

# NJAC COUNTY BIZ

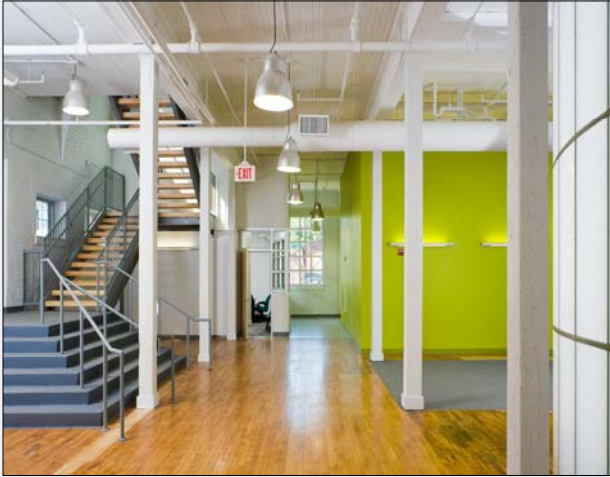
An Educational and Informative Newsletter for Counties and Businesses

New Jersey Association of Counties

ISSUE 95 - APRIL 2019

## Building A Community

by Debbie Koehler, Director of Marketing for DIGroup Architecture



As NJ's counties and municipalities determine how to leverage the federal Opportunity Zone program to jumpstart investment in the state's underserved communities, it's important to understand how aged or abandoned properties and structures can be reimaged to serve and inspire these communities.

### Using design to build a community

Recognizing that diverse perspectives and first-hand input contribute to rich solutions, it is critical to engage local leaders, investors, and residents, regardless of participants' ages or experience as an important first step to any project that impacts a neighborhood. An architect can facilitate a discovery process that explores design possibilities and transformative solutions for the community.

With this exercise, an architect builds credibility with stakeholders. Listening to those that are impacted most and collaborating on a solution that addresses both immediate and long-term needs, makes for better cities and towns.

The Community Charter School of Paterson was born from an adaptive reuse of a 34,000 sf former industrial building in Paterson's Great Falls Historic District. The school's founder, NJ Community Development Corporation, worked with DIGroupArchitecture and a committed group of community members, parents and staff to envision a "wildly inspired environment to propel a love of learning," and a school that would serve as a core element in the local neighborhood. To honor the building's history of service, much of the exterior envelope was retained and many original materials—concrete, steel, brick and wood—were integrated into the design.

In New Brunswick, City Officials and Catholic Charities sought DIGroupArchitecture to repurpose a historic firehouse. The structure, once "an underutilized building that had a proud history of serving the community," was transformed into the Unity Square Community Center. The first floor houses office space and a community kitchen.

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## Get to know your County Official.....

### How many years have you served as Union County Freeholder?

I am presently serving my second year, of my first term as a member of the Union County Board of Chosen Freeholders.

### What was the first public position you held?

I served my first public position over 15 years ago, as a Member of the Hillside Board of Education.

### Why did you choose to run for Union County Freeholder?

I was inspired to serve on the County level by the diversity of interests, constituents and goals throughout all 21 municipalities that make-up Union County. The skills and experience that I garnered as an official, elected by the people to serve as a member on the board of education, municipal council and mayor were well suited to prepare me to advocate countywide and statewide to benefit all of our residents and businesses, as well as other entities in the county.



Angela R. Garretson  
Freeholder  
Union County

### What has been the most difficult decision you have had to make while serving as Freeholder?

The most difficult decision I have had as a new freeholder was during one of my first committee assignments. I made the decision to challenge an area of concern that impacts every municipality, "the treatment gap," and advocate for inclusion of more residents within the county.

According to the landmark, "*Facing Addiction in America: the Surgeon General's Report on Alcohol, Drugs, and Health*," in 2016, "Our health care system has not given the same level of attention to substance use disorders as it has to other health concerns that affect similar numbers of people. Only about 10 percent of people with a substance use disorder receive any type of specialty treatment." This is often referred to as the treatment gap.

I am proud to say that my advocacy to close the gap continues in the county, and our freeholder board understands no group is immune, across racial and ethnic groups and persons of all income levels. Although overall there has been a higher number of drug overdose deaths among women than men, our county is committed to support pro-active strategies to provide multiple resources and we strive to address the gap.

### What would our readers be most surprised to learn about you?

The readers would be most surprised to learn my love of the culinary industry and great dining. This started in college when I prepared chef quality cuisine to help finance my college education. I established a home cooked dinner service business for dormitory residents at Syracuse University.

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## Get to know your County Official.....*(continued)*

### Who is your role model?

My role model is my Mom. She sacrificed it all for my sister and me. Yet, she continued to better herself and stay grounded.

### What do you love about Union County?

The reason I love Union County is the people; it's all about the people! The cultural diversity, the many languages and the deep history that is tied to each municipality that binds us together and so many of its institutions. Most significantly, Union County is where I grew up and also developed a foundation that allowed me to have a diverse and authentic experience from childhood through adulthood that made me a strong woman. Our county through the large cities, small towns, and even boroughs provides so much to discover from historical to present-day origins. The rich and diverse interests and resources throughout the county shares endless opportunities for so many to explore, learn, work, play, worship and grow.



## Building A Community *(continued)*



The Promise Culinary School, an outpost of the city's soup kitchen, Elijah's Promise, provides jobs for three staff members who teach day and evening cooking classes to promote health and wellness. The second floor is a museum space dedicated to the history of firefighting and New Brunswick's Fire Department.

With such leadership and guidance from a design firm like DIGroupArchitecture, New Jersey has the potential to be a national model on how to rebuild healthy, affordable, and resilient communities.

DIGroupArchitecture, a minority-owned firm known for revitalizing communities statewide, is committed to good design that serves as a catalyst for positive change.

To learn more about DIGroupArchitecture, please visit [digrouparchitecture.com](http://digrouparchitecture.com).



# The Value of Delivering an Email to an Inbox

by Madeline O'Phelan, Director of Marketing Communications for Granicus

In the last decade, the evolution of the email newsletter has been fascinating to watch. From must-use template designs to the most effective subject lines, there are a million tips for drafting the perfect email.

While the strategies behind the use of email in communicating have been largely unchanged (the need to stay relevant, increase audience engagement and maximize outcomes), there has been an increase of barriers in ensuring emails are delivered properly.

Granicus's email marketing platform govDelivery has the highest deliverability rates to government inboxes (98% or more) and leverages best practices in email communications to ensure emails get to the people they're meant to.

Additionally, we provide template options in govDelivery that have all the key components you need to create strong email: a bold header, placeholder for relatable imagery, strong call to action and social icons. govDelivery makes it easy to plug in your information and hit "send."

While all of these factors will help your email bypass spam filters, the govDelivery team is doing so much more behind the scenes to help ensure your email gets to your recipient, including:

## 1. We Sign our Email Messages with DKIM & SPF

Just like your bank shows you that your site is secure and verified, an email can verify that the domain that it claims sent the email actually sent it. In addition to DKIM (Domain Keys Identified Mail), govDelivery also implements Sender Policy Framework (SPF) in partnership with our clients to establish govDelivery as an allowed sender using the client's custom sub-domain. Both DKIM and SPF help verify messages and make it more likely that an email will be delivered properly.

## 2. We Can Clean Your List for You

Before we upload email lists, we can run it through a process to help ensure there aren't delivery threats and undeliverable addresses that would prevent a message from being successful.

## 3. We Send Emails on Behalf of Public Sector Organizations

Granicus clients don't send commercial emails, which helps to enhance our reputation and make our emails more likely to be delivered.

## 4. We Actively Monitor

At Granicus, our team is actively monitoring deliverability issues and proactively making improvements to help ensure that your emails get to your targeted audience.

## 5. We Engage and Deliver

Every govDelivery client has access to detailed analytics in their reports that highlight the number of new subscribers, unsubscribes, open rates, click rates, and engagements, among other metrics for measuring success.

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## The Value of Delivering an Email to an Inbox *(continued)*

In addition to Granicus' engineering services, govDelivery's implementation and client support teams are here to support clients in every step of the digital communications process – whether it's making sure you are set up with the right product or supporting your admins with the best practices for content, we're here to help.

Are free options like Constant Contact not meeting your deliverability needs? [Click here](#) to up a guided tour and experience the highest deliverability in government communications.



# GRANICUS

## **Hop To IT!**

### **What are you waiting for?**

*The 2019 NJAC Annual Conference takes place May 8<sup>th</sup> through May 10<sup>th</sup> at Caesar's Resort and Hotel in Atlantic City. Get your company noticed through exhibition, sponsorship and advertisement in our conference directory.*

***Did you know at last year's NJAC Annual Conference there were nearly 600 county & business registrants and 80 vendors?***

*So you better hop to it and sign up now!*

*Contact Loren Wizman, [loren@njac.org](mailto:loren@njac.org), or Kim Nolan, [kim@njac.org](mailto:kim@njac.org), for more details!*

# JOB VACANCY ANNOUNCEMENTS



The **Sussex County Municipal Utilities Authority** is seeking a full-time **Assistant Engineer**. To view the complete position description and obtain an employment application, please visit [www.scua.org](http://www.scua.org) or request by email [mnemeth@scmua.org](mailto:mnemeth@scmua.org). Attach resume to your employment application, mail or email to: SCMUA, 34 Route 94 South, Lafayette, NJ 07848. Email [mnemeth@scmua.org](mailto:mnemeth@scmua.org).

Application acceptance deadline is April 10, 2019.

**Position requirements:** Assists with SCMUA bidding and procurement activities, Provide technical/regulatory assistance to Solid Waste and Wastewater Departments. Monitor Solid Waste and Wastewater regulatory compliance, including Discharge Monitoring Report and other applicable NJDEP reporting. Provide technical input and engineering recommendations regarding operations and capital improvement projects. Assist in the planning, design and construction of new facilities. Participate in formal and informal inspections of operations, construction projects, with reporting thereof. Compiles and analyzes technical data and evaluations. Participates in the review and endorsement, and renewal of Authority Activities including but not limited to NJPDES permits, Treatment Works Approvals and Management Planning documents and approvals. Various other duties and consultations as assigned by the Executive Director/Chief Engineer.

**Qualifications:** Requires a minimum of a Bachelor of Science Degree in Engineering from an accredited Institution. Engineer in Training Certificate as issued by the State of NJ, Dept. of Law and Safety, DCA with ability to obtain NJ Professional Engineering License within 3 years (current P.E. license a plus). A minimum of 5 years of experience in the civil/environmental field. Working knowledge of Solid Waste and Wastewater Facilities. Valid Driver's License.

The **Sussex County Municipal Utilities Authority** is seeking a full-time **Comptroller**. To view the complete position description and obtain an employment application, please visit [www.scua.org](http://www.scua.org) or request by email [mnemeth@scmua.org](mailto:mnemeth@scmua.org). Attach resume to your employment application, mail or email to: SCMUA, 34 Route 94 South, Lafayette, NJ 07848. Email [mnemeth@scmua.org](mailto:mnemeth@scmua.org).

Application acceptance deadline is April 10, 2019.

**Position requirements:** Oversee Administrative offices, all financial recordkeeping and accounting practices, and all banking procedures. Assist in the preparation and issuance of Authority billings. Monitor actual vs projected revenues and expenditures. Develop and maintain policies related to business activities. Monitor flow of bond and loan funds. Prepare all necessary financial reports for the Executive Director, Staff and Commissioners. Oversee management of personnel matters related to payroll, benefits and etc. Oversee purchasing functions; ensure compliance with all applicable laws, regulations and policies. Serve as Qualified Purchasing Agent and Public Agency Compliance Officer. Prepare applications, documents and payment requests for all grants/loans. Establish realistic Operating and Capital Budgets, and Rate Schedules. Various other duties as assigned by the Executive Director.

**Qualifications:** Requires a minimum of a Bachelor's Degree in Accounting, Public Administration, Business, Economics from an accredited Institution. NJ Certified County Finance Officer (CCFO) or NJ Certified Municipal Finance Officer (CMFO) a plus. A minimum of 5 years Municipal and/or Authority financial management. Valid Driver's License.

## Public Infrastructure Procurement: A Whole New Ball Game?

by Charles H. Sarlo, Esq., Vice President, General Counsel and Partner for DMR Architects, PC

New Jersey's public contracts laws date back to 1917 at the time when Ty Cobb was the highest paid major league baseball player with an annual salary of \$20,000. While there has certainly been revisions to the law, as to how public projects are procured, the underlying basis over the last 100 years has remained the same, that being a low bid, competitive process.

In the last two months, we have a whole new ball game. Mike Trout opted not to pursue free agency and signed one of the largest contract extensions, worth \$430 million, and public entities in the State now have an alternate public infrastructure procurement path in the form of the Public Private Partnership (PPP) Law, which became effective on February 10, 2019 (L.2018, c 90, s1; N.J.S.S. 40A:11-52 *et seq.*). The PPP Law provides for a design-build-finance-operate-maintain business model.

As with any new law, there is certainly unbridled excitement especially with the private sector eager to provide its innovative intellect and financial vigor to craft and implement proposed solutions to the public sectors' backlog of unfunded infrastructure projects. Is the PPP Law a game changer? From a limited historical context, the State saw the commitment of just under one billion dollars of private investment for eleven capital infrastructure projects in higher education, from 2010 through 2015, under the PPP provision within the 2009 Stimulus Act, which has sunset. It is certainly anticipated that not every public project will be done under the PPP Law, as the anticipated Treasury regulations will require, in-part, proof that the proposed project is sufficiently complex in terms of the technical and / or financial requirements to effectively leverage private sector innovation and expertise. However, once the public sector becomes more familiar with the regulatory process and the benefits of performing a project via a public-private-partnership, it is expected that this business model will certainly change the game, just as we recently saw with Mike Trout not only getting free agent type money, but being able to stay with the team that drafted him rather than opting for free agency.



### **About Charles H. Sarlo, Esq.**

Charles H. Sarlo, Esq. is Vice President, General Counsel and Partner of DMR Architects, P.C., who also counsels the public and private sector in matters involving development and construction. He has been an advocate of the Public-Private-Partnership Business Model. He was a webinar speaker for the League of Municipalities ([P3 Potential: The New Law and Your Municipality, Dec. 2018](#)); a panelist at the League's Convention, Nov. 2017 and 2018; and a panelist at the NJAC Annual Conference, May 2017. He authored, [Municipalities and P3: \*Div-ing into the Innovative Economy\*](#), League of Municipality Magazine, March 2019 at p. 38. Mr. Sarlo is the Vice Chairman of the Board of Directors of the New Jersey Economic Development Authority (NJEDA), which was statutorily charged with approving PPP projects for the Higher Education Sector pursuant to the Stimulus Act of 2009.

### **About DMR Architects, PC.**

DMR Architects, PC is one of the largest architectural and planning firms in the State. It recently completed the largest, public design-build project in the State, a \$160 million school for the Hudson County Schools of Technology. Dating back as far as 2009, DMR encouraged the use of the PPP model, via the Local Housing and Redevelopment Law. With the design-build approach a significant aspect of the PPP model, and with a uniquely qualified staff of professionals with municipal government, real estate development, land use law, planning and financial budgeting and analysis experience, DMR is ideally qualified to help lead the way in PPP advocacy and implementation.



## “Recycling Is Broken”

by Gary Smalley, Municipal Services Manager, NJ for Republic Services

“It’s a common misconception that recycling is free”

How did we get here? Green Fence...China Sword...Chinese National Sword...Blue Sky 2018.

What does it mean? In 2017, China announced efforts to clean up the country, which included dramatic changes for acceptance criteria of imported recyclables.

- A significant reduction in acceptable contamination levels (From 3% to 0.5%).
- Additionally, China banned all mixed paper from import, regardless of contamination levels (20% of historical stream).

In 2017 the US exported 950,000 tons of recyclables (Vast majority to China). In 2017 China imported 1,258,000 tons of recyclables.

In 2018 the US exported 667,000 tons of recyclables. In 2018 China imported 70,000 tons of recyclables. Where did 1,188,000 tons go? A small percentage went to Thailand, Vietnam and other secondary markets. Approximately 300,000 US tons was processed internally and/or landfilled due to contamination.

In 2018, the only commodity that has a positive net volume is Corrugated containers. Only 35% of processed commodities have a current positive value (Metals and OCC).

Contamination levels are rising despite increased education efforts! Examples of Contamination include: plastic bags, food waste, yard waste, styrofoam, pizza boxes, clothing, uncleaned plastic/glass/steel cans and bottles, as well as aspirational recycling.

Material Recovery Facilities are struggling to meet the 0.5% contamination requirements greatly increasing processing costs. Higher Residual leads to higher disposal costs. Average values are down significantly. All Leads to the Perfect Storm!

Public Contracts need to be changed. No longer can the Contractor/Hauler carry the burden of contracts in which they own ALL of the risk. The unknown is driving up costs in the bidding process that will burden municipalities the next bid cycle.

What to do? Durable Recycling Models. What does this mean?

- Collection: Includes costs for truck, driver, collection of material and transport to a processing center
- Processing: Includes cost of the facility for equipment, labor to separate material and remove contamination. Results in ready-to-ship baled material
- Residual: Includes all contaminated or non-recyclable material, which has NO marketability and must be transported to a landfill
- Commodity Sales: Sale of processed material to a buyer around the world. Cleaner material has greater value

**COLLECTION FEE + PROCESSING FEE + DISPOSAL OF RESIDUAL – COMMODITY SALES = THE COST OF RECYCLING**

The cost of a recycling program is the sum of fees for the two services; the collection fee and the net processing fee.

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## “Recycling Is Broken” *(continued)*

The municipality must take ownership of this model.

Need a reassessment of Accepted Materials. Programs have drifted to focus on total diversion rates, rather than what materials are truly beneficial to recycle.

Areas for Immediate Improvement:

- Public Education to reduce contamination – What to Recycle and How to Recycle
- Short term relief from contracts terms to dispose of material where needed.

Bottom line is that Municipalities need to shift program focus to Sustainable Materials Management-based views, which looks at the overall benefits of each accepted material in the stream.

For more information about this topic, please contact Gary Smalley by telephone at (908) 912-5027 or via email at [Gsmalley@republicservices.com](mailto:Gsmalley@republicservices.com), and visit our exhibit booth at the NJAC Conference.



## Sprint Opens New 5G Experience in Kansas City Headquarters

*by Isabel Mejia, Client Director of the Sprint Works Program for Sprint*

Sprint is celebrating the opening of its Sprint 5G Experience, a dedicated immersive center designed to showcase and explain how 5G works and to help change the way people live, work and play. The company held a ribbon-cutting ceremony at its headquarters to unveil the space ahead of its 5G commercial service launch expected to begin in Kansas City and other markets in May.

“We are thrilled to provide our guests and employees an exciting way to experience the future of wireless technology in a fun and educational way in our new space,” said Steve Gaffney, Sprint vice president of media and experiential marketing. “With Sprint 5G coming soon in our first nine markets, this dedicated venue will provide unique and interactive ways to tell the story of 5G and help visitors visualize the types of innovations it will bring.”

The Sprint 5G Experience features more than a dozen stations and demonstrations that use augmented reality, virtual reality and simulated displays. The journey takes visitors through the foundation for 5G from spectrum to a fiber-optics network, and from Massive MIMO technology to real-world demonstrations of 5G’s lower latency. Guests will learn how 5G will help innovate gaming and entertainment, power smart cities and make cities safer, and connect billions of things through IoT. The 1,100 square foot space is located in Sprint’s Executive Briefing Center in Overland Park.

“With faster speeds and lower latency, 5G has the potential to significantly improve our homes, workplaces, cities and lives,” said Dr. John Saw, Sprint chief technology officers. “As we prepare to launch Sprint 5G with so many companies in our ecosystem, we are proud to be working with them to showcase what is possible with our next-generation technology in our new 5G Experience.

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## Sprint Opens New 5G Experience *(continued)*

Sprint expects to launch its commercial 5G service starting in May. Atlanta, Chicago, Dallas and Kansas City are among the first of its nine 5G markets. Also slated to launch in the first half of 2019 are Houston, Los Angeles, New York City, Phoenix and Washington D.C. Its total initial 5G footprint is expected to cover more than 1,000 square miles across all nine cities giving true mobility to on-the-go customers.

Sprint's 5G Experience will provide private tours to small and medium business, enterprise and government customers and prospects, along with the greater Kansas City economic development community interested in better understanding the benefits of 5G. Learn more about booking appointments at: <https://business.sprint.com/sprint-5g-experience/>. Sprint will also use the new venue to provide its employees with live and virtual tours to learn more about what 5G will bring.

### The Sprint Works Employee Incentive Program:

Sprint offers the program for Government & Public Safety Employees. Mention Corp ID code: **GVRT\_ZZZ** at the time of purchase.

Additional information may be found at this link: <http://sprint.co/2nHfydU>

Sprint offers the program for Education K-12 employees: Mention

Corp ID code: **GDVRT\_ZZZ**

Additional information may be found at this link: <http://sprint.co/2EhDJtB>

Sprint offers the program for Higher Education employees or students: Mention

Corp ID code: **GVRT\_ZZZ**

Additional information may be found at this link: <http://sprint.co/2EhDJtB>

Sprint offers the program for Healthcare employees: Mention

Corp ID code: **HCVRT\_ZZZ**

Additional information may be found at this link: <http://sprint.co/2E4iXyi>



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# Workforce of the Future: Do We Need Generational Data?

by Michael Galello, Industry Marketing Manager for Kronos, Inc.

Generations are a popular way of defining people now-a-days, but effectively using generational data to analyze your workforce must be done carefully. The fact that I happen to be a millennial doesn't mean my employer understands my needs, goals, strengths, or weaknesses. There are benefits to having generational data points, but the important thing is to recognize when and how to use them.

According to a 2017 Pew Research Survey, 35% of the US workforce are millennials, 33% are Gen Xers, and 25% are baby boomers. The generational composition of the workforce is shifting, and that information can help make operational decisions. Generational data can support improvement needs in the workplace, but not as a representation of individuals. It's safe to say that most employees entering the workforce over the next 10 years will be from Gen Z and they will most likely expect or demand more modernization.

It's very difficult for one person to make sweeping changes across an organization, but major organizational changes aren't needed every time a new generation is entering the workforce. Most of the time, it's the minor things that can influence an employee's experience. A SHRM study found 7 values that matter equally to employees of **every** generation. Recognizing those 7 values and understanding why they're important will help organizations begin or continue to maintain an engaged workforce.

- **Feeling respected:** Employees who say they feel respected are more satisfied with their jobs and more grateful for — and loyal to — their organizations. Treat others as you'd want to be treated.
- **Being listened to:** In a recent SHRM poll of professional workers, 64% of the 675 workers polled, agreed that “leaders making decisions without seeking input,” was their biggest problem. This has a big impact on morale.
- **Having opportunities for mentoring:** Mentoring has tremendous benefits for both the employee and the employer. There are many different models out there and putting a formal process together sends a message to your employees that you care about their careers.
- **Understanding the big picture:** More than half the workforce doesn't have a deep connection to their organization's goals and how they, as employees, are adding value. Connecting how their contribution helps achieve the big picture, especially in public service, can provide a deep-rooted experience that they'll want to continue with.
- **Receiving effective communication:** The reality is, you can't please everyone, but managers can make a conscious effort to understand their employee's communication style to help set them up for success.
- **Receiving positive feedback:** A [Gallup survey](#) found that 67% of employees whose managers focused on their strengths were fully engaged in their work, as compared to only 31% of employees whose managers focused on their weaknesses.
- **Experiencing an exchange of ideas:** Great ideas should be shared and repurposed. It's empowering to have your idea used by another group even if you didn't think it was transferrable. Ideas spawn from other ideas. Managers have the power to encourage this type of behavior and should exercise it as often as possible.

To learn more about Kronos, please contact Wesley Witherington, Kronos Sales Executive State of New Jersey, Public Sector and Education, at [wesley.witherington@kronos.com](mailto:wesley.witherington@kronos.com) or via telephone at (973) 331-5465.



## WELCOME TO OUR NEW MEMBERS

**AmeriHealth NJ** is a provider of health insurance to nearly 260,000 employers and individuals throughout New Jersey. AmeriHealth NJ is one of the only health insurers focused solely on the state of New Jersey.

AmeriHealth NJ's mission is to enhance the health and well-being of the people and communities they service. That's why they have so many affordable plans, one of the largest networks in New Jersey, and various kinds of wellness programs.



To learn more and discuss further please contact [AmeriHealth NJ](http://AmeriHealth.NJ).

**Safeware Inc.** is a leader in the safety distribution industry providing products and services to customers in the government, manufacturing, construction, military, transportation, and public safety markets.

For more information please contact Rick Bond, Government Account Manager, at [rbond@safewareinc.com](mailto:rbond@safewareinc.com) or call (301) 683-1234.



**Sonitrol Security Systems** was founded with the goal of reducing false alarms and increasing criminal apprehensions. With service in cities all around North America, Sonitrol offers installation and servicing of security and fire alarm systems, CCTV, and Access Control.

For more information please contact Stephanie Morton, Sonitrol Security Systems, at [office@sonitrolnewjersey.com](mailto:office@sonitrolnewjersey.com) or call (609) 890-0017.



## SHARE THE NEWS!

*Let us know what educational or informational articles you would like published in the NJAC COUNTY BIZ.*

**Contact Loren Wizman**  
**Director of Business Development**  
**(609) 394-3467**  
**[loren@njac.org](mailto:loren@njac.org)**

## Mercer County Partnering With Ewing to Create Nature-Friendly Pollinator Habitat *(continued)*

by Julie Willmot, Director of Communications for Mercer County

A pilot project converting municipal lawns to wildflower meadows to provide habitat for native pollinating insects is being undertaken by the Mercer County Park Commission, the County Planning Department and Ewing Township.

While the County Park Commission has restored and created many acres of pollinator habitat as part of County park restoration projects, performing stewardship activities on municipal public lands is a new endeavor for the County and the Park Commission.

Under the County's Partners of Pollinators (POP) initiative, a half acre of lawn at the Ewing Senior and Community Center, and a half acre of lawn in Ewing's Village on the Green will be converted into native wildflower meadow habitat to support our region's population of native pollinating insects. The POP program allows the County to expand its efforts in habitat restoration by partnering with municipalities to create pollinator habitat in municipal-owned public lands. Partnering municipalities receive a lawn-to-meadow conversion in exchange for an agreement to maintain the created habitat for at least 10 years.

"Pollinating insects such as native bees and honeybees play vital roles in all of our ecosystems and in agriculture and food production, but their populations are decreasing at an alarming rate," Mercer County Executive Brian M. Hughes said. "Creating a new habitat that provides pesticide-free pollinator food sources is a step we can take at the local level to promote the County's long-term prosperity and sustainability."

"Ewing was a natural first partner for us because of their longstanding dedication and interest in sustainability and stewardship," he said.

This partnership will be the first of many to come between the County and a diverse group of people and land managers, from municipalities to corporations to schools. It is the first step as the County begins to take a more holistic approach with ecological stewardship efforts, because wildlife species – including pollinators – do not abide by county or municipal boundaries.

Under the real property management agreement approved by the Board of Chosen Freeholders, Ewing has agreed to manage and monitor both project areas, keeping them in meadow habitat for a minimum of 10 years. The \$2,900 cost to create the meadows will be covered by the County's Open Space Trust Fund, which is funded by a voter referendum-approved tax used for open space, farmland and historic preservation, park development and stewardship in the County. Ewing Township has offered to finance an additional half acre of meadow at the Village on the Green site, bringing the total there to one acre of meadow habitat, doubling the impact of the restoration.

The two Ewing sites are expected to be prepared and seeded with a native wildflower mix this spring. The meadows will need to be cut a few times during their initial growing season; thereafter; annual mows in the winter and invasive plant management are anticipated.



# 3 Signs Your County Government is Stuck in the '80s (and How to Go Back to the Future)

by Alannah Dragonetti, Head of Marketing for GovPilot

With the recent [rerelease of \*Die Hard\*](#), news of a *Baby-Sitters Club* reboot coming to Netflix and the triumphant [return of hair barrettes](#), 1980s nostalgia is at fever pitch. While '80s films, books and looks can still be enjoyed in the present-day, there's a reason you don't see people walking around with Gordon Gekko size cellphones. 1980s technology is best left in the past.

Despite this, a *Bloomberg* article [reveals](#) that government agencies from NJ Transit to the San Francisco, California Tax Assessor's Office haven't adopted a new software system since the Reagan Administration. We've compiled a list to help you determine whether your county government is stuck in the '80s and built a management platform to bring you (to use and '80s reference) back to the future.

## 3 Signs Your County Government is Stuck in the '80s

### 1. Searches are Not Filtered

In 2019, #nofilter is a point of pride, but in the 1980s, it was the only option. Nowhere is this more apparent than in the era's government software systems, which demand users enter a precise set of characters to perform a simple search.

San Francisco Tax Assessor, Carmen Chu, struggles with such a database. If a resident contacts the office to say that her house should have a different assessed value, Chu must look up the block and identification number that's technically taxed; the system offers no way to filter by address. In addition, all street numbers need to have four digits, so 301 Grove St. becomes 0301 Grove St. Another problem: The system doesn't flag data entry mistakes, such as if a worker misidentified 301 Grove St. as 0031 Grove St. An employee giving a homeowner a tax exemption can cause the break to be revoked the next year by entering a single wrong digit on a different screen. It would take a complaint by the overcharged resident to bring the error to light.

### 2. Data is Siloed

In a 1980s style government management system, your department's information is difficult to retrieve. Pulling data from another department? Downright impossible.

That's because this software predates the concept of working from home, the advent of tablets and a number of other practices and tools that shape modern workplace culture. It was developed at a time when people expected and accepted government inefficiency, but in the [Popcorn Brain](#) present-day, siloed data only disappoints.

### 3. There are Multiple Platforms

From the popularity of Mary-Kate and Ashley Olsen to the release of [an unprecedented number of movie sequels](#), the 1980s had a thing for multiples. While multiples certainly streamline the process of playing Michelle on *Full House*, multiple government management platforms only complicate the process of fulfilling an [Open Records Request](#), issuing a [Pet License](#) and performing all manner of local government responsibilities.

*continued on page 15*

## We are Living in the Golden Age of Grift *(continued)*

Having multiple management systems in place is not just inefficient, but unsafe. Relegating different data sets to different platforms of varying degrees of security invites hackers looking for residents' personal information to exploit vulnerabilities. Hosting all data in one cloud-protected server significantly lowers the risk of a security breach.

### How to Go Back to the Future

The *Bloomberg* article explains that though it presents daily impediments to employees' productivity, outdated government software is not considered an issue until disaster—such as [the cyberattacks that brought Atlanta, Georgia's government to a standstill in March 2018](#)—strikes.

We, at GovPilot, consider every hour [wasted](#) performing redundant data entry, each instance of a lost/misplaced document, every trend overlooked and any opportunity for revenue generation missed a disaster that necessitates reform. This belief inspired the initial invention and fuels the continuous enhancement of our top-rated government management platform. GovPilot harnesses the power of digital forms and [workflow automation](#) to aggregate, unify, optimize and safeguard the data that drives local government operations.

Recognize your operations in the list above? GovPilot can help you go from totally '80s to back to the future at a pace and price point that fits your budget.

### About GovPilot

GovPilot is a cloud-based Government Management Platform. GovPilot allows governments to replace antiquated paper processes with digital automation. By incorporating a digital environment, local governments can operate at increased efficiency levels. GovPilot unifies fragmented departments and data to facilitate better communication between elected officials, employees and the public to promote more informed decision-making. The platform offers local governments approximately 100 plus digital, automated processes to choose from. Governments can select digital FOIA, Building & Construction Permitting, Code Enforcement and other processes. GovPilot offers its customers unlimited user licenses, allowing data to be managed and shared by stakeholders 24/7, from the office, the field, or the comfort of their home.

For more information about this topic, please contact Alannah Dragonetti by telephone at (201) 222-1155 or via email at [alannah@govpilot.com](mailto:alannah@govpilot.com).



## SHI AWARDS \$5,000.00 GRANT TO NJAC FOUNDATION

SHI International Corporation has awarded the NJAC Foundation a grant of \$5,000.00 for county vocational-technical school graduates who plan on studying technology and cyber security at a county or state college in the fall.

## Nationwide Economics

# Weekly Economic Review & Outlook for March 25, 2019

by Ben Ayers, Senior Economist of Nationwide Mutual Insurance Company and  
Ankit Gupta, CFA, Economist of Nationwide Mutual Insurance Company

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### Weekly Review

#### **Dovish Fed and the yield curve inverts**

The Federal Open Market Committee (FOMC) provided another dovish pronouncement following its March meeting along with downshifted expectations for economic growth, inflation, and interest rates. The median projection of interest rate hikes now shows no tightening moves this year, down from two expected increases at its December meeting. This would keep the federal funds rate within the current 2.25-2.50 percent range through year-end with only one additional rate increase projected by the FOMC through 2021.

Additionally, the FOMC announced that it will slow the pace of its portfolio reductions starting in May and end them in the aggregate by September—a faster timeline than financial markets had anticipated. The Fed also wants to reduce the average maturity of the holdings on its balance sheet—implying that it would be repurchasing most shorter-term Treasuries.

With the Fed expecting inflation to edge up only to its 2.0 percent goal, unemployment to remain historically low, and more downside risks to the outlook than upside, the FOMC sees little need to make any policy changes in the near term. But the Fed has stated it could change this view if the inflation or growth outlook changed—either upward or downward. This suggests that it will take a sharp reversal in expected inflation for the Fed to start tightening again.

We still think that the underlying pace of inflation will pick up a bit by the second half of the year in response to tighter labor and product markets—combined with still below-trend productivity growth. Whether an uptrend in inflation would cause the Fed to resume tightening again depends upon how much the Fed allows inflation to move above its long-term 2.0 percent goal.

The dovish Fed moves and weaker signs of growth from Europe sent government bond yields across the world lower last week—causing the first inversion between the 3-month and 10-year U.S. Treasury yields since 2007. While only a partial inversion, the rate moves rattled equity markets on fears of an impending economic downturn. Historically, a full yield curve inversion for at least a quarter has been the most reliable leading indicator of a recession—something that we still do not expect for some time.

#### **Existing home sales jump on better affordability**

Home sales activity spiked in February as slower price gains and lower mortgage rates combined to improve overall affordability. Existing sales rose by a sharp 11.8 percent to an annualized pace of 5.51 million units—the fastest pace since March 2018.

Rising incomes and cheaper financing rates should continue to boost demand for homes heading into the spring selling season. Continued low inventories of homes for sale are likely to limit any potential increase in sales. Still, it is likely that the trend in sales over the next few months will be higher.

*continued on page 17*



## Nationwide Economics *(continued)*

### The Week Ahead

This week's economic releases will focus on February data for new home sales and housing starts, as well as personal income and spending.

Sharp drops in the level of mortgage rates are raising affordability for homebuyers as the spring sale season approaches-the busiest time of the year for transactions. Recent survey data from the National Association of Homebuilders (NAHB) point to a quickening pace of sales activity. Purchase mortgage application volumes have also risen since the end of 2018, further suggesting an increase in home purchases. As a result, we project that new home sales will rise for February to 645,000 units (annualized pace).

Strong labor market conditions (including a low unemployment rate and rising wage growth) are supporting growth in household formations after many years of sub-trend growth. Since every household has to live somewhere, this increases the demand for housing units-especially with the vacant home inventory relatively low. The trend in housing starts has been modestly upward to meet this rise in demand (although there was a drop in the fourth quarter as higher mortgage rates choked off demand). With rates down again and demand up, starts should trend higher again. We project a modest rise in housing starts, up to 1.26 million units (annualized rate) for February, with single-family starts down a bit after a One-month surge.

Consumers are benefitting from tight labor market conditions, which are raising wages and employment. Recent income data have been irregular (due to special year-end dividends and the timing of farm subsidy payments), although that should return to trend in the near term. With positive wage growth in recent months along with increased employment, we expect that personal income improved by 0.5 percent in February. Consumption expenditures are expected to rise by only around 0.3 percent, as another drop in the pace of light vehicle sales helps to offset solid underlying spending and a small rise in fuel costs.

For further information please contact Emanuel Mahand, Program Director Of DE/NJ/PA, at [MAHAND@nationwide.com](mailto:MAHAND@nationwide.com), or Bina Kumar, Managing Director - East Region, at [kumarb1@nationwide.com](mailto:kumarb1@nationwide.com).



## **BECOME A MEMBER OF THE NEW JERSEY ASSOCIATION OF COUNTIES**

*Learn* about the benefits of being a part of NJAC and how you can join.

Contact Loren Wizman, Business Development Director at  
(609) 394-3467 or [loren@njac.org](mailto:loren@njac.org).

[Click here for an application.](#)

## Atlantic City Electric Powering Communities in More Ways Than One - *Company and its employees help local non-profits achieve their missions through essential grants and volunteerism*

by Frank Tedesco, Senior Communications Specialist for Atlantic City Electric

In 2018, Atlantic City Electric contributed more than \$1 million to local nonprofits, while its employees volunteered more than 21,000 hours to help hundreds of organizations throughout southern New Jersey. These contributions are part of the company's commitment to powering communities and being a good corporate citizen for the areas where its employees live and work.

"We value the strong relationships we've built with our communities across South Jersey for more than 100 years," said Gary Stockbridge, Atlantic City Electric region president. "While we are known for our commitment to providing clean, safe, reliable, and affordable energy service for our customers, we also see it as our duty to give back to the communities we serve. Seeing the benefits of our continued charitable contributions and volunteerism is another reminder of our deep connection to our communities and the vested interest we have in their continued success."

Every charitable contribution from Atlantic City Electric also comes with a dedicated pledge of volunteers. The company's Powering Communities program helps connect employees with volunteer opportunities throughout Atlantic City Electric's service area and recognizes their efforts. In 2018, nearly 250 employees volunteered a combined total of more than 2,600 work days through the program, helping support more than 300 unique organizations across southern New Jersey. The top volunteers will be honored at the company's Volunteer Appreciation Ceremony this month at Buena Vista Country Club in Buena, New Jersey.

Atlantic City Electric's charitable contributions assist organizations that support education, the environment, arts and culture, and community development programs. In 2018, the company sponsored important community organizations including the Boys and Girls Club of Atlantic City and Gloucester County, Meals on Wheels of Salem County, Ranch Hope, Inc., and the Wetlands Institute.

In 2018, Atlantic City Electric's parent company Exelon and its 34,000 employees gave more than \$51 million to nonprofits and volunteered more than 240,000 hours with organizations across the country. This record-breaking community giving helped support more than 12,000 nonprofit organizations across 236 cities and 19 states and the District of Columbia.

Readers are encouraged to visit [The Source](#), Atlantic City Electric's online news room. For more information about Atlantic City Electric, visit [atlanticcityelectric.com](http://atlanticcityelectric.com). Follow the company on Facebook at [facebook.com/atlanticcityelectric](https://facebook.com/atlanticcityelectric) and on Twitter at [twitter.com/aceleconnect](https://twitter.com/aceleconnect). Our mobile app is available at [atlanticcityelectric.com/mobileapp](http://atlanticcityelectric.com/mobileapp).



*Atlantic City Electric is a unit of Exelon Corporation (NYSE: EXC), the nation's leading energy provider, with approximately 10 million customers. Atlantic City Electric provides safe and reliable energy service to approximately 556,000 customers in southern New Jersey.*

## NACo Upcoming Meeting & Webinars

### How to Access Federal Funding for Pay for Success and Social Impact

*April 2, 2019 2:00 p.m. – 3:30 p.m.*

Contact Cheryl Burnett (202) 942-4278 [cburnett@naco.org](mailto:cburnett@naco.org)

[Register](#)

Join NACo and the Urban Institute for a webinar about new federal funding opportunities for pay for success projects. This webinar will provide an overview of pay for success as an innovative financing mechanism for social programs, and discuss the role of counties in planning and implementing these projects. Additionally, Urban Institute will provide information on the Social Impact Partnerships to Pay for Results Act's (SIPPRa) notice of funding availability, released February 22, 2019, which provides funding for local governments to develop social impact partnerships, including pay for success projects. Speakers will review key takeaways from the SIPPRa notice of funding availability, answer your questions about pay for success, and discuss technical assistance opportunities moving forward.



### Meeting the Needs of Individuals with Substance Use Disorders

*April 18, 2019 2:00 p.m. – 3:15 p.m.*

Contact Vernon Smith (202) 661-8809 [vsmith@naco.org](mailto:vsmith@naco.org)

[Register](#)

Join NACo for a three-part webinar series on Substance Abuse Interventions for Justice-Involved Individuals, which will focus on strategies county leaders can use during interactions with law enforcement, in the jail and upon reentry to improve outcomes for this population and the community and protect public safety. This webinar will highlight strategies counties can use to effectively treat individuals with substance use disorders in the jail, including the use substance abuse screenings, medicated-assisted treatment (MAT) and population review teams.

### Meeting the Needs of Individuals with Substance Use Disorders: Strategies for Reentry From Jail

*April 25, 2019 2:00 p.m. - 3:15 p.m.*

Contact Vernon Smith (202) 661-8809 [vsmith@naco.org](mailto:vsmith@naco.org)

[Register](#)

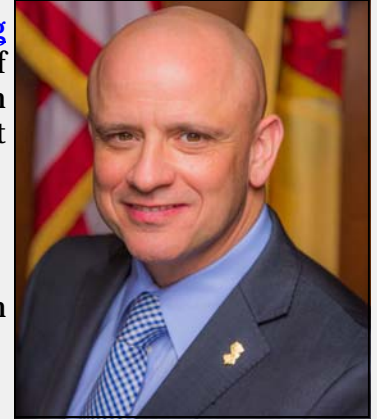
Join NACo for a three-part webinar series on Substance Abuse Interventions for Justice-Involved Individuals, which will focus on strategies county leaders can use during interactions with law enforcement, in the jail and upon reentry to improve outcomes for this population and the community and protect public safety. This webinar will highlight strategies counties can use to help individuals successfully return to their communities, including how to develop a community-based treatment infrastructure and create a comprehensive reentry treatment plan.



## FROM THE EXECUTIVE DIRECTOR

If you haven't done so already, please make sure to visit our website at [www.njac.org](http://www.njac.org) for conference registration, hosting opportunities, and the action-packed schedule of events. Don't miss the opportunity to be a part of our outstanding annual celebration of county government scheduled to take place from May 8<sup>th</sup> through May 10<sup>th</sup> at Caesar's in Atlantic City and featuring:

- A one-of-a-kind County Vocational-Technical School Cook-Off Challenge
- An inspirational County College and Vo-Tech Acapella Sing-Off
- Informative and educational workshops approved for continuing education credits
- All major events and ceremonies hosted in the main exhibit hall
- Unique networking opportunities to share resources and ideas
- County service awards for professionals and elected officials



**John G. Donnadio, Esq.**

We're also pleased to announce that for the first time, we're honoring all freeholders who have served in that capacity for at least 20 years at the County Service Awards Luncheon and are asking board members to introduce all conference workshops. We're expecting well over 500 guests and 80 vendors for a terrific show that begins on Wednesday evening May 8<sup>th</sup> with the Meet and Greet Reception; kicks off Thursday morning with a Board of Directors meeting in the main exhibit hall; and, ends early Friday afternoon on May 10<sup>th</sup> with our amazing Cook-Off Challenge. We have more piece of great new news: for the first time, we're awarding scholarships to the top three place winning schools competing in the People's Choice category at the Cook-Off as the winning school will earn a scholarship of \$1000.00, the silver medalist \$500.00, and bronze \$250.00.

In addition, you'll have the opportunity to network with county and business leaders from across the State; enjoy the incredible harmonies of some gifted and talented Acapella singers; and, earn valuable professional development credits at one of our informative and educational workshops. For county affiliate groups, please let us know if you would like to host a meeting as was the case last year with our county administrators, finance officers, public information officers, planners, welfare directors, improvement authorities, and jail wardens. For business associates, vendors, and sponsors, we're also providing the additional benefits: *free Wi-Fi in the main exhibit hall and guest rooms; a late checkout of 2:00 p.m. on May 10<sup>th</sup> at Caesar's for all guests registered for the conference and at the hotel; cell phone charging stations in the main exhibit hall; opportunities for sponsors to showcase their business at several events; discounted parking rates for NJAC conference guests.* Please visit our website at [www.njac.org](http://www.njac.org) for additional details.

### ***Save The Date!***

**NIGHT AT THE BALL PARK  
THURSDAY, JULY 18, 2019**

**7:00 P.M.**

**ARM & HAMMER PARK, TRENTON, NJ**

# WHAT'S HAPPENING IN YOUR COUNTY?

SUN	MON	TUES	WED	THURS	FRI	SAT
		<p>2</p> <p>RENT 20<sup>th</sup> Anniversary Tour 8:00 p.m. State Theatre NJ New Brunswick <i>Middlesex County</i></p>	<p>3</p> <p>Wedding Show 6:30 p.m. Mounmouth Park Racetrack Oceanport <i>Monmouth County</i></p>	<p>4</p>	<p>5</p> <p>FREE Rabies Clinic <b>April 6<sup>th</sup></b> 9:00 a.m.-10:00 a.m. Mannington Twp. Public Works Mannington <i>Salem County</i></p>	<p>6</p> <p>Family Fun Fest 12:00 p.m. - 4:00 p.m. Van Saun County Park Paramus <i>Bergen County</i></p>
<p>7</p> <p>BlueClaws Dollar Days 1:05 p.m.. FirstEnergy Park Lakewood <i>Ocean County</i></p>	<p>8</p>	<p>9</p> <p>NJ Wine &amp; Food Festival <b>April 12<sup>th</sup>-14<sup>th</sup></b> <b>All Day</b> Crystal Springs Resort Hardyston <i>Sussex County</i></p>	 <p>10</p> <p>7:00 p.m. Weequahic Park Newark <i>Essex County</i></p>	<p>11</p> <p>Exit Zero Jazz Festival <b>April 12<sup>th</sup>-14<sup>th</sup></b> <b>All Day</b> Different Venues Cape May <i>Cape May County</i></p>	<p>12</p> <p>The Price is Right Live 8:00 p.m.. Harrah's Resort Atlantic City <i>Atlantic County</i></p>	<p>13</p> <p>Passaic County Film Festival 10:00 a.m. Fabian 8 Cinema Center City Mall Paterson <i>Passaic County</i></p>
<p>14</p> <p>Buddhist Art &amp; Pottery 11:00 a.m. - 4:00 p.m. Wheaton Arts &amp; Cultural Center Millville <i>Cumberland County</i></p>	<p>15</p> <p>Arts &amp; Crafts Fair <b>April 14<sup>th</sup></b> 10:00 a.m. - 5:00 p.m. Historic Downtown Somerville <i>Somerset County</i></p>	<p>16</p>	<p>17</p> <p>Latino Foundation's Spring Mixer 5:00 p.m.-8:00 p.m. Left Bank Burger Bar Jersey City <i>Hudson County</i></p>	<p>18</p> <p>L.E.N.T. 11:00 a.m.-5:00 p.m. Plainfield Sr. Citizens Service Center Plainfield <i>Union County</i></p>	<p>19</p> <p>Adult Egg Hunt 12:00 p.m. Four Sisters Winery Belvidere <i>Warren County</i></p>	
 <p>21</p>	<p>22</p>	<p>23</p>	<p>24</p> <p>Derek Hough Live! 8:00 p.m. MAYO PAC Morristown <i>Morris County</i></p>	<p>25</p> <p>Rowan University Symphonic Band &amp; Concert Band 8:00 p.m. Pfleeger Concert Hall Glassboro <i>Gloucester County</i></p>	<p>26</p> <p>An Infinite ACHE 8:00 p.m. South Camden Theatre Company Camden <i>Camden County</i></p>	<p>27</p> <p>Springtime Amble at Amico 10:00 a.m. - 3:00 p.m. Amico Island Park Delran <i>Burlington County</i></p>
<p>28</p> <p>UNCORK Spring Wine Festival 12:00 p.m. - 5:00 p.m. Mercer County Park West Windsor <i>Mercer County</i></p>	<p>29</p>	<p>30</p> <p>Track &amp; Field Ages 6-8 6:30 p.m. - 7:30 p.m. Whitehouse Station <i>Hunterdon County</i></p>				

**NJAC CELEBRATION OF COUNTY GOVERNMENT**  
MAY 8<sup>TH</sup> - MAY 10<sup>TH</sup>  
CAESARS ATLANTIC CITY