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TOWNSHIP OF MONTCLAIR  
**ANNUAL REPORT**

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**2007**



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TO TOWNSHIP COUNCIL  
AND THE PEOPLE OF MONTCLAIR

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Office of the Township Manager

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## **MONTCLAIR 2007 – SAFER, BETTER, MORE ATTRACTIVE**

As Montclair Township enters 2008, municipal government is significantly and substantially improved from where it was just a few short years ago. In every area of local responsibility, things are better. In fact, with township government continuing to do its part, our community was *safer, better, and more attractive* in 2007, and is positioned to continue to have a great quality of life.

Meanwhile, the challenges we face in Montclair are both different and the same as elsewhere. While other areas are challenged economically, Montclair is strong. But this very economic vitality threatens our diversity, and as a result we do have complex issues to deal with. The statewide property tax crisis affects us just like everyone else. New state budget and tax cap regulations threaten our ability to fund discretionary programs held near and dear by the community, such as pre-K, the arts, environmental and economic development programs, recreation programs, First Night and so on. The desires of people to have good programs, and to live here and visit here, continue unabated, and while this poses challenges for us, we can and will thoughtfully meet those challenges as a community.

Municipal government itself is very much moving in the right direction. The leadership of Township Council in providing the policy guidance and overall support needed to achieve important goals and objectives cannot be underestimated. The current Township Council has been especially good not only at having a strategic vision, but also in maintaining the focus and commitment necessary to get the job done. This is certainly remarkable in municipal government in this day and age. Furthermore, what distractions there are, have not deterred the relentless parade of accomplishments of the past few years.

Montclair is a *safer* community as of 2007. Crime statistics dropped by 19.5% in 2007 compared to 2006, reaching the lowest level seen in thirty years. Our Police Department, already excellent, keeps getting better and better – better trained, more professional, and with more advanced crime-preventing and crime-fighting equipment and technology at their disposal. Our police involve themselves in the community more – for example conducting 27 community and neighborhood forums in 2007 alone – in order to be more effective and more helpful to our citizens. That also helps make our community safer.

And what do we mean when we report that Montclair was “better” in 2007? Consider these facts:

- While other towns and counties struggle to attract performing arts venues or have to pump taxpayer dollars in to create one, Montclair in 2007 was attractive to private investors who entered a contract to create a new performing arts venue at the former Wellmont Theater. This venue will be a major community magnet further boosting the already strong Montclair economy. We in township government have been doing our part working with these investors to ensure that things are done right and successfully.
- While First Night celebrations in other towns are declining or disappearing altogether, for the past three years Montclair’s First Night has been thriving and is growing bigger and better every year. The community comes together full force for this vibrant, family-friendly event.
- As verified by the recent tax revaluation, Montclair’s real estate market, though cooled off for sure, pursuant to national economic trends, continues to be much stronger than other markets in the state and nation.
- Montclair’s restaurant scene continues to thrive and in conjunction with the vibrant arts scene, museums, movie houses, and other attractions, our community draws visitors in numbers exponential to typical communities of our size.
- With public transportation, especially rail service, proven over and over as an enhancement to quality of life, Montclair continues to prosper and has an even brighter future with weekend rail service on the way in 2009.
- We have a township government with a heart also, as proved in many ways in 2007. Among these was the leadership role in affordable housing taken by Council, staff, and advisory groups. We adopted pioneering affordable housing ordinances and established a permanent source of funding to help make affordable housing

actually available to people in the real world. The heart of township government also revealed itself in 2007 with our commitment to a full access playground at Edgemont Park, our innovative programs with local food kitchens, and our support of many social services for those in need.

- After many years of township mediocrity with its cable television station (CATV 34), we have now transformed the station into a professional operation the community can be proud of; and it will only get better. 2007 was the year this turnaround blossomed.
- Just as we proved with CATV 34, our municipal staff keeps getting stronger and more efficient in all areas as we continue recruiting and hiring strong and highly capable talent to work with the talented staff members who have stayed on with this administration. Any organization is only as good as its people and township government in 2007 reached one of its best points ever with a solid management team in place and stronger staff throughout the organization.
- The Siena came to life in 2007! The first certificates of occupancy were issued in 2007 for this key redevelopment project. Commercial occupants opened their doors and homeowners took residence. During 2007, the Manager's office and other staff worked closely with the builders, often meeting several times a week, to make sure all contracts were adhered to and that the project advanced on schedule.
- The Township continued its march forward with environmental initiatives in 2007, implementing usage of biodiesel fuel and improving various electrical and HVAC systems.

Is our township government and our community better now than in the past?

The accomplishments of 2007 – these and many others further detailed throughout this report – leave no doubt that they are.

We also report that our community was more attractive in 2007. Though some may consider this minor, we believe the appearance of the community is important to its quality of life and even to its economy, by influencing its desirability and thus its real property value. In 2007, we planted hundreds of flowers, shrubs, and trees; landscaped and improved the appearance of township properties; and repaired parks, sidewalks, walls, monuments, and fields. We also improved streets and curbs all over town in 2007, dedicated a beautiful new tennis court complex at Nishuane Park, and installed attractive new streetlights in key locations. In many cases we are catching up with years of neglect, but the work we are getting done is impressive and we will stay the course to continue to beautify the community.

Our township government's ability to manage things well was certainly confirmed when the tax revaluation of all real property went into effect in 2007. With everyone's cooperation – Township Council, staff, vendors, advisory groups, citizens – this revaluation was implemented incredibly well, a tribute to all involved.

Township government also showed its competence in 2007 through continued communications improvements. Our website is a good example of another major turnaround to excellence in township government. Thousands of citizens now rely upon it as a user-friendly, attractive source of valuable information, with links to virtually everything going on in the community. Among other features added to it in 2007 was an emergency alert system residents can register for right on the site. This site is professional, it is effective, it is now yet another accomplishment the Montclair community can take pride in.

Replacement of an important community asset, the Bellevue train station, also advanced in 2007. Once again, Montclair proved its vitality as a community by attracting a first class operation to this site. A builder and restaurant operator was officially selected for this project in 2007 to bring a first-class restaurant and new station to the site in a facility truly representative of the station's history. This exciting project will begin construction in 2008.

Township government improved our own facilities – assets of our taxpayers and citizens – in 2007 as well. We refurbished the entryways at Town Hall and installed new energy efficient lighting, fixtures and ballasts throughout the building. We constructed a new roof at Police Headquarters, which included removal of obsolete venting systems, skylights, and other unnecessary

items. As with our beautification efforts, this list goes on, but all of these achievements reflect township government's commitment to be a well run, service oriented operation at all times, while acting as responsible stewards of the public's assets and interests.

Our community achieved renewed financial strength in 2007. Following in-depth reviews of township government budgets, audits, and financial statements, as well as analysis of community demographics and economic indicators, our municipal government was accorded one of the highest Wall Street financial ratings of any municipality in New Jersey. An independent outside audit of township finances confirmed in 2007 that our municipality is well run financially.

Montclair 2007 was *safer, better, and more attractive*. Added to the above, the following accomplishments broken down by areas of responsibility paint a picture of a community on the move, progressing, caring, striving to be the best it can be for families and visitors alike.

## **Police Department**

Effective use of technology has become an essential component of law enforcement efforts and, while it can never replace the human element of professional manpower exercising good judgment and interacting well with the community, it can expand the reach and capability of a police force to prevent crime and help citizens in need.

In this regard, 2007 was a milestone year for the Montclair Police Department. The first crime prevention live feed, closed-circuit video cameras were installed at key locations in the community and the use of other technologies was enhanced, as Montclair's Police Department continues its efforts to be the best possible to serve the community.

Any report on 2007 must note that the lowest overall crime rate in 30 years was achieved. With a total of 869 Part 1 crimes reported in 2007, the Township experienced a 19.5% drop in total Part 1 reported crimes. This number represents a thirty-year low for the Township. Although the overall crime rate dropped significantly, there were ten more occurrences of violent crimes in 2007 than in 2006, and the department took and continues to take proactive measures to reduce this number as well.

Police/community relations remain a high priority for the department and for township administration. In addition to formal outreach and programs, the Chief of Police, senior officers, and members of all ranks involve themselves in the community. The chief and his deputies make it a point to meet with community leaders and are available and accessible to the citizens of Montclair. Montclair has a progressive police department that is a leader in many areas of societal concern, for example being one of the first departments anywhere to track police/civilian interactions – long before “profiling” became a concern – as well as being an early leader in the installation of patrol car video cameras which record all stops and have proved time and again the professional manner in which Montclair officers conduct themselves.

The Police Department responded to over 60,000 calls for service in 2007. A summary of program and unit achievements during the year follows.

### ***Street Crime Detail***

This unit was formed in June of 2007 to address the violent crime incidents that had been on the increase. This unit was responsible for 119 arrests, three robbery suspects apprehended, five handguns seized, nine gun related arrests made, and 40 drug arrests recorded. The robbery rate dropped off by nearly half since this unit was formed.

### ***False Alarm Reduction Program***

In the eleven months since the department initiated this program, there has been a 25% reduction in false alarms. In 2006 the department responded to 3608 false alarms. In 2007 the department responded to 2711 false alarm calls. This is a reduction of 897 calls, which equates to a savings of over 448 man-hours where officers can be assigned to other law enforcement related matters such as directed patrol, radar enforcement etc. Over 630 businesses and residents have received fines since the program's inception. The Township of Montclair collected \$280,791.17 in total revenue through October 31, 2007 in alarm registration/false alarm fees. A total of \$55,562.08 in service fees was paid to the billing company, generating a net income of \$225,229.09 to the Township, or approximately \$15,000.00 per month. This money helps offset the wasted cost of sending officers to respond to false alarms.

### ***Gang Intelligence Officer***

The Gang Intelligence Officer position was created in 2007 to address the growing gang problem in surrounding Essex County and filtering into Montclair. Through department investigations and intelligence gathering the following information was collected:

- Identified 30 known gang members in Montclair. Four different gangs operating in Montclair have been identified, they are; Bloods, Crips, Five Percent, and Hollow Crime Family.

- A significant amount of narcotics activity is related to gang activity.
- Gang members seek to recruit new members from High Schools and Middle Schools.

### ***CCTV project***

By the end of 2007, two cameras were up and running. A third camera was in the process of being installed. Fifteen other locations have been identified for additional cameras as budget allows.

### ***Training***

The department launched a school crisis safety initiative in 2007 which provided for a total department training exercise on active shooter and school violence incidents. Every member of the department from Police Chief on down was trained in proper response and tactics for dealing with active shooter incidents. Police vehicles are now equipped with ballistic shields, which were acquired through a grant, to provide necessary protection for officers responding to active shooter incidents. Although, of course, everyone in the community wishes to never have such an incident, the Montclair Police Department has taken the initiative to be prepared and trained for all potential incidents.

### ***Community Relations and Community Policing***

The Montclair Police Department is in constant dialogue with the community through many programs, projects, and forums. The department has two specially trained officers assigned to the Montclair High School in the capacity of School Resource Officers. These officers work with the school staff and students to resolve conflicts, and teach and mentor youth as they navigate through the high school system. In 2007, these officers were involved in over 900 field contacts with students. Additionally, they make arrests if necessary and in 2007 made over 20 arrests, including arrests for weapons and assaults. They also conducted 83 mediations.

The Community Policing Bureau continued in 2007 to be very active in township schools, not just with the two school resource officers, but in teaching both DARE (Drug Abuse Resistance and Education) and GREAT (Gang Resistance Education and Training) programs to middle school children. A simulated intoxicated driving program is also taught by the Community Policing Unit. The Program known as SIDE (Simulated Impaired Driving Experience) is taught with a hands-on simulated driving component to demonstrate the gravity of driving while impaired. This program allows students to operate a specially designed vehicle while wearing goggles that provide limited visual clarity similar to that of a person under the influence of alcohol or drugs. The program has been very successful and has become one of the more popular programs conducted by the department. In addition, the Community Policing Bureau conducted 124 child safety seat installations.

The Police Department held over 27 community outreach forums in 2007 with various civic and neighborhood groups, initiated and maintained eight Neighborhood Watch Groups, and conducted eleven safety forums in the community.

The department also hosted another Citizens Academy for adults and Youth Academy for children. The Citizens Academy is a program in which the department teaches attendees what it takes to be a police officer, from professional training to physical conditioning. The history of the department is covered as well as legal issues and liabilities, training requirements, equipment and technologies used, and hands-on training with the driving simulator and the weapons simulator, where attendees are put through several shoot/don't shoot scenarios. In the Youth Academy, the department teaches children what is required to be a police officer, the role police play in the community, as well other topics such as self esteem, the importance of doing well in school, and not succumbing to peer pressure. These programs enhance community understanding of the police, just as many other departmental programs enhance police understanding of the community.

***Traffic Bureau***

Over 1000 radar summonses were issued in 2007. A total of almost 9,000 moving violations were issued, up by 655 from last year. Officers made over 50 DWI arrests and issued 30 citations for school bus violations. The department focused heavily on speeding violations in areas of schools, as well as pedestrian safety at several high-use crosswalk locations. Another 2007 initiative was the motor vehicle safety program in cooperation with the NJ motor vehicle commission, which involved five checkpoints, and resulted in more than 175 violations being issued for various motor vehicle safety infractions.

***CRT: Critical Response Team***

The Montclair Police Department operates a team of specially trained officers who use special weapons and tactics to combat serious threat events, such as barricaded suspects, hostage situations, active shooter situations, crowd control and many other high risk incidents. They trained frequently in 2007 with area SWAT teams and the FBI.

***RDT: Rapid Deployment Team***

In addition to traditional activities and responsibilities of police officers, the department was challenged in 2007 with addressing new Homeland Security initiatives mandated by the federal government. One of the most significant of these was the requirement to staff a Rapid Deployment Team (RDT) as part of the Urban Area Security Initiative (UASI). This team of officers (six members at this time) is part of the Essex County RDT, a specially trained team of police officers equipped with specific gear for dealing with possible terrorism related incidents. Officers are required to wear radiation detectors not only when assigned to an RDT detail but on normal patrol as well. The department currently has three radiological detectors deployed in patrol.

***Communications Center and Digital Radio System***

The Montclair Police Department operates the new state-of-the art emergency services communications center located in the new fire headquarters at 1 Pine Street. The center is where all police, fire, EMS and 9-1-1 calls are received and dispatched. The communications center is off-site from police headquarters, but is managed and supervised closely by police supervisors through the use of CCTV and a live audio feed. Crime prevention cameras are monitored by department dispatchers inside the communications center. The department has been operating with the most highly advanced digital radio system available, which allows communications between various departments within the Township as well as direct communications with surrounding law enforcement agencies.

These technology initiatives proved their worth in 2007 and are making a major contributions to the efficacy of the Montclair Police Department.

***COMSTAT***

Comstat (Computer Statistics) meetings were held bi-weekly in 2007; the Chief of Police directs the meetings. All command level officers and other key members were required to attend the meetings and brief the Chief on current crime trends and issues. During the meetings crime maps are reviewed and strategies are formulated. Other matters such as traffic accident rates, motor vehicle enforcement and community policing efforts are reviewed and analyzed.

Through the COMSTAT meetings a plan was devised in 2007 to redesign department patrol zones based on current crime rates and patterns. These zones were reshaped and made smaller, permitting department officers to be more visible and to patrol high crime areas with greater frequency.

***Honor Guard***

The Honor Guard is the formal unit of the Montclair Police Department charged with performing at ceremonial rites or observances. Members of the Honor Guard exemplify professionalism as law enforcement officers and personify decorum and

respect while striving toward perfection in the presentation and display of the colors of the United States of America and the Township of Montclair. The Montclair Police Honor Guard represented the department and the Township at 21 events throughout the region in 2007, including events world-class venues such as Yankee Stadium. A highly trained and disciplined unit, their functions include, but are not limited to: parades, holiday observances, public facility dedications, funerals of public officials, and other public exhibitions.

### ***Office of Emergency Management***

The mission of the Township of Montclair Office of Emergency Management (OEM) is to maintain a high level of preparedness to protect the citizens of the Township of Montclair in the event of a civil emergency; to mitigate loss of life and vital assets prior to, during, and in the immediate aftermath of a disaster; and to facilitate the speedy recovery of the Township in the mid- and long-term intervals following a disaster.

Office of Emergency Management has the statutory responsibility to coordinate all township emergency response plans. It must identify vulnerabilities, effectively mitigate disasters, public education, respond to all-hazard emergency situations, protect the Township's first responders, ensure continuity of government and business, and facilitate an effective recovery. OEM coordinates with local, state, and federal agencies, as well as private entities to develop, maintain, and implement the Emergency Operations Plan (EOP).

OEM is prepared to activate an emergency operations center during any major disaster to allow for the coordination of all support agencies to provide continuity of services to the public. The Montclair Police Department is committed to, and fully engaged in the OEM, working in close conjunction with other emergency services and the Township Manager to fulfill its mission. Ongoing training in all relevant areas was conducted in 2007.

### ***Professional Standards Office***

The Professional Standards Office is responsible for the investigation of all internal affairs complaints and special investigations as assigned by the Chief of Police. The Internal Affairs Officer conducts all investigations of alleged police misconduct, conducts all mandatory drug screening tests, is responsible for all department inspections, and prepares summary reports of all investigations and allegations for the Prosecutor's Office. The office successfully resolved all issues in 2007, with appropriate action taken when necessary, maintaining the high standards of the Montclair Police Department.

### ***Capital Projects***

Major projects undertaken for the department in 2007 were the completion of a new roof on the headquarters building and installing a modern, efficient, effective new generator which will have sufficient capacity to power department electrical equipment, communications, computers, air and ventilation systems, and lighting for the entire building. The obsolete generator replaced was over 35 years old and had capacity only to run emergency lighting and a few electrical components.

These projects are evidence of the ongoing philosophy of the township administration to value the work done by township departments by giving staff the facilities and tools necessary to serve the public. This could not be done without the outstanding commitment and support of Township Council to making all of our departments as good as they can be in order to serve the citizens of Montclair.

## **Department of Administration, Code Enforcement, & Environmental Affairs**

As the Department of Administration, Code Enforcement and Environmental Affairs continues to mature and gain in training and experience, it serves an increasingly valuable role in maintaining and advancing the quality of life in the community. Of particular importance in 2007 was the department's cross-training of housing inspectors and general code inspectors to provide both improved services and better efficiency. The department is also responsible for managing the Township's risk management program to reduce insurance claims against the Township while improving safety in all aspects of township operations. In 2007 the department's efforts once again resulted in a higher safety rating than the previous year, fulfilling an annual goal. Highlights of other efforts and accomplishments during the year include:

### ***Administration***

- Completed a township-wide review and re-assessment of the value of real property, equipment, and vehicles owned by Montclair to ensure that all items are properly valued and scheduled for insurance coverage in the event of loss.
- Completed the Township's 2008 Insurance Renewal Application (General Liability, Commercial Automobile, Property Loss, and Worker's Compensation) to ensure protection against claims and other legal actions.
- Recognized by the Garden State Municipal Joint Insurance Fund (JIF) Safety Committee as the recipient of the "Achievement in Network Utilization" award for the Township's resourcefulness in promoting safety on an organization-wide basis.
- Developed and implemented a comprehensive three-month safety training program with expert facilitators and audiovisual aids.

### ***Code Enforcement***

- Issued a total of 1373 written warnings (notices) and advisements, and 730 summonses. This activity includes 518 (38%) warnings and advisements, and 122 (17%) summonses issued within the five business districts.
- Code Enforcement officers appeared in Municipal Court and served as complaining witnesses in 129 (17.7%) of the violations issued and adjudicated by the presiding judge.

### ***Housing, Zoning and Certificate of Habitability Inspections***

- Conducted a total of 603 housing (83%)/zoning (17%) inspections and re-inspections based on residential complaints and departmental referrals.
- Conducted a total of 312 certificate of habitability inspections and re-inspections pursuant to Section 213-10 (multi-family building) health and safety requirements of the Township Code.
- Served as the complaining witness in twelve complaints brought before the Municipal Court to enforce certificate of habitability requirements.

### ***Environmental Affairs***

- Organized and hosted seven community environmental outreach events.
- Initiated and coordinated the acquisition of bio-diesel fuel for use in all township owned diesel powered vehicles.
- Hosted and participated in monthly meetings of the Montclair Environmental Commission (MEC) and served as liaison to township officials and departments.

- Expanded the recycling of non-traditional materials by initiating a program with the Department of Community Services (DCS) to provide year round drop-off service to residents for all consumer electronics at the DCS yard.

Expanded participation in the Community Compost Program through the sale of approximately 100 compost bins, thereby increasing the township-wide residential participation rate to five percent.

## **Department of Health & Human Services**

The Department of Health and Human Services continued to see a broadening of its focus in 2007 to face new challenges resulting from modern realities, especially in the areas of public health related to homeland security. Additionally, like many other municipalities, the department was challenged in 2007 with meeting the animal control needs of the community at a time when volunteer groups everywhere, including in Montclair, are struggling to maintain financial viability and also to provide the level of care and veterinary service necessary to function in a humane fashion.

In Montclair's case, improved animal control services were achieved in 2007 by the department's hiring a licensed, trained, professional animal control officer, which has resulted in much appreciation and many compliments from the community. The department will continue its efforts to improve the animal control program and meet its statutory responsibilities in this regard. Other highlights of 2007 follow.

### ***Food Code***

In January 2007, the NJ State Department of Health adopted a new food code entitled, "Chapter 24: Sanitation in Retail Food Establishments & Food & Beverage Vending Machines." The new code is designed to ensure food safety using standardized methods consistent with FDA regulations

Adoption of the new code has brought about changes in the Health Department's Food Safety program. The department began the process of training and education for both the inspectors and the food industry. Inspection technique has been geared towards a risk based inspection. Food managers of higher risk establishments are required to attend specialized food safety training. The Health Department has been certified and is in the process of developing a "Serve Safe" food safety training program.

Documents have been developed for sushi establishments that reflect new regulations in the code pertaining to the "Preparation of Sushi Products", and "Specialized Requirements for Acidified Rice Preparation."

### ***Animal Control***

The Animal Control Officer referenced above was hired in January of 2007 to work in conjunction with the Health Department to deliver services as required by the NJ State Department of Health. The ACO provides quality care and humane treatment of animals while ensuring that state and local animal regulations are being followed in Montclair.

### ***Emergency Alert System (EAS)***

The department facilitated the launch of a new web-based Emergency Alert System which sends notifications about emergency situations via cell phone text messaging and/or e-mail to residents who sign up for the service.

The new web-based alert system allows us to better reach the residents of Montclair in the event of an emergency. The alert system will not replace Reverse 9-1-1 but will be used as a complement to existing emergency communication methods. By signing up for this free service residents can receive alerts anytime and while away from home. If electricity is interrupted, alerts will be sent to a person's cellular phone when they select text messaging as a means of being notified.

Qualis Group, a local Information Technology company that works with the Township's own website staff, designed the new communications system, which was paid for with a grant from the New Jersey State Department of Health and Senior Services.

### ***Greater Montclair Public Health Reserve Corps.***

The Health Department continued to build and expand the Greater Montclair Public Health Reserve Corps. The Medical Reserve Corps is supported by the USA Freedom Corps, United States Public Health Service, United States Health and Human Services Department, and Office of the Surgeon General. It is an important component of the citizen volunteer recruitment efforts that are being conducted on a national level after the disaster of September 11th, 2001. This unit – the Greater Montclair Public Health Reserve Corp (GMPHRC) – serves Montclair, Belleville, Cedar Grove, Glen Ridge, Nutley and Verona.

The department recognizes that in the event of a public health emergency, people are the most valuable resource. While plans and infrastructure are in place for any emergency, trained volunteers will be needed to supplement the existing public health workforce. Therefore, the Montclair Health Department is joining federal and state efforts to recruit and train volunteers from surrounding communities.

During a public health emergency, volunteers may be asked to perform duties in accordance with their interests, training, and experience. Such duties might include: direct patient care, administrative duties, clerical or reception duties, and translation, to name a few.

The GMPHRC invites both health care professionals and community volunteers. Any licensed or certified health care professional, practicing or retired, living or working in the State of New Jersey can apply to be a member. Community volunteers who are not health professionals are encouraged to apply and very much needed for a variety of tasks.

The department continues to recruit and train volunteers on an ongoing basis.

### ***Male Cancer Screening***

The department offered this new screening this year. In partnership with Mountainside Hospital and Porite Laboratory, the department provided low cost male cancer screenings. The screening included physical examinations and Prostate Specific Antigen (PSA) blood tests.

This screening was offered to all men over the age of 50 years and to men over the age of 40 if they had a family history of prostate cancer. It was well attended and the department will continue to provide this service in the future.

### ***HealthEase***

The Montclair Health Department and Mountainside Hospital co-sponsored a six session health education initiative to promote, support and sustain older adults in living healthier, more independent lives through education and behavior changes. The HealthEase seminar series informed residents about staying fit, bone health, nutrition, cardiovascular health, medications and keeping a sharp mind.

### ***Senior Directory***

The department published a new Senior Directory in 2007, the first since 2004. This office spent the better part of the year researching, editing and planning the distribution of the Directory. This planning included incorporating cost-saving measures. Reducing costs was also a focus for the Senior Newsletter; the department is now able to do more work internally, which reduces production costs.

***Montclair Community Intervention Alliance (MCIA)***

The department produced a three-part series for TV34 on Addiction Recovery. Through MCIA, the department researched and wrote the script, procured the talent, arranged the shooting schedule and wrote the press release.

***New Jersey Motor Vehicle Mobile Unit***

The department arranged for the return of the New Jersey Motor Vehicle Mobile Unit and set up appointments for local citizens.

***Social Services***

The Division of Social Services saw an increased number of calls from people unable to pay utility bills. This corresponded to a lack of State “SHARES” subsidy money being available.

***Vaccine for Children program (VFC)***

Preparations for a Vaccine for Children program (VFC) – to provide free immunizations to adolescents who are on Medicaid, NJ Family Care, are underinsured or have no health insurance, and to adults who are on Medicare, Medicaid, or are uninsured – were completed in 2007 and this program will commence in 2008.

***Immunization***

The department published a series of articles in The Montclair Times in 2007 regarding immunization for adolescents and adults, increasing awareness and immunization rates.

***Toni’s Kitchen and Other Partnerships***

Working in conjunction with Toni’s Kitchen, a local food bank, the department implemented a new program for health screenings for all their guests, including blood pressure and diabetes education. This program now provides education, support and referrals for an underserved population. The department also continued and expanded its partnerships with other community health providers in providing needed services, such as Mountainside Family Practice, COPE, Atlantic Home Care, and the Newark Clinic for the Homeless.

## **Department of Recreation & Cultural Affairs**

The Department of Recreation and Cultural Affairs had another banner year in 2007. With the strong support of Township Council and the Manager's Office, record years were established for First Night, the Fourth of July, the swimming pools season, tennis court usage, and many other programs. It was an important year of planning also, with a great deal of effort expended in 2007 planning for even bigger and better things in the future. For example, the department continued to work actively with township and community leaders on plans for a major upgrade of the Clary Anderson Arena to make it a show-case community facility.

The department's commitment to ever-improving programs and services for Montclair residents was evidenced in 2007 by the following examples:

### ***Municipal Pool Improvements***

- Restructured pool regulations and hours to achieve greater convenience for residents; extended pool hours to 8 p.m. facilitating use the pools by commuters.
- Implemented an adult swim program for adults only and for people with disabilities, once a week in the evening, achieving more participation.
- Created a limited time for the camps to use pools separated from the public, opening up more time to residents and families all over town.
- Organize a lesson program according to skill level for the public.
- Achieved increased revenues of \$29,651.

### ***Pop Warner Football***

The department joined with Pop Warner Little Scholars in football and cheerleading. This provided a more structured program emphasizing academics. It also added more diversity to the program. Registration in football and cheerleading increased by 10%.

### ***Edgemont Pond Ice Skating***

Due to below freezing temperatures in February of 2007, the department, with the support and cooperation of other departments and the Manager's Office, was able to recreate an old fashioned outdoor skating event which the Township has not been able to do in many years. With the assistance of the Fire and Community Services departments, Recreation was able to provide outdoor skating with lights, a contained fire, an open and staffed shelter house and hot cocoa for warmth and refreshment. The response was overwhelming, with hundreds of families and people of all ages taking to the ice and enjoying the whole atmosphere created by the Township.

### ***First Night***

2007 marked the first year that First Night was a complete sell-out ticket-wise. With approximately 7,000 revelers of all ages, a new record was set. First Night Montclair's excellent programming received substantial free pre-event coverage from the New York Times, Star Ledger, Montclair Times, New Jersey News 12, and ABC Eyewitness News.

The Township's First Night website received an international award (3rd prize) from First Night International. Many people contribute to the success of First Night, volunteers and sponsors included, and it has become so successful that planning for the future has become even more critical.

### ***Fourth of July***

Due to the excellent reputation the Township's annual parade has earned in the past three years, both Governor Corzine and County Executive DiVincenzo marched in the 2007 parade, not to mention many other dignitaries. The Township's 4th of July festivities received impressive coverage in several regional newspapers as well as on television.

All other programs and activities run by the department operated successfully in 2007 and were enjoyed by thousands of residents.

## **Department of Planning and Community Development**

The Department of Planning and Community Development provides direct assistance on a daily basis to citizens and businesses in the Township, as well as to agents and contractors representing property owners. It assists the Manager and Council in all matters related to zoning and planning, as well as with housing, historic designation, and redevelopment issues. The department includes all functions related to construction code administration and enforcement, commonly referred to in municipalities as "the Building Department." Highlights of the year 2007 include:

- As a result of the department's efforts, a number of properties were successfully designated as historic properties in 2007. They were the Shultz House, Crane House, Watchung Train Station, Upper Montclair Train Station, and the Dittig-Walther House.
- The department was assigned by the Manager to oversee application for the State's Safe Routes to School Program. As a result, the Township was awarded a \$291,000 grant, one of the largest in the State for this program. The grant will fund infrastructure and non-infrastructure projects and programs that will make bicycling and walking safer in and around Rand School. They include high visibility crosswalks, defined school zones, safe routes to school coordination, and "walk to school day" events.
- Department staff completed a Conservation Plan Element for the Master Plan with a grant from the NJ Association of Environmental Commissions (ANJEC).
- Working with the Manager and Council and the legal staff, the department administered a \$150,000 allocation from the Township's affordable housing fund to HomeCorp of Montclair, a 501(c)3 corporation dedicated to affordable housing, for the purpose of keeping property at 55 Glenridge Avenue affordable to 6 households.
- The department successfully managed the Township's Community Development Block Grant (CDBG) program, with the result that Montclair received \$552,324 in CDBG funds, one of the largest allocations in Essex County.

With respect to activity of the building office, the number of inspections performed continues to grow. There were 9,333 inspections performed in 2007, compared to 8,277 in 2006, and 7,897 in 2005. 2007 inspections were as follows:

- Electrical code – 2,557
- Building code – 4,467
- Fire code – 463
- Plumbing code – 1,845
- Elevator – 1

## Department of Community Services

The Department of Community Services continued to revamp its operations in 2007 to achieve better levels of “customer service” while improving efficiency and effectiveness. The number of complaints in all service areas continues to decline. Employee assignments and structure were further fine-tuned in 2007 and will continue to be so, following the laying of a strong foundation for a better department with the new union contract now in place and resulting better relations between management and the union. While any number of “bugs” is still being ironed out, there are frequent meetings and discussions with staff to help bring about needed changes. The workforce is getting better and better, while management acknowledges there is still room for further improvement. Management of the department is very much hands-on and works closely with the Township Manager’s Office also.

Some highlights of 2007 include:

### ***Public Works and Shade Tree***

The bagged leaf collection program was a resounding success in 2007, operating without a hitch. Overtime expenses related to leaf collection continued to be lower than with the previous collection method and resident complaints regarding collection were minimal. Due to the weather-caused delay in the dropping of leaves in 2007, the collection program was extended into the first month of 2008.

The department reorganized the management structure of the refuse and recycling collection operation. As a result, customer service noticeably improved with less incidents of tossing of cans, spills, etc. A reduction in citizen complaints was noticeable and considerable.

The computer-based Fuel Management System for gasoline and diesel vehicles and equipment was fully activated in 2007. In addition to the base equipment and software, every vehicle receiving fuel from township fuel pumps was equipped by department staff with detection devices to allow for monitoring of all fuel taken, as well as to establish consumption records. Fuel distribution is now restricted to approved vehicles and equipment only and consumption data is collected for all township vehicles and equipment (DCS, Police, Fire, Building, Code Enforcement, Health, Housing, Recreation) as well as Board of Education, Parking Authority and the Library.

Another landmark was achieved in 2007 in the Township’s ongoing environmental sustainability efforts with the replacement of conventional diesel fuel used by township vehicles and equipment with “B20” fuel, which is a 20% Bio-diesel blend. With a composition that is 20% less fossil, this fuel reduces the demand for foreign oil and is cleaner burning for the environment.

The DCS operated goose control program continued to improve in 2007, reducing goose-related nuisance issues.

The township arborist left in 2007 and a decision was made to try out a new approach. The Shade Tree Group was more fully integrated into DCS rather than functioning so much as a completely separate unit, another benefit of the more flexible management control allowed by the new union contract. Response to residents’ requests for information and assistance improved almost immediately. Complaints were very noticeably reduced. Additional improvement remains to be had, and careful monitoring and evaluation of group training and capabilities will be ongoing. After a number of fits and starts, a forestry plan for the Township was finally completed at the end of 2007 and the department will be cooperating going forward with determining how the information developed through this plan can be utilized most effectively in maintaining and enhancing Montclair’s highly valuable treescape.

Approximately 240 street trees were planted in 2007; approximately 490 trees were pruned; and approximately 370 trees were removed.

**Engineering**

The Engineering Division accomplished reconstruction of the following streets (included curb, drainage and resurfacing) in 2007:

Project Description	Length, mi.	Length, ft.
Greenwood Avenue – Glenridge to Walnut	0.28	1500
North Mountain Avenue- Watchung to Lorraine	0.61	3200
Northview Avenue Street Improvements	0.26	1350
South Fullerton Ave-Bloomfield to The Crescent	0.09	500
St Lukes Place Street Improvements	0.23	1200
The Crescent Street Improvements	0.14	760
Grove St./Walnut St	0.13	700
Russell Terrace	0.11	600
Wilde Place	0.11	600
	1.97	

New or reconstructed curbs only accomplished in 2007 were:

Project Description	Length, mi.	Length, ft.
Edgemont Road (Berkeley Place to Watchung Avenue)	0.33	1750
Gordonhurst Street Improvements	*	
* In progress at end of 2007	0.33	

The following street resurfacing project was completed in 2007:

Project Description	Length, mi.	Length, ft.
Willard Place Resurfacing	0.11	600

Traffic calming and safety measures undertaken were:

Project Description	Status
Upper Mountain Speed Tables	Two of three completed.
North Mountain Ave & Watchung Ave Traffic Signal	Completed
Crosswalk Improvements at Various Locations	Completed
Harrison Avenue Traffic Calming	Striping completed.

Storm sewer and drainage projects achieved in 2007 were:

Project Description
Church/South Park Street Drainage
Storm Sewer Lining – South Park at Church Street
Nishuane Brook Bank Stabilization
Manhole Construction at Various Locations
Inlet Construction at Various Locations

In addition to the above, the Engineering Division oversaw completion of the new tennis courts project at Nishuane Park, successfully dedicated in 2007, and initiated the major reconstruction projects at Kaveney and Mountainside Parks, which were well underway by the end of the year and are scheduled for dedication in Spring 2008. Also, The Orange Road/Llewellen Road project and South Park Street, Church to the Crescent, were designed and bid in 2007 for early 2008 construction, and the Lorraine Avenue/Norwood Avenue project was designed in 2007 to prepare for early 2008 bidding.

**Water Utility**

The Water Utility had a very productive year in 2007. Accomplishments included the following:

- Rebuilt the entry bridge to the Watchung Ave pumping station.
- Completed test pumping of the Nishuane Well for the water allocation permit for the New Jersey Department of Environmental Protection. This test pumping included the drilling of two monitoring wells and testing for possible contaminants. The 24-hour pump test revealed a capacity of over 800gpm or 1.152 MGD. The results are included in the water allocation permit which will be filed in February of 2008.
- Installed online chlorine analyzer at the Glenfield well. This is used to monitor the chlorine residual to help monitor water quality.
- Installed new large chemical tanks at both the Lorraine and Glenfield wells so the utility can purchase at better prices and eliminate the moving around of fifty-five gallon drums.
- Responded to 2,150 markouts for underground facilities within the Township’s boundaries.
- Installed 34 fire hydrants in the distribution system.
- Installed 17 distribution valves in the water system.
- Installed 43 new water service lines.
- Refurbished two pump control valves and one system pressure regulator.
- Installed new concrete pad for the Glenfield Well air stripper column.
- Installed new column and welded mounting assemble for the wind turbine system.
- Completed most of the design work for the Watchung and Grove Street Pumping Stations in preparation for bidding during the first half of 2008.
- Set up and started design of the perchlorate removal system and completed the application for financing through the Office of Wellfield Remediation, which may pay up to 90% of the project.
- Designed new emergency diesel pump. This will be in a separate building and will have 10 MGD (Million Gallon day) capacity. This will be bid in March of 2008.
- Completed all system sampling as required by the Bureau of Safe Drinking Water.
- Flushed the entire Montclair water distribution system and lubricated all the hydrant nozzles.

- Pursuant to the shared services agreement for fire protection, flushed the entire Glen Ridge water system and lubricated all their hydrant nozzles.
- Completed the Consumer Confidence Report as required by state mandates
- Installed drainage and catch basins in the field area at the western side of the Shade Tree yard at Water Utility headquarters off Watchung Avenue in order to remove standing water and be responsive to neighborhood concerns.
- Responded to and expeditiously repaired eight water main breaks.
- Worked with the legal department to maintain the best position for the Township in the national class action lawsuit regarding MTBE pollution.

Finally, the Water Utility worked very closely with the Township Manager's Office to assist with the administration of the new Sewer Utility established by the Township, especially as regards the interrelationship of water and sewer billing, high bill appeals, and assisting residents and businesses with leak problems. At the end of 2007, Township Council, upon recommendation of the Manager, merged these functions and others to a newly created Department of Utilities, intended to result in better management and efficiency, as well as excellent customer service.

## Fire Department

Since the Township Manager appointed the Fire Chief to serve as the Township's Emergency Management Coordinator, and since the Emergency Operating Center (EOC) is located in the Fire headquarters, the Fire Department has taken a key role in all Emergency Management activities. In 2007, the EOC once again was activated and once again demonstrated the efficacy of Montclair Township government in responding to emergencies and protecting the health, welfare, and safety of the public.

On April 15, 2007, the EOC was opened in response to a major Nor'easter storm. The storm was not only handled very well by township staff, but the Office of Emergency Management, with the cooperation of all departments and the Manager's Office, successfully secured a \$60,000 grant from FEMA to reimburse the Township for storm-related costs.

The Township of Montclair follows the National Incident Management System (NIMS). It is the State standard for first responders. During 2007, senior Montclair OEM staff completed the level 700 (highest level) Incident Command System Training. The Township Manager and elected officials also completed the Executive Course in Emergency Management.

The Township can be proud that five Montclair Firefighters were recognized in 2007 with valor awards (listed below). Management of the department was also definitely strengthened in 2007 with the promotion of several highly trained and highly educated members of the department to key positions.

Other activities and accomplishments for the year 2007 were:

- The department made 2,680 responses to alarms and calls for assistance.
- The department responded to 47 fires.
- Eight fires were two-alarm fires (all companies respond).
- One fire was a three alarm fire (all companies plus mutual aid).
- Five (5) firefighters were recognized with valor awards (St. Barnabas Hospital and the New Jersey State FMBA) – Lt. Mark DiGeronimo, Firefighter Leonard Pasqualicchio, Firefighter Kevin Green, Firefighter William Morrison, and Firefighter Brian Wilde.
- The department successfully obtained a Federal Assistance to Firefighters Grant for the acquisition of a sophisticated Search Cam System with hardwire intercom in 2007. This system significantly enhances the department's ability to perform effectively and in a safe manner at scenes of structural collapses and confined space incidents, providing an additional level of safety and security for Montclair citizens.
- The department established the Lucia Papa Children's Fire Safety Memorial Fund in 2007 and collected \$1,925.
- The department purchased a trailer from FEMA, which is being converted to a children's fire safety house with money from the aforementioned Papa fund.
- Approximately 2,000 inspections were conducted by the Fire Department in 2007 in the categories of life hazard, non-life hazard, and smoke/CO detectors.
- There were 33 visits by various community groups to the Fire Department, which the department coordinated and supervised.
- There were 57 Fire Department visits and presentations in furtherance of good community relations in 2007.
- There were six township sponsored events for educational purposes for Fire Safety in 2007.
- The Fire Prevention Bureau produced \$103,523 in revenue from inspections, permits, fees & penalties.

## **Municipal Court**

Municipal Court is the arm of government at the local level entrusted with the fair and just resolution of disputes and the administration of justice pertaining to matters under municipal court jurisdiction. Its mission is to enhance the quality of life for the citizens of Montclair, by promoting public safety, and gaining respect and trust for the administration of justice. This is accomplished by enforcing appropriate penalties pursuant to state statutes and township ordinances, dispensing impartial justice, and providing quality customer service. Some of the notable achievements for 2007 were:

- Backlog Reduction – Municipal Court statistics provided by the Essex County Vicinage revealed that this court in 2007 once again exceeded expected goals, providing quality justice through proper case management.
- Complaint Processing – Through team effort, all criminal and traffic complaints initiated by law enforcement and local code enforcement were entered into the state system daily, resulting in the immediate processing of payments, quicker response to customer inquiry, and more efficient case scheduling and customer service.
- The Court accomplished the purging of approximately 320,000 paid parking summonses eligible for destruction. This was long overdue and is a welcome accomplishment for the year.
- Security Upgrades – The installation of ballistic shielding beneath the Violations Bureau payment window was completed in July. In addition, security cameras were installed at the payment window and in the courtroom to monitor and record incidents, providing a greater measure of safety and security both for staff and for the public.
- Technology Upgrades – All State-standard computers and hardware were replaced in March, improving communications by adding access to the State judiciary's "InfoNet" system, an information network containing links to court related procedures, references and forms, as well as judicial directories, news and events, and other useful resources. This modernization also included an upgrade to the state email system.
- Training – Two employees completed classes in the Principles of Municipal Court Administration and shared new ideas and updates with the entire staff. The court will continue to provide staff with the opportunity to attend training programs and classes in an effort to enhance personal growth and education, while enabling continually improving service delivery to the public.

## **Office of the Municipal Clerk**

The Office of the Municipal Clerk works closely with the Manager and Council in carrying out its mission and in assisting them in carrying out the Township's mission. The year 2007 marked the 139th year of service provided by the Municipal Clerk's Office.

The office continues to serve as a hub of information for the municipal government, township staff and the public.

Processing for a number of township licenses was streamlined and coordinated with other appropriate municipal departments and agencies in 2007. Assistance was provided to those seeking raffle and bingo licenses, as well as all Alcoholic Beverage Control license holders, to conform to new regulations.

Along with outreach efforts to students in the Montclair elementary schools and scouting organizations, an internship program was developed in 2007 for work-study students at Montclair High School.

The Municipal Clerk serves as the Township's Open Public Records Act official (OPRA). During the year 2007, the office completed over 544 OPRA requests. The use of the recently implemented scanning system greatly facilitated these requests as most information, e.g., meeting minutes, ordinances, resolutions and contracts, could be downloaded and supplied to the requester within the prescribed seven business day period. However, the number of requests continues to escalate. As a result, the office is working with management on providing web access for citizen retrieval of pertinent records.

In anticipation of a very heavy election season in 2008 (special Presidential primaries, municipal elections, regular primary elections, and the November Presidential election), the Municipal Clerk and staff were trained to utilize the new State-wide Voter Registration System (SVRS) which will give the Clerk's office instant access to voter registration records and will provide for more efficient verification of candidate petition signatures.

## The Arts and the Montclair Arts Council

The Montclair Arts Council (MAC) was formed at the initiative of township government and interested citizens in order to provide a formal, ongoing, effective mechanism for the development and promotion of the arts in the community, a value deemed via widespread consensus to be critical to the essence and character of the community. Although it has come under legal attack by a few individuals with completely different agendas, this has not in any way diminished its accomplishments on behalf of the community. The MAC has successfully become an official 501(c)3 corporation. It works in cooperation with the Manager and Council and township departments and many community organizations and individuals. Some of its specific accomplishments in 2007 were:

- MAC successfully launched a website in 2007 featuring comprehensive listing of all Montclair Arts and Cultural events, travel and tourism information, and links to arts and cultural institutions. The MAC website has quickly become the best online source of arts and cultural information in and for Montclair.
- MAC also successfully launched an electronic newsletter, dubbed “NewsFlash,” and by the end of the year had over 1700 subscribers! This, and the usage of the website, serve to validate how important the arts are to Montclair and how valued they are by the community and by guests and visitors.
- Montclair joined an elite group of New Jersey towns to be singled out as premier tourist destinations through the State’s “Jersey Arts Weekend” program. The contest winner, selected from almost 2,000 entrants, received an all-expenses paid weekend for two in May 2007. They were treated to an extraordinary array of Montclair arts, culture, entertainment and dining. MAC and Montclair received extensive regional exposure for this program, sponsored by Jersey Arts, the marketing arm of the New Jersey State Council on the Arts, which included ads in the New York Times, Newsweek, WQXR, WNYC and other regional media.
- MAC arranged the world premiere here of *Do Not Go Gently*, a documentary narrated by Walter Cronkite, that focused on three extraordinary artists and the groundbreaking work of Dr. Gene Cohen, who studies the aging brain and the role of creativity and how it improves long-term health and well-being. The program was moderated by Susan Perlstein, a national leader in the Creative Aging Movement and included a Q and A with the film’s director and producer and was followed by a workshop for senior service providers.
- The Montclair Creative Aging Task Force was launched by the Arts Council in 2007. Participants include representatives from Montclair’s arts, cultural, social services and educational institutions.
- “Passports to Remembrance: A Few of My Favorite Things,” an exhibit featuring photographs and interviews of forty older Montclair residents was produced by MAC. Senior amateur photographers, senior interviewers and senior transcribers and editors worked together to create a vignette for each participant which tells the story of their special piece of memorabilia. First exhibited at the Montclair Public Library, it then went on display in the Municipal Building, where it remains to date.
- The Public Art Committee installed and dedicated three prominent public art works:
  - At the Siena complex: *Tuscan Pastoral* by Cadence Giersbach
  - At the Orange Road Parking Deck – *Natural Elements* by Pamela Moore
  - At the Bay Street Train Station – *Train Time II* by Tom Nussbaum
- The MAC’s Public Art Committee also worked with BangZ, a large local salon, to commission a work of public art for the substantial doors at the former Masonic Temple on South Fullerton Avenue, which is being converted to BangZ’ new location. The artist was selected and the work will be completed and installed in 2008.

- MAC successfully worked with Township Council on a formal Resolution calling for art space in Montclair, which was approved unanimously by the Council.
- Two successful “Gallery Walks” were produced by the MAC in 2007, one in May and one in October, featuring Montclair’s art galleries and museums.
- MAC created a formal “Gallery Guide to Montclair’s Art Galleries and Museums,” to help promote the community to residents, visitors, and guests.

The MAC in 2007 continued to prove its value to the community, its strong working relationship with the Township, and that it is right on target in fulfilling its mission. Working with the MAC and others, and through its own efforts, township government continues to support and promote the arts as vital to the community’s interests and quality of life.

## Economic Development & the Montclair Economic Development Corporation

Township government pursues the community's economic development interests through various avenues and constantly engages economic development issues through the Manager and Council. The Montclair Economic Development Corporation (MEDC) is a non-profit 501(c)3 corporation formed in 1995 in order to help foster economic development in and for the community. MEDC works in cooperation with township government. MEDC has a full-time executive director, a part-time office manager and is governed by a seventeen member board consisting of nine council appointees and eight MEDC appointees for three year terms. MEDC is supported by funding from township government, grants and fundraising.

In 2007, the Montclair Economic Development Corporation:

- Participated on the Montclair Redevelopment Committee for Bay Street, New/ Mission and Glenridge Ave areas in need of redevelopment.
- Attended NJ State/ Essex County seminars on economic development, representing the Township as the economic development agency and in turn submitting summary reports to community officials; e.g., represented Montclair at the NJ State League of Municipalities summit on Community Building and Economic Development.
- Consulted on public transportation issues through a proposal for a town wide transportation study as it relates to economic development. MEDC will leverage resources with the Township to seek funding through the State for a shared services grant.
- Assessed various aspects of the Montclair Arts Council (MAC) from the standpoint of the arts being an engine for economic development. Specifically developed and proposed resolutions and public policies with the MAC that address the need for Arts related developments. Disseminated "Best Practice Research" to support and encourage economic related arts development.
- Consulted on town-wide parking issues related to the business community including recommendations on parking decks, site specific business district needs, special permits and programs for employee parking, as well as sponsored and coordinated holiday parking bagging initiatives.
- Participated, managed and implemented the Township Master Plan and Master Plan reexamination on economic development topics including parking, arts, redevelopment, business recruitment and public policy.
- Consulted on ordinances with the Planning Department, Planning Board and Zoning Board on imminent domain, financial incentives, and site usage.
- Addressed real estate vacancies and recommended preferred potential tenants to property owners and developers. 2007 connections/proposals/placements included: CitySports, Trader Joe's, GNC, Terra Tea, Piazza Italia (Italian housewares store from Garden State Mall).
- Acted as an umbrella organization for all of the Township's business districts by providing organizational and administrative support as well as facilitating dialogue and coordination among district needs from the Township. This covered issues from safety, garbage, and transportation to overall marketing and cohesive town wide promotional initiatives to position Montclair as a destination (ads, banners, sidewalk sales, events in districts etc.). This also included exploratory studies / research for business districts to become BIDS/ SIDS or an alternative organization.
- Managed the Montclair Farmer's Market, an economic development tool to promote the downtown and now the Walnut Street area that draws at least 2,000 – 3,000 patrons a week. The market knits together local non-profits, New Jersey farmers, Montclair and NJ businesses, and Federal and State programs (senior vouchers and the supplemental nutrition program for women, infants, and children). The funding and organi-

zation of this event is leveraged by MEDC funds (in part by the Township), to receive matching funds from the Department of Agriculture, private grants, and other fundraising.

- With the United Way, sponsored Project Excellence, a youth job training and entrepreneurship program.
- Managed a multi- year Montclair State University Business Census and Economic Indicator study for Montclair to assess the community's overall economic health and the impact of new (and/or loss of) real estate and business developments on the local economy. The findings provide data to assist in developing public policy for a sustainable economy. The early findings verified Montclair's three biggest industries for the last ten years as: 1, healthcare; 2, professional services; and, 3, retail, including restaurants.
- Provided additional research, data collection and policy analysis from Montclair State University, the Township, and real estate firms, to qualitative surveys at the Farmer's Market in order to assess big and little picture economic 'snapshots' of desirable businesses, how much patrons spend, how frequent they visit, where they go (including arts and cultural destinations) and how they get there.
- Created a strategy to sponsor and leverage funds to create and maintain a township-wide banner and signage program for implementation in 2008 that will market and promote the business communities in a cohesive and effective manner, thereby encouraging more economic spillover and multiplier effects from patrons and visitors to Montclair. Montclair State University was included in this program also as a major member of the community with the potential to positively impact economic development and quality of life issues.
- Provided business assistance resources and training for Montclair businesses through the Federal Government Small Business Association Service Corps of Retired Executives (SCORE) program, the NJ State Department of Labor, and NJ State Economic Growth and Tourism Commission.

Through continued work with the MEDC and many other avenues, township government is constantly overseeing economic development concerns in the public interest.

## Conclusion

Montclair in 2007 was a *safer, better, more attractive* community. Township government is now an effective organization, delivering efficient services that meet community needs. The Council, Manager, staff, boards and agencies, civic organizations, and volunteers are working successfully together, ensuring that Montclair is a vibrant community today with a bright future tomorrow.

Respectfully submitted:

A handwritten signature in black ink, reading "Joseph M. Hartnett", followed by a long horizontal line extending to the right.

Joseph M. Hartnett  
Township Manager