

# URBAN MAYORS PRESS

FALL 2022 | VOL. 6



## Editorial On Homelessness

By: Honorable Ras J. Baraka, Mayor of Newark - President, New Jersey Urban Mayors Association

**"Homelessness is not a seasonal problem..."**  
 Mayor Ras J. Baraka

In the coming months, when winter sets in, we will, in all probability, have a deep cold snap of several days with sub-freezing temperatures. The media will come out and cover our Code Blue efforts to get our homeless population out of the life-threatening elements into a warm and safe shelter.

It is during these extreme

conditions that the most attention is drawn to our people living outdoors, most of whom have either lost jobs or had rents outrageously raised, or suffer from mental illness or substance addictions. But homelessness is not a seasonal problem. It is a year-round, dire situation, in the cities of our country, where an increasing number of people find themselves on

the streets or in tent cities because of a glaring lack of affordable housing and available mental health or addiction programs. Simply put, it is a disgrace that the wealthiest country in the world cannot put roofs over the heads of our most vulnerable people, and, at its heart; it is a problem of skewed priorities.

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**City of Linden**  
NEW JERSEY  
Community. Diversity. Progress.



# President's CORNER

**Homelessness will be the topic of our NJUMA League session this year at the League of Municipalities Conference and it is a conversation you will not want to miss!**

## Dear Members & Community Partners,

Thank you for your time and continued support for the New Jersey Urban Mayors Association (NJUMA)!

As we move into the season of gratitude and giving, we continue to work to address the many issues facing our urban centers. In this issue of the Urban Mayors Press, you can find a piece that I authored on supporting our residents without addresses. Homelessness is a year-round national issue that we must address in all the cities of our country, where an increasing number of people find themselves on the streets or in tents because of a glaring lack of affordable housing. Homelessness will be the topic of our NJUMA League session this year at the League of Municipalities Conference and

It is a conversation you will not want to miss! Mayor Albert Kelly of Bridgeton provides a poignant, timely reflection on democracy and advocacy. Additionally, there are submissions in this issue that highlight the incredible work of my colleagues in Linden, Perth Amboy, Trenton, and Irvington. Additionally, as you read through, you will find essential and resourceful information from important agencies and entities such as the United States Environment Protection Agency, New Jersey Business Action Center, New Jersey Clean Community Council, which can support our communities in so many ways.

Thank you to all of our members who attended, both in-person and virtually, the October 6th General NJUMA meeting, hosted by the John S. Watson Institute for Urban Policy and Research. This was the first NJUMA in-person meeting at the Kean University-Union Campus. Much gratitude to Dr. Lamont Repollet, President of Kean University, and Dr. Youngblood, Senior Vice President of Transformational Learning and External Affairs for the warm welcome to the campus. The meeting included a presentation by the Kean USED University Center and NJSBDC, which provided resources for small businesses and municipalities.

I would like to welcome Tenisha Malcolm, Director of the NJ Urban Mayors Policy Center. Ms. Malcolm began her position at the Watson Institute in May 2022. She will serve as a point of contact at the Watson Institute, focusing on all things relevant to our organization's mission.

I look forward to seeing all of the mayors at this year's 107th Annual New Jersey League

as we convene to network and discuss issues facing our communities. In addition to our League session, at the NJUMA Annual Policy Breakfast, you will hear from representatives from state agencies who have identified resources and opportunities for our urban centers. Additionally, our League Session will focus on homelessness.

Finally, our NJUMA Annual Reception is a much-anticipated celebration for our members, municipal staff, policymakers, and guests to network, celebrate successes, and express gratitude for another year of accomplishments. Thank you again for your leadership and commitment to our collective future. Please enjoy this edition of the newsletter, and let the contents be a resource to move our cities forward.

Sincerely,

Mayor Ras J. Baraka  
City of Newark  
President, New Jersey Urban  
Mayors Association



# About the New Jersey Urban Mayors Association

## Membership List

- Asbury Park
- Atlantic City
- Bayonne
- Bloomfield
- Bridgeton
- Camden
- East Orange
- Elizabeth
- Hillside
- Hoboken
- Irvington
- Jersey City
- Kearny
- Lakewood
- Linden
- Millville
- Neptune
- New Brunswick
- Newark
- North Bergen
- Orange
- Passaic
- Paterson
- Perth Amboy
- Plainfield
- Pleasantville
- Roselle
- Trenton
- Vineland
- Wildwood
- Willingboro
- Woodbridge

The New Jersey Urban Mayors Association (NJUMA) is housed in the New Jersey Urban Mayors Policy Center at the John S. Watson Institute for Urban Policy and Research at Kean University. The New Jersey Urban Mayors Policy Center coordinates all activities of the NJUMA and provides policy and legislative analysis. Established in 1991, the New Jersey Urban Mayors Association is dedicated to working with state and federal lawmakers and officials to develop appropriate and effective public policy measures that benefit the state's urban centers and to help lawmakers understand how public policy affects New Jersey's municipalities.

As an organization, NJUMA is comprised of 32 New Jersey urban and rural municipalities. NJUMA serves its members through meetings, policy retreats and annual conferences which keep them informed on issues affecting their ability to provide adequate services to their residents. NJUMA also assists its members in interpreting legislation and state policy and works with the Governor's Office to assist in defining an urban policy agenda.

It uses a 7-Point Plan for Strengthening Cities, Families and Communities as a guide for addressing the critical issues of its member cities. This plan is designed to aggressively address the areas of crime and public safety; education and positive youth development; environment and public health; family and community welfare; housing and economic development; tax reform and intergovernmental relations, and unfunded mandates.

NJUMA is a proactive organization that pursues opportunities from the government and the private sector to advance the interests of members. We are consistently exploring opportunities which will strengthen our communities and ultimately the state of New Jersey.

To learn more visit: <https://www.kean.edu/new-jersey-urban-mayors-policy-center>

## Editors:

- Juliana Gardiner
- Barbara George Johnson
- Keisha Griffin
- Tenisha Malcolm
- Delia Latini

## A Message from the Editors

We hope you enjoyed reading our Fall 2022 edition of the Urban Mayors Press! This digital newsletter is created to highlight the impactful work of New Jersey Urban Mayors Association (NJUMA) members and to provide resourceful information to municipalities throughout New Jersey from federal, state and local agencies. Submissions to the Urban Mayors Press are edited and distributed by the **John S. Watson Institute for Urban Policy and Research at Kean University.**

## "Season of Gratitude and Giving"

**Tenisha Malcolm** is the Director of the Urban Mayors Policy Center at John S. Watson Institute for Urban Policy and Research at Kean University. In this role, Malcolm supports the work of the Institute to provide support for New Jersey Urban Mayors Association (NJUMA) member mayors in guiding communities as they seek solutions to various issues facing urban municipalities. She will also provide technical support to the members of the NJUMA focusing on policy analysis and research.



### Meet the Director of the NJ Urban Mayors Policy Center

Prior to joining the Watson Institute, Malcolm worked for several national and community-based nonprofits where she directed large-scale innovative programs, fundraising and strategic development. Most recently, Malcolm served as the Director of Cities Programs for The Nature Conservancy's New Jersey chapter,

where she developed and led strategies that fostered nature-based solutions to address climate resiliency in some of the most marginalized communities in the state of New Jersey.

Malcolm holds a Bachelor of Arts in English from Bloomfield College. She is currently a candidate for a Master of Public Administration degree from Rutgers University in Newark.

Tenisha is at her happiest place when she is out leading hikes with Outdoors On Purpose, a hiking group she founded that encourages Black and Brown people to find respite and joy in nature.

Our Next Edition is in Winter January 2023  
Submissions Due  
**December 15, 2022**

If you would like to contribute to the next edition, please contact Keisha Griffin at [watson@kean.edu](mailto:watson@kean.edu).

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# EDITORIAL ON HOMELESSNESS



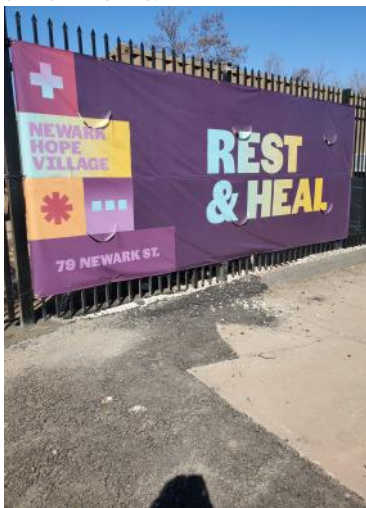
**"We have a moral obligation to shelter our residents, and failure to leave people on the streets shows societal lack of humanity and disturbing callousness to the suffering of others"**  
Mayor Ras J. Baraka

Often forgotten in all the negative news and alarmist political rhetoric about the homeless in this country, is that we have a moral obligation to shelter our residents, and failure to leave people on the streets shows a societal lack of humanity and disturbing callousness to the suffering of others. We must engage our entire communities to change the public perception of the homeless and come up with concrete strategies and solutions to create permanent housing for our residents – and fellow human beings – who live on the streets.

Over this past summer, working groups were assembled to focus on areas of data, outreach and engagement, prevention and re-housing, and emergency services. These groups represent residents, business leaders, philanthropic organizations, clergy, and institution leaders from our medical and educational community, who were involved in developing recommendations that will shape a Homelessness Strategic Plan for the City of Newark."

The goal is to keep our homeless population safe and sheltered in the present and settle in permanent housing in the future. We have also tried to be innovative in our solutions to aid people who have lost their homes and are seeking permanent shelter, and the chronically homeless.

Last February, Newark opened the Miller Street Pathways to Housing Center, a 24,000-square foot social services facility and emergency shelter to transition homeless residents into permanent housing. The center provides individual counseling and case management, behavioral health services, social services, nutrition services, and a daily "drop in" center for individuals to bathe or shower and do laundry. The commercial kitchen on-site prepares meals for residents and trains people in the shelter in meal production to make them employable. The facility has 166 transitional beds for men and women, and units for families. A daily "drop in" facility has individual bathrooms with showers, washers and dryers, tables, chairs, and televisions.



Without a center like this, they would be stuck in the cycle of simply trying to survive day to day. It also gives the chronically homeless a place to shower, wash their clothes, and get out of the harsher weather elements.

In addition, last year we opened **Newark HOPE Village**, a project of renovated shipping containers with 24-hour security that serves as temporary shelters, with counselors who can guide these residents to available social services. Two more villages are planned to be constructed to provide more shelters for those that need it most. Next month, at the NJ League of Municipalities Conference in Atlantic City, the state's Urban Mayors Association will discuss these and other innovative solutions to finding housing for our homeless.

All of these initiatives should be guided by the principle that every human being is entitled to dignity, respect, and a safe, comfortable place to lay their heads. The solutions lie in our cities collectively embracing these residents as neighbors in need of housing, which is a basic human right that our community-wide efforts can help fulfill.



# Clean Energy Programs, Incentives and Grants Can Help Your Town Become a Cleaner, Greener Community and Save You Money

By: Joseph L. Fiordaliso, President, New Jersey Board of Public Utilities



Joseph L. Fiordaliso

The negative impact of climate change on our communities, cities and the state is undeniable, as witnessed by extreme weather conditions, from flooding to extreme heat. Climate change is real and is negatively impacting how we live, work and play. The United Nations has labeled the status of climate change a “Code Red for Humanity,” indicating that it is imperative for states and cities to act with a sense of urgency in addressing and mitigating the effects of climate change.

Under Governor Murphy's leadership, this Administration has tackled climate change with a range of bold policy initiatives aimed at reaching the Governor's goal of 100 percent clean energy by 2050 and making New Jersey a stronger, fairer and healthier place to live and work.

Municipalities are an integral part of achieving our climate and clean energy goals. By making your towns and cities more energy efficient and creating a pipeline for a cleaner, greener economy, you are a part of the solution to healthier communities and a better state.

As Mayor, there are a number of programs, incentives and grants to help you, your residents and your businesses save money, save the planet and create greener communities. Opportunities are available to help in purchasing electric vehicles and constructing charging stations, adopting changes to municipal charging infrastructure ordinances, and utilizing energy efficiency programs.

## Electric Vehicles and Charging Stations

Emissions from vehicles account for 40 percent of the state's greenhouse gas emissions. Municipalities can play a critical role in reducing emissions from vehicles by transitioning existing municipal fleets to electric vehicles. Local government officials can lead by example in driving electric vehicles, making residents more likely to make the switch to an electric vehicle or consider it an option in the future.

To support municipalities with the cost of making the switch to electric vehicles, NJBPU created the [Clean Fleet Electric Vehicle Incentive Program](#). In 2022, we expanded the program to increase the number of vehicles and charging stations for which local governments could receive grants. Overburdened municipalities, like many of New Jersey's urban communities, may qualify for a bonus incentive that may be used to fund additional vehicles or chargers or receive 50 percent more funding.

In January of this year, the NJBPU created a new Multi-Unit Dwelling EV Charging Incentive Program offering incentives to locate charging stations at multi-unit dwellings (MUDs). The Program provides EV charging stations for MUDs with five or more units and off-street parking. Grants for this program include \$4,000 toward the purchase of a dual-port, networked Level-Two charging station for the Level-Two chargers. Another exciting program launched by NJBPU is the EV Tourism Program, which helps fund EV charging stations at tourist destinations across New Jersey. The application window for the Clean Fleet, Multi-Unit Dwelling and EV Tourism programs are now open.

Each of the NJBPU programs provides funding for the chargers and are designed to work in conjunction with the Board approved programs, offering utility-funded incentives for the Make-Ready associated with the chargers. Make-ready costs are the costs associated with the installation and pre-wiring of electrical infrastructure.

All chargers funded by the State or the utility programs must meet certain data sharing requirements. Both NJBPU and the utilities have their own pre-certified lists of chargers and providers, local governments should work to ensure that selected vendors are eligible for funding.

Municipalities are also encouraged to consider charging infrastructure in planning and development. Last year the Department of Community Affairs released the Municipal Charging Infrastructure Ordinance, which set minimum requirements for EV chargers and make-ready in all new construction and established charging stations as permitted accessory uses. While the ordinance is in effect in all municipalities, the state encourages local governments to adopt the ordinance to codify it into local code and to address any specific needs in the community.

continued on pg. 7



## Clean Energy Programs ...

continuation from pg. 6

### Energy Efficiency

Energy efficiency is a cornerstone of the State's clean energy program. New Jersey's Clean Energy Program and the state's public electric and natural gas utility companies offer financial incentives to reduce energy waste and costs in existing and new buildings.

In 2021, the Governor signed a new law creating the [School and Small Business Energy Efficiency Stimulus Program](#), a \$180 million grant program for New Jersey boards of education and women- and minority-owned small businesses to repair or replace HVAC systems, plumbing fixtures, and appliances to meet efficiency and health standards. Of the \$180 million, \$110 million is dedicated to underserved communities as part of the Murphy Administration's commitment to equity and environmental justice.

NJBPU's Energy Savings Improvement Program (ESIP) allows public entities to pay for facility improvements with energy efficiency savings.

Under the program, a variety of energy efficiency building upgrades may be performed which are funded through the value of energy savings that result from the improvements.

Finally, I encourage you to participate in the Community Energy Planning Grants Program, which supports local governments to achieve the goals of the State's Energy Master Plan through local action on issues of energy resilience, renewable energy, electric vehicles, energy efficiency, and more. The grant levels range from \$10,000 to \$25,000, with higher levels of support for overburdened municipalities.

These are just some of the many programs, incentives and grants available to you as a New Jersey Mayor. We encourage you to become a part of the climate change solution and for your town to become a partner in the clean energy revolution for local residents and people across New Jersey.

If you are interested in applying for any of these programs, please visit [njcleanenergy.com](http://njcleanenergy.com).

Council President Joyce E. Watterman  
Invites You To The  
Hudson County Black Caucus

# GRAND *Opening*

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155B MARTIN LUTHER KING DR, JERSEY CITY, NJ 07305



## Hudson County Black Caucus is Officially Opened

A Grand Opening was held on September 23rd

Office location:  
155b Martin Luther King, Jersey City, NJ 07305

Office Hours:  
Monday – Friday  
10AM – 2:00PM

Office number:  
(201) 360-3653

# CULTURE AND PLACEMAKING FOR THE POST-PANDEMIC MUNICIPALITY

By: G. Lamont Blackstone, CRX, Principal of G. L. Blackstone & Associates

President Biden has recently suggested we have moved into a post-pandemic era. Whether precise or premature, that assessment still forces us to think of how we can advance community development efforts in the aftermath of a national health disruption.

Across the region, the vitality of central business districts and retail corridors have been impacted by the lockdowns and isolation behavior required to contain COVID-19. As a consequence, social habits essential to supporting community commerce may take time to rebuild and return. This article discusses one important means for making that happen.

The economic effects of COVID perhaps were most visible in the shuttered movie theaters, performing arts facilities and destination restaurants during the hiatus. Nonetheless, it will be many of those same establishments and other aspects of community culture that will help restore the vital fabric of New Jersey's Main Street districts and neighborhoods.

One of the state's oldest and largest performing arts venues, Newark Symphony Hall (NSH), is experimenting with wielding culture to help restitch that social fabric. Like other cultural institutions, its patronage was impacted by the pandemic; however, it managed to continue its operations and pioneer new avenues of activity. And some of that programming is providing reasons for people to congregate again. Thus, its example may offer useful insights for effective placemaking for the state's municipalities.

As Newark's lower Broad Street and its surrounding Lincoln Park neighborhood evolve, such cultural activity helps to rekindle connections and provide a magnet for visiting that extension of the Broad Street corridor. Given the importance of the state's Latinx population, salsa night events should be catalytic. The musician and social activist Willie Colón once described that popular music form as a unifying thread: "Salsa was the force that united diverse Latino and other non-Latino racial and ethnic groups ... Salsa is the harmonic sum of all Latin culture." One thing is certain—salsa is highly experiential, and exciting experiences can mobilize social activity.

But another cultural staple which, likewise, is highly experiential is what has been dubbed as soul line dancing. Accordingly, NSH has incorporated this phenomenon as part of its regular schedule of cultural offerings. A distant cousin to the line dancing you might witness in country western-friendly bars in Colorado, Tennessee and Texas, soul line dancing serves as an inter-generational experience—offering fun and exercise for demographics ranging from Gen Z to their grandparents. Thus, on every second Friday of each month, community residents can assemble for a collective experience merging music and movement.

As a development consultant for NSH's historic restoration project, I have a front seat to viewing how arts and entertainment programming can serve as an anchor for a commercial corridor. Cultural activities and institutions are vital, as the ULI publication reports, for supporting the essence of urban placemaking. For many neighborhoods, the pandemic has demonstrated that it will be necessary to find ways to remake those places—if not mold their appeal to begin with.

Cities need not host a five-story performing arts center (such as NSAH) to have the means of deploying arts and culture as a strategy for community development.

The Urban Land Institute (ULI), a trusted source of research and guidance for many economic development practitioners, has a relevant perspective on the linkages between culture and urban placemaking. In its 2020 publication *Creative Placemaking: Sparking Development with Arts and Culture*, ULI suggests that the phenomena we know as arts and culture can be defined by their connection to social media: "visual arts, music, dance, food, cultural history, and other experiences that inspire 'Instagram moments.'"

We should understand that all of these diverse expressions of our culture are assets that American municipalities have used to develop a sense of community, the social capital that helps to attract patronage and activity to business districts. Whether through First Friday events or seasonal street festivals, municipalities, chambers of commerce and their allied stakeholder institutions have used these vehicles of arts and culture to excite the public's senses and generate vibrancy for targeted districts and neighborhoods. So that is one means for culture to support the objectives of urban placemaking, a concept which implies developing locations where people want to live, work, shop and play.

Hence, NSH has embraced music and dance as key elements of its cultural formula. On Friday, May 27th, Symphony Hall kicked off a regular schedule of salsa night events with a special concert featuring Tito Puentes Jr.—the son of the music legend—accompanied by his Latin Jazz Ensemble. That salsa night programming is featuring different artists and is generally scheduled for every third Friday at the historic concert hall.

"Arts and entertainment programming can serve as an anchor for a commercial corridor" G. Lamont Blackstone



They likely can find local opportunities (e.g., street festivals, poetry readings and concerts in the park) to knit the social fabric that will bring bodies to their Main Streets and rebuild community connections.

Perhaps now is the time to plan the possibilities for spring 2023!

G. Lamont Blackstone, CRX, is an award-winning advocate for public-private partnerships & an urban redevelopment consultant whose clients include investors, developers and non-profit organizations.



# How Much Time Will We Invest?

By: Honorable Albert B. Kelly, Mayor of the City of Bridgeton - President Emeritus, New Jersey Urban Mayors Association

## How much time and effort are we willing to give to democracy?

In recent years there has been a lot of speculation about democracy and our system of government. Much of the speculation is about whether we can survive and whether or not we're ripe for being taken over and led by some kind of strong-arm dictator type. Given what we've seen over the last few years and how some people have acted, there is a reason for worry and concern.



Honorable Albert B. Kelly

I say that because democracy's underlying working assumption is that "we the people" will do our part. I don't just mean showing up and voting every few years, but doing the mental and intellectual work required to allow democracy to function. How much time and effort are we willing to give to democracy? For many, it's confined to voting. Their level of involvement is basically limited to every four years when a presidential election comes along. This level of participation, meaning voting, is the minimum level we should expect from ourselves and our fellow citizens.

Yet even this most basic expectation comes with conditions. For example, you often hear people say that they're not going to vote because they don't like any of the candidates- as if it were a beauty contest. Others dismiss the whole thing out of hand claiming that "they're all crooks". But I wonder if it ever occurs to those who easily dismiss the system as "rigged" or scorn everyone in office as "crooked" that if they themselves invested more time participating in our democracy that things would get better. It becomes a self-fulfilling prophecy if they leave the playing field all to the crooks.

I would also suggest that more is required than simply voting and what is required is that people have some basic working knowledge and awareness of the issues at hand. Without that, what's left is a personality contest and voting for a brand- the equivalent of being a Chevy guy or a Ford guy.

Then there's life at the local level. Of all the levels of government, this is the one that is the most difficult and most neglected. I say that for several reasons. Most obvious is the fact that only a fraction of the eligible voters in a given community bother to show up and cast a vote in local elections,

yet much of what occurs in local government has a direct and daily impact on people's lives. Actually finding people who will serve, faithfully attend meetings, take time to become informed and engaged on the subject matter at hand and render decisions for their fellow citizens is extremely hard to achieve. The criteria to serve has to be more than simply being able to fog up a mirror.

We are blessed to have the system we have, it didn't just drop out of the sky. We ask a lot of our system, that it gives us freedom and power and equality and a voice and choices. Yet, how much time are we willing to give to democracy?

# NJCCC Urges Municipalities To Work Toward A Litter Free NJ

By: JoAnn Gemenden, Executive Director  
New Jersey Clean Communities Council

**"Litter-free neighborhoods encourage economic investment, job creation and enhancement of property values."** JoAnn Gemenden

Despite widespread cleanup initiatives, education campaigns and municipal ordinances, litter remains a chronic problem in New Jersey within our urban and under-served populations. Now is the time to capitalize on the momentum of New Jersey's single-use plastic law and challenge cities and towns to prioritize **litter prevention**.

Litter is not just unsightly - it has been shown that urban areas tend to be more littered, creating a poor image. Meanwhile, litter-free neighborhoods encourage economic investment, job creation and enhancement of property values.

Collectively we have much more work to do to make our state litter free; it can begin locally by municipalities and counties capitalizing on Clean Communities grants. The New Jersey Clean Communities Council (NJCCC), working with its coordinators at the county and local levels, recognizes that the adoption of model litter ordinances and promoting cleaner entrance corridors are some smart ways to prioritize the fight against litter.

Together, through seminars, certification courses and online webinars, NJCCC is sharing best practices of successful litter prevention and abatement programs that are making a dramatic effect in the ongoing campaign. We are continually developing creative ways to share information and advance our objectives.

One way is through the debut of a two-day statewide sustainability conference being planned for next year in Atlantic City. NJCCC and the Association of New Jersey Recyclers (ANJR) are joining forces to bring Clean Communities and Recycling Coordinators together to focus on measurable action items to promote sustainability. Mark your calendars for March 8-10, 2023 for the inaugural "NJ Sustainability in Motion Conference." There will be much more information to come, as well as sponsor, exhibitor and attendee registration through an online portal being developed at, [www.njsustainability.com](http://www.njsustainability.com).



JoAnn Gemenden

As part of this important transition to single-use bags, the NJCCC is working to coordinate the first shipment of more than 120,000 reusable bags to food banks as provided through recent amendments to the state law.



NJCCC continues to work closely with its partners to further educate the public about the state's single-use plastic law which encourages reusable bags, skipping the straw, and switching to more sustainable packaging. Sweeping education programs will continue courtesy of this landmark legislation. In recognition, I would like to commend the important role of our partners: the New Jersey Department of Environmental Protection, the Department of State's Business Action Center and the New Jersey Food Council. All have played a key role in helping us educate consumers and businesses alike.

As part of this important transition to single-use bags, the NJCCC is working to coordinate the first shipment of more than 120,000 reusable bags to food banks as provided through recent amendments to the state law. Furthermore, we are collaborating with food banks and the New Jersey Food Council to enhance reusable bag donations.

As you can see, a litter-free New Jersey is a collective mission in which we must all work together and expand our reach. The NJCCC is pleased and eager to work with local officials to provide guidance for outreach and education programs as we all work to get past plastic.

To learn more about the many campaigns and initiatives in the works, and how you can play a key role, please contact NJCCC at [njccc@njclean.org](mailto:njccc@njclean.org).

# LINDEN INTRODUCES BUDGET WITH TAX CUT FOR 6TH CONSECUTIVE YEAR



**Honorable Derek Armstead**  
Mayor of the City of Linden  
Member, New Jersey Urban  
Mayors Association



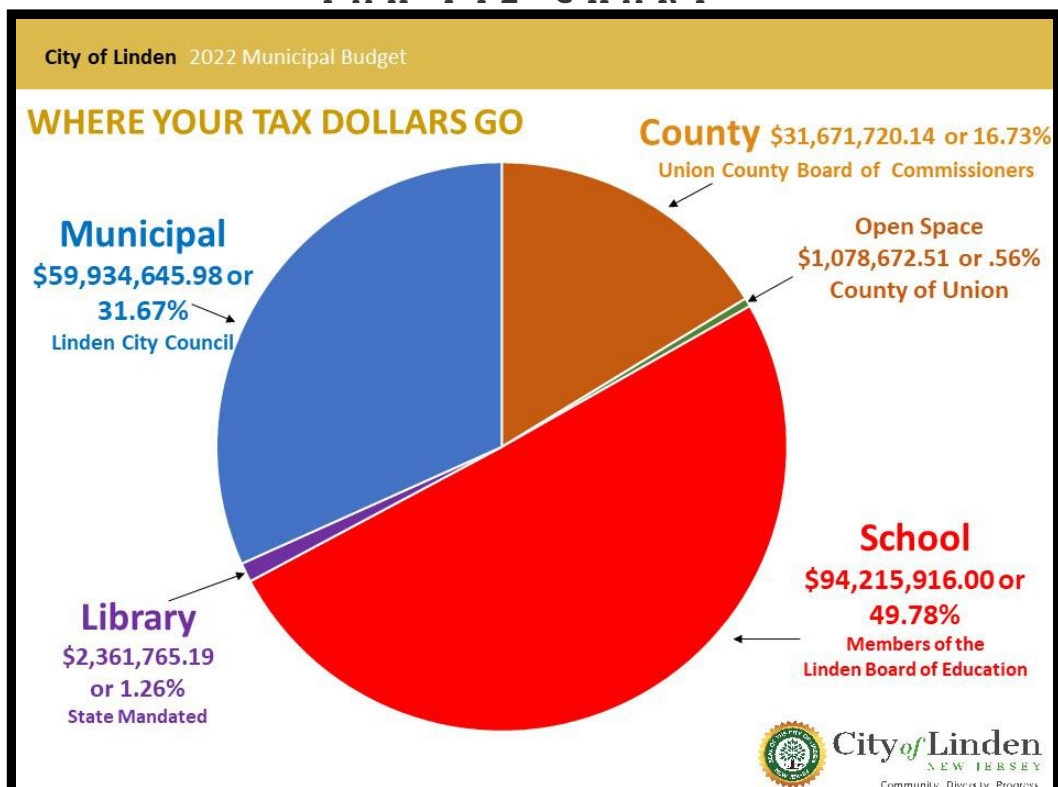
The City of Linden was able to remain on a path of financial stability for the 6th consecutive year. As a result, residents will not see an increase in the municipal portion of their tax bill. As taxes increase throughout the state Linden continues to manage its municipal tax rate in a responsible way.

“I am proud of the efforts of my administration in bringing in new recurring revenue. The municipal taxes only account for 30% of the overall tax burden. Half of every tax dollar paid in Linden goes to fund public education, but with members who share the commitment and concerns for taxpayers the City’s Board of Education produced its 4th zero tax increase as well”, said Mayor Armstead. The Mayor went on to say, “this year the county also joined in having a decrease in their portion of the tax bill. This year was a win-win for our Linden taxpayers”.

Mayor Armstead said, “there are very few cities in our state that can say they have lowered taxes on a consistent basis and still continue to provide the level of services.” The Mayor looks forward to continuing this trend as a result of our new development projects.

## TAX PIE CHART

“There are very few cities in our state that can say they have lowered taxes on a consistent basis and still continue to provide the level of services.”





# City of Perth Amboy Preparing Students for Success



**Honorable Helmin J. Caba**  
Mayor of the City of Perth Amboy - Member of the New Jersey Urban Mayors Association

The Middlesex College Success Bound Youth Leadership Academy has enjoyed much success in the City of Perth Amboy, where the college operates its Perth Amboy Center. The program began as a pilot in the summer of 2018; where it focuses on several key areas: time management, goal setting, applying to college and applying for financial aid, career exploration, leadership skills, and civic engagement, all designed to provide a paid internship without sacrificing the opportunity to earn college credit. This program reallocates summer employment funding to mitigate many of our students' dilemmas in choosing work over academics.

## Success Bound

Success Bound has been a game-changer for Perth Amboy's youth with its increasing annual enrollment of 50 students, including English language (ELL) learners. It offers opportunities for program scholars from all levels of the academic spectrum to obtain credits in high school and network with their community with experiential learning to support organizational initiatives, including government, social services, healthcare, the business community, and public universities.

## Program Scholars

In addition, program scholars can take additional college credits at no cost to them throughout their school year. The program has proven its effectiveness in equipping them with the support they need to prepare for college after high school. To date, 100% of the program participants attend universities. Success Bound sponsors include FedEx, the Trujillo Foundation, and the City of Perth Amboy. The RealReal Foundation has been a multi-year sponsor since 2019.

## The Community

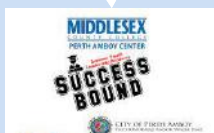
A community is essential to a student's experience. Establishing key partnerships with educational institutions and non-profits provide the foundation for cities to thrive. Success Bound is an example of what is possible when county and local leaders work alongside community partners to implement evidence-based summer programs that address instructional, social, and extracurricular time for underserved students in career readiness and internships. It is through programs like Success Bound that secure Perth Amboy for a brighter future with the next generation of its leaders.



Mayor Caba,  
City of Perth

Amboy, speaking

with  
Success  
Bound  
Scholars



# Public Safety Initiatives In The Capital City



In response to the surge of violent crime associated with the COVID-19 pandemic, our administration implemented a strategic integrated policing approach to violent crime. This summer, three months passed without there being a homicide in Trenton. Our city's year-to-date reduction in homicides is 40%. What facets have we focused on to aid in the decrease of violent crime?

Strategic integrated policing means we've strategically utilized all available resources, both across city departments and through strengthened collaboration with our law enforcement partners with a broader view of public safety. Two community violence prevention initiatives, the Trenton Restorative Street Team under the leadership of Salvation and Social Justice and the Trenton Community Street Teams under the city's leadership, are now working to reduce violent crime in the Capital City.

Formerly incarcerated citizens are walking the streets, mediating community conflicts, promoting the peaceful resolution of disputes, and implementing restorative justice practices. Today, nearly 70 formerly incarcerated residents are either working for the City of Trenton or for partnering employers due to actions that our administration took. We believe in second chances for all.

We launched a Real Time Crime Center to address violent crime through a partnership with county and state law enforcement agencies; increased surveillance of "hot spots" and stronger data sharing capabilities can prevent crime. Our administration created Trenton RISE, a youth resource center, which serves as a safe place for at-risk youth with shower and laundry facilities; the center runs programming for youth between the ages of 12 and 18.

We hired cops and mental health counselors, we hosted community events, and we listened to community organizations. Relatedly, we established the CHANGE Committee, the largest civilian public safety advisory group in New Jersey. We successfully demolished over 300 blighted properties, formerly attracting illicit activity, and now spaces for new homes and businesses.



**Honorable W. Reed Gusciora**  
Mayor of the City of Trenton Central  
New Jersey, Vice President, New  
Jersey Urban Mayors Association

Similarly, through our Adopt-a-Lot and Community Gardens Program, we've converted vacant spaces into community gardens, which beautify neighborhoods and can decrease criminal activity.

Our administration increased city expenditures on recreation by 400% by leveraging grants from other governmental entities. **We revamped 60 parks, renovated 22 playgrounds, and reopened closed pools like the now award-winning Hetzel Pool.** Since research suggests that youth summer employment delivers long-run benefits in violent crime reduction, we hired over 200 city youth for the summer. The city hosted our Summer Youth Camp, The 1st Annual Capital City Jr. Public Safety Academy, and the Trenton Police Department youth camp. Additionally, consistent recreational programming such as basketball clinics run by former Harlem Globetrotter La'Keisha Sutton provide youth with constructive ways to spend their summers. While we have seen a noticeable decrease in homicides, investing in youth will generate appreciable long-run decreases in violent crime.

Addressing violent crime is a challenge that the city will continue to face even amid clear signs of progress. We aren't claiming victory: Violent crime has claimed the lives of too many Trentonians in recent decades. We will, however, continue to share what works with other cities and implement evidence-based policies pioneered by others.



**CROW HOLDINGS GROUNDBREAKING DIGNITARIES:** Mayor Reiman joins dignitaries and executives from Crow Holdings to break ground at the site of three new \$240 million industrial/commercial buildings on a remediated 126-acre site once a Brownfield that now will bring the borough \$142 million in revenue. PHOTO BY JON SALONIS

## Taking Back Brownfield Sites in Carteret

A long abandoned Brownfield site ravaged and abandoned by American Cyanamide / Cytec Industries was a ticking time bomb. Where once cyanide leaching into the Rahway River and alum sludge ponds stood, now stands the first of three warehouses built, owned and operated by Crow Holdings, a privately owned Texas-based real estate investment and development firm with more than 70 years of history and \$24 billion of assets under management.

Carteret was determined to take back this brownfield site and transform it from environmental disaster to economic success. After the borough designated the 126-acre site as a landfill reclamation district and later an area in need of redevelopment, the Rahway Arch investment team purchased the site from Cytec in the hopes of remediating and redeveloping the prime commercial real estate situated between the river and the recently refurbished New Jersey Turnpike Interchange 12.

With the Turnpike as the lynchpin of redevelopment in Carteret, the state invested nearly \$160 million into Turnpike Interchange 12, more than tripling its capacity in 2005. We've since seen more than \$2 billion in private redevelopment in Carteret and more than \$250 million in municipal investment, including a new performing arts & events center, a fitness & wellness center, a waterfront park, fishing pier, marina, River Walk, and forthcoming ferry terminal with many more projects and public investments on the horizon.

In 2002, the site had been issued a "No Further Action" letter by the state Department of Environmental Protection permitting leaching lagoons to be left as is, based on strict maintenance of the engineering controls, deed restrictions, inspections and reporting procedures. Provisions were made to address deficiencies should they occur. The NFA provided no long term plans for using the site and was, by design, a temporary solution.

Due to site conditions, Rahway Arch and their LSRP requested NJDEP to decertify the NFA so that remediation and a cap could get underway. Rahway Arch then worked with Soil Safe, a soil recycler based in Maryland, to construct sustainable engineering controls for the 2 million tons of sludge that historically was deposited along the Rahway River in the last century, and stopping the annual leaching of tons of cyanide into the river that had been going on since then. They capped the site, preserved 40-plus acres of wetlands, created nearly 60 acres of new natural upland habitat, and funded millions of dollars in other environmental, as well as recreational improvements in Carteret.

In the years before Crow Holdings purchased the property from Rahway Arch for \$87 million, Soil Safe operated a Class B recycling center for which it was paid to receive recyclable soils used to cap the site. Revenues derived from these recycled soils -- not taxpayer money paid for the cost of the seven-year \$80 million remediation and \$3.2 million in host community benefits paid to Carteret, which were on top of property taxes paid by Rahway Arch.

What this site has brought to Carteret doesn't end there. Crow Holdings, which also invested \$240 million in constructing the site's three forthcoming 1.2 million square feet of warehouses, also has brought to the Borough:

- \$135 million in taxes in the form of a Payment in Lieu of Taxes program over the next 30 years
- A \$6.5 million redevelopment impact fee that will fund Carteret capital projects
- A \$350,000 contribution to the Waterfront Park River Walk
- A \$250,000 contribution to the municipally-owned nonprofit URSB Carteret Performing Arts & Events Center.

That is real money to the residents of Carteret. It's part of the reason why we went from the third highest taxed municipality to the third lowest taxed municipality in the last 20 years. Crow Holdings voluntarily has contributed thousands of dollars to Carteret, not just toward development but also to the arts and local events programs that our residents enjoy.



# KEAN

## John S. Watson Institute for URBAN POLICY & RESEARCH

**“If we are to truly ‘move the needle,’ we must continue to center the ‘linking people to policy’ approach that drives everything we do, and our integration into the Kean ecosystem will catalyze our endeavors to effectuate positive change for people in urban communities and statewide.”**

The John S. Watson Institute for Urban Policy and Research has provided technical assistance, public policy research, and capacity building for NGOs, government agencies, and nonprofits from the Skylands to Cape May for over 30 years. Located at Kean University since 2021, the Institute focuses on urban environmental policy, public health policy, early childhood policy, and instruction in leadership development and civic engagement. Please see our 30 years of achievement on pages 16-17.

Barbara George Johnson, MPH, J.D., Vice President of Urban Policy & External Affairs at Kean University manages the John S. Watson Institute of Urban Policy and Research. She along with Tenisha Malcolm, Director of the Urban Mayors Policy Center at Kean University provide support for the NJUMA and President Baraka as he leads the charge to continue the work to chart new paths to economic sustainability, public health and safety, and livability in New Jersey’s urban communities.

“We have never undertaken any research project, activity or initiative whose implications were purely theoretical,” said Barbara George Johnson, J.D., vice president for external affairs and urban policy at Kean. “If we are to truly ‘move the needle,’ we must continue to center the ‘linking people to policy’ approach that drives everything we do, and our integration into the Kean ecosystem will catalyze our endeavors to effectuate positive change for people in urban communities and statewide.”

To learn more about The John S. Watson Institute for Urban Policy and Research please contact us at: [watson@kean.edu](mailto:watson@kean.edu)

Follow us on social media:



**Barbara George Johnson**

Vice President of External Affairs  
& Urban Research, Kean University

**Barbara George Johnson, MPH, J.D.,** Vice President of Urban Policy & External Affairs at Kean University has more than 30 years of experience in New Jersey with an extensive background in health care, public health, and public policy. Early in her career, she spearheaded the development of the Newark Kids Initiative for the Newark Health Department, which focused on healthcare and social services for children impacted by domestic violence. She also served on the CDC-funded Newark Prevention Marketing Initiative and other task forces on HIV/AIDS. Her healthcare experience includes having served as a public health advisor for the Maternal Child Health Division of the New York City Department of Health and later as the director for the Family Life Institute of Planned Parenthood of Metropolitan New Jersey. She was also the legislative director for the American Civil Liberties Union of New Jersey and a Senior Lobbyist on healthcare issues for the firm MBI-GluckShaw. Johnson earned a Bachelor of Arts in biology and technology from Cornell University, a Master of Public Health from Columbia University, and a law degree from Rutgers-Newark Law School. Barbara is a lifelong resident of Hillside, NJ, an NJUMA member municipality.



## John S. Watson Institute for Urban Policy and Research at Kean University Linking People to Policy for Over Thirty Years

<b>1991</b>	Institute renamed in honor of Assemblyman John S. Watson, the first Black state legislator in the nation to chair an appropriations committee.	<b>2009</b>	Center for Health Policy supported by RWJF conducted an environmental scan of childhood obesity risk factors and services in five identified high-risk cities, which led to the creation of the NJ Partnership for Healthy Kids.
<b>1991 – 2001</b>	The Honorable Douglas H. Palmer, first Black mayor of Trenton and inaugural president of <b>NJ Urban Mayors Association (NJUMA)</b> , supported by the Institute with best practices in municipal leadership and public policy.		CUE participated in a policy task force in New Orleans that provided policy advice on recovery from Hurricane Katrina.
<b>2002</b>	Institute launched the first charter class of <b>Leadership Trenton</b> , which graduated 243 Trenton-area alumni fellows over eight years.	<b>2010</b>	The CUE director became a member of the <b>NJ Clean Air Council</b> and the <b>EPA Clean Air Act Advisory Committee</b> .
<b>2003</b>	Historic first meeting of <b>NJUMA</b> , urban superintendents and urban schoolboard presidents on <b>Abbott</b> mandates.	<b>2011</b>	Institute hosted <b>Nuts &amp; Bolts of Social Enterprise</b> conference on generating social-economic value in underserved communities through residential talents.
<b>2003 – 2005</b>	<b>Abbott Preschool Initiative</b> advised early-childhood teachers on obtaining their preschool-to-third-grade certification.	<b>2012</b>	CUE participated in the establishment of the <b>NJEJA committee on cumulative impacts</b> , which eventually resulted in landmark statewide legislation.
<b>2004</b>	With funding from NJ Department of State, Institute embarked on a faith-based initiative in support of nonprofit capacity building.		<b>NJUMA</b> hosted the <b>Spring Economic Development Summit: The Future of Economic Development in the New Economy</b> .
<b>2005</b>	<b>Center for the Urban Environment (CUE)</b> reactivated after student-led air-monitoring project overseen by Nicky Sheats, Ph.D., and the New Jersey Environmental Justice Alliance (NJEJA).	<b>2013</b>	Institute designated <b>FEMA</b> point of contact after Hurricane Sandy for disaster-specific state/federal recovery programs & NGO/corporate giving programs.
<b>2006</b>	<b>Center for the Positive Development of Urban Children (CPDUC)</b> provided leadership and oversight on economic impact study of the childcare industry.		CUE director served as co-author of the public health chapter of the <b>National Climate Assessment</b> .
<b>2007</b>	CPDUC launched first <b>NJ Cultural Competency &amp; English Language Learners Summer Institute and Mentoring Program</b> for early-childhood teachers.		CPDUC <b>NJ Cultural Competency Institute</b> featured on Constant Hine's " <b>Coaching Connections</b> ," a national radio show with 30,000 listeners.
	<b>NJUMA</b> and suburban communities jointly released seven-point plan " <b>Uniting Mayors to Strengthen NJ's Urban Cities, Families, and Communities</b> ."	<b>2014</b>	With grant funding, CPDUC duplicated <b>NJ Cultural Competency Institute</b> for 65 teachers in 33 classrooms in <b>Paterson</b> and <b>Newark</b> .
<b>2008</b>	CPDUC and <b>NJ League of Municipalities</b> engaged non-traditional champions for children to increase early-childhood investments through hosted forums.		CUE critiqued the <b>EPA's Clean Power Plan</b> from an EJ perspective with several other EJ colleagues.
	<b>Center for the Urban Environment (CUE)</b> participated in establishment of <b>committee on cumulative impacts</b> , <b>Coalition for Healthy Ports</b> , and <b>EJ Leadership Forum on Climate Change</b> .	<b>2015</b>	Institute commissioned to develop the nation's first <b>Comprehensive Economic Development Strategy (CEDS)</b> to improve urban communities.
	<b>NJUMA</b> convened <b>State of Our Cities Conference</b> surrounding issues including healthcare, affordable housing, economic development and public safety.		<b>NJUMA</b> hosted the <b>Academy on Resilience Design Mitigation</b> with state agencies and city planners to guide development and redevelopment in municipalities.



## John S. Watson Institute for Urban Policy and Research at Kean University

[kean.edu/watson-institute](http://kean.edu/watson-institute)

- CPDUC** presented at the **67th World Assembly and Conference** sponsored by World Organization for Early Childhood Education.
- NJUMA** hosted **Federal Policy Roundtables** on available resources and urban issues with NJ congressional delegation and directors of federal agencies.
- Institute** and partners hosted the **New Directions for Addressing Problem Properties** conference featuring experts from DC, MD, MN and NJ.
- 2015 – 2017** **Institute** collaborated with White House and city staff to bring **My Brother's Keeper**, a national initiative for young men of color, to the city of Trenton.
- 2016** **CPDUC** worked with Trenton schools' **bilingual/ESL** teachers to offer **NJ Cultural Competency Institute** to **23 teachers** in **12 classrooms** with K-4 students.
- CUE** and partners **planned and presented** at national forum on the **EPA Clean Power Plan** sponsored by the Building Equity and Alignment Initiative.
- Institute** co-authored **Cost of Poverty** report exploring disparities between the tax base in four **NJUMA** municipalities as compared to suburban/rural cities.
- 2017** **CUE** director published article on climate change policy from an **EJ** perspective.
- CPDUC** adopted 700 students and provided mentoring to teachers, administrators and literacy/math coaches working with diverse children and families.
- NJUMA** partnered with NJ Brownfields Interagency Working Group to host a conference on redeveloping brownfields and abandoned properties.
- NJUMA** released **Designing Urban Policy for a Thriving New Jersey: The New Jersey Urban Mayors Association (NJUMA) Urban Policy Agenda**.
- Institute** staff co-authored **City of Passaic Master Plan on Economic Development**.
- Institute** staff advised the New Jersey Department of Community Affairs on various municipal projects.
- 2018** **CUE**, **NJEJA** and the **Center for American Progress** organized a conference on **EJ** policy held in Trenton at which the **CUE** director spoke.
- CUE** director participated in establishment of the **Equitable and Just National Climate Platform**.
- CPDUC** **NJ Cultural Competency Institute** featured in a blog based on O'Neill and Brinkerhoff's **ECE Organization: Unlocking Your Teams Natural Gifts**.
- 2019** **Institute** staff commissioned by NJ Dept. of Community Affairs to research for the NJ Urban Enterprise Zone (UEZ) assessment.
- 2020** **CUE** contributed leadership, technical and educational support for a **landmark cumulative-impacts law** adopted by the New Jersey State Legislature.
- CPDUC** offered **virtual mentoring/coaching** to K-12 teachers in Trenton and **sessions on culturally-responsive pedagogy** to 25 teachers/administrators.
- 2021** **Center for Economic and Workforce Development, Social Entrepreneurship and Innovation** designated as a **USEDA University Center**.
- Institute** launched the **Center for Urban Policy Research (CUPR)**, which provides policy analysis and research to the **Legislative Black Caucus** - legislative collaborative.
- 2022** **Center for Health Policy Development** conducted an environmental scan and community-engagement initiative on Black maternal-infant mortality to inform the development of a **Maternal/Health Institute** in Trenton.

The John S. Watson Institute for Urban Policy and Research is *"the think and do tank for public policy."* The institute is dedicated to deepening the analysis around critical public policy challenges and broadening the range of policy ideas, perspectives and options available.



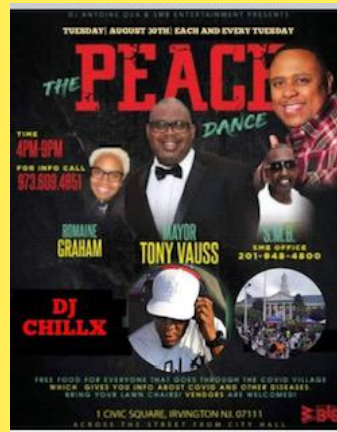
**Honorable Tony Vauss**  
 Mayor of the City of Irvington  
 Member, New Jersey Urban Mayors Association



# What's Happening in Irvington

On Friday, July 1, 2022, Mayor Tony Vauss began his third term as mayor of the Township of Irvington along with incumbent council members Renee Burgess, Charnette Frederic and October Hudley.

Mayor Vauss, in his speech, acknowledged that the Township would continue to face challenges however he was confident in his resolve. "I can guarantee you one thing: If we meet all of these challenges together, no one can stop us," Vauss said. Mayor Vauss also outlined his plans for this term including a renovated Senior Center, which is already in progress, as well as a new Community Center and updated ball fields.



Mayor Vauss did not stop to rest over the summer months; his focus was on the Irvington community. On Tuesday evenings during the summer Civic Square Dance. 107.5 WBLS DJ Antoine Qua joined Mayor Vauss, County Commissioner Romaine Graham, and the Irvington Municipal Council to promote peace and wellness. The gathering included music, vendors and an opportunity for safe social gatherings. Mayor Vauss and the Municipal Council culminated the summer events by hosting the 20th annual Irvington Unity Day Celebration on Saturday, August 13 at Orange Park. The community-centered event included performances by popular artists including Treach from Naughty by Nature and Red Man.

Mayor Vauss and the Municipal Council join in congratulating former Council President Renee Burgess as she made history in September when she won an uncontested special election convention for the 28th district's seat in the State Senate, making her the first senator in history to hail from Irvington. She succeeds former State Senator Ronald Rice. Senator Rice retired from the Senate on August 31, 2022 for health reasons in August after serving for 36 years.

Senator Burgess, was nominated both to immediately replace Rice and to run in a special election this November. While Senator Burgess will be missed as a member of the Municipal Council, she will be a force in the Senate. Councilwoman of the South Ward, Jamillah Z. Beasley, stepped into the role of Council President and long-time community presence, Darlene Brown was appointed to fill Senator Burgess' seat.

As fall began and the Township prepared for students to return to the 2022-2023, Mayor Vauss joined with Dr. April Vauss, Superintendent of Irvington Public Schools, and the Irvington Board of Education in opening the Rita L. Owens STEAM Academy. The Rita L. Owens STEAM Academy, named in honor of Rita L. Owens a former Irvington Teacher and mother of acclaimed actress and musical artist Queen Latifah, is dedicated to academic success through a rigorous and relevant curriculum that empowers students to become productive, responsible, and self-directed learners and citizens. The curriculum is designed to meet the individual needs of all students and encourages students to connect all learning to life beyond the classroom.

It is a very exciting time for the Township of Irvington. Mayor Vauss and the Municipal Council are focused on the progress and growth of the Township in the coming years.



# The New Jersey Coastal Resilience Collaborative (NJCRC)

**By working directly with communities to raise awareness, identify challenges, and build support for addressing resilience, we strive to ultimately implement beneficial solutions.**

The New Jersey Coastal Resilience Collaborative (NJCRC) is a network established to foster sustainable and resilient coastal communities and ecosystems by generating informed action. Currently, NJCRC partners include State and private universities, nonprofit and for-profit groups, national estuary programs and reserves, advocacy groups, state agencies, regional planning groups, and many more.

The NJCRC works under four focus pillars: **building partnerships, prioritizing resiliency, information sharing, and creating informed communities to strengthen action and management.** By specializing in building partnerships, the NJCRC can bring stakeholders and interested parties from all sectors to the table to optimize expertise, and to integrate all elements related to coastal resilience. By working directly with communities to raise awareness, identify challenges, and build support for addressing resilience, we strive to ultimately implement beneficial solutions.

Additionally, NJCRC works as a resource for sharing information with its network and the public by using continuous and open communication to learn and leverage from other's successes, to avoid duplication, and to improve and enhance resiliency among coastal communities. Our goal is to inform decision-making to foster action through the development of science, tools, and data and by using common and consistent messages, promoting best practices, and providing accessible education and training.

The NJCRC network of partners works directly with coastal communities to make resilience a priority by raising awareness, identifying challenges, and promoting the implementation of solutions. NJCRC hosts a Technical Assistance Directory designed to help coastal stakeholders like public officials and residents find and connect with professionals who can assist with resilience planning and implementation across a broad range of topics. In addition, the NJCRC offers Technical Assistance Coffee Chats, which provide informative and networking opportunities on various topics including green infrastructure, the Resilient NJ: Local Planning for Climate Change Toolkit, discussions with municipal resilience professionals, and many more; recordings of previous Coffee Chats are available on our website - [nj-crc.org](http://nj-crc.org).

If you are not yet a partner or resource affiliate of the NJCRC but would like to be, please complete the partnership agreement and email it to [NJCRC@SeaGrant.org](mailto:NJCRC@SeaGrant.org). For more information about the NJCRC, please email Laura Kerr at [NJCRC@SeaGrant.org](mailto:NJCRC@SeaGrant.org).



# Connecting Health and Social Care

**BUILDING HEALTHIER COMMUNITIES TOGETHER**  
Software Connecting Health and Social Service Providers

**Unite Us**, the nation's leading technology company connecting health and social care, has launched its coordinated care network called [Unite New Jersey](#).

The network will serve as a central point of contact where healthcare and social service providers can make and track secure closed-loop referrals for patients and clients to get the help they need when they need it. At Unite Us, we believe that health begins in the community, and the future of health is in the community. Unite Us has developed the only [end-to-end social care solution](#) bringing together government, healthcare, and community partners to identify and address local needs and create a solid and vibrant care coordination network.

If you are a health plan, government social services agency, or community-based organization and would like to learn more about how to access Unite Us Platform, contact [roseline.atte@uniteus.com](mailto:roseline.atte@uniteus.com)

The Unite New Jersey network will securely connect residents in need to much-needed services such as assistance with food insecurities, housing, employment, financial needs, and much more. Health equity is a guiding priority of Unite Us. We partner with community-based organizations and health systems to build a robust network providing community members a fair opportunity to access the resources they need to survive and thrive, leading to health equity.

To date, Unite New Jersey is in 152 locations and is continuing to expand across the state in (Hudson, Camden, Essex and Union Counties) to support individuals and connect them to critical resources and services.

Through the Unite Us platform, users will be able to:

- Identify gaps in access to social care
- Connect individuals to social care services in their communities
- Reduce cost of care by helping funders like governments, foundations, and health plans make investments in community-based services that drive impact
- Increase social care funding for social care providers to enhance and scale their services
- Track, measure and tie the impact of services to outcomes
- Protect client data privacy and seamlessly integrates systems of record across the community, all in one platform

We invite you to come on this journey with us - to imagine a New Jersey where all residents have equitable access to resources. To partner with us, organizations can fill out the Partner Registration Form or visit [Unite New Jersey](#) to learn about upcoming events.



**Roseline Atte**

(she/her/hers)

[Network Director - New Jersey | Unite Us](#)

217 Broadway, Floor 8  
New York, New York 10007

# RESOURCES

## The New Jersey Business Action Center (NJBAC) Trenton

**Where does a business go to discuss their growth plans, find financing, deal with a government snafu, handle a state tax question or questions about state laws, regulations, permitting, licenses and more?**

Many times your local government officials are on the front lines of receiving these types of questions from the businesses in your town.

The New Jersey Business Action Center (NJBAC) can be your resource to answer these questions. The NJBAC is a state office in Trenton within the New Jersey Department of State. Just refer the business to us and we will work one-on-one to resolve the business' issues.

We offer the basics of starting a business, finding technical assistance, creating a business plan, selecting a form of incorporation and choosing a trade name. We can also help find lenders and state and federal lending or grant programs aimed at helping innovative companies get off the ground.

You can direct people to call our Business Helpline specialists at 1-800-JERSEY-7 for answers as well. It receives more than 25,000 calls a year and is designed to get answers to your questions fast and efficiently. The NJBAC also staffs a live chat to answer questions on the state business website, [www.Business.nj.gov](http://www.Business.nj.gov).

A new feature, Business Navigator, is available on [www.Business.nj.gov](http://www.Business.nj.gov) which provides a customized roadmap to start a business as well as offering an existing business a dashboard of available resources. New features and information are added regularly.



# NJBAC

New Jersey Business Action Center

1-800 - JERSEY-7

We can also help businesses find new locations, expand, construct their buildings and hire skilled workers. We coordinate with state agencies like the Departments of Transportation, Environmental Protection, Community Affairs, Division of Consumer Affairs, and Labor to develop solutions, set up meetings regarding permitting, licensing and regulatory challenges to help streamline the process, and more.

We are also focused on helping businesses understand the new state laws that apply to them, such as family leave policies, paid sick leave and independent contractor regulations and how to stay in compliance with these regulations. For instance, the NJBAC was given responsibility for educating businesses about the new "Ban on Plastic Bags and Polystyrene Foam Food Service Products". <https://business.nj.gov/bags/plastic-ban-law>

Our online resources include the Starting a Business Checklist:

<https://nj.gov/state/bac/assets/pdf/nj-new-business-checklist.pdf>. We also have a great selection of podcasts. Some of the most popular offerings online are the How-To Guides, a collection of detailed documents that focus on topics such as franchising and choosing a location <https://nj.gov/state/bac/assets/pdf/how/start-a-franchise.pdf>

No business is too big or small for us to work with and provide support. Of course, small business is our focus, but the definition of small business is so varied that it can apply to a company with 10 employees or 100 employees. The Small Business Administration's State Profile for New Jersey, estimates that 99.6% of New Jersey Businesses are small.

To learn more about the NJBAC, visit us online at <https://www.nj.gov/state/bac/bac.shtml> or call us at 1-800-JERSEY-7. We look forward to working with you to help the businesses in your community get the answers they need.



**Melanie Willoughby**  
**Executive Director**

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<https://www.nj.gov/state/bac>



# KEAN

## KEANetwork

## BECOME OUR PARTNER!

Join the Kean Educational Affiliation Network and proudly offer your team exclusive benefits to enroll in the University named one of the most affordable in New Jersey.



### Access a world-class education with:

- A 10% tuition discount for employees who pursue an undergraduate or graduate-level degree that combines on-campus and online courses
- A 20% tuition discount for employees who pursue an online degree program
- Application fee waiver, a designated KEAN liaison and MORE

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### KEAN EDUCATIONAL AFFILIATION NETWORK

(908) 737-4444

KEANetwork@kean.edu

[kean.edu/network](https://kean.edu/network)

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### KEAN will actively:

- Promote the partnership by placing your logo on the Kean website and construct a custom webpage just for you
- Attend and participate in your company's events and fairs
- Support your values for professional growth and help you encourage employees to earn their desired degree

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# Kean Enrolling Largest Freshman Class Ever for Fall 2022

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By Kean Enrollment Services

**K**ean University's freshman enrollment this fall is projected to be the highest in the University's history, with more than 2,000 students currently registered for classes, University officials announced.

The strong enrollment for full-time freshmen comes amid a drop at many other institutions across the nation following the pandemic and shows the increased demand for Kean's affordable, world-class education. The average GPA of incoming freshmen is above 3.1.

"Kean University is nationally ranked by U.S. News & World Report for our expansive innovation and the social mobility of our graduates. These incoming students see the positive impact and high value that a Kean degree will have on their lives," said Kean President Lamont O. Repollet, Ed.D. "We are New Jersey's urban research university, with nationally recognized faculty and facilities that are second to none. Today's students are taking advantage of all that Kean has to offer, and together we will climb to even greater heights."

A federally designated Hispanic-Serving Institution, Kean also reported record growth in its Supera Spanish-Speaking Program. Incoming student enrollment for Supera increased 250% over 2021, reflecting a nationwide trend that shows growth in Hispanic student enrollment.

There were 1,815 students in Kean's previous record freshman class, in 2018. On September 1, 2021, amid the challenges of the COVID-19 pandemic, Kean had more than 1,500 new freshmen enrolled.

"Students in New Jersey and beyond have always known that at Kean University, you get an affordable, quality education," said Michael Salvatore, Ph.D., senior vice president for administration. "What these numbers show is more and more students see that Kean is heading from great to elite, and they want to be part of that trajectory."

In the past few years, the University has also invested in hiring new full-time faculty and upgrading its laboratories, classrooms and library as it pursues an R2 Carnegie research designation.



Earlier this year, Kean was designated as a Professional/Doctoral University by the Carnegie Commission on Higher Education, reflecting the University's increased number of doctoral programs offered and degrees awarded, and Kean's strong commitment to research.

The University was also designated as New Jersey's urban research university by Governor Murphy and state lawmakers in late 2021.

Overall, there will be close to 4,000 new students at Kean USA, including Kean Online, this fall. Kean Online, ranked among the best in the nation for online education by Newsweek, is also seeing record enrollment.

A factor driving student interest in attending the University is that Kean is recognized as the most affordable comprehensive university in New Jersey, and students graduate with less debt than the national average.

"Kean University takes care of students through academic and financial aid support services that help them realize their dream of earning a college degree," said Marsha McCarthy, vice president for enrollment services. "A college education is a big investment for students and their families. Kean seeks to maximize students' return on that investment by providing an exceptional college experience that is affordable, accessible and takes students to where they want to be."

The Kean Tuition Promise program also boosted the enrollment of low-income students for Fall 2022. The program covers up to full tuition and fees in the first two years of study for select students who apply as freshmen and meet eligibility requirements. Eligible students could get a free four-year college education by coupling the Kean Tuition Promise with New Jersey's Garden State Guarantee, which offers financial aid in the third and fourth years of study at New Jersey public universities.

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# FREE TUITION

## for Qualified NJ Students



Kean University President  
Lamont O. Repollet, Ed.D.

*“Through the Kean Tuition Promise and the Garden State Guarantee, Kean University is achieving our goal of improving access to a world-class education for outstanding students who deserve the life-changing effect of a college degree.”*

Kean is New Jersey’s most affordable comprehensive public university. We promise equity, access and excellence in higher education. Together, the **Kean Tuition Promise** and the **Garden State Guarantee** provide qualified New Jersey students with a world-class Kean education tuition free.



# KEAN

FOR MORE INFORMATION: [kean.edu/tuition-promise](https://kean.edu/tuition-promise)



# ELIGIBILITY REQUIREMENTS




To be eligible, you must meet the following criteria:

• <b>Income</b>	Family adjusted gross income of up to \$65K annually (For dependent students, this includes your parents' income.)
• <b>Citizenship</b>	U.S. citizen or eligible noncitizen
• <b>Residency</b>	New Jersey resident for one year before the first day of class
• <b>Class level</b>	College freshman starting full time in the Fall semester
• <b>Credits</b>	Take 15 credits per semester

**NOTE:**  
Students must complete the FAFSA, and may also qualify for the Federal Work-Study Program that provides part-time jobs to help pay education expenses. Housing costs are additional.

# NEXT STEPS

Let Kean review your eligibility today. APPLY NOW for admission and financial aid.

STEP 1	STEP 2	STEP 3
<p><b>Apply to Kean</b> as a freshman student</p> <p><b>GO TO</b> <a href="https://kean.edu/apply-now">kean.edu/apply-now</a></p>  <p>Apply now before the <b>April 1, 2023</b> deadline.</p> <p>The standard application deadline is <b>May 1</b> and may be extended on a limited basis.</p> <p>Please use the code: <b>GO2KEAN</b> to waive the \$75 application fee.</p> <p><b>CONTACT US</b> Admissions <a href="mailto:admitme@kean.edu">admitme@kean.edu</a> (908) 737-7100</p>	<p><b>File the FAFSA form and NJ TAG applications</b> to receive an estimated award letter</p> <p><b>GO TO</b> <a href="https://studentaid.gov">studentaid.gov</a></p> <p>File the Free Application for Federal Student Aid (FAFSA) form. The FAFSA determines your eligibility for all forms of financial aid. The application opens <b>October 1, 2022</b>.</p> <p>Kean school code: 002622</p> <p>Applicants with completed FAFSAs will be reviewed for eligibility into this program.</p> <p>File the New Jersey TAG (Tuition Aid Grant) application by <b>April 15</b>.</p> <p><b>CONTACT US</b> Financial Aid <a href="mailto:finaid@kean.edu">finaid@kean.edu</a> (908) 737-3190</p>	<p><b>Enroll at Kean</b> for the upcoming Fall semester</p> <p><b>GO TO</b> <a href="https://kean.edu/accepted">kean.edu/accepted</a></p> <p>After you receive your admission decision and estimated award letter, meet with your admissions counselor and submit your tuition deposit by <b>May 1</b>.</p> <p><b>CONTACT US</b> Enrollment Services <a href="mailto:enroll@kean.edu">enroll@kean.edu</a> (908) 737-1000</p>



**THE HONORABLE RAS J. BARAKA  
MAYOR OF THE CITY OF NEWARK  
PRESIDENT OF THE  
NEW JERSEY URBAN MAYORS ASSOCIATION**  
cordially invites you to attend the NJUMA events at  
**THE 107th ANNUAL NEW JERSEY  
LEAGUE OF MUNICIPALITIES CONFERENCE**  
Wednesday, November 16th, 2022

**New Jersey Urban Mayors Association Session**  
"The Full Spectrum: Combating Homelessness Through  
Thoughtful Action"  
Atlantic City Convention Center, Room 419  
10:45 AM - Noon

**New Jersey Urban Mayors Association Annual  
Reception**  
Borgata Water Club, Tides Room  
1 Borgata Way, Atlantic City, NJ 08401  
6:00 PM - 8:30 PM

RSVP to Tenisha Malcolm, Director of the Urban  
Mayors Policy Center at [tmalcolm@kean.edu](mailto:tmalcolm@kean.edu)



**FROM ALL OF US  
AT THE WATSON INSTITUTE**



To learn more about NJUMA, visit us at  
<https://www.kean.edu/new-jersey-urban-mayors-policy-center>

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