

The Booker Administration and the Newark Municipal Council present



25 ACCOMPLISHMENTS IN 25 MONTHS



25

in twenty-five



a message from Mayor Booker

Dear Residents of Newark:

Our great historic City continues to distinguish itself as the exciting city of today. Around the country, people are taking notice of Newark's significant achievements – as, for example, we lead the nation in violent crime reduction and have doubled the production of affordable housing. People are also taking notice of the innovative programs we have started in our City to address local challenges that are also part of our national struggle – for example, our prisoner re-entry programs, fatherhood initiatives and expansion of public schools of excellence. In short, Newark is on the move and beginning to set a national standard for urban transformation.

Businesses are starting in and moving to our City, bringing jobs and energy. New restaurants, bars, art galleries and other entertainment venues are opening, bringing even more jobs and dynamism. Colleges are expanding with new dorms, research facilities and more students and faculty. We are putting more police officers on our streets and cameras above them as additional sets of eyes. As development of all types sprouts up across our City – from a new downtown hotel and residential, and neighborhood housing to retail – we are insisting that Newark residents get the first opportunities at jobs and other business opportunities.

We have made great strides in so many areas – recognition worthy but, more importantly, worthy of our great residents who never stopped believing in Newark. We have accomplished a great deal but we have much work still to do. We still face many challenges but we will continue our work and dedication. Together, we will accomplish our greatest dreams for our City.

I am proud of our accomplishments and happy to share this booklet with you which outlines our progress. More importantly, this booklet contains information on how you can learn more about our initiatives and programs and, in many cases, how you can get involved. I know I speak for the Municipal Council and the entire City Administration when I say thank you for your faith in Newark and for your efforts to continue working for a greater future.

Sincerely,

A handwritten signature in black ink, appearing to read 'C.A. Booker', with a long, sweeping underline.

Cory A. Booker
Mayor, City of Newark

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25 ACCOMPLISHMENTS IN 25 MONTHS



Public Safety

Hundreds More Police on Our Streets



Since taking office, the City has graduated 4 classes of police officers, putting an additional 159 officers on the streets, with another class of 66 officers scheduled to graduate in December 2008.

Most significantly, Mayor Booker and the Municipal Council have been committed to hiring more residents as police officers. In addition, since taking office on July 1, 2006, the Booker Administration has succeeded in redeploying over **140 more officers onto Newark streets**. Originally assigned to administrative duties, these officers were moved into patrol duty to increase the number of officers in our communities, with civilians assuming clerical positions and some traffic enforcement responsibilities. The Booker Administration is also responsible for the formation of a Gang & Narcotics Bureau as well as the Fugitive Apprehension Team, which has led to the apprehension of over 2,700 fugitives (visit www.npdmostwanted.com to see Newark's Most Wanted). In addition, a Quality of Life Enforcement Strategy has been implemented to address quality of life violations through the issuance of summonses in lieu of arrest.

For more information on how to become a Newark Police Officer, please call (973)733-6030 or log onto www.newarkpd.org

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Using Technology to Fight Crime



The Booker Administration and Municipal Council have also made significant investments in police technology. The City has dramatically increased the computing power of the Newark Police Department and incorporated a range of sophisticated equipment

to combat narcotics, gangs and other types of criminality. **Most recently, in a new public-private partnership, it launched New Jersey's largest wireless network which is hosting 109 cameras to protect our City.** The Newark Police Department is fast becoming among the most technologically-advanced police departments in the State.

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Newark Police Foundation

The City of Newark, together with committed members of the Newark philanthropic community, launched the Newark Police Foundation (NPF). Mayor Booker and the NPF raised private dollars which are used to purchase cutting edge technology for the Newark Police Department. More importantly, NPF is funding the new Newark tip lines, which allow residents to anonymously call two hotlines (**1-877-NWK-TIPS** and **1-877-NWK-GUNS**) and report crime or information about a person carrying a gun. If a gun is recovered or an arrest is made, residents receive a cash reward of **\$1,000** for a gun recovery and arrest, and up to **\$2,000** for other types of arrests.

For more information about the Newark Police Foundation or anonymous tip lines, please contact Lt. Adolph Perez at (973) 733-6008 or www.newarkpolicefoundation.org.

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Violent Crime Reductions

After 25 months of work, **Newark, New Jersey leads the nation among large cities for reductions in shootings and murders**, achieving decreases of more than 40% in both categories. With violent crime rising in cities across the nation, Newark is not only bucking the trend but is setting the pace. There is much work to do and we are far from declaring victory, but the progress against violent crime is unmistakable and our efforts will continue. With everyone in the City working together, we will reach our City's full potential and achieve peace and security in all of our neighborhoods.

Children and Families

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Parks



The City of Newark is in the midst of its biggest park expansion and rehabilitation initiative in over a century. The City, working with GreenSpaces, a public/private partnership, and the Trust for Public Land, has committed \$40 million for parks in our City.

Thus far, the City has completed new parks and fields at St. Peter's Park, Iron Bound B Field, and, in cooperation with Newark Public Schools, has built a new athletic complex at Weequahic High School. Parks will soon be under construction in every ward, with a total of 20 new or enhanced parks planned for completion by the end of 2010.

For more information about GreenSpaces, please contact Bari J. Mattes at (973) 733-5869.

6

Immunizations



Newark received the federal award for one of the most improved cities in America for immunizing our children. In addition, the Pediatric Practice at **the Newark Department of Child and Family Well-Being** also received the New Jersey Department of Health and

Senior Services recognition for the most improved **New Jersey Immunization Information System Utilization** in April 2008. The improved use of this system will ultimately translate into improved utilization of tools formulated to protect children against vaccine preventable diseases. The Booker Administration has placed children's health among its top priorities and is making important gains in a number of related areas.

For more information about immunizing your child, please call (973) 733-7580. For other child health-related issues, please contact Dr. Isabel Gonzalez, Chief Pediatrician at (973) 733-7553.

Youth Education and Employment Success Center (YEES) Center



Detention and truancy have impeded the healthy development of thousands of Newark youth. Young people who have dropped out of school or have been detained often re-enter our community without guidance or support. As our young people strive to become

productive citizens, accessing resources can be overwhelming, confusing and demoralizing. In response to this crisis, the City of Newark partnered with Newark Public Schools, New Jersey Juvenile Justice Commission, Rutgers University, Communities in Schools and numerous community based organizations to create the Youth Education and Employment Success (YEES) Center in the heart of the City. The YEES Center seeks to improve the quality of life of disconnected young people by providing educational programs, employment opportunities, counseling, mentoring and additional services.

For more information about the YEES Center, please call (973) 820-4144 or email Yescenternjaes@rutgers.edu.

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Fatherhood Center and Prisoner Re-Entry Programs



The City of Newark, in collaboration with numerous other agencies throughout the City, has created **The Newark Comprehensive Center for Fathers**, a comprehensive program for fathers, including those returning from incarceration. The program provides

fathers assistance with employment, parenting skills and other critical areas to support their quest to be active and responsible fathers. The program, started in May 2008, has already achieved excellent results. The men who have completed the program are now employed or in job training, have stronger connections to their children and are giving back to their respective communities.

The City of Newark has also created a number of other programs to empower ex-offenders. From **ReLeSe, New Jersey's first ever legal service program** which helps ex-offenders untangle many of their legal challenges to **Opportunity Reconnect, a comprehensive employment and empowerment program** located at Essex County College, the City of Newark is leading the way in assisting ex-offenders overcome the many barriers placed before them. Newark has launched and fortified services to help returning men and women stay out of prison and succeed in life.

For more information about the programs, please call (973) 732-0713.

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Mayor's Academic Challenge and Partnerships with Newark Public Schools



Mayor Booker, in partnership with the Prudential Foundation and Newark Public Schools, posed a unique challenge to the Class of 2010 in Newark public high schools. The mission of the Mayor's Achievement Challenge is to inspire Newark students

to reach their highest academic potential by acknowledging the educational accomplishments of the Class of 2010 with incentives and rewards throughout high school. Further, the City has continued to strengthen its partnership with Newark Public Schools and key state leaders to accomplish numerous victories for our public schools, ranging from lowering levels of crime around school sites through its Safe School Initiative to securing new funding for the construction of schools throughout our City. In addition, the Booker Administration continues to partner with NPS to expand athletic facilities for our students, most notably partnering with NPS to completely rehabilitate School Stadium in the North Ward.

10 Newark Charter School Fund



Mayor Booker, in partnership with local foundations committed to public education, **created a \$20 million fund to support Newark charter schools.**

The Newark Charter School Fund, supported by national foundations including the Gates, Walton, Fisher and

Robertson Foundations, will focus on the sustainability and expansion of high quality public charter schools throughout the City thus increasing educational options for Newark youth and parents. Further, the Newark Charter School Fund will focus on improving public accountability for charter schools, recruiting educators and leveraging existing financial resources for new facilities.

For more information, please visit www.ncsfund.org.

11

Brick City Scholarship Fund

Mayor Booker and the Municipal Council created the **Brick City Scholarship Fund for graduating seniors in Newark Public Schools**. Students are selected based upon demonstrated resilience and academic achievement in spite of personal challenges or other obstacles faced in their lives. Winners receive \$20,000 scholarships (\$5,000 in each of four years). Thus far, the City has awarded 18 deserving youth with a Brick City Scholarship, enabling them to pursue their dreams of higher education at institutions around the country.

For more information about the scholarship please contact **Xiania Foster**, the Mayor's Education Program Manager, at (973) 424-2197.

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City Wide Mentoring Coalition



Many members of the City's leadership have seen the power of mentoring through personal experience. Such experiences and a host of studies demonstrate the transformative power of mentoring; accordingly, the Mayor's Office has provided assistance to key mentoring

programs through volunteer service and supportive coordination. To further the Mayor's goal of ensuring that Newark's youth have access to nurturing relations with adults, the City has partnered to create the **Newark**

Mentoring Coalition, which is seeking to significantly increase the number of mentors for Newark youth.

For more information about the Newark Mentoring Coalition or to become a mentor, please call (973) 854-2213 or visit www.newarkmentors.org.

13 Family Success Centers



The City of Newark, in partnership with the State of New Jersey Department of Children and Families, local foundations and a host of local Newark agencies, has opened **11 Family Success Centers in all five wards of our City**. These Family Success Centers are community-based

and neighborhood gathering centers that offer all Newark families a one-stop shop location for information. They also offer supportive social and health services that will empower families to succeed. The Centers provide information about jobs, the Earned Income Tax Credit, education, child care, health needs, partnering with non-profits, housing, benefit screenings and a host of other opportunities. The Centers are a tremendous success and are providing services to hundreds of Newark families.

For more information, please call (973) 733-7600 or visit www.newarkfamilysuccess.org.

14 Senior Transportation



Mayor Booker and the Municipal Council have expanded transportation services for seniors that greatly facilitate travel beyond their home environment. The City recently acquired **4 new vehicles for the Transportation Program for Senior Citizens and the**

Physically Challenged — three 28-passenger and one 12-passenger wheelchair-lock/rear-lift vehicles. The larger vehicles will be used for group pickups for grocery and mall shopping, as well as transportation to recreational, cultural and educational programs. The smaller vehicle will be used to transport seniors to medical appointments. Mayor Booker and the Municipal Council continue to be committed to enriching the lives of Newark seniors.

For more information, call the Office on Aging at (973) 733-5480 or (973) 733-5829.

15 Senior Citizen Commission

The Senior Citizen Commission, which had been dormant for a number of years, has been reinstated by the Booker Administration. The objective of the Commission is to establish and implement a comprehensive system of coordinated health and social services for the City's senior citizens, as well as to advise and assist the Department of Child and Family Well-Being in the preparation of an annual plan for the enhancement of services available to seniors or private

foundations in securing grants to provide financial support for the programs and activities of the Commission. The grant applications will be submitted to the appropriate organizations with the advice and consent of the Municipal Council.

In an effort to ensure that our seniors have knowledge of and access to events and activities designed specifically for their enjoyment, the Mayor's Office now publishes a monthly Senior Life calendar. The calendar is distributed to our Family Success Centers, the senior centers and buildings across the City, as well as to churches and select stores.

For more information, please call (973) 733-6400.

16 Recreation Center Rehabilitation



The City's recreation centers had not been renovated in decades — some like Boylan Street in the West Ward had become so run down and unsafe that sections were closed to the public. Under the Booker Administration, each recreation center in the City has had a comprehensive rehabilitation. **After millions**

of dollars of capital investment, every City recreation facility and pool has been successfully upgraded and is now open for expanded programs and community use.

In addition, City programming at recreation centers has been thoroughly enriched. Residents can now access a full catalogue of recreation and cultural programs and services.

For a City Recreation Guide or to view offerings online, please visit www.ci.newark.nj.us.

Economic Empowerment

17 Earned Income Tax Credit



The Earned Income Tax Credit is one of the best State and Federal programs for putting money back into the pockets of hard-working taxpayers. Unfortunately, it is also one of the most underutilized — both in Newark and throughout the nation. Newark residents

have been leaving millions of dollars unclaimed annually. The City aggressively joined with the Newark Asset Building Coalition to address this problem and assist Newarkers in preparing their taxes. **The Booker Administration set up a free tax center at City Hall, as well as in other locations throughout the City, and, as a result, Newark has almost doubled the amount of money it claims from the State and Federal government.** In addition to the work with the Earned Income Tax Credit, new efforts are being forged to connect low and moderate income households to additional resources, such as food charge cards, child care assistance and free healthcare.

For more information about the Earned Income Tax Credit program and related resources, please call (973) 624-FREE.

18 Prevailing Wage and Job Protection



Under Mayor Booker's leadership, the Municipal Council passed prevailing wage legislation — the first municipality in the State of New Jersey to do so. **Now, thanks to City action, any company contracting with City government must pay their employees not just**

the minimum wage, but a prevailing wage — a salary in which an individual can provide for him/herself and his/her family. The City took the additional step of passing legislation providing workers with more protection from wholesale firings when new contractors enter into business with the City.

It is a critical goal of the Booker Administration to ensure that workers earn a prevailing wage and have job security. To this end, the City has worked collaboratively with the building trades on crafting a Project Labor Agreement ordinance which will be introduced to the Municipal Council this fall. The ordinance will require that certain projects that receive City subsidy enter into a Project Labor Agreement, while also guaranteeing job opportunities for Newark residents.

19 Minority Loan Fund and Insurance Bond Assistance



A fundamental goal of the Booker Administration and Municipal Council is to foster, support and develop more women-owned businesses. To this end, through its development partner Brick City Development Corporation (BCDC), the City has

invested \$1,000,000 and leveraged another \$5,000,000 commitment from the National Development Council to create the Grow Newark Fund. **The Grow Newark Fund helps support and launch local businesses by providing loans of \$50,000 to \$2,000,000 to small businesses in Newark.** Since its inception, the Fund has received over 100 applications for financing and technical assistance and made its first loan to Altarik White, former State Champion Weequahic High School football coach, who opened a Subway franchise on Frelinghuysen Ave. Recently, the Fund approved a \$750,000 loan to a new state-of-the-art African American-owned pediatric dental practice, Dental Kidz.

For more information about the Grow Newark Fund, please call BCDC at 973-273-1040 or visit their website at www.bcdcn Newark.org.

For small contractors and sub-contractors, one of the biggest obstacles to doing business with City government is difficulty attaining surety bonds. To address this issue and increase participation of Newark-based firms in the

bidding process for public contracting opportunities, BCDC, in partnership with GNBDC and MZM Construction, has developed the Bonding Assistance Program to increase bonding capacity for minority and women-owned contractors and sub-contractors. Through this program, minority and women-owned contractors who have been in business a minimum of 3 years and have annual revenues of at least \$500,000 will be developed into more marketable entities.

For more information please call BCDC at 973-273-1040, or visit their website at www.bcdcnewark.org.

20 Foreclosure Prevention Task Force

In response to the growing national foreclosure crisis, the Booker Administration established the Newark/Urban Essex County Foreclosure Prevention Task Force. The Task Force, co-convened by the City's Division of Housing and Real Estate and the Essex County Department of Community Development, has brought together over 35 leading nonprofit housing counseling agencies, legal service providers, researchers and state and federal officials. The purpose of this group is to coordinate a collective response to the predatory and irresponsible lending practices that threaten our families' wealth and the stability of our neighborhoods. The Task Force has assisted several hundred families in efforts to renegotiate loan terms and has led community organizing and outreach to stop unscrupulous companies from trying to take advantage of homeowners through "We Buy Homes" and "Stop Foreclosure" scams. The Task Force has been recognized as a model for local responses to the foreclosure crisis by

State and Federal officials and is already being replicated in other cities across the State.

For more information, please call (973) 733-5915.

21 Companies Moving to Newark and Over 5,000 New Jobs



Under Mayor Booker's leadership, the Economic Development Department has succeeded in attracting numerous new companies, developments and jobs to the City. In the area of employment, NewarkWorks has helped secure more than 4,000 jobs for Newarkers

from local companies such as Horizon Blue Cross Blue Shield, Verizon, Cablevision, PSE&G, Prudential and Continental Airlines. Prior to the Booker Administration, for example, Continental Airlines was hiring only about 7% of its workforce from Newark. Now, through its aggressive partnership, Continental Airlines is hiring more than 25% of its employees from the City of Newark. Through the Health Care Lattice Program, University Hospital and Beth Israel Medical Center have agreed to recruit from NewarkWorks to hire medical assistants, support staff, and other hospital workers.

Furthermore, numerous companies have been coming to Newark and bringing increased opportunity. These include Audible.com, Standard Chartered Bank, Ioma Business

Management, The Genova Burns Law Firm, Birdsall Engineering, Health First, UNITE HERE and the International Longshoremen's Union. Leading companies are bringing their facilities, offices and jobs to the City of Newark.



Finally, Newark has announced, broken ground on or started the construction of numerous development projects, all of which will bring hundreds — even thousands — of jobs and economic opportunities to Newark. Some of these projects include: AMB

Liberty Logistics Center, a nearly 200,000 sq. ft. distribution center in Newark's South Ward; One River View at Rector, Shaquille O'Neal's 25-story residential and retail tower in the Science High School building; the Richardson Lofts, an apartment building with 20% affordable housing in Newark's Arena District; The Continental, a 68-unit condo project in the East Ward where at least 40% of the construction will be done by local, minority, and women workers; and the Lincoln Park development, where Baye Wilson has completed six LEED-certified townhouses and plans to build hundreds more residential units. Each of these projects offers community benefits, ranging from commitments to hire local workers to the use of cutting-edge sustainable building technology to the construction of affordable housing.

22

Local Newark Developers Building in Newark



Another critical mission of the Booker Administration is to conduct Newark land sales in an open and competitive manner, providing local and minority developers a fair shot at the opportunities public land presents. The Booker Administration and

Municipal Council recently made over 100 city lots available in a “rolling sale” process. Of the two dozen small developers that were selected to purchase City properties, almost 90% are Newark-based developers and 1/3 are non-profit and faith-based organizations, which include: Habitat for Humanity (www.habitat.org) and YouthBuild (www.youthbuild.org). **Among the successful for-profit developers, 94% are owned by minorities and/or women, all of whom have committed to employing local Newark residents during construction.** Newark must not only create more jobs for our residents but also give more opportunities for wealth creation. The City’s land development program offers expanded opportunities to do just that.

For more information, please call (973) 733-5915.

23

Affordable Housing Production



Through the determined leadership of Newark's Housing Division, in the last 25 months, **the City has doubled the number of affordable housing units under construction.**

Over 400 units of affordable housing have been completed to date and are ready for

occupancy, with over 1,400 additional units in the pipeline. The City's new housing production includes housing opportunities to address a wide range of housing needs. For example, Episcopal Community Development is developing 19 affordable rental housing units on Avon Avenue to serve formerly homeless individuals and families, as well as building 23 new homes that will provide housing to senior citizens (including 13 apartments for seniors who are raising grandchildren). In addition, at 80-82 Stone Street, a local, small, minority/female-owned development renovated a dilapidated 18-unit building to provide affordable rental apartments. Also, La Casa de Don Pedro is developing 19 units in 11 buildings for affordable homeownership opportunities and Integrity House is rehabilitating a building at 667 Martin Luther King Boulevard to provide transitional housing for 12 women with children and 12 single women who have graduated from the Integrity House substance abuse rehabilitation program.

24 Demolition Task Force



Taking advantage of new state laws, the Mayor and Municipal Council passed legislation on Newark's first ever abandoned property ordinance, creating an Abandoned Property List, a tool that allows the City to take more aggressive action against property owners

who continue to leave their buildings boarded up and blighted year after year. The list includes 350 properties identified by Code and Fire officials and can be used to notify property owners that if they fail to repair their buildings, the City will take steps to gain possession and repair them. In the Fairmount section of the West Ward, **the City has designated a local minority-owned company to work with other Newark developers to start the redevelopment process on approximately 40 such buildings.**

In other cases, however, buildings are too far gone to renovate. To address these structures, the City created its Demolition Task Force. This multi-agency task force is comprised of numerous City departments including Police, Fire, Housing, Engineering, Law, Neighborhood Services and others. With the help of the Municipal Council, the task force is investing millions of dollars over the next several years to demolish abandoned structures all over the City.

Government Reform

25 Inspector General



The creation of the City's Inspector General position has been one of the most significant new positions created in the Booker Administration. With a small staff of determined investigators, Inspector General James Wright, a life-long Newarker, has

conducted hundreds of investigations that have put a halt to corruption schemes, ended theft of services and saved the City hundreds of thousands of dollars. The City of Newark will be constantly vigilant against corruption and one of our greatest successes in this effort is the new Office of Inspector General.

For more information, please call (973) 733-3548.



**City of Newark
Cory A. Booker, Mayor**

**Municipal Council
Mildred C. Crump, Council President
Council Member-At-Large**

**Luis A. Quintana, Vice President
Council Member-At-Large**

**Augusto Amador, Council Member, East Ward
Carlos M. Gonzalez, Council Member-At-Large
Oscar S. James, II, Council Member, South Ward
Donald M. Payne, Jr., Council Member-At-Large
Anibal Ramos, Jr., Council Member, North Ward
Ronald C. Rice, Council Member, West Ward
Current vacancy in the Central Ward**

**Newark Press Information Office
920 Broad Street
Newark, New Jersey 07102**

**Michelle L. Thomas, Acting Business Administrator
Department of Administration**

**Desiree Peterkin Bell, Director
Office of Communications**

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