

Transitional Aid Application for Calendar Year 2012
Division of Local Government Services
Department of Community Affairs

General Instructions: This application must be submitted in its entirety by March 11, 2011 for funding consideration under this program. Information contained in the application is subject to independent verification by DLGS. Refer to Local Finance Notice **2011-7** when preparing this application for specific instructions and definitions, and review the Submission Checklist on Page 6.

Name of Municipality:		City of Asbury Park		County:	Monmouth
Contact Person:		Terence J. Reidy		Title:	City Manager
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I. Aid History

List amount of Transitional or former Discretionary Aid (Extraordinary, Special Municipal, or Capital Cities) received for the last three years, if any:

CY 2011	CY 2010	CY 2009 *
\$ 10,375,000	\$ 11,750,000	\$ 10,500,000

II. Aid Request for Application Year: (All municipalities currently operating under a Transitional Aid MOU are advised that a decrease from prior year funding is likely.)

Amount of aid requested for the Application Year:	\$ 3,950,000
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An aid request does not constitute guarantee of receipt of any funds.

III. Submission Requirements

The following items must be submitted with, or prior to, submission of this application. Indicate date of submission of each.

Item	Date Submitted to DLGS
Prior Year Annual Financial Statement	February 10, 2012
Previous Year Annual Audit	July 8, 2011
Previous Year Audit Corrective Action Plan	August 18, 2011
Application Year Introduced Budget	February 27, 2012
Budget documentation submitted to governing body	February 24, 2012

IV. Application Certification

The undersigned herewith certify that they have reviewed this application and, to the best of their ability, find its contents to be true and that it accurately portrays the circumstances regarding the municipality's fiscal practices and need for financial assistance. By submitting the application, the municipality acknowledges that the law provides that the decision of the Director regarding aid awards is final and not subject to appeal.

Official	Signature	Date
Mayor/Chief Executive Officer		2/29/12

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Governing Body Presiding Officer		2/ 29/12
Chief Financial Officer		2/29/12

V- A. Explanation of Need for Transitional Aid

Explain the circumstances that require the need for Transitional Aid in narrative form. Include factors that result in a constrained ability to raise sufficient revenues to meet budgetary requirements, and if such revenues were raised, how it would substantially jeopardize the fiscal integrity of the municipality.

It is important to start this section of the application with a note of gratitude for the state's decision to increase the City's CMPTRA aid by \$6 million in 2012. The confidence of the state to increase our aid is a tribute to the hard work of the Asbury Park staff and the DCA's leadership, staff and fiscal monitors. This decision by Governor Christie will hasten the City's ability to exit the "Transitional Aid" program.

Having said that, Asbury Park is still in need of aid in 2012.

Asbury Park's 2011 annual budget was approximately \$40 million. The amount to be raised by taxes in 2011 was \$13,082,903. State aid made up 41.5% of the revenue and fees and fines provided the balance. Over the past five years, Asbury Park has reduced costs, reorganized, entered into shared service agreements, pursued regionalization of services in Monmouth County, increased fees, established new revenue producing entities, aggressively pursued economic development and reduced staffing levels; despite these measures, Asbury Park still has a structural imbalance in excess of \$4 million in its ability to balance the 2012 budget without "Transitional Aid".

In 2011, the governing body adopted a budget which increased local taxes by 6%

The Mayor and Council of Asbury Park are committed reducing the City's reliance on state aid. In the 2011 Transitional Aid application, we noted that the City was willing to go to court to protect its waterfront development rights and require building in the redevelopment area.

In 2012, the City can point to a successful arbitration award from Judge Politan (who passed just a week ago) that requires Asbury Partners (Waterfront master developer) to start construction of 28 townhome units this Spring. This is the first legal deadline for development in the

waterfront that the City has had.

To their credit, iStar (the financial institution that is the sole owner of Asbury Partners) has acted in good faith and has complied with every aspect of the arbitration award.

Section V-C of this application is designed to detail the efforts the City has used and is entertaining to increase revenues and decrease costs of operation.

In section V-C the City will demonstrate the ways in which all fees for service as well as the utilities are increasing their revenue as well as ways in which the City is lowering costs through shared service agreements (the county dispatch system for both police and fire is now fully operational) and making offers to generate additional revenue by selling the City's services. There are three other avenues to balance the City's budget:

- 1) Raising taxes**
- 2) State aid**
- 3) Increasing tax revenue by expanding the base through economic development strategies**

The total assessed value of Asbury Park is \$430 million. The City is in dramatic need of a revaluation; the new tax maps have been completed. The value of a tax point is \$42,991. As noted, in 2011 taxes were raised 6% - a commitment on the part of the governing body to continue to increase the tax base of the City at a modest rate in accordance with the State's directive.

Without Transitional Aid in 2012, Asbury Park would have to raise the local tax levy by 25.87% to balance the budget.

This level of increase would have a negative impact on the majority of homeowners and businesses in our City. The City has reduced the request for transitional aid in this application by \$425,000 as compared to the 2011 request (this number takes into consideration the additional \$6 million in CMPTRA aid the City is receiving in 2012).

Despite all of the measures taken, the most significant sources of revenue will still come from development and shared services. As you will see in section V-C, there is significant revenue from development coming in the next three to five years. In order to reach that goal, this year's requested amount is key. In section V-C, we will lay out a conservative estimate of housing starts on the waterfront that (all market conditions being stable) will secure the economic stability this program is designed to achieve.

One of the many self-help measures the City initiated was to start "accelerated tax title lien sales" in 2004. This policy decision by the governing body increased the City's tax collection rate from the 93.9% range in 2003 to over 99.5% in 2011.

Despite these measures, the 2011 budget created challenges that we must address in the 2012 budget. They include the following:

- Retirement payouts cost the City \$347,635 in 2011. While these positions were not replaced, one fifth of this cost must be raised in this year. In 2012 the City will also experience an additional \$279,518 in retirement payouts. Municipalities across the country are experiencing this exodus. While many of the positions are not being filled or being filled at a lower salary, the cost of the retirement benefits are a current fund expense in 2012.
- Workers Compensation awards and attorney fees incurred in 2011 amount to \$341,865.
- The City continues to pay the deferred pension costs that were incurred in 2010 when the State reduced our Extraordinary Aid \$1,500,000 and required us to defer \$1.5 million in pension costs to offset this reduction.
- Unemployment insurance payments from the employees who have been laid off was over \$250,000 in 2011 and is expected to increase in 2012.

NEED FOR ADDITIONAL POLICE OFFICERS

Asbury Park is more successful today than it has been in decades. That success is a double-edged sword. We have prospered for a variety of reasons; as we do, however, we also strain all of our resources. The Transitional Aid program has saved this city. It has allowed us to fund services and attract visitors, new residents and businesses that even five years ago would not have come to this City. Part of the compact with the state has been a sincere effort to reduce costs and increase revenues. We have done that and the state has rewarded us for our compliance.

The immediate challenge is balancing the increased need for police in every part of the city as well as for all of the "special events" that draw hundreds of thousands of people to Asbury Park with our commitment to reducing our need for state aid. The following narrative is designed to provide an insight into where Asbury park stands in the domain of public safety today.

Beginning in 2007 the police department was able to maintain a staffing level of 90 full-time regular police officers eventually reaching 95 total officers in 2010. When the police department's staffing level was consistently in the mid-ninety range, we were able to assign 12 officers to our narcotics and gang unit. This allowed the Police Chief to divide the unit into two squads providing coverage seven nights a week.

As a result of this coverage the City saw a noticeable reduction in street level violence and gang and gun activity. The presence of the narcotics and gang unit was truly a deterrent to take part in these illegal activities which created a safer community. **In 2007 the city experienced the lowest overall crime rate in ten years.** Violent crime was also being reduced during this span. Drunk driving arrests went from an average of 30 arrests a year to 65 arrests in 2008 and 63 in 2010 and 60 in 2011. Motor vehicle summonses were at an all time high, going from 5,064 issued in 2002 to 23,455 issued in 2010.

In the past year and a half our staffing level has been reduced to 84 police officers. This includes a reduction in patrol officers and police supervisors. This is due to retirements, terminations, transfers to other police agencies and the death of one police supervisor.

The diminished uniformed police presence on the street is definitely noticeable as well as the impact of our narcotics/gang unit staff being reduced to just 6 and

only working 4 days a week.

In an effort to avoid police layoffs coupled with the fact that funding was not available for replacement hires, our police chief and staff has done everything that they can to provide the same service to our city and continue to make progress by reducing gun and gang violence and improving the quality of life for our residents, business owners and visitors.

We have seen success in some crime areas. For example, in 2011 our total number of violent crimes was the lowest that it has been in 10 years and street level narcotic dealing has decreased dramatically. However, two major areas of concern have been the extreme increase in burglary and theft incidents and more importantly the gang and gun violence in the city. In January of 2011 the city had a total of 9 confirmed shooting incidents with 13 victims. In February of 2011 there were 3 more confirmed shooting cases. The best example of the seriousness of this issue and how dangerous it has become is the shooting incident on 2-19-12 where an 11 year old victim was shot in the head at 1036 Monroe Avenue. She was not the intended target.

The success of the City also has its consequences. The police department is struggling to keep up with the overwhelming demands that are placed on us as a result of increased businesses in the city, more visitors, numerous special events drawing large crowds to the city, a thriving beach and boardwalk and downtown district, staying involved in school activities, providing full time school resource officers, attending school functions, church functions, neighborhood watch meetings , service provider functions and addressing crime and quality of life issues in the city along with the growing need for traffic enforcement.

In 2005 a report was completed by the Division of Local Government Services and in this report the recommended staffing level for the police department in 93 total sworn police officers with 25 of them being supervisors. While this may have been sufficient in 2005 the challenges have intensified since then. The amount of guns on our streets is staggering and the willingness of young men and women to use these guns without fear of consequences has created a very dangerous situation. In January 2012 the street crimes unit seized seven guns and in February six more were taken off of our streets. The city has to find a way to bring the level of sworn police officers back to a minimum of 95 with the goal of reaching 100 police officers.

In 2007 a separate police management study was completed by the Division of

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Criminal Justice (DCJ). It was recommended in their report that 106 sworn police officers was the appropriate staffing level for the police department with 29 of them being supervisors. Assignment recommendations were also made by DCJ. One of those recommendations stated that the police department should have 1 Lieutenant, 2 sergeants and 12 police officers assigned to our narcotics and gang unit, dividing them into 2 squads of 6 officers and 1 sergeant per squad operating seven days a week.

In October 2011 the police department received 1.6 million dollars in funding through the Department of Justice, Community Oriented Policing unit to hire five new police officers. We also received approval from DCA to hire 2 officers to replace officers that left our department. We are in the applicant selection process and when the seven new officers are hired we will have a total of 91 full time sworn officers.

The Police Chief has recommended that an additional six police officers be hired this year as well as hiring an additional eight Class II special police officers to be used for year round employment.

This staffing level will allow the police department to assign the necessary amount of officers to the narcotics and gang unit, assign additional personnel to our patrol division for uniformed patrol and proactive police work, account for at least three retirements in 2012, reduce overtime costs due to manpower shortages, and utilize the additional special officers for high visibility uniformed walking patrols in our high crime and known shooting areas on a consistent basis.

Please note that we have reached out to the school district to fund some of these officers. The School District currently funds three full-time school resource officers.

Conclusion:

Despite these factors, the City continues to go after economic development opportunities in every part of the City as well as working closely with all state agencies to maximize technical support and networking (see examples in Section V-C).

The real estate market is just now opening up. Investors are coming to Asbury Park; the entire 500 block of Cookman Avenue in the central business district

has been reconstructed (see V-C). By Spring of this year, there will be new apartments and retail space; by the Fall of this year, three additional movie theaters will open in the downtown.

There is similar activity on the west side of the City – Springwood Avenue. While not as advanced, there are housing, school and retail projects under way in the southwest quadrant of the City. This activity is in addition to \$9 million worth of New Jersey Department of Environmental Protection Environmental Infrastructure Trust (EIT) funded infrastructure work on the Springwood corridor.

While these projects bode well for the near future, they will have a minimum impact on revenue for the City's 2012 budget.

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V-B Alternate Eligibility Calculation

Complete this section only if Transitional Aid **was not** received in the prior year. If the requirements of this section are met, this application must also reflect that the criteria in Section C, items 2-7 of Local Finance Notice 2011-7 are met.

Part 1 calculates loss of equalized value. If there is a loss of at least *2% of equalized value*, the eligibility criteria is met and the rest of the form does not have to be completed.

If the 2% criterion is **not** met, continue with Part 2 to identify individual revenue losses (exclusive of State CMPTRA/ETR formula aid reductions) or specific, extraordinary appropriation increases (pursuant to Local Finance Notice 2011-7, Item B-8).

Part 1 – Eligibility of Value Loss	Current Year County Equalization Table County Apportionment (a)	Prior Year Director’s Table Equalized Value (b)	Decrease (c)
Equalized Value Reduction			
Percent of loss from prior year (c) divided by (b) as percent:			
If this exceeds 2%, stop and proceed to the next page.			

Part 2 – Demonstration of Revenue Loss/Substantial Cost Increase			
<p>Complete Part 2 if eligibility was not met in Part 1. Show: (1) extraordinary revenue losses (exclusive of State CMPTRA/ETR aid reductions, but inclusive of other aid, including payments under various open space State payments in lieu of tax programs), but not as the aggregate of many revenue line items; and (2) or specific, extraordinary increases in appropriations. Describe the item on the cell below each entry. If applicable, indicate in the description of the extraordinary increase in expenditure if the increase was the result of a policy decision made by the municipality (i.e. a back-loaded debt service schedule, deferred payment, costs associated with additional hires, etc.)</p>			
Revenue or Appropriation	Prior Year Value	Current Year Value	Amount of Loss/Increase
Description:			

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V-C Actions to Reduce Future Need for Aid

Detail the steps the municipality is taking to reduce the need for aid in the future. Include details about long-term cost cutting and enhanced revenue plans, impact of new development, potential for grants to offset costs, and estimated short and long-term annual savings. Use additional pages if necessary.

Introduction

In the City's 2011 Transitional Aid application, we stated that "regionalization" of municipal services was a key component to the City's ability to reduce the need for state aid going forward. While this continues to be an important part of our recovery strategy, we are also pleased to announce that for the first time in over five years, Asbury Park will see new construction in the waterfront redevelopment area , the opening of the Springwood Center and the completion of the reconstruction of the 500 Block of Cookman Avenue.

So, since Asbury Park submitted the 2011 Transitional Aid application:

- The arbitration with iStar/Asbury Partners (waterfront master developer) has been successfully concluded and plans to build 28 townhome units this spring (the first of several phases) have been approved.
- The Springwood Center (which is a combination of a City Senior/Community Center, retail stores and eight affordable rental apartments) was completed and will open this spring. This facility represents a commitment to revitalize the Westside of our City. The retail stores will include a police sub-station, a business incubator program and a venue for local businesses to sell their products. This approach is a mini version of the "Home Boy" program that has been so successful on the west coast.
- In 2011 transactions for single and multi-family homes were up 20% over 2010, and the average selling price of a house rose 15%. Condominium transactions were up 17% and the average selling price of a condo rose 8%.
- The Asbury Park beaches have been voted as one of New Jersey's Top Ten Beaches in the Annual New Jersey Marine Sciences Consortium's survey for the past four years. Asbury Park placed sixth last year and has held the honor of the #1 beach in Monmouth County for the past two years.
- The police and fire dispatch function of Asbury Park have been successfully taken over by the Monmouth County Sherriff's Department . This is the largest shared service contract that the City has achieved to date.
- The City also completed a \$9 million NJDEP Environmental Infrastructure Trust funded program in the same area as the Springwood center. This

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investment will encourage investors in the most economically disadvantaged section of our community.

- In conjunction with the EIT funded infrastructure program, the City put out "Requests for Qualifications" inviting developers to propose projects on this corridor in compliance with the City's Springwood Avenue Redevelopment Plan.

With these successes in hand, the City continues to pursue a wide variety of additional strategies to reduce its need for state aid.

The strategies include:

- Entering into additional shared service agreements
- Reducing staff when and wherever possible
- Expanding economic development opportunities
- Expanding the City's network of support to provide additional resources at no additional cost to the taxpayers.
- Strengthening management practices to reduce costs and increase productivity
- Increasing fees for service
- Expanding existing services to generate revenue

New and Enhanced Shared Services:

In addition to the County Dispatch center noted in the introduction of this section, the City also entered into a shared service agreement with Monmouth County to service our Fire Department apparatus as well as our social service vehicles.

The dispatch shared service agreement reduced staffing in the city by 12 employees without impacting the services delivered to our residents.

Networking with all police agencies

Asbury Park's Police Department works closely with all public safety agencies. The ability of our Police Chief to network the way he does has saved the City hundreds of thousands of dollars and provided resources that are beyond our financial capability. We see these networking systems as a prelude to a regional

approach to public safety. The networking includes:

- County Prosecutor's Office supports the City through its Narcotics Task Force, their Gang Task Force and their SWAT team. Asbury Park also subsidizes its police budget through the use of Law Enforcement Trust Fund money we receive from participating in these joint investigations and police actions.
- The Monmouth County Sheriff's Department is in Asbury Park every day supporting the police department with daily patrols, traffic enforcement and fugitive apprehensions as well as assisting during special events and emergencies.
- The United States Marshall's Office Fugitive Task Force is an integral part of the City's public safety network; the City also makes use of their **technology** to track cell phone use which allowed the city to close homicide cases. Last year, we mentioned that in 2010, the City was awarded a new police vehicle by the U.S. Marshal Service for our efforts in this team approach. **This partnership with the Marshall's Office also makes Asbury Park eligible for revenue from the Federal Law Enforcement Trust Fund.**
- The FBI provides training, personnel and valuable resources to support Asbury Park in its actions against violent crime and gangs.
- In February of 2011, the Monmouth County Prosecutor's Office in conjunction with the New Jersey State Attorney General's Office selected Asbury Park to be the fifth municipality in the State to participate in the Attorney General's "Community Planning Board" program. The benefits of this program were clear at a "Peace Rally" organized by the "Fatherhood Empowerment Project" at the Westside Community Center on February 25, 2012. Members of the community joined with the County Prosecutor's Office, the Asbury Park Community Policing Unit, the City Manager and Council members to develop pro-active solutions to the shootings in our City. It will be these collaborations that ultimately bring safety to the streets of our City.
- The Asbury Park and Long Branch police departments continue to share technology ("Picture Link") which will allow both departments to share a suspect data bank.

This networking is a prelude for designing additional shared services and regionalizing public safety in Monmouth County.

Shared Services in the Fire Department

Fort Monmouth has closed.

As discussed in the City's 2011 transitional aid application, the Fort Monmouth Fire Department has provided Special Operations Emergency Response services to the citizens of Monmouth County for years. These services include hazardous materials mitigation, confined space rescue, building collapse rescue, low and high angle rope rescue, and any other type of emergency response that falls in the highly technical and unusual category. This service has been sporadic at best over the last year because the Fort Monmouth Fire Department has been experiencing a talent drain as members have been leaving to pursue other career opportunities in light of the Fort closing.

Over the past 5 years the Asbury Park Fire Department has been aggressively securing grants for equipment and training opportunities to assume these duties. As the only fully career fire department in Monmouth County we are the only logical organization to assume these responsibilities. To that end we have been included in the investment justifications by the NJ State Police for the last 3 years.

While the City of Asbury Park does not have the financial resources that the United States Army does in the case of funding these types of services via the Fort Monmouth Fire Department, we are an organization that is already staffed 24/7 and prepared to enter into inter-local or shared service agreements as the most efficient way to provide these essential high risk low frequency services to municipalities throughout the County.

In the 2010 Transitional Aid application, the City noted the benefits of regionalizing services. As a footnote to last year's information, it should be noted that over 20 municipalities have fire districts in Monmouth County. The two closest

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communities to Asbury Park are Neptune Township and Ocean Township. Each of these municipalities contains two fire districts.

The combined 2012 budgets for these four fire districts is \$7,884,193.00. If you added that to the approximate \$5,000,000.00 Asbury Park Fire Department budget, you would have a total budget of \$12,884,193.00 for area fire protection.

If incentives were offered and/or legislation was passed, these separate agencies could 'regionalize' their services for more efficient service delivery.

We recognize that "regionalization" by itself will not balance the City's budget; we also recognize that this approach will not only save money, it will provide more effective (in this example) fire protection and reduce the cost of capital expenditures. A combined budget of \$12,884,193 for three adjoining municipalities is a dramatic number.

Asbury Park currently generates about \$520,000.00 in EMS billing. We average about \$250.00 per billable transport (2,080 out of 4,700 total EMS incidents). The payer mix is better in the other municipalities, and combined with Asbury Park could conservatively generate about \$2,000,000.00. Neither of the other two communities currently bill for EMS service. The amount could be greatly increased with the passage of the EMS legislation that is currently conditionally vetoed.

As stated in previous applications we continue toward our goals of shared services in the area of consolidated fire protection and specialized technical rescue services. We have been approached by a neighboring borough about the notion of a shared services agreement in this area. This matter is supposed to be an agenda item at their next council meeting on February 28, 2012. We are hopeful that their governing body will take action authorizing their borough administrator to enter into negotiations with our administration on this subject.

We share this statistic as a reminder that there is an opportunity to provide a higher level of service for residents of Monmouth County without increasing the "tax" they currently pay. Asbury Park continues to work this initiative. We believe that this is still one of the untapped opportunities to reduce costs and increase service to our residents.

Strengthening management practices:

Insurance coverage

Asbury Park has decreased its general liability insurance costs in 2011 by over \$300,000 while increasing coverage. After five years of petitioning a variety of Joint Insurance Funds (JIFs) for membership, Asbury Park is now a member of the New Jersey Intergovernmental Insurance Fund (NJIIIF). Each of the City's self insured retention (SIR) limits was cut by 50% and all of the city's coverage was increased. Just as importantly, the NJIIIF provides management support and training to reduce injuries and establish effective work practices among all of the departments. Overall, joining this organization will save several hundred thousand dollars this year and allow the City to be eligible for reduced premiums and even lower SIRs in the years to come.

Increasing Revenue/Decreasing costs:

- **Police summonses have increased** from \$706,000 in 2007 to **over \$1 million** in 2009 and 2010. While summonses went down slightly in 2011 (\$953,438), it should be noted that Asbury Park's "gross" summons amount was \$1,620,846. The majority of the balance went to the State. While the City is increasing its revenue, we are also generating significant revenue for the State.
- The accelerated tax sale mechanism has allowed Asbury Park to dramatically lower its reserve for uncollected taxes (RUT). In 2011, however, the RUT had to be raised to \$275,000 from \$61,000 in 2010. We are pleased to note that **the tax collection rate for 2011 was 99.5%**, thus allowing the city to lower its RUT to \$133,202 in this year's introduced budget.
- **Surplus anticipated has increased** from \$114,000 in the 2011 budget to \$690,000 in the 2012 budget.
- The City's ratable base has returned to its 2010 level of \$430million; it had declined by \$5 million in 2011.
- In 2011 raises were given to bargaining units who reduced their health benefits, gave up overtime and reduced their use of overtime (AFSCME) in order to pay for their salary increases. In other words, **all salary increases were paid for by the employees themselves.**
- The City will again **reduce health benefits cost by \$422,898 in 2012** as a

result of the City's health benefits "waiver" policy. This policy allows employees who have alternate health coverage to "waive" the coverage that the City provides. As compensation for waiving their coverage, the employee receives a payment. In 2012, the City reduced this payment to a maximum of \$5,000 per employee; it had been 50% Of the value of the premium. A total of 20 employees opted to use the waiver provision. The total premium for these employees would have been \$522,898; the cost of the waiver payments is \$100,000.

- The **Police Department was reduced** from 95 officers in 2010 to 85 officers in 2011; eight of the 85 officers are funded through grant programs reducing the number of budget-funded officers to 77 sworn officers in the 2011 budget.
- The PBA/SOA received an arbitration award covering the years from 2008-2010. The value of this award was \$926,000. The City negotiated a new contract with **the PBA/SOA in which the unions agreed to economic givebacks equal to this award** to prevent layoffs.
- The PBA/SOA also agreed to take a zero percent salary increase for 2011 and 2012 and a modified health benefits program with higher deductibles.
- The Fire Union (IAFF) has agreed to a similar agreement (salary and health benefits). The IAFF did not go to arbitration. As with the Police Department's award, the Fire union agreed to economic givebacks equal to their increase.
- Both of the other non-uniform bargaining units agreed to give up benefits and contribute to their health benefits plan in amounts that would pay for their salary increase.
- Beach badge revenue increased by 16% in 2011 (from \$775,000 in 2010 to \$895,000 in 2011). This increase in revenue is on top of a 43.5% in 2010 (from \$540,000 to \$775,000).
- Using 2008 as the base year, overtime costs in the Fire Department were cut by 50% in 2009 and by 75% in 2010. In 2012, overtime is still on track to be 75% lower than the base year.
- Revenue generated by ambulance billing increased 30% between 2009 and 2010 (from \$400,000 to \$520,000). In 2011, ambulance revenue continued at \$520,000.
- As referenced in the "shared services" section of this application, the City is supporting two bills that would allow municipal fire departments to provide advanced life support services. Presently, New Jersey is the only state in the

union that does not allow municipal EMT to provide this service. It is currently a monopoly held by hospitals. After years of negotiating, A-2095 was approved on March 14, 2011. The bill was ultimately held by the governor for further review. It is the request of this community that the bill be enacted. Doing so would allow Asbury Park to provide better service to its residents and hundreds of thousands of visitors as well as generate in excess of \$250,000 additional revenue annually.

- The Construction Department generated \$263,990 in construction fees and applications. That number increased to \$301,657 in 2011 and is expected to increase by 17% in 2012.
- In addition to parking fees increasing, the City expanded its "parking management program" from the waterfront into the Central Business District on October 17, 2011. Approximately 800 new spaces were metered. This has already generated an **additional \$356,115 in parking revenue** as of February 28, 2012.
- The City has applied to the New Jersey Department of Transportation to implement the **Red light camera system**. This program has been effective in reducing the number of vehicles that run red lights in other communities. It also has the benefit of generating additional revenue. We are waiting for the state to review this application. Any assistance from the DLGS in moving this along would be welcome.
- The City continues to lobby with its state representatives to enact legislation that would **restore** some of the **liquor licenses** lost by the City during the years when Asbury Park was in decline. This measure would be closely tied to the redevelopment areas throughout the City. In 1957, Asbury Park had 74 consumption licenses and 8 distribution licenses; the City now has 37 consumption licenses and three distribution licenses. This simple measure would provide revenue for the City that would both increase direct revenue and encourage further investment by developers and business owners.

The following will serve as a brief summary of ways to offset lost revenue and to create additional funding sources for the **Department of Social Services**.

1. For several decades the City has annually been awarded a continuation grant from the State of New Jersey, Department of Human Services,

Division of Mental Health Services to provide services to the chronically mentally ill and medically needy within the community. Over the past several years additional funding was provided to the City through the grant based on its participation in the Medicaid Administrative Claim Program (MAC). Unfortunately the project was suspended effective January 1, 2011. The suspension of this project resulted in the mental health grant being reduced by \$10,148. This is money that is desperately needed to work with this very vulnerable population.

During 2011, the City provided services to over 800 individual clients; approximately 80% are Medicaid eligible. In an attempt to offset the lost funding, the City will be exploring the possibility of entering into the Medicaid program for possible reimbursement for services provided.

2. Prior to the closing of our Senior Citizen Center (that was located on the second floor of the Asbury Avenue Boardwalk Pavilion), residents of Ocean Grove used our facility. At that time, the Center had its own nutrition site for congregate meals and residents from local communities were transported to the center by Monmouth County SCAT bus for meals. Once the Center had to be closed, the nutrition center was relocated to Asbury Towers and we saw a significant decline in participant use at the temporary center.

The senior center is near completion and it's expected that we will be taking possession of the building by early April 2012. It's estimated that by early Spring the long awaited center will open and the nutrition center (operated by Inter-Faith Neighbors) will be moving back into the Asbury Park Senior Citizen Center and it is anticipated that residents from various communities will again be transported to the congregate meal program by the County's SCAT program.

We plan to reach out to various communities that do not have their own Senior Citizen program in an attempt to provide inter-local services at the new center, thereby generating additional revenue for the Asbury Park Senior Center. We are also exploring the possibility of renting out the program space for activities such as weddings and family reunions in an attempt to generate revenue.

3. The Department of Social Services has also entered into an inter-local agreement with the County of Monmouth's Department of Transportation for

maintenance of social services and senior center vehicles. It is estimated that such an agreement will significantly reduce vehicle repair and maintenance expenses.

All fees are reviewed annually.

For 2011, the following fees were increased:

- All fire inspection fees
- Beach badges
- Parking meter rates
- Inspection of grease traps (new ordinance which reduces maintenance costs for the city and provides penalties for non-compliance...2011)
- Liquor license fees
- Police and Fire departments outside employment
- Sewer user fees

Also in 2011, the following fees were enacted:

- Towing ordinance
- Hotel Occupancy Tax
- Street performers permit
- Pedicab license
- Beach storage locker fees

In 2012 the following fees will be increased:

- Special event fees
- Wedding fees

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- Film permit fees

The recreation department fee structure:

The Asbury Park Recreation Department has been actively providing and designing programming for our young residents. The city's recreation department provides a multitude of activities and/or events ranging for ages 5 through 25 with tremendous success. The program fee structure does not cover the cost for administration and/or implementation. There have been substantial attempts to increase program fees with continuous affordability pushed-back. The City subsidizes the cost of programs and activities because of the economic constraints placed on our residents.

According to the latest Census statistics, Asbury Park has a per capita income of \$20,368 as compared with the state per capita income of \$34,858. The median household income in Asbury Park is \$33,572 whereas the State median household income is \$69,811. The percentage of people living below the poverty level is 29.4% compared with the State poverty level of 9.1%. The number of female headed homes in Asbury Park is 23.1% and 30.1% of the population is under the age of 18.

The majority of our residents cannot afford to pay for the bare necessities of life. When it comes to pricing programs, the recreation department determines program cost based on the ability of our residents to pay. Over the past five years, the Recreation department has experimented with a variety of pricing levels. We have determined that as the children get older, their parents are less willing to pay higher fees for their recreation activities. As you know, these programs are critical to the health and safety of both our children and the adults in Asbury Park.

So, after these pilot programs with increased fees, we have established fees that parents and participants can afford and programs that attract the widest number and age groups of our youth. We also offer payment plans where appropriate so payments do not have to be paid in one lump sum. By subsidizing the programs we are able to attract more participants to our programs.

All departments compete for grant funding to supplement their departments, A few of the larger grants include:

- SAFER grant (\$1.265 million) for the Fire Department which has been

funding 12 firefighters for the past four years. The City is working with the IAFF to determine how best to address funding these firefighters when the grant expires in 2014. The City's work in the area of regionalization of fire services in the county is part of this objective.

- COPS grant (\$1.2 million) in the Police Department which is funding five officers for three years
- Another COPS grant (\$1.6 million) was awarded to the City in 2011 for an additional five police officers for the next three years. This grant was approved by our fiscal monitors and will be operational in 2012. Even with this grant, the City's table of organization is below what was recommended by both the DCA and the department of Justice.
- Byrne Memorial Assistance Grants which have funded the City's purchase of surveillance camera equipment, 9 police vehicles, automated license plate recognition technology, etc.

Expanding economic development opportunities

One of the most dramatic accomplishments in Asbury Park in the last five years is the coordination among all departments to grow economic development in the City. There were numerous impediments to economic growth eight years ago. Safety was at the top of the list. Asbury Park was considered too dangerous to visit or invest in. While that has changed, it must be guarded on a daily basis (please see Section V-A pages 6-8).

With the concerns noted above, the City is proud of the work accomplished by the Police Athletic League, Recreation Department and community groups who have combined to fund and build a boxing ring/work-out facility in a space above the Public Works offices that opened last year. As noted earlier in this application, the school district funds three "school resource officers". One of the programs these officers deliver is the Gang Resistance Education And Training (GREAT) program. A Junior Police Academy was started three years ago and has added to the opportunity for our police officers to be role models for our youth.

The combination of recreation opportunities and old fashioned community police work has made this difference and opened the door to greater investment by the residential and business community.

10th Annual Bamboozle Concert

In March of 2011, the City of Asbury Park launched an initiative to capture and

promote the city's great musical heritage that dates back to the 1890's. This is a strategic plan to embrace all the extraordinary music that emanated from Asbury Park, package it up, and leverage it to attract new businesses and visitors to our city even in this very difficult economic climate.

This philosophy was successfully implemented in cities like Memphis, Nashville, Austin, and Liverpool. Asbury Park is uniquely positioned to achieve similar success. Last year, the Smithsonian Institute chose Asbury Park to host the opening stop on their national tour of the New Harmonies Exhibit. Over 14,000 people visited the city while the tour was here and we received national press coverage including articles in USA Today and the NY Times. This was part of the City's strategy to establish Asbury Park as a musical Mecca and carry the city until the residential real estate market begins its recovery.

This year, Live nation has selected Asbury Park to host the Tenth Annual Bamboozle Festival. This concert started in Asbury Park ten years ago, and quickly outgrew our City. Well, its back . This time, however, the City has negotiated a "host fee" for the event and will share in other aspects of the revenue generated by the concert. There is a base fee of \$200,000. This concert is further proof that our economic strategy is working.

Continuing redevelopment growth

For the first time in over 40 years, there is significant investment by the City in the infrastructure on Springwood Avenue. July 4, 1970 marked the end of an era in Asbury Park. The civil disturbances of that weekend culminated in the razing of a majority of the commercial center that thrived for decades. Springwood Avenue was one of the most vibrant commercial centers in Monmouth County.

Springwood Avenue is coming back. The governing body authorized \$9 million of NJDEP Environmental Infrastructure Trust funding to completely reconstruct the avenue's infrastructure as well as the ancillary streets. This step, along with several housing and commercial projects currently under way on the west side of the City stand as measurable examples of the rebirth of the south-west portion of our City. The projects include:

Redevelopment of City-Owned Land to Enlarge the City's Ratable Base

1. Springwood Center Project

- a. The project site is located within the Springwood Avenue Brownfield

Development Area and Springwood Avenue Redevelopment Area. The site has been vacant since the 1970's.

- b. This project calls for the construction of a 27,534 square foot, three-story, mixed use building at 1501-1507 Springwood Avenue. These formerly City-owned parcels sit within the Springwood Avenue Redevelopment Area
- c. Building design calls for commercial/retail space at grade, space for the Asbury Park Senior Center on the second floor, and eight affordable, residential rental units at the third floor level.
- d. The estimated "all-in" cost to complete this project is approximately \$6.9 million. Interfaith Neighbors, a local non-profit, as owner and developer of this project, is responsible for securing financing to undertake and complete the project.
- e. Hazardous Discharge Site Remediation Funds were utilized by the City to remove an underground oil storage tank.
- f. The City has committed \$160 thousand in unused Regional Contribution Agreement (affordable housing funds) money and \$40 thousand in Community Development Block Grant funds toward the construction of the eight affordable rental units.

2. "Operation Westside" Scattered Site Redevelopment

- a. The project sites are located within the STARS Redevelopment Area. The STARS project was initially started over 10 years ago. It stalled due to rapidly increasing land costs during the boom market of the last decade. The STARS area also borders on the Springwood Avenue redevelopment area and compliments the work the City is accomplishing there. The STARS plan also benefits from the \$9 million in EIT infrastructure improvements.
- b. Redevelopment of a total of 19 stand-alone, vacant lots, previously owned by the City of Asbury Park and transferred to a collaborative partnership of three not for profit affordable housing developers.
- c. Construction of a total of 20 new affordable housing units in both detached single-family and detached two-family housing styles.
- d. To date 14 homes have been completed, and 6 will be completed in 2012.
- e. Developers are utilizing Neighborhood Stabilization Program funds to help complete the project.
- f. The City intends to allocate unused RCA funds towards the construction of a portion of the affordable units that are part of project.
- g. The project has been recognized as an example of an excellent collaboration between public and not-for-profit agencies and as an

excellent use of redevelopment planning, receiving a Planning Merit Award from the Monmouth County Planning Board.

3. Springwood Avenue Redevelopment Area- Vacant Land Between Atkins Avenue and Memorial Drive

- a. The property in question is located within the Residential and Gateway Zones of the Springwood Avenue Redevelopment Area.
- b. Property has laid fallow since the early 1970s. The City has reacquired the property through both legal settlement with the former property owner and a Memorandum of Understanding with the Asbury Park Housing Authority
- c. The City is currently issuing a request for qualifications to seek developers of the property.
- d. A preliminary build out analysis prepared shows the following potential development opportunities:

	Residential Zone	Gateway Zone	TOTAL
Total Size of Land	2.12 Acres	2.33 Acres	4.45 acres
Potential Number of Residential Units (estimate max)	95 units	127 units	222 units
Potential Non-residential square footage (estimate max)	NA	79,017 square feet	79,017 square feet

Another key component to the development of the Springwood Avenue Redevelopment Area is the design and construction of the first multi-purpose community park on the west side of the City- the first. This element of the redevelopment plan has been supported by two "Municipal Open Space Grants" from Monmouth County. The **first grant was in the amount of \$86,000** to offset the cost of the land; the **second grant in the amount of \$250,000** (the most the County awards in any one grant cycle) was for park improvements. The City is

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utilizing funding from the Hazardous Discharge Site Remediation Fund (HDSRF) to conduct preliminary assessments and site investigations on the property. Presently, a geophysical investigation is being conducted.

Waterfront development

It has been almost 10 years since the Waterfront Redevelopment Plan was adopted by the Asbury Park Mayor and Council. This part of the City, arguably the most potent economic engine in the 1.42 square miles of this City is the most economically under achieving area in Asbury Park – still.

The City is working with the Master Developer on a variety of issues including infrastructure financing, and a build-out analysis. The result will be a comprehensive amendment to the 2002 Waterfront Redevelopment Plan to reflect the economic realities of the current market. To help guide in this process, the governing body established a Waterfront Redevelopment Plan Advisory Committee to solicit community input and its recommendations formed a foundation for moving forward.

In February 2012, a 28 unit townhouse project in the Waterfront Redevelopment Area received site plan approval from the Planning Board. This project marks the first residential project approved in the waterfront in a number of years and is a sign of things to come.

The attached chart lays out the plans that the Waterfront Master developer, iStar, has for the beachfront over the next five years. The revenue from these projects could generate approximately \$2 million annually by 2015.



WRA Projected Unit Deliveries (NJETT) 2...

Central Business District Development

The Central Business District of Asbury Park continues to grow as a center for the arts and dining. A variety of recent projects reflect its new attractiveness as a mixed-use center with convenient access to mass transportation and the services that individuals seek today.

The arts community continues to grow, with a base in the Central Business District. ArtsCap, the City's local arts organization completed its Master Plan in 2011. The Shore Institute of Contemporary Arts (SICA) has established its headquarters within the District. The Asbury Music Center, a multi-purpose music instruction, rehearsal and recording space has received approval to operate within the District. The famous "Upstage Club", a historic musical venue within the District has received approval to renovate and reopen. A new theater is under construction within the District. These present and upcoming businesses and organizations were supported through careful redevelopment planning, and the amending of ordinances and plans to encourage them to make the Central Business District their home.

The City has also recently enacted a street performers ordinance which allows for public artists to perform in city right-of-ways including sidewalk areas. Both ordinances are seen as a way to encourage the performing arts within the city. Recognizing that public art can provide an enhancement to the community and the quality of neighborhoods within the City, the Mayor and Council have established a "Public Art Committee".

Another project of note is a mixed-use project located on several parcels within the District. A total of 31 residential units, 7 retail stores, and an accessory parking area are currently under construction. Located on the so-called 500-block of Cookman Avenue, completion of the project will mark the complete redevelopment of the Avenue, the historic heart of the district. This represents a significant milestone in the City's redevelopment efforts.

Transportation Improvements

James J. Howard Transportation Center Repair and Upgrade

The City has received a \$180,000 grant under the NJDOT Centers of Place Grant program for capital improvements to the James J. Howard Transportation Center. This repair and upgrade to the Center is included in the PIA and enables the City to fulfill its goal of repairing and upgrading the Center. Work is complete and includes a new roof, ceiling, lighting, landscaping, air conditioning and heating system, doorways, and tunnel refurbishment.

In addition, Asbury Park has worked with Monmouth County to implement the "Shorelink Shuttle", three shuttle bus routes that connect the train stations in Asbury Park, Belmar, and Bradley Beach with their beaches. The service is \$1 a

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ride. It is set up to encourage beach visitors to use public transportation to visit some of the most popular beaches in Monmouth County.

The City has also implemented its first ever wayfinding signage program. Located at key locations throughout the city, the program provides directional signage to major destinations including City recreational, business and civic assets.

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V-D. Discussion of Health Benefits

If your municipality does not use the State Health Benefits Plan for health insurance, fill this section out in its entirety.

1. Identify the company that is the broker of record for health insurance and how long have they served as broker of record?

Brown and Brown Benefit Advisors (BBBA) has been the broker of record since 2005. Ted Wardell, Josephine Schroeder, and Nicole Kleinsorgen service the City. They regularly provide assistance in resolving day-to-day employee and retiree claims and enrollment issues, as well as billing matters, and general questions; annually advise on compliance notifications; assist in negotiation strategies for healthcare benefit plans; and annually market the plans for most cost effective option.

2. How much in commissions or fees does the broker of record receive from: (a) the municipality \$ _____; and (b) the insurance company providing health benefits \$ _____.

2011 Commissions received by Horizon BlueCross BlueShield was \$157,811 for the 2011 plan year. Commissions are subject to enrollment changes, as well as COLA (Cost of Living Adjustment) capitation on an annual basis and will not exceed the 2010 threshold.

3. As an attachment, have the broker list the provided coverage, and the categories and number of employees in each program. Create a side by side comparison with the State Health Benefits Plan and outline costs.



VD.3. Horizon vs. SHBP Cost Compariso



2012 Benefit Comparison PPO vs M

**City of Asbury Park
Cost Comparison Summary
March 2012**

		March 2012		
	Enroll.	Active PPO \$10/\$20 Retail: \$10/\$20 Mail Order: \$20/\$40	Active SHBP Direct 10 Retail: \$3/\$10 Mail Order: \$5/\$15	Active SHBP Direct 15 Retail: \$3/\$10 Mail Order: \$5/\$15
Active Medical Estimated Premium	242	\$ 341,587.54	\$ 272,772.16	\$ 259,751.31
Estimated Dollar Difference			\$ (68,815.38)	\$ (81,836.23)
Estimated Percentage Difference			-20.15%	-23.96%
Active Rx Estimated Premium	242	\$ 72,870.56	\$ 74,829.37	\$ 74,829.37
Estimated Dollar Difference			\$ 1,958.81	\$ 1,958.81
Estimated Percentage Difference			2.69%	2.69%
Estimated Total Active Premium	242	\$414,458.10	\$347,601.53	\$334,580.68
Estimated Dollar Difference			(\$66,856.57)	(\$79,877.42)
Estimated Percentage Difference			-16.13%	-19.27%

	Enroll.	Retiree PPO Retail: \$5 Mail Order: \$5	Retiree SHBP Direct 10 Rx Retail: \$10/\$22/\$44 Mail Order: \$5/\$33/\$55	Retiree SHBP Direct 15 Rx Retail: \$10/\$22/\$44 Mail Order: \$5/\$33/\$55
Retiree Medical Estimated Premium	132	\$ 90,722.21	\$ 109,738.19	\$ 104,530.00
Estimated Dollar Difference			\$ 19,015.98	\$ 13,807.79
Estimated Percentage Difference			20.96%	15.22%
Retiree Rx Estimated Premium	132	\$ 42,645.60		
Estimated Dollar Difference			Part of Medical Premium	Part of Medical Premium
Estimated Percentage Difference				
Estimated Total Retiree Premium	132	\$ 133,367.81	\$ 109,738.19	\$ 104,530.00
Estimated Dollar Difference				
Estimated Percentage Difference				

Estimated Total Medical & Rx Premium	374	\$ 547,825.91	\$ 457,339.72	\$ 439,110.68
Estimated Dollar Difference			\$ (90,486.19)	\$ (108,715.23)
Estimated Percentage Difference			-16.52%	-19.84%

Notes:

- POS Plan omitted from the comparison. Currently there are no participants in the plan.
- We used one month as a comparison as annualized totals contain too many variables for the following reasons.
- Annualized totals are subject to the following unknowns:
 - June 1, 2012 final Horizon renewal rates for the current plans.
 - January 1, 2013 SHBP renewal rates.
 - Plan changes for the retiree population in 2012.
 - Introduction to other plan designs such as an EPO and HDHP in 2012.

City of Asbury Park
2011-2012 Benefit Plan Comparison

Section V-D Attachment (Page 29)

	Current Active Horizon PPO Modified	
	In-Network	Non-Network
Office Visits for Primary Care and Specialists	\$10 copay (primary) \$20 copay (specialist)	80% after deductible
Emergency Room	100%	100% \$400 (individual) \$800 (family)
Annual Deductible	\$0	80% after deductible
Hospital Deductible	\$0	80% after deductible
Coinsurance	100%	80% after deductible
Annual Out of Pocket Maximum	\$700/\$1,400	\$2,000 (individual) \$4,000 (family)
Vision- Routine Eye Exams	\$10 copay (primary) \$20 copay (specialist) (one exam/CY)	After Ded.: 80% (one exam/CY)
Vision-Hardware	\$50 combined max every 2 years (exam and hardware)	
Prescription Drug Plan		
Retail: 34 day supply/100 unit dose	2-Tier	
Generic	\$10	
Brand (Preferred/Non-Preferred)	\$20	
Mail Order: 90 day supply	\$20	
Generic	\$20	
Brand (Preferred/Non-Preferred)	\$40	

	Current Retiree Horizon PPO PLAN	
	In-Network	Non-Network
Office Visits for Primary Care and Specialists	\$10 copay	80% after deductible
Emergency Room	100%	100% \$400 (individual) \$800 (family)
Annual Deductible	\$0	80% after deductible
Hospital Deductible	\$0	80% after deductible
Coinsurance	100%	100%
Annual Out of Pocket Maximum	\$400/\$800	\$400/\$800
Vision- Routine Eye Exams	100% (one exam/CY)	100% (one exam/CY)
Vision-Hardware	Not Covered	
Prescription Drug Plan		
Retail: 34 day supply/100 unit dose	Rx-Flatline	
Generic	\$5.00	
Brand (Preferred/Non-Preferred)	\$5.00	
Mail Order: 90 day supply	\$5.00	
Generic	\$5.00	
Brand (Preferred/Non-Preferred)	\$5.00	

	DIRECT ACCESS Design 10 PLAN <small>*Horizon DA network</small>		DIRECT ACCESS Design 15 PLAN <small>*Horizon DA network</small>	
	In-Network	Non-Network	In-Network	Non-Network
Office Visits for Primary Care and Specialists	\$10 copay	80% after deductible	\$15 copay	70% after deductible
Emergency Room	\$25 copay	\$25 copay \$100 (individual) \$250 (family)	\$50 copay	\$50 copay \$100 (individual) \$250 (family)
Annual Deductible	\$0	80% after deductible \$200 deductible per stay	\$0	70% after deductible \$200 deductible per stay
Hospital Deductible	\$0	80% after deductible	\$0	70% after deductible
Coinsurance	90%	80% after deductible	90%	70% after deductible
Annual Out of Pocket Maximum	\$400 (individual) \$1,000 (family)	\$2,000 (individual) \$5,000 (family)	\$400 (individual) \$1,000 (family)	\$2,000 (individual) \$5,000 (family)
Vision- Routine Eye Exams	\$10 copay (one exam/CY)	Not Covered	\$15 copay (one exam/CY)	Not Covered
Vision-Hardware	Not Covered			
Prescription Drug Plan				
Retail: 34 day supply/100 unit dose	2-Tier		2-Tier	
Generic	\$3		\$3	
Brand (Preferred/Non-Preferred)	\$10		\$10	
Mail Order: 90 day supply	\$5		\$5	
Generic	\$15		\$15	
Brand (Preferred/Non-Preferred)	\$15		\$15	

*Comparison is for illustrative purposes only

4. Provide a clear and concise explanation as to why the State Health Benefits Plan is not being used and discuss the relative costs of insurance used and the State Health Benefits Plan. (It is advisable for you to share this question with your broker of record and have them fill it out.)

In a 2010 arbitration hearing with the PBA, the City won the right to move to a Direct 10 Access match plan that would have resulted in an annual estimated savings of \$93,500 in 2011. BBBA provided an alternate proposal, which would deliver an estimated annual savings in 2011 of \$178,500, with the active PBA population.

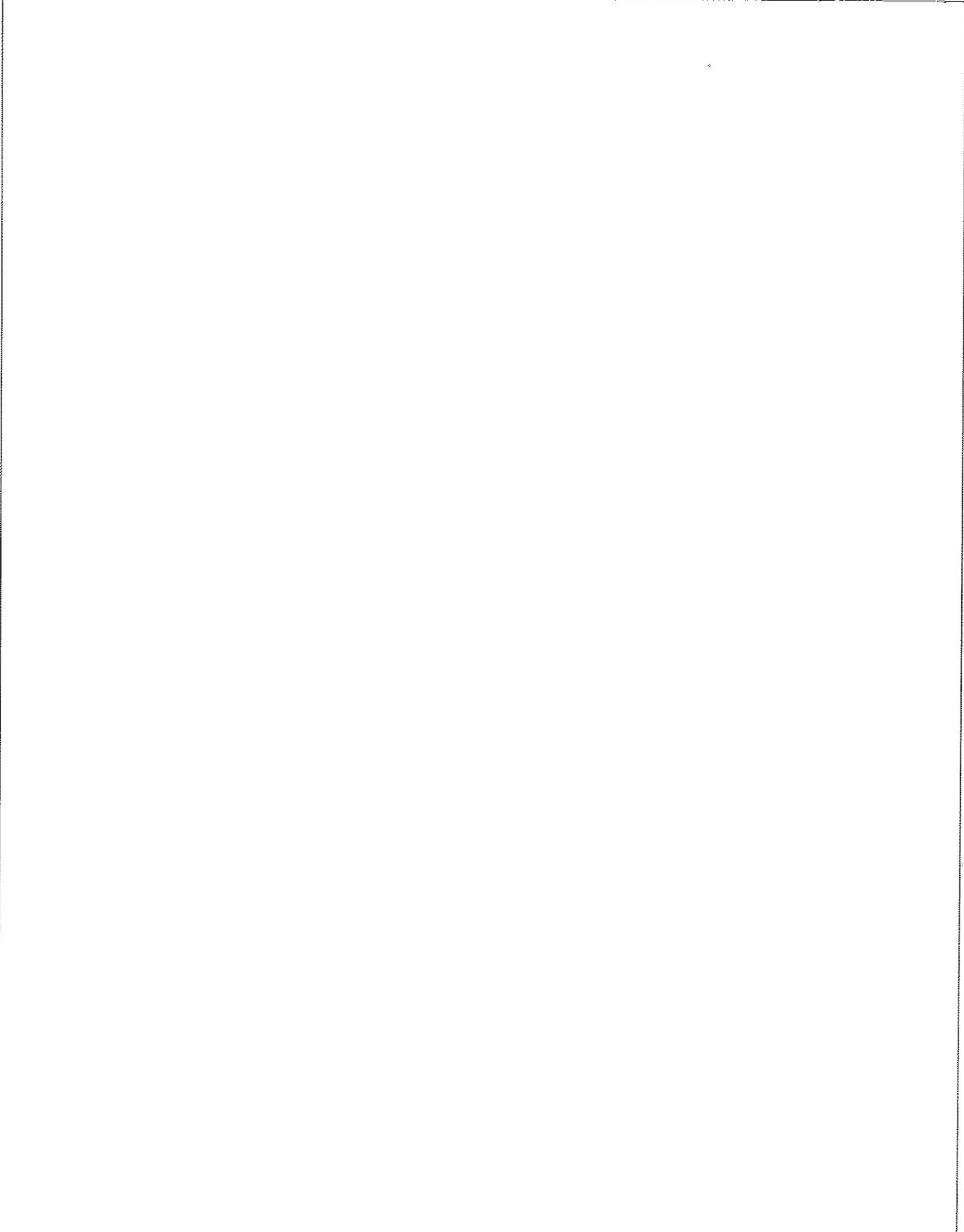
In 2011, all other active employees, collectively bargained and non-collectively bargained also changed to the alternate proposal, which resulted in an additional estimated savings of \$232,300.

In 2011, BBBA provided an alternate payment scheduled, that allowed the City to defer 2 months of premium to alleviate budgeting and cash flow challenges. This premium lag arrangement is only available to private plans with Horizon, and full payment is payable upon termination of the contract.

In 2012, BBBA is proposing movement of the retiree population to the alternate proposed plan of 2010, which would result in an estimated savings of \$214,100, as well as proposing an EPO and HDHP options. The labor contracts with all of the unions expire on 12/31/12. BBBA has committed to helping the City move forward with a wellness campaign in coordination with Horizon, including a health fair and biometrics screening.

The City and BBBA have worked cooperatively and developed a strong working relationship with collective bargaining units, in the overall negotiations strategy, including wages, retroactive payments, etc.

BBBA provides full service for the processing of Medicare Part D reimbursement through an actuarial firm, which has resulted in additional funds to the City of approximately \$70,000 a year for the last three years. BBBA absorbs the administrative fees for this service. If the City moves to the SHBP, it would no longer receive this reimbursement.



VI. Historical Fiscal Statistics

Item	2010	2011	Introduced Application Year
1. Property Tax/Budget Information			
Municipal tax rate	\$ 2.902	\$3.083	\$3.743
Municipal Purposes tax levy	\$ 12,433,171	\$13,082,904	\$16,090,468
Municipal Open Space tax levy	\$ 0.00	\$0.00	\$0.00
Total general appropriations	\$ 40,400,293	\$43,208,789	\$40,076,472
2. Cash Status Information			
% Of current taxes collected	98.93%	99.61%	%
% Used in computation of reserve	99.725%	99.21%	99.5%
Reserve for uncollected taxes	\$ 61,847	\$182,197	\$133,202
Total year end cash surplus	\$ (5,296,045)	\$(36,819)	
Total non-cash surplus	\$ 5,410,669	\$1,112,069	
Year end deferred charges	\$ 1,565,635	\$579,132	
3. Assessment Data			
Assessed value (as of 7/1)	\$ 428,549,386	\$424,335,298	\$429,914,279
Average Residential Assessment	\$ 140,000	\$140,000	\$140,000
Number of tax appeals granted	0	0	
Amount budgeted for tax appeals	\$ 0.00	\$0.00	\$0.00
Refunding bonds for tax appeals	\$ 0.00	\$0.00	\$0.00
4. Full time Staffing Levels			
Uniformed Police - Staff Number	99	99	99
Total S&W Expenditures	\$ 10,094,800	\$8,711,893	\$
Uniformed Fire - Staff Number	55	55	55
Total S&W Expenditures	\$ 4,195,758	\$4,285,974	\$
All Other Employees - Staff Number	90	78	78
Total S&W Expenditures	\$ 5,244,324	\$ 4,293,586	\$4,702,272

5. Impact of Proposed Tax Levy

			Amount
Current Year Taxable Value			429,914,279
Introduced Tax Levy			16,090,468
Proposed Municipal Tax Rate	3.743	Average Res. Value (#4 above)	140,000
Current Year Taxes on Average Residential Value (#4 above)			5,240
Prior Year Taxes on Average Residential Value			4,316
Proposed Increase in average residential taxes			924

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VII. Application Year Budget Information

A. Year of latest revaluation/reassessment

2002

B. Proposed Budget – Appropriation Cap Information

- Item**
- Was an appropriation cap index rate ordinance adopted last year?
If YES: % that was used
 - Amount of appropriation cap bank available going into this year
 - Is the Application Year budget at (appropriation) cap?
If NO, amount of remaining balance
 - Does the Application Year anticipate use of a waiver to exceed the appropriation cap?
If YES, amount:

	Yes	No
	X	
3.5%		
\$2,453,839		
		X
\$2,122,783		
		X
\$		

C. List the five largest item appropriation increases:

Appropriation	Prior Year Actual	Application Year Proposed	\$ Amount of Increase
Group Insurance	5,104,895	5,800,000	695,105
Police Department – Other Expenses	427,468	810,170	382,702
Unemployment Insurance	100,812	300,000	199,188
Interest on TANS	293,700	563,750	270,050
Senior Citizen Center-Other Expenses	30,288	81,613	51,325
Economic Development (UEZ)-Salaries and Wages	0	63,911	63,911

D. List all new property tax funded full-time positions planned in the Application Year:

Department/Agency	Position	Number	Dollar Amount
Engineering Department	City Engineer/Director of Public Works	1	75,000

E. Display projected tax levies, local revenues (not grants), anticipated (gradually reduced) Transitional Aid, total salary and wages, and total other expenses projected for the three post-application years:

	Tax Levy	Local Revenues	Transitional Aid	Total S&W	Total OE
First year	27,306,480	6,176,230	3,000,000	17,957,997	13,294,146
Second year	27,989,142	6,268,873	2,000,000	18,227,367	13,626,500
Third year	28,688,870	6,362,906	1,000,000	18,500,778	13,967,163

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VIII. Financial Practices

A. Expenditure controls and practices:

Question	Yes	No
1. Is an encumbrance system used for the current fund?	X	
2. Is an encumbrance system used for other funds?	X	
3. Is a general ledger maintained for the current fund?	X	
4. Is a general ledger maintained for other funds?	X	
5. Are financial activities largely automated?	X	
6. Does the municipality operate the general public assistance program?		X
7. Are expenditures controlled centrally (Yes) or de-centrally by dept. (No)?	X	
8. At any point during the year are expenditures routinely frozen?	X	
9. Has the municipality adopted a cash management plan?	X	
10. Have all negative findings in the prior year's audit report been corrected?	X	
If No, list those uncorrected as an appendix.		

B. Risk Management: Indicate ("x") how each type of risk is insured.

Coverage	JIF/HIF	Self	Commercial
General liability	X		
Vehicle/Fleet liability	X		
Workers Compensation	X		
Property Coverage	X		
Public Official Liability	X		
Employment Practices Liability	X		
Environmental	X		
Health	SHBP		X

C. 1) Salary and Employee Contract Information (when more than one bargaining unit for each category, use average):

Question	Police	Fire	Other Contract	Non-Contract
Year of last salary increase	2010	2011	2011	2011
Average percentage increase	1.5	1.5	1.5	1.5
Last contract settlement date	March 2, 2011	June 1, 2011	October 1, 2011	
Contract expiration date	Dec. 31, 2012	Dec. 31, 2012	Dec. 31, 2012	

2) Explain if any of the following actions have been taken or are under consideration for the Application Year:

Action	Police	Fire	Other Contract	Non-Contract
Furloughs (describe below)	X	X	X	X
This alternative will be on the table with all of the unions if full amount of aid is not received.				
Wage Freezes (describe below)				
Layoffs (describe below)				

Application Year CY 2012	Municipality:City of Asbury Park	County:Monmouth
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Tax Enforcement Practices:

Question	Yes	No
1. Does the municipality use the accelerated tax sale program?	X	
2. When was the last foreclosure action taken or tax assignment sale held: Date:	N/A	
3. On what dates were tax delinquency notices sent out in 2011: Date:	Quarterly	
4. Date of last tax sale: Date:	Dec. 15, 2011	

E. Specialized Service Delivery:

If the answer to either question is "Yes," provide (as an appendix) a cost justification of maintaining the service without changes.

Service	Yes	No
Sworn police or firefighters are used to handle emergency service call-taking and dispatch (in lieu of civilians)		X
The municipality provides rear-yard solid waste collection through the budget		X

F. Other Financial Practices

1. Amount of interest on investment earned in:

Prior Year:	\$36,556	Last Year:	\$ 34,441	Anticipated Application Year:	\$34,000

2. List the instruments in which idle funds are invested:

Various Sweep Accounts	

3. What was the average return on investments during CY 2011?

1%
2011

4. When was the last time fee schedules were reviewed and updated?

G. Status of Collective Negotiation (Labor) Agreements: List each labor agreement by employee group, contract expiration date, and the status of negotiations of expired contracts.

Employee Group	Expiration Date	Status of Negotiations of Expired Agreement
PBA – Police Officers	Dec. 31, 2012	N/A
SOA- Police Superior Officers	Dec. 31, 2012	N/A
IAFF- Firefighters	Dec. 31, 2012	N/A
AFSCME – Supervisors	Dec. 31, 2012	N/A
AFL/CIO, Local # 6	Dec. 31, 2012	N/A

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X. Service Delivery

List all services that the municipality contracts to another organization: i.e., shared services with another government agency, including formal and informal shared services, memberships in cooperative purchasing program, private (commercial), or non-profit organization.

Service	Name of Contracted Entity	Estimated Amount of Contract	Year Last Negotiated (as applicable)
911 Dispatch Services	County of Monmouth		
Vehicle repairs	County of Monmouth		
Gasoline purchases	Monmouth County Co-op		
Purchasing of Salt	Monmouth County Co-op		
Fire Department	<ul style="list-style-type: none"> In 2010 the APFD let be known to contiguous jurisdictions that we are willing to provide mutual aid for EMS calls as long as they were OK with us billing the patients as we do within our own jurisdiction. We respond on these calls between 5-15 times per month where in prior years we didn't get called at all. The APFD is being asked more frequently than ever before to respond to fire/rescue type emergencies in neighboring communities The APFD has outfitted one of its spare engines and trained all of the members to respond outside of Asbury Park to RIT (Rapid 		

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	<p>Intervention Team) calls when requested.</p> <ul style="list-style-type: none"> • The APFD has formed an informal partnership with the Neptune Fire/OEM joint confined space rescue team to respond to these types of emergencies in our region of the county. • The City continues to work toward the acquisition of funding for the Monmouth County USAR Project (hosted by the Asbury Park Fire Department) This project would be funded via the Office of Homeland Security and Preparedness. • On 2/28/12 a neighboring municipality is expected to authorize their administrator to explore the notion of a shared services agreement for the Asbury Park Fire Department to provide fire/rescue services. 	
<p>Department of Public Works</p>	<p>Sharing of beach cleaning equipment and street cleaning equipment with neighboring communities</p>	
<p>Senior Center (due to open in April of 2012)</p>	<p>With this new facility (Asbury Park senior center has been operating out of rental space for 10 years) Asbury Park will be the location of a shared nutrition program. Seniors will use Monmouth County's SCAT buses for transportation. The meals will be provided by Interfaith Neighbors (a local non-profit organization).</p>	

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Section XI – Impact of Limited or No Aid Award

Describe in complete detail the impact if aid is not granted for the current fiscal year; this priority setting requires that the municipality will maintain a minimum level of essential services. List the appropriate category of impact if the aid is not received. Rank each item from both lists as to the order in which elimination will take place. If across the board cuts will be made, indicate under service. For rank order purposes, consider the two sections as one list. The cuts outlined here are one that the municipality is committing to make if they do not receive aid. (***) These cuts will violate DCA staffing levels.

Rank Order	Department	# of Layoffs	Effective Date	2011 Full Time Staffing	2012 Full Time Staffing	\$ Amount to be Saved
1	Police Department	37	6/1/2012	93	56	2,041,070 **
2	Fire Department	19	6/1/2012	52	33	702,024**
3	Public Works	11	6/1/2012	22	11	316,061
4	Code Enforcement	4	6/1/2012	6	2	140,797

If services will be reduced, describe the service, impact and cost savings associated with it.

Rank Order	Service	Cost Savings	Impact on Services

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XII. Agreement to Improve Financial Position of Municipality

If aid is granted, the municipality will be required to submit to certain reporting conditions and oversight as authorized by law and a Memorandum of Understanding will need to be signed. Please mark each box below indicating that the applicant understands, and agrees to comply with these broad reporting and oversight provisions.

	Yes	No
1. Allow the Director of Local Government Services to assign management, financial, and operational specialists to assess your municipal operations.	x	
2. Implement actions directed by the Director to address the findings of Division staff.	x	
3. Enter into a Memorandum of Understanding and comply with all its provisions, without exception.	x	

XIII. Certification of Past Compliance for Municipalities Currently Operating Under a Transitional Aid MOU:

The undersigned certify that the municipality has complied with all the conditions and requirements of the 2011 MOU conditions, including, but not limited to, the following: submission of a Transition Plan, adoption of a pay to play ordinance, receipt of signed approval forms as required prior to hiring personnel and contracting with professional service vendors.

Mayor:  Date: 2/28/12
 Chief Financial Officer:  Date: 2/28/12
 Chief Administrative Officer:  Date: 2/28/12

XIV. CAMPS Certification (County and Municipal Personnel System - Civil Service municipalities only)

For Civil Service municipalities, the undersigned, being knowledgeable thereof, hereby certify that the municipality has placed the names of all current civil service employees in NJ "CAMPS".

Human Resources or Personnel Director: _____ Date: _____
 Chief Financial Officer: _____ Date: _____

XV. CERTIFICATION OF APPLICATION FOR TRANSITIONAL AID

The undersigned acknowledges the foregoing requirements with which the municipality must comply in order to receive aid as outlined above. In addition, included with this application is a copy (printed or electronic) of the budget documentation that supports the budget calculation that was provided to the governing body.

Mayor:  Date: 2/28/12
 Chief Financial Officer:  Date: 2/28/12
 Chief Administrative Officer:  Date: 2/28/12