



The Official Publication of the  
New Jersey Conference of Mayors

*Conference Quarterly Magazine*

*Summer 2009*

# Continuing to Navigate 2009 and Beyond...



**Find Your Way to the  
18th Annual Summit  
This Year at Barnegat Light. Details Inside**

**Governor Corzine's Message**

**NJCM President Wahler's Message**

**A Bold, New Direction for  
Contaminated Sight Cleanup** by Mark N. Mauriello

**RCA's, A Useful Tool for  
an Affordable New Jersey** by Senator Jennifer Beck

**Open Space, An Investment in Our Future** by Assemblyman John F. McKeon



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September 12, 2009 - 10:30am-5pm

Viking Village in Barnegat Light on Long Beach Island

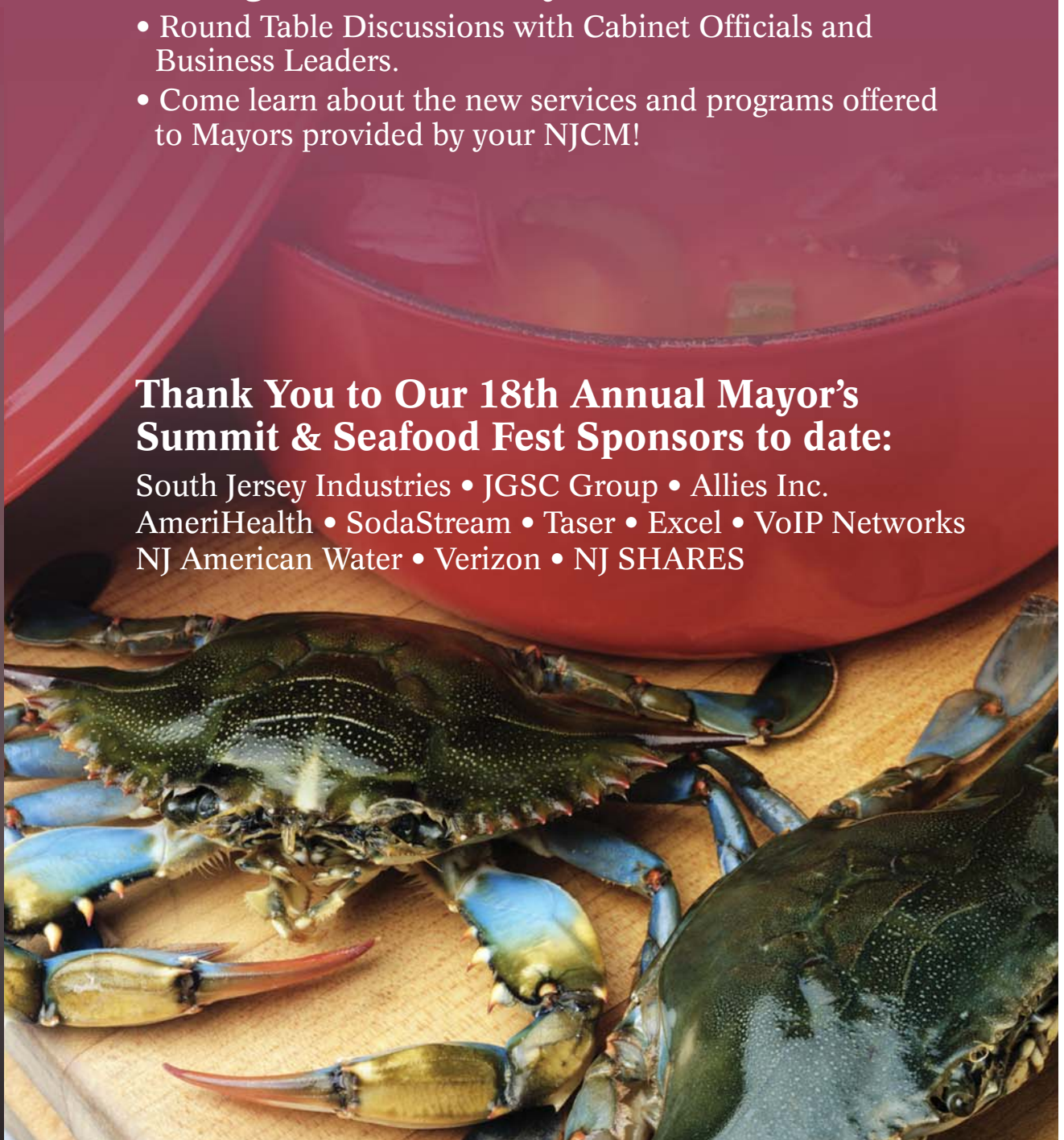
Registration available on our website [www.njcm.org](http://www.njcm.org)

## The Agenda for the day:

- Round Table Discussions with Cabinet Officials and Business Leaders.
- Come learn about the new services and programs offered to Mayors provided by your NJCM!

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## Help is on the Way

BY GOVERNOR JON S. CORZINE

**F**or municipal officials working in the trenches, crafting budgets and struggling to maintain municipal services, the economic turnaround has been to slow.

Impatience is completely understandable because the lingering financial crisis means real people are hurting. While the economy remains fragile, let me reassure you we are making steady progress. With every new state program and every new federal dollar, we are working to improve the lives of people. Every step of the way we are re-evaluating our initiatives and making adjustments to ensure we are on the right track.

As I write this article I am preparing to sign a second economic recovery bill—The New Jersey Economic Stimulus Act of 2009—to provide businesses, municipalities and the state with additional tools to spur economic growth.

The bill seeks to further reinvigorate the economy by providing grants for the construction of affordable housing and other new development. It also allows municipalities to impose special taxes and surcharges to fund redevelopment and it gives state colleges and universities new means to finance certain projects.

The latest state economic recovery legislation is a direct response to what we were hearing from people on the ground. It is also intended to complement the legislation we passed back in October 2008—the first comprehensive state economic stimulus package passed in the nation. It was designed to stimulate the economy, create jobs and protect the most vulnerable.

The 2008 package of bills provided urgently needed dollars for the state's food pantries and set up a safety net to protect families facing foreclosure. We took steps to speed up school construction and road projects to get as many workers back to work as quickly as possible.

We then passed legislation to encourage businesses to expand in New Jersey. We offered \$3,000 checks for every new employee hired. Naysayers said it wouldn't work but, in fact, the program was so popular the funds were depleted.

At the same time we were working to jumpstart the economy, we also continued to aggressively cut costs. Recognizing unemployment was on the rise, we put a significant sum into the Unemployment Insurance Trust Fund to keep it solvent without triggering a huge tax increase on businesses.

With the state efforts launched, we turned our attention to Washington, D.C., where we lobbied for a bold federal economic stimulus plan. We were not only successful in getting a plan passed by Congress and signed into law by President Barack Obama but New Jersey was treated generously. That's significant because historically we send more money to Washington than we get back. This time we didn't get shortchanged.

Over the next three years, roughly, \$17.5 billion is coming to New Jersey in federal economic recovery dollars in the form of tax cuts, safety net assistance programs and infrastructure spending. These dollars are expected to create or save 100,000 jobs here.

The benefits are already being felt. Statewide 6,000 teenagers have jobs this summer because of the federal funds. Across the state more than 13,500 low- and moderate-income families are having their homes weatherized.

On the transportation front, we have received \$469 million in federal economic recovery money to improve highways and fix aging bridges. Most of this work has begun.

Federal recovery funds are also being used for long overdue safety repairs and renovations in public housing, to prevent mortgage foreclosures, to retrain unemployed workers and to put more police officers and firefighters on the ground.

The U.S. Department of Energy gave energy efficiency conservation block grants to larger municipalities to upgrade municipal buildings. Small towns and boroughs are eligible for \$20,000 in block grants through the Board of Public Utilities.

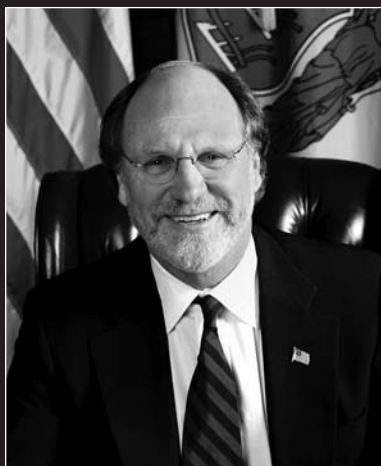
By making buildings more energy efficient we not only protect the environment but save taxpayers money in the long run.

Another \$104 million came to New Jersey for public housing capital improvements. And, every municipality in the state will receive educational funds for children with special needs.

A very large chunk of the federal funds—\$7.5 billion—was in direct tax cuts to residents of New Jersey.

Every wish has not been granted, but it is safe to say help is on the way. A bridge over troubled waters to help us get through the recession is being erected.

Make no mistake. This is a new day. We have witnessed a sea of change. In the days and months ahead we will have to be more prudent than ever when it comes to the public purse. Taxpayers demand it, and economic realities give us no other choice. ■



*As New Jersey's 54th governor, Jon S. Corzine has applied his experience as a Wall Street executive and as consensus builder in the United States Senate to advance an agenda of socially-conscience initiatives, while maintaining a focus on financial responsibility. He resigned from the U.S. Senate in 2005 to take the oath of office as New Jersey governor on Jan. 17, 2006.*

## President's Message

BY BRIAN WAHLER, NJCM PRESIDENT

As the summer comes to a close it is hoped that most of you have had an opportunity to find some time to relax and as the cliché goes, “smell the roses.” However, as committed members of the New Jersey Conference of Mayors (NJCM), smelling the roses was probably not on the top of your list of things to do. In any case, it's time for all of us to recharge our batteries and like the Energizer Bunny, keep moving ahead.

I look forward to seeing all of you at this year's Annual Mayors' Seafood Summit on Saturday, September 12, 2009 at Viking Village in Barnegat Light on Long Beach Island. Governor Corzine and several of the governor's cabinet members are scheduled to attend and to take part in the roundtable discussions where we will have an opportunity for one-on-one communication with them. It is very important that the Governor and his staff are made aware (and kept aware) of the critical issues that only we, as Mayors, can clearly articulate about our cities and towns. Several businesses will also be represented that day and will provide valuable information on a wide variety of subjects of interest to all of us.

As I mentioned in an earlier note, one of the goals of events like the Mayors' Summit is to make certain that when we go back home we are energized and we take with us relevant information that will help us deal, not only with our constituents, but with all the myriad of issues that come up, many totally unexpected, in our respective municipalities on any given day. Our Executive Director, Al LiCata, has been working overtime to make this September 12th a “must attend” event and I hope you do agree that you “must attend.” Check for directions at [www.njcm.org/seafoodssummit](http://www.njcm.org/seafoodssummit).

As the Chair of the U. S. Conference of Mayors (USCM) Membership Standing Committee, I recently spoke at the 77th Annual Conference of Mayors held in Providence, R.I. and one of the important subjects I included in my remarks was the fact that without the U.S. Conference of Mayors, there would be no Energy Efficiency and Conservation Block Grant (EECBG) program—period. The need for it was crystallized by the Conference, crafted by the Conference and the support in Congress needed for its passage as part of the 2007 energy bill was orchestrated by the Conference. In 2009 as a part of The American Recovery and Reinvestment Act (ARRA) funds were allocated to the Department of Energy for local governments in the form of the EECBG program in order to stimulate the economy, create jobs and meet the following key priorities:

- Reduce fossil fuel emissions in a manner that is environmentally sustainable

- Reduce the total energy use of the eligible entities; and

- Improve energy efficiency in the building sector, the transportation sector, and other sectors.

Of course none of this would have been possible if we didn't have Senator Robert Menendez who led the effort in the US Senate to get this program authorized, and joining him on the House side was Congressman Frank Pallone, as well as Senator Frank Lautenberg who was instrumental in helping to secure funding for the ARRA. Most Mayors see the EECBG program as part of a community-based approach to global warming that is absolutely essential if the general populace is to understand the changes we need to put in place

as a nation. As members of the NJCM, I urge you to continue to contact our US Congressional Delegation to ask for their continuing support for this program and to request they push for predictable, reliable and permanent funding in order to achieve the goals set forth in this legislation.

I have recently been elected to the Advisory Board of the USCM which will allow me the opportunity during these challenging times to add a New Jersey voice to a great team of Mayors from across the country who will advocate for the interests of our nation's cities.

It's not too early to alert your communities to the upcoming U.S. Census. The Census Bureau has issued a call to action for every resident of our nation: “BE COUNTED IN 2010.” Although the census, taken once every ten years, is a constitutional responsibility of the federal government, cities will be the big losers if the feds miss many of their people. The census determines the distribution of more than \$300 billion dollars annually of government funding for critical community services and generates thousands of jobs across the country. It also impacts your voice in Congress. Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010 with some households receiving a replacement questionnaire in early April. Census workers will also visit households that do not return questionnaires.

In the weeks and months ahead, we look to increase our NJCM membership and to provide programs, information and support for all the Mayors across New Jersey, particularly those who are, at this time, coping with incredibly difficult decisions that might adversely impact their community.

I thank you for the support I have received thus far as NJCM President and I look forward to hearing from you if you have questions or suggestions. Please don't hesitate to contact me. ■

*Brian C. Wahler*

Brian Wahler  
NJCM President



*Brian Wahler, NJCM President  
is also the Mayor of  
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## A Bold, New Direction for Contaminated Site Cleanups

BY MARK N. MAURIELLO, COMMISSIONER OF THE NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION

After a great deal of hard work and careful thought, New Jersey is moving forward with a bold and innovative system of cleaning up contaminated sites that will better protect public health and the environment as it creates new opportunities for brownfield redevelopment projects that will help our economic recovery.

Governor Jon S. Corzine understands the need to get this right. When the Governor signed the Site Remediation Reform Act this spring, he issued an Executive Order that adds even more protections ensuring Licensed Site Remediation professionals perform to high standards, focuses resources on making sure our schools and child care facilities are protected, and authorizes preparation of annual reports evaluating how well the law is being implemented.

This sweeping law provides much-needed overhauls to the Department of Environmental Protection's Site Remediation Program by authorizing creation of an independent board to license professional consultants who perform investigations and prepare cleanup plans for those responsible for cleaning up contaminated sites.

As municipal leaders, you have a considerable stake in the outcome. Contaminated sites—old factories and mills, small chemical processors, abandoned service stations, vacant lots that were once used by illegal dumpers—can become foundations for brownfield redevelopment projects that can improve your communities, provide tax revenues and create jobs.

The Licensed Site Remediation Professional program authorized by the act represents a major shift for the DEP and for municipalities, redevelopers, responsible parties, local residents, environmental groups, lenders, insurers and anyone with a stake in the cleanup of contaminated properties. It is essential that you, your municipal attorneys and your engineers understand the law and attend seminars offered by the DEP or other groups.

The DEP's Site Remediation Program is working hard to make sure the transition occurs as smoothly as possible, reaching out to all stakeholders to provide information on how the changes will affect them. Updates can be found at: [www.nj.gov/dep/srp/](http://www.nj.gov/dep/srp/)

We remain committed to requiring the highest cleanup standards. The new law takes this a step further, establishing a statutory affirmative obligation for those responsible for past contamination to move forward with cleanups under strict, mandatory time frames—and without prior approvals from the DEP. While the DEP will retain significant oversight and auditing authority, the old system of DEP-issued No Further Action determinations will be replaced by a system of Response Action Outcomes certified by the Licensed Site Remediation professionals.

Many sites will need to comply with the law's requirement to have licensed site professionals overseeing cleanups by this fall. Others sites will be phased in over a three-year period.

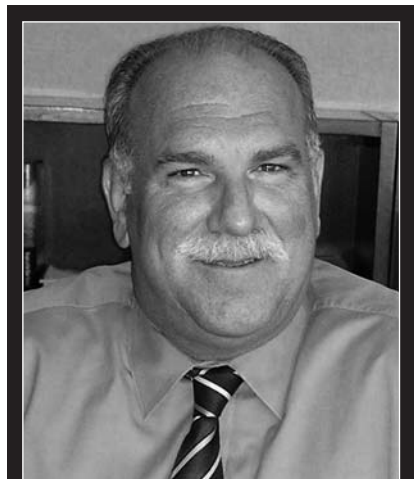
The law requires the DEP to have interim rules in place to implement the new program by Nov. 3. They will be effective upon publication in the New Jersey Register. Since they are interim rules, they will not be subject to a public comment period. We will begin work on developing a formal rule in the spring of 2010. This process will allow opportunities for public comment.

The DEP will generate a list of qualified Licensed Site Remediation professionals that responsible parties will be able to use until a permanent program is in place. The DEP will begin issuing temporary licenses in the fall. We expect the independent licensing board to be seated by the end of the year. The DEP, however, will continue issuing temporary licenses until the board is fully established and ready to issue permanent licenses.

The DEP, meanwhile, is developing a comprehensive database that will prioritize sites based on their potential environmental and public health risks. No small task, this system is essential as it will provide a more complete and up-to-date picture of conditions at these sites and will help determine cases to receive direct DEP oversight.

Other measures we are working on will provide you with a much-needed sense of direction as to the future of contaminated sites in your communities. The interim rules will allow the DEP to establish presumptive remedies for redevelopment projects that include schools, child care facilities and residential units. The rules also will enable the DEP to reject proposed remedies that would leave properties unsuitable for redevelopment or recreation, ensuring that your municipalities end up with sites that can be returned to productive use.

*Continued on page 34*



Mark N. Mauriello is Acting Commissioner of the New Jersey Department of Environmental Protection.



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# RCAs: A Useful Tool for an Affordable New Jersey

BY SENATOR JENNIFER BECK

It cannot be denied that New Jersey's Council on Affordable Housing was created with the admirable intention of helping resolve our State's affordable housing problem. However, the most recent regulations allow COAH to use faulty data to assign municipalities unwieldy affordable housing obligations and include new obligations of affordable housing based on on-going commercial development, and requiring a new affordable housing unit for every 16 jobs (deemed to be created whenever a commercial building is built or expanded), regardless of whether there actually has been any job growth. Compounding this, statutory changes adopted in 2008 limit the devices municipalities are permitted to use to meet those obligations; most importantly, eliminating regional contributions agreements.

It was the intention of COAH from the very start to rehabilitate existing housing for affordable use, and to create new housing in the areas in which it was needed most. Rounds one and two of the COAH rules presented some difficulties for some municipalities, but, for the most part, those difficulties were eased by certain tools COAH made available in order to increase the numbers of units produced overall.

RCAs, which had been used in good faith by many municipalities wishing to deal with their obligations in the way that was most responsible and responsive to their Master Plan, allowed municipalities to make a financial contribution to another municipality in return for them accepting a portion of their affordable housing obligation. Up to 50% of a town's obligation could be transferred using an RCA, and 25% of that number was permitted to be age-restricted housing.

The majority of municipalities that submitted a plan to COAH to receive substantive certification and protect themselves from builders remedy used RCAs. The end result was a substantial growth in the number of affordable housing units statewide.

Municipalities in my Legislative District like East Windsor Township and Manalapan Township used the pre 2008 affordable housing regulations and statute as a land use tool, following the stated intent of the Fair Housing Act. Ultimately, their affordable housing plan, which included RCAs, helped shape their Master Plan. In my home town of Red Bank, RCA dollars were used to rehabilitate existing housing stock, which otherwise would have continued to deteriorate. This story is repeated in our urban centers. Between 1988 and 2000, Jersey City gained \$6.9 million in funding through RCAs, from 1988 and 1991, Newark earned \$12 million and between 1996 and 2005, Trenton earned \$24 million for affordable housing. These receiving cities, along with other urban centers, now have only \$1.3 million to split between them. As a State Senator representing a district containing municipalities on both sides of RCAs, both sending and receiving, I have seen first hand how useful a tool this can be to actually provide the affordable housing needed in our State.

In July of last year, RCAs were not only removed as a device through which municipalities were able to fulfill their COAH obligations, but 72 RCAs agreements already entered into by municipalities before July 17, 2008 were declared null and void.

I have legislation in front of the Senate, and my colleagues Assembly members Declan O'Scanlon and Caroline Casagrande have an identical bill in front of the General Assembly, that would reinstate the 72 RCAs that were already in place before A-500 passed, which nullified them. I requested a vote on my bill before the full Senate before our summer break, but that motion was tabled along party lines. My colleagues and I are also supporting legislation to fully reinstate RCA agreements as a land use tool. New Jersey is a state in which we truly appreciate home-rule, and agreements that are entered into between two municipalities should not be voided by the State. The current law offers no flexibility in terms of how municipalities meet their obligations, which, for many towns, have increased significantly in the newest round. Some towns simply don't have the room or the resources to produce as many affordable housing units as COAH has assigned them. The constitutional underpinning of the Fair Housing Act and the Mount Laurel doctrine is that increasing useful land use tools and builder incentives to create affordable housing will lead to a realistic opportunity for such housing. The current COAH regulations and statutes ignore this, and focus instead on forcing municipal taxpayers and homebuyers to become financiers of such housing.

Urban centers that had their RCAs revoked were told that the funding for their projects would be made up by the Urban Housing and Assistance Program. This program is administered through the New Jersey Affordable Housing Trust Fund, into which 2.5 percent non-residential development fees are to be deposited. According to A-500, the first \$20 million collected annually statewide in non-residential development fees would go directly into the Urban Housing and Assistance program.

*Continued on page 34*



*Senator Jennifer Beck was born and raised in Erie, PA. She attended Boston College for her undergraduate degree and received her Masters in Government Administration from the Fels School of Government at the University of Pennsylvania. She lives in Red Bank.*



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# New Jersey's Energy Future and the Power of One

BY JOSEPH FIORDALISO,  
COMMISSIONER, NEW JERSEY BOARD OF PUBLIC UTILITIES

New Jersey has become a national leader in the development of renewable energy. We have the second highest total of solar installations in the country after California. We are also on track to be one of the first, if not the first, to develop off shore wind generation.

New Jersey's commitment to renewable energy is part of a larger vision for the state's energy future that is outlined in Governor Corzine's Energy Master Plan. Through investments in renewable energy and energy efficiency, the state is working to ensure a safe, secure and reliable energy supply to power our homes and businesses and drive our economic growth. It also seeks to improve environmental quality by reducing the greenhouse gases that cause climate change and other unhealthy emissions.

Wind turbines and massive solar installations are an important part of the energy future envisioned by the Governor's energy plan. But success also requires the participation of all New Jersey residents.

Among the easiest and most productive steps an individual can take is to switch from traditional incandescent light bulbs to the newer, compact fluorescent light bulbs, or CFLs. While a slightly higher price may cause a shopper to hesitate about the switch, the extra cost is quickly recovered with a lower energy bill. CFLs use about 75% less energy than standard lighting and last about 10 times longer. If every American home switched just one traditional bulb to a CFL, we would save enough energy to light more than 3 million homes a year and reduce greenhouse gas emissions by an amount equivalent to that produced by 800,000 cars over the course of a year.

Another strategy available to each and every one of us is to purchase an Energy Star appliance when replacing older units. Energy Star is a program of the U.S. Environmental Protection Agency, which assesses the energy use of common household appliances and certifies those that meet a certain standard of energy efficiency as Energy Star qualified. The purchase of an Energy Star appliance will reduce your carbon footprint and your energy costs.

Conservation and energy efficiency at the household level don't generate news stories or spur the imagination to the same extent as large wind turbines and solar panels. But they play an important part in New Jersey's energy future and are highly productive strategies for keeping our energy bills in check. A homeowner or tenant reaps the immediate benefit of a smaller utility bill. In the longer term, reducing peak demand, the energy consumed when energy is most in demand, will also reduce future infrastructure costs, which are borne by the consumer.

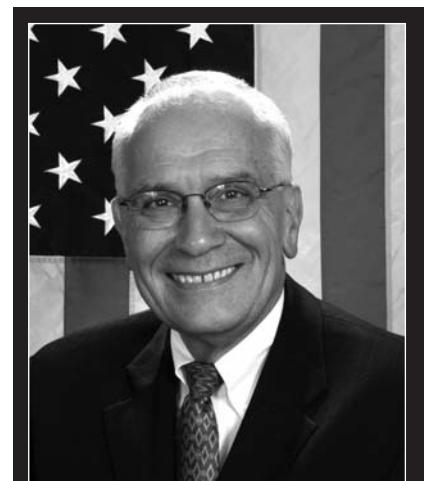
Our greatest challenge in achieving the full potential of energy efficiency and conservation is education. Most people see the contribution they can make to our energy goals as miniscule in the scale of things. Their imagination fails to consider the potential for change if we all were to act in concert.

To overcome this barrier, the Board of Public Utilities has created partnerships with a wide range of organizations to help us spread the word. Our Community Partners Initiative is one of these programs. It's a program specifically focused on working with municipal officials to reach out to local residents.

As a former mayor, I understand the familiarity people have with their local officials. Working with a local official allows the Board of Public Utilities and our Clean Energy Program to deliver a message with the credibility of someone familiar to the audience. It adds weight to the message and brands the programs we discuss as a local community effort.

The Community Partners Initiative offers a variety of programs we can co-sponsor with local officials. We offer training, information for local distribution and the participation of representatives from the Clean Energy Program at your local events. As a Community Partner, municipalities are also eligible for financial incentives for reaching specific milestones of participation.

If your community isn't already a partner, I hope you'll join with us soon. For more information about the Community Partners Initiative, log on to [www.njcleanenergy.com](http://www.njcleanenergy.com) or call 1-866-NJSMART. ■



*Commissioner Fiordaliso is a former educator and served as Deputy Chief of Staff to Governor Richard Codey. He is also a former Council member and Mayor from Livingston, where he continues to reside.*





**Sometimes you have to do a little digging  
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And oftentimes you'll find just what you're looking for right in your neighborhood. Our communities are filled with opportunities to make life richer for ourselves and for our neighbors. Whether it's planting a public garden or participating in a program that plants a seed in a child's mind, we applaud the efforts of everyone who stays focused on the most important things in life.

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# Verizon's New Tax Proposal Doesn't Ring True

BY DAVID MAYER, STATE DIRECTOR, COMCAST CORPORATION

In the previous issue of the New Jersey Conference of Mayors magazine, Verizon New Jersey President Dennis Bone advocated for a change to the state's telecommunications tax system ("Tax Parity for all Video Providers Best Way to Keep Municipal Revenues Flowing," Spring 2009) under the guise of helping New Jersey municipalities.

As a former township councilman and state assemblyman, I've seen firsthand some of the challenges New Jersey municipalities face. Unfortunately, Mr. Bone's proposal does more to benefit Verizon's bottom line than it does to help municipalities. In fact, Mr. Bone's proposal will hurt municipalities as well as residential and business customers that are struggling to manage their finances in these difficult economic times.

Mr. Bone and Verizon's argument is based on eliminating the Business Personal Property Tax (BPPT), which is the tax Verizon pays to municipalities on things like telephone poles, wires, and other equipment they own.

Based on its interpretation of a law from the 1940s, Verizon claims that when it serves less than 51 percent of the wireline customers in a particular local exchange, it no longer has to pay the BPPT. "The language of the law is clear and leaves no doubt that the '51 percent test' is a prerequisite to taxability," Mr. Bone wrote in his article.

Since it's going to go away anyway, his argument goes, we should just eliminate the BPPT altogether.

There are three reasons why Verizon and Mr. Bone are wrong:

**First**, independent, non-partisan sources have concluded that whether or not Verizon serves more or less than 51 percent of a local exchange makes no difference.

At the request of Assemblyman Upendra Chivukula— who is the chairman of the Assembly Telecommunications and Utilities Committee which oversees this industry—the New Jersey State Legislature's nonpartisan Office of Legislative Service (OLS) researched the so-called "51 percent test." Their conclusion was that the 51 percent reference in the statute "was not meant to change whether the property was in or not in the local tax base."

In other words, the independent OLS asserted that the 51 percent threshold was never meant as an "ongoing, annual and currently necessary precondition to taxation," as Verizon suggests. The BPPT does not go away just because Verizon's market share falls below 51 percent.

Following the OLS report Assemblyman Chivukula declared in a Star Ledger article, "Verizon is misinterpreting the law." According to the article, Assemblyman Chivukula said, "They have to pay the taxes. Nowhere does it say (in the law) if it falls below 51 percent then you're off the hook and don't have to pay the taxes. They're quoting this particular statute saying 'It takes us off the hook.' That was not the legislative intent of the law." [The Star Ledger, 11/15/08]

**Second**, even if we were to grant Mr. Bone's premise that the 51 percent test is a real threshold; Verizon has provided no evidence to prove that it deserves to stop paying the BPPT.

Verizon claims it is serving less than 51 percent of the phone customers in some municipalities, but how do we know for sure? Does Verizon know how many customers its competitors have in order to make their calculation? Does Verizon include wireless customers in its calculation? Has any independent entity verified what Verizon is saying?

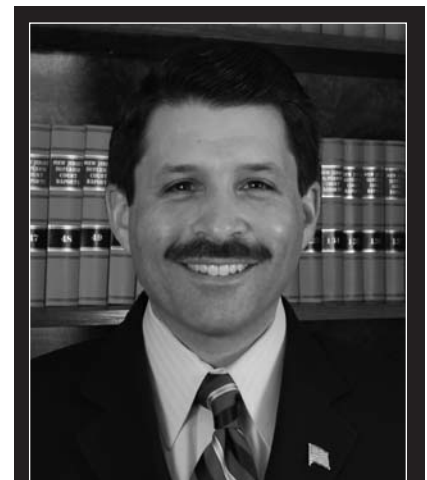
The truth is, Verizon has provided nothing in the way of independent verification of its claims. It is simply hoping we're willing to accept them, no questions asked. But these days, do we really feel comfortable taking Verizon at its word without any independent verification on an issue of this importance?

**Third**, according to Mr. Bone, municipalities should be seeing a reduction in BPPT payments from Verizon, but that would defy logic.

As you read this Verizon is continuing to build its FiOS network in more and more parts of the state. That means it's installing a new, expensive network infrastructure in municipalities, infrastructure that is subject to BPPT. As a result, Verizon's BPPT payments either should be or actually are increasing, not decreasing.

At the root of this debate, there is simply no getting around the fact that, when you own property in a municipality, you are subject to property taxes. Verizon owns property in New Jersey municipalities and is, therefore, subject to paying property taxes. Market share is not, and should not be, part of the equation.

I find it troubling that, during a period when so many in New Jersey are struggling to make ends meet, one of our residents, which happens to be one of the largest corporations in the country, is trying to get out of paying its fair share. ■



David Mayer is a former township councilman from Gloucester Township and a former State Assemblyman from District 4. He is currently the New Jersey State Director for Legislative Affairs for Comcast Corporation.



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# A Shared Mission to Improve the Health and Well Being of New Jersey's Citizens

BY JUDITH ROMAN, PRESIDENT & CEO, AMERIHEALTH NEW JERSEY

As a private, health insurance company serving all of New Jersey, AmeriHealth New Jersey is proud to join the ranks of the New Jersey Conference of Mayors—and we look forward to a long, mutually beneficial relationship with mayors who in NJCM's words are the “frontline soldiers in communities across the state.”

It may come as some surprise that AmeriHealth and NJCM share a great deal of common ground on which to forge a partnership to benefit communities of all sizes statewide. Founded in 1995, AmeriHealth is relatively young compared to NJCM, which was established in 1963 and has ridden many economic tides, never veering from its mission to both reflect the will of the people and improve the health and well-being of all of the state's residents.

Since our founding, we too have sought to reflect the will of our members and improve the health and well-being of New Jersey's residents. AmeriHealth has one of the largest provider networks in the state and access to hospitals and doctors across the nation. Today, we provide health coverage to 70 public entities throughout the state that previously did not have access to and could not afford the same high quality health coverage available to the largest national corporations.

In the summer of 2009, the State Health Benefits Commission projected that next year local governments can expect increases in the costs of health plans up to 25 percent. With these pending changes, we believe the partnership between AmeriHealth and NJCM is more important than ever. Municipal leaders must be armed with information about health care coverage options available in the private sector that can result in cost reductions to local governments.

Our exclusive focus on and success in meeting the needs of New Jersey small to mid-sized businesses makes us uniquely well qualified to provide a private sector solution to health coverage, specifically municipalities throughout the state.

As mayors, you are at the helm of what is essentially a “small business,” whether you are leading one of New Jersey's largest cities or growing suburban communities. You strive to meet the employment and health care needs of a diverse workforce. And, more important, in tight economic times, you face the same difficult decisions of what, whom and where to cut and still provide the service your customers...your constituents expect and deserve.

Speaking of customers, we are proud to report that in 2008, AmeriHealth was named New Jersey's top-rated plan for customer satisfaction and quality-of-care by the New Jersey Department of Banking and Insurance. We achieved that rating in part through a commitment to several key priorities: Our Value Proposition, Commitment to Our Communities and Subscriber Advocacy.

Recognizing that a healthy workforce is a happy and more productive one, AmeriHealth's innovative Value Proposition puts the focus on bringing wellness solutions to our subscribers. Just as you are focused on the health and well-being of people—we too, are people-focused, offering innovative wellness programs.


Early results of measuring the financial impact of wellness programs in the private sector are encouraging: a CDC study shows potential savings of \$3 to \$6 for every dollar invested. Other preliminary results show that organizations can reduce health care costs by 20 to 55 percent, reduce short-term sick leave by up to 32 percent, reduce workers' compensation and disability claims by as much as 30 percent, and enhance overall employee recruitment and retention efforts.

AmeriHealth's strong commitment to our communities is statewide from Special Olympics of New Jersey's annual Lincoln Tunnel Challenge to the Larc School's Run the Bridge in Camden. We look forward to strengthening our commitment through our partnership with NJCM.

Challenging and difficult times often lead us to re-examine our mission and goals, whether as individuals, families, private corporations or communities. We know our mission and goals are sound when they withstand the stress of what may often seem to be insurmountable obstacles. ■



*Judith Roman is the President and Chief Executive Officer of AmeriHealth New Jersey—the only company in the State that is exclusively focused on providing health insurance coverage to New Jersey employers and individuals.*



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## Raise Revenue for Sustainability Initiatives and Reduce Soda Can and Bottle Waste in Your Community

BY DAVID RACHLIN, CEO, SODASTREAM

A smarter, money-saving, more sustainable and convenient way to enjoy Soda and Sparkling Water. That's what SodaStream home soda makers provide families around the world. David Rachlin, CEO of Cherry Hill, NJ-based Soda-Club USA, offers to help New Jersey Mayors lead your city offices and citizens to save money, save the environment and raise revenues for city sustainability initiatives.

A SodaStream Home Soda Maker is a clean-tech kitchen appliance that retails for about \$99 and saves families hundreds of dollars per year while helping them to save the planet. About the size of a blender, without batteries or electricity and powered by its internal cylinder of compressed CO<sub>2</sub>—it belongs on any home or office kitchen countertop, alongside the coffee maker.

In 20 seconds, SodaStream turns ordinary tap water ("The Mayor's Water", as they call it in Italy) into sparkling water and soda. A liter of sparkling water costs only 20 cents. Adding a capful of Sodamix flavor syrup to makes fresh soda, costs less than 25 cents per 12-oz, while eliminating 90% of the packaging waste. A single, 500ml bottle of SodaStream Sodamix replaces 34, 12-oz cans or bottles of soda, that never need to be manufactured, transported, lugged-home, stored, chilled, recycled or trashed!

Soda-Club Group is the world's leading manufacturer, distributor and marketer of home carbonation. Across the USA, SodaStream products are available online at [SodaStream.com](http://SodaStream.com), and are quickly coming to more and more retail locations each week.

CEO David Rachlin, proposes to partner with New Jersey Mayors to develop creatively cooperative, revenue-raising initiatives with Cities and Municipal Water Companies. In-return for modeling, communicating and promoting more sustainable behavior to citizens. Soda-Club USA will donate a portion of its revenues derived from cooperative promotions to cities' sustainability initiatives and not-for-profit organizations. The company also offers ongoing revenue-generating opportunities, from the retail selling of SodaStream CO<sub>2</sub> Exchange Cylinders. Every 1000 SodaStream home soda makers will generate over \$20,000 retail gross profit per year from CO<sub>2</sub> Cylinder Exchanges.

SodaStream is working with municipal leaders and cities worldwide to reduce waste, reduce recycling costs and increase pride in local water systems. As an example, SodaStream Italy is working with the Mayor of Venice and the Venice Water Utility to encourage citizens to use municipal tap water to make sparkling water and soda by advertising in water bills. Within 3 months, 9,000 Venice households purchased SodaStream home soda makers through the municipal promotion. CEO David Rachlin says that he is thrilled to join the New Jersey Conference of Mayors and begin dialogues with Mayors about launching similar programs in The Garden State.

### New Jersey City Partnerships with SodaStream:

1. The Company will donate home soda makers and supplies to municipal offices, including City Hall, Police Stations, Fire Stations, Water Works and Public Works Departments. Wherever a coffee maker sits on a countertop, the company will donate a home soda maker and initial supplies. The initial

supplies will provide enough Sodamix and CO<sub>2</sub> to make 620 12-oz sodas. When city employees want to purchase additional supplies, whether from [SodaStream.com](http://SodaStream.com) or from local retailers, their cost for a 12 oz will be less than 25 cents, which they can fund through "Office Coffee Contributions". City offices will enjoy a 90% reduction in packaging waste!

2. As a special promotion for City Employees to purchase SodaStream machines for their home use, Soda-Club USA will offer them Wholesale Pricing, typically ~30% below retail, for full-case quantities of our machines. (Machines come four (4) machines per case, so city employees will need to combine purchases.)

3. **The Big Wins, for Your City and Citizens:** In-return for Mayors and City Offices modeling and communicating the sustainability and economy benefits of home soda making to citizens, via Community Newsletters, Events, Websites, Bulletins, Municipal Water Bills, Public-Access TV and Radio Programming, Soda-Club USA will offer your Citizens the following **Promotion** and your City the following **Donation**:

#### For Purchases from the SodaStream.com Website:

- \$10 Consumer Rebate on purchase of a home soda making machine.
- \$10 Donation to City Sustainability Projects or Not-for-Profit Causes.

#### For Purchases of SodaStream products from Local Retailers:

- \$5 Consumer Rebate on purchase of a home soda making machine.
- \$5 Donation to City Sustainability Projects or Not-for-Profit Causes.
- SodaStream will also ask local retailers to match the discount and donation above.

*Continued on page 35*



David Rachlin has been building specialty foods brands and businesses for 25 years. Now CEO of SodaStream North America, David previously led the global rollout of a socially and environmentally responsible business to 18 countries.





## **We're always quick to respond to emergencies. Like global warming, for instance.**

There is no single solution to climate change. Conservation of electricity and natural gas is still the quickest and least expensive way to cut pollution levels. Expanding renewable resources is the next critical step. That's why PSEG has committed \$105 million to a solar energy loan program for homes, businesses and municipal buildings in our service area. We've also begun replacing our automotive fleet with hybrid vehicles. And, for the long term, we all must begin to think about making a commitment to new, low- and zero-carbon electric generation, such as nuclear power. To learn more about PSEG's "Green Initiatives" and things that you can do to save both energy and money, please go to [pseg.com/newark/climate](http://pseg.com/newark/climate).



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Learn More at [NJCleanEnergy.com/ssb](http://NJCleanEnergy.com/ssb)

## Small Town Voters Shouldn't be Disenfranchised

BY ED ZIMMERMAN, MAYOR, ROCKY HILL

Much has been said about the recent mandate closing non-operating school districts in 13 small municipalities. While there are legitimate arguments on both sides of the issues of potential cost savings and lessening the number of governing bodies, the issue of voter's rights is one that has caused several municipalities including Rocky Hill to challenge the constitutionality of bill A4141. The bill was passed in the early morning hours of June 26th. On June 30th, with much fanfare, the Governor signed the bill into law. On July 1st, thirteen of the 26 non-operating districts were informed by a letter from the Commissioner of Education that their districts ceased to exist as of midnight June 30th and the school board officials elected by the voters were thereby dismissed. All responsibilities for our school district would be transferred to the Montgomery Township School District, one of the finest in the state. A report by the County Executive Superintendent, that was attached to the commissioner's letter, told us that expected savings from this merger was approximately \$35,000 on a combined budget of seventy nine million dollars. There was not a single public meeting held to inform the taxpayers of the ramifications of this action. There was no referendum as to whether the taxpayers were in favor or not, as is the case when districts are regionalized. And most importantly there is only guaranteed representation on the new combined districts board until April of next year. To make matters even worse that representation would be appointed by the very people that closed down the district, not the voters.

As Mayors we are aware that School Boards are usually not something we get involved with unless a budget fails to pass in an election. What is of concern here is the rights of our taxpayers to have a say in the education and welfare of their children. More importantly, is that they should have the guaranteed right to representation on a neighboring school board that will determine almost sixty percent of their property taxes. In a small town it is much easier to gauge the sentiment of the voters than in a large town. I have had the time over the last month to speak to a majority of the voters in Rocky Hill and the general sense is that had the state shown us the respect of openly discussing how this would affect our borough, provided us with information as to the long term tax ramifications and treated this consolidation as a regionalization rather than a merger, it probably would have passed a referendum.

The Borough of Rocky Hill joined the suit brought by the School Boards of Rocky Hill and Millstone Borough because we agreed that while this is currently about merging school districts, it really is much bigger than that. In 2007, 192 municipalities with less than 5000 residents were caught by surprise when they almost lost all of their municipal aid for no other reason than their size. Thankfully seventy five percent was restored when this discriminatory practice was pointed out. In 2008, eighty nine municipalities were again surprised when they suddenly were sent a bill for State Police services that the state constitution guarantees. Working

together, the municipalities successfully filed a complaint with the Board of Local Mandates and the portion of the budget relating to this subject was declared unconstitutional. Now in 2009, 13 municipalities have once again been singled out with this school district shutdown.

We all recognize that out of necessity, small towns are usually more efficient than most. Most services are shared or outsourced, and most of the work is done by volunteers. Our residents specifically chose to live in these towns because of the sense of community and history that is found in such a small environment. But, just because our towns are small does not mean that our residents pay less income tax, less tolls, less sales tax or less DMV fees. They, for better or worse, pay the same amount of taxes and fees as a resident of the big towns and should ultimately have the same rights. They should have the same rights to decide the education and welfare of their children as anyone else. They should have the same rights as anyone else to determine how much they should pay for that education. It is difficult to accept that because we were efficient years ago and closed our schools and became a sending district, that we should have less rights than those municipalities that did not.

As you can see, that as other towns join this challenge to A4141, it is not about whether school districts should merge, it is about voter's rights and taxation with appropriate representation. Arguments for this case are currently scheduled for mid-September. While changing A4141 may be a long shot, the issue of taxpayer rights is one that needs to be heard. ■



*Ed Zimmerman has been Mayor of Rocky Hill since January 2007. He was elected as an independent. Prior to serving as Mayor, he served 3 years on Borough Council and one year on the combined Rocky Hill Zoning/Planning Board. Ed is currently a member of the NJCM Business Council Steering Committee.*



# NJCM PHOTO SPOTLIGHT

*Governor Corzine greets the NJCM at the Spring Conference.*



*The NJCM works to bring our state Cabinet Officials together for Mayors to ask the questions that are pertinent to their communities.*



*US Secretary of Education Arnie Duncan meets with Fanwood Mayor Colleen Mahr, and Governor Corzine in Fanwood to kick off President Obama's National Summer Reading Program this past June.*



*Right: Art Guida, PSE&G expresses support for the NJCM and our Mayor Members.*



*Far Right: NJCM Mayors meet our Corporate Leaders to address our economy.*



*Mayors from across the state attend NJCM seminars on issues facing all of us.*



*Right: Mayor John Bencivengo and Mayor Colleen Mahr discuss municipal concerns with Governor Corzine.*

*Far Right: MEAC Ted Wardell listens to NJCM President Brian Wahler and Mayor Thomas Arnone.*





*Senator Frank Lautenberg introduces Stimulus Funding Program in Trenton, an event co-sponsored by the NJCM.*

*NJCM Executive Director Al LiCata visits the Atlantic County Mayors Association this past June.*



*NJCM Mayors Christine Schaumburg (Clinton), Ron Sworen (Frenchtown), and NJCM Executive Director Al LiCata greet NJ Senator Frank Lautenberg at the NJCM co-sponsored Stimulus Funding Seminar.*



*New Jersey US Senator Menendez stresses the need for energy efficiency in the Garden State.*

*As more towns and cities look to cut costs, and become "Greener" wind power may prove to be a viable option. This appears to be the case for Ocean Gate.*



*Mayor Paul Kennedy accepts the ceremonial shovel for Ocean Gate's Wind Power Project, June 2009.*



*Register for this years Summit and Seafood Fest [www.njcm.org](http://www.njcm.org) Saturday, Sept. 12, 2009*



*BPU Commissioner Jeannie Fox and Joseph Fiordaliso present Ocean Gate Mayor, Paul Kennedy with the 2008 Clean Energy award this past June.*



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## Hot Topics, Cool Mayors... Straight Talk in the Garden State

BY AMY OSBORN

**Name:** John Gentless  
**Town:** Stratford, Camden County  
**Profession:** Podiatrist  
**Years in office:** 6-1/2  
**Political Party:** Republican  
**Political Role Model on National Level:** Abraham Lincoln. President Lincoln led our country through its greatest internal crisis. I look at him as a role model.  
**Favorite Mayor on the other side of the aisle and why:** Mayor Gary Passanante, Democratic Mayor of Somerdale. He is the type of mayor who is willing to help everyone regardless of their Party affiliation.

**Name:** Jim Kennedy  
**Town:** Rahway, Union County  
**Profession:** Jeweler  
**Years in office:** 19  
**Political Party:** Democrat  
**Political Role Model on National Level:** Senator John Kerry  
**Favorite Mayor on the other side of the aisle and why:** Sal Bonocorso, Republican Mayor of Clark. He has been extremely helpful with shared services and we share a similar vision of fiscal responsibility.

**Osborn: What inspired you to run for Mayor of your town?**

**Gentless:** As a lifelong member of the town and a longstanding volunteer, I decided to get involved in politics to help the town at a higher level.

**Kennedy:** I was a local merchant and member of the Chamber of Commerce and saw the need for redevelopment in the downtown. In addition, I believed that redevelopment was the key in stabilizing the tax base.

**Osborn: There have been increasing cutbacks at the municipal level. In light of those cutbacks, how have you and your Council approached this year's budget?**

**Gentless:** Our focus has been and will continue to be the most effective and best use of taxpayer dollars. We have managed this year's current budget with a vision that encompasses long term planning measures. This goal is reflected in the hard work we have done to preserve our cash assets by continuing to fund only those capital projects that are absolutely necessary.

**Kennedy:** We have worked hard to reduce the spending side of our budget. In fact, we have cut over \$2 million in expenditures; we accomplished this without compromising public services or public safety.

**Osborn: What measures has your town taken to preserve open space?**

**Gentless:** The Park Commission has received \$50,000 in open Space funding to enhance various parks in the town with exercise equipment, a walking track and swings for younger children.

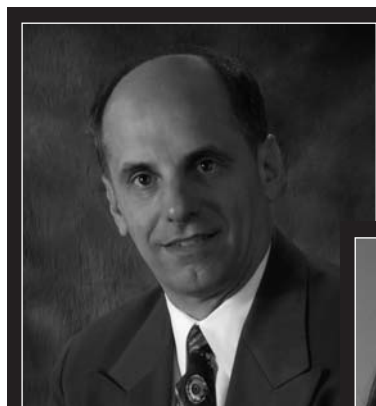
**Kennedy:** The City of Rahway has partnered with FEMA to acquire repetitive loss properties over the past several years. The areas are now parks and preserved open space. In addition, we have included open space components to several redevelopment projects.

**Osborn: Does your community have any historic buildings that are in need of restoration, and if so, how will you fund the cost of those projects?**

**Gentless:** We have the last historic building which comprised nine buildings of the Village of the White Horse. We have received numerous grants to restore the building which dates back to the 1700's. We are in the final stages of restoration and it will be a welcome site on the White horse Pike to welcome visitors into our town, a place we all call home.

**Kennedy:** Rahway has the historic Merchants and Drovers Tavern that is in need of restoration. The Merchants and Drovers Tavern Museum Association is non-profit organization that is dedicated to preserving the Tavern. With support from the City, the Association has applied for several county, state, and national historic preservation grants.

*Continued on page 35*



John Gentless



Jim Kennedy



Amy Osborn is a business development consultant and owner of Capitol Concepts. Ms. Osborn serves on the Selective Service Board and has worked with the U.S. Departments of State, Defense and Labor, nationally and internationally. You can visit her website at [www.capitolconcepts.com](http://www.capitolconcepts.com).





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## Energy Programs Enable All to Impact NJ's Energy Future

BY EDWARD J. GRAHAM, CHAIRMAN, PRESIDENT AND CEO,  
SOUTH JERSEY INDUSTRIES

With energy efficiency and conservation topping our national agenda, we must develop and implement long and short-term strategies for reducing energy consumption, decreasing energy costs and reducing carbon footprints. As an energy expert and developer of innovative energy solutions, South Jersey Industries is committed to a sustainable energy future for New Jersey. Each of us has a role to play, whether as a corporate partner or local leader, and we must focus our efforts to help achieve the ambitious energy goals set for our state and our nation. Currently available programs and initiatives can assist municipalities as they work toward energy efficiency.

New Jersey's Energy Master Plan (EMP) aims to secure a sustainable energy future by reducing costs and encouraging non-traditional energy options. It directs the State and its energy industry partners to develop new, low carbon-emitting power plants and to close the gap between demand for electricity and available supply, positioning the state's utilities as critical partners in these endeavors. In response, we collaborated with the New Jersey Board of Public Utilities (NJBPU) and other State entities to cultivate innovative programs and renewable and alternative energy technologies to ensure a reliable energy future.

The NJBPU approved energy efficiency program proposals from several utilities. Each supports the EMP and the Governor's Economic Stimulus Plan, creating jobs and strengthening the economy while providing customers with measures to reduce consumption and lower bills. The initiatives also complement incentives from the New Jersey Clean Energy Program (NJCEP).

South Jersey Gas' plan includes programs that will positively impact our state environmentally and economically. Among our initiatives are programs offering attractive incentives to commercial and industrial customers who invest in energy-saving technologies and participate in NJCEP programs. A direct financial incentive, matching the NJCEP's Pay for Performance program, encourages large commercial and industrial customers to install combined heat and power (CHP) or efficient distributed generation facilities to generate electricity, reducing grid demand.

Another initiative rewards commercial customers who implement qualified measures from the NJCEP's SmartStart Buildings program, offering zero percent financing for the installation of energy efficient, gas-reducing technologies.

A third program offers large commercial and industrial customers, such as multi-family housing complexes, municipal complexes and schools, up-front financing to encourage a comprehensive approach to energy efficiency.

In addition to the programs facilitated by utilities, the NJCEP offers additional conservation and alternative energy programs that can save participants money while reducing energy consumption and protecting our precious natural resources. Among these programs are:

- NJ SmartStart Buildings—provides schools, businesses and government owned-buildings with technical assistance, design support and financial incentives for new construction, retrofits and equipment replacement. Eligible equipment includes high-efficiency lighting, HVAC and water heating equipment, and motors and variable frequency drivers.

- Pay for Performance—provides existing large commercial, industrial, institutional and multi-family buildings with an Energy Reduction Plan as a “whole building” approach to energy efficiency. CHP facilities are eligible for additional incentives under this program.

- Local Government Energy Audits—subsidizes energy audits at municipal and local government-owned facilities, including offices, courtrooms, town halls, fire and police stations, schools and community centers.

For more information on these and other NJCEP programs, visit [www.njcleanenergy.com/commercial-industrial/home/home](http://www.njcleanenergy.com/commercial-industrial/home/home).

The EMP also requires New Jersey to develop 1,500 megawatts of new CHP capacity by 2020. We can accomplish this by utilizing CHP technology to satisfy our State's electric needs whenever possible. According to the Department of Energy, CHP is one of the “most promising options in the energy efficiency portfolio.” CHP lowers demand, reduces dependence on traditional utility supplies, reduces emissions and makes businesses more competitive by reducing costs.

*Continued on page 38*



*Edward J. Graham is chairman, president and CEO of South Jersey Industries, an energy-service holding company for a regulated utility and non-regulated businesses is committed to offering viable, innovative solutions to global warming through renewable energy, clean technology and efficiency.*



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# Investors Savings Bank Committed to Serving Local Governments in New Jersey

BY DOMENICK A. CAMA, EXECUTIVE VICE PRESIDENT AND CHIEF OPERATING OFFICER, INVESTORS SAVINGS BANK

This summer, as July 4th approached, a number of Garden State communities faced a tough choice: cancel their annual fireworks display because of budget cuts or find private sponsorships to fund them for their residents. When Investors Savings Bank's CEO Kevin Cummings heard of New Providence's cancellation, he got the bank involved. As more communities canceled their pyrotechnic presentations, Investors responded even further and stepped in to assist Summit, Millburn, Bloomfield and Edison as well.

As one mayor explained, "There are things we need to do for our communities and there are activities we'd like to do. Presenting a fireworks exhibit, at least this year, is in the like to do category. That's until Investors came forward, listened to us, and provided much needed resources for our fireworks display."

Investors Savings Bank, which has increased its banking relationships with local governments, was happy to sponsor fireworks displays in its local communities. Investors' branch sales managers in Summit, New Providence, Millburn, Bloomfield and Edison coordinated funding with the municipal governments in each community.

After making the decision to help these communities, Investors President and CEO Kevin Cummings said, "July 4th is the great American holiday that celebrates our nation's independence. Fireworks displays are part of this grand tradition that began in 1776."

Character, cooperation, commitment and community are the core values Investors' mission and vision are built on. Investors has remained strong through these challenging economic times by conducting its business in a safe and conservative manner, concentrating on fundamental business values. With 59-full service branches serving 10 New Jersey counties, the bank is a conservative lender, making loans to qualified individuals, businesses and local governments.

A well-capitalized and solid financial institution, Investors declined the TARP funds that the United States Government provided to many other banks. Investors' decision to decline TARP funds was based on three key factors: the bank's strong financial position, management's fiduciary responsibility to maintain shareholder value and the importance of an independent management team.

Investors is well positioned to continue building and growing long-term relationships with municipalities, businesses and consumers and will remain focused increasing and diversifying its loan portfolio, growing core deposits and expanding its branch network.

Investors' banking services and products for municipalities are designed to meet the specific needs of local governments. In recent years, Investors expanded its team of experienced professionals to work with municipalities to provide structured cash management, lending, deposit, credit and debit card solutions as well as check acceptance and employee benefits services. These services include:

*Online cash management service:* allows municipalities to access their accounts 24 hours a day, seven days a week—anywhere an Internet connection is available. The features include check imaging, transaction history, bill payment, ACH origination, balance and transaction reporting, balance alerts, on screen check images, account to account transfers and much more.

*Deposit services* including checking and money market accounts, certificates of deposit, escrow and IOLTA (IOLTA Fund of the Bar of New Jersey) accounts.

*Credit card services:* Investors provides competitively priced merchant processing solutions that enable municipalities to process credit and debit card payments quickly, easily and securely.

*Pin-Secured Debit/Signature Debt:* Investors supports both PIN-secured and signature-based debit transactions providing municipalities with lower transaction rates, faster transaction times, reduced fraud and chargebacks, improved customer satisfaction and increased revenue.

*Workplace banking:* allows employees to receive Investors Free Checking with many extra benefits that go beyond typical free checking accounts. Plus, an Investors banker will come on site to set up accounts and provide expert and friendly service.

Investors Savings Bank continues to focus on building strong, long-term relationships with local governments. Through the Investors Savings Bank Charitable Foundation as well as the extensive volunteerism of its employees, Investors strives to help make New Jersey a better place by supporting initiatives in the arts, education, youth development, affordable housing, and health and human services.

For more information about the range of products and services Investors can offer your community, please contact Business Development Officer Brian Turano at 1-800.252.8119 or visit Investors' Website at [www.isbnj.com](http://www.isbnj.com). ■



Domenick A. Cama was appointed Chief Operating Officer of Investors Savings Bank effective January 1, 2008. Mr. Cama holds a BBA in Economics and an MBA in Finance from Pace University in New York City.



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## Ocean Gate Wind Project

On June 29th, Mayor Paul Kennedy, Borough Officials and BPU Commissioners broke ground on a 100kW Wind Energy System. As part of the ground breaking ceremonies, the BPU honored Ocean Gate as the 2008 NJ Clean Energy Municipality of the Year.

"I'd like to express my appreciation to the Borough of Ocean Gate and Mayor Paul Kennedy for partnering with the State to expand New Jersey's renewable energy resources," said Commissioner Jeannie Fox, President of the BPU.

Ocean Gate has demonstrated a commitment to the development of wind power by becoming the first municipality in New Jersey to develop a small wind project. The Borough was also instrumental in setting the stage for additional projects by participating in the creation of the Small Wind Model Ordinance. This Ordinance was designed to aid municipalities in navigating complicated zoning and permitting policies, and is available to all New Jersey cities & towns.

The Ground Breaking marks construction of two 50kW wind turbines that, when completed, will cut annual electricity consumption by 224,000 kWh. According to EPA calculations, this is equivalent to avoiding the emissions of 162 tons of carbon dioxide, conserving 376 barrels of oil, or planting 36 acres of fir trees. "With this new wind project, we have taken the first major steps to not only reduce our Borough's carbon footprint, but also stabilize our real estate tax rates for the future," Mayor Kennedy remarked.

New Jersey's Clean Energy Program provided nearly \$200,000 in financial incentives for Ocean Gate's wind project. Since 2001, the program has invested over \$288 million to promote renewable energy through incentives to businesses,

local governments and residents. At the end of 2005, there were 897 renewable energy installations in New Jersey generating a total of 18.9 MW. Today there are over 4,000 installations generating almost 122 MW of power.

As part of the program, President Fox presented Mayor Kennedy with the 2008 Clean Energy Municipality of the Year Leadership Award. The Awards Program supports clean energy investment and encourages entities to develop projects that reduce greenhouse gases, increase the use of energy efficiency and renewable technologies, and strengthen the "growing green" economy in New Jersey.

For more information on the Clean Energy Leadership Awards, go to [www.NJCleanEnergy.com](http://www.NJCleanEnergy.com) or call 1-866-NJSMART.

NJCM Executive Director Al LiCata was also invited to attend the ground breaking and offer a few words. "Mayor Kennedy called the NJCM Office to discuss some problems he was having with the state permitting process. The NJCM was able to help cut through the red tape and work with the Mayor to keep the project on course. It is a great day for the people of Ocean Gate and for New Jersey as this project comes online. Whether a town has less than a thousand residents or over 100,000 residents, the NJCM is here to represent everyone and this project demonstrates our resolve to that mission. The NJCM congratulates Mayor Kennedy and his council for their bold thinking and responsible action," stated LiCata.

For more information about the Ocean Gate Wind Project call NJCM Business Council Member Parker & Partners at 609-484-1859. ■

# NJCM

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## MISSION STATEMENT

To provide a unified approach and an open line of communication to our State and Federal Legislatures and Administrations that reflects the will of the people of the great State of New Jersey and works to improve the health and well being of all its residents.

### BACKGROUND

The New Jersey Conference of Mayors was founded in 1963 by a group of leading Mayors who believed their collective voices should be heard in Trenton and Washington. As front-line soldiers in communities across the State, the founding Mayors were interested in each others activities and chose to find common ground on issues impacting their residents. NJCM has since become the largest statewide organization in our Nation to exclusively represent the interests of Mayors to the State and Federal Legislatures and Administrations.





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# Redevelopment A Long Story to Success

BY THOMAS ARNONE, MAYOR BOROUGH OF NEPTUNE CITY

Growing up in a small town really awakens your sense of community. I am fortunate enough to have been born and raised in my hometown of Neptune City and I am extremely proud of my community. Often, it is said that people who are born and raised in Neptune City, ultimately buy a home here and raise their families here. As a lifelong resident, I have seen many changes in the community and these changes have been quite positive. As a resident I have the opportunity to identify areas in need of change and as Mayor I have the opportunity to initiate change.

There is an area of town that was especially in need of change, and our governing body determined that a section of town was an Area in Need of Redevelopment and eventually became a Redevelopment Area. The Redevelopment Area was located in the eastern portion of town and it consists of an area that contains properties that are inconsistent and incompatible with each other; Commercial and Industrial properties are scattered within a Residential neighborhood. The Redevelopment process was not a quick process for the town, but the Borough was fortunate in receiving a \$60,000 Smart Growth grant which offset many of the costs associated with redevelopment including developing an Assessment and the Redevelopment Plan. After approximately five years, developers were selected and contracts were signed; there was one lawsuit pending, but it was determined that it would be beneficial to remove this property from the area if it became necessary. As the area became very close to improvement, the lawsuit went from pending to decided, and not in favor of the town. The judge invalidated the entire Redevelopment Area. The standards and the criteria had changed and become more stringent since the endeavor began, and the judge did not feel that the evidence was strong enough to support a Redevelopment Area.

Obviously, this was an unexpected and unforeseen decision and it was a major disappointment. There were properties in the former Redevelopment Area that were desperately in need of rehabilitation or demolition. One particular property of concern in the area is a large ice house that was known to be one of the largest ice houses on the east coast in its day. As times changed, the large brick and concrete building became abandoned; the owner shut the door and left one day and this property has remained this way for the past seventeen (17) years. Each day this property brought a new concern, the roof was falling in, the brick and concrete were crumbling. Taxes were uncollected and the property acquired a third party lien and in 1996 the lien holder discontinued paying the taxes when the Department of Environmental Protection and the Health Department cleaned up the property and removed various chemicals that were left behind. The property at this point acquired a Municipal Tax Lien. The idea of Redevelopment pleased a lot of the residents and business owners in this area, because the building was unsightly and perhaps hazardous.

In preparation for the proposed Redevelopment, the Borough began to lay the groundwork to make this former ice house property desirable to a Developer. In conjunction with

PMK Engineering, the Borough obtained a \$5000.00 grant from the DEP's Hazardous Site Remediation Fund and a Preliminary Assessment Report was prepared. The report identified areas of concern on the former ice house and a site investigation was conducted. A \$66,380 grant was obtained in order to make this investigation possible. Based on this investigation, some ground water and soil impacts were found and a \$53,000 grant was approved by the Department of Environmental Protection to do a remedial investigation. As these studies were occurring, it became apparent that the conditions of the building made certain areas of the property inaccessible and unsafe and that the demolition of the building had to be considered in order for additional studies and remediation to take place. Our local Building Official also condemned the property and found it to be an Imminent Hazard. I petitioned the State of New Jersey DEP Hazardous Site Remediation Fund and successfully applied for and received a \$519,000.00 grant award for the demolition of this building. Thankfully, the agency has been extremely cognizant of the concerns that properties like this can cause. Without these types of funding, a municipality must continue to put projects on the backburner and allow abandoned properties to litter their towns. Although, the municipality does not own the property and it has been abandoned for quite a long time, the Municipal Tax Liens showed the large interest the Borough has in the property. Happily, the building has since been demolished and the residents are very pleased.

This property is one small parcel in the former Redevelopment Area but through persistence, the dilapidated and unsafe building that once stood on the lot is gone. Remediation and investigation are planned and the property is currently located in the Borough's new proposed Redevelopment Area. It is important to remember to not give up on a vision and I look forward to instituting change in an area that needs it. ■



Mayor Thomas Arnone is the Mayor of the Borough of Neptune City, where he has served as Mayor for the last 6 years. He also served as Councilman for 7 years prior to serving as Mayor and is the 1st Vice President of the NJCM.

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# NJCM Mayors Emeritus Very Involved in Support of 2009 Annual Conference

BY JOHN MORRISSEY,  
CHAIRMAN, NJCM MAYORS EMERITUS ADVISORY COUNCIL

The 2009 NJCM Annual Conference at the Borgata Hotel, Casino & Spa included expanded involvement by the NJCM Mayors Emeritus in support of the conference panel sessions, programs and administrative support. The Mayors Emeritus sponsored and hosted four very well attended panel sessions involved with pertinent, current topics impacting on New Jersey's Mayors and their Municipalities. The Mayors Emeritus supplied and distributed manuals, brochures, pamphlets, and information sheets to the attendees at the panel sessions. The Mayors Emeritus also provided administrative support at the registration desk and MEAC booth, greeted Legislators, and other session panelists and moderated coordinated activities in the panel session rooms.

MEAC panel sessions included "A new Mayors session with an emphasis on COAH" with panelists including DCA Commissioner Joseph Doria, State Senator James Beach, Evesham Mayor Randy Brown, former NJ Municipal Clerks President Barbara Hawk, NJCM Legal Council Steve Glickman and Lobbyist Barry Lefkowitz. This was a very spirited panel session with the attendee Mayors directing many of their questions to the current COAH situation.

Another panel session provided for members of the Governor's cabinet to update attendees at the session regarding current matters in their respective departments. The panelists included DCA Commissioner Joseph Doria, DEP Commissioner Mark Mauriello, DOT Commissioner Steve Dilts, Treasurer Dave Rousseau, and EDA Commissioner Caren Franzini. This session was moderated by NJCM President Brian Wahler. Mayors had the opportunity to address the cabinet members with problems particular to their communities and were able to arrange appointments with the commissioners and their staff to further pursue resolutions to their concerns.

The third MEAC hosted session was entitled: "The New Jersey 2009 State Budget and Property Taxes." The panelists for this session included State Senator Stephen Sweeney, State Assemblyman David Wolf, Eatontown Boro Mayor Jerry Tarantolo, Buena Vista Township Mayor Chuck Chiarello, and Boro of South River Mayor Raymond Eppinger. A very lively discussion continued during this session regarding the state budget. Also discussed was the deferring of contributions to the State Pension Plan by municipalities and its short and long range impact on current municipal budgets/taxes. Discussion also involved itself with the cost of education being part of the municipal tax base and the need for a Constitution Convention to address removing this cost from property taxes. The comments regarding the Constitutional Convention were carried over to the next session.

The final session hosted by the MEAC's was entitled "A Constitution Convention as a Means to Reduce Property Taxes". Panel members for this session included former Governor Donald Di Francesco, State Senator Kevin O'Toole, State Assemblyman Louis Greenwald, State Assemblyman Jon Bramnick and Somerdale Boro Mayor

Gary Passanante who served as Moderator. The many Mayors who did comment, favored removing this cost from property taxes and supported a Constitution Convention to do so. Of the Panelists, only Assemblyman Greenwald voiced strong opposition.

Three NJCM MEAC's were honored at the conference for their continued volunteer efforts on many fronts. Mayor Emeritus Mike Mevoli from Brooklawn Boro was honored as the recipient of the 2009 Lee Veale NJCM Spirit Award for demonstrating continued support of the NJCM in the spirit of the type of support demonstrated to the NJCM by the late NJCM Operations Manager, Lee Veale. Congratulations to Mike!

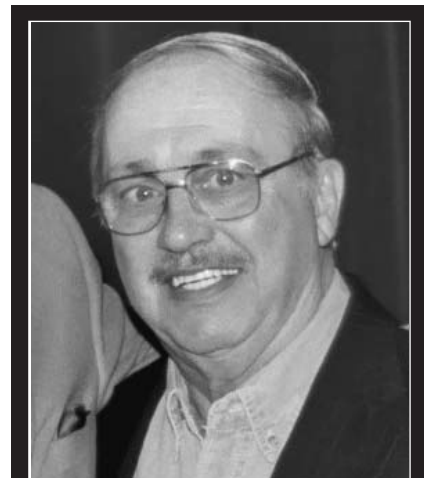
Former Paulsboro Mayor, Elwood Hampton, and former North Brunswick Mayor Paul Matacera were honored as "Former Mayors of the Year" for their continued and abundant civic services not only to their communities but also in many other organizations and services including the NJCM. Congratulations to Elwood and Paul!

There are many other Mayor Emeritus and their family members to thank for their many contributions to the success of the NJCM Conference in April / May. Planning meetings for the Conference extended over a period of time of five months. During that time period, MEAC's also prepared, printed, and stuffed envelopes for over 10 mailings pertaining to the conference and membership dues, and personally helped the NJCM staff in the Trenton office.

In addition to the Mayors Emeritus and family members listed below, we wish to extend a sincere thanks to Lobbyist Barry Lefkowitz for his extra efforts in helping secure Panelists and those Legislators, Mayors and others who made themselves available to be Panelists at our sessions. ■

## Mayor Emeritus:

*Tony Beatrice and wife Teresa,  
Bea Cerkez,  
Mike Mevoli and wife Mary,  
Ted Dorn and wife Betty,  
Elwood Hampton and wife Elena,  
Augie Longo,  
Mike Kay, TC Kay,  
Vic Vittorino,  
Jack Tarditi,  
Ted Wardell,  
Lorelei Mottese,  
Cathy Frank-White,  
Al LiCata,  
Tony DiCicco,  
Angelo Corradino,  
Dan Mason,  
Jack Morrissey and wife Janet.*



*John Morrissey is Mayor Emeritus of Merchantville Borough, former NJCM Board Member, and has served as Chairperson of the Mayors Emeritus Advisory Council since its inception in the early nineties.*

*Mauriello continued from page 7*

Among its many other provisions, the law enables the DEP to select remedies in cases that are determined to pose the most significant impact to the environment or public health; select remedial actions when those responsible for cleanups are deemed to be recalcitrant; and prohibit development of housing, schools and child care facilities on landfills with active controls for gas or leachate.

This new approach enables the DEP to focus staff and resources on the sites that have the highest potential for

environmental and public health risks, while turning over more routine cases to professional consultants who will be closely regulated by the licensing board.

The power of numbers that the private sector can bring to bear on this huge undertaking, coupled with a strong guiding hand from the licensing board and the DEP, give us a new direction—a new road toward a cleaner and healthier environment, economic opportunity, and a better quality of life. ■

*Beck continued from page 9*

Since A-500 was signed into law on July 17, 2008, only \$1.3 million has been collected in State fees. Since this fund has fallen seriously short of its goal, our urban centers are losing out on significant dollars. In fact, since the non-residential development fee has not amounted to anywhere near the amount originally promised, and yet, has still acted as a detriment to commercial entities investing in New Jersey, it is clear that RCAs, not non-residential fees, are more useful in dealing with the lack of affordable housing in the State.

In my opinion the 2.5% commercial development assessment for affordable housing is a significant deterrent to job creation. A bill passed at the end of the legislative session would suspend that aspect of the law for 18 months. It also provided \$15 million to fulfill the funding promise made under A-500 to the Urban Housing and Assistance program, but also will be used to refund dollars to

municipalities that had to return the 2.5%. In my opinion, the Fair Housing Act was never intended to be tied to commercial growth and economic development in the manner that COAH has done in calculating the affordable housing need. Job growth is being inferred under the COAH rules from incremental building expansion—without taking into account job losses which may have recently occurred.

Over the last several years, New Jersey has seen a negative population growth, and so many of the people remaining are having an increasingly difficult time making ends meet. Our unemployment is the highest in the region, and our property taxes are the highest in the nation. Affordability, and specifically the affordability of housing, is something that must be addressed now; otherwise, as the nation pulls out of this recession, New Jersey will be left behind still suffering from poor planning and wasteful management. ■



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*Rachlin continued from page 17*

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For any questions about Municipal Cooperation Opportunities with SodaStream, please contact David Rachlin, CEO, at [sodastream.mayors@gmail.com](mailto:sodastream.mayors@gmail.com). ■

*Osborn continued from page 23*

**Osborn: What has been your most rewarding experience to date in your role as Mayor, and in what way, if at all, has that experience affected you personally?**

**Gentless:** The most rewarding experience for me is interacting with the residents and making meaningful changes that will make a difference in their lives and the future of Stratford. We are in the midst of redeveloping three important locations in town which will increase our tax base and rejuvenate our dormant shopping centers. From this experience I have learned to appreciate the redevelopment process and the positive outcome along with the benefits to small towns like Stratford.

**Kennedy:** The redevelopment of our central business district has been the most rewarding accomplishment of my administration. We have created a true transit-oriented village by concentrating all redevelopment with .5 mile of the train station. Another important characteristic of our redevelopment efforts centers around the arts and our

designated Arts District. This includes the total renovation of the Union County Performing Arts Center, the creation of the Arts Guild of Rahway, and the construction of a 1,000 seat amphitheater. Through these efforts I have come to understand and appreciate art-related development.

**Osborn: How have you benefited from your New Jersey Conference of Mayors Membership?**

**Gentless:** The New Jersey Conference of Mayors gives us the opportunity to research and discuss the latest in shared services, redevelopment and budget updates.

**Kennedy:** It is always good to see what other Mayors and municipalities are doing to improve the lives of their residents.

*For information on these two fine communities, please visit their websites at [www.stratfordnj.org](http://www.stratfordnj.org) and [www.cityofraahway.com](http://www.cityofraahway.com). Your suggestions are always welcome! Please email me at [amy@capitolconcepts.com](mailto:amy@capitolconcepts.com). ■*



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# Open Space—An Investment in Our Future

BY ASSEMBLYMAN JOHN F. MCKEON

This November voters will be asked to support a \$400 million dollar bond referendum which will be earmarked to replenish the Garden State Preservation Trust Fund. The GSPT, through the popular Green Acres, Farmland Preservation, Blue Acres and Historic Trust Programs have been responsible for preserving hundreds of thousands of acres of our natural resources that will remain untouched in perpetuity. Today, the Garden State Preservation Trust Fund is without any further resources. Thus, the most successful land preservation program in the nation has grounded to the halt and is now in the hands of the electorate. The importance of replenishing this fund is demonstrated by the overwhelming support of the Legislature to place it on the ballot. Particularly, in the most difficult of economic times, on the precipice of a gubernatorial election when partisan politics runs at a fever pitch and regional interests are even more pronounced, the vast majority of Democrats and Republicans representing the north, south, urban and suburban regions of the State overwhelmingly support placing the referendum on the ballot to give New Jersey citizens a choice to approve this expenditure in November.

The ecological impact is obvious. There are a finite number of undeveloped acres in New Jersey. As the nation's most densely populated state, we are in a race against time to protect our valuable natural resources. Land values are at a historic low. There has never been a better time to maximize the value of our ability to purchase open space. It would be foolish for the state not to take advantage of the most value in return for its tax dollar.

Loss of land and in particular sources of freshwater is permanent and irreversible. Projected global shortages have experts predicting that drinking water will be more valuable than oil. Although 75% of the earth's surface is covered by water, only 1% of the earth's water is fit for drinking. With New Jersey's population at nearly 9,000,000 citizens, the critical water sheds must be purchased and preserved. In the Highlands alone there are more than 19,000 acres that are deemed essential to our water supply in need of purchase. Failure to fund open space would send our water treatment costs skyrocketing. Without the resources to preserve open space, hundreds of millions of dollars of annual additional costs to our budget are projected by studies through the North Jersey District Supply Commission and Rutgers University. Long term future costs of a failure to constrain development of water shed areas will be in the billions. The purchase of land is 2/3 less expensive than building water treatment facilities. As New Jersey is already a state with a significant tax burden, taking on billions of new cost for the sake of providing clean water will be the death knell to our economic vitality.

Beyond the source of a potable water supply, our State's ecosystem provides a wide variety of valuable function. The buffering of flood and storm surges, preserving plant and animal habitats will be an economic boon. Ecotourism is the fastest growing component of New Jersey's lucrative tourism industry that posted revenues of \$38.8 billion dollars in 2008, the second-highest from the record \$39.5 billion set in 2007. Farmland preservation will stem the

waning agricultural production of our economy. New Jersey, having lost more than half of its farmland since 1950, can ill afford to sacrifice additional acreage to sprawl. By preserving valuable tracks of land we are encouraging redevelopment and rehabilitation of neighborhoods in communities already developed where infrastructure exists. By preserving the land that remains undeveloped, we will encourage the reinvestment of capital in areas where it will have a positive impact on our economy.

A recent DEP study reveals there is at least a 10 to 1 return on our investment in open space. The passage of the \$400,000,000 open space bond referendum will cost each New Jersey household the average of \$10 per year. Thus, the taxpayer will see an annual return 10 times that amount of taxes that will not have to be raised to deal with the impact of failing to continue the GSPT Program.

The bond referendum, notwithstanding its bipartisan Legislative support needs as advocates, the most critical of knowledgeable stakeholders, our Mayors. There is no group more qualified to understand long term impact development to the character of a community and the quality of the life of its citizens. More than half of the municipalities and all 21 of our counties have passed local fees earmarked for open space. Without the financial partnership that will come through the recollateralization of the GSPT, the ability to collectively utilize the local funds will be greatly compromised.

It is imperative that we prevent a break in open space funding so as not to impair the progress made over decades toward protecting open spaces and the purity of our water sheds. By so doing we will ensure the economic vitality of the Garden State, having a profound impact on future generations of New Jerseyans. ■



*Asm. John F. McKeon is Chairman of the Assembly Environment and Solid Waste Committee. He represents the 27th Legislative District. He also serves as Majority Whip of the New Jersey General Assembly and Mayor of West Orange.*

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*Graham continued from page 25*

As a proven, effective technology, CHP has the potential to address New Jersey's current and future energy needs, a fact that our State's leaders recognize. To encourage the use of CHP, Governor Corzine recently signed legislation creating a program to use Retail Margin Funds to provide \$60 million in grants for the development of cogeneration facilities.

In addition, the governor also approved a new "Think Green" law that allows counties, local governments and school boards to enter into long-term, guaranteed lease-purchase agreements with energy services companies for the

provision of goods or performance of services to implement Energy Conservation Measures to promote energy savings.

As an energy expert specializing in natural gas, CHP, landfill gas-to-electric and other technologies, SJI and its subsidiaries, including SJG, South Jersey Energy, South Jersey Energy Service Plus, Marina Energy, and Energenic, can help you identify and pursue energy solutions to decrease your energy use and lower your bills. For more information on our customized solutions, please visit [www.sjindustries.com](http://www.sjindustries.com) or call (609) 561-9000. ■



## Greetings Mayors & Business Leaders

BY HON. ALBERT "AL" LICATA, EXECUTIVE DIRECTOR, NJCM

I trust everyone is planning to attend our Annual Mayors' Summit & Seafood Fest this Sept. 12th at Viking Village! Bring your questions for our State Commissioners as the Round Table Discussions will once again take place. As an added bonus, we will have several Business Round Table Discussions available for you as well. Come listen, learn, ask questions, add input on matters affecting your city/town. The Mayors' Summit is designed for you to get the information you need and make solid connections to better enable you to manage your job as Mayor.

Since our Spring Conference I have been hard at work developing new projects and programs to move our great Organization forward in a position manner. Our new website is coming online in stages. Soon the video library will be posted and you will be able to access seminars and programming of importance to all Mayors. Take a look at our website, [www.njcm.org](http://www.njcm.org) and if you have not sent in your photo for your community's listing than please do so, or make sure to have it taken during the Mayors' Summit. The quarterly magazine is designed to provide you with stories and information for fellow Mayors' business leaders, State Officials and Elected. Look for more of this as we get this new format totally instituted.

Speaking of Institute, we have formed a solid partnership with Bergen County Community College and Richard Stockton to start providing Mayoral Training and Seminars on the issues facing NJ Mayors. Look for more on this new partnership at the Mayors' Summit. Education will be a key component of our benefits of membership moving forward.

I have been on the road visiting many of our Mayors and Mayors' County Organizations over the past couple of months. Atlantic, Middlesex, Somerset County Groups have met with me to discuss the NJCM and our future together, and I have been out to Warren, Hunterdon, Morris and union Counties to meet Mayors at events and programs. If you would like to have me come and speak to your group, call me at the NJCM Office to get my attendance scheduled (609) 989-9216. Sitting in the office is easy, however, my goal is to take care of the office responsibilities and also to be out meeting with the Mayors and letting you know, your NJCM Office is here to assist you & your community!

Welcome with me our newest Corporate Sponsors to the NJCM: JGSC Group, Allies Inc., AmeriHealth, Sodastream, Taser, Excel & Voip Networks. All coming on board since the spring conference. Their support makes our efforts to achieve our goals that much easier. You will meet many of them and all of our Business Council Members and Sponsors at the Mayors' Summit this September 12th.

Come meet and learn about how these companies help our local economies and our communities. Understanding and working with our Business Community is a key ingredient to successfully navigating through these difficult times. We are blessed to have such support for the NJCM! Thanks to Mayor Passanante and Rick Mroz, esq. for helping me to acquire these new sponsors.

We have new subcommittees established for the NJCM. Call me at the Office to learn about opportunities for you to get more involved with our Organization. There is much each of us can do to continue to move our Organization forward in a positive manner, and you are part of this success.

In closing, this is a short snapshot of what we are doing here in your NJCM Office. I continue to be honored to be here and of service to you. We have many changes to make and new programs and projects to roll out. We will reach new heights with the NJCM and stand to make it the representative, educational, and unified front for cities/towns that our mission statement so proudly announces to all. Be a part of the excitement, be active, get involved in your NJCM!

Respectfully,



Hon. Albert "Al" LiCata  
Executive Director - NJCM



Albert "Al" LiCata is the former Mayor of Bernards Twp., Somerset County. He has been honored by the NJCM as an Outstanding Former Mayor of the Year. LiCata is now in his fourth month as NJCM Executive Director.

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