

NJAC COUNTY BIZ

An Educational and Informative Newsletter for Counties and Businesses

New Jersey Association of Counties

ISSUE 150 - APRIL 2024

How AI Fuels Smarter Data-Driven Decisions For Business Growth

by Nicole Buccola, Marketing Assistant for PKA Technologies, Inc.

In today's data-driven world, organizations amass colossal amounts of information. But transforming this data into actionable insights and strategic advantages by unlocking hidden data gems remains a significant challenge. The answer lies in **artificial intelligence (AI)**, a technology poised to revolutionize how organizations leverage data for smarter decision-making, fueling growth and outpacing competitors.

AI to the Rescue:

Think of AI as a sophisticated diving suit, enabling you to navigate the data ocean efficiently. Its algorithms excel at:

- **Pattern Recognition:** AI sifts through massive datasets, uncovering hidden connections and trends invisible to human analysis.
- **Predictive Analytics:** AI models can forecast future outcomes with remarkable accuracy, informing crucial business decisions.
- **Automated Insights:** AI automates tedious tasks like data cleaning and analysis, freeing up human resources for strategic thinking.
- **Personalized Experiences:** AI personalizes customer interactions and recommendations, driving engagement and sales.

The Impact on Your Business:

Integrating AI into your data-driven decision-making unlocks a treasure trove of benefits:

- **Enhanced Competitiveness:** By predicting market trends and customer behavior, AI helps you identify new opportunities and stay ahead of the curve.
- **Improved Operational Efficiency:** AI automates repetitive tasks, frees up resources, and optimizes processes, leading to cost savings and improved productivity.
- **Data-Driven Decisions:** AI provides accurate and objective insights for sound decision-making, minimizing risks and maximizing returns.
- **Personalized Customer Experiences:** AI personalizes recommendations, marketing campaigns, and support interactions, boosting customer satisfaction and loyalty.

Real-World Examples:

Organizations across industries are reaping the rewards of AI-powered data insights:

- **Retailers:** Use AI to predict shopping trends, optimize inventory management, and personalize product recommendations, driving sales and customer satisfaction.
- **Manufacturers:** Leverage AI for predictive maintenance, optimize production processes, and improve product quality, reducing costs and downtime.
- **Financial Services:** Utilize AI for fraud detection, risk assessment, and personalized financial advice, enhancing security and customer trust.

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How AI Fuels Smarter Data-Driven Decisions For Business Growth *(continued)*

Embarking on Your AI Journey:

Integrating AI doesn't require a complete overhaul. Start by:

- **Identifying high-impact areas:** Prioritize business domains where AI can address critical challenges and deliver significant value.
- **Building a data foundation:** Ensure your data is clean, organized, and accessible for AI algorithms to effectively analyze.
- **Selecting the right tools and partners:** Choose AI solutions tailored to your specific needs and consider partnering with AI experts for guidance. Need to know where to start? PKA is here to help. [Reach out](#) to our AI experts today. We're always listening!

What Next?

In an increasingly data-driven world, AI is no longer a luxury, but a necessity for businesses seeking to unlock their full potential. By integrating AI into your data-driven decision-making, you gain a powerful competitive edge, optimize operations, deliver personalized experiences, and propel your organization towards sustainable growth. Remember, data is the goldmine, and AI is the pickaxe – use it wisely. As you go about unlocking hidden data gems, you can produce the outcomes you need to foster success.



NJAC Save the Dates!

Virtual Workshop
April 17, 2024

NJAC Celebration of County Government
May 1-3, 2024
Atlantic City, NJ

Virtual Workshop
July 10, 2024

WELCOME TO OUR NEW MEMBERS



Evergreen Environmental was formed for the purpose of building wetland and stream mitigation banks. In addition, we will assist clients who need on or off site mitigation by locating sites, designing, building and guaranteeing their performance.

For more information please contact Ryan Scerbo, General Counsel, via email at rscerbo@evergreenenv.com.



EZ Docks Mid Atlantic for over 30 years, has been transforming the waterfronts of properties throughout much of the east coast. EZ Docks Mid Atlantic can provide unlimited waterfront solutions, with easy-to-configure floating docks, ports, launches, walkways, bulkheads, lifts, and marine construction.

For more information please contact Buddy Walters or Vasey Ventola via email at marketing@ez-docks.com



a Hewlett Packard
Enterprise company

HPE Aruba Networking offers several benefits that are important for a county or municipality, particularly in managing network access and ensuring security.

For more information please contact Pat Rucker, HPE Aruba Territory Manager via email at pat.rucker@hpe.com.

Educational Event - The 411 on 911

April 9 @ 5:00 pm 9:00 pm



Please join the NJWA on Tuesday, April 9th from 5:00 – 9:00pm at Il Villaggio Restaurant in Carlstadt for our Educational Event, “The 411 on 911,” featuring FirstNet with equipment demos! Your ticket includes entrance to the event, a gourmet Italian dinner, and access to a cash bar.

Tickets:

Early Bird Ticket – \$75 per person (valid through March 16, 2024 at 11:30pm)

Regular Ticket – \$85 per person (valid from March 23, 2024 through April 8, 2024 at 11:30pm)

At-the-Door Ticket – \$90 (purchased on-site)

For ticket sales and information on available sponsorships, click [here](#).



Embracing Sustainability: Our 2024 ESG Report Highlights Achievements In The Circular Economy

by Stacey Collier, Marketing Communications Specialist for GovDeals

GovDeals, a Liquidity Services Marketplace, is proud to announce the publication of our 2024 Environment, Social and Governance (ESG) Report. As a leader in the circular economy, Liquidity Services and GovDeals are on a mission to build a better future for people, organizations, and the planet.

Highlights from the 2024 report include:

- Expansion of the AllSurplus Deals marketplace into Kentucky, Indiana, Pennsylvania, and Texas, leveraging existing fulfillment centers to provide local consumers access to overstock and returned retail goods.
- Reusing and recycling 375,000 pounds of electronic materials, 767,000 pounds of cardboard, and over 2,000 tons of wood materials across our eight fulfillment centers. Donating nearly \$30,000 in furniture, home goods, and children's products to local charities.
- And closer to home, one New Jersey school board sustainably recycled their electronics surplus by offering them in bulk.

[Access our 2024 ESG Report](#) to learn how Liquidity makes a difference by fostering zero-waste value chains, operating trusted marketplaces, and serving as a force for good within our local communities.



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

[Click here for an application](#)

WHY WAIT?

REGISTER TODAY!

***NJAC Celebration of County Government
May 1st thru 3rd
Caesars
Atlantic City, New Jersey***

Schedule of Events

Individual Registration

EXHIBIT SPACE IS SOLD OUT

Sponsorship Opportunities

Caesars Online Room Reservation



Achievement Awards Deadline Extended

New Application Deadline: Friday, April 5

We are pleased to announce a deadline extension for the National Association of Counties (NACo) [Achievement Awards](#) application process. The new application deadline is **Friday, April 5 at 11:59 p.m. EDT**

By applying for an Achievement Award, your county can earn local and national recognition. Achievement Award winners have been featured in local media and in *County News*, and NACo frequently spotlights award-winning programs on Capitol Hill, at the White House, and in other county storytelling.

Counties will receive recognition in 18 categories covering a wide spectrum of county responsibilities. All winners receive an award certificate and customizable press releases. The 18 "best of category" winners will receive special recognition at the [2024 NACo Annual Conference](#).

APPLY

All counties, parishes and boroughs are encouraged to apply. **The process is quick and easy, and our team is here to help with any questions!**

New Application Deadline

Applications are due Friday, **April 5 t 11:59 p.m. ET.**

Questions?

NACo is here to help. Email awards@naco.org and a member of the NACo Achievement Awards team will reach out to provide assistance.





When your organization faces a severe cyber incident, will you be ready? The speed of your response, as well as the effectiveness of your tools and playbooks, will determine how quickly you can recover. Extend the capabilities of your team by putting the world-class **vendor-agnostic** Unit 42 Incident Response and Cyber Risk Management teams on speed dial. Unit 42 is on the approved vendor panel of more than **70 major cybersecurity insurance carriers**.

Here’s how the Unit 42 Retainer works:

- You purchase a set number of credits that can then be used for Unit 42 Incident Response and/or Cyber Risk Management services.
- Each retainer service request is subtracted from your total prepaid credits

Unit 42 incident response experts are available 24/7 to help you quickly investigate critical security incidents and eradicate threats, so you can recover and get back to business fast.



If you would like to have a discussion about Unit 42 or the report please contact bstagg@paloaltonetworks.com to schedule a meeting.

NJ Public Sector—Thomas Edison State University Educational Benefit Webinar

EDUCATIONAL BENEFITS FOR NEW JERSEY PUBLIC SECTOR EMPLOYEES



Study with the Leader in Online Education!
THOMAS EDISON STATE UNIVERSITY

This LIVE EVENT will be held Wednesday, April 3, 2024
1:00pm-2:00 pm

The NJ Public Sector Employee Education Benefit is Ready for You!

[Register NOW](#) for this Informative Meeting

Come with your questions – we will have a live Q&A!

Can't make the webinar? Please visit the NJ Public Sector Program [landing page](#) and feel free to [schedule an appointment](#) to get more information and have your questions answered.

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
or
loren@njac.org**

Save The Dates and Come Join Us!!

April 18th, NJ GMIS, at The Palace at Somerset Park, Somerset, NJ

Time: 7:30 am – 5:00 pm

- Come join us in exchanging ideas, information, and experiences that foster members' knowledge of technology developments to better serve their organizations.

MRA International is a leading technology expert and a value-added HP and HPE Partner with over 20 years of experience providing unique IT solutions and turn-key results to the public sector.

For more information, please contact the MRA Sales Team:

Email: sales@mrainternational.com

Phone: (732) 222-099



MRA
INTERNATIONAL

Federal Grants

SS4A GRANT: The Department of Transportation (DOT) Safe Streets and Roads for All (SS4A) program recorded three public "How to Apply" webinars regarding developing an action plan; supplemental planning and demonstration activities; and Implementation Grants. Please visit the [SS4A website](#) to access the webinar recordings and presentations. The first SS4A FY24 application deadline for Planning and Demonstration Grants is on THURSDAY, APRIL 4th at 5:00PM EST. For SS4A questions about Planning and Demonstration Grant [visit the FAQs](#).

TIFIA GRANT: The DOT's [Build America Bureau](#) released a [Notice of Funding Opportunity](#) for a new program called the [Innovative Finance and Asset Concession Grant Program](#). \$100 million will become available over 5 years to assist public entities in facilitating public-private partnerships and exploring innovative financing and delivery opportunities for [Transportation Infrastructure Finance and Innovation Act](#) (TIFIA) eligible projects. Grants up to \$2 million are available, with the first million requiring no local match. Applications are due THURSDAY, MAY 9.

PIDP Grant: The DOT's Maritime Administration (MARAD) published a Notice of Funding Opportunity for \$500 million in Federal FY24 funding through MARAD's Port Infrastructure Development Program (PIDP). A full list and descriptions of the 2023-awarded projects can be found [here](#). The notice is available on www.grants.gov by searching on CFDA number 20.823 or Opportunity number MA-PID-24-001. The deadline for applications is Friday, May 10 at 11:59PM EST. For additional questions regarding PIDP grants email PIDPGrants@dot.gov.

HPE Aruba ClearPass

by Pat Rucker, Territory Account Manager for HPE aruba networking

Aruba ClearPass offers several benefits that are important for a county or municipality, particularly in managing network access and ensuring security:

- 1. Secure Network Access Control (NAC):** ClearPass allows for granular control over who accesses the network, when, and how. This is crucial for municipalities that need to secure sensitive data against unauthorized access.
- 2. Multi-vendor Compatibility:** Our NAC can integrate multi-vendor environments, ensuring flexibility and integration with existing infrastructure.
- 3. Guest and BYOD Management:** ClearPass provides secure and simplified guest access and can manage Bring Your Own Device (BYOD) environments efficiently, ensuring that visitors and employees can connect to the network without compromising security.
- 4. Policy Management:** Enables the creation and enforcement of policies that govern network access for users and devices, ensuring compliance with the municipality's security regulations and standards.
- 5. Real-time Analytics and Reporting:** ClearPass offers insights into who is accessing the network, with what devices, and their behaviors. This information can be used for auditing, compliance, and improving network performance.
- 6. Automated Threat Response:** Integrates with third-party security solutions to automate responses to identified threats, reducing the time and resources needed to address security incidents.
- 7. Scalability:** As the municipality or county grows, ClearPass can scale to accommodate more users and devices, making it a long-term solution for network access and security management.

These features can help a county or municipality enhance its network security, improve user experience, and ensure compliance with regulatory requirements. If you would like to discuss this with our New Jersey based teams, please contact [Paul Vance](#) to schedule a meeting. Email paul.vance@hpe.com Phone 541-281-7934.



Nationwide® FastPay makes submitting payroll and census data faster and easier



Introducing **FastPay**, our fully digital payroll submission system.

It's designed to:



Secure participant information



Save time



Improve accuracy



Eliminate manual entry

FastPay gives you the option to:

- Add or edit **employment dates** to update participant records
- Submit a **debit ACH payment** with just a few steps
- **View and manage** saved payrolls
- Choose from **four submission methods** to fit your needs

Import payroll tool

- Start with contributions in an exported file from your payroll software
- Create a reusable configuration based on your own file format to import with little to no manual entry

Copy payroll tool

- Select from previously submitted details to carry over contribution amounts
- Sort participants and edit details for ease of balancing

Payroll invoice tool

- Begin a payroll with a set pay date based on your payroll calendar
- Generate expected contribution amounts for the current pay date

Manually key payroll tool

- Create a payroll detail by manually keying participants and contribution amounts

Getting set up with FastPay is fast and easy.

 NRS CONTR@nationwide.com or  1-877-496-1630, option 3

Nationwide Retirement Solutions and Nationwide Life Insurance Company (collectively "Nationwide") have endorsement relationships with the National Association of Counties (NACo). More information about the endorsement relationships can be found online at nrsforu.com.

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NRM-19313AO-NX (09/23)

NACo Webinars

Counties Securing the Nation's Elections: Handling The Rise of Generative Artificial Intelligence

April 15, 2024 1:00 p.m. – 2:30 p.m. EDT

[Register](#)



Artificial intelligence (AI) systems have catapulted the use of advanced computer technologies within society at unprecedented scale. The emergence of generative AI presents a new set of challenges for county election administrators as we begin the 2024 election year. During this tabletop webinar, NACo members will hear from experts on these new challenges and how counties can be proactive in addressing them this election cycle and beyond. Speakers and webinar attendees will also have the opportunity to engage in a discussion on how AI can be of benefit to county election officials, especially smaller, often rural, election offices.

Counties and the Inflation Reduction Act: Elective Pay Update

April 16, 2024 3:00 p.m. – 4:00 p.m. EDT

[Register](#)

This webinar will be held via Zoom Webinar. If you have issues registering or accessing the webinar platform, please email nacomeetings@naco.org.

On March 5, the U.S. Department of the Treasury (Treasury) issued final regulations for the elective pay mechanism established in the Inflation Reduction Act (IRA). Using elective pay, also known as direct pay, counties and other tax-exempt entities can monetize certain clean energy tax credits that they have previously been unable to access due to their lack of tax liability. On March 5, Treasury also unveiled a new proposed rule to provide criteria regarding the eligibility of certain ownership structures to claim elective pay. During this webinar, counties will hear from Treasury and the U.S. Department of Energy (DOE) on these new regulations and other funding opportunities available under IRA.

Global Connections for Your Local Economy Virtual Training #2: Crash Course on the Site Selection Process

April 17, 2024 2:00 p.m. - 3:00 p.m. EDT

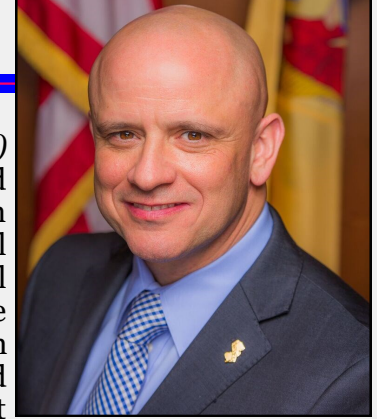
[Register](#)

This webinar will be held via Zoom Webinar. If you have issues registering or accessing the webinar platform, please email nacomeetings@naco.org.

Ever wonder why multinational companies invest billions in some counties, but pass by others? Or what makes the difference between a successful business interaction which results in hundreds or thousands of new jobs, and one that falls flat? If you're ready to take your county's economic development to the next level, join the International Economic Development Task Force throughout this Spring for a special virtual training series on how to bring jobs and capital to your community through foreign investment. In this second training, we will receive an overview of the site selection process and discuss key characteristics for which multinational companies look throughout this process.



FROM THE EXECUTIVE DIRECTOR



John G. Donnadio, Esq.

Governor Murphy recently signed into law **A-4011** (*Calabrese D-36/Wimberly D-35*) (*Sarlo D-36/Scutari D-22*), which will reauthorize the Transportation Trust Fund (TTF), revise the gas tax calculation, and establish an annual fee for zero emission standards. In general, this new law would the State’s Annual Transportation Capital Program for 5 years from fiscal year 2025 through fiscal year 2029. The law will authorize \$10.367 billion in capital program expenditures and allows for an average annual capital program of \$2.0 billion per year in years 1 - 2 with a 3% increase on the \$2.0 billion in years 3 - 5 as summarized in the “Transportation Trust Fund Authority” table below. Local Aid to counties and municipalities would be flat at \$400.0 million per year in years 1 – 2 but would increase in years 3 - 5 as outlined in the “Local Aid Annual Allocations through FY 2029” table also below.

TRANSPORTATION TRUST FUND AUTHORITY APPROPRIATIONS

FISCAL YEAR	TOTAL APPROPRIATION
2205	\$2,000,000,000
2026	\$2,000,000,000
2027	\$2,060,000,000
2028	\$2,122,000,000
2029	\$2,185,000,000

LOCAL AID ANNUAL ALLOCATIONS THROUGH FY 2029

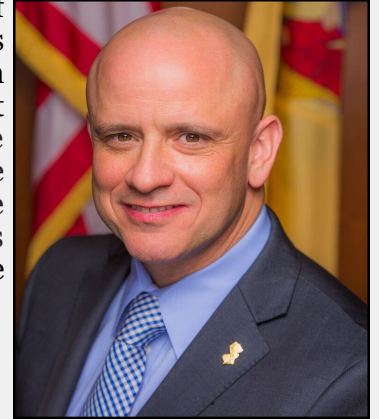
ALLOCATION	%	GENERAL DESCRIPTION	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029
County Local ¹ Aid Program	37.5%	Traditional County Aid	\$150.0	\$150.0	\$165.0	\$180.5	\$196.25
Municipal Local ² Aid Program	37.5%	Traditional Municipal Aid	\$150.0	\$28.0	\$165.0	\$180.5	\$196.25
Local Bridges Fund	11.0%	Local Bridges Future Needs	\$44.0	\$44.0	\$44.0	\$44.0	\$44.0
Local Freight Impact Fund	7.0%	DOT Commissioner Freight Travel	\$28.0	\$28.0	\$28.0	\$28.0	\$28.0
Local Aid Infrastructure Fund	7.0%	DOT Commissioner Discretionary	\$28.0	\$28.0	\$28.0	\$28.0	\$28.0

- Counties will receive an additional Local Aid set aside equal to 25% of the 3% increase in appropriations made to the TTF in fiscal years 2027 – 2029 as follows: \$15.0 million in FY 2027 ($\$2,000,000,000 * 3\% = \$2,060,000,00 - \$2,060,000,00 = \$60,000,00 * 25\% = \$15,000,000$ and so forth), \$30.5 million in FY 2028, and \$46.25 million in FY 2029.
- Municipalities will receive an additional Local Aid set aside equal to 25% of the 3% increase in appropriations made to the TTF from fiscal years 2027 – 2029 as summarized above.
- The Department of Transportation (DOT) and New Jersey Transit Corporation will each receive a set aside equal to 25% of the 3% increase in appropriations made to the Transportation Trust Fund Authority in fiscal years 2027 – 2029.

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FROM THE EXECUTIVE DIRECTOR *(continued)*

Additionally, the new law will impose an increase to the current gas tax of approximately 1.9 cents with a “True-Up” provision based on revenues generated as stipulated in the 2016 TTF law. In other words, the total gas tax imposed on motorists would be contingent on the amount of the tax collected. Please note that the gas tax is comprised of two separate taxes on gasoline and diesel fuel that include the Motor Fuels tax and the Petroleum Products Gross Receipts (PPGR) tax with the current tax at 42.3 cents for gasoline and 49.3 cents for diesel through June 30th. Finally, the law will impose an annual fee of \$250.0 on zero emission vehicles with a \$10.0 increase to the initial fee every three years until 2028. After that time, the amount of the fee will be set at \$290.0.



John G. Donnadio, Esq.

**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

[Click here for an application](#)

EVENTS & HOLIDAYS

SUN	MON	TUES	WED	THURS	FRI	SAT
	1  APRIL FOOL'S DAY	2 Cherry Blossom Festival 4/2 - 4/10 Branch Brook Park Newark Essex County	3	4 Veteran's Resource Fair 4/6 10:00a.m. Salem Community College Carneys Point Salem County	5 Wingle Supply Home & Garden Show 4/6 9:00a.m.-3:00p.m. County Fairgrounds Augusta Sussex County	6 Main Street Music & Arts Festival 2:00p.m.-9:00p.m. Town Square Glassboro Gloucester County
7	8	9	10	11 Brick Fest Live 4/13 9:00a.m.-5:00p.m. 4/14 10:00a.m.-4:00p.m. NJ Convention & Expo Center Edison Middlesex County	12 AC Beer & Music Fest 4/12 & 4/13 Convention Center Atlantic City Atlantic County	13 Burlington County Book Festival 10:00a.m.-3:00p.m. Burlington County Library Westampton Burlington County
14 By Popular Demand Show 7:00p.m. Music Mountain Theatre Lambertville Hunterdon County	15 Earth Day Activities 4/20 10:00a.m.-2:00p.m. Manasquan Reservoir Environmental Center Howell Monmouth County	16 Earth Day Celebration & Folk & Bluegrass Festival 4/20 11:00a.m.-4:00p.m. Monroe Center Plaza Hoboken Hudson County	17 NJAC VIRTUAL WORKSHOP	18 CCTEC Car & Truck Show 4/20 8:00a.m.-2:00p.m. CCTEC Campus Vineland Cumberland County	19 String Band Parade 4/20 1:00p.m.-3:00p.m. Haddon Avenue Haddon Twshp. Camden County	20 TreeFest'24 12:00p.m.-5:00p.m. Lincoln Park Rutherford Bergen County
21 Exit Zero Jazz Festival 4/19 & 4/21 Convention Hall Cape May Cape May County	22 Matteo Bocelli 4/21 7:30p.m.-9:00p.m. MAYO PAC Morristown Morris County	23 The Jazz Ambassadors of the US Army Field Band 4/21 3:00p.m. UPAC Rahway Union County	24	25 Country Line Dancing 7:00p.m. Brook Hollow Winery Columbia Warren County	26 Art in the Park 4/27 11a.m.-7p.m. 4/28 11a.m.-5p.m. John W. Rea House Hawthorne Passaic County	27 Buy Rite Beer & Wine Festival 1:00p.m.-6:00p.m. Mercer County Park West Windsor Mercer County
28 NJ Home Show 4/27 & 4/28 10:00a.m.-5:00p.m. RWJBarnabas Health Arena Toms River Ocean County	29 4-H Spring Carnival 4/28 Ted Blum 4-H Center Bridgewater Twshp. Somerset County	30				

2024 NJAC CELEBRATION OF COUNTY GOVERNMENT & EXPOSITION
CAESARS
ATLANTIC CITY
MAY 1 thru 3

REGISTER [HERE](#)