

WINTER
2009

MONMOUTH IN FOCUS

The Place You Want to Be

www.visitmonmouth.com



WHAT'S NEW: **SHARED SERVICES**

IT'S NOT JUST A BUZZWORD. AS GOVERNMENTS AROUND THE COUNTRY FACE UPHILL BATTLES TO BALANCE THEIR BUDGETS WHILE RESPONDING TO INCREASING EXPECTATIONS FROM THEIR CITIZENS, SHARING SERVICES CAN BE A REAL MONEY SAVER.

Can government cut costs and respond to the growing demand for services? The answer is yes.

That's the opportunity "shared service" presents. Functions such as those housed in public works and procurement can be centralized to reduce costs and gain a competitive edge. And Monmouth County is leading the way.

Even before shared services entered the lexicon, the county has been providing a broad range of services that only a few municipalities were able

to provide on their own. These include welfare, drug and alcohol counseling, mental health services, mosquito and gypsy moth control and transportation.

The opportunity to share services with Monmouth County was expanded in 2007 and 2008. Many items for which the county contracts for, such as deer removal, include a provision that any of the 53 municipalities in the county can also opt in for the same low price. Other cooperatively bid items can be found at www.visitmonmouth.com

The county's Department of Public Works & Engineering offers many of its services to towns as well, including the ability to purchase gasoline and rock salt directly from the county.

County officials have been working with a state-funded consultant, Government Strategy Group, to develop a shared services plan for Monmouth County. So far, six regional meetings have been held.



The county is currently developing modifications to its Web site that will enable governmental partners and citizens to obtain shared services information and ideas. These modifications were requested during the regional seminars and will be

See **SHARED SERVICES**, page 4



IN THIS ISSUE:

PAGE TWO: The Strategic Planning Committee has finished gathering data about the county.

PAGE THREE: Fourteen municipalities receive county matching parks/open space grants.

PAGE FOUR: Recycle old computer and electronics equipment at the Reclamation Center.



FREEHOLDERS BURRY, MALLET ARE SWORN IN

The Monmouth County Board of Chosen Freeholders held its organization meeting Jan. 6. Taking oaths of office were Freeholders Lillian G. Burry and Amy A. Mallet.

Freeholder Barbara J. McMorrow was selected to serve as director of the board in 2009, and Freeholder John D'Amico will serve as deputy director. Freeholder Robert D. Clifton rounds out the five-member board.



Burry was director of the Board in 2008 and is now in her second term. She is a real estate broker and owns Colts Neck Realty.

Mallet, of Fair Haven, is president of Amsley Promotions, Neptune. She graduated Cum Laude from Hunter College, City University of New York, and holds an MBA from Baruch College, City University of New York.

Mallet is a national partner for Women Impacting Public Policy and serves on its Advisory Council. She also serves on the New Jersey Human Relations Council.



STRATEGIC PLAN: THE DATA IS IN

THE STRATEGIC PLANNING COMMITTEE HAS FINISHED COLLECTING DATA AND IS NOW WORKING ON A DRAFT PLAN THAT WILL SERVE AS A ROADMAP FOR THE COUNTY GOING FORWARD.

Work on the Strategic Plan was begun in 2007 with the hiring of Janus Solutions, which has been charged with developing a plan that will serve as a blueprint for county operations going forward.

Community Forums Held

Two community forums were held to give residents an opportunity to weigh in on the plan. The Board of Chosen Freeholders has said public input is the key to its success. Residents talked about everything from transportation to social services and everything in between. Their comments have been included in the mix of materials to be considered in drafting the Strategic Plan itself.

Monmouth University polling

The county also elicited data from residents through a scientific telephone poll that was conducted in November. Those comments, too, have been included for review.

The Strategic Planning Committee is using the data to weigh how satisfied or dissatisfied residents are in particular areas such as the Park System, Library System, educational institutions, county roads, etc.

Plan Adoption

County officials hope to adopt the plan this summer and begin implementing it soon afterward.

"We are the first county in New Jersey to have a strategic plan that fits our residents," Freeholder Director Barbara J. McMorrow said. "A strategic plan will help us achieve and measure our goals as public servants."



"We do a lot here in Monmouth County and maybe there are duplications in services or maybe there are areas



where we need to strengthen our position and increase what we are doing," Freeholder Robert D. Clifton said. "It's vital to look at every aspect of county government to see where we are and where we should be going."

H COUNTY ODAY

INFORMATION BOOTH:

NOW AT MONMOUTH MALL

Monmouth Mall is now a "Place You Want To Be" if you want to get information about county services and activities. Monmouth County government services brochures, fliers and booklets are available at a new information station located next to the Mall's customer service center near the food court. Be sure to check it out!



14 PARK grants awarded

The Board of Chosen Freeholders has approved grants totaling \$2,514,000 from the 2008 Monmouth County Open Space Trust Fund to acquire, create or improve park facilities.

Eight grants for open space or park acquisition were awarded: Allentown, Avon, Colts Neck, Highlands, Howell, Rumson, Tinton Falls and Upper Freehold. Six towns won funding for park development or improvements: Atlantic Highlands, Manasquan, Keyport, Keansburg, Oceanport and Bradley Beach.

"This is a valuable tool to help municipalities maintain and improve the quality of life in their communities," Freeholder Lillian G. Burry said.



All 53 municipalities were eligible to apply for funding awards. Applications for the 2009 Monmouth County Municipal Open Space Grant Program will be available on or about May 1. The filing deadline will be in September.

Details for these grants can be found at the county's Web site, www.visitmonmouth.com.

Reducing greenhouse gas emissions on tap for 2009

The Monmouth County Board of Chosen Freeholders has appointed a group of 27 government, business and science professionals to serve on an advisory committee to explore ways in which the county can reduce its carbon footprint.

The county is already involved in renewable energy projects at the Reclamation Center, but it will begin exploring implementing green initiatives such as wind and solar power, hybrid vehicles and green building technologies.

"Developing a Greenhouse Gas Reduction plan is an important step toward promoting energy efficiency," Freeholder Director Barbara J. McMorrow said.

New Jersey has mandated a statewide reduction of greenhouse gas (GHG) emissions to 1990 levels by 2020, which amounts to a 20 percent reduction, followed by a further reduction of emissions to 80 percent below 2006 levels by 2050.

Due to the county's regional perspective in transportation planning, water conservation and wastewater and solid waste management, the county can play an important role in reducing greenhouse gas emissions.

The advisory committee will produce a Greenhouse Gas Reduction Plan that will include the following tasks:

- create an inventory of the county's operational greenhouse gas emissions;
- develop a plan for the implementation of policies, programs and operations to achieve significant measurable and sustainable reductions of greenhouse gas emissions;
- recommend steps to achieve New Jersey's climate stabilization goals that promote energy efficiency in county facilities;
- recommend steps for towns to consider when planning for reduced emissions and increased energy efficiency; and
- work closely with local, state and federal governments and other stakeholders to share ideas and promote New Jersey's climate stabilization goals.



"The economic arguments for implementing climate stabilization solutions are compelling, from near-term gains of energy efficiency to long-term climate protection initiatives," Freeholder Deputy Director John D'Amico said.

Online videos offer glimpses of history

Monmouth County has released the fourth installment in its online history project that features Sea Girt's National Guard Militia Museum in a three-minute video.

Joining the county's "These Historic Places" video series, the National Guard Militia Museum of New Jersey at Sea Girt presents the role of the state Militia and National Guard using original and reproduction uniforms, weapons, photographs, artifacts and art. The museum includes exhibits that feature Dutch, Swedish and British colonization through the War for Independence, Civil War and World Wars I and II to the present day.

Find out more at www.visitmonmouth.com/history.

Try recycling old computers and electronic components

You could give your old computer or stereo away to friends or family members, but when it is no longer usable you should recycle it at the Monmouth County Reclamation Center in Tinton Falls or two satellite locations.

Acceptable items include telephones, cameras, radios, stereo components, VCRs, DVD players, desktop copiers, scrap metal wire, CPUs, keyboards, monitors, scanners, printers, cables, smaller televisions and laptops. Non-acceptable items include: console and large-screen televisions, kitchen appliances and stereo speakers.

"The county continues to be proactive in removing items from our waste stream,



and we encourage residents to recycle their old computers or electronics to make sure they don't end up in the landfill," Freeholder Director Barbara J. McMorrow said.

Please visit the county Web site at www.visitmonmouth.com for locations and hours of operation.



Monmouth County Board of Chosen Freeholders



Barbara J. McMorrow, director
John D'Amico, deputy director
Robert D. Clifton
Lillian G. Burry
Amy A. Mallet

Monmouth In Focus is published quarterly by the Board of Chosen Freeholders and is produced by the Monmouth County Department of Public Information.

William K. Heine, director
(732) 431-7310

www.visitmonmouth.com

Shared Services

From Page 1

implemented soon. The county also is in the process of obtaining a state grant to conduct a feasibility study for animal control and shelter services.

"Sharing services among various governmental agencies in the county is something we must do, especially in these difficult economic times so that we all maximize our dollars," Freeholder Robert D. Clifton said. "We simply have to turn this challenge into an opportunity, and I am confident we will be able to do that."

Freeholder Director Barbara J. McMorrow debunked a common myth that sharing services means less services, a belief that has been a roadblock to progress.

"It doesn't mean fewer services; it means more efficient services," she said. "These changes will not occur overnight, but we

should be planning for it now. It means as people retire you may not have to replace them. You're not diminishing the quality of service at all."

John Ciuffo, administrative department director of Planning and Economic Development for the county, who has been spearheading this project for the Board of Chosen Freeholders, said Government Strategy Group will be making a presentation to the Board early in 2009.

"We are making great progress and we are at a point now where we can begin showing our governmental partners how entering into these sharing agreements will benefit them in the long run," Ciuffo said. "Utilizing the power of the Web is key to our success, so I want to make sure people look for that in the very near future."