

SUMMER ■ 2009



In Focus MONMOUTH

Economy got you down? Plan a 'stay-cation' right here in Monmouth County

What's Inside:

MONMOUTH COUNTY IS THE FIRST IN NEW JERSEY TO ADOPT A STRATEGIC PLAN.

PAGE 2

POLL REVEALS RESIDENTS LIKE LIVING IN COUNTY.

PAGE 3

THOMPSON PARK VISITOR CENTER REOPENS

PAGE 5

MONMOUTH COUNTY IN LINE TO RECEIVE MILLIONS IN STIMULUS FUNDS

PAGE 5

COLLABORATION IS KEY TO HEALTH OF NONPROFITS

PAGE 6

SUMMER HAS FINALLY ARRIVED AND THERE'S NO BETTER PLACE TO ENJOY IT THAN RIGHT HERE IN MONMOUTH COUNTY.

There are so many concerts, art shows, flea markets, farmers' markets, car shows, tours, plays and special events it may well be difficult to stay home. See how kayakers view nature, what local artists are creating, how fast road runners run, or just kick back and enjoy live music practically any night of the week.

Many events are free; others charge a nominal fee. Some are national in recognition and attendance, such as the Haskell Invitational at Monmouth Park in August, and some feature local artists and entertainers. Each draws huge throngs of people.

Don't forget the Monmouth County Fair, which runs July 22 through July 26 at East Freehold Showgrounds on Kozloski Road in Freehold Township.

You can also visit one of the many other beautiful county parks. Did you know you could see a bald eagle at the Environmental Center at the Manasquan Reservoir in Howell? Or, camp and canoe at Turkey Swamp Park in Freehold Township.

Want to go out to dinner? There are plenty of five-star restaurants located throughout our 53 municipalities.

Speaking of food, there is no fresher produce than at Monmouth County farmers' markets. You'll find fruits and vegetables, artisan breads, cut flowers, spices and much more. Red Bank's market is held Sundays in the Galleria parking lot, and Highlands' market is Saturdays at Huddy Park. Freehold's market is Tuesdays outside the Hall of Records and Keyport's is every Thursday at Waterfront Mini Park.

The Monmouth County Department of Economic Development and Tourism produces a Calendar of Events that lists attractions held throughout the county. It is updated daily and can be found at www.visitmonmouth.com. A print version will be mailed, along with a packet of information about people, places and things, by calling 1-800 523-2587.

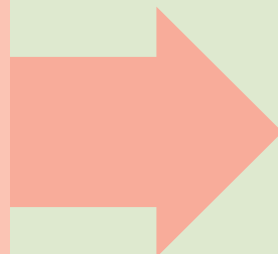


Monmouth County
The Place You Want to Be
visitmonmouth.com

IT'S A FACT:

91 percent of residents view Monmouth

Strategic Plan is 1st among NJ counties



The Monmouth County Board of Chosen Freeholders has adopted a strategic plan – the first of its kind in the state – to serve as an outline for county operations. It contains detailed, measurable goals for the delivery of services.

“This is the end of an exhausting project that involved every department in county government,” Freeholder Director Barbara J. McMorrow said.

“But it is just the beginning in terms of how Monmouth County will respond to the needs of its citizens. For the first time, we have a blueprint detailing the goals and expectations for the delivery of county services.”

“The county is a large employer and service provider,” Freeholder Robert D. Clifton said. “This plan identifies specific goals and timeframes for their completion. It is important that the public see we are serious about improving the delivery of county services.”

In 2007, a bipartisan Budget Review Task Force recommended the development of a strategic plan for county operations, and JANUS Solutions was hired to help develop the plan.

During the information-gathering process, the Freeholders relied on input from residents at community forums, which were held to measure the public’s views on county services. The forums were augmented by a scientific public opinion poll representative of county residents.



APPROACH AND PROCESS: Mission, vision and guiding principals

THE STRATEGIC PLANNING COMMITTEE BEGAN ITS WORK BY DEVELOPING A MISSION AND VISION STATEMENT WITH VALUES AND PRINCIPLES.

The process was designed to ensure that the Freeholders and senior management would be involved at every stage, and that the process utilizes the organizational structure to support its findings.

The process was inclusive, transparent, effectively managed the time and resources of the county, and garnered input from multiple avenues throughout the

community at large, as well as county employees. The information was paramount to the design of a specifically tailored strategic plan to guide decision-making in the future.

The Strategic Planning Committee identified nine focus areas to organize the assessment process:

- Administration/Financial Impact
- Citizen Services
- Education
- Health and Human Services
- Municipalities
- Planning and Economic Development
- Public Safety
- Recreation, Parks and Libraries

- Transportation, Engineering and Public Works

The focus areas were inclusive of the 60-plus departments and divisions throughout the county. Key administrators participated in the analysis of each focus area.

Two community forums were held in an effort to obtain additional resident input into the Strategic Plan. The two events were held in November 2008 at the Eastern Branch Library in Shrewsbury and at the Western Branch

Library in Manalapan. Both public forums offered an educational presentation of the numerous services provided by the county.



STRATEGIC PLANNING COMMITTEE

To obtain scientifically valid data, the Monmouth University Polling Institute conducted a public opinion survey of residents’

attitudes and priorities. The survey was conducted by telephone with a scientific random sample of adult Monmouth County residents. The survey has a +/-4.4 percent margin of error.

THE SURVEY: What We Discovered

IN NOVEMBER 2008, THE MONMOUTH UNIVERSITY POLLING INSTITUTE CONDUCTED A PUBLIC OPINION SURVEY OF RESIDENTS' ATTITUDES AND PRIORITIES IN ORDER TO IDENTIFY KEY ISSUES FOR THE STRATEGIC PLAN.

The results of the survey were extremely pleasing, as 91 percent of Monmouth County residents have a positive view of the county. Nearly half, 44 percent, gave the county the top rating of excellent and another 47 percent declared

that it is a good place to live. A clear majority of 57 percent stated that Monmouth County is a better place to live than any other New Jersey county.

As for Monmouth County government, the survey revealed that a majority of residents, 57 percent, rate the overall quality of county government as positive. Nearly all of the residents who were questioned, 93 percent, were very satisfied by county services or facilities that they or their family have used

during the past year. The most common uses overall were the park system and the libraries.

The survey also revealed that Monmouth County has to do a better job of informing residents about county services and other news.

The complete survey and strategic plan can be found on the county's Web site at www.visitmonmouth.com

Nearly all residents who used a county service reported being satisfied with the experience.

By comparison, a statewide poll of New Jersey residents conducted in October 2007 found that just 29 percent gave the quality of their state government a positive rating.

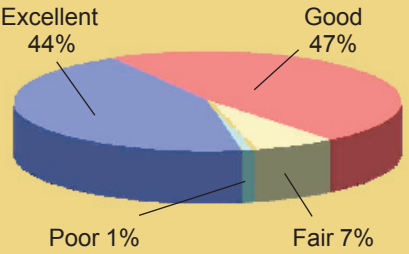


Highlights of the public opinion survey

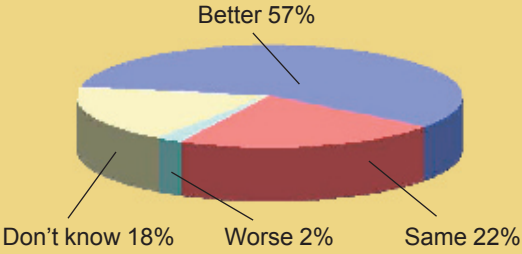
THE SURVEY WAS CONDUCTED WITH A SCIENTIFIC RANDOM SAMPLE OF 501 ADULT MONMOUTH COUNTY RESIDENTS IN NOVEMBER 2008. THE SURVEY HAS A +/- 4.4 PERCENT MARGIN OF ERROR.



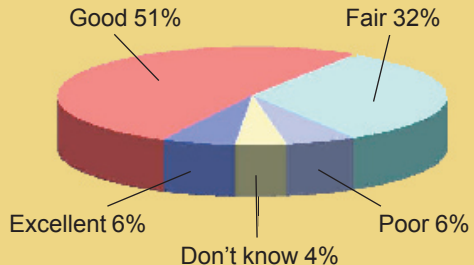
Monmouth County as a Place to Live



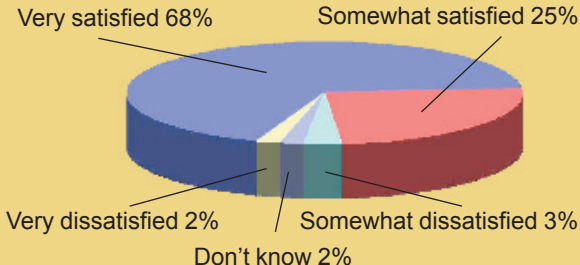
Monmouth County Compared to Others



Quality of County Government



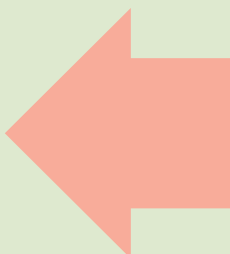
Satisfaction with County Services



57 percent say Monmouth is a better place to live than other NJ counties

A three-pronged set of recommendations was developed and presented to the Freeholders for consideration:

- a proposed new vision, mission, statements of values, and guiding principles to guide all county government operations;
- an action plan with five major areas of focus and 162 action steps, and
- a strategy to drive implementation and assure public accountability.



Our goals, objectives and action

Monmouth County government will:

- Provide leadership with regard to spending, taxes and return on investment through smart, effective, efficient and responsive resident-centered county government.
- Promote development and economic growth through planning, education, workforce and business development.
- Promote the safety, security and well-being of all county residents responsive to demographic, social and community trends.
- Act as custodian of the preservation and enhancement of natural resources, respect for local history and quality of community life.
- Impact public policy, statutes and regulations that impede county goals.

Within those areas of focus are an array of actions that will bring about positive change. These include fostering shared services, improving communication with residents, alleviating structural barriers to business development, reducing traffic congestion, greening county government, and streamlining county administrative functions. Also included is a recommendation to develop performance measurement standards throughout county government.



BOARD OF CHOSEN FREEHOLDERS



Barbara J. McMorrow
Director
(732) 863-8837

Has oversight of: Public Works and Engineering, Bridges, Shade Tree, Highway, Fleet Management, Reclamation Center, Buildings & Grounds, OEM, Fire Academy, Police Academy, Belford Ferry.



John D'Amico
Deputy Director
(732) 431-7396

Has oversight of: Planning Board, Department of Economic Development and Tourism, Employment and Training, Supt. of Schools, Brookdale Community College, Vocational School District.



Robert D. Clifton
Freeholder
(732) 431-7411

Has oversight of: Finance Department, Purchasing Department, Monmouth County Improvement Authority, Monmouth County Board of Taxation, Mosquito Extermination Commission.



Lillian G. Burry
Freeholder
(732) 431-6281

Has oversight of: Libraries, Parks, Prosecutor's Office, Sheriff's Office, Surrogate, County Clerk, Consumer Affairs, Supt. of Elections/Board of Elections, Historic Preservation. Vice chair of Fort Monmouth Economic Revitalization Planning Authority.



Amy A. Mallet
Freeholder
(732) 683-8559

Has oversight of: Human Services, Aging, Disabilities and Veterans' Interment, Mental Health and Addiction Services, Social Services, and Transportation, County Adjuster, Health Care Facilities, Board of Health.

Generally, on the second and fourth Thursdays of each month, the Board meets for an afternoon workshop session and a regular meeting in the evening. See www.visitmonmouth.com to view the meeting schedule and agendas.

Be sure to watch Monmouth In Focus, the county's television program, which airs on your local cable television station with a new program every month. Check your local cable provider for listings.

FROM THE ASHES: A New Visitor Center

IN FEBRUARY 2006 MANY WATCHED IN DISBELIEF AS THE THOMPSON PARK VISITOR CENTER WAS DESTROYED BY FIRE.



Now, three years later, the completely rebuilt Visitor Center is once again welcoming visitors to the park, offering recreation activities and hosting the Board of Recreation Commissioners' bi-weekly meetings.

On Feb. 6, 2006, just as finishing touches were being placed on the \$3 million historic renovation of the original 40-room Thompson Park Mansion built in 1896, it tragically caught fire.

The fire spread quickly and most of the mansion

was destroyed.

Contractors salvaged many of the architectural elements, including the chimneys and porch elements, and they were incorporated into the new structure. It has the same Doric columns and

"It was an ill-fated day when the 'crown jewel' of the Park System, the Visitor Center, was destroyed by fire. Today, the spirit of Geraldine Thompson lives in the replica of the original, all done at no cost to taxpayers."

FREEHOLDER LILLIAN G. BURRY

the same front porch, so from the exterior it looks exactly the same. The rear wing was enhanced to accommodate an elevator, add a few more rooms and make better use of the

upstairs space.

Owner Geraldine Thompson, considered a pioneer in the field of social welfare, donated the building along with 215 acres that now are the center of the 657-acre Thompson Park in Middletown.

Purchased in 1893, Thompson's property was called the Brookdale Farm and was leased in part for breeding racehorses. In fact, the first filly to ever win the Kentucky Derby was foaled at Brookdale Farm. The chestnut filly named Regret won the race in 1915.

Stimulus money: Where it's going

MONMOUTH COUNTY WILL RECEIVE MORE THAN \$11.7 MILLION IN FEDERAL STIMULUS MONEY FOR A VARIETY OF ROAD AND BRIDGE PROJECTS AND ENERGY EFFICIENCY UPGRADES THROUGHOUT THE COUNTY.



Oceanic Bridge

The construction projects break down this way:

- \$5.4 million for road resurfacing;
- \$3 million to upgrade electrical components in a number of traffic signals, including changing over to LED lights, adding battery backups and replacing poles and foundations;
- \$1.9 million toward the \$4 million cost to

replace Sweetman's

Lane bridge over Millhurst Pond in Manalapan and rehabilitation of the Millhurst dam; and

- \$1.3 million to stabilize weathered steel on the Oceanic Bridge linking Middletown and Rumson.

Money for the construction projects comes on the heels of other stimulus news. In May, the county learned it is eligible to receive \$4.2 million as part of \$75.5 million in energy funding for New Jersey. This money is part of the Energy Efficiency Block Grants program created by the federal stimulus program for which Freeholder Deputy Director John D'Amico lobbied with other Local Climate Leaders in Washington earlier this year. The county will be using this money for

solar energy installations, replacement of old and inefficient boilers and chillers, LED traffic lights, and to conduct building energy audits.

"Clearly, the American Recovery and Reinvestment Act is benefiting Monmouth County in a number of tangible ways," D'Amico said.

"The county looks forward to putting it to good use by putting people to work on these projects. Money for energy efficiency will benefit our environmental landscape for years to come."

In March, word came that the county will receive \$1.2 million from the

economic stimulus package for the prevention of homelessness. It will be dispersed through the U.S. Department of Housing and Urban Development under the emergency shelter grants program.

"Our nonprofits are struggling to raise money at a time when their assistance is needed most," said Amy A. Mallet, liaison to the county's Department of Human Services. "In Monmouth County, where despite our relative affluence, we have a great many people who struggle on a daily basis just to get by."

"The county stands to benefit from President Obama's economic stimulus package in many ways, from construction projects to the prevention of homelessness and job training."

FREEHOLDER DIRECTOR BARBARA J. MCMORROW



MONMOUTH COUNTY

The Place You Want to Be

HELPING THOSE WHO HELP OTHERS

The economic downturn has adversely impacted fundraising abilities for all nonprofit social service agencies, including those in Monmouth County. The Monmouth County Board of Chosen Freeholders is trying to help them find new ways to do more with less.

“There are many opportunities to find efficiencies as economic resources diminish,” said Freeholder Amy A. Mallet, liaison to the Human Services Department.

The biggest source of income for nonprofit agencies was government grants, but as the economy nose-dived, government funding has been reduced by as much as 60 percent, said Tim Hearne, CEO of the United Way of

Monmouth County. In Monmouth County, for example, the Board of Chosen Freeholders cut funding to its nonprofits this year by \$945,000 in order to balance its budget.

“But Monmouth County is not abandoning its nonprofit partners,” Mallet said.

Mallet said the mission now is for Monmouth County and its nonprofit community to create a new environment that will energize the human services community in a way that fosters collaborative action focused on improved delivery of services. That process was begun May 5 at a symposium sponsored by the Monmouth County Human Services Advisory Council and the United Way of Monmouth County.

H1N1 flu:

Confirmed cases of H1N1, more commonly referred to as swine flu, are on the rise and Monmouth County is no exception.

The symptoms are similar to seasonal flu: fever, cough, sore throat, headache, body aches, chills and fatigue. Some people with swine flu have also reported vomiting and diarrhea.

The Monmouth County Health Department reminds residents that the best defenses against any flu are good health habits.

For your safety, please remember the following:

- Cover your mouth and nose with a tissue or shirt sleeve when you cough or sneeze;
- Wash your hands often with soap and water. Alcohol-based hand sanitizers are also effective, and
- Stay home if you are sick.



BOARD OF CHOSEN FREEHOLDERS

CONTACT THE DEPARTMENT OF PUBLIC INFORMATION AT 732-431-7310 OR CLICK WWW.VISITMONMOUTH.COM FOR MORE INFORMATION AND TO SIGN UP FOR AN E-MAIL SUBSCRIPTION.

BizConnect

County offers assistance to local businesses

BizConnect is a new series of business resource information programs designed to help local businesses find the necessary resources to help them thrive in today's troubling economy.

“We want to assist people with finding solutions to the challenges facing Monmouth County businesses in this difficult economic climate,” Freeholder Deputy Director John D’Amico said. “The NJEDA and the county’s economic development department can help businesses identify resources today and put them to work tomorrow.”

“The county is refocusing its resources to be more responsive to the needs of the business community,” said John Ciufu, administrative department director for Planning, Economic Development and Regulatory Affairs. “The county’s economic development effort will connect business people with resources and we are working to remove the impediments to doing business with government.”

Future BizConnect sessions are being planned. Find out more at www.visitmonmouth.com.

Office of the Business Advocate offering one-on-one assistance

If your business needs assistance working through the maze of federal, state and local regulations and business assistance programs, we can help. Monmouth County’s Office of the Business Advocate will

work with you one-on-one to resolve issues impeding the success of your business or help your business access grants and incentives. Please call (800) 523-2587 or e-mail us at businessadvocate@co.monmouth.nj.us

Award winner

The Monmouth County Department of Public Information has been recognized by the National Association of County Information Officers (NACIO) with two awards in 2009.

The first is for publishing the Monmouth In Focus newsletters, and the second is for persuasive writing in an op-ed piece published in a local newspaper.

MONMOUTH In Focus

MONMOUTH IN FOCUS IS PUBLISHED ON A QUARTERLY BASIS BY THE MONMOUTH COUNTY BOARD OF CHOSEN FREEHOLDERS

BARBARA J. MCMORROW
FREEHOLDER DIRECTOR

JOHN D’AMICO
FREEHOLDER DEPUTY DIRECTOR

ROBERT D. CLIFTON
FREEHOLDER

LILLIAN G. BURRY
FREEHOLDER

AMY A. MALLET
FREEHOLDER

WILLIAM K. HEINE, DIRECTOR
DEPARTMENT OF PUBLIC INFORMATION

LAURA KIRKPATRICK
PUBLIC INFORMATION OFFICER