth access, which subsequently reduces usage. 📈

@ For the full text of The Town of Morristown's ordinance, visit <https://ecode360.com/34286092>

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NOW & THEN



AMY SPIEZIO,
Managing Editor

FEBRUARY

Looking back at local government's take on hot topics throughout the history of *NJ Municipalities Magazine*.

1920

Milk Monitoring

There is no doubt that the milk business should be regulated, but the Committee is convinced that further progress will not be possible until the work of milk control is carried on under uniform regulations. Such regulations, to be effective, must be carried on with equal intelligence by the state and all municipalities under uniform rules and in a uniform manner.

—William G. Tice, Chief Chemist,
Laboratory of Hygiene, NJ State
Department of Health

Child Welfare

The National Institute of Municipal Law Officers recently released a model ordinance designed to meet the comic book problem and the alleged contribution to juvenile delinquency involved wherein.... The ordinance specifies in detail the types of crimes which it shall be unlawful to depict in comic books sold to any child under the age of 18.

1955

"Since the adoption of the [vaping control] ordinance,

the Health Division has received zero complaints from parents regarding youth access. Furthermore, the Morristown School District reported that between September and November 2019, the high school had 68% fewer vaping incidents and there were 93% fewer vaping incidents at Frelinghuysen Middle School when compared to the same time last year."

—Mayor Timothy P. Dougherty & Assistant Health Officer Stephanie L. Gorman, Morristown, page 6

"In a diverse state like New Jersey, having access to data that represents community-specific demographics is crucial. Mayors Wellness Campaign participants are challenged to find local data that supports creating community health needs assessments, funding decisions, and strategic planning."

—Julie DeSimone, Program Officer, Mayors Wellness Campaign, page 24

1973

Healthy Environments

Quietly, with little fanfare, an unceasing battle continues to be waged in New Jersey. A battle that smacks a bit of science fiction... man against insect. Latest reports are that man is slow but surely pulling ahead...over that most voracious of forest beasts, the GYPSY MOTH.

—Georgia Rogers,
NJ Department of Agriculture

Back to the Future

I believe the trend will be toward "big picture" problem-solving and innovation between the department and the environmental and business communities. The development of environmental technologies will work toward the goals of a healthy economy and environment while attracting environmental businesses to the state.

—NJ DEP Commissioner Robert Shinn

1995

THIS MONTH

February *NJ Municipalities* focuses on healthy communities. From the shutdown of teen vaping in Morristown (page 6) and the creation of opioid education tools by Morris County Municipal officials (page 28) to West Orange's securing of a municipal golf course and recreational space for residents (page 38), we share a sampling of the many options and opportunities to improve living conditions. This month we also include the annual legal team photo gallery and the 2020 Legislative Guide. Year-round, NJLM serves local officials in their efforts to make the Garden State a healthier place. 🌿

NJ LOCAL APRIL 19-25 GOVERNMENT 2020 WEEK

#njlocalgovt

Celebrate Local Government!

This year, the New Jersey State League of Municipalities invites you to celebrate **NJ Local Government Week**.

We invite you to join in with municipalities across the Garden State **April 19-25, 2020**, to engage citizens while celebrating the work of local government.

NJ Local Government Week is a time for municipalities to encourage civic education, community collaboration, volunteerism, and local pride. Municipalities throughout the Garden State are encouraged to participate, and the NJ State League of Municipalities (NJLM) suggests you get the celebration started with the following:

Showcase. Highlight the programs and services you offer, showcasing the hard work of local government and the value residents receive on a daily basis.

Coordinate. Tap into local resources such as community service and volunteering events in partnership with local organizations to cross-promote NJ Local Government Week.

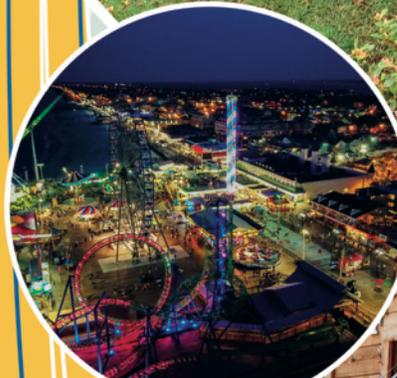
Exhibit. Encourage citizens to share their civic pride with an essay, photography, or design showcase/contest. Why not make it a feeder program for your entry for the League's Show Off Your Municipality photo contest?

Wondering Where to Begin?

The website includes ideas and materials for celebrating **NJ Local Government Week**, publicity tips and strategies, and links to a sample press release and resolution. Information and resources, as well as a downloadable NJ Local Government Week logo, are available at www.njlm.org/njlocalgovt.



BLOOMFIELD CELEBRATES LOCAL GOVERNMENT WEEK



SEASIDE HEIGHTS' WINNING SHOW OFF YOUR CITY IMAGE



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NJLM

This Month

League Hosts Pre-State of State Reception

The League hosted mayors, officials, and Trenton insiders at its 2nd annual Pre-State of the State reception held at NJLM's West State Street headquarters. The gathering was catered in partnership with the New Jersey Food Council.

After the event, NJLM's President Jim Perry and 1st Vice President Janice Kovach were joined by League Executive Director Michael Darcy at the Statehouse to view Gov. Murphy's address in person. Official reaction to the event can be found at the legislative team's blog, The Town Crier at www.njlm.org/blog.



NJLM's Executive Director Michael J. Darcy, President Committeeman Jim Perry, 1st Vice President Mayor Janice Kovach, and Assistant Executive Director Mike Cerra greet guests at the reception.



NJLM's Darcy, Executive Board Member Mayor Ras Baraka, NJLM President Perry, NJLM Past President Mayor Christian Bollwage, NJLM's Cerra.



Shared services czars, former mayors Nic Platt (l) and Jordan Glatt (c) with NJLM Executive Director Darcy.



NJLM Past President Mayor Al Kelly and NJLM Executive Board Member Mayor William Pikolycky.



NJLM President Jim Perry greets Middletown Mayor Tony Perry.

NJLM Meets to Reorganize, Acknowledge Service

At the first meeting of the NJLM Officers and Executive Board, held in Plainsboro this December, two of the League's new officers and board members were sworn in.

Second Vice President Mayor William J. Chegwidan of Wharton was taken his oath of office administered by NJLM President Committeeman Jim Perry of Hardwick (photo 1).

First Vice President Mayor Janice Kovach of Clinton Town and Third Vice President Sue Howard of Monmouth Beach were previously sworn in at the League's Annual Business Meeting in Atlantic City.

New Executive Board Member Mayor John Glidden of Closter was also sworn in by President Perry (photo 2). (For a biography, see the January issue of *NJ Municipalities*).

A much-deserved thank you was delivered to former Toms River Mayor and longtime NJLM Board Member Thomas Kelaher (photo 3). He was recognized for his years of service to his community and for his statewide efforts for the benefit and assistance of local governments.



1



2



3

NJBPU Offers EV Grants for Local Government

The New Jersey Board of Public Utilities (NJBPU) is offering grant funding to support the purchase electric vehicles and charging stations for local government authorities in New Jersey.

Subject to the availability of funds, the incentive program will award grants to approved applicants as follows:

- \$1,500 toward the purchase of a dual-port Level two charging station
- \$4,000 toward the purchase of a battery electric vehicle.

The primary goal of the grant is to improve New Jersey’s air quality and assist local government authorities’ transition to electrically fueled fleets. NJBPU Staff will accept applications until April 15, 2020, or until funds are exhausted. The application window for this program closes on April 15.

- Eligible applicants are local government authorities, which includes counties, municipalities, and local utility authorities in New Jersey.
- Awards shall be in the form of a reimbursement, based on proof of purchase of a new eligible vehicle and charging station.
- Eligible vehicle(s) and charging stations must be purchased by June 1, 2020. Vehicles and/or charging stations purchased prior to December 1, 2019 are not eligible. Leased vehicles are not eligible.



Applications will be awarded on a rolling basis, with priority given to applications which meet the following criteria:

- Adding their first electric vehicle to their fleet.
- Allowing for public utilization of the Level two charging station when not in use by the electric fleet vehicle.
- Indicating that they will post signage for the station and list the charging station on applicable websites.
- Having more than 15% of the residents within their geographic boundary living below the Federal Poverty Level (FPL) 🇺🇸

@ Download applications from <https://tinyurl.com/uenhr7o>

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Revised & Updated By
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Jonathan Drill & Lisa John-Basta

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Garden Statements

Secaucus: Ho, Ho, Lego

According to a recent article by Carly Baldwin, Patch Staff, Secaucus has shared a generous donation to the town with its neighbors. After receiving boxes of Legos, Secaucus shared the colorful construction toys with the town's families in need and special-needs children as well as their neighbors including Union City, Weehawken, and North Bergen, who received 24 pallet boxes of sets.

Delivered to a town warehouse in December, this marks the second year the sets have been anonymously gifted to Secaucus. This is also the second year the holiday gift has been shared with other towns.

Styrofoam Recycling for Middletown

Middletown Township announced that it is the first town in the state of New Jersey to purchase a Styrofoam recycling machine. As of December 26, residents of Middletown and Monmouth County have been able to drop off clean EPS (Expanded Polystyrene) foam packaging materials from large items such as televisions, appliances, computers, and furniture at several locations throughout town.

The Township wanted to ensure that the machine would be installed by the holidays so the community could easily dispose of their Styrofoam packaging materials in an environmentally-safe way.

"I am proud that Middletown is leading the charge on recycling Styrofoam in New Jersey," said Mayor Tony Perry. "By recycling Styrofoam, we will be able to save a significant amount of space in the county landfill and give a product that could be harmful to our environment a second life."

The Township will be selling its end product to a local company that transforms recycled Styrofoam into durable products such as picture frames and crown molding.

Gloucester Celebrates 325th Anniversary Year



June 2020 marks the 325th anniversary of Gloucester Township's incorporation in 1695. Gloucester Township has plans to celebrate its

anniversary with various exciting events that will continue throughout the year.

The township officials, citizens, and service organizations are coordinating the activities to celebrate this commemorative event. On May 2, a parade will kick off the 325th anniversary festivities to commemorate the town's rich history. Local groups, organizations, and businesses are encouraged to participate in the parade

and enter their own unique floats.

On June 13 a time capsule burial which will take place at the historic Gabreil Daveis Tavern. Items of significance to the township will be buried at the tavern to be dug up by future generations. The purpose of the time capsule is to allow Gloucester Township's heritage to live on for many years to come.

On Sept. 12, to honor the town's six fire companies, Gloucester Township will attempt to break the Guinness World Record for the longest Bucket Brigade. Bucket brigades were a method used in firefighting before hand-pumped fire engines in which firefighters would pass buckets to each other to extinguish a blaze. They are looking for 6,500 volunteers to line up and pass a bucket.

@ For more information, visit www.glotwp325.com.



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Pedestrian Safety Focus of New Brunswick Grand

The New Brunswick Police Department will utilize resources from the recently awarded “Street Smart Pedestrian Grant” to further community education and enforcement efforts.

Awarded by the New Jersey Division of Highway Traffic Safety, the grant is meant to assist with stepped-up patrols at high-volume crosswalks and intersections; high-visibility signage throughout the city; and community education component in schools, houses of worship, and community agencies.

The City of New Brunswick is committed to policies that further opportunities to make streets safer for users of all ages and all travel modalities. Since May 2012, the City’s Complete Streets Policy has guided its strategic planning to make New Brunswick safer and more accessible for pedestrians, cyclists and motorists.

These plans continue to be realized with the installation of new lighted crosswalks, traffic signals, and signage; repaving and new pedestrian amenities along the length of Joyce Kilmer Avenue; a full redesign of Livingston Avenue in collaboration with the County of Middlesex; and miles of new bike lanes and sharrows (shared lanes) as well as bicycle corrals.

“Maintaining a safe environment for our residents and

visitors will always be a top priority,” says New Brunswick Mayor Jim Cahill. “New Brunswick prides itself on being a safe walkable and bikeable city for all. This grant will help us further our efforts, and make our streets even safer.

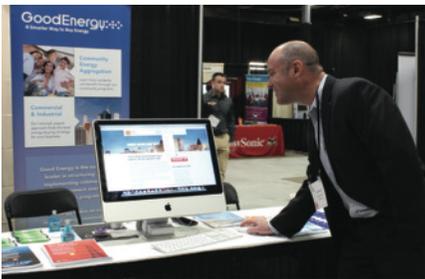
@ For more information, please visit www.cityofnewbrunswick.org.

Camden, American Water Receive New Jersey One Water Award

Camden and American Water were recognized for their unique public-private partnership as New Jersey One Water Award Winners at the 2019 Jersey Water Works Conference held in December.

“American Water is fully committed to our City, our business community and our residents,” said Camden Mayor Frank Moran. “It has been a wonderful partnership and its resulting in positive changes here in Camden.”

He added, “American Water has championed storm water management efforts, job training, local sourcing initiatives, education, civic events and supported local organizations in order to improve the quality of life within Camden.”



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Outlook 2020: Solving New Jersey's Tax Problem

JON BRAMNICK, *Assembly Minority Leader, District 21*

To start the new decade I hope that tax relief, rather than tax hikes—of which there were \$3 billion over the past two years—will take precedence. Recently released IRS data shows that \$3.2 billion of income moved out of the state last year. That brings the total to \$28 billion of lost income since 2005. New Jersey can't afford to wait. The time to act is now.

Trenton Democrats have controlled the Legislature since 2002. That is 18 years of broken promises to reduce property taxes. Nearly two decades of politically convenient quotes but failure to act. To make matters worse, under Governor Murphy's administration and the Democrat legislature there is argument over which taxes to raise.

The Democrats in the legislature passed a billion dollar tax hike on businesses while the Governor is pushing for an income tax and sales tax hike. These proposals ignore the core issue: New Jersey's high taxes.

When the Assembly reconvened this fall after a months-long recess, the Democrat majority once again told New Jersey what their priorities are and it was astonishing. They prioritized giving convicted felons the ability to vote, providing undocumented immigrants with financial assistance and drivers' licenses. Nothing to solve New Jersey's tax problem.

Thousands of New Jersey families are fleeing our beloved state every year. That means families are being separated from one another. A visit with grandparents who were once a car ride away now requires a flight. This troubling trend must be stopped.

We must address housing affordability by actually making existing housing more affordable. That starts by lowering property taxes.

New Jersey leads the nation in foreclosures, and has for years. Court-mandates high-density housing is not the solution to this problem. It is a terrible irony that such housing actually makes the cost of living less affordable.

Municipalities must raise property taxes to prepare for an influx of new students, more police, infrastructure improvements, and other expenses that towns struggle to keep funded. The families and people who live in these communities do not get a say in what happens in their town, but they end up paying for it.

Not only should we rein-in property taxes for the first time since Gov. Chris Christie implemented the 2% cap but that

same principal should also be applied to state government. State spending is increasing faster than future revenues will be able to keep up. While towns must maintain fiscal responsibility by keeping tax levies below 2%, the first two budgets by the Democrats under one-party rule has increased state spending by 12%.

We must address housing affordability by actually making existing housing more affordable. That starts by lowering property taxes.

Under the Democrats' one-party rule, the cry of New Jersey residents has gone ignored in favor of extreme policies favoring the convicted over the taxpayer. Last year, a NJBIA-Rutgers poll found, once again, that property taxes are by far the greatest concern of New Jerseyans and people don't think the state government did enough to relieve the financial pressure of taxes.

In 2020 I hope the people of New Jersey are no longer ignored. That the Democrats' indifferent attitude toward the state's tax burden will change. My entire time in the legislature I have fought to make our state more affordable and I still believe it is possible. The Assembly Republican caucus has many proposals to do so and we stand ready to work across the aisle to have answer the taxpayers' concerns. 🦋

Building on Success with Expanding Shared Services Support

JORDAN GLATT & NIC PLATT, *New Jersey Shared Services Czars*

For decades, New Jersey has struggled with painfully high property taxes. And, while we all know that costs would be lower if we had fewer than 565 separate municipalities, addressing this by consolidating essential municipal services has not been a priority. That is changing, and it is doing so at breakneck speed.

When Governor Murphy asked us to take on the role of Shared Service Czars in 2018, we did not hesitate. As mayors, we had both implemented effective shared services agreements that lowered costs and improved services. As taxpayers, we strongly believe that sharing services is one way to achieve the greater efficiencies and cost savings that New Jersey residents are clamoring for.

We have worked long hours, traveled thousands of miles and met hundreds of elected officials over the past two years to bring communities to the table and agreements to fruition. At the same time, we've advocated passionately for more resources at the state level for towns who need technical assistance and for financial incentives to help with the transition to shared services.

As Governor Murphy announced in last month's "State of the State" we have seen a lot of success.

"For the past two years, and at my request, Mayors Nicolas Platt and Jordan Glatt have served as our administration's shared-services Czars, and they've worked hard to bring communities to the table together. And, today, we have more shared-service agreements under consideration than ever before—980 at last count, and still more coming in."

—Governor Phil Murphy, 2020 State of the State Address

In the previous five years, the number of agreements filed with the state ranged from 180 to 414; in 2019 the number jumped to 917, and there have been 63 more already as of mid-January of 2020.

Even more important than the specific projects are the technical assistance programs being established and the grant funding—\$10 million for 2020, we hope more in future years—that will help us build on that success. If the demand is high, and the projects successful, we can make a case for additional funding and more ambitious projects in future years.

In formulating these programs, we've sought to avoid mistakes of the past, when too often towns spend tens of thousands of dollars of grant funds on "consolidation studies" that never went anywhere. So, for most areas, instead of funding studies, the state will provide staff—all experienced local government alumni—to do studies pro bono through the Department of Community Affairs' Local Assistance Bureau. This group, which has already worked with us on a number of major shared services projects from regional courts to jails, will promote a process that involves listening to and protecting all stakeholders, implementing best practices, and ensuring that your community achieves the best deal for your taxpayers.

Three grant programs are active now to support shared services:

- \$3,150,000 in competitive Challenge Grants to partnerships that produce shared services of significance.
- \$5,800,000 for support costs associated with shared services project completion or transition support. (\$2 million of this is set aside for school consolidation studies, an important exception to the "no studies policy.")
- \$1,050,000 to allow counties to hire a young professional to work as a full time Shared Services Coordinator Fellow within the county to identify shared services opportunities, with benefits provided by the county.

Deadlines for these grants are coming up—starting February 28, 2020. While it may be hard to imagine putting together an application so quickly, it is very do-able if you focus on the following:

Build on what you already have Most local governments in New Jersey already share services in some way, and most

successful big projects follow smaller ones. Find ways that you can build on your current shared services—adding related services or expanding to new communities.

Keep in mind that shared services can encompass many different arrangements

A municipality joining a County-provided dispatch service, or joining a regional court, or signing on to a multi-town contract for services is as valid as the merger of departments, but often much less difficult to implement.

Look at technology Every part of municipal government uses technology these days, and when individual towns buy and deploy software in a vacuum, this technology costs more, does less, and prevents broader cooperation with neighboring communities. Given that every operational improvement—in garbage collection, road management, policing, emergency response, permitting, licensing, and urban planning—has a technology component, working together to improve IT makes good sense in and of itself, and can set the stage for greater sharing in the future.

Consider your equipment needs

Similarly, many communities could benefit from specialized equipment—from sewer cameras to rescue trucks—but don't need them full time. Do you have neighboring communities with similar needs to yours? If so, build a program around sharing equipment that will help you both be more efficient. Alternatively, look at arrangements that will allow you to “rent” equipment to—or from—your neighbor.

And, while we acknowledge the political pressure on each town to have its “own” fire and rescue equipment, the reality is that a regional approach meeting equipment needs can make people safer and save taxpayer dollars. So, before considering a big equipment purchase, consider doing a needs assessment with your neighboring communities.

Shared services are not new in New Jersey. But high taxes and our looming fiscal crisis mean that we need to take this to the next level. These grants and your local governments' initiative are the key to doing so. 🦸

@ For more information on the LEAP grants, consult: www.nj.gov/dca/divisions/dlgs/programs/leapgrants.html.

For technical assistance requests, please contact DLGS at: 609-292-6602 or email at sharedservices@nj.gov.

To reach out to the Czars directly, please email: nicolas.platt@dca.nj.gov; Jordan.glatt@dca.nj.gov

Jordan Glatt, former Democratic mayor of Summit, and Nic Platt, a Republican Harding Township Committee member and former mayor, are serving as Governor Murphy's shared services czars.

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Public Transportation Options for the Working Poor Continue to be a Major Problem in South Jersey

FRANK W. MINOR, Mayor, Logan Township

For over two decades Logan Township has seen tremendous growth in its industrial parks. With that growth we have seen job opportunities increase at a steady pace. The strong relationship that the governing body has developed with our corporate community allows us to work collectively to identify issues that impact our businesses and our residents. To that end, last year we embarked on a listening tour. After visiting a number of companies in our industrial parks, and meeting with several human resource managers and executives, it became clear that many businesses were experiencing difficulty filling various positions. To get a handle on the size and depth of the problem, we sent a survey to every business entity within the Township. The results of the survey were staggering.

There are currently an estimated 600 job openings in the combined industrial parks within Logan Township, with the potential of more being added with the addition of development along US Route 322 and additional business openings in 2020. Many of these jobs are for unskilled labor with fair compensation and benefits. Employers have advised that the unskilled positions are difficult to fill due to the inability of employees to access adequate transportation.

After recognizing the size of the need, Logan Township met with our transportation partners in NJ Transit, South Jersey Transportation Authority and Cross-County Connection and shared the results of our survey. In response, the Pureland shuttle expanded its routes to include a Saturday Shuttle with run times similar to its Monday to Friday schedule. But this is still not adequate to meet transportation needs as:

- This shuttle has limited daytime hours
- There is no Sunday service for the shuttle while much of the business park is in operation
- There is no shuttle for people working 2nd and 3rd shifts
- The current base funding source for this (supplemented by matching funds) is from the Pascale Sykes Foundation and is due to expire in 2020. Without a replacement funding source this shuttle would end, leaving many people who rely on it to get to work left without transportation.

New Jersey Transit also provides some transportation to the industrial parks, but the available schedule, which is quite limited, often requires long commutes and transfers.

I have heard it said, “See a need, fill a need.”

Logan Township’s industrial parks need employees. And this need is only growing as our businesses grow and additional business partners develop in our community and regions. Based on the above-average unemployment rates detailed below, many in our region, most specifically Salem and Cumberland Counties, need employment.

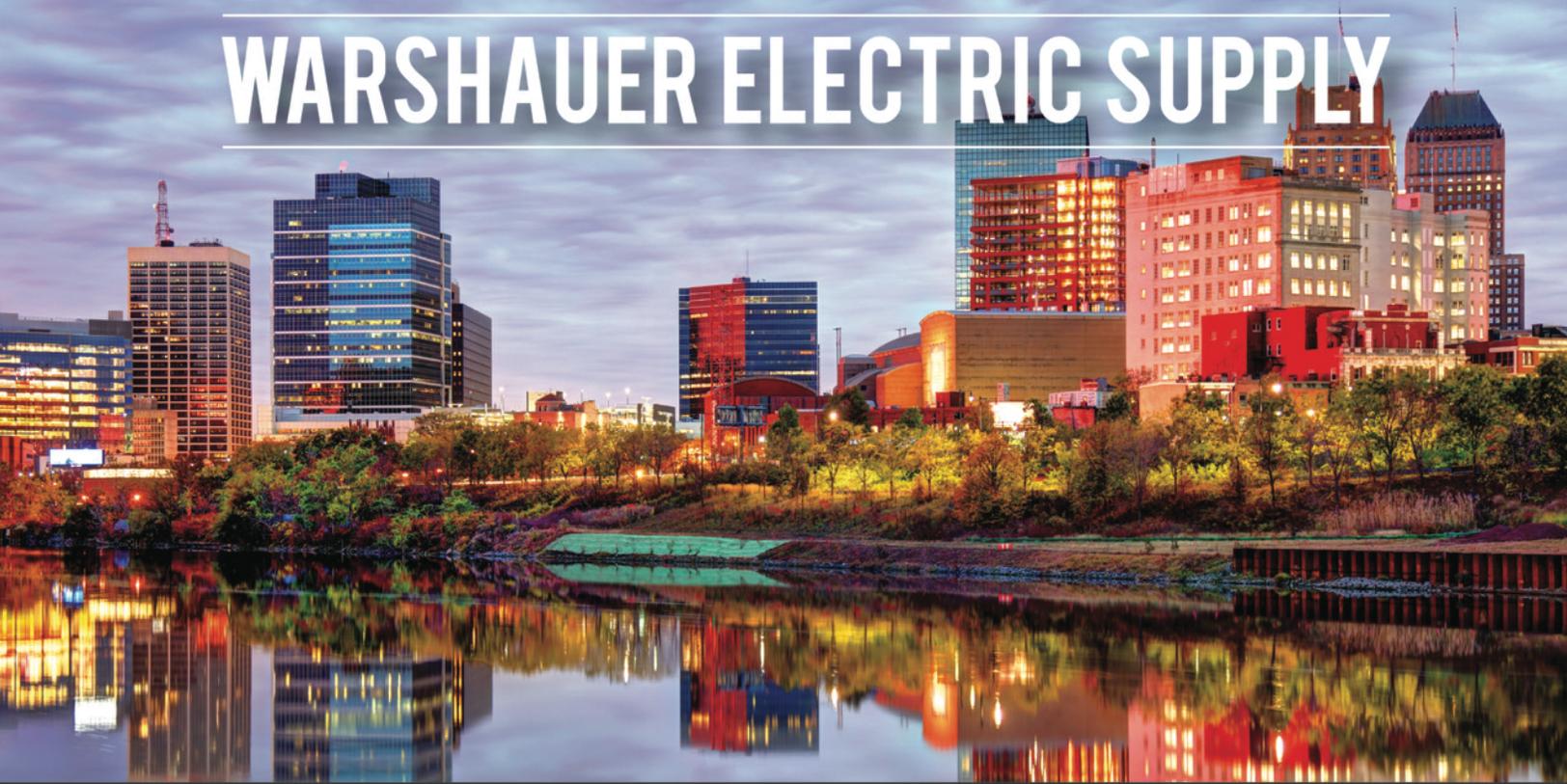
- Gloucester Unemployment: 3.6% (August 2019); Poverty: 7.8% (2018)
- Salem Unemployment: 4.6% (August 2019); Poverty: 11.6% (2018)
- Cumberland Unemployment: 5.1% (August 2019); Poverty: 14.6% (2018)
- National Unemployment: 3.5% (September 2019); Poverty: 11.8% (2018)

This need may warrant the creation of a Tri-County Public-Private Bus System, electric or natural gas powered, serving Gloucester, Salem, and Cumberland Counties. But funding and planning for such an initiative would render this a long-term project. In the interim, we see the immediate need for the following transportation improvements:

- Added Monday-Friday run times on the 402 bus line
- Added weekend run times on the 402 bus line
- Bus line service increase or a new line to cover the 322 Corridor
- New bus line or 401 bus line modification for Salem to Logan service
- Expansion of shuttle service for Sunday
- Gaps in service filled in for Monday through Friday service
- Replacement of lost foundation funding (2021) that is helping to support the current Monday through Saturday shuttle service

There are people who want to work but transportation issues prevent them from filling open positions. We can change that. It is time to expand public transportation services in South Jersey so that people who want to work can actually get to available jobs. 🚗

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New Efforts Target Foreclosure

Helping homeowners, communities

CHARLES A. RICHMAN, *Executive Director,*
New Jersey Housing and Mortgage Finance Agency



Over 10 years have passed since the financial crisis, yet New Jersey continues to rank among the states with the highest foreclosure rates.

Foreclosures, which crush families and can blight neighborhoods, have impacted thousands of homeowners across the state.

They are not simply people behind closed doors. They are family and friends, co-workers, neighbors, and community members.

Early homeowner participation in housing counseling and court mediation is critical to the success of keeping families in their homes. That's why the New Jersey Housing and Mortgage Finance Agency (NJHMFA) has heavily invested our efforts in working with the courts to get families the counseling help they need.

Too many homeowners enter the foreclosure process without an understanding of the type of relief that may be available to them. This is where housing counseling assistance can help. Counselors serve vital functions with regard to educating people about the mediation process and serve as an advocate on their behalf.

This is why NJHMFA and the courts were eager to make counseling a mandatory part of the mediation process and free to homeowners as part of a legislative package that resulted from the Special Committee on Residential Foreclosures created by Chief Justice Stuart Rabner. However, it is essential that homeowners facing foreclosure reach out for this help as soon as possible—they only have a window of 60 days within receiving a foreclosure complaint notice to enter mediation, which triggers the free counseling assistance.

On the front lines of foreclosure

Signed into law last spring by Governor Phil Murphy, these new initiatives bolster efforts to help keep families in their homes and neighborhoods intact.

Spearheaded by the mandated counseling initiative, the new laws take significant steps to help homeowners facing the prospect of foreclosure by modernizing existing laws. They also provide new constituent protections and create tools to better respond to the needs of the state's most at-risk residents. And, they also provide municipalities with better access to information to help not only homeowners, but to help protect homes and property values.

One key function of these new measures requires homeowners, who have received a foreclose notice, to obtain housing counseling if they enter court mediation with their mortgage lender. This initiative builds on NJHMFA's Foreclosure Mediation Assistance Program, which provides funding for free housing counselor assistance to families going through the court's foreclosure mediation process. This law in particular will have a profound impact on the many families struggling to save their homes.

New tools for municipalities

Mayors and county clerks also will now receive notifications within 10 days of foreclosure notices filed in their communities. This is where mayors and other local officials can help play an important role as an additional advocate.

Mediation can save a home from foreclosure. Research has shown that homeowners who participated in counseling:

70%

more likely to remain current on their mortgage after receiving the loan modification

Were nearly

3X

as likely to receive a loan modification

Achieved on average a reduction of **\$5,000** annually on their mortgage payment.



NJHMFA

Over the past months, NJHMFA has sent key information about the counseling program to every mayor in the state as well as other local officials to not only inform them of the program but to help increase their residents' awareness of the help that is available. Homeowners receiving additional outreach from their local leaders about these critical, free counseling resources may increase their likelihood of using these services to help save their homes and prevent them becoming vacant.

Part of this notification law also deals with property upkeep on foreclosed homes.

For many towns, empty, foreclosed-on homes pockmark individual streets and neighborhoods. If left unattended, overgrown lots can call attention to a vacant home, making it a magnet for crime and a detriment to other homes in the neighborhood. Now, foreclosure filers are required to register in-state contact information on who is responsible

to handle complaints on the property and to oversee maintenance. This will enable municipalities to hold the filer accountable for the property's upkeep, even if it is vacant.

More help for towns

Municipalities will also benefit through speedier sheriff's sales on vacant and abandoned houses. This will help boost the return of these homes back into the community as viable properties, keeping not only the home's property value intact but that of nearby homes as well.

In April, the last law will take effect.

It requires the NJ Department of Community Affairs to manage a database that contains location of foreclosure properties, owners of record, key dates, and other contact information.

This initiative marks the first time foreclosures in the state will be categorized in a database. This will allow government entities to better respond to growing housing trends in real time.

Foreclosures can create incredible challenges for all who are impacted.

For homeowners, talking about foreclosure creates overwhelming stress, not only on the owner but on everyone in the household who becomes fearful of losing their home and worries about where they will end up living.

For communities, foreclosure also means a loss of neighbors and often homes left vacant throughout communities, as well as a loss of property values and tax revenues on the foreclosed home.

New Jersey's new laws, along with NJHMFA's efforts to provide for foreclosure mediation counseling, are strong steps to combat a problem that has continued to impact homeowners for too long. 🦋

@ For more information on how to get help on foreclosure mediation counseling and other resources, visit www.njhousing.gov/foreclosure or call 609-278-7508.

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Healthy Town, Healthy Count

Municipalities risk benefits for hard-to-count areas in the 2020 Census

JULIE DESIMONE, Program Officer -
Mayors Wellness Campaign,
New Jersey Health Care Quality Institute

Pateron Mayor André Sayegh recognizes the gravity of the upcoming census count. The city is considered a hard-to-count area (HTC) with populations that are hard to locate, interview, persuade, or contact.

The city's children ages 0 to 5 are most likely to be left out of the count. The community is working to ensure these children get counted, focusing on partnerships with schools. Tools include:

- A children's book called *We Count* about the census and its importance.
- Census pep rallies for children
- "Census Selfies" social media campaign.

The importance of data

In a diverse state like New Jersey, having access to data that represents community-specific demographics is crucial. Mayors Wellness Campaign participants are challenged to find local data that supports creating community health needs assessments, funding decisions, and strategic planning.

This is just one of the many reasons why the upcoming 2020 Census Count is essential to local officials and communities.

Funding factors

The results of the decennial Federal census are used to designate funds for public services. According to Advocates for Children of New Jersey (ACNJ), in NJ nearly \$23 billion in federal funding depends on census counts. This includes programs like Medicaid, hospital funding, Title I school funding, childcare, student loans, highway and transportation funding, and school meal programs.

According to ACNJ, nearly 150,000 children under age 5 live in HTC areas, and 27,000 children were missed in the 2010 Census.

NJ has some of the hardest-to-count cities and districts in the nation, impacting about 22% or nearly 1.9 million residents.



Reasons for these challenges can include:

- Language barriers
- Low literacy
- Persons wanting to remain hidden
- Low civic engagement
- Highly mobile or homeless populations.

When we miss the opportunity to accurately count our residents, NJ loses out on funding and representation. This can have long-lasting effects.

Census data is also valuable to municipalities for planning housing, schools, businesses, and overall neighborhood improvement.

The Quality Institute's Mayors Wellness Campaign is committed to helping towns get the word out about the upcoming Census. We will help ensure every community receives appropriate access to funding and critical planning data.

What residents can expect

Every household will have the opportunity to participate in the Census by mail, phone, or, for the first time, online. Most residents believe a census worker will come knocking on their front door. This is only true for 5% of households.

Invitations to participate in the Census will start in early March 2020. Reminder letters will follow during the month of April.

A census worker will follow up in-person at any households that have not yet responded to the Census before the

References and Resources

2020 Census: [2020census.gov](https://www.census.gov)

Advocates for Children of NJ: [acnj.org/downloads/nj_counting_for_dollars.pdf](https://www.acnj.org/downloads/nj_counting_for_dollars.pdf)

Complete Count NJ: [fundfornj.org/census/legislative-districts](https://www.fundfornj.org/census/legislative-districts)

Census Survey Worker application: www.USAJobs.gov

Hard to Count Communities 2020: www.censushardtocommunities2020.us

end of April.

Some residents are wary of providing personal information. The Census Bureau will always present a badge

if in-person. They will never ask for any of the following:

- Social Security Numbers
- Bank or credit card account numbers

- Money or donations
- Anything on behalf of a political party

Federal regulations also protect your census responses and prevent the Census Bureau from sharing/identifying information. Information may not be shared with Homeland Security or Immigration and Customs Enforcement.

Despite these protections, populations such as undocumented residents are still less likely to complete the Census. It is



The **New Jersey Municipal Management Association (NJMMA)** is a statewide professional association made up of municipal managers and administrators. Founded in 1954, the NJMMA has been a valued resource for local government for more than 60 years. The members of this proud association know all about municipal government, and here is what you need to know about them:

- NJMMA's membership currently represents over 250 full-time professional managers statewide.
- Members are responsible for many of the essential services that are delivered daily to more than four million New Jersey residents.
- The Association's primary objective is to ensure members are well prepared to deliver local government services, efficiently and effectively, working in conjunction with the elected officials who serve in local government.
- NJMMA's leadership are the primary advocates and spokespersons for professional local government management across the state.
- The Association is recognized by elected officials throughout the state for its members' expertise, contributions to the enactment of sound public policy, and the delivery of public services.
- NJMMA has been affiliated with Rutgers University for the past nine years, providing members with the assistance, technical training, and support that comes with a partnership with a nationally recognized state university.
- The Association maintains ongoing relationships with other New Jersey professional associations, which collectively represent nearly all licensed officials working in local and state government.

For more information on the NJMMA, or to become a member, please contact Executive Director Alan Zalkind at zalkind@docs.rutgers.edu.

critical to minimize non-participation in your community by giving accurate expectations and information about protections in place.

Localized efforts

Complete Count Committees (CCC) are valuable partners in census efforts. They raise community awareness of the census across the country. The CCC use local knowledge, community leaders, and resources to achieve accurate census counts.

New Jersey has created a Complete Count Commission to oversee this process statewide. They coordinate and assist with efforts between tribal, state, and local governments, communities, and the Census Bureau.

Small steps can guarantee that your community will be well represented in the 2020 Census count. As a community leader, you can stress the importance of completing the Census. New Jersey only gets this chance once every 10 years. Let's work together so all residents are counted. Share how you are getting the word out

How to Get Involved in the 2020 Census

There are many ways you can raise awareness in your community. The Mayors Wellness Campaign encourages Mayors and community leaders to take action in the following ways.

- Encourage residents to respond to the census in a way that is best for them whether by phone, mail, or online.
- Remind them to count every person living in the home, adults and children, even if they are not related.
- If a resident is unsure whether they were included in their household count, advise them to complete the Census and count every person living in their home. The Census Bureau has a process in place to correct duplicative entries.
- Encourage residents to work with census workers who come to their home.
- Remind residents their personal information is safe and secure.
- Reach out to your Regional Census Office to access ready-to-use tools and resources such as factsheets, toolkits, promotional materials, press kits, and more.
- Visit the Census 2020 website to find your local Complete Count Committee.
- Incorporate an awareness campaign into community events.
- Post information about the Census 2020 in the library and other popular locations. Inform your community that the census survey is generating over 50,000 jobs in NJ. Encourage residents to apply at www.USAJobs.gov.

about the Census in your community with the Mayors Wellness Campaign.

We'd love to highlight your efforts and share innovative ideas with other towns. 

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NJ Coalition for Education and Positive Choices

A new organization to help combat substance abuse

THOMAS "ACE" GALLAGHER,
*Committeeman, Hanover Township;
Founding Member, NJC4EPC*

People face a plethora of daily choices about substance abuse and other issues. The new website for the NJ Coalition for Education and Positive Choices (NJC4EPC), www.njc4epc.com hopes to foster positive and meaningful decisions with safe and beneficial outcomes.

The alarming statistics are real, and the effects of substance abuse are all too real. Families, the nucleus of society, are often torn apart due to the repercussions of drug abuse of a family member. Job loss, criminal activity, or even death, impact not only the abuser, but also their families. The first thing one notices upon visiting the website is the motto: "Educate, Engage, Empower." These three words succinctly embrace the adage that knowledge is power and information assists people to secure help and make healthy and positive choices.

The vision of NJC4EPC is to educate all New Jersey residents and communities on how to promote a substance-free and stigma-free lifestyle. NJC4EPC's objective is to actively engage the community in healthy activities while disseminating helpful information to parents and children alike in a single cohesive website.

Eliminating a disconnect

This organization emerged as a grassroots effort in Morris County to combat substance abuse. Concerned individuals discerned a disconnect between what parents know about substance abuse and what school children have learned from educators and law enforcement.



Activities IRL (in real life)

Besides working with community organizations and community leaders, the Coalition promotes healthy activities for youth. It sponsors Friday evening ice skating events where ice time and skates are available at reduced prices. There was also an opportunity to meet and mingle with local police departments. These real-life heroes and role models displayed equipment and offered free ID cards to young people.

Popular events have featured local businesses and musicians, who were thrilled to get on board for a good cause with martial arts demonstrations as well as musical presentations and competitions. Programs and initiatives in the planning stages will continue to bring valuable experiences and information to local communities.



The coalition was presented with a 2019 New Jersey State Governor's Jefferson Award. (L to r) NJ Coalition 4 Education & Positive Choices Director of Communications Michele Sylvin, East Hanover Councilman Brian Brokaw, Florham Park Mayor Mark Taylor, and Hanover Township Committeeman Thomas "Ace" Gallagher.

The Coalition consists of leaders and concerned citizens from all walks of life, notably government, education, and law enforcement. They bring knowledge, experience and dedication to a table comprised of elected officials, school administrators, police officers, all working toward the same goal. The Coalition members are parents and grandparents doing their part to make the world a safer place for all families.

Many parents and guardians are not aware of the efforts that local schools put forth while promoting healthy lifestyles. Schools have done an amazing job teaching students about the dangers of substance abuse. Local and county police departments have partnered with schools and communities to make schools a safe and drug-free place to learn. The Coalition provides parents with tools to empower themselves to better assist and support their children as they navigate life's often perilous waters.

Aware that families increasingly rely on smartphones, tablets, and computers for current, relevant, and accurate information, the NJC4EPC utilizes the website along with numerous social media outlets, such as Facebook, Twitter, and Instagram, to reach all segments of a busy society.

Accessing information

Lieutenant Heather Glogolich of the Morris Township Police Department has been instrumental putting the new website together. She notes that it can be

a real struggle for parents to know where to access information quickly and accurately and then to actually get help. Lieutenant Glogolich stresses that the NJ Coalition for Education and Positive Choices draws from the experiences and wisdom of many individuals from various

backgrounds. They work to provide facts, data and links to pertinent sites available when people need to access them.

She notes that we "came up with this idea, recruited some people, and we have been working extremely hard as a team to get information together... We have some of the most passionate and dedicated people volunteering their time

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to make this coalition the very best it can be.”

Another founding member and huge fan of the Coalition, Hanover Township Police Chief Mark Roddy, touts the merits of this organization. He notes that, despite the fervent effort of other

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citizens and substance awareness groups, society seems to be falling short of the worthwhile goal of ridding society of the drugs that plague us today.

The Coalition, with its unique approach and vision, has stepped into the void to make a difference in the world. Roddy said, “I am going to focus my energy on this Coalition and work together with them to help bring positive changes to our collective fight

against substance abuse.”

The Coalition is making significant strides, fulfilling its mission to increase awareness of trends in the drug abuse epidemic and foster a positive lifestyle for our youth. The NJC4EPC team hopes that their work will help people struggling with drug or alcohol abuse. Ultimately, we can mend the fabric of society that has worn thin due to the substance abuse epidemic plaguing our nation. 🇯🇵

Getting Better

So what can parents do if they suspect that their child is abusing substances? The website at www.njc4epc.com is a great place to start.

Did you know that in 2017, approximately 992,000 teenagers suffered from a substance abuse disorder? The statistics for young adults are even more dire: in 2017 about 5.1 million people aged 18 to 25 struggled against substance abuse.

But substance abuse does not magically disappear with age. Rather, the statistics for older Americans and the elderly are startling; according to njc4epc.com, over a million adults aged 65 or older had a substance abuse disorder, the vast majority of abuse involving alcohol.

In fact, alcohol is abused by people of all ages, many beginning in school. Other substances of choice for teenagers include marijuana, tobacco, prescription drugs and e-cigarettes, which have exploded in popularity since their introduction in 2003.

In addition to citing information and statistics concerning substance abuse, the website offers hotline numbers and helpful links to other websites dedicated to overcoming drug abuse, such as NIDA (National Institute on Drug Abuse).



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Shared Services Grants

Bucking the status quo with a new \$10 million program

MELANIE WALTER, *Director of the Division of Local Government Services,
New Jersey Department of Community Affairs*

Status quo is easy. Change is hard. Creating momentum for any shared services idea requires incentive to change, repetition to promote understanding, and clear direction to accomplish successful execution.

The purpose: to buck the status quo and change the way things have “always been done,” saving New Jersey taxpayers money through a new \$10 million grant program.

In 2018, Governor Murphy launched the Shared Services program with the appointment of two “Czars,” former mayors Nicolas Platt and Jordan Glatt, who have helped to reinvigorate shared services initiatives throughout the state. The goal is always property tax reduction for New Jersey residents. That can be achieved by making the delivery of services more efficient while renewing and expanding conversations about the best ways to bring neighboring communities to the table.

Many benefits

Sharing services offers countless benefits for participating communities. It reduces costs, delivers municipal services more efficiently, and generates increased value for each dollar spent while ensuring local government units remain responsible stewards of the public trust.

This isn't news to the many New Jersey communities that have already embraced this alternative to tax increases in recent years. In fact, local governments across New Jersey implemented and renewed more than 900 shared services agreements in 2019. This is almost double the average number of agreements submitted to the State between 2014 and 2018.

You already understand the impact. The question now is, where do you go from here? How do you brace for change and overcome any obstacles that you may face along the way?

We understand serious financial pressures and uniform barriers can stall progress. Two of the significant barriers local units face when evaluating options are:

- A lack of resources to investigate and shape a new shared services proposal
- The absence of money to absorb start-up costs incurred as part of a transition from the status quo to the proposed shared service.

LEAP forward

The Local Efficiency Achievement Program (LEAP) exists to help move from ideas to impacts.

LEAP provides \$10 million in monetary incentives to pioneer, investigate, and implement meaningful service sharing projects.



This money is specifically available to help counties, municipalities, school districts, and local authorities overcome financial barriers and move beyond the status quo to effectuate real change.

LEAP is comprised of three primary components: County Coordinator Fellowship Grants, Challenge Grants, and Implementation Grants.

County Coordinator Fellowship Grants allocate \$50,000 to each county for the purpose of hiring a fellow to work full time with the county. They will also work with each local government unit within the county or any entity with whom they might share services to identify and advance shared service opportunities.

Challenge Grants allocate funds to the most compelling projects in potentially each of New Jersey's 21 counties. This affords local units the opportunity to compete for grant funding to support efficiency-generating shared services. This grant program is designed to promote innovation among peer entities across New Jersey. It also challenges municipalities and counties to collaborate on more extensive partnerships that produce significant shared services.

Implementation Grants allocate funds to help cover costs associated with shared services implementation. This includes one-time reimbursable costs for project completion or transition support. The grant program also provides for reimbursement of costs associated with school consolidation and countywide school district studies that support the creation of meaningful and implementable regionalization plans.

Identifying new efficiencies, embracing shared services opportunities, and overcoming the common barriers to successful implementation is possible when local officials' knowledge and experience is joined with the State's data, staff, and financial resources.

We invite all municipalities to submit grant applications that promote a new approach to sharing services. We look forward to helping New Jersey take the next leap from the status quo to real change. 🚀

@ For more information, visit <https://tinyurl.com/DLGS-LEAP>

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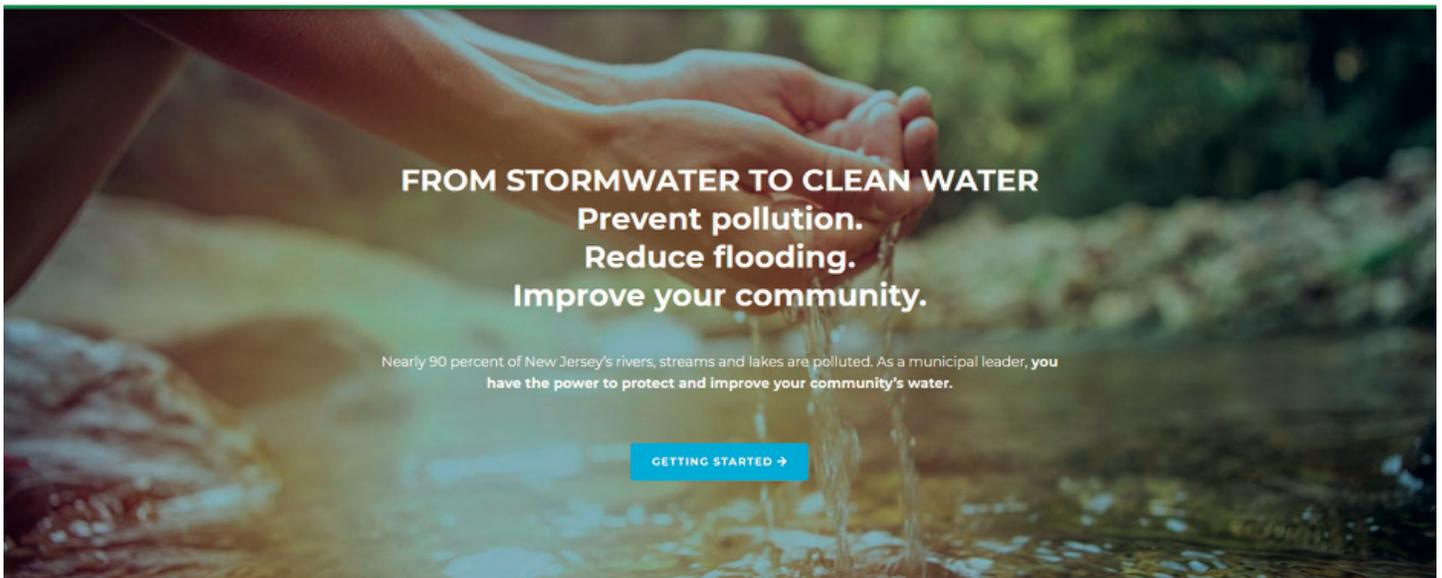
Green Infrastructure Municipal Toolkit

Helping towns understand and embrace revised stormwater rules

ALBERT KELLY, *Mayor, Bridgeton; Past President, NJLM*



Home ▾ Plan ▾ Implement ▾ Sustain ▾ Resources About ▾ Stay Informed



Municipal governments are facing climate change. More frequent, heavier storms overwhelm stormwater pipes, resulting in flooding and water pollution. Temperature swings and heat waves worsen air pollution, creating dangerous conditions for young children, elders, and the infirm.

Even as we work to reduce carbon emissions and minimize global warming over the long term, local leaders must act immediately to make our cities and towns more resilient to the current impacts of climate change.

Green infrastructure offers a powerful set of tools to do just that.

Green infrastructure and stormwater regulation

Features like rain gardens, green roofs, vegetative swales, street trees, permeable pavement, and wet ponds are green infrastructure systems that soak up the rain and filter pollutants. When trees are involved, they cool and clean the air.

Green infrastructure makes development sites, neighborhoods, and downtowns more absorbent, so rainwater and snowmelt filters into the ground or is otherwise captured. This stops it before it flows, polluted with everything from animal waste to pesticides to motor oil, into the nearest pipe to local streams, rivers, and lakes.

Green infrastructure is a mainstream practice in many parts of the country and soon will be mainstream in New Jersey, too. NJ Department of Environmental Protection (NJ DEP) has adopted amendments to the state's stormwater management rules requiring the use of green infrastructure in new developments.

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connection is
the one among
all of us.**

verizon[✓]





The amendments were adopted in late fall with a 12-month implementation period. It's likely they will be followed by a second set of rule changes applying higher stormwater management standards to all development projects. They may also require municipalities to consider climate change impacts in their stormwater management plans.

Planning, implementing, and sustaining

The time has come to initiate or expand your town's effort to plan, implement, and sustain green infrastructure. It works well and is not rocket science, but green infrastructure is fundamentally different than the traditional pipes-and-inlets approach.

While green infrastructure can be used with traditional gray infrastructure, especially in cities, designing these systems requires a different mindset, a different process, and a different skill set. Good training for those who design, build, and maintain stormwater management systems is critically important.

Discovering the municipal toolkit

Fortunately, an excellent new resource is available to help municipal leaders and staff navigate the changing stormwater management landscape and reap the benefits of this paradigm shift. New Jersey Future, an independent nonprofit focused on sustainable growth and climate change resilience, has created the Green Infrastructure Municipal Toolkit.

This online resource is full of guidance on how towns can plan for, implement, and sustain green infrastructure. Municipalities working on Sustainable Jersey certifications can find out how to accumulate points through green infrastructure actions.

If you have never considered incorporating green infrastructure into projects and you have no idea how to get started, the toolkit has you covered. The toolkit will show you how to comply with the new requirements in the rule. It explains how to undertake activities such as installing a demonstration project that addresses a real challenge to learn about green infrastructure and educate your community about its benefits.

Bridgeton's rain barrels

Here in Bridgeton, we started with rain barrels. It was a small but tangible way our residents could get involved in managing stormwater on their own properties. They also learned more about the benefits of green infrastructure.

The rain barrels started a great conversation in the community about why we're doing this, why it's important. From there, it was easier to move to public demonstration projects.

Reaping the benefits

Every municipality must manage stormwater. Embracing the new green infrastructure paradigm will require new mindsets and new skill sets. The good news is, green infrastructure doesn't just handle stormwater. Other aspects include:

- It makes local waterways cleaner and more inviting

Inside the Kit

The toolkit is logically organized in three key sections: Plan, Implement, and Sustain. It contains excellent resources not only for you but also for your planners and engineers, public works staff, volunteers, and the general public.

Design professionals and planning boards will find:

- Case studies and sample engineering plans prepared by Rutgers engineers and approved by the NJ Department of Environmental Protection
- The Urban Street Stormwater Guide published by NACTO. This provides clear guidance about incorporating green infrastructure into road projects.
- For public works, there is detailed advice on green infrastructure monitoring and maintenance.
- And for municipal volunteers and advocates, from environmental commission members to Green Teams and youth leadership development organizations, there are myriad programs and tools to help people understand what's at stake and why green infrastructure makes so much sense.

- It makes our neighborhoods more attractive
- It helps to increase our property values
- It makes our public spaces more welcoming and draws more people to our downtowns
- It improves community health
- It provides good local jobs

Starting our stormwater management plans with green infrastructure isn't just a rule. It is the responsible path forward for the benefit of everyone in our communities. As you explore ways to bring green infrastructure into your communities, the Green Infrastructure Municipal Toolkit is a great place to start. 🌿

@ Visit the Toolkit website at <https://gitookit.njfuture.org>

Albert Kelly is the Mayor of Bridgeton and is a past president of the New Jersey State League of Municipalities.



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2C Electrical Plan Review	2B+2C = E3 Electrical Plans Examiner
4A Mechanical Inspector One- and Two-Family Dwellings	M1 Residential Mechanical Inspector
4B Mechanical Inspector General	M2 Commercial Mechanical Inspector
4C Mechanical Inspector – Plan Review	4B+4C = M3 Mechanical Plans Examiner
5A Plumbing Inspector One- and Two-Family Dwellings	P1 Residential Plumbing Inspector
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*1 B = NCPCCI Building Inspector General, 3 B = NCPCCI Fire Protection General, 3 C = NCPCCI Fire Protection Plan Review

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West Orange's Municipal Golf Club

A historic acquisition for a modern community

ROBERT D. PARISI, *Mayor, West Orange*



In early 2019, West Orange purchased Rock Spring Golf Club, a historic, private 138-acre property that sits in the middle of one of our residential neighborhoods. This valuable land could have easily become the site of a new development. Instead, it will remain a green recreation space, representing another investment in our community's future.

Part of our history

Rock Spring Golf Club is a part of West Orange's deep history. Founded in 1925, it was one of the very first courses built in West Orange. Its design is unique, imagined by a legendary turn of the century architect named Seth Raynor, whose highly ranked work includes Fisher's Island in New York and the Mid Ocean Club in Bermuda.

The club's other unique attribute is location. While West Orange is home to other golf courses, none blend right into residents' backyards like Rock Spring Golf Club.

A property for the community

We never thought buying Rock Spring Golf Club for the community would be possible, so when it went on the market in late 2018, we were more than intrigued. The more we talked about the acquisition within our local government and to residents, the more determined we were to pursue the property.

The expansive green space it would add to our community, combined with the property's historical significance, fit with our vision for West Orange. We secured support from the Township Council and moved forward with the deal.

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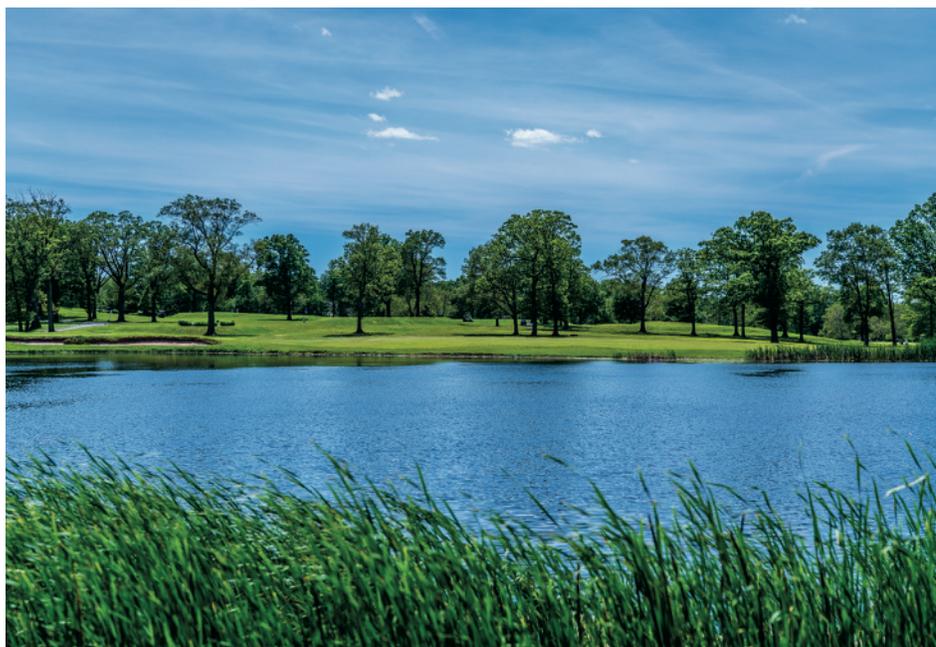
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Municipal Golf Club

From that moment on, things happened quickly, a must to open the course in time for spring golf season. Our local government officials worked together as a united front with a singular focus on opening up this beautiful green space to all West Orange residents. With a short window of time to maximize the opportunity, our local officials joined forces with colleagues from all levels of government in New Jersey to finalize the sale. All of these people pulling together in the right direction led to the deal closing in a remarkable 27 days.

Val D'Souza, vice president of operations for KemperSports, the national golf course management company that has partnered with us on Rock Spring Golf Club, says this acquisition makes West Orange part of a growing trend. "Over the last few years, we've seen more municipalities entering the golf business. According to the National Golf Foundation, the number of municipal courses in the United States is at an all-time high and continues to trend upward. Local governments are seeing the benefits of these properties as a spot for community members of all ages, not just golfers, to gather for programs and recreation. The transformation of Rock Spring Golf Club is a prime example of this trend."



About West Orange

West Orange is an example of a model community for this modern world. We settle right into the gap between a small town and large town, providing our residents with the best characteristics of both experiences.

Our residents represent every walk of life, from every generation, economic status, race and ethnicity, living together and building a community where differences are respected.

Prepping for debut

The West Orange team spent a few weeks working with KemperSports to get the property ready for its first season as a public course, making sure the grounds were in prime condition and developing programming golfers and non-golfers alike would enjoy. In May 2019, after more than 90 years as a private club, the Rock Spring Golf Club at West Orange made its debut as a public daily fee golf course, one of only two Seth Raynor-designed courses in the country open to the public.

To celebrate the transformation, West Orange invited the entire community to a special grand re-opening event at the property, complete with a ceremonial first drive. Hundreds of residents joined us that first evening, with many more stopping by in the following weeks to

spend time at the property.

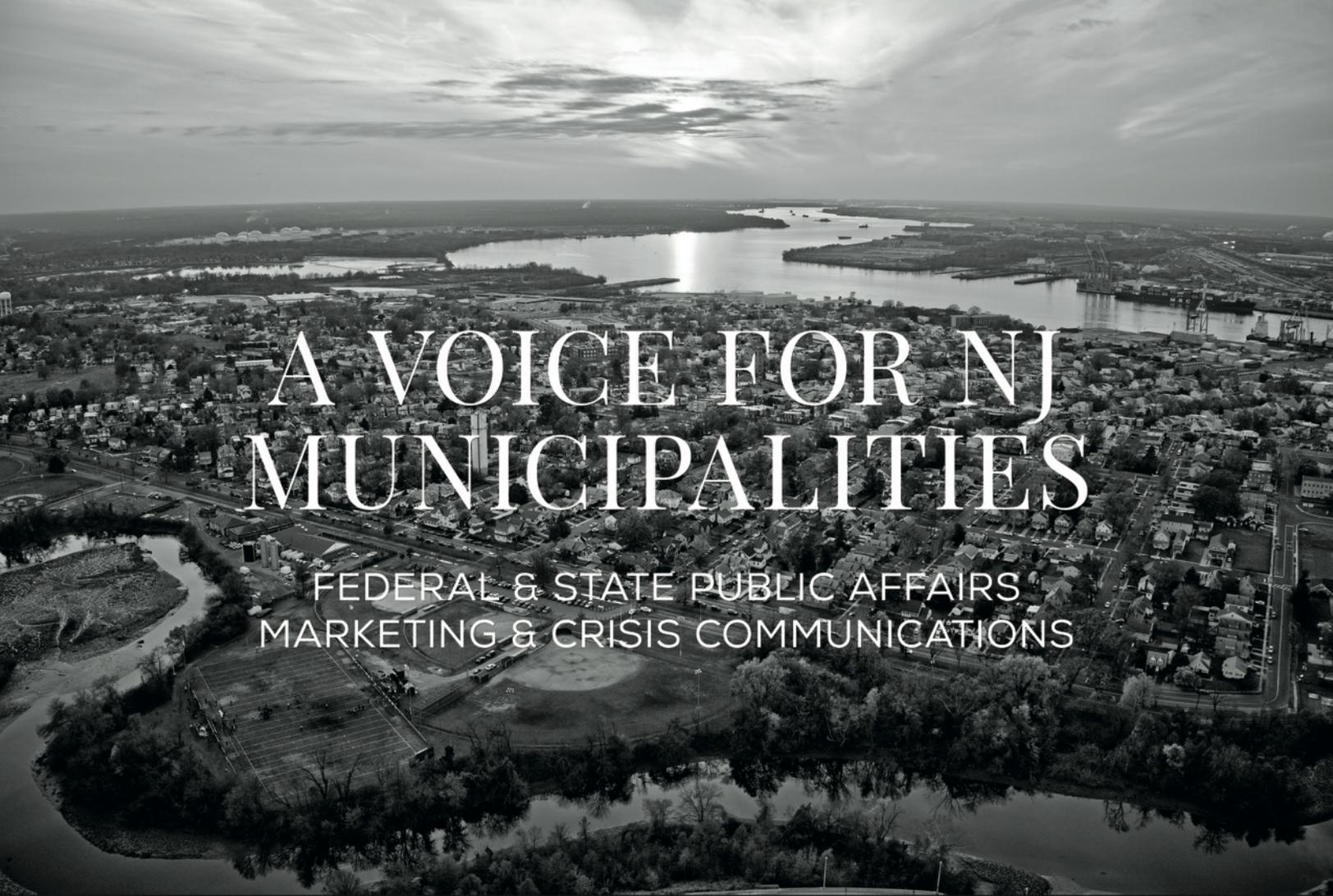
Exceeding expectations

Throughout our first official season as a public course, the reaction from both our own community members and those who visit us from out of town has been very positive. In fact, the number of visitors from the greater metro area drawn in by the rare opportunity to play a Seth Raynor course has far exceeded our expectations. People are coming in from 20 to 30 miles away to play and have fun at our course, and we're welcoming them with open arms.

Non-golfers have embraced this acquisition as well, joining us for events like our first-ever 5k run or simply to take in the scenic views of the community and Manhattan from Rock Spring Golf Club's incredible vantage points.

"The township's leaders really established a path to success for this property from the start by setting the right tone," D'Souza said. "Their vision is to create an environment where golfers and non-golfers alike feel welcome, whether they are playing the course or just enjoying the setting. The staff, from the grounds team to the general manager, works every day to fulfill that vision in every interaction with guests. And because of this approach, the community has embraced this property in a big way."

Rock Spring Golf Club's story is still being written. We're happy to be where we are given how quickly this opportunity surfaced, but this is just the beginning. Golf is the core offering today, but five years from now you might see broader recreation activities alongside the greens. We're going to keep listening to our residents and shape the future for the property in partnership with them. 🏌️



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Beneficial Insects

Lab helps bugs that help the environment

DOUGLAS FISHER, *New Jersey Secretary of Agriculture*

Since the Phillip Alampi Beneficial Insect Lab (PABIL) opened in 1985, its core mission has been to raise and produce insects that aid the environment. The lab is one of the most respected and well-known sites on the East Coast to entomologists, thanks to the programs it has developed and tested.

PABIL focuses on raising beneficial insects that destroy harmful insect pests and agricultural crops, and insects that control or eliminate weed pests.

Many programs instituted at the lab are saving farmers and landowners millions of dollars a year in reduced pesticide and plant replacement costs. A variety of beneficial insects that help keep undesirable insects and weeds below economically damaging levels have been established within the state.

Successful fights

The voracious Mile-A-Minute vine can grow 20 feet in a season, topple trees, and prevent the growth of trees and shrubs. PABIL was one of the labs that developed and evaluated rearing techniques for a weevil to fight the Mile-A-Minute, and began increasing production levels to allow for releases in New Jersey and other states.

Another success story was the fight against the Mexican Bean Beetle. PABIL played a key role in producing a parasite that has kept the population of the Mexican Bean Beetle in check in New Jersey for more than 30 years. The parasite has been continuously released in New Jersey since 1980 and, as a result, New Jersey Farmers have not had to treat their plants for Mexican Bean Beetle with other applications.

In 1996, the beneficial insect lab began rearing and releasing two exotic beetles, both of which are of the *Galerucella* genus. They feed on Purple Loosestrife, an invasive exotic freshwater wetland plant that displaces native plants essential for food, cover, and nesting sites of native wildlife, including the bog turtle.

Dispersal of the beetles from release sites to other Purple Loosestrife-infested wetlands and a reduction in plant populations at all the non-release sites has demonstrated that the beetle has brought the Purple Loosestrife into a lower, more sustainable equilibrium. The plant is no longer as big of a threat in New Jersey as well as in other Mid-Atlantic and New England states.

The NJDA also established a beetle, *Cybocephalus nipponicus*, that feeds on elongate hemlock and euonymus scale. In addition,

the alfalfa weevil, gypsy moth, cereal leaf beetle, and musk thistle, are being kept below economically and environmentally damaging levels in part by biological control agents introduced by the NJDA.

The NJDA staff at PABIL is continually searching for and evaluating new biological control programs that can be implemented to help protect the state's crops, ornamental trees and shrubs, forests, and other natural resources.

As has been the case for more than 100 years, it's not unusual for new invasive species to emerge in the U.S. and specifically in New Jersey.

The laboratory is also raising Japanese/Bohemian knotweed in anticipation of obtaining the beneficial psyllid, *Aphalara itadori*, which should be released from quarantine in 2020. Knotweeds are invasive weeds with the ability to choke out other plants wherever the plant establishes.

If anyone is interested in touring our facility, contact the department at ContactAg@ag.nj.gov. We welcome you to learn more about New Jersey's beneficial insect laboratory. 🦋

Spotted Lanternfly Spotlight

The latest effort of PABIL and other labs has been researching methods to combat one of the newest invasive pests to New Jersey, and several other Eastern states, the Spotted Lanternfly. While not known to be harmful to humans or animals, this pest is known to feed on 70 different types of vegetation and trees. While an adult Spotted Lanternfly (SLF) cannot survive the winter, it does lay egg masses that will hatch between 30 and 50 nymphs when temperatures warm in the spring. The lab is researching the rearing of the SLF in order to produce the beneficial parasites once they are approved and then released from quarantine.

While several other labs both in the United States and South Korea (where the SLF originated) are among those doing research and tests as well, you can be assured our highly qualified staff is on the forefront of this battle. While finding the best natural predator is a years-long process, our history of significantly eliminating pests tells us the Spotted Lanternfly may one day join those other so-called "bad bugs" that are no longer part of New Jersey's agricultural or environmental landscape.

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www.newjerseyboa.com



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NJBOA's Active Membership is comprised of licensed Code Officials and Inspectors of all disciplines, as well as Technical Assistants. We have Associate, Subscribing, and Honorary memberships available to others engaged in the building industry, including housing, planning, zoning, and manufacturers' representatives. Our annual scholarships, totaling over \$30,000.00, have benefited dozens of worthy college students. As always, we welcome people from many career backgrounds to consider joining our organization, or come to any meeting as our guest.

As we celebrate our 90th Anniversary, **NJBOA** is proud to be the **only** statewide association, inclusive of Code Officials, and members of other diverse backgrounds, that is recognized by the Department of Community Affairs. **NJBOA** will continue to actively support and participate in the Building Safety Conference of New Jersey, as we have done for over 35 years. **NJBOA** is an organization that remains strong in membership, welcoming new applicants each year. **NJBOA** is a tried and true brotherhood whose success is written in its legacy. The **NJBOA** Executive Board would like thank our members, Past Presidents, and communities, for their unwavering support, which has helped pave the way to its success thus far. **NJBOA** will continue to forge ahead with strong leadership and the proven confidence of its members, through this decade and beyond.

Jerome Eger *Charles Lasky* *John Fiedler* *Jeffery Heiss* *Lawrence Scorzelli* *Pat J. Naticchione* *Bob LaCosta*
 President 1st Vice President 2nd Vice President Secretary Treasurer Immed. Past President NJLM Rep.

Legal Team

Serving Municipal Interests

The year 2019 marked another busy time for League amicus participation. Our legal department was involved in a number of amicus interventions—participating in cases in the New Jersey Appellate Division and Supreme Court, as well as Federal District Court.

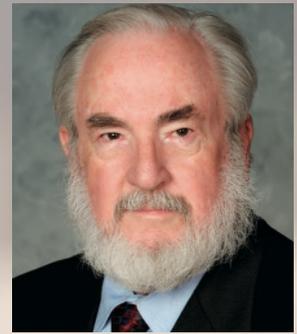
The League participates in these cases because they have statewide impact and municipal interests are well served by our involvement. Amicus matters from 2019 included topics such as prevailing attorney fees in OPRA matters, the interplay between the NJ Law Against Discrimination and the NJ Workers' Compensation Act, and the application of the Business Personal Property Tax.

In addition to our amicus work, the League's legal department continues to act as a helpful resource to municipal attorneys. We act as a clearinghouse for ideas and practices and monitor and report on important court decisions at the state and federal level that impact our members.

In addition, our legal department continues to review and update the various publications offered by the League, contribute to the League magazine, and provide analysis for legislative affairs. The League's legal department is also involved with the stakeholder process with many of the State's regulatory agencies—representing the League before the administration during the early stages of regulatory development.

The legal department also maintains the League's ordinance and resolution library. This library is a valuable tool for municipal attorneys, elected officials, and others as it allows users to see how other municipalities have solved problems helping them to better address their own. 🇺🇸

GENERAL COUNSEL



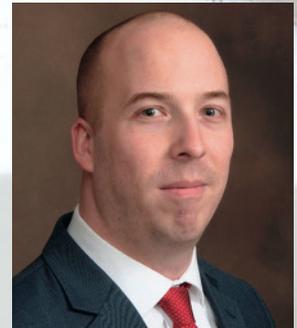
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FRANK MARSHALL
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ASSISTANT COUNSEL



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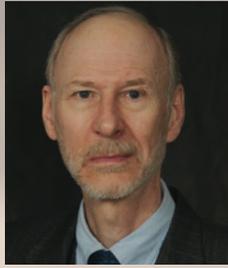


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Roseland

Legacy Criteria

Developing Legacy Park and honoring heroes in Deptford Township

PAUL MEDANY, *Mayor, Deptford Township*



Honoring and remembering heroes and their selfless deeds is a part of our nation's history. These heroes come from communities all over the country. Deptford Township has many heroes, as do surrounding communities.

Over the years, our township council members have discussed memorials and remembrances to honor local heroes. We also had an interesting debate on what is a hero and that the word should not be used loosely.

We wanted to remember the hundreds of people over the years who have contributed to our community—a monumental task. Deptford was one of the five original townships created in 1695 when Gloucester County was incorporated, so there were lots of worthy people to consider.

Getting started

Years ago, we created a Deptford Volunteer Hall of Fame. We set criteria for induction—15 years with the same organization and a recommendation by the executive committee of the same association. After this, we started the discussion on how to honor other residents and their contributions.

We finally created an ordinance outlining our criteria to serve as a set of rules for honors. This prevents hours of discussions, and especially hurt feelings when someone's request is denied.



Like most communities, we have residents requesting the naming of streets, parks, and buildings after loved ones. They want their memories honored.

Setting legacy criteria

Our ordinance established legacy criteria. They recognize residents who have made extraordinary, unique, and lasting contributions to Deptford. We included methods to honor veterans, first responders, outstanding volunteers, public servants, and residents who have performed heroic deeds.

VETERANS

Our first priority was veterans and those who died in service for our country. Naming of public buildings, parks, and streets is reserved for those who give the ultimate sacrifice.

We have created a beautiful veterans

memorial park to honor all of our veterans and members of Americas military. This memorial includes the names of every soldier from Deptford since the Revolution who died in action. We have since named two streets after soldiers who died in combat.

FIRST RESPONDERS

We designed the entrance to our largest park to include a memorial to all of our first responders and those who have died while employed by Deptford Township. It is called First Responders

Circle and includes granite stones inscribed with names.

VOLUNTEER HALL OF FAME

The inductees into the volunteer hall of fame have their names inscribed on plaques displayed in the municipal building lobby.

LEGACY PARK STONES

Legacy Park is a public space made of brick and stone that will permanently display the names of residents who have met the Legacy Criteria established in the ordinance.

The nominating criteria is stringent. This honor is to be taken seriously and is carefully considered. The all-encompassing program remembers and honors citizens throughout the long history of our community.

We provide special recognition to those who have made the extra effort to dedicate themselves to our community and country. After all, this country was built on individuals serving the public good. 🇺🇸



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FINANCE CENTER



Designing Summaries: Presenting Your Budget to the Public

AMY SPIEZIO, *Managing Editor, NJ Municipalities*

Throughout the year, many residents will view their local budget on the municipality's website. The current and prior three years' budgets must be posted by municipalities or at the Division of Local Government Services site.

But some towns step up their efforts to engage the citizens in the budgeting process by creating enhanced communication tools. Here we describe three different budget-related pieces submitted to the Municipal Public Information Contest at Rutgers University Center for Government Services.

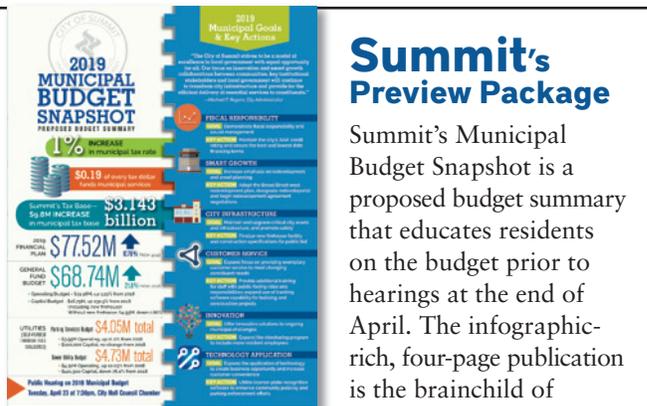
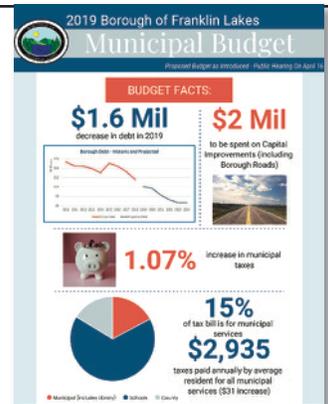
@PDFs can be found at www.njlm.org/finance

Franklin Lakes' Proposed Budget Fact Sheet

The Borough of Franklin Lakes (Bergen) also creates an educational tool, the Budget Fact sheet. Designed and produced in-house by Borough Administrator Gregory C. Hart, the content is based on the Borough's annual budget objectives.

Hart notes, "The focus is usually on the marginal tax increase, reductions in debt, commitment to capital projects and infrastructure (in particular the roads), and how much of tax bills are attributable to the municipal budget."

The layout has been a success, "Infographics are very effective ways of getting important data points out to the community in a visually impactful way. We are looking to integrate infographics in our departmental performance management system, as well to succinctly summary the most relevant or interesting data on a departmental level."



Summit's Preview Package

Summit's Municipal Budget Snapshot is a proposed budget summary that educates residents on the budget prior to hearings at the end of April. The infographic-rich, four-page publication is the brainchild of Chief Communications

Officer Amy Cairns, who notes, "City Administrator Michael Rodgers provides the numbers, CFO Tammy Baldwin provides the numbers, and I provide the narrative."

Cairns works with a local resident who designs the piece. "It provides a level of citizen engagement. Our intention is that we want to make the budget accessible to everyone in the community."

When receiving a table, there's a solid chance that readers will lose interest or not understand the data, she notes. The summary maximizes impact with clearly explained priorities and expenditure descriptions.



Madison's Budget Summary Mailer

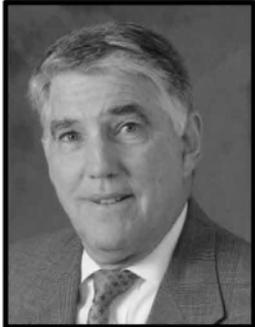
The Borough of Madison's residents receive a summary of the annual budget with their tax bill each year. The single-sheet piece is created by Communication & Technology Coordinator Michael Pellessier based on information from CFO Jim Burnet.

Charts, graphics, and photos are completed in house and the piece uses the town's official color palette.

"Residents really appreciate our transparency. It's giving them information that not all municipalities give them," Pellessier said.

The piece includes a breakdown of the Madison tax bill and compares taxes and services to those of neighboring towns. There is a point-by-point reporting of the services and capital the budget provides as well as an illustration of the percentage of total revenue. 📄

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GOLD DOME

VBM's Are Changing How New Jersey Campaigns Are Run



BEN DWORKIN, PH.D., *Director, Rowan University Institute for Public Policy & Citizenship (RIPPAC)*

New Jersey political campaigns are expensive. Sandwiched between the first and fourth largest expensive media markets in the country (New York and Philadelphia), television ads cost a small fortune to reach everyone from Mahwah to Cape May.

As the most densely populated state, campaigns here also require rounds of people-intensive door knocking and waves of direct mail.

Campaigns have to use limited financial resources strategically, and strategists are always looking for efficient ways to get voters to the polls.

Modeling and micro-targeting campaigns

Over the last decade, both national parties have invested millions of dollars into massive voter databases. Using polling data, voting history, and hundreds of pieces of available consumer data, a profile is built for each voter. Micro-targeting allows campaigns to focus specific messages that are most likely to appeal to each person.

Through modeling, every voter in New Jersey can now be given two scores on a 100-point scale:

- Their likelihood to vote in a given election.
- Their likelihood to vote Republican or Democratic.

Individual voter modeling and micro-targeting transformed how campaigns are run at the legislative level and above. Canvassing an election district with a strong history of turning out for your party and using the same message for each house is old school. With the information available today, and smartphones to access it, the selection of targeted voters and the messages each receives are more personalized.

VBM standard

In 2003, New Jersey political campaigns started moving away from absentee ballots and adopted a broader “Vote by Mail” (VBM) standard. One need not be out-of-town to cast a vote. It would now be as simple as requesting a ballot and mailing it back in.

Political strategists use VBMs to both reduce costs and deliver more participation. By getting more people to “mail it in,” campaigns can lower the personnel and financial costs of reminding voters repeatedly to go to the polls on one specific day.

**Candidates will
need to adapt or
lose a competitive edge.**

Getting voters used to applying for the VBM ballot was a daunting task. That annual effort offset the expected savings.

In 2018, Democrats in Trenton required that anyone who requested a VBM in the 2016 election—a high-turnout presidential election year—would automatically receive another one in all subsequent elections. Voters would have to opt out of the program to avoid receiving a ballot in their mailboxes every year. In 2019, amendments extended the law to those who requested a VBM in 2017 and 2018 as well.

The result was a continuing surge in VBM use. More than 1.6 million New Jerseyans cast ballots this past November, 16.7% of them using VBM. This is up from 12.3% in 2018 and 8.3% in 2017.

The benefits of a well-organized VBM effort are apparent. Highly partisan voters already know who they are supporting and generally cast ballots early. Campaigns are left with the more manageable task of targeting persuadable voters. If you have to knock on the doors of 5,000 supporters to get them to the polls, having 1,000 of them cast ballots early makes the GOTV operation in the final weeks that much easier and less expensive.

And because every voter has been profiled, campaigns have a much better sense of how much of their “expected” vote is in prior to Election Day. They have seen the names of those submitting VBM ballots. Further, they have seen how much of the unexpected vote turned out for each side.

In the best case, this was found money. Likely supporters who are unlikely to vote are now recorded as casting a VBM. Having that information allows for the reallocation of limited resources in a much more strategic way.

VBM implications

There are several implications to the VBM trend.

Campaigns have to move their attack ads earlier. If more people are casting ballots early through VBM, there isn’t time for an “October surprise” to affect enough people.

The effect on local elections could be dramatic. Automatically offering thousands of voters the relative convenience of having the ballot sent to them could lead to lots of “unexpected” voters casting ballots, thereby upending the conventional wisdom that so many local candidates rely upon typically to win.

Partisan advantage in VBMs is still to be determined. With 1 million more registered Democrats than Republicans in New Jersey, the assumption is that the more people who vote, the better the Democrats will do. In 2019, about 126,000 more Democrats than Republicans received a VBM ballot. However, 56.4% of Republican voters returned their completed ballots, compared to only 51% of Democrats.

There are implications for transient voters, like the 270,000+ full-time college students in New Jersey. College student voting has always been a tricky situation for campaigns. Given the challenges to mobilizing these voters—lack of civic education, constant re-registration, inconvenient polling locations for people without cars, etc.—VBMs can take much of the confusion out of the process.

This depends on the continuation of the “VBM once, VBM forever” law.

Unfunded mandate status

At press time the legislation was no longer operational. Responding to a complaint filed by the NJ Association of Counties, the state’s Council on Local Mandates made the 2018 and 2019 changes to the law null and void by ruling that it was an unfunded state mandate. This is expected to be resolved

this month.

The \$2 million allocated by the legislature in the 2019 amendments wasn’t seen as a permanent source of funding to handle the rising tide of mailings for every county clerk in New Jersey. For example, Mercer County sent out 8,000 VBM ballots in 2018, and 27,000 this year. If the law is resuscitated, that number is expected to be 50,000 in 2020.

The Council’s ruling may be short-lived. At press time, a funding agreement was on Gov. Murphy’s desk that would get the automatic VBM distribution up and running again. When that happens, elected officials and the political organizations will need to adapt to this changing campaign landscape.

Failure to do so in the current world of modeling, micro-targeting, and VBMs means losing the competitive edge that campaigns at every level desires. 🦋

2019

Municipal Salary Survey

The latest edition of the New Jersey Municipal Salary Report is now available, including salaries for over 40 municipal positions.

This is a digital report that includes data for 244 municipalities in a Microsoft Excel Spreadsheet. The data was gathered from a recent survey conducted by the League. View the full list of positions and municipalities included in this report on the League’s website at www.njlm.org/SalaryReport.

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Municipal Administrator Removal Process Considerations

FRANK MARSHALL, ESQ., *Associate General Counsel*



Our municipal administrator has been with us for a little over four years and is beginning the second year of a three-year employment agreement. However, things have not been working out and we are looking to part ways. Is there anything we need to consider before moving on from our administrator, such as tenure rights? And, how does the employment agreement affect our ability to remove the administrator from the position?



The municipal administrator position has no set term nor does the position receive tenure like a municipal clerk, tax collector, or chief financial officer would. Administrators are hired at-will, meaning they can be removed from their position at any time. There are, however, certain conditions that must be met before parting ways with a municipal administrator with special conditions necessary for the immediate removal.

First, N.J.S.A. 40A:9-138 requires a 2/3 vote of the governing body on a resolution removing the administrator. The resolution of removal becomes effective three months after its adoption. This effectively provides the administrator with three months' notice of termination and allows the administrator to remain in the position for that time.

Immediate removal of the administrator is possible if the resolution of removal provides as such. However, if immediate removal is sought, the administrator must be paid any unpaid balance of their salary and salary for the next three calendar months following adoption of the resolution of removal.

The employment agreement will have little effect on your ability to remove the administrator. This issue has come before the courts on different occasions and each time the court has ruled that despite an employment agreement stating otherwise, an administrator may be removed so long as the statutory provisions for removal have been complied with.

One such case is an unreported Appellate Division decision from 2015, *Munoz v. Town of West New York*. Munoz had an employment agreement with West New York appointing him as municipal administrator for a term of three years. The municipality passed a resolution removing Munoz from the administrator position less than one year into the three year-agreement. Munoz challenged his removal as administrator, relying on his employment agreement to argue that he could not be removed as administrator without cause prior to the expiration of the agreement.

The court found that despite the term of office expressed in the employment agreement, the statutorily fixed term of office for a business administrator remains "at the pleasure of the governing body."

This case law should help ease any concerns you have about being unable to remove your administrator immediately. However, I do caution that while provisions of an employment agreement with an administrator regarding the term of appointment may be statutorily preempted there may be other provisions of the agreement that must be followed. You should have your municipal attorney and employment attorney review the agreement and the law carefully for any pitfalls. This information can also serve as a guide if your municipality appoints a new administrator. 🦋



2020 **Legislative Guide**

Meeting Municipal Goals
by Working with
the League



Monitoring (And Influencing) State Actions Is a Part of Your Job

NJLM President's Letter



Citizens always look to municipal government first when problems arise in our communities. So the one thing that we all, as municipal officials, need to be is problem solvers. It doesn't matter if you live in a big city, a medium-sized township, or a small town. It's no different down the shore, up in the mountains, along a river, or in the woods. That one trait is the same for all of us—North, South, and Central. We all have to be first-rate problem solvers. And the fact is that we all need to solve many of the same problems.

In many ways—some positive and some negative—actions of the State Legislature and by the Governor's Administration affect our ability to solve problems in the communities where we serve. Your League Officers and our Legislative Relations Team try to advance the cause of efficient, effective, economical, and ethical government in New Jersey municipalities.

**I can't overemphasize
how much we need you
to stay informed and
to get involved.**

State policies and priorities may change. But the League's mission remains constant: To challenge all assaults on local government, on our local liberties, and on the Home Rule principles that serve as their foundation; to ease our chronic overreliance on regressive property taxes to fund essential services; to encourage civic virtue and citizen involvement in collective decision making; to promote the health, safety, and

welfare of our neighbors and their neighborhoods; and to allow us to build a better future for our hometowns.

The League works help us to do all of those things, without regard to partisan considerations. But there will be no progress—and there could well be new obstacles—without all of you.

I can't overemphasize how much we need you to stay informed and to get involved. That can begin with a careful consideration of the information included in this Legislative Guide. But it can't end there.

Please share with us—and with your State-level representatives—your thoughts on State policy. If you are able, please volunteer to serve on any League committees or task forces studying issues important to you.

I urge you to stay as involved in State issues as your schedule allows. A host of interests try to influence State decision-makers. The greatest good for the people of our state may not be the primary focus for all of them. Your Legislators will hear from them. Shouldn't they also hear from you? 🗣️

Sincerely yours,
James J. Perry, Sr.
President, NJLM; Committeeman, Hardwick

Policy Insights and Actions with Legislative Team Tools

The League always encourages elected and appointed local officials to engage their representatives. It ensures your voice is heard loud and clear. As your partner here in Trenton, our alerts and calls to action will help you stay informed and empowered in your efforts for a better Garden State.

In addition to our policy objectives, the League's advocacy is focused on enhancing member engagement.

The first step in that effort is catching up on the details of the latest legislative issues through the local government lens.

The Town Crier is a blog focused on legislative and regulatory issues; using this tool helps you drill a bit deeper into important policy developments. Following The Town Crier at www.njlm.org gets you the latest analyses on the largest questions facing policy makers in our State and our Nation's capitals.

Past postings have dealt with issues like:

- The 2% arbitration cap and pension matters
- OPRA/OPMA Legislation
- Regulatory advisories

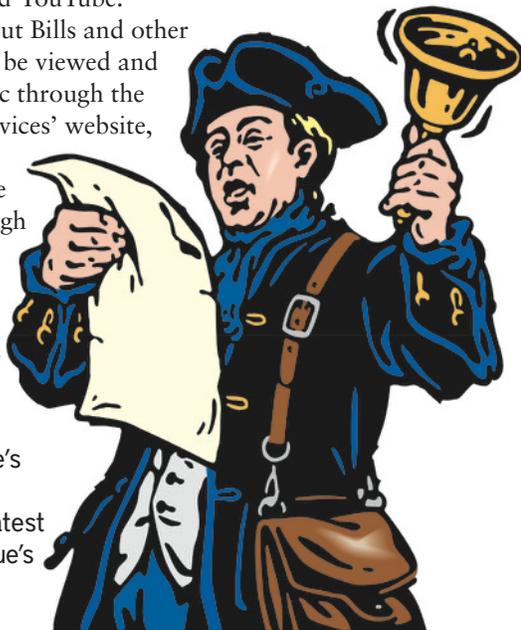
- Lame Duck updates and actions
- Legal insights

For the latest legislative developments, please follow the League's active social media. We have a presence on Twitter, Facebook, LinkedIn, and YouTube.

More information about Bills and other related information can be viewed and printed free to the public through the Office of Legislative Services' website, www.njleg.state.nj.us.

Digitized bills from the 1996-1997 session through today can be searched by Bill Number, Bill Sponsors, and Bills in Committee, Keyword(s), and Bill Subject. 📄

@ Check the League's home page, www.njlm.org, for the latest information on the League's legislative activities.



Getting Active

The League of Municipalities speaks on your behalf, and to be effective, it needs you to take an active part. Here are some of the things you can do to help the League help you.



5 Ways the League's Legislative Team Helps You

Around 11,000 bills and resolutions are introduced during each two-year term of the Legislature. Of those bills, approximately 2,500 impact the Garden State's 565 municipalities. The debate in Trenton's legislative halls is of major importance and potential impact to municipal officials.

1 Member Interaction

The League represents the interests of municipalities by listening to you, person-to-person. The Legislative team meets you at the League Conference and we come to your county league meetings.

You are encouraged to call or write the League's office and send us resolutions you've adopted. Your response to surveys is sought from time to time. Also, we read media reports and research pieces to learn your concerns and opinions. The team members meet you at various other functions and seminars.

Because we've been listening, we are prepared to recognize proposed legislation that may present you with a problem or an opportunity.

2 Legislative Committee Meetings

The League Legislative Team review lists of bills recently introduced or amended, flagging those most likely to affect local government and pulling copies of those bills for more thorough analysis. Based on that analysis, we prepare an agenda of bills to take before the League Legislative Committee.

That Committee is composed of over 100 local officials (see page 7), just like you. In fact, if you can spare one work day a month, 8 or 9 days a year, we encourage you to join that Committee.

There you can help your colleagues from all around our State and serve on one of our Subcommittees:

- Taxation and Finance
- Intra-Municipal Affairs
- Land Use, Environment, and Community Development
- General Legislation

Each Subcommittee has an agenda of 10 to 15 bills that are studied, debated, and voted upon. Then we convene in the Committee of the Whole to take final action on the recommendations of the Subcommittees.

3 Legislative Action

After the meetings, your League Legislative Team returns to Trenton to draft position letters on the various bills based on the Committee's debates and actions.

These are sent to sponsors and to any Legislators who could be asked to vote on the proposals. Committee actions are also summarized and published in our Legislative Bulletin, a collection of bill briefs that enjoys broad circulation among municipal officials, State Legislators, and Executive Branch Officers.

The Legislative Team also uses tools to inform you of the nature and consequences of new laws or regulations. We report on the movement of major bills impacting municipalities in two publications:

- The "Legislative Update" column—a regular feature of the award-winning magazine, *New Jersey Municipalities*.
- The Town Crier, the League's up-to-the-minute blog.

When your help is needed on a deadline, the members of the League Legislative Action team rely on "Legislative Alert" letters. If aware of your interest in a particular matter, personal emails and phone calls are sometimes placed as well. We use these tools most often when a particularly good bill needs a push or when an especially bad bill seems ripe for passage.

4 Key Policy Maker Contacts

Your League Legislative Team—a veteran staff of duly registered Governmental Affairs Agents—keeps you informed about proposals put forward by all our State's 40 Senators and 80 Assembly Members, as well as by the Governor's Administration.

We reinforce with key policy makers exactly how you feel about the major issues impacting the community.





Assistant Executive Director Mike Cerra, Senior Legislative Analysts Jon Moran and Lori Buckelew, and Associate General Counsel Frank Marshall and Legislative Administrator Ciara Bradley monitor the weekly meetings of Assembly and Senate Committees and provide Committee Members with background on the League’s position on the bills under their consideration.

5 State-Level Committee Meetings

The Committees of the New Jersey State Senate and House of Assembly consider bills and resolutions in forums that represent the best of representative democracy in our Garden State.

Legislators who have become experts in their committee jurisdictions listen to arguments for and against passage of scores of proposals over the two-year session. Whenever they consider a bill on which the League has a position, your League Legislative team will let them know about it.

We’ll tell Legislators what your position is and why you’ve taken that position.

All of these actions can make a difference when it comes to protecting the interests of local government. 🗳️



The Right Way to Write

According to the NJ Legislature’s website, www.njleg.state.nj.us, “Legislators value the opinions and suggestions of their constituents. In addition, through their professionally staffed district offices, legislators are prepared to respond to requests for information about legislative matters or for assistance in dealing with State agencies.”

They suggest the following communications methods:

- Call, write, or email legislators at their district offices. Consult the Roster of Members listing at www.njleg.state.nj.us for district office addresses and phone numbers.
- Or you may write to your representatives either in care of:

New Jersey Senate
State House
P.O. Box 099
Trenton, NJ 08625-0099

OR

New Jersey General Assembly
State House
P.O. Box 098
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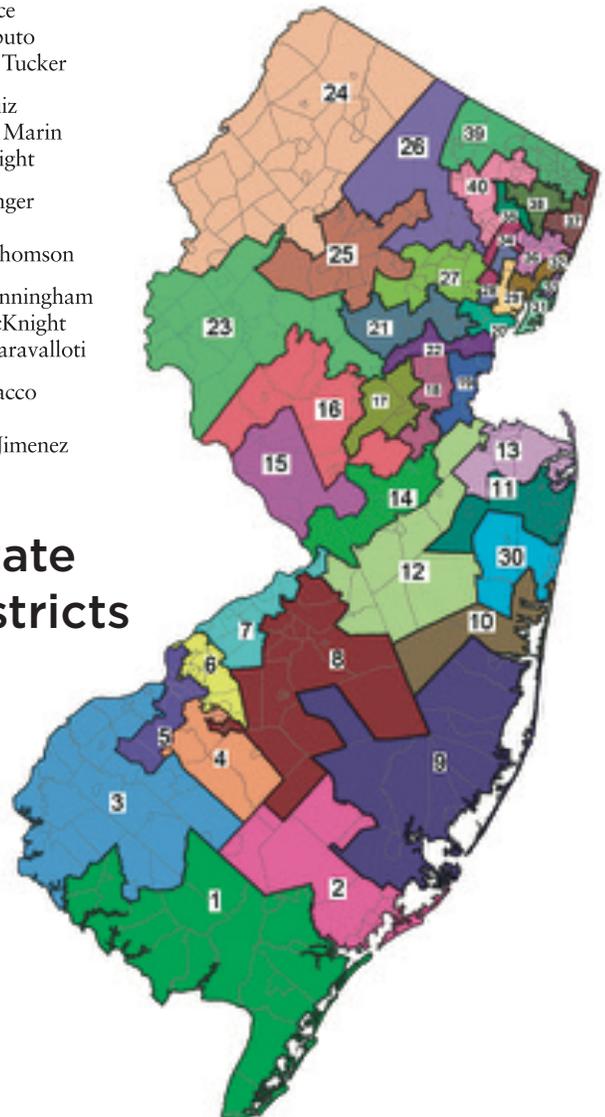
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Reclaiming Our Voice, Telling Our Story

February 9 marks the 100th anniversary of New Jersey's ratification of the 19th Amendment. The Garden State was key to bringing women's votes to reality and was one of the original 36 states to affirm the proposed Amendment.

Key to the effort were women like Lillian F. Feickert, a Plainfield resident who served as New Jersey Woman Suffrage Association President from 1912 to 1920.

Feickert was the focus of a special presentation recently held at Franklin Township Public Library (Somerset). The event celebrated the 100th anniversary of the 19th Amendment and the second anniversary of the Greater New Brunswick Area League of Women Voters. The evening was co-sponsored by LWV-GNBA and the Middlesex-Somerset chapter of NOW (National Organization for Women).

At the heart of the program was a lecture by NJ Council for the Humanities Public Scholar Carol Simon Levin, "Reclaiming Our Voice: New Jersey's Central Role in the Fight for Woman Suffrage."

She portrayed Lillian Feickert discussing New Jersey's role in the long fight for women's suffrage. She shared stories about how suffrage advocates

Lucy Stone and Elizabeth Cady Stanton staged tax and voting protests. The audience learned how Alice Paul re-energized the push for a federal amendment and how Dr. Florence Spearing Randolph brought black women into the movement.

Towns interested in bringing in a suffrage speaker can apply for a public scholar project through the New Jersey Council for the Humanities. For more information, visit: <https://tinyurl.com/NJCH-2020-program-funding> or <https://njhumanities.org/humanities-to-go/psp/reclaiming-our-voice-new-jerseys-central-role-in-the-fight-for-woman-suffrage/>

The League of Women Voters of New Jersey (www.lwvnj.org/), including GNBA (www.lwvgnba.com), and NJLM are participating in the New Jersey Women Vote Coalition, created to plan and participate in activities and celebrations of the 100th Anniversary of the 19th Amendment to the US Constitution. Visit <https://discovernjhistory/njwomenvote2020>.



Carol Simon Levin, portraying Lillian Feickert (inset), suffrage activist and one of the founders of the NJ League of Women Voters in 1920.

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