

**Transitional Aid Application for Calendar Year 2013**  
**Division of Local Government Services**  
**Department of Community Affairs**

**General Instructions:** This application must be submitted in its entirety by March 15, 2013 for funding consideration under this program. Information contained in the application is subject to independent verification by DLGS. Refer to Local Finance Notice 2013-05 when preparing this application for specific instructions and definitions, and review the Submission Checklist on Page 7.

<b>Name of Municipality:</b>		City of Asbury Park		<b>County:</b>	Monmouth
<b>Contact Person:</b>		Terence J. Reidy		<b>Title:</b>	City Manager
<b>Phone:</b>	(732)502-5755	<b>Fax:</b>	(732) 775-1483	<b>E-mail:</b>	Terence.reidy@cityofasburypark.com

**I. Aid History**

List amount of Transitional received for the last three years, if any:

CY 2012	CY 2011	CY 2010
\$3,500,000	\$10,375,000	\$11,750,000

**II. Aid Request for Application Year:** (All municipalities currently operating under a Transitional Aid MOU are advised that a decrease from prior year funding is likely.)

<b>Amount of aid requested for the Application Year:</b>	<b>\$3,500,000</b>
--	--------------------

*If not seeking a decrease, a letter from the Mayor is required. See Local Finance Notice #*

**III. Submission Requirements**

The following items must be submitted with, or prior to, submission of this application. Indicate date of submission of each.

Item	Date Submitted to DLGS
2012 Annual Financial Statement	February 11, 2013
2011 Annual Audit	June 29, 2012
2011 Corrective Action Plan	July 2012
Application Year Introduced Budget	March 20, 2013
Budget Documentation Submitted to Governing Body	March 10, 2013

**IV. Application Certification**

The undersigned herewith certify that they have reviewed this application and, to the best of their ability, find its contents to be true and that it accurately portrays the circumstances regarding the municipality's fiscal practices and need for financial assistance. By submitting the application, the municipality acknowledges that the law provides that the decision of the Director regarding aid awards is final and not subject to appeal.

Official	Signature	Date
Mayor/Chief Executive Officer		March 13, 2013
Governing Body Presiding Officer		March 13, 2013

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

Acting Chief Financial Officer		March 14, 2013
--------------------------------	--	----------------

Application Year: CY 2013	Municipality:	County:
---------------------------	---------------	---------

**V-A. Explanation of Need for Transitional Aid**

Explain the circumstances that require the need for Transitional Aid in narrative form. Include factors that result in a constrained ability to raise sufficient revenues to meet budgetary requirements, and if such revenues were raised, how it would substantially jeopardize the fiscal integrity of the municipality. If this application is being submitted due solely to expenditure and revenue impacts of Superstorm Sandy, please skip this section.

**As we did in 2012, we are starting this section of the application with a note of gratitude for the state’s decision to increase the City’s CMPTRA aid by \$6 million in 2012.** The confidence of the state to increase our aid is a tribute to the hard work of the Asbury Park staff and the DCA’s leadership, staff and fiscal monitors. This decision by Governor Christie will hasten the City’s ability to exit the “Transitional Aid” program.

Having said that, Asbury Park is still in need of aid in 2013.

The impact of Super storm Sandy cannot be overstated. The recovery efforts have required a significant amount of staffing to clean up, rebuild, plan, and manage the comeback of the waterfront. Even though Asbury Park was spared the devastation some of our sister communities experienced, it has been an all consuming experience to address not only the clean-up and rebuild, but the hundreds of hours addressing all of the paperwork that accompanies insurance and FEMA claims. While Asbury Park will be ready for the summer of 2013, it will come at a cost to our budget and the ability of our our employee team to balance all of the demands of our community. Having said that, these efforts will have to be ramped up even more as we get closer to the opening of the boardwalk and beaches. The major impact from Super storm sandy was in four areas:

- Approximately \$4 million damage to the boardwalk
- \$3 million damage to the sewer plant
- \$800,000 damage to the parking pay station system
- \$450,000 damage to the pedestrian bridge over Sunset lake

As for the financial snapshot of the City, we offer the following:

Asbury Park’s 2012 annual budget was approximately \$48.7 million. The amount to be raised by taxes in 2012 was \$13,749,604. State aid made up 42.6% of the revenue and fees and fines provided the balance. Over the

past five years, Asbury Park has reduced costs, reorganized, entered into shared service agreements, pursued regionalization of services in Monmouth County, increased fees, established new revenue producing entities, aggressively pursued economic development and reduced staffing levels; despite these measures, Asbury Park still has a structural imbalance in excess of \$4 million in its ability to balance the 2013 budget without "Transitional Aid".

**In 2012, the governing body adopted a budget which increased local taxes by 3.6%**

The Mayor and Council of Asbury Park are committed to reducing the City's reliance on state aid. In the 2011 Transitional Aid application, we noted that the City was willing to go to court to protect its waterfront development rights and require building in the redevelopment area.

In 2012, the City pointed to a successful arbitration award from Judge Politan (who passed last year) that required Asbury Partners (waterfront master developer) to start construction of 28 townhome units in the spring.

**That was the first legal deadline for development in the waterfront in the history of Asbury Park, and that construction has now begun and will be finished this year.**

Section V-C of this application is designed to detail the efforts the City has used and is entertaining to increase revenues and decrease costs of operation.

In section V-C the City will demonstrate the ways in which all fees for service as well as the utilities are increasing their revenue as well as ways in which the City is lowering costs through shared service agreements (the county dispatch system for both police and fire has been operating for 18 months) and making offers to generate additional revenue by selling the City's services.

On February 20, 2013 the City finally was able to award a contract for the revaluation of our City. This has been long overdue. The revaluation will be completed for the 2014 budget year. The value of a tax point in 2013 is \$41,595. As noted, in 2012 taxes were raised 3.6% - a commitment on the part of the governing body to continue to increase the tax base of the City at a

modest rate in accordance with the State's directive.

Without Transitional Aid in 2013, Asbury Park will have to raise the local tax levy by 25.87% to balance the budget.

This level of increase would have a negative impact on the majority of homeowners and businesses in our City. The City has reduced the request for transitional aid in this application by \$450,000 as compared to the 2012 request (this number takes into consideration the additional \$6 million in CMPTRA aid the City received in 2012).

Despite all of the measures taken, the most significant sources of new revenue will come from development and shared services. As you will see in section V-C, there is a dramatic increase in revenue from development coming in the next three to five years. In order to reach that goal, this year's requested amount is key. In section V-C, we will lay out a conservative estimate of housing starts on the waterfront that (all market conditions being stable) will secure the economic stability this program is designed to achieve.

One of the many self-help measures the City initiated was to start "accelerated tax sales" in 2004. This policy decision by the governing body increased the City's tax collection rate from the 93.9% range in 2003 to over 99.36% in 2012.

Despite these measures, the 2012 budget created challenges that we must address in the 2013 budget. The following revenues were received in the 2012 budget and are not available for the introduction of the 2013 budget:

- \$218,000 in PILOT payments from Seaview Towers
- \$200,000 revenue from Concerts
- Overpayment to Local District School Tax - \$103,635
- Engineering Fees - \$375,000
- Prior Year Interfunds - \$95,000
- Ambulance Service Reimbursements - \$29,000
- Payment in Lieu for Redevelopment Projects - \$153,000
- Transitional Aid - \$525,000
- Sewer Utility Surplus - \$250,000
- Fund Balance

Total Above = \$1,948,635

Offsetting these drops are the following increases anticipated:

Uniform Construction Fees - \$150,000

Municipal Court \$50,000

Net Total = \$1,748,635

- Retirement payouts cost the City \$347,635 in 2011. While these positions were not replaced, one fifth of this cost must be raised in this year. In 2012 the City will also experience an additional \$279,518 in retirement payouts. Municipalities across the country are experiencing this exodus. While many of the positions are not being filled or being filled at a lower salary, the cost of the retirement benefits are a current fund expense in 2012.
- Workers Compensation awards and attorney fees incurred in 2011 amount to \$341,865.
- The City continues to pay the deferred pension costs that were incurred in 2010 when the State reduced our Extraordinary Aid \$1,500,000 and required us to defer \$1.5 million in pension costs to offset this reduction.
- Unemployment insurance payments from the employees who have been laid off was \$278,790 in 2012. With federal extensions coming to an end, this number is expected to go down in 2013.

**NEED FOR ADDITIONAL POLICE OFFICERS**

Asbury Park is more successful today than it has been in decades. That success is a double-edged sword. We have prospered for a variety of reasons; as we do, however, we also strain all of our resources. **The Transitional Aid program has saved this city.** It has allowed us to fund services and attract visitors, new residents and businesses that even six years ago would not have come to our community. Part of the compact with the state has been a sincere effort to reduce costs and increase revenues. We have done that and the state has rewarded us for our compliance.

The immediate challenge is balancing the increased need for police in every

part of the city as well as for all of the “special events” that draw hundreds of thousands of people to Asbury Park with our commitment to reducing our need for state aid. This is especially true in the aftermath of Super storm Sandy. The following narrative is designed to provide an insight into where Asbury Park stands in the domain of public safety today.

Currently the police department is at a staffing level of 84 full time sworn officers. Last June, six were hired from the Rice Bill list (laid off police officers from Trenton). Most of these officers are already attempting to leave to return to the Trenton Police Department or go to other municipal police departments. Several other sworn police officers as well as Special II Police Officers are also looking to transfer to other police departments.

The Asbury Park Police Department is at a critical stage due to our low staffing level and the probability of losing additional officers. In the past several months two of our year round special police officers have resigned to take full time positions with other police departments. At this time there is an additional six to eight special officers that are in the interview process for the newly organizing Camden County Police Department. With the increase in gang and gun violence along with the summer season being just a few months away, hiring new police officers is the number one priority for the City. It is impossible to replace the large amount of officers scheduled to leave in time to provide adequate police security for the city. The Street crime Unit has now been reduced to (5) officers consisting of one Sergeant and four Patrolman.

Beginning in 2007 the police department was able to maintain a staffing level of 90 full-time regular police officers eventually reaching a total of 95 officers in 2010. When the police department’s staffing level was consistently in the mid-ninety range, we were able to assign 12 officers to our narcotics and gang unit. This allowed the Police Chief to divide the unit into two squads providing coverage seven nights a week.

As a result of this coverage the City saw a noticeable reduction in street level violence and gang and gun activity. The presence of the narcotics and gang unit was truly a deterrent and created a safer community. **In 2007 the city experienced the lowest overall crime rate in ten years.** Violent crime was also being reduced during this span. Drunk driving arrests went from an average of 30 arrests a year to 65 arrests in 2008 and 63 in 2010 and 60 in 2011. Motor vehicle summonses were at an all time high, going from 5,064 issued in 2002 to 23,455 issued in 2010. In 2012 there was a total of 24,537 summonses issued by the police department.

Overall violent crime rate reduced from 260 total incidents in 2011 to 247 in 2012. The lowest in at least 11 years. Property crime was reduced in 2012 for the first time since 2008. This has been a huge problem for the police department and the community. Juvenile arrests have been decreasing over the course of the past several years. In 2005 there was a total of 545 juvenile arrests and in 2012 there was only 89 juvenile arrests. This is a direct result of the work and programs that the city, the police department and service provider agencies are doing with our youth. However, it is also a sign of how important it is to increase the staffing level in order to continue to provide these important preventative programs.

In the past year and a half our staffing level has been reduced to 84 police officers. This includes a reduction in patrol officers and police supervisors. This is due to retirements, terminations, transfers to other police agencies and the death of one police supervisor. The diminished uniformed police presence on the street is definitely noticeable as well as the impact of our narcotics/gang unit staff being reduced to just 5 and only working 4 days a week. In 2010 this unit consisted of 12 police officers and worked seven nights a week.

In an effort to avoid police layoffs coupled with the fact that funding was not available for replacement hires, our police chief and staff has done everything that they can to provide the same service to our city and continue to make progress by reducing gun and gang violence and improving the quality of life for our residents, business owners and visitors. This approach is wearing thin, however, and the need to bring our complement of both police officers and special II officers up to prior levels is especially important as we enter the summer season.

The success of the City also has its consequences. The police department is struggling to keep up with the overwhelming demands that are placed on us as a result of increased businesses in the city, more visitors, numerous special events drawing large crowds to the city, a thriving beach and boardwalk and downtown district, staying involved in school activities, providing full time school resource officers, attending school functions, church functions, neighborhood watch meetings, service provider functions and addressing crime and quality of life issues in the city along with the growing need for traffic enforcement.

In 2005 a report was completed by the Division of Local Government Services and in this report the recommended staffing level for the police department was 93 total sworn police officers with 25 of them being supervisors. While this may

have been sufficient in 2005 the challenges have intensified since then. The amount of guns on our streets is staggering and the willingness of young men and women to use these guns without fear of consequences has created a very dangerous situation. In 2012 a total of 79 guns were taken off our city streets by the police department. This does not include weapons recovered as a result of gun buyback programs. The city has to find a way to bring the level of sworn police officers back to a minimum of 95 with the goal of reaching 100 police officers within the next five years.

In 2007 a separate police management study was completed by the Division of Criminal Justice (DCJ). It was recommended in their report that 106 sworn police officers was the appropriate staffing level for the police department with 29 of them being supervisors.

Assignment recommendations were also made by DCJ. One of those recommendations stated that the police department should have 1 Lieutenant, 2 sergeants and 12 police officers assigned to our narcotics and gang unit, dividing them into 2 squads of 6 officers and 1 sergeant per squad operating seven days a week.

In October 2011 the police department received 1.6 million dollars in funding through the Department of Justice, Community Oriented Policing unit to hire five new police officers.

**The Police Chief has recommended that an additional five police officers be hired this year as well as hiring an additional eight Class II special police officers to be used for year round employment.**

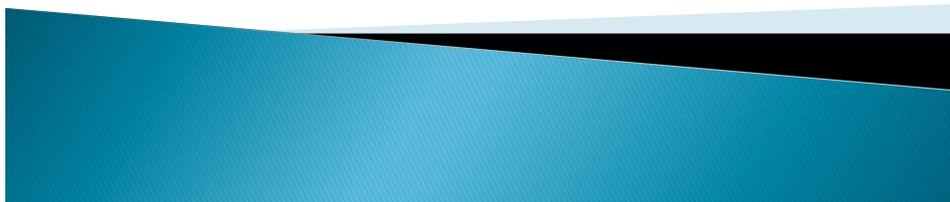
This staffing level will allow the police department to assign the necessary amount of officers to the narcotics and gang unit, assign additional personnel to our patrol division for uniformed patrol and proactive police work, account for at least three retirements in 2012, reduce overtime costs due to staffing shortages, and use the additional special officers for high visibility uniformed walking patrols in our high crime areas on a consistent basis.

Five officers are still being funded by 2011 COPS Grant. This will expire in 26 months. Three officers are being funded by the AP School District for three full time school resource officers. In addition the school district provides \$75,000 toward the salaries for Class II Special officers assigned to areas of the schools, specifically in the city's southwest section where the crime rate has been the highest.

To give the State DCA a better understanding of the scope of services provided by our police department, we are including a presentation made by our Police Chief at a recent council meeting:

## **Asbury Park Police Public Safety Presentation**

Presented by: Chief Mark Kinmon  
February 6, 2013



### **Conclusion:**

Despite these factors, the City continues to go after economic development opportunities in every part of the City as well as working closely with all state agencies to maximize technical support and networking (see examples in Section V-C).

The real estate market is just now opening up. Investors are coming to Asbury Park; the entire 500 block of Cookman Avenue in the central business district has been reconstructed (see V-C).

There is similar activity on the west side of the City – Springwood Avenue. In a joint venture with one of our local non-profit entities, Interfaith Neighbors, the City has constructed a community center (see comments in Section V-C). This activity is in addition to \$9 million worth of New Jersey Department of Environmental Protection Environmental Infrastructure Trust (EIT) funded infrastructure work on the Springwood corridor.

While these projects bode well for the near future, they will have a minimum

impact on revenue for the City's 2013 budget.

**V-B. Alternate Eligibility**

If this application is being submitted due solely to expenditure and revenue impacts of Superstorm Sandy, please skip this section.

<b>Application Year: CY 2013</b>	<b>Municipality:</b>	<b>County:</b>
----------------------------------	----------------------	----------------

<b>NA</b>			

**Demonstration of Revenue Loss/Substantial Cost Increase**

Complete Part 2 if eligibility was not met in Part 1. Show: (1) specific, extraordinary revenue losses, but not as the aggregate of many revenue line items; and (2) specific, extraordinary increases in appropriations, but not as the aggregate of many appropriation line items. Describe the item on the cell below each entry. If applicable, indicate in the description of the extraordinary increase in expenditure if the increase was the result of a policy decision made by the municipality (i.e. a back-loaded debt service schedule, deferred payment, costs associated with additional hires, etc.)

<b>Revenue or Appropriation</b>	<b>2011 Value</b>	<b>2012 Value</b>	<b>Amount of Loss/Increase</b>
<b>Description:</b>			

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

**V-C. Actions to Reduce Future Need for Aid**

Detail the steps the municipality is taking to reduce the need for aid in the future. Include details about long-term cost cutting and enhanced revenue plans, impact of new development, potential for grants to offset costs, and estimated short and long-term annual savings. Use additional pages if necessary. (Items included in a Transition Plan submitted by a current recipient need not be repeated here.) If this application is being submitted due solely to expenditure and revenue impacts of Superstorm Sandy, please skip this section.

**Introduction**

We are pleased to announce that for the first time in seven years, Asbury Park has new construction in the waterfront redevelopment area. The 28 unit iStar townhome project (VIVE) is under construction as this document is being written.

The major downtown construction project on the 500 Block of Cookman Avenue was finished last year. The owner/developer of this block has announced that 45,000 square feet of new restaurant space will be open within the next 18 months.

So, since Asbury Park submitted the 2012 Transitional Aid application:

- The arbitration with iStar/Asbury Partners (waterfront master developer) has been successfully concluded and construction of 28 townhome units is underway with 50% of those units already sold.
- The Springwood Center (which is a combination of a City Senior/Community Center, retail stores and eight affordable rental apartments) was completed and is open and was a critical community hub during the trying weeks after Super storm Sandy left the City without power. This facility represents a commitment to revitalize the Westside of our City. Commercial uses include a police sub-station, a business incubator program, City Chamber of Commerce offices, a café (which also serves as a training center for young people entering the food service industry)
- In 2012 transactions for single and multi-family homes were up 20% over 2011, and the average selling price of a house rose 15%. Condominium transactions were up 17% and the average selling price of a condo rose 8%.

The police and fire dispatch function of Asbury Park successfully taken over by the Monmouth County Sherriff's Department 14 months ago continues to demonstrate the value of shared service agreements as well as the opportunity to expand this function to the entire Monmouth County region.

Customer service and professionalism has improved. There are few, if any, citizen complaints and no internal disciplinary issues for the police department (which also impacts the City's liability and workers compensation funds). This is the largest shared service contract that the City has achieved to date. As part of the county's system, we have also added a new computer aided dispatch system for call taking and reporting to all of the marked patrol units. This has allowed the City to install a mobile computer in each of the marked patrol cars directly hooked into the county dispatch system and all state motor vehicle and criminal warrant check lines. Installation of GPS units for all marked cars is also scheduled for this Spring as part of this shared service.

**The dispatch shared service agreement reduced staffing in the city by 12 employees without impacting the services delivered to our residents.**

- The City also completed a \$9 million NJDEP Environmental Infrastructure Trust funded program in the same area as the Springwood Center. This investment has already encouraged private and non-profit partners to make development offers in the most economically disadvantaged section of our community. As this document is being submitted (March of 2013) 75 new street lights have been installed on Springwood Avenue and will be activated within the next 30 days.
- In conjunction with the EIT funded infrastructure program, the City put out "Requests for Qualifications" inviting developers to propose projects on this corridor in compliance with the City's Springwood Avenue Redevelopment Plan. The City is currently negotiating redeveloper agreements with two redevelopers who will build-out the Avenue. A new arts center including a "black box theater", retail and restaurant space, and residential units are planned, consistent with the Redevelopment Plan. Finally, the first community park is under design and will be constructed in 2013 on Springwood Avenue. This is an historic project.

With these successes in hand, the City continues to pursue a wide variety of additional strategies to reduce its need for state aid.

The strategies include:

- Entering into additional shared service agreements
- Reducing staff when and wherever possible and using grant-funded

positions to supplement existing staff.

- Expanding economic development opportunities
- Expanding the City's network of support to provide additional resources at no additional cost to the taxpayers.
- Strengthening management practices to reduce costs and increase productivity
- Increasing fees for service
- Expanding existing services to generate revenue

**Ongoing Shared Services:**

In addition to the County Dispatch center noted in the introduction of this section, the City also continues its shared service agreement with Monmouth County to service our Fire Department apparatus as well as our social service vehicles.

**Networking with all police agencies**

Asbury Park's Police Department works closely with all public safety agencies. The ability of our Police Chief to network the way he does has saved the City hundreds of thousands of dollars and provided resources that are beyond our financial capability. We see these networking systems as a prelude to a regional approach to public safety. The networking includes:

- County Prosecutor's Office supports the City through its Narcotics Task Force, their Gang Task Force and their SWAT team. Asbury Park also subsidizes its police budget through the use of Law Enforcement Trust Fund money we receive from participating in these joint investigations and police actions.
- The Monmouth County Sheriff's Department is in Asbury Park every day supporting the police department with daily patrols, traffic enforcement and fugitive apprehensions as well as assisting during special events and emergencies.
- The United States Marshall's Office Fugitive Task Force is an integral part of the City's public safety network; the City also makes use of their **technology** to track cell phone use which allowed the city to close

homicide cases. Last year, we mentioned that in 2010, the City was awarded a new police vehicle by the U.S. Marshal Service for our efforts in this team approach. **This partnership with the Marshall's Office also makes Asbury Park eligible for revenue from the Federal Law Enforcement Trust Fund.**

- The FBI provides training, personnel and valuable resources to support Asbury Park in its actions against violent crime and gangs.
- As we reported in the 2012 application, the Monmouth County Prosecutor's Office in conjunction with the New Jersey State Attorney General's Office selected Asbury Park to be the fifth municipality in the State to participate in the Attorney General's "Community Planning Board" program. This initiative stands as one of the longest lasting community-wide action groups to be formed in Asbury Park. Members of the community joined with the County Prosecutor's Office, the Asbury Park Community Policing Unit, the City Manager and Council members to develop pro-active solutions to the shootings in our City. It will be these collaborations that ultimately bring safety to the streets of our City. Another pro-active committee of this group is the jobs committee. This month, there will be a graduation ceremony for a group of young people who have completed the "Go for Gold" program. This program prepares young people for the workplace.
- The Asbury Park and Long Branch police departments continue to share technology ("Picture Link") which will allow both departments to share a suspect data bank.

This networking is a prelude for designing additional shared services and regionalizing public safety in Monmouth County.

### **Shared Services in the Fire Department**

#### **Fort Monmouth is closed for the second year.**

As discussed in the City's 2012 transitional aid application, the Fort Monmouth Fire Department had provided Special Operations Emergency Response services to the citizens of Monmouth County for years. These services include hazardous materials mitigation, confined space rescue, building collapse rescue, low and high angle rope rescue, and any other type of emergency response that falls in the highly technical and unusual *category*. This service is no longer available as Fort Monmouth and its Fire Department no longer

exist as a result of the base closing via the (Base Realignment and Closing (BRAC) process.

This void in Special Operations Emergency Response was evident during Super Storm Sandy. During event all applicable Emergency Support Function elements were assigned leaders by the County OEM with the exception of Search and Rescue as noted from County Incident Action Plan and Situation Reports. There was no lead individual for Search and Rescue according to the County IAP. There was no coordinated effort Countywide to utilize existing capabilities within the County or from the State pertaining to ESF 9 to get properly trained Search and Rescue assistance to the communities hardest hit and with the greatest need. While Asbury Park was spared from the catastrophic damage other towns received, our trained rescue squad for these types of emergencies was not utilized anywhere in the County until four days after the storm passed. There was no uniform marking system or plan in place for buildings searched or damaged. Depending on the town and what their protocol was, if any, determined if any marking system was utilized. One of the towns hardest hit and damaged by the storm, utilized no system at all, and their Fire Chief told us he had no clue what buildings were searched, not searched, unsafe, or had victims rescued from. In another municipality we responded to, the town's Fire Chief stated that "we just had who-ever we could" perform searches whether they were properly trained or not. This creates a serious safety issue not only for the affected residents, but for the responders as well. How can we send responders into unsafe structures when they are not properly trained to determine if the structure is safe to enter or not? While it may not seem it, the County was extremely fortunate as far as fatalities or serious injuries from this storm, however, now is the time to prepare for the next event or incident, next time we may not be as fortunate and we should not be jeopardizing the safety of our responders performing duties they are not trained for.

We believe that a larger combination (career & volunteer) fire service is the best and most efficient way to provide Fire, Rescue, and EMS services. In meetings with Freehold Director Thomas Arnone this subject has been discussed. Freeholder Arnone is the "Shared Services Chairman" for the county board. Although he is in full agreement with this notion he believes that this is only possible by moving forward incrementally, by take baby steps as he put it. What better baby step than a county wide specialized service for low frequency, high risk events. In a meeting on January 10<sup>th</sup> between the NJ Career Fire Chiefs and Governor Christie, our Fire Chief discussed this with the Governor who advised that this is a direction that we should be going in

and he supports these types of arrangements. He also advised that we should be working with Senator Sweeney on these initiatives.

Over the past 7 years the Asbury Park Fire Department has been aggressively securing grants for equipment and training opportunities to assume these duties. As the only fully career fire department in Monmouth County we are the only logical organization to assume these responsibilities. To that end we have been included in the investment justifications by the NJ State Police for the in prior years.

In 2012 we were awarded a \$650,000.00 AFG grant for a new aerial fire apparatus. The department will use money set aside in our "Dedicated Penalty Account" for the 5% matching funds thus preventing any impact on the municipal budget.

In the 2010 Transitional Aid application, the City noted the benefits of regionalizing services. As a footnote to last year's information, it should be noted that 13 municipalities have 27 fire districts in Monmouth County. The two closest communities to Asbury Park are Neptune Township and Ocean Township. Each of these municipalities contains two fire districts.

The combined 2012 budgets for these four fire districts is \$7,816,107.00. If you added that to the approximate \$5,000,000.00 Asbury Park Fire Department budget, you would have a total budget of \$12,816,107.00 for area fire protection.

If incentives were offered and/or legislation was passed, these separate agencies could 'regionalize' their services for more efficient service delivery.

We recognize that "regionalization" by itself will not balance the City's budget; we also recognize that this approach will not only save money, it will provide more effective (in this example) fire protection and reduce the cost of capital expenditures. A combined budget of \$12,884,193 for three adjoining municipalities is a dramatic number.

Asbury Park currently generates about \$520,000.00 in EMS billing. We average about \$250.00 per billable transport (2,080 out of 4,700 total EMS incidents). The payer mix is better in the other municipalities, and combined with Asbury Park could conservatively generate about \$2,000,000.00. Neither of the other two communities currently bill for EMS service. The amount could

be greatly increased with the passage of the EMS legislation that is currently conditionally vetoed.

As stated in previous applications we continue toward our goals of shared services in the area of consolidated fire protection and specialized technical rescue services. We have been approached by a neighboring borough about the notion of a shared services agreement in this area. This matter is supposed to be an agenda item at their next council meeting on February 28, 2012. We are hopeful that their governing body will take action authorizing their borough administrator to enter into negotiations with our administration on this subject.

We share this statistic as a reminder that there is an opportunity to provide a higher level of service for residents of Monmouth County without increasing the “tax” they currently pay. Asbury Park continues to work this initiative. We believe that this is still one of the untapped opportunities to reduce costs and increase service to our residents.

**Strengthening management practices:**

Insurance coverage

As we reported in the 2012 application, after five years of petitioning a variety of Joint Insurance Funds (JIFs) for membership, Asbury Park is now a member of the New Jersey Intergovernmental Insurance Fund (NJIIIF). **Each of the City’s self insured retention (SIR) limits was cut by 50% in 2012 and has been reduced an additional \$100,000 in 2013.** Just as importantly, the NJIIIF provides management support and training to reduce injuries and establish effective work practices among all of the departments. Overall, joining this organization will save several hundred thousand dollars this year and allow the City to continue to reduce premiums and lower SIRs in the years to come.

**Increasing Revenue/Decreasing costs:**

- Police summonses have increased from \$953,436 in 2011 to \$1,076,608 in 2012.
- In 2012 the total number of motor vehicle summonses issued by the police department was 24,537. This has continued to increase especially with the expansion of the city's paid parking meter program and parking utility.
- The accelerated tax sale mechanism has allowed Asbury Park to dramatically lower its reserve for uncollected taxes (RUT). In 2012, the RUT was decreased by \$61,000.
- As was reported in the 2012 application, surplus anticipated increased from \$114,000 in the 2011 budget to \$690,000 in the 2012 budget. We are pleased to report that despite the issues facing the City in 2012, the 2013 budget will again anticipate \$690,000.
- The Police Department was reduced from 95 officers in 2010 to 84 officers in October 2012; eight of the 84 officers are still funded through grant programs reducing the number of budget-funded officers to 76 sworn officers in the 2011 budget.
- Beach badge revenue increased by another 12% in 2012 (from \$895,000 to slightly over \$1 million). This has been a trend for the past several years. We experienced a 16% in 2011 (from \$775,000 in 2010 to \$895,000 in 2011) and a 43.5% in 2010 (from \$540,000 to \$775,000).
- Using 2008 as the base year, overtime costs in the Fire Department were cut by 50% in 2009 and by 75% in 2010. In 2012, despite the fact that the department is down seven firefighters, overtime was still down 50% over the base year.
- Revenue generated by ambulance billing increased 30% between 2009 and 2010 (from \$400,000 to \$520,000). In 2011, ambulance revenue continued at \$520,000. The year- end revenues for 2012 are approximately \$530,000.
- As referenced in the "shared services" section of this application, the City continues to support two bills that would allow municipal fire departments to provide advanced life support services. Presently, New Jersey is the only state in the union that does not allow municipal EMT to provide this service. It is currently a monopoly held by hospitals. After years of negotiating, A-2095 was approved on March 14, 2011. The bill was ultimately held by the governor for further review. It is the request of this community that the bill be enacted. Doing so would allow Asbury

Park to provide better service to its residents and hundreds of thousands of visitors as well as generate in excess of **\$250,000** additional revenue annually.

- The Construction Department generated \$263,990 in construction fees and applications. That number increased to \$301,657 in 2011 and to \$531,426 in 2012; **this represents a 45% increase in revenue.** The Construction Official estimates that we will increase the 2012 revenue by 5%.
- In addition to parking fees increasing, the City expanded its “parking management program” from the waterfront into the Central Business District on October 17, 2011. Approximately 800 new spaces were metered. By the time Super storm Sandy hit Asbury Park last year, **the gross revenue for the City’s parking utility was \$1.8 million.**
- As part of the City’s parking management strategy, additional portions of the City will be metered during 2013. The areas include the Main Street Corridor (including some side streets) the City Hall parking lot and the Transportation center parking lot. The annualized revenue is anticipated to be approximately \$700,000.
- The City has applied to the New Jersey Department of Transportation to implement the **Red light camera system**. This program has been effective in reducing the number of vehicles that run red lights in other communities. It also has been under tremendous scrutiny this past year. (Application Pending)
- The City continues to lobby with its state representatives to enact legislation that would **restore** some of the **liquor licenses** lost by the City during the years when Asbury Park was in decline. **This measure would be closely tied to the redevelopment of Springwood Avenue.** In 1957, Asbury Park had 74 consumption licenses and 8 distribution licenses; the City now has 37 consumption licenses and three distribution licenses. This simple measure would provide revenue for the City that would both increase direct revenue and encourage further investment by developers and business owners. The City’s proposal would restrict these new licenses to the Springwood Avenue corridor. This area has been in economic distress since July of 1970. These licenses (dedicated to the Springwood corridor) would attract business owners to the Springwood Avenue Redevelopment area at a time when existing liquor licenses are selling for over \$600,000 in Asbury Park.
- The City has begun the process of refunding three of its debt obligations

through the Monmouth County Improvement Authority. When completed this refunding is projected to decrease debt service by \$80,000 annually.

The following will serve as a brief summary of ways to offset lost revenue and to create additional funding sources for the **Department of Social Services**.

1. For several decades the City has annually been awarded a continuation grant from the State of New Jersey, Department of Human Services, Division of Mental Health Services to provide services to the chronically mentally ill and medically needy within the community. For several years additional funding was provided to the City through the grant based on its participation in the Medicaid Administrative Claim Program (MAC). Unfortunately the project was suspended effective January 1, 2011. The suspension of this project resulted in the mental health grant being reduced by \$11,068. This is money that is desperately needed to work with this very vulnerable population.

During 2012, the City provided services to over 900 individual clients, an increase of over 100 new clients over 2011; approximately 80% are Medicaid eligible. In an attempt to offset the lost funding, the City continues to explore the possibility of entering into the Medicaid program for possible reimbursement for services provided. Staff has diligently been attempting to find an organization to assist with obtaining the necessary licensing and to serve to administer such a program.

This significant increase in the number of individuals serviced over 2011 represents, in part, transient homeless that have come to Asbury park since the Jersey Shore Rescue Mission has opened. Once an individual's shelter limit is up at the mission, they are referred to the Monmouth County Department of Social Services for services. Since many of the individuals did not reside in Monmouth County or have exhausted their lifetime benefits (General Assistance, TANF, and/or emergency housing) they are not eligible for services through the County department of Social services, therefore, without resources, many are left on the streets and become the responsibility of the City of Asbury Park to provide services for.

The economic situation and the rise (in a traditionally high) unemployment rate has exasperated and concretized an already serious problem within the City of Asbury Park. The need for additional

resources is evident for this disenfranchised and vulnerable population.

2. Social Service staff currently provides advocacy services to our municipal court and they have observed a significant increase in the number of mental health and substance abuse offenders passing through Municipal Court and finding their way into the Criminal Justice System. In an attempt to provide an organized system of advocacy services to these individuals, The City of Asbury Park has been researching and attempting to secure funding to provide mental health and substance abuse services as a deterrent to incarceration.
3. Currently the Social Services Department is using an old and outdated data base system to track clients and to record and to provide up-to-date and accurately case management of our clients. Staff are currently exploring possible funding that could provide for a new data base system that will not only allow staff to customize client intakes but to design a more symptomatic case management system for our clients, therefore, allowing us to move away from the generalization of a systematic model. Such a new data base system will not only allow staff to track clients and their specific needs but will allow them to customize client intakes, and to document daily activities of the casework process, provide staff with the ability to accelerate reporting, and therefore, provide better accountability and efficiency.
4. The City's new state of the art senior center has been completed and opened and we are currently providing social and recreational activities; transportation; nutritious-low cost lunches through our partnership with Interfaith Neighbors; and an array of other supportive services and programs to the senior citizen residents of Asbury Park. Currently, the City receives a small grant in the amount of \$31,000 from the Monmouth County Office On Aging and currently the lion-share of the funding necessary for the operation of such a complex multi-dimensional program is funded through City Tax dollars. Because of the lack of adequate funding we have minimal staff to provide much needed services to a growing and very vulnerable cross-section of our population. We are currently exploring additional funding opportunities for the center including a We plan to reach out to various communities that do not have their own Senior Citizen program in an attempt to provide inter-local services at the new center, thereby generating additional revenue.

We are also exploring the possibility of renting out the program space for activities such as weddings and family reunions in an attempt to generate revenue. However, due to the lack of sufficient staffing, this plan has been temporarily put on hold.

5. The Department of Social Services has also entered into an inter-local agreement with the County of Monmouth's Department of Transportation for maintenance of social services and senior center vehicles. This shared-service agreement has significantly reduced vehicle repair and maintenance expenses.

In the 2013, post Sandy world, all of our departments had to step up and face the challenges of recovery, preparing for the Summer of 2013 as well as providing the day to day services that bring a sense of "normalcy" to the community. The department most affected by the storm in its ongoing challenges is the Engineering/DPW area. Following is a list of cost saving measures that this department has enacted to ease the financial burden of our recovery.

**DEPARTMENT OF ENGINEERING AND PUBLIC WORKS PROJECTS COMPLETED BY IN-HOUSE STAFF:**

1. Concrete Pavers Sidewalk in CBD Streetscape (2011-2012)  
Total Labor Savings = \$400,000
2. Deal Lake Boat Ramp Park Improvements (2011-2012)  
Total Labor and Material Savings = \$90,000
3. Concrete Walkway – Asbury Tower to Ocean Avenue Corridor (2012)  
Total Labor & Material Savings = \$15,000
4. City Wide Tree Trimming Project (2012)  
Total Labor Savings = \$50,000
5. Boardwalk Substructure Rehabilitation – Convention Hall to 4<sup>th</sup> Ave (2012)

Total Labor Savings = \$85,000

**6. City Hall Lobby / Breezeway Roof Repairs (2012)**

Total Labor Savings = \$4,000

**7. Code Enforcement / Construction Dept. Office Subdivision (2012)**

Total Labor Savings = \$20,000

**8. Fisherman's Lot Lighting and Parking Layout (2012 -2013)**

Total Labor Savings = \$12,000

**9. Springwood Avenue Decorative Street Lighting(2012-2013)**

Total Labor Savings = \$60,000

**10. Super Storm Sandy Recovery Work (2012-2013)**

Total Labor Savings = \$257,500

2012:

- i. Clearing of downed trees = \$30,000
- ii. Stump removal = \$16,000
- iii. Sidewalk replacement due to trees = \$16,000
- iv. Traffic signal initial repairs/diagnoses = \$10,000

2013:

- v. Deal lake flume house door = \$1,500
- vi. Deal lake debris removal = \$5,000
- vii. Removal of damaged pay stations = 15,000
- viii. Repairs/adjustments to solar panels = \$12,000
- ix. Installation of new pay stations = \$57,000
- x. Boardwalk reconstruction – Phase I substructure = \$50,000
- xi. Railing repairs or replacement = \$20,000
- xii. Sealing finished boardwalk decking = \$25,000

**All fees are reviewed annually.**

For 2011, the following fees were increased:

- All fire inspection fees
- Beach badges
- Parking meter rates
- Inspection of grease traps (new ordinance which reduces maintenance costs for the city and provides penalties for non-compliance...2011)
- Liquor license fees
- Police and Fire departments outside employment
- Sewer user fees

Also in 2011, the following fees were enacted:

- Towing ordinance
- Hotel Occupancy Tax
- Street performers permit
- Pedicab license
- Beach storage locker fees

In 2013 the following fees will be increased:

- Special event fees
- Wedding fees
- Digital sign fees (Sunset Park)
- All construction department fees

- Code Enforcement fees
- Sewer connection fees

### **The Recreation Department fee structure:**

The Asbury Park Recreation Department has been actively providing and designing programming for our young residents. The city's recreation department provides a multitude of activities and/or events ranging for ages 5 through 25 with tremendous success. The program fee structure does not cover the cost for administration and/or implementation. There have been substantial attempts to increase program fees with continuous affordability pushed-back. The City subsidizes the cost of programs and activities because of the economic constraints placed on our residents.

According to the latest Census statistics, Asbury Park has a per capita income of \$21,256 as compared with the state per capita income of \$35,678. The median household income in Asbury Park is \$33,663 whereas the State median household income is \$71,180. The percentage of people living below the poverty level is 31.5% compared with the State poverty level of 9.4%. The number of female headed homes in Asbury Park is 23.1% and 30.1% of the population is under the age of 18.

The majority of our residents cannot afford to pay for the bare necessities of life. When it comes to pricing programs, the recreation department determines program cost based on the ability of our residents to pay. Over the past five years, the Recreation department has experimented with a variety of pricing levels. We have determined that as the children get older, their parents are less willing to pay higher fees for their recreation activities. As you know, these programs are critical to the health and safety of both our children and the adults in Asbury Park.

So, after these pilot programs with increased fees, we have established fees that parents and participants can afford and programs that attract the widest number and age groups of our youth. We also offer payment plans where appropriate so payments do not have to be paid in one lump sum. By

subsidizing the programs we are able to attract more participants to our programs.

**All departments compete for grant funding to supplement their departments, A few of the larger grants include:**

- SAFER grant (\$1.265 million) for the Fire Department which has been funding 12 firefighters for the past four years. The City is negotiating with the IAFF this year to determine how best to address funding these firefighters when the grant expires in 2014. The City's work in the area of regionalization of fire services in the county is part of this objective.
- COPS grant (\$1.2 million) in the Police Department which is funding five officers for three years
- Another COPS grant (\$1.6 million) was awarded to the City in 2011 for an additional five police officers for the next three years. This grant was approved by our fiscal monitors and is still in effect during 2013. Even with this grant, the City's table of organization is below what was recommended by both the DCA and the department of Justice.
- Byrne Memorial Assistance Grants which have funded the City's purchase of surveillance camera equipment, 9 police vehicles, automated license plate recognition technology, etc.

**Expanding economic development opportunities**

One of the most dramatic accomplishments in Asbury Park in the last five years is the coordination among all departments to grow economic development in the City. There were numerous impediments to economic growth eight years ago. Safety was at the top of the list. Asbury Park was considered too dangerous to visit or invest in. While that has changed, it must be guarded on a daily basis (please see Section V-A pages 6-8).

With the concerns noted above, the City is proud of the work accomplished by the Police Athletic League, Recreation Department and community groups who have combined to fund and build a boxing ring/work-out facility in a space above the Public Works offices that opened two years ago. As noted earlier in this application, the school district funds three "school resource officers". One of the programs these officers deliver is the Gang Resistance Education And Training (GREAT) program. A Junior Police Academy was started three years ago and has added to the opportunity for our police officers to be role models for our youth.

The combination of recreation opportunities and old fashioned community police work has made this difference and opened the door to greater investment by the residential and business community.

**Continuing redevelopment growth**

For the first time in over 40 years, there is significant investment by the City in the infrastructure on Springwood Avenue. July 4, 1970 marked the end of an era in Asbury Park. The civil disturbances of that weekend culminated in the razing of a majority of the commercial center that thrived for decades. Springwood Avenue was one of the most vibrant commercial centers in Monmouth County.

Springwood Avenue is coming back. \$9 million of NJDEP Environmental Infrastructure Trust funding was spent to completely reconstruct the avenue’s infrastructure as well as the ancillary streets. This step, along with several housing and commercial projects currently under way on the west side of the City stand as measurable examples of the rebirth of the south-west portion of our City. The projects include:

**Redevelopment of City-Owned Land to Enlarge the City’s Ratable Base**

**1. Springwood Center Project**

- a. The project site is located within the Springwood Avenue Brownfield Development Area and Springwood Avenue Redevelopment Area. The site has been vacant since the 1970’s.
- b. This project resulted in the construction of a 27,534 square foot, three-story, mixed use building at 1501-1507 Springwood Avenue. These formerly City-owned parcels sit within the Springwood Avenue Redevelopment Area
- c. The building includes commercial space at grade, space for the Asbury Park Senior Center on the second floor, and eight affordable, residential rental units at the third floor level.
- d. Hazardous Discharge Site Remediation Funds were utilized by the City to remove an underground oil storage tank.
- e. The City has committed \$160 thousand in unused Regional Contribution Agreement (affordable housing funds) money and \$40 thousand in Community Development Block Grant funds toward the construction of the eight affordable rental units.

**2. “Operation Westside” Scattered Site Redevelopment**

- a. The project sites are located within the STARS Redevelopment Area. The STARS project was initially started over 10 years ago. It stalled due to rapidly increasing land costs during the boom market of the last decade. The STARS area also borders on the Springwood Avenue redevelopment area and compliments the work the City is accomplishing there. The STARS plan also benefits from the \$9 million in EIT infrastructure improvements.
- b. Redevelopment of a total of 19 stand-alone, vacant lots, previously owned by the City of Asbury Park and transferred to a collaborative partnership of three not for profit affordable housing developers.
- c. Construction of a total of 20 new affordable housing units in both detached single-family and detached two-family housing styles.
- d. To date all of the homes have been completed.
- e. Developers used Neighborhood Stabilization Program funds to help complete the project.
- f. The project has been recognized as an example of an excellent collaboration between public and not-for-profit agencies and as an excellent use of redevelopment planning, receiving a Planning Merit Award from the Monmouth County Planning Board.

**3. Springwood Avenue Redevelopment Area- Vacant Land Between Atkins Avenue and Memorial Drive**

- a. The property in question is located within the Residential and Gateway Zones of the Springwood Avenue Redevelopment Area.
- b. Property has laid fallow since the early 1970s. The City has reacquired the property through both legal settlement with the former property owner and a Memorandum of Understanding with the Asbury Park Housing Authority
- c. The City is issued a request for qualifications to seek developers of the property. As a result, the City is currently negotiating redeveloper agreements with two redevelopers who will build-out the Avenue. A new arts center including a “black box theater”, retail and restaurant space, and residential units are planned, consistent with the Redevelopment Plan. A preliminary build out analysis prepared shows the following potential development opportunities:

	<b>Residential Zone</b>	<b>Gateway</b>	<b>TOTAL</b>
--	-------------------------	----------------	--------------

		<b>Zone</b>	
<b>Total Size of Land</b>	2.12 Acres	2.33 Acres	4.45 acres
<b>Potential Number of Residential Units <i>(estimate max)</i></b>	95 units	127 units	222 units
<b>Potential Non-residential square footage <i>(estimate max)</i></b>	NA	79,017 square feet	79,017 square feet

Another key component to the development of the Springwood Avenue Redevelopment Area is the **design and construction of the first multi-purpose community park on the west side of the City- the first.** This element of the redevelopment plan has been supported by two “Municipal Open Space Grants” from Monmouth County. The **first grant was in the amount of \$86,000** to offset the cost of the land; the **second grant in the amount of \$500,000** (the most the County awards in any one grant cycle) was for park improvements. The City is utilizing funding from the Hazardous Discharge Site Remediation Fund (HDSRF) to conduct preliminary assessments and site investigations on the property. Presently, a geophysical investigation is being conducted.

The City is meeting with the Brownfield Interagency Work Group (BIWG) in April of 2013. The City is requesting that various State and Federal Agencies attend this meeting, and share how they can bring technical and financial assistance to the table to support Springwood Avenue redevelopment efforts.

### **Waterfront development**

It has been 11 years since the Waterfront Redevelopment Plan was adopted by the Asbury Park Mayor and Council. This part of the City, historically one of the most potent economic engines in the 1.42 square miles of this City has not realized its potential over the past 40 years. That is about to change.

The City and Master Developer have negotiated a revised \$40 million

infrastructure financing program which will unlock the development potential of the waterfront without any additional cost to taxpayers outside of the waterfront. An amended Waterfront Redevelopment Plan and Waterfront Redeveloper Agreement will be adopted in 2013, and will reflect current economic realities in the construction industry while maintaining the character of the community . The revised Waterfront Redevelopment Plan is based primarily on the work of a citizens' committee established by the governing body.

In February 2012, a 28 unit townhouse project in the Waterfront Redevelopment Area received site plan approval from the Planning Board. This project marks the first residential project approved in the waterfront in a number of years and is a sign of things to come. The project is currently under construction and 50% of the units have been sold.

The attached chart lays out the plans that the Waterfront Master developer, iStar, has for the beachfront over the next five years. **The revenue from these projects could generate approximately \$2 million annually by 2016.**

**GREETINGS FROM ASBURY N.J.**

**Unlocking the Value of the Waterfront...**

**...by accelerating redevelopment**

**iStar Asbury Unit Deliveries 031213 (2)**

**Central Business District Development**

The Central Business District of Asbury Park continues to grow as a center for

the arts and dining. A variety of recent projects reflect its new attractiveness as a mixed-use center with convenient access to mass transportation and the services that individuals seek today.

The arts community continues to grow, with a base in the Central Business District. ArtsCap, the City's local arts organization completed its Master Plan in 2011. The Shore Institute of Contemporary Arts (SICA) has established Asbury Park as their home base. The Asbury Music Center, a multi-purpose music instruction, rehearsal and recording space is far enough along with completing their facility that they are holding "open house" days each weekend. This started in March of this year. The Russo guitar shop has already moved into this space and opened its doors for business on Saturday, March 10, 2013. The famous "Upstage Club", a historic musical venue within the District has received approval to renovate and reopen. A new movie theater, the Showroom has opened within the District. In addition, the planned renovation of the historic Kinmouth Building and Savoy theater will be before the City Planning Board during the month of March. When approved, this project will result in the re-opening of a 900 seat historic live theater in the downtown and the creation of 64 new residential units. These present and upcoming businesses and organizations were supported through careful redevelopment planning, and the amending of ordinances and plans to encourage them to make the Central Business District their home.

The City has also enacted a street performers ordinance which allows for public artists to perform in city right-of-ways including sidewalk areas. Both ordinances are seen as a way to encourage the performing arts within the city. Recognizing that public art can provide an enhancement to the community and the quality of neighborhoods within the City, the Mayor and Council have established a "Public Art Committee".

Another project of note is a mixed-use project located on several parcels within the District. A total of 31 residential units, 7 retail stores, and an accessory parking area is now completed and occupied. Located on the so-called 500-block of Cookman Avenue, completion of the project marks the complete redevelopment of the Avenue, the historic heart of the district. This represents a significant milestone in the City's redevelopment efforts.

### **Transportation Improvements**

In addition, Asbury Park has worked with Monmouth County to implement the "Shorelink Shuttle", three shuttle bus routes that connect the train stations in Asbury Park, Belmar, and Bradley Beach with their beaches. The service is \$1 a ride. It is set up to encourage beach visitors to use public transportation to visit some of the most popular beaches in Monmouth County. This will be the second season that this service is available; the demand is growing.

Super storm Sandy has also provided us a major opportunity at the expense of the other Jersey Shore towns. Since our beaches will be open, we are expecting a significant increase in visitors. If the summer provides us with good weather, we could see a 30% increase in beach badge revenues. We will also have to provide additional parking for these visitors. By collaborating with the waterfront developers, iStar and their retail partner Madison Marquette we will continue the use of temporary parking lots along Ocean Avenue that in turn will provide additional parking revenue for the City.

Management is implementing a strategic plan to maximize the impact of our special events calendar. By revising the placement of events during the summer season, we will be able to attract additional visitors to the city without interfering with our normal beach visitors. This provides us with an opportunity to increase the number of daily parking patrons, which in turn, will increase our parking revenues. In addition, we have increased special event fees and beach wedding fees for 2013. Our advertising rates for the Sunset Park digital sign were increased by 40%.

The City Council has approved Request For Proposals to solicit bids to create a temporary media campaign utilizing city assets and a system of temporary beach lockers. Both programs can be in place for the 2013 summer season and have the potential of generating substantial revenues for the city. A program is being developed to create a summer concert series that will replace a program that was very successful on Sandy Hook but will not take place there this summer. This program will attract 8 to 10 thousand visitors each week to support city businesses and drive parking revenues. In response to Sandy's destruction to the Jersey Shore, The Asbury Park Musical Heritage Foundation opened an exhibition hall and performance space a year earlier than planned. This new attraction to the city will house a collection of Asbury Park music memorabilia, host small concerts and lectures. The space will be a year-round attraction that will help us to increase our parking revenues especially in the off-season. It will become a regional destination that will support all the towns on the Jersey Shore.



Application Year: CY 2013	Municipality:	County:
---------------------------	---------------	---------

**V-D. Discussion of Health Benefits**

If this application is being submitted due solely to expenditure and revenue impacts of Superstorm Sandy, please skip this section.

Brown and Brown Benefit Advisors (BBBA) has been the broker of record since 2005. **However, effective April 1, 2013, the City of Asbury park will switch to the State health Benefits program (SHBP).**

**How much in commissions or fees does the broker of record receive from: (a) the municipality \$ \_\_\_\_\_; and (b) the insurance company providing health benefits \$ \_\_\_\_\_.**

The City has placed an RFP for a very limited services to support the City in its transition from the traditional Blue Cross/Blue Shield program to the SHBP.

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

## VI. Historical Fiscal Statistics

Item	2011	2012	Introduced Application Year
<b>1. Property Tax/Budget Information</b>			
Municipal tax rate	\$3.083	\$3.183	\$3.370
Municipal Purposes tax levy	\$13,082,904	\$13,073,331	\$14,016,163
Municipal Open Space tax levy	\$	\$	\$
Total general appropriations	\$43,208,789	\$48,730,638	\$39,590,813
<b>2. Cash Status Information</b>			
% Of current taxes collected	99.61%	99.36%	%
% Used in computation of reserve	99.21%	99.50%	99.35%
Reserve for uncollected taxes	\$182,197	\$121,498	\$159,693
Total year end cash surplus	\$(36,819)	\$33,334	
Total non-cash surplus	\$1,112,069	\$1,127,905	
Year end deferred charges	\$579,132	\$8,034,811	
<b>3. Assessment Data</b>			
Assessed value (as of 7/1)	\$424,335,298	\$429,608,479	\$415,952,515
Average Residential Assessment	\$79,961	\$79,355	\$83,884
Number of tax appeals granted			
Amount budgeted for tax appeals	\$	\$	\$
Refunding bonds for tax appeals	\$	\$	\$
<b>4. Full time Staffing Levels</b>			
Uniformed Police - Staff Number	87	85	89
Total S&W Expenditures	\$8,087,726	\$7,846,201	\$7,707,323
Uniformed Fire - Staff Number	52	48	48
Total S&W Expenditures	\$4,278,870	\$4,007,563	\$4,007,502
All Other Employees - Staff Number	95	83	81
Total S&W Expenditures	\$5,503,960	\$5,047,199	\$4,917,721
<b>5. Impact of Proposed Tax Levy</b>			
			<b>Amount</b>
Current Year Taxable Value			415,952,515
Introduced Tax Levy			14,016,813
Proposed Municipal Tax Rate	3.370	Average Res. Value ( #4 above)	83,884
Current Year Taxes on Average Residential Value (#4 above)			2,827
Prior Year Taxes on Average Residential Value			2,526
Proposed Increase in average residential taxes			301

**VII. Application Year Budget Information**

A. Year of latest revaluation/reassessment 2002

B. Proposed Budget – Appropriation Cap Information

Item	Yes	No
1. Was an appropriation cap index rate ordinance adopted last year? If YES: % that was used	x	
3.5%		
2. Amount of appropriation cap bank available going into this year		
\$1,369,166		
3. Is the Application Year budget at (appropriation) cap? If NO, amount of remaining balance		x
\$		
4. Does the Application Year anticipate use of a waiver to exceed the appropriation cap? If YES, amount:		x
\$		

C. List the five largest item appropriation increases:

Appropriation	Prior Year Actual	Application Year Proposed	\$ Amount of Increase
Monmouth County Interlocal Service Agreement – Dispatch Services	444,408	644,408	200,000
Police and Fireman’s Retirement System	3,101,098	3,280,345	179,247
Emergency Appropriation – Group Insurance	0	650,000	650,000

D. List all new property tax funded full-time positions planned in the Application Year:

Department/Agency	Position	Number	Dollar Amount
NA			

E. Display projected tax levies, local revenues (not grants), anticipated (gradually reduced) Transitional Aid, total salary and wages, and total other expenses projected for the three post-application years:

	Tax Levy	Local Revenues	Transitional Aid	Total S&W	Total OE
<b>First year</b>	<b>24,568,092</b>	<b>9,056,806</b>	<b>3,000,000</b>	<b>17,829,807</b>	<b>19,294,787</b>
<b>Second year</b>	<b>25,559,454</b>	<b>9,556,806</b>	<b>2,000,000</b>	<b>18,436,403</b>	<b>19,394,787</b>
<b>Third year</b>	<b>26,060,643</b>	<b>9,556,806</b>	<b>1,000,000</b>	<b>18,800,131</b>	<b>19,494,787</b>

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

**VIII. Financial Practices**

A. Expenditure controls and practices:

Question	Yes	No
1. Is an encumbrance system used for the current fund?	x	
2. Is an encumbrance system used for other funds?	x	
3. Is a general ledger maintained for the current fund?	x	
4. Is a general ledger maintained for other funds?	x	
5. Are financial activities largely automated?	x	
6. Does the municipality operate the general public assistance program?		x
7. Are expenditures controlled centrally (Yes) or de-centrally by dept. (No)?	x	
8. At any point during the year are expenditures routinely frozen?	x	
9. Has the municipality adopted a cash management plan?	x	
10. Have all negative findings in the prior year's audit report been corrected?	x	
If No, list those uncorrected as an appendix.		

B. Risk Management: Indicate ("x") how each type of risk is insured.

Coverage	JIF/HIF	Self	Commercial
General liability	x		
Vehicle/Fleet liability	x		
Workers Compensation	x		
Property Coverage	x		
Public Official Liability	x		
Employment Practices Liability	x		
Environmental	x		
Health effective April 1, 2013	<b>SHBP</b>		
	x		

C. 1) Salary and Employee Contract Information (when more than one bargaining unit for each category, use average):

Question	Police	Fire	Other Contract	Non-Contract
Year of last salary increase	2010	2011	2011	2011
Average percentage increase	1.5%	1.5%	1.5%	1.5%
Last contract settlement date				
Contract expiration date				

2) Explain if any of the following actions have been taken or are under consideration for the Application Year: All of the below actions are under consideration if the full amount of aid is not received.

Action	Police	Fire	Other Contract	Non-Contract
Furloughs (describe below)	x	x	x	x
Wage Freezes (describe below)	x	x	x	x
Layoffs (describe below)	x	x	x	x

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

--

D. Tax Enforcement Practices:

Question	Yes	No
1. Does the municipality use the accelerated tax sale program?	x	
2. When was the last foreclosure action taken or tax assignment sale held: <span style="float: right;">Date:</span>	na	
3. On what dates were tax delinquency notices sent out in 2012: <span style="float: right;">Date:</span>	Quarterly	
4. Date of last tax sale: <span style="float: right;">Date:</span>	12/18/12	

E. Specialized Service Delivery:

If the answer to either question is “Yes,” provide (as an appendix) a cost justification of maintaining the service without changes.

Service	Yes	No
Sworn police or firefighters are used to handle emergency service call-taking and dispatch (in lieu of civilians)		x
The municipality provides rear-yard solid waste collection through the budget		x

F. Other Financial Practices

1. Amount of interest on investment earned in:

2011	\$34,411	2012: 15,720	\$	Anticipated Application Year:	\$14,000
------	----------	-----------------	----	----------------------------------	----------

2. List the instruments in which idle funds are invested:

Sweep accounts	

- 3. What was the average return on investments during CY 2012?
- 4. When was the last time fee schedules were reviewed and updated?
- 5. The name and firm of the municipality’s auditor?
- 6. When was the last time the municipality changed auditors?

	.3%
2013	
Dave Kaplan ,DAK/CPA	
2007	

G. Status of Collective Negotiation (Labor) Agreements: List each labor agreement by employee group, contract expiration date, and the status of negotiations of expired contracts.

Employee Group	Expiration Date	Status of Negotiations of Expired Agreement
PBA (police officers) SOA (police superior officers)	12/31/12	At the table
IAFF (Fire)	12/31/12	At the table
AFSCME	12/31/12	At the table
AFL/CIO local #6	12/31/12	At the table

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

--	--	--





**IX-C. Evaluate existing local revenues, as to whether or not the rates or collections can be increased or imposed, and if so, how changes will be implemented; i.e., recreation fees, utility fees, land use fees, construction, housing, and fire code.**

Local Revenues and services provided though the General/Current Fund	Check if services is provided	Are fees charged to cover the costs of the program?	If fees do not cover costs, what is the amount of subsidy?	If there is a subsidy, explain why fees cannot be increased to reduce or eliminate subsidy.
Recreation programs	<input checked="" type="checkbox"/>		\$20,000	Please see section V-C for explanation
Sewer Fees	<input checked="" type="checkbox"/>	yes		
Water Fees	<input type="checkbox"/>	na		
Swimming Pool	<input type="checkbox"/>	na		
Uniform Construction Code	<input checked="" type="checkbox"/>	yes		
Uniform Fire Code	<input checked="" type="checkbox"/>	yes		
Land Use Fees	<input type="checkbox"/>	na		
Parking Fees	<input checked="" type="checkbox"/>	yes		
Beach Fees	<input checked="" type="checkbox"/>	yes		
Insert other local fees below:	<input type="checkbox"/>			

**X. Service Delivery**

List all services that the municipality contracts to another organization: i.e., shared services with another government agency, including formal and informal shared services, memberships in cooperative purchasing program, private (commercial), or non-profit organization.

<b>Service</b>	<b>Name of Contracted Entity</b>	<b>Estimated Amount of Contract</b>	<b>Year Last Negotiated (as applicable)</b>
<b>911 Dispatch Services</b>	<b>County of Monmouth</b>		
<b>Vehicle repairs</b>	<b>County of Monmouth</b>		
<b>Gasoline purchases</b>	<b>Monmouth County Co-op</b>		
<b>Purchasing of Salt</b>	<b>Monmouth County Co-op</b>		
<b>Fire Department</b>	<ul style="list-style-type: none"> <li>• In 2010 the APFD let be known to contiguous jurisdictions that we are willing to provide mutual aid for EMS calls as long as they were OK with us billing the patients as we do within our own jurisdiction. We respond on these calls between 5-15 times per month where in prior years we didn't get called at all.</li> <li>• The APFD is being asked more frequently than ever before to respond to fire/rescue type emergencies in neighboring communities</li> <li>• The APFD has outfitted one of its spare engines and trained all of the members to respond outside of Asbury Park to RIT (Rapid Intervention Team) calls when requested.</li> </ul>		

	<ul style="list-style-type: none"> <li>• The APFD has formed an informal partnership with the Neptune Fire/OEM joint confined space rescue team to respond to these types of emergencies in our region of the county.</li> <li>• The City continues to work toward the acquisition of funding for the Monmouth County USAR Project (hosted by the Asbury Park Fire Department) This project would be funded via the Office of Homeland Security and Preparedness.</li> <li>• On 2/28/12 a neighboring municipality is expected to authorize their administrator to explore the notion of a shared services agreement for the Asbury Park Fire Department to provide fire/rescue services.</li> </ul>		
<b>Department of Public Works</b>	<b>Sharing of beach cleaning equipment and street cleaning equipment with neighboring communities</b>		
<b>Senior Center (also referred to as the "Springwood Center")</b>	<b>1. The City's new state of the art senior center has been completed and opened and we are currently providing social and recreational activities; transportation; nutritious-low cost lunches through our partnership with Interfaith Neighbors; and an array of other supportive services and programs to</b>		

	<p>the senior citizen residents of Asbury Park. Currently, the City receives a small grant in the amount of \$31,000 from the Monmouth County Office On Aging. We are currently exploring additional funding opportunities for the center including a We plan to reach out to various communities that do not have their own Senior Citizen program in an attempt to provide inter-local services at the new center, thereby generating additional revenue.</p> <p>2. The Department of Social Services has also entered into an inter-local agreement with the County of Monmouth's Department of Transportation for maintenance of social services and senior center vehicles. This shared-service agreement has significantly reduced vehicle repair and maintenance expenses.</p>		
--	---	--	--

**Application Year: CY 2013**

Municipality:

County:


Application Year: CY 2013	Municipality:	County:
---------------------------	---------------	---------

**Section XI – Impact of Limited or No Aid Award**

Describe in complete detail the impact if aid is not granted for the current fiscal year; **this priority setting requires that the municipality will maintain a minimum level of essential services.** List the appropriate category of impact if the aid is not received. Rank each item from both lists as to the order in which elimination will take place. If across the board cuts will be made, indicate under service. **For rank order purposes, consider the two sections as one list. The cuts outlined here are one that the municipality is committing to make if they do not receive aid.**

Rank Order	Department	# of Layoffs	Effective Date	2012 Full Time Staffing	2012 Full Time Staffing	\$ Amount to be Saved
	Police	47	7/1/13	85	38	\$1,854,362
	Fire	27	7/1/13	48	21	\$1,011,177
	DPW	14	7/1/13	26	12	\$435,295
	Code	4	7/1/13	6	2	\$117,128
	Other	4	7/1/13	Various departments		\$105,232

If services will be reduced, describe the service, impact and cost savings associated with it.

Rank Order	Service	Cost Savings	Impact on Services
	Police		Impact of service is described in Section V-A
	Fire		Service delivery described in Section V-C will not come to fruition. Regionalization proposal will be eliminated.

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

	Code		This function would operate on reaction basis only and result in a deterioration in the quality of life in the City just as it is turning the corner.

**Section XII – SPECIAL SECTION FOR APPLICANTS FILING DUE TO IMPACTS OF SUPERSTORM SANDY**

**Attach a copy of any application filed with FEMA to receive assistance pursuant to the Community Disaster Loan Program. Explain why the funding sought through that program is insufficient to address budget needs.**

**This application is in progress and will be forwarded upon completion. A meeting with the FEMA representative is scheduled for the week of March 18, 2013.**

**Explain the loss of tax ratables due to Sandy and the impact of this tax ratable loss on remaining properties. Attach related disclosure statements issued in conjunction with notes/debt, Assessor documentation of reassessments filed pursuant to guidelines issued by the Division of Taxation, and any other documents that explain taxable ratable losses. Do not include other losses of ratables such as tax appeals unrelated to Sandy.**

**Explain the loss of other revenues (beach fees, parking revenues, court fines etc.) attributable to the impacts of Sandy.**

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

**Explain in detail, all claims and applications your municipality has filed with FEMA, insurance companies and third parties. Provide a good faith estimate of how much in funding you expect to receive. Detail any cost share that your municipality believes it will have to be responsible for paying, including an assessment as to whether those costs are being financed. Please provide any relevant supporting documents.**

**XII. Agreement to Improve Financial Position of Municipality**

**If aid is granted, the municipality will be required to submit to certain reporting conditions and oversight as authorized by law and a Memorandum of Understanding will need to be signed. Please mark each box below indicating that the applicant understands, and agrees to comply with these broad reporting and oversight provisions.**

	Yes	No
1. Allow the Director of Local Government Services to assign management, financial, and operational specialists to assess your municipal operations.	x	
2. Implement actions directed by the Director to address the findings of Division staff.	x	
3. Enter into a Memorandum of Understanding and comply with all its provisions, without exception.	x	

**XIII. Certification of Past Compliance for Municipalities Currently Operating Under a Transitional Aid MOU:**

The undersigned certify that the municipality is in substantial compliance with the conditions and requirements of the 2012 MOU and is moving in good faith to correct those area of noncompliance that have been identified, including, but not limited to, the following: establishment of a pay to play ordinance; termination of longevity pay for officers and employees not contractually entitled to longevity pay; termination of health benefits for part time officers and employees; receipt of signed approval forms as required prior to hiring personnel and contracting with professional service vendors.

Mayor: \_\_\_\_\_ Date: \_\_\_\_\_

Chief Financial Officer: \_\_\_\_\_ Date: \_\_\_\_\_

Chief Administrative Officer: \_\_\_\_\_ Date: \_\_\_\_\_

**XIV. CAMPS Certification (County and Municipal Personnel System - Civil Service municipalities only)**

For Civil Service municipalities, the undersigned, being knowledgeable thereof, hereby certify that the municipality has placed the names of all current civil service employees in NJ "CAMPS".

Human Resources or Personnel Director: \_\_\_\_\_ Date: \_\_\_\_\_

Chief Financial Officer: \_\_\_\_\_ Date: \_\_\_\_\_

**XV. CERTIFICATION OF APPLICATION FOR TRANSITIONAL AID**

<b>Application Year: CY 2013</b>	Municipality:	County:
----------------------------------	---------------	---------

The undersigned acknowledges the foregoing requirements with which the municipality must comply in order to receive aid as outlined above. In addition, included with this application is a copy (printed or electronic) of the budget documentation that supports the budget calculation that was provided to the governing body.

Mayor: \_\_\_\_\_ Date: \_\_\_\_\_

Chief Financial Officer: \_\_\_\_\_ Date: \_\_\_\_\_

Chief Administrative Officer: \_\_\_\_\_ Date: \_\_\_\_\_