

# **14.0 Planning Services, Outreach, & Coordination**

HALL OF RECORDS

# 14.0 PLANNING SERVICES, OUTREACH, & COORDINATION

## MASTER PLAN RECOMMENDATION 14.1

**14.1: Develop an online geographic information system (GIS) platform that allows for the creation of interactive web-based maps and retrieve publically available data accessed through a user-friendly GIS interface.**

### Purpose

This type of service permits other county departments and the public to create and generate their own maps and sort data from accessible data sets. This will allow the Division of Planning's GIS Section to spend less time creating static maps for display purposes and more time to focus on its primary mission: to create, maintain, and update countywide data for use with mapping and analysis.

### Monmouth County Departments & Organizations Involvement

Division of Planning	Create a GIS online mapping service with limited access for public use; provide more mapping and data capabilities for county departments.
Other County Departments	Provide feedback to the GIS Section on their mapping and data needs.
Municipalities	Provide feedback to the GIS Section on their mapping and data needs.



Master Plan Working Group Meeting, Thompson Park Visitor Center

Source: Brittany Ashman

### Master Plan Goals, Principles, & Objectives (GPOs) Relating to 14.1

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning	●													
Coordination		●												
Planning Approach			●											
Environmental Resources														
Farmland Preservation														
Arts, Culture, & Historic														
Preservation Investments														
Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														

### Implementation Strategy

- The GIS Section is to develop a plan outlining what type of online services to provide and to what extent these services will be made available to the public or enhanced for use by other county departments.
- The GIS Section is to work with our service provider in using ArcGIS Online to create maps and applications that can be viewed through a computer, tablet, or mobile device.
- Develop web and mobile applications for use with GIS.



**Strongest Associated Master Plan Elements**

# 14.0 PLANNING SERVICES, OUTREACH, & COORDINATION

## MASTER PLAN RECOMMENDATION 14.2

**14.2: Act as a clearinghouse for demographic, school enrollment, housing, and economic data that assists county departments and other government agencies in the development of their own facility and service plans.**

### Purpose

The Division of Planning has access to and uses many of the data sources used by other county departments and government agencies for their planning reports and documents. Rather than create duplicative work, the Division of Planning can provide this data, research, and analysis to our partners as a cost cutting, shared service.

### Monmouth County Departments & Organizations Involvement

Division of Planning	Maintain and update data used in planning reports and studies; assist other departments in identifying data sets and creating tables for their reports and studies; participate on steering committees for other county departments developing their own in-house plans; create new methods for disseminating data and information online, particularly through the creation of programs that allow users to create customized tables.
Brookdale Community College (BCC)	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees; consider BCC students for internship opportunities for development of this platform and implementation of innovative technologies.
Finance Department	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees.
Administration	
Health Department	
Office of Emergency Management	
Department of Human Services	
Park System	
Department of Public Works and Engineering	
Library System	

### Other Project Stakeholder Involvement

Municipalities	Provide feedback to the Division of Planning on their data needs; assist the county with acquiring locally collected data.
School Boards	
Regional Utility Authorities	
Local Health Departments	



Master Plan Working Group Meeting, Thompson Park Visitor Center

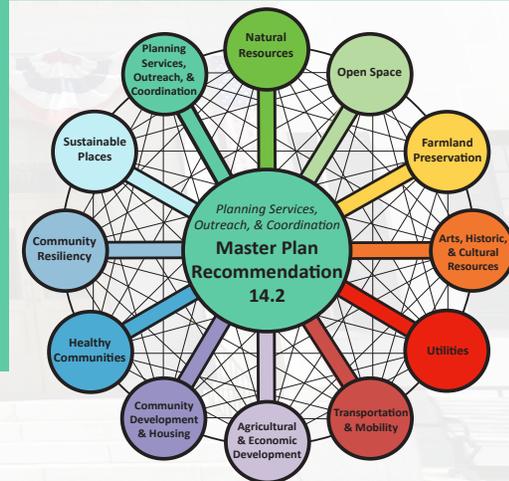
Source: Brittany Ashman

### Master Plan Goals, Principles, & Objectives (GPOs) Relating to 14.2

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning														
Coordination														
Planning Approach														
Environmental Resources														
Farmland Preservation														
Arts, Culture, & Historic														
Preservation Investments														
Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														

### Implementation Strategy

- Create an internal clearinghouse of data sources used in Division of Planning reports such as *Monmouth County At-A-Glance*, *Monmouth County Profile*, and the *Monmouth County Master Plan*.
- Provide online accessibility to the data clearinghouse for viewing and file download.
- Develop programs that allow for custom tabulations.
- Upload data and generate new tables as information becomes available.



**Strongest Associated Master Plan Elements**

# 14.0 PLANNING SERVICES, OUTREACH, & COORDINATION

## MASTER PLAN RECOMMENDATION 14.3

**14.3: Be an “insight engine” that provides decision makers and the public with meaningful knowledge and understanding about the complex planning issues facing Monmouth County and the resources available to address them.**

### Purpose

In addition to housing and disseminating data, the Division of Planning uses information to help convey trends and planning issues into relevant context for Monmouth County. Division of Planning performs data-driven analyses to create special reports and graphics (e.g. maps, charts, and tables) to visualize and explain what is occurring in Monmouth County.

### Monmouth County Departments & Organizations Involvement

Division of Planning	Use the data clearinghouse to perform analyses of the trends and issues facing Monmouth County.
Finance Department	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.
Administration	
Health Department	
Office of Emergency Management	
Department of Human Services	
Park System	
Department of Public Works and Engineering	
Brookdale Community College (BCC)	

### Other Project Stakeholder Involvement

Municipalities	Use the Division of Planning to help understand the complex planning issues that affect municipal decision-making.
School Boards	
Regional Utility Authorities	
Local Health Departments	



Master Plan Working Group Meeting, Thompson Park Visitor Center

Source: Brittany Ashman

### Master Plan Goals, Principles, & Objectives (GPOs) Relating to 14.3

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning														
Coordination														
Planning Approach														
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Preservation Investments														
Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														
OBJECTIVES														
A.														
B.	●	●	●											
C.	●	●	●											
D.														
E.														
F.														
G.		●												
H.		●												
I.														
J.														
K.														
L.														
M.														
N.														

### Implementation Strategy

- Maintain up-to-date with data and information about Monmouth County that shapes planning and policy decisions.
- Continue to highlight existing assets (e.g. creative industries) and identify ways they can connect to add value and contribute to the uniqueness of Monmouth County.
- By using insightful analysis, identify potential assets that can be developed or attracted to Monmouth County.
- Offer assistance, as needed, to help other county departments, planning partners, and the public to comprehend, visualize, and apply data about the county in their local decisions.
- Keep abreast of national and regional trends that could influence planning in the county.



**Strongest Associated Master Plan Elements**

# 14.0 PLANNING SERVICES, OUTREACH, & COORDINATION

## MASTER PLAN RECOMMENDATION 14.4

**14.4: Expand the use of innovative and emerging technologies (e.g. social media, crowdsourcing, and web-based collaboration tools) to improve public outreach efforts and communication, resulting in increased accessibility and stronger community engagement in our planning process.**

### Purpose

With innovative technologies becoming more common and accessible through smartphones, tablets, and computers, Monmouth County can capitalize on technology to gather feedback and communicate with residents about upcoming meetings, workshops, ongoing projects, and events. Currently the Division of Planning, in conjunction with the Sustainable Jersey (SJ) program, is partaking in an online crowdsourcing forum to post grant opportunities, new sustainable resources, and event notifications for Municipal Green Teams. The Division of Planning is enhancing the visual display of information through presentation programs (i.e. Prezi) and is placing more emphasis on informational graphics (i.e. infographics) which has become the professional standard for planning documents.

### Monmouth County Departments & Organizations Involvement

Division of Planning	Coordinate with the Office of Emergency Management (OEM) and the Department of Public Information and Tourism on the most effective technologies for the dissemination of program information; continue to participate with SJ's online crowdsourcing efforts while identifying additional technological forums to enhance our planning outreach efforts.
OEM	Continue to improve ways of using technology to communicate vital information to residents before, during, and after storm events.
Department of Public Information and Tourism	Continue to improve ways of using technology to communicate vital information to residents before and after storm events.
Information Technology Services	Provide web-based online community applications for program outreach.

### Other Project Stakeholder Involvement

SJ	Continue to provide technical resources (i.e. Crowdmap, Greenmap, and Basecamp) to facilitate online, regional discussions on sustainability.
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Master Plan Working Group Meeting, Thompson Park Visitor Center

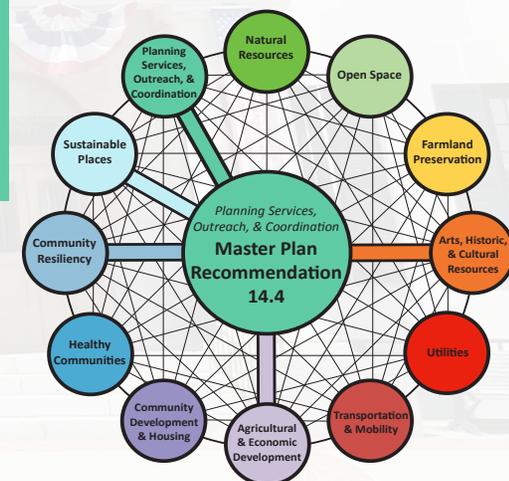
Source: Brittany Ashman

### Master Plan Goals, Principles, & Objectives (GPOs) Relating to 14.4

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning														
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Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														

### Implementation Strategy

- Research additional technical forums to join which would strengthen communication between the county and its municipalities in the planning process.
- Coordinate with OEM and the Department of Public Information and Tourism on most effective technology to use in the planning outreach process.



**Strongest Associated Master Plan Elements**

# 14.0 PLANNING SERVICES, OUTREACH, & COORDINATION

## MASTER PLAN RECOMMENDATION 14.5

**14.5: Continue to make Monmouth County planning reports, studies, information, and *Master Plan* materials easily accessible online, in addition to updating reports in a timely manner as new data becomes available.**

### Purpose

It is important that the public have access to the studies and reports produced by the Division of Planning as many municipalities, other government agencies, citizens, and businesses rely on our publications as primary sources for data and information. Many of these documents are currently updated on an annual basis even though information from various sources is released at different times throughout the year. It has become increasingly important in an age of instantaneous information updates to reduce the lag time between data release and its incorporation into reports. Therefore, the Division of Planning will take the initiative to expedite the incorporation of newly released data into documents as it becomes available. Some of these reports will become online “working drafts” until their official adoption by the Monmouth County Planning Board (MCPB).

### Monmouth County Departments & Organizations Involvement

Division of Planning	The Division of Planning will update documents accordingly in response to the release of new data and information available from a variety of sources; manage the Division webpage with public notices, upcoming events, and Division reports; maintain links to relevant resources and information.
Planning Board (MCPB)	Adopt Division of Planning reports, studies, and plans for publication.



Master Plan Working Group Meeting, Thompson Park Visitor Center

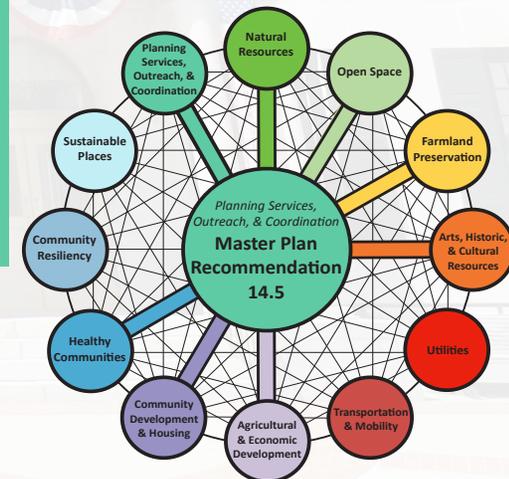
Source: Brittany Ashman

### Master Plan Goals, Principles, & Objectives (GPOs) Relating to 14.5

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning	●													
Coordination		●												
Planning Approach			●											
Environmental Resources														
Farmland Preservation														
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Preservation Investments														
Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														

### Implementation Strategy

- Identify release dates for data sources used in reports, studies, and plans.
- Update tables and reports once data becomes available.
- Maintain Division of Planning website with public notices, upcoming events, and Division reports, in addition to relevant resources and information.



Strongest Associated Master Plan Elements

## 14.0 Planning Services, Outreach, & Coordination

### 14.1 Introduction

The Monmouth County Division of Planning provides professional staff services to the Monmouth County Planning Board (MCPB) as well as other county agencies. Division staff represents a broad range of education and experience in planning; growth management; environmental, economic, and demographic issues; and geographic information systems (GIS). There are six core sections within the Monmouth County Division of Planning dedicated to performing these tasks. These sections include the Office of Community Development, Environmental and Sustainability Planning, Transportation Planning, GIS, Development Review, and Strategic and Long Range Planning. The Division of Planning is responsible for developing regional plans, reports, and programs that engage citizens and community leaders in directing future growth, investment, and development while protecting and enhancing our natural, cultural, and historic resources. The Division's work program is mandated through a variety of state or federal laws and directives which necessitates the inclusion of several advisory boards in the discussion of policy matters such as the Monmouth County Agriculture Development Board (MCADB), Monmouth County Development Review Committee, Monmouth County Environmental Council (MCEC), Monmouth County Fair Housing Board, Monmouth County Transportation Council (MCTC), Amendment Review Committee (ARC), and the Stormwater Technical Advisory Committee. The Monmouth County Division of Planning offers professional and technical services to other county departments in fulfillment of their missions and by doing so supports the goals and objectives identified in the *Monmouth County Strategic Plan (2009)* (refer to 14.2.2 Supportive Reports and Guiding Documents) as

approved by the Board of Chosen Freeholders and advanced through County Administration.

### 14.2 Existing Conditions

#### 14.2.1 Monmouth County Division of Planning Sections

The six sections that comprise the Monmouth County Division of Planning create an annual work program detailing projects and programs for the upcoming year. Summaries include of each section's responsibilities, existing conditions, and the guiding reports that influence the Division of Planning's overall work program.

**Office of Community Development (CD):** The Monmouth County Office of CD coordinates, implements, and monitors participant compliance for the following federal entitlement programs the: Community Development Block Grant (CDBG), HOME Investment Partnerships Program, and Emergency Solutions Grant (ESG). From façade improvement for downtown businesses to housing improvement projects for low-to moderate-income residents, Office of CD programming helps to develop and maintain viable communities in Monmouth County. The Office of CD is required by the U.S. Department of Housing and Urban Development (HUD) to complete a *Five-Year Consolidated Plan* outlining how federal funds will be allocated to specified local programs and projects. This *Five-Year Consolidated Plan* serves as Monmouth County's official housing policy and community development planning guide. The Office of CD is also required to provide an annual update to their comprehensive plan, an *Annual Action Plan*, and a *Consolidated Annual Performance and Evaluation Report (CAPER)*, which summarizes program accomplishments and expenditures. Other supportive reports and guiding documents developed in this section include program policy guidelines which are presently under review for update, the *Citizen Participation Plan*, and the *Limited English Proficiency/Language Assistance Plan (LEP/LAP)*. For detailed information on CD programming, see the 10.0 Community Development & Housing Element.



**Environmental and Sustainability Planning (ESP):** ESP focuses on areawide water quality management planning, environmental assessments and sustainability, and agricultural sustainability. Areawide water quality management includes amendments to the [Monmouth County Future Wastewater Service Area \(FWSA\) Map \(2013\)](#), watershed partnerships, education and outreach, and water supply planning. Environmental assessments and sustainability projects include updating the *Natural Features Study*, the Areas of Significant Environment Quality (ASEQ), and the New Jersey Clean Energy Program for Local Government Energy Audits (LGEA), as well as providing environmental reviews of proposed projects. Housed within this section is the Farmland Preservation Program which includes farmland monitoring, agricultural sustainability planning, County Planning Incentive Grant (PIG) Program management, the eight-year preservation program implementation, Right to Farm Program matters, and outreach through the Monmouth County Greentables. Staff from ESP also provides technical and administrative support to the Grown in Monmouth program (an initiative of the Division of Economic Development), Amendment Review Committee (ARC), Stormwater Technical Advisory Committee, Monmouth County Environmental Council (MCEC), and Monmouth County Agriculture Development Board (MCADB). For more information on ESP see 3.0 Natural Resources, 5.0 Farmland Preservation, 7.0 Utilities, 9.0 Agricultural & Economic Development, and 13.0 Sustainable Places.

**Transportation Planning:** The Transportation Planning Section is responsible for managing and conducting the New Jersey Transportation Planning Authority's (NJTPA) grant programs including the Subregional Transportation Planning (STP) Program and Subregional Studies Program (SSP) which funds studies on highway and transit systems, transportation outreach efforts, and data management. In 2015, the Division of Planning worked with NJTPA and Together North Jersey to complete the [Monmouth County Bus Rapid Transit Opportunities Study \(2015\)](#) along Route 9 in Monmouth County. Future

projects include development of a Travel Demand Model (TDM). In addition to these efforts, the Transportation Section acts as Staff Advisor to the Monmouth County Transportation Council (MCTC). For more information on transportation services and projects, see the 8.0 Transportation & Mobility Element.

**Geographic Information Systems (GIS):** GIS combines geography and cartography within a framework of computer hardware, software, and databases to view, manage, and analyze spatial data, produce maps, and develop web-based mapping applications. The GIS Section is the clearinghouse for countywide spatial-based data and aerial imagery. It is responsible for implementing software upgrades and providing technical support to GIS users for mapping, analysis, application development, and modeling. GIS works with county and municipal departments and agencies on local and regional projects such as the Monmouth County Community Rating System (CRS) Assistance Program and coastal flood evacuation zone mapping. GIS users under the section's purview include a number of municipal partners and several county departments outside the Division of Planning, such as the county's Department of Public Works and Engineering, Park System, Health Department, Department of Human Services, Board of Taxation, County Clerk, Board of Elections, Division of Economic Development, Historical Commission, Sheriff's Office including the Office of Emergency Management, and the Prosecutor's Office. The GIS Section also responds to public requests for digital spatial data, imagery, and maps. For more specific information on GIS, see to Section 14.2.4 Geographic Information Systems (GIS) and Spatial Data in this Element.

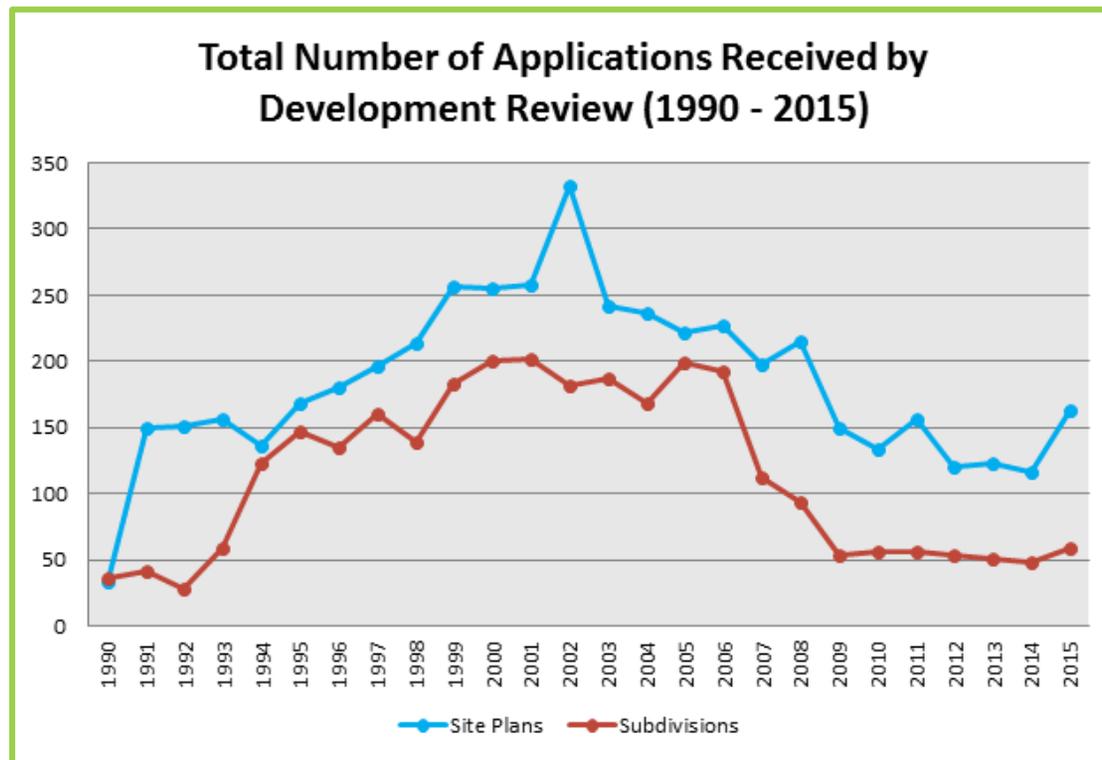
**Development Review (DR):** The DR Section is responsible for administering the mandated requirements of the New Jersey County Planning Act pertinent to the review and approval of subdivisions and site plan applications under Monmouth County's jurisdiction. The section reviews all development applications submitted to the MCPB and serves as staff advisors to the Monmouth County Development



Review Committee (DRC). This committee has the authority to take action on behalf of the Planning Board regarding approval of subdivisions and site plans affecting county roads and drainage facilities. In addition, the DR Section maintains a database of all development applications submitted to the MCPB. This section enforces the County of Monmouth Development Regulations consisting of Volume I Application Review and Approval Procedures and Volume II Design Standards, which were adopted in 2004. Staff is presently working on amending these regulations with current state and federal standards. A new Monmouth County Planning Board Portal will also be launched in 2016 allowing for the electronic submission and management of development applications.

Figure 14.1: Total Number of Applications Received by Development Review (1990 – 2015) displays the total number of development applications for site plans and subdivisions from 1990 to 2015. Over this period, the county processed a total of 8,122 site plan applications and 2,970 subdivision applications. As the chart shows, the number of site plan applications peaked in 2002 and the number of subdivision applications peaked in 2001.

**Strategic and Long Range Planning (SLR):** SLR is responsible for the creation of regional plans, special studies, and the preparation and dissemination of demographic and economic data which is available to its residents and stakeholders on request. In addition to producing the



**Figure 14.1:**  
Total Number of  
Applications  
Received by  
Development Review  
(1990 – 2015)



annual *Profile Report* and *At-A-Glance*, this section reviews municipal master plan documents and land use ordinances submitted to the Planning Board per the requirements of New Jersey’s Municipal Land Use Law (MLUL). Along with the Office of Emergency Management (OEM), SLR coordinates the Monmouth County Community Rating System (CRS) Assistance Program. It also provides general planning assistance to other county departments, municipalities, and nonprofit partners (e.g. Monmouth Arts, MoCo Arts Corridor Partnership, and Upper Freehold Scenic Byway Technical Advisory Committee).

**14.2.2 Supportive Reports and Guiding Documents**

**Monmouth County Strategic Plan (2009):** The primary purpose of this plan is to provide the Board of Chosen Freeholders with a set of recommendations for action that will assist the county government in moving into the future with a clear sense of vision and purpose, a measurable set of strategic objectives, and a method of sustaining positive change (*Monmouth County Strategic Plan, 2009*). A Strategic Planning Committee comprised of Freeholders, senior leadership, members of the public and management was formed to help guide and inform the planning process. This plan evaluated county services through the evaluation of nine focus areas including:



Emerging themes within the county were identified and a series of strategic goals, objectives, and actions were framed within a *Strategic Action Plan* providing decision makers with an implementation strategy through five Strategic Areas intended to achieve its vision. These Strategic Areas include:

- Strategic Area I.** Provide leadership with regard to spending, taxes, and return on investment through smart, effective, efficient, and responsive resident-centered county government.
- Strategic Area II.** Promote responsible and sustainable development and economic growth through quality planning, education, workforce development, and business development.
- Strategic Area III.** Promote the safety, security, and well-being of all county residents in a manner which is responsive to demographic, social, and community trends.
- Strategic Area IV.** Steward the preservation and enhancement of natural resources, respect for local history, and quality of community life.
- Strategic Area V.** Impact public policy, statutes, and regulations that impede county goals.

Within the *Strategic Action Plan*, the Planning Board (Division of Planning) is identified as the lead-department or joint lead-department for implementing several actions items including:

- Strategic Area I; Goal I-A:** Improve public communication and information about county services and how to access them. In addition, conduct ongoing feedback strategies with county residents.  
*Objective 4:* Improve information availability regarding land and facilities throughout the county.
- Strategic Area II; Goal II-E:** Develop partnerships with municipalities and other stakeholders to promote sustainable, well-planned communities.  
*Objective 1:* Undertake activities to promote sustainable, well-planned communities.



**Strategic Area II; Goal IV-C:** Reduce traffic congestion through smart routing and public transportation.

*Objective 1:* Increase transportation capacity.

Each of these Strategic Areas includes defined objectives, actions, the lead department, target completion date, and budget impact.

**Monmouth County Growth Management Guide (GMG) and its Adopted Elements:** Prior to the adoption of this *Master Plan*, the *Monmouth County Growth Management Guide (1982)* served as the county's official master plan providing, "a framework indicating the desired future growth patterns for Monmouth County." Subsequent to the 1982 *GMG*, the Planning Board adopted a number of additional studies, reports, and plans as "Elements" to the *GMG*. These documents guided the Division of Planning's work program and Planning Board's decisions between 1982 and the adoption of this *Master Plan*.

**Land Use in the Swimming and Manasquan River Reservoir Watersheds (1985):** This report addresses problems associated with growth in the Swimming and Manasquan River Watersheds and recommended strategies for channeling growth and reducing its impact on the water supply.

**Bayshore Waterfront Access Plan (1987, amended in 1991):** The *Bayshore Waterfront Access Plan* was created to ensure that the new development trends of the Bayshore Region would not limit public access opportunities along the waterfront.

**Monmouth County Park and Recreation Plan (1991, 1998):** These updates to the *Park and Recreation Plan* replaced the 1970 plan and its 1983 amendment. In 2006, a more comprehensive [Monmouth County Open Space Plan \(2006\)](#) was produced by the Monmouth County Park System (MCPS).

**Bayshore Trail System Design Manual (1993):** The *Bayshore Trail System Design Manual* was adopted as a component of the *Bayshore Waterfront Access Plan (1987)* in addition to being an Element of the *GMG*. The manual establishes the concept of the Bayshore Trail System along the Raritan and Sandy Hook Bays and provided an inventory of existing conditions along the trail and recommendations for possible locations of recreational facilities.

**Monmouth County Growth Management Guide Goals, Objectives, and Policies (1995):** The document was updated by the Planning Board in December 1995 to provide specific goals, objectives, and policies to implement the "master plan."

**Monmouth County Farmland Preservation Plan: The Comprehensive Plan (2000, 2008 update):** This plan is intended to guide Monmouth County's farmland preservation program for the next ten years by providing a course of action to aggressively preserve remaining farmlands.

**The Monmouth County Scenic Roadway Plan (2001):** *The Monmouth County Scenic Roadway Plan* intends to retain scenic qualities and features possessed by many county roads.

**Route 9/ Western Monmouth Development Plan (2004):** This plan focuses on seven municipalities in Western Monmouth County that have experienced rapid growth along U.S. Route 9. With growing sprawling suburban development on farms and fields, the corresponding loss of open space, and an increase in traffic congestion, the plan addressed these issues and recommended the formation of more livable communities with natural resource preservation.



**Monmouth County Open Space Plan (2006):** Prepared by the MCPS and adopted by the Planning Board, the plan sets acquisition goals, targets specific project areas, and discusses joint efforts with the Farmland Preservation Program. For more information, see 4.0 Open Space Element.

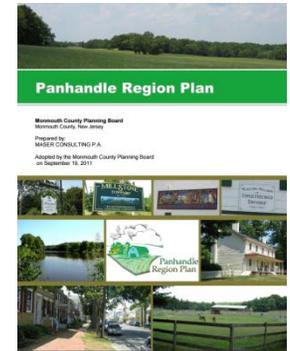
**Bayshore Region Strategic Plan (2006):** The goal of this plan is to create a vision and planning strategy to spur economic development while preserving the region’s natural resources and maritime character. This plan resulted in the creation of the Monmouth County (MoCo) Arts Corridor, created by the MoCo Partnership, that works with the county to leverage the economic power of the arts. See 6.0 Arts, Historic, & Cultural Resources Element for more information on the MoCo Arts Corridor.

**Monmouth County Farmland Preservation Plan (2008):** The *Monmouth County Farmland Preservation Plan* replaces the previous 2000 plan and includes topics such as the county’s agricultural land base, industry trends, land use planning, agricultural industry sustainability, and past and future preservation program activities. See 5.0 Farmland Preservation Element for more information.



**Coastal Monmouth Plan (2010):** The *Coastal Monmouth Plan* intends to guide the future development and conservation of natural resources in the county’s Atlantic coastal region, including 30 municipalities from the Red Bank/Sea Bright area to Manasquan, which includes approximately 40% of the county’s population.

**Panhandle Region Plan (2011):** The *Panhandle Region Plan* is a regional plan for the four westernmost municipalities in Monmouth County: Allentown, Roosevelt, Millstone, and Upper Freehold. Although different in population density, these four municipalities have a common goal to preserve their community character through open space, historic, and farmland preservation.



**Monmouth County Road Plan (1996, 2012 update):** The *Monmouth County Road Plan* informs the public of the location, design, and right-of-way widths of the county road system. It is a long range plan that provides the framework for coordinating our regional road system with the growth and development of the county.

**Monmouth County Master Plan (2016) Standalone Documents**

**Documents Incorporated into the Master Plan by Reference:** The *Monmouth County Master Plan (2016)* is comprised of a compilation of standalone policy documents and inventories produced by the Division of Planning, other Monmouth County departments, and closely related stakeholder agencies that promote and advance of the Goals, Principles, and Objectives (GPOs) identified in the *Master Plan*.

This *Master Plan* carries over some Elements from the prior *Growth Management Guide* in addition to integrating several new documents that are officially incorporated into this *Master Plan* by reference. As such, the documents in Figure 14.2: Documents Incorporated into the Master Plan by Reference are recognized as components of one or more *Master Plan* Elements and subject to the provisions established under N.J.S.A. 40:27-4.



FIGURE  
14.2

DOCUMENTS INCORPORATED INTO THE  
MASTER PLAN BY REFERENCE

- *Monmouth County Scenic Roadway Plan (2001)*
- *Monmouth County Open Space Plan (2006)*
- *Monmouth County Farmland Preservation Plan (2008)*
- *Monmouth County Solid Waste Management Plan (2009)*
- *Monmouth County Road Plan (2012)*
- *Monmouth County Community Health Improvement Plan 2012-2016 (2012)*
- *Monmouth Arts Plan: Imagine, Envision, Create (2012)*
- *Monmouth County Comprehensive Economic Development Strategy (2014)*
- *Multi-Jurisdictional Natural Hazard Mitigation Plan for Monmouth County (2015)*
- *Agricultural Sustainability Plan for Monmouth County (proposed)*

This list identifies the *Master Plan* Element and corresponding documents integrated by reference:

**4.0 Open Space**

- *Monmouth County Open Space Plan (2006)* by the Monmouth County Park System

**5.0 Farmland Preservation**

- *Monmouth County Farmland Preservation Plan (2008)*

**6.0 Arts, Historic, & Cultural Resources**

- *Monmouth Arts Plan: Imagine, Envision, Create (2012)* by Monmouth Arts

**8.0 Transportation & Mobility**

- *The Monmouth County Scenic Roadway Plan (2001)*
- *Monmouth County Road Plan (2012)*

**9.0 Agricultural & Economic Development**

- *Monmouth County Comprehensive Economic Development Strategy (2014)* by the Monmouth County Division of Economic Development
- *Agricultural Sustainability Plan (ASP), proposed*

**11.0 Healthy Communities**

- *Monmouth County Solid Waste Management Plan (2009)* by the Monmouth County Reclamation Center
- *Monmouth County Community Health Improvement Plan 2012-2016 (2012)* by the Health Improvement Coalition of Monmouth County

**12.0 Community Resiliency**

- *Multi-Jurisdictional Natural Hazard Mitigation Plan for Monmouth County (2015)* by the Monmouth County Office of Emergency Management



**Consultative and Supportive Documents:** This *Master Plan* also cites numerous other documents of significance (e.g. maps, plans, reports, inventories, studies, etc.) that provide important information and resources that support specific plan elements and are consistent with the *Plan's* GPOs. Although the documents identified in Figure 14.3: Master Plan Consultative and Supportive Documents are not recognized as official components of the adopted *Monmouth County Master Plan*, they complement one or more *Master Plan* Elements and should be consulted alongside the *Master Plan* during policy formation and program development.

In accordance with the New Jersey County Planning Act (N.J.S.A. 40:27-4), before adopting the master plan or any amendment to the master plan, the Planning Board must have at least one public hearing, appropriately noticed said hearing at least 20 days prior. A copy of the proposed master plan, or part thereof or any proposed amendment thereof, must be provided to the municipal clerk and secretary of the planning board of each municipality in the county. The adoption of the plan in total, in-part, or amendment thereto must be certified to the Board of Chosen Freeholders, the Monmouth County Park Commission and the legislative body of every municipality within the county. Therefore, official documents identified as components (Figure 14.2: Documents Incorporated into the Master Plan by Reference) of the *Monmouth County Master Plan*, subsequent to this plan's adoption, remain subject to approval requirements established by N.J.S.A. 40:27-4. Documents not recognized as official components (Figure 14.3: Master Plan Consultative and Supportive Documents) of the adopted *Monmouth County Master Plan* are not subject to the same approval requirements.

**Annual Insight Reports:** The Division of Planning creates, maintains, and updates a number of annual planning reports for public consumption. These reports, along with special studies, support *Master Plan* Recommendation 14.3 which calls for the Division of

## MASTER PLAN CONSULTATIVE AND SUPPORTIVE DOCUMENTS

FIGURE  
14.3

- *Monmouth County Historic Sites Inventory (1984 and amendments)*
- *Monmouth County Historic Preservation Guide (1989)*
- *Monmouth County Recreation Services Plan (2001)*
- *Monmouth County Park Development and Maintenance Plan (2011)*
- *Route 9/Western Monmouth Development Plan (2004)*
- *Bayshore Region Strategic Plan (2006)*
- *Monmouth County Coastal Evacuation Routes Study (2009)*
- *Monmouth County Strategic Plan (2009)*
- *Monmouth County Bicycle Map (2010)*
- *Monmouth County Complete Streets Policy (2010)*
- *Upper Freehold Historic Farmland Byway Corridor Management Plan (2010)*
- *Coastal Monmouth Plan (2010)*
- *Panhandle Region Plan (2011)*
- *Monmouth County Environmental Sustainability Policy (2014)*
- *Monmouth County Bus Rapid Transit Opportunities Study (2015)*
- *Monmouth County Emergency Operations Plan (2013)*
- *Monmouth County At-A-Glance (annually adopted)*
- *Monmouth County Profile Report (annually adopted)*
- *Monmouth County Corridor Studies (see 8.0 Transportation & Mobility for prior studies)*
- *Other Local Health Department Documents and Studies*
- *Monmouth County Future Wastewater Service Area Map (as adopted and amendments)*
- *Monmouth County Water Quality Management Plan (continuous)*
- *Monmouth County Natural Resources Inventory (pending completion)*
- *Monmouth County Office of Community Development Plans:*
  - *Analysis of Impediment to Affirmatively Further Fair Housing (2011)*
  - *Annual Action Plan (annually adopted)*
  - *Citizen Participation Plan (2014)*
  - *Monmouth County Strategic Plan to Prevent and End Homelessness (2014)*
  - *Limited English Proficiency/Language Assistance Plan (2015)*
- *Other Agency Plans:*
  - U.S. DOD, Naval Weapons Station Earle: *Joint Land Use Study (proposed)*
  - FEMA: *Flood Insurance Rate Maps (currently effective and proposed)*
  - FMERA: *Fort Monmouth Reuse and Redevelopment Plan (2008 and amendments)*
  - NJDEP: *GeoWeb*
  - NJDEP: *Recreational and Open Space Inventory (current)*
  - NJDEP: *New Jersey and National Registers of Historic Places (current)*
  - *New Jersey State Development and Redevelopment Plan (2001 and pending amendment)*
  - *Together North Jersey: The Plan (2015)*
  - *Municipal Master Plans and Redevelopment Plans*



Planning to not simply produce reports that compile facts, figures, and data, but to analyze and provide the information as an “insight engine.” In doing so, the Division provides decision makers and the public with meaningful knowledge and understanding about the complex planning issues facing Monmouth County.

**Monmouth County Profile Report:** This annual report serves as a comprehensive narrative of Monmouth County’s demographics, housing, education, economics, and development data for that given year. The *Profile Report* assists the county with maintaining its AAA bond rating, which can result in financial assistance to municipalities for large projects, boards of education, utility authorities, and other government entities. The most recent [2016 Profile](#) version is on the county website.

**Monmouth County At-A-Glance:** The annual *At-A-Glance* report is a snapshot of the county and its 53 municipalities. This report publishes commonly requested demographic, housing, economic, employment, and land use data, in addition to a brief background summary and list of current planning and development issues for each municipality. In 2015, the SLR Section updated the design of the report in addition to adding new datasets and text to reflect changes occurring in the county. Whenever new U.S. Census Bureau data or American Community Survey (ACS) data is released, staff will update the *At-A-Glance* report and publish it online, treating the report as a “living” document. The most recent [At-A Glance 2016](#) report is on the county website.

**Economic Insight Reports:** In 2015, the Monmouth County Division of Planning initiated an annual insight report series beginning with [Measuring Monmouth County’s Creative Economy](#), a white paper examining the economic contributions and employee size of both for profit and nonprofit creative and cultural industries. These reports are intended to provide valuable insight into relevant planning issues facing

Monmouth County as well as answer policy questions about specific industries or topics through data-driven analysis.

**Outreach Guidance Documents:** In 2014, the Monmouth County Division of Planning, Office of Community Development developed the *Citizen Participation Plan (CCP)* and the *Limited English Proficiency/Language Assistance Plan (LEP/LAP)*. These two HUD required documents specifically outline how the county will provide citizens, especially underrepresented groups, opportunities to participate in the planning, implementation, and assessment of programs and projects funded through CDBG and other federal grant programs.

**Citizen Participation Plan (CPP):** Monmouth County developed a detailed *CCP* outlining how community members and other stakeholders can engage in planning, implementation, and evaluation of housing and community development programs. The most recent *CCP* was adopted by the Monmouth County Board of Chosen Freeholders on March 13, 2014.

**Limited English Proficiency/Language Assistance Plan (LEP/LAP):** The Office of Community Development’s *LEP/LAP* details specific methodology utilized by staff to encourage participation by non-English speaking persons.

For more information refer to 10.0 Community Development & Housing.

**14.2.3 Datasets and Databases:** The Division of Planning prepares, analyzes, and disseminates demographic and economic data for county departments, municipalities, and various stakeholders such as businesses, nonprofit organizations, libraries, school boards, and colleges. The following datasets and databases are most referenced and utilized by the Division of Planning.



### Federal Sources

**U.S. Bureau of Labor Statistics (BLS)**: The BLS includes programs and databases such as Quarterly Census of Employment and Wages (QCEW) and the Location Quotient Calculator. The QCEW provides employment data by industry for all employees covered by unemployment insurance and the Location Quotient Calculator uses the QCEW data to calculate a county-level location quotient. These tools are used as a resource by the Division of Planning for bond calls and public requests.

**U.S. Census Bureau**: The U.S. Census Bureau serves as a data clearinghouse that consolidates various types of demographic and economic data. The Longitudinal Employer-Household Dynamics (LEHD) is a program at the Bureau that provides several data products to research and characterize workforce dynamics in specific user-specified classifications (e.g. occupations, age groups, employment locations, and educational attainment). The LEHD produces Quarterly Workforce Indicators (QWI) and Origin-Destination Employment Statistics (LODES). QWIs are local labor market statistics by industry, worker demographics, employer age, and size. LODES computes origin-destination (commute data), residence area characteristics, and workplace area characteristics down to the census block geographic detail. LODES can be downloaded in its raw form or accessed by a specific area on the online application.

Monmouth County also utilizes the U.S. Census Bureau's Job-to-Job Flows, U.S. Economic Census, County Business Patterns, Nonemployer Statistics, American Housing Survey, and American Community Survey in the county's annual *Profile Report*, *At-A-Glance* report, public data requests, and other research reports.

**U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS)**: The NASS conducts both the U.S. Agricultural Census (performed every five years) and weekly reports on crop, soil,

and weather conditions. This census provides data concerning all areas of farming and ranching operations, including production expenses, market value of products, and operator characteristics on farms, ranches, and the people who operate them. The Division of Planning uses both the U.S. Census and weekly reports to write planning reports such as the *Monmouth County Farmland Preservation Plan*, to further the county's agricultural and economic development initiatives (e.g. Grown in Monmouth), and to apply for grants.

**Census Transportation Planning Products (CTPP)**: CTPP is data available at the county level and compares commuting patterns between counties (i.e. which county Monmouth County residents are employed in). CTPP is used in the *Profile Report* for transportation commuting studies.

**Internal Revenue Service (IRS)**: Provides in-migration and out-migration data for Monmouth County based on year-to-year address changes reported on individual income tax returns, which helps the Division of Planning understand development trends within the county.

### State of New Jersey Sources

**New Jersey Construction Reporter**: Under the NJ Department of Community Affairs, the New Jersey Construction Reporter compiles records on building permits, demolition permits, new home warranties, and certificates of occupancy. The Division of Planning uses these datasets to analyze development trends for commercial and residential uses in the county.

**New Jersey State Data Center**: Under the NJ Department of Labor and Workforce Development, the NJ State Data Center provides a wide array of tools and databases to research labor markets. This helps reveal monthly and yearly changes in the local economy and labor force which helps with public requests and bond calls.



**New Jersey Department of Treasury, Division of Taxation:** Provides a search engine which allows for the viewing and printing of assessment records annually submitted to the Division of Taxation. Additionally property tax information for individual municipalities can be accessed through the Division of Taxation's website, which allows the Division of Planning to analyze municipal property tax data.

**New Jersey Department of Education:** The NJ Department of Education provides school enrollment data used in the annual *Profile Report*.

#### Monmouth County Sources

**Monmouth County Farmland Assessment Data:** Available through Monmouth County's Open Public Records Search System (OPRS), the Farmland Assessment Data is used for grant applications, monitoring of already preserved farms, and Right to Farm cases and inquiries.

**Monmouth County Tax Board:** Provides county-generated tax data used in Division of Planning publications to analyze the county's ratable base and changes in assessed values.

#### Other Sources

**National Center for Charitable Statistics (NCCS):** NCCS provides data on nonprofit organizations including revenues, expenditures, and number of employees. The data is useful for county studies, such as the recent creative industries study, to generate a comprehensive outlook on nonprofits in Monmouth County.

**14.2.4 Geographic Information Systems (GIS) and Spatial Data:** GIS is used in the Division of Planning for a variety of operations including data development and management, data modeling and analysis, map production, and the creation of online mapping tools.

**Data Development/Management:** The Monmouth County GIS Section creates and updates countywide spatial data including

roads, parcels, contours, and building footprint data. The GIS Section also creates data as it pertains to county programs and projects including farmland preservation properties and composite zoning. Local, state, and federal data sets are also obtained from other reliable GIS resources on a per project basis. In addition to spatial data, Monmouth County acquires aerial imagery of the county landscape on a regular basis. These images are useful in analyzing periodic land use changes.

**Web Maps and Applications:** GIS is used in web-based mapping to provide information to the public. ArcGIS Online is a web tool available to Monmouth County as part of its annual licensing agreement with Esri and is used to share data and create interactive web maps/applications for internal or external use. As part of the subscription, Monmouth County can access additional GIS data and features including map services, basemaps, analysis tools, and templates to build map applications. ArcGIS Online also provides up-to-date authoritative data made available by other local, state, or federal agencies and can be added to Monmouth County web maps and applications.

Examples of some of the web maps and applications GIS has developed include the [Monmouth County Property Viewer](#) (a web-based property search which enables the user to download parcels data and view aerial imagery), the [Monmouth County Wastewater Management Plan Viewer](#) used to search if properties are located in franchise sewer service areas, and Social Services interactive maps used to locate mental health and addiction facilities in the county.

Demand for online mapping applications and accessibility to digital data increases regardless of internal technology limitations. *Master Plan Recommendation 14.1* calls for improving the county's GIS capabilities and public interface by developing a GIS online platform that allows for the creation of interactive web-based maps and applications from



publically accessible geodatabases. Protecting data while at the same time providing the public limited access for self-service mapping applications remains a challenge.

**Monmouth County Virtual Public Art Story Map**

Modernization offers local government ample opportunities to increase effective public awareness and education. The Monmouth County Division of Planning has the internal capabilities to generate Story Maps, which use GIS technology to configure online storytelling applications featuring an interactive map, photos, text, and a thumbnail carousel. In a joint endeavor with Monmouth Arts in 2016, the Division of Planning has pioneered this initiative with a Public Art Story Map. The Division of Planning began working with Monmouth Arts to collect data on the location of public art throughout the county. This information was uploaded through a GeoForm webpage that can then be internally reviewed and approved prior to posting on the Story Map. The Public Art Story Map is accessible online where one can find the location of the public art installations, as well as learn about the artist and history of the pieces. 6.0 Arts, Historic, and Cultural Resources Element encourages local arts councils to maintain public art inventories. Through this technology, the County and its cultural partner organizations can begin creating virtual tours of our intrinsic cultural amenities including those found along the MoCo Arts Corridor and the Upper Freehold Historic Farmland Byway.

**14.3 Planning Coordination**

Planning issues are to be addressed from interdisciplinary perspectives to identify and assess both the interdependent and collective impacts as well as new opportunities. *Master Plan* Recommendation 14.2 views the Division of Planning as a clearinghouse for demographic, school enrollment, housing, and economic data that assists county departments and other government agencies in the development of their own facility and service plans. Many of the reports and data produced by the Division can be used for such a purpose. While comprehensive planning integrates county-level initiatives with plans at the federal, state, regional, and local levels to achieve effective coordination across jurisdictions and disciplines, successful planning requires collaborating with stakeholders along with integration and coordination both internally between county agencies (horizontally) and with other planning efforts and/or levels of government (vertically).

**14.3.1 Interagency Coordination (Horizontal)**

**Brookdale Community College (BCC):** The Division of Planning provides BCC with technical assistance including data analysis for projects such as the College’s Strategic Enrollment Program. The Division is also a member on several of the schools’ committees including Transportation (which is currently seeking ways to improve student access to and between the various campuses and learning centers) and the Western Monmouth Branch Steering Committee (which is seeking ways to improve services at that campus). The BCC campus rain gardens were developed with the assistance of the ESP Section and the Monmouth County Environmental Council (MCEC). The Division of Planning also works jointly with BCC to hold environmentally-oriented educational outreach programs and is a partner on the Monmouth County Hub for Municipal Green Teams.



**Monmouth Arts:** As the official County Arts agency, the Division provides specialized assistance upon request and is an active partner in the advancement of the MoCo Arts Corridor (see 6.0 Arts, Historic, & Cultural Resources Element). Monmouth Arts has sought Division assistance on a number of projects including the development of [\*Imagine, Envision, Create\*](#) (a five-year cultural arts plan for the organization), the development of arts maps which identify the location of arts and cultural venues and offerings throughout the county, and letters of support for state and federal grants.

**Monmouth County Board of Taxation:** The GIS Section provides useful information to the Monmouth County Board of Taxation by incorporating the state's Mod IV tax data when regularly updating the county's parcel data layer.

**Monmouth County Clerk and Board of Elections:** County voting district maps are prepared annually during election cycles by the GIS Section.

**Monmouth County Connection:** The Monmouth County Connection Office in Neptune offers a variety of services including passport processing, passport photos, free notary public, veterans IDs, election/voter information, senior and veterans' services, public access computers, and more. The office was awarded a Certificate of Excellence by the U.S. Department of State for its excellence in passport services in 2016.

**Monmouth County Division of Economic Development:** The Divisions of Planning and Economic Development coordinate with Rutgers Cooperative Extension to provide marketing assistance and business training to emerging agricultural producers through the Grown in Monmouth initiative. The Division of Planning also works with the Division of Economic Development to allocate CDBG funds for local businesses in HUD-designated areas, known as the Façade Improvement Program, and provides environmental reviews for potential project

sites. Planning assisted with Economic Development's *Monmouth County Comprehensive Economic Development Strategy (CEDS) (2014)* and its annual update, conducts quarterly reviews on new commercial and residential development, helps to market and works the annual Made in Monmouth Expo, runs location-based socioeconomic and demographic analysis reports, and works alongside Economic Development for the MoCo Arts Corridor.

**Monmouth County Finance Department:** The Division of Planning provides population, employment by industrial sector, major employer, labor force, median income per capita, housing, and construction-value (both residential and nonresidential) data to assist with the financing analysis of the county. In the past year, the Transportation Planning Section worked with Finance to manage four separate grants: Subregional Transportation Planning (STP) Program, Subregional Studies Program (SSP), Jobs Access Reverse Commute Program (JARC), and the Local Government Capacity Grants Program. Additionally, a representative of the Finance Department is also on the CDBG HOME Project Selection Committee.



**Monmouth County Health Department (MCHD):** The MCHD recently requested GIS assistance from the Division of Planning to geocode and map lead-testing occurring in the county. Other projects have included geocoding monitoring and sampling sites for ongoing bioassessments and emergency response preparedness planning. ESP has worked extensively with the Health Department over the years on such projects as No Discharge Zones for Monmouth County Waterways, wastewater



and stormwater committee reviews, and partnering with the MCEC on projects and roundtables.

The GIS Section assisted the Mosquito Control with the installation of GIS data into the county helicopter’s new global positioning system (GPS). The system tracks the ground application of mosquito eradication spraying operations. The ESP Section also assists the Mosquito Extermination Commission with energy-related grants for their facilities.

**Monmouth County Department of Human Services:** The GIS Section helps the Division of Mental Health and Addiction Services maintain their Mental Health Facilities and Addiction database, resulting in the development of two GIS applications to help citizens locate mental health and/or addiction services in the county. The Office of Community Development Director is a member of the Monmouth County Homeless System’s Collaborative (HSC) Executive Committee. As stated on the HSC webpage, the Continuum of Care (CoC) is charged with overseeing the annual application process to the U.S. Department of Housing and Urban Development (HUD). It provides a forum for analysis and discussion of emerging needs, development of program standards, and assessment of progress toward ending homelessness and identification and coordination of other sources of funding. The CoC implements the [Monmouth County Strategic Plan to End Homelessness \(2014\)](#) and monitor progress towards the plan goals.

**Monmouth County Information Technology Services (ITS):** The GIS Section assists in the reorganization and file migration of county server resources for the Division of Planning and the independent GIS servers.



**Monmouth County Public Library System:** With headquarters’ in Manalapan and twelve other locations, the Library assists the Division of Planning with the CRS Initiative by posting required National Flood Insurance Program (NFIP) documents online as

well as maintaining hard copies of these documents onsite. The Library System has also hosted a number of sustainability and environmentally oriented events.

**Office of the Monmouth County Prosecutor:** The Division of Planning provides GIS software support and data layers to the Prosecutor’s Office for the creation of GIS maps for ongoing criminal cases.

**Monmouth County Park System (MCPS):** The MCPS was an active community stakeholder in the *Master Plan* Working Groups during the summer of 2014, offering strategies for various Elements, such as 3.0 Natural Resources, 4.0 Open Space and 12.0 Community Resiliency. MCPS staff is working closely with the Division of Planning in the identification and review of the county’s Areas of Significant Environmental Quality (ASEQ) and in preparation of the update to the Natural Features Study. The Division of Planning assists the MCPS with demographic data for their annual reports and GIS data of park boundaries and trails. The Division of Planning also undertakes joint land preservation projects and coordinates the review of development regulations that border county parks and recreation facilities, assists with natural resource related studies, contributes to energy grants and programs, and assists with wastewater issues in parks. The Division of Planning has partnered with the MCPS and other stakeholders to host Greentable events. The MCPS has participated in the MCEC Roundtables.



**Monmouth County Department of Public Works and Engineering:** Traffic and Civil Engineers assist the Division of Planning with reviewing site plan and subdivision applications in conjunction with implementing the County of Monmouth Development Regulations. The regulations



give the Development Review Committee (DRC) authority to review applications and mitigate adverse impacts to Monmouth County roads and drainage facilities which are anticipated to be caused by proposed development.

The Department of Public Works and Engineering and the GIS Section are working jointly on updating the public works asset management system software known as Cartegraph. Engineering uses Cartegraph to assess the condition of the public infrastructure, analyze costs, and plan when repairs and replacements will be needed. The Division of Engineering maintains records of projects and resources and then uses GIS to assign a geospatial component to the asset (e.g. bridges, signs, guiderails, and traffic signals). GIS has developed an application to assist County Engineers with stormwater outfall inspections and also prepares watershed drainage maps to see the effects of development on county structures.

The Division of Planning works with the Department of Public Works and Engineering to determine the current and future right-of-ways for county and municipal roads that are adjacent to agricultural easements. The ESP Section assists Engineering with energy grants and programs, facility energy audits, and partnership projects (e.g. the Wreck Pond Watershed). The Transportation Planning Section works alongside Engineering on the Travel Demand Model in addition to NJTPA and Together North Jersey projects. Engineering is represented on the Wastewater, Stormwater, and Energy Committees, the Amendment Review Committee (ARC), and the Monmouth County Planning Board (MCPB).

**Monmouth County Sheriff's Office, Office of Emergency Management (OEM):** As mentioned in the 12.0 Community Resiliency Element, the Division of Planning assists OEM with hazard mitigation planning. Specifically, the Division of Planning assisted with public outreach and implementation of the *Multi-Jurisdictional Natural Hazard Mitigation*

*Plan for Monmouth County (2015)*. The Division of Planning also regularly communicates to its municipalities alongside OEM staff to circulate Community Rating System (CRS) information and to facilitate the quarterly Monmouth County CRS Users Group meetings. The Division of Planning's GIS Section assists with coastal flood evacuation zone mapping and updating e-911 dispatch maps data to expedite emergency response times.

#### 14.3.2 Coordination with Planning Partners (Vertical) Federal Coordination

**Fort Monmouth Economic Revitalization Authority (FMERA):** As stated in the *Fort Monmouth Reuse and Redevelopment Plan (2008)*, "The strength and viability of the plan would rely on multi-level partnerships. These should include partnerships between the State of New Jersey, Monmouth County, and the host and adjacent Boroughs, the Department of the Army, the Department of Housing and Urban Development (HUD), local advocates, and the redevelopment community." Monmouth County, represented by the Board of Chosen Freeholders, is a voting member on the FMERA Board which oversees implementation of the *Fort Monmouth Reuse and Redevelopment Plan*. Officials from the county worked collaboratively with FMERA during the plan's formation to coordinate future land use and development with the county roadway network. The MCPS acquired the Fort Monmouth Recreation Center from FMERA which is a 21,000 square foot building that is the MCPS's first indoor recreation facility and recipient of a 2015 Monmouth County Planning Merit Award.

**Naval Weapon Station (NWS) Earle:** The Division of Planning works closely with NWS Earle on projects that aim to benefit both the installation and the local community. Most recently, NWS Earle and the county are working together to develop the scope of a federally-funded *Joint Land Use Study (JLUS)* in the area surrounding the property under the jurisdiction of NWS Earle.



**U.S. Department of Housing and Urban Development (HUD):** The Office of Community Development's the *Five-Year Consolidated Plan* serves as the (HUD recognized) official housing policy and community development planning guide for Monmouth County. HUD sets forth three identifiable goals when evaluating a jurisdiction's *Five-Year Consolidated Plan*:

1. Increasing the availability, affordability, and sustainability of decent housing
2. Suitable living environments
3. Promotion of economic development

Every five years, the county assesses affordable housing market conditions and community development needs to make strategic decisions about how to best invest allocated federal funds. *Master Plan Recommendation 10.2* seeks to incorporate the Goals, Principles, and Objectives of the *Monmouth County Master Plan* into the Office of Community Development's *Five-Year Consolidated Plan* to better align Community Development projects and programs with intended outcomes through the appropriation of funds from the Community Development Block Grant (CDBG) Program, HOME Investment Partnerships Program (HOME), and Emergency Solutions Grants (ESG) Program. The *Annual Action Plan* submission includes coordinating the Office of Community Development structure with the Division of Planning programming to help ensure the sustainability and viability of the *Monmouth County Master Plan*.

#### State-Level Coordination

**New Jersey Department of Environmental Protection (NJDEP):** The ESP Section works very closely with the NJDEP on numerous issues and topics, such as wastewater, stormwater, coastal planning and policy issues, and energy planning. Planning staff serve on technical advisory committees which help develop rules, policies, and guidelines for programs including Blue Acres, wastewater management, and coastal policies. Each year the Division works in coordination with NJDEP to host an AmeriCorps Watershed Ambassador for Watershed

Management Area 12 (Monmouth Coastal Watersheds). The AmeriCorps Ambassador works out of the Division of Planning office for approximately nine to ten months providing water quality monitoring, watershed education, and assistance to watershed partnerships. Staff from the Division of Planning has worked closely with NJDEP on a number of state initiatives including stormwater management planning and the wastewater management plan.

**New Jersey Office of Information Technology (NJOIT):** NJOIT provides newsletters on technology infrastructure, data sharing, workshops, and GIS updates to the county. NJOIT holds quarterly Geospatial Forum meetings to discuss the future of GIS in New Jersey, which Monmouth County GIS staff regularly attends. NJOIT maintains the NJ Geographic Information Network (NJGIN) as a spatial data clearinghouse for New Jersey.

**New Jersey State Planning Commission, Office of Planning Advocacy (OPA):** The State Planning Act of 1985 ([N.J.S.A. 52:18A-196 et seq.](#)) created the New Jersey State Planning Commission and the Office of State Planning. The act requires the Commission to prepare and adopt a *State Development and Redevelopment Plan (SDRP)*. The current *SDRP* was adopted in 2001 and sets forth a vision for the future of our state along with strategies to achieve that vision. Since 2010, the OPA has been working on developing a new *State Strategic Plan*, one that is more streamlined than previous versions. The *Monmouth County Master Plan (2016)* recognizes the importance of aligning planning with policy investment strategies that broadly support and reinforce the economic, cultural, physical, and natural landscapes that define our community. Although the framework strategy presented in the 2.0 Land Use Element of this document is similar to the intent and approach presented in the draft *State Strategic Plan (2012)* and supported by Together North Jersey's regional *The Plan. (2015)*, the criteria and definitions used by Monmouth County are slightly modified to reflect



the issues, concerns, values, and priorities specific to Monmouth County.

**New Jersey Department of Transportation (NJDOT)**: The Division of Planning has been a key stakeholder alongside NJDOT to implement a historic scenic byway in Monmouth County, which resulted in [Upper Freehold Historic Farmland Byway Corridor Management Plan \(2010\)](#). The Division is an active member of the Scenic Byway Committee alongside NJDOT and the two municipalities in the county that the byway is located in (Upper Freehold and Allentown). NJDOT was also a participant on the Steering Advisory Committee for the *Monmouth County Bus Rapid Transit Opportunities Study (2015)*. The Transportation Section also continuously monitors potential NJDOT grant funding opportunities.

**New Jersey Transit (NJ TRANSIT)**: NJ TRANSIT administers the [Job Access Reverse Commute \(JARC\) Program](#), which the Division of Planning manages and uses to fund extended service hours on NJ TRANSIT's Route 836 Bus between Freehold Township and Asbury Park. NJ TRANSIT was also a representative on the Steering Advisory Committee for the *Monmouth County Bus Rapid Transit Opportunities Study*.

**North Jersey Transportation Planning Authority (NJTPA)**: NJTPA administers the Subregional Transportation Planning (STP), which pays for Division of Planning's Transportation Section salaries, and the SSP, which is used to fund the Travel Demand Model. NJTPA is the driving force behind the organization Together North Jersey (TNJ), which funded the *Monmouth County Bus Rapid Transit Opportunities Study*. The Division also gave feedback on TNJ's regional *The Plan*. in 2015 and worked with NJTPA on their efforts to create an Asset Management Data Model. On September 10, 2013, the NJTPA Board of Trustees approved *Plan 2040*, the latest update to the NJTPA's Regional

Transportation Plan (RTP) which will guide capital investment decisions for transportation related projects.

**Together North Jersey (TNJ)**: This collaboration of public, private, and nonprofit organizations, and community stakeholders in the NJTPA planning region recently completed a Regional Plan for Sustainable Development (RPSD), *The Plan. 2015*. This plan provides a context for future discussions about regional investment strategies related to housing, jobs, education, cultural, and recreational opportunities with the intent of increasing accessibility while reducing automobile dependency. Monmouth County participated in the development of the RPSD as both a project partner and as a member of the 35-seat Steering Committee. TNJ representatives met with staff from the Monmouth County Division of Planning, Division of Economic Development, and members of the Transportation Council during the plan's development to better coordinate and align the RPSD with the *Monmouth County Master Plan (2016)*. Monmouth County Division of Planning also participated as a stakeholder in TNJ's Local Demonstration Project, the *Connecting Community Corridors Study (2014)* for the regional transportation corridors (North Jersey Coast Line/ Main Street/Memorial Drive) shared by Asbury Park, Neptune Township, and Bradley Beach. These initiatives were funded by a \$5 million Sustainable Communities Regional Planning Grant awarded by HUD.

#### **Municipal Coordination**

The county's Division of Planning provides a variety of consultative professional services upon request to our municipal partners. Examples include coordinating various stakeholders in the development of the Upper Freehold Historic Farmland Byway, the Monmouth County CRS Assistance Program, participation on Hazlet Township's PPI (Program for Public Information), as regional committee stakeholders, and preparers of nomination applications on behalf of Freehold Borough, Atlantic Highlands, and Bradley Beach for New Jersey Planning Association's Great Places. Municipalities, along with local sewer and water



authorities, are primary stakeholders in wastewater management planning. Perhaps most importantly, municipalities have been the county's primary stakeholders in the Division's regional and corridor planning studies and regional resource inventories. The Division of Planning can also provide assistance to towns undergoing their own master plan reexamination reports, amendments, or updates with GIS support as well as demographic, school enrollment, housing, and economic data. Towns are welcome to call upon Division of Planning staff to participate on local steering committees as agency partners in planning related matters.

**Local Boards of Education:** Demographic data and analysis is available to any school board upon request that is seeking insight into their district's emerging population trends. The annual Watershed Ambassador, hosted by the MCPB, provides watershed and water quality programs to any interested Monmouth County school. The ESP Section offers environmental educational opportunities, including a series of three award-winning nonpoint source pollution coloring books with lesson plans for kindergarten to third grade, and Eco-Tips Brochures on a wide variety of topics.

#### 14.4 Community Outreach and Engagement

Community outreach gives all residents and community stakeholders the opportunity to give input in planning, development, and conservation decisions that affect their community. Outreach increases communication between residents, stakeholders, and the elected officials. It can take the form of public hearings, public meetings, visioning sessions, focus groups, open houses, workshops, charrettes, and surveys. The most effective techniques for conducting community outreach include engaging neighborhood groups, special interest groups, and citizen committee in outreach efforts, using innovative technological resources to attract a wider audience (14.3.1), overcoming obstacles to participation (e.g. child care, food, translators, accessibility for all people, and variety of meeting times), and providing

public notices in a variety of forms and languages (e.g. hard copies, websites, social media, and press releases).

In addition to holding monthly Monmouth County Planning Board (MCPB) meetings (which are open to the public), the Division of Planning works to bring public awareness of county activities by posting documents and resources on the county website, working the Monmouth County information table at the annual Monmouth County Fair, submitting press releases to the Department of Public Information and Tourism, and co-hosting outreach events with county partners. For example, in the summer of 2015, Monmouth County partnered with Sustainable Jersey to co-host their first "Green Open House" for the public and other individuals interested in learning what sustainable programs and resources are available within Monmouth County.

Rather than list all our outreach partners, each element of this master plan identifies working partners, community stakeholder groups, and issue-based advocates that are most engaged in that particular topic of discussion.

##### 14.4.1 Monmouth County Master Plan (2016) Outreach

The Division of Planning used public outreach throughout this Master Planning process to provide awareness of the update to the *Master Plan* and to empower citizens to give feedback. Specifically, the Division's outreach contributed directly to the revision of the *Master Plan* Goals, Principles, and Objectives (GPOs), the creation of the *Master Plan* Recommendations, Stakeholder Strategies, and Long Range Challenges (RSCs), and document text. At the beginning of the Master Planning process, the Division of Planning staff created a list of community stakeholders and project partners to invite to the meetings, in addition to inviting the general public. In October 2013, the Division of Planning hosted a "kick-off" open house meeting which included a study overview, the Elements of the plan, background, findings, and a Q&A



session. This “kick-off” event introduced the *Master Plan* project to the public and outlined a path to be followed through its conclusion.

Between May 2014 and October 2014, the Division of Planning hosted over 20 “Working Group” meetings to gather public and community stakeholder feedback. The Working Groups were specific to the *Master Plan* Elements and for several Elements, there were a series of meetings. For example, the Arts, Historic, & Cultural (AHC) Resources Working Group had three meetings; the first meeting met in May 2014 to provide an introduction to the AHC topic, the master planning process, and the initial GPOs. Additionally, there was an open discussion on the SWOT (strengths, weaknesses, opportunities, and threats) for AHC resources. The second Working Group met in June 2014 to review the revised GPOs based on comments from the first meeting, discussed emerging themes, and held small group exercises identifying how AHC Resources relate to the other 11 Primary *Master Plan* Elements. The final Working Group met in September 2014 to further revise the GPOs and provide feedback on the *Master Plan* Recommendations, Stakeholder Strategies, and Long Range Challenges (RSCs) that were developed from their engagement in the process. In 2016, the Working Groups, stakeholders, and municipalities were invited to the Open House of the *Monmouth County Master Plan* to give their final input on the draft plan before the *Plan* goes before the Monmouth County Board of Chosen Freeholders and the Monmouth County Planning Board (MCPB).

A Public Hearing in accordance with the New Jersey County Planning Act (N.J.S.A. 40:27-1 et seq.) for the *Monmouth County Master Plan* was held on September 19, 2016 during the regularly scheduled monthly meeting of the MCPB. This hearing provided the public with a final opportunity to comment on the *Master Plan* prior to adoption. The MCPB adopted the final *Master Plan*, [Resolution #2016-10](#), at their October 17, 2016 meeting. The Division of Planning staff will continue to enhance the format of the *Plan* so as to make it easier for the public

to access and use. See [Figure 1.5: Master Plan Process Timeline](#) in Element 1.0 Introduction & Purpose as well as the *Master Plan* Project webpage for additional information on the timeline of the *Plan*.

#### 14.4.2 Outreach Methods Using Technology

The availability of innovative mobile technologies (e.g. laptops, tablets, and smartphones) is strengthening communication between government entities and the public. If government agencies and departments utilize mobile technologies to disperse information to the public, there will be a greater awareness of available resources and opportunities for the public to give input. The *Monmouth County Master Plan (2016)* calls for expanding the use of innovative and emerging technologies (e.g. social media, crowdsourcing, and web-based collaboration tools) to improve public outreach efforts and communication, resulting in increased accessibility and stronger community engagement in our planning processes (see *Master Plan* Recommendation 14.4).

**Presentation Platforms:** Prezi is a free, interactive, web-based presentation program that replaces the typical linear, slide-by-slide presentation. This presentation platform provides flexibility in the directional flow and focus of the presentation by creating a visual link between the text and images. For example, Prezi can zoom to prominent words within the presentation while zooming further into images, maps, and videos of that prominent word, connecting the text with corresponding media. Every Prezi presentation is available online via a link. The Division of Planning used Prezi during the 2014 *Master Plan* Working Groups presentations and saw an improvement in interest and involvement from participants.

The Smart Board is another interactive presentation platform that allows its user to use touch detection to operate the presentation. The main benefit to a Smart Board is that it can display and share



documents with remote participants and is interactive for the audience by allowing participants and presenters to write notes/edits in digital ink and saves the document. The ability to brainstorm and write notes directly on the presentation or document is a strong asset for informal community outreach meetings where ideas are usually free-flowing. The Division of Planning will enhance its presentation capabilities with the pending installation of a Smart Board.

**Crowdsourcing:** Crowdsourcing is becoming a popular alternative to physical outreach events such as public meetings and open houses. According to the Merriam-Webster Dictionary, crowdsourcing is the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, especially from the *online* community (2015). Rather than limiting public participation to only those residents that attend meetings, which are often scheduled during the workday, crowdsourcing gives more flexibility to when the public can give their feedback.

**Engage Citizen:** Engage Citizen is an example of a crowdsourcing tool that serves as a platform for communication between citizens and the government. Engage Citizen's mobile app allows citizens to take pictures of a specific site and share what they "wish" was there, report on problems in their community, start a petition, access municipal information, post about city improvement projects, and receive local news updates.

**Webcasts and Podcasts:** In contrast to posting meeting notes or documents online, government agencies can use webcasts and podcasts to expand the reach and impact of information. With a podcast or webcast, the information is verbally communicated to the user via a video (e.g. live streaming) or a sound recording. With the growing number of smartphones, webcasts, and podcasts can be accessed virtually anywhere and can be listened while doing

other activities. The online audience can remain as engaged as if they were physically present at the meeting.

**Mobile-Friendly Websites and Mobile Applications (Apps):** According to Urbanists Brent Toderian and Jillian Glover, as smartphones and mobile applications become increasingly popular, communities are making their municipal services available via a mobile device. In 2012, the City of Surrey in British Columbia reviewed its website data and found that 30% of all website visits came from a mobile device. As a result, the city developed "a mobile-friendly website and several apps to provide information and access to city services such as waste collection schedules, recreation services and locations, and building inspections" increasing citizen awareness and involvement ([10 Lessons in More Engaging Citizen Engagement, 2014](#)). In 2016, Jennifer Evans-

#### **Crowdsourcing in Fairfax County, Virginia**

Fairfax County, in northeast Virginia, adopted a *Bicycle Master Plan* in 2014 with a long-term vision to add additional bicycle facilities throughout the County. In order to prioritize future bicycle improvement projects, the County reached out to bicyclists to identify which routes are most popular. The County utilized a web-based crowdsourcing tool called [Wikimap](#) to gather public input. Wikimap allows the public to provide geographical data directly on a map that can then be analyzed by the County, along with the option for the public to complete a brief survey on how the bike facilities can be improved. Visit [Fairfax County's Wikimapping](#) project webpage for additional information.



Cowley posted the top trending apps for planners; one of which can be very useful in community outreach. “Polls Everywhere” is an app that allows users to create a survey that can be answered in real-time using mobile phones, web browsers, and via Twitter. For a complete list of trending apps, visit the Planetizen's article, [The Best Planning Apps for 2016](#).

**Social Media:** Government agencies are finding new ways to leverage social platforms (e.g. Facebook and Twitter) as a low-cost and effective communication tool. Social media expands the reach of public outreach by allowing residents to communicate in a way that is most convenient for them, channels real-time discussions and data, improves communication between the public and government, and strengthens community trust of its government by becoming more transparent and accessible. The City of Vancouver in British Columbia, Canada, created an online town hall meeting which encouraged the public to use social media to ask the mayor questions during a scheduled timeframe. The government encourages its residents to use Twitter and its hashtag feature to connect residents directly to the mayor to get an instant response ([10 Lessons in More Engaging Citizen Engagement, 2014](#)).

**Infographics and Graphic-Rich Documents:** Infographics and graphic-rich documents combine images, colors, and content that naturally attracts the reader’s eye. With dense, wordy government documents, readers often scan rather than read the entire text, especially if the reader does not understand the context. Infographics and graphics communicate the main points of dense datasets or documents to tell a story, in a visual-appealing and easy format. For an example of an infographic graphic, see the Resiliency Word Cloud in Element 12.0 Community Resiliency.

**Imbedded Web Links:** Links to websites imbedded within online documents allow users to easily connect to other related sources or

documents through their browser while reading and reviewing plans allowing for much more flexibility in structure and design. The *Monmouth County Master Plan (2016)* utilizes imbedded web links.

#### 14.5 Emerging Issues and Long Range Challenges

During the Working Groups outreach meetings in the summer of 2014, the Division of Planning asked community stakeholders and the public to identify issues and Long Range Challenges for planning services and outreach as the county moves forward over the next ten years.

- The cost of acquiring new technology and providing adequate training can be viewed by decision makers as unnecessary or cost prohibited.
- Technology is advancing faster than government’s ability to incorporate it in the planning process.
- More people are relying on social media for community engagement and their primary source for disseminating information.
- Combating the spread of misinformation is just as important as getting the correct information out to the public.
- Our ability to use ever evolving social media platforms, cloud-based collaboration tools, and online program management applications for public outreach is limited by internal information technology protocols.

#### 14.6 Additional Resources and Funding Opportunities

##### Federal Resources

- [American Community Survey \(ACS\)](#)
- [American Housing Survey](#)
- [Bureau of Labor Statistics \(BLS\)](#)
- [Census Transportation Planning Products \(CTPP\)](#)
- [County Business Patterns](#)
- [Internal Revenue Service \(IRS\)](#)
- [Job-to-Job Flows](#)



- [NOAA’s Stakeholder Participation](#)
- [Nonemployer Statistics](#)
- [OnTheMap](#)
- [U.S. Census Bureau](#)
- [U.S. Economic Census](#)

**State Resources**

- [NJ Construction Report](#)
- [NJ Department of Treasury, Division of Taxation](#)
- [NJ Geographic Information Network \(NJGIN\)](#)
- [NJ Mobile Apps Directory](#)
- [NJ Social Media Directory](#)
- [NJ State Data Center](#)

**County and Local**

- [Farmland Assessment Data](#)
- [GIS Data Downloads and Obtaining Maps](#)
- [GIS Resource Page](#)
- [Tax Board](#)

**Nonprofits, Research Centers, and Other Stakeholders**

- [ESRI \(ArcGIS\)](#)
  - [ArcGIS Story Map](#)
- [GetApp](#)
- [Infographics](#)
- [National Center for Charitable Statistics \(NCCS\)](#)
- [Your Economy](#)

**14.7 Master Plan Recommendations and Stakeholder Strategies**

Five Master Plan Recommendations and numerous Stakeholder Strategies emerged from meetings and conversations with residents and community stakeholders.

**Master Plan Recommendations**

**Recommendation 14.1: Develop an online geographic information system (GIS) platform that allows for the creation of interactive web-based maps and retrieve publically available data accessed through a user-friendly GIS interface.** GIS is a powerful visualization and data analysis tool used in almost every planning report and study. These types of services permit other county departments and the public to use available web mapping applications to view and generate maps and obtain downloadable datasets. This will allow the GIS Section to spend less time creating static maps and more time to focusing on its primary mission to develop GIS resources on a countywide level.

**Recommendation 14.2: Act as a clearinghouse for demographic, school enrollment, housing, and economic data that assists county departments and other government agencies in the development of their own facility and service plans.** The Division of Planning accesses and analyzes many of the data sources used by other county departments and government agencies for their planning reports and documents. The Division can collaborate with other county departments and government agencies in helping aggregate and format data for use in their specialized reports and studies. Rather than recreate duplicative work, the Division can provide this data, research, and analysis to our partners as a cost cutting, shared service. Government agencies can save time and money by using data already aggregated by the Division for use in their reports and studies.

**Recommendation 14.3: Be an “insight engine” that provides decision makers and the public with meaningful knowledge and understanding about the complex planning issues facing Monmouth County and the resources available to address them.** In addition to aggregating and formatting data, the Division of Planning performs data-driven analysis to report trends in Monmouth County, provide valuable insight into



relevant planning issues facing the county, as well as answer policy questions about specific industries or topics.

**Recommendation 14.4: Expand the use of innovative and emerging technologies (e.g. social media, crowdsourcing, and web-based collaboration tools) to improve public outreach efforts and communication, resulting in increased accessibility and stronger community engagement in our planning process.** With innovative technologies becoming more common and accessible through smartphones, tablets, and computers, Monmouth County can capitalize on technology to gather feedback and communicate with residents about upcoming meetings, workshops, ongoing projects, and events.

**Recommendation 14.5: Continue to make Monmouth County planning reports, studies, information, and Master Plan materials easily accessible online, in addition to updating reports in a timely manner as new data becomes available.** It is important that the public have access to the studies and reports produced by the Division of Planning as many municipalities, other government agencies, citizens, and businesses rely on our publications as primary sources for data and information. Many of these documents are currently updated on an annual basis even though information from various sources is released at different times throughout the year. It has become increasingly important in an age of instantaneous information updates to reduce the lag time between data release and its incorporation into reports and studies. Therefore, the Division will take the initiative to expedite the incorporation of newly released data into documents as it becomes available. Some of these reports will become online “working drafts” until their official adoption by the Monmouth County Planning Board.

**Stakeholder Strategies**

**General**

- Visually enhance municipal and county planning reports, studies, and master plans to improve understanding and therefore strengthening community engagement.

**Natural Resources**

- Continue to provide resource conservation and environmental education resources to schools and community organizations, as requested.
- Encourage local and regional educational facilities to incorporate environmental education throughout all aspects of their curriculum.
- Support the development or retention of municipal Sustainable Jersey Green Teams and similar initiatives that promote a local awareness of environmental issues, conservation, and the need for resource protection.
- Use our environment and natural systems as outdoor classrooms and laboratories for student lessons and public education.

**Open Space**

- Provide for a variety of open spaces close to work and home to facilitate social networking and civic engagement.
- Encourage the use of public lands and facilities for environmental educational experiences.
- Continue to provide scholastic and recreational educational opportunities in nature, science, technology, art, culture, health, and physical fitness by providing a variety of classes, interpretations, and programs available to all.
- Continue to make county recreational buildings available for community activities.



**Farmland Preservation**

- Utilize county facilities as a venue to promote preservation outreach and awareness education.
- Encourage the continuation of weekly summer farmers markets, such as the one located outside the Hall of Records in Downtown Freehold, as a community outreach effort for the agricultural community.
- Promote community, municipal, and school gardens in partnership with Rutgers Cooperative Extension (RCE) of Monmouth County.
- Encourage the development of agricultural-related classes in county vocational schools and at Brookdale Community College to ensure that the upcoming generation of local farmers has suitable educational opportunities.
- Promote participation in the annual agricultural stakeholders input meetings.

**Arts, Historic, & Cultural Resources**

- Incorporate flexible creative spaces for performances, events, exhibits, and public art displays, both indoor and outdoor, when remodeling or designing new facilities.
- Work with art partners such as ArtPride, Monmouth Arts, and the New Jersey State Council on the Arts on securing funding opportunities for local art education initiatives.
- Use local cultural and historic resources as an educational resource.

**Utilities**

- Encourage the conservation of water resources through education, advanced technologies, and the reuse of captured wastewater.
- Share energy saving lessons learned at the county level with our municipalities, school districts, businesses, and residents.

**Transportation & Mobility**

- Work with New Jersey Transportation Authority (NJTPA) and a local municipality on advancing Street Smart NJ Pedestrian Safety

campaigns. This public/private venture is in partnership with the Federal Highway Administration, New Jersey Department of Transportation, the New Jersey Division of Highway Safety, and local law enforcement to educate drivers, pedestrians and cyclists on travel safety laws.

- Public outreach on pedestrian/cyclist safety should be done in the prevalent languages and within the cultural context of the community seeking to reduce dangerous traffic conflicts.

**Agricultural & Economic Development**

- Encourage 4-H Youth Development and Mentoring Programs and Future Farmers of America (FFA) programming in schools and nonprofit organizations to provide local agricultural education in addition to business and life skills.
- Utilize county facilities and Brookdale Community College to provide workforce training.
- Encourage nonprofits, businesses, and local institutions to sponsor educational workshops, internships, and apprenticeships.
- Match vocational training/educational opportunities to current and emerging job markets.
- Encourage institutions to offer programs like those found at the FoodBank of Monmouth and Ocean Counties that use locally grown produce in their culinary courses and that operate their own gardens as a source of much needed fresh food for clients.

**Community Development & Housing**

- Monmouth County higher education institutions can partner and collaborate with affordable housing, community development, and other nonprofit stakeholder organizations to provide student opportunities for active engagement in community development projects through outreach, volunteerism, internships, and community awareness events.



### Community Resiliency

- Locate community facilities outside of Special Flood Hazard Areas (SFHAs).
- Utilize municipal and county websites to publish information to property owners about flood mitigation techniques, flood maps, purchasing flood insurance, and flood risks and safety.
- Coordinate with local nonprofits, such as Clean Ocean Action, to provide public educational opportunities on community sustainability and resiliency.
- Attend public workshops (such as Rebuild by Design) on community sustainability and resiliency.
- Develop a pre-flood plan for public information projects that will be implemented during and after a flood.
- Have libraries maintain an onsite collection of flood insurance brochures and reference information.
- Organize and support [New Jersey Clean Communities](#) activities such as stream clean-ups to help remove debris from floodways.

### Sustainable Places

- Encourage sustainable and resilient design for community facilities through replacement of aging and inefficient building systems with energy efficient improvements and the incorporation of new building materials and designs that are economically feasible to reduce energy use and lower greenhouse emissions.
- Design 'green' community shelters and facilities that collect and store energy so that when there are power outages during severe storm events, the facilities can go off the grid and maintain power.



