



State of New Jersey
DEPARTMENT OF COMMUNITY AFFAIRS
101 SOUTH BROAD STREET
PO Box 800
TRENTON, NJ 08625-0800
(609) 292-6420

PHILIP D. MURPHY
Governor

LT. GOVERNOR SHEILA Y. OLIVER
Commissioner

October 12, 2022

Deborah Robinson
President, Chief Executive Officer
Jewish Renaissance Foundation
149 Kearny Avenue
Perth Amboy, New Jersey 08861

Dear Ms. Robinson:

On behalf of Governor Phil Murphy and the New Jersey Department of Community Affairs, I am pleased to announce that your organization's Neighborhood Plan submittal for the Perth Amboy Alliance for Community (P.A.A.C.) neighborhood of Perth Amboy has been approved for a 10-year period. With this approval, Jewish Renaissance Foundation is eligible for Neighborhood Revitalization Tax Credit Program funds for projects in this neighborhood.

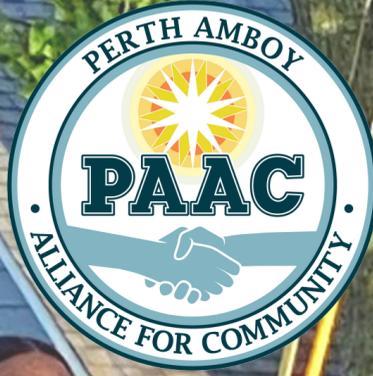
Neighborhood Revitalization Tax Credit Program funds will be used for activities that will have a positive impact for neighborhoods in need of revitalization, with an emphasis on housing and economic development. I would like to extend my best wishes for success with implementation of this neighborhood plan in the coming years.

Please contact Bradley Harrington, Administrator of Neighborhood Programs at (609) 913-4512 or Bradley.Harrington@dca.nj.gov with any questions you may have.

Sincerely,

Lt. Governor Sheila Y. Oliver
Commissioner

CREATING HOPE TOGETHER



NJ DCA Approved October 2022

PAAC NRTC NEIGHBORHOOD PLAN



A PROJECT OF THE JEWISH RENAISSANCE FOUNDATION

June 23, 2021

Mr. Bradley Harrington
New Jersey Department of Community Affairs
Division of Housing & Community Resources
Neighborhood Revitalization Tax Credit Program
101 South Broad Street
P.O. Box 806 – 5th floor
Trenton, New Jersey 08625-0806

**RE: Neighborhood Plan Application
Second NRTC Designation
Perth Amboy Alliance for Community**

Dear Brad:

I hope this letter finds you well.

Enclosed, please find the original PAAC Neighborhood Plan Application containing all sections and forms organized in a three ring binder for your review and consideration. Also included, as per the submission instructions, are three (3) additional copies of the application containing sections #1 through #8 and all forms. You will also find an electronic copy emailed to you at Bradley.Harrington@dca.nj.gov with the aforementioned sections and all forms.

Please be advised we followed all the steps as identified in the DCA Neighborhood Plan Guidelines. This application represents our desire to achieve our second NRTC designation for the PAAC Neighborhood located in the City of Perth Amboy.

We look forward to your response. Should you have any questions, please contact me at 732-324-2114 or Sherri Goldberg at 732-638-5063 ext. 125.

Thank you.

Sincerely,



Grace Co-Ortega, Chief Financial Officer &
Interim Chief Executive Officer

Enclosures

Cc: Hon. Helmin Caba, Mayor – City of Perth Amboy



**Jewish
Renaissance
Foundation**

“One People, One Heart”

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Jewish Renaissance



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149 Kearny Avenue, Perth Amboy, NJ 08861 Phone: (732) 324-2114 Fax: (732) 324-0256

Web: www.jrfnj.org / E-mail: info@jrfnj.org



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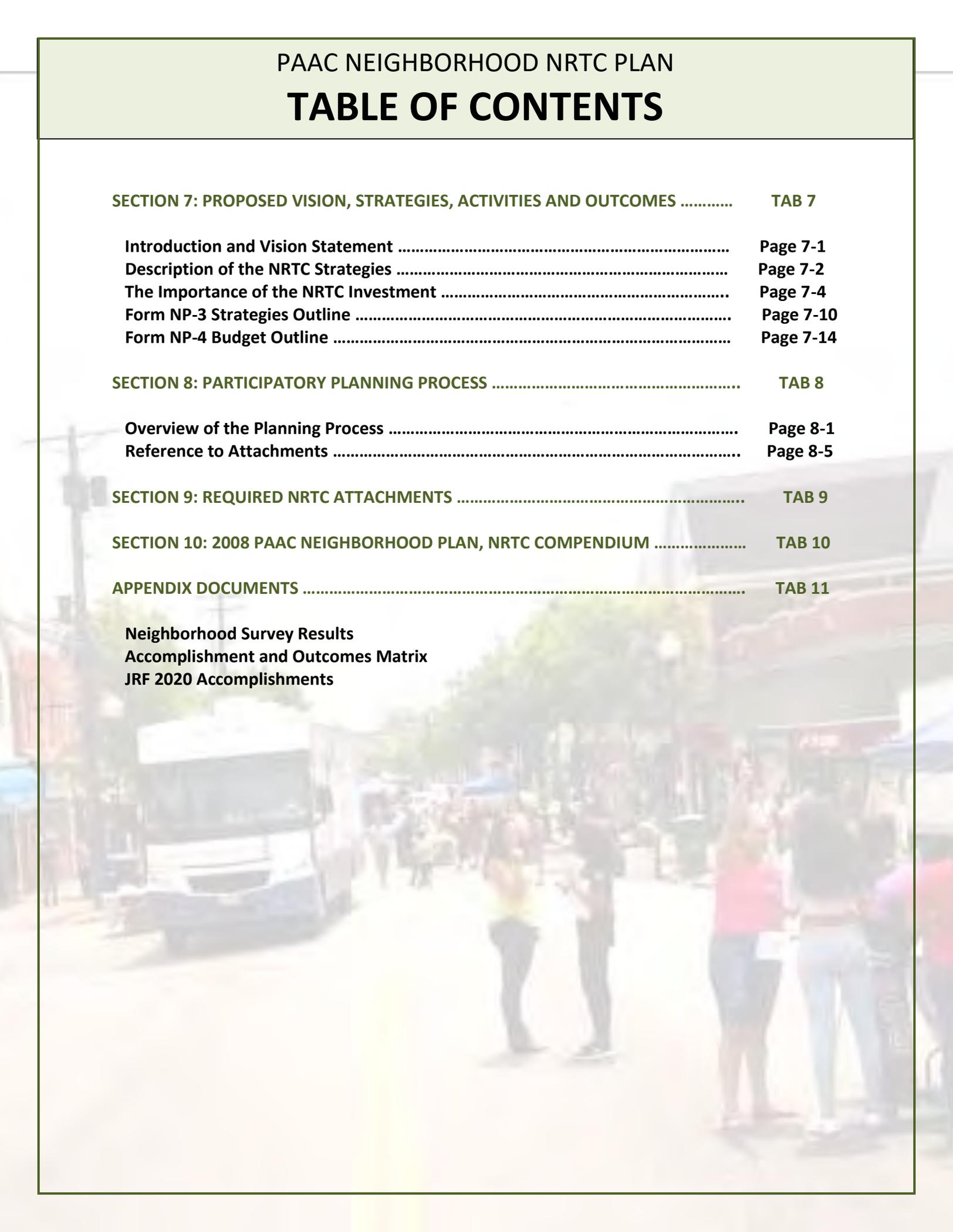
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PAAC NEIGHBORHOOD NRTC PLAN

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Section 1 COVER PAGE AND NP-1 FORMS



COVER TAB A

NP-1 Form



FORM NP-1, page 1: COVER PAGE FOR SUBMISSION OF A NEIGHBORHOOD PLAN

Neighborhood: Perth Amboy Alliance for Community (PAAC) NJ Legislative District: #19

Eligible Municipality: City of Perth Amboy Mayor: Helmin Caba

Name of Applicant Organization: Jewish Renaissance Foundation (JRF)

Name of CEO/Executive Director: Grace Co-Ortega (Interim)

Address: 149 Kearny Ave.

City: Perth Amboy State: NJ Zip Code: 08861

NJ Charities Registration Number: CH1070200

Contact Person for this Application: Sherri Goldberg

Phone: _____ E-Mail: sherri.goldberg@jrfnj.org

Cellphone (optional): _____

What is the time period for this Neighborhood Plan? 10 Years
(may not exceed Ten (10) years)

Did you partner with another organization to develop the Neighborhood Plan?	YES	<input checked="" type="checkbox"/>	(if YES, complete NP-1 Page 2)
	NO	<input type="checkbox"/>	

Certification: To the best of my knowledge and belief, the data in this application are true and correct. The governing body of the applicant has duly authorized the document.

<u>Antonia Ricigliano</u>	<u>Board Chairperson</u>
Name	Title
	<u>3/17/21</u>
Signature of Board Chairperson	Date





Section 2 Executive Summary



2021 PAAC NEIGHBORHOOD NRTC PLAN

EXECUTIVE SUMMARY

The Jewish Renaissance Foundation (JRF) was founded in 1995 and is one of New Jersey’s premier non-profit organizations. Headquartered in Perth Amboy, the JRF serves more than 6,000 people in Middlesex County each year and has a long history of sponsoring cultural events, community festivals, business fairs, educational classes, workforce development programs and other activities that help to revitalize neighborhoods and communities. In 2008, the JRF helped residents and stakeholders in what was known as the *Greater Budapest Neighborhood* develop a neighborhood plan that was funded by the Wachovia/Wells Fargo Regional Foundation. As part of that planning process, the neighborhood rebranded itself as PAAC – the Perth Amboy Alliance for Community. The PAAC Neighborhood subsequently received NRTC Plan certification and was the recipient of multiple years of NRTC funding. This 2021 PAAC Neighborhood NRTC Plan provides an opportunity to continue the work of neighborhood building that began in 2008. The Plan marries the vision and goals of the 2008 document with those of recent NRTC Plans and the ongoing priorities of the PAAC Neighborhood’s residents and stakeholders to provide an extremely comprehensive inventory of strategies and projects.

About the PAAC Neighborhood

The PAAC Neighborhood is primarily a residential community of 8,144 residents, an increase of 10% since the 2000 Census. Its primary commercial corridor is along Amboy Avenue, which



serves as the main shopping district for local residents. Some of the principal assets of the neighborhood include the Perth Amboy High School, the Raritan Bay Area YMCA, the Rutgers Academy for Urban Leadership, (AUL), various churches and community organizations, and the Perth Amboy Housing Authority.

The neighborhood meets the qualifications for NRTC funding in that it is occupied by households where 51.4% of incomes meet the low/moderate-income threshold and 36.3% qualify as low income. Seventy five percent (75%) of the population is Hispanic.

The Planning Process

As indicated previously, the 2021 PAAC Neighborhood Plan combines many of the ongoing goals of the 2008 Plan and past NRTC efforts with the current priorities of neighborhood residents. The planning process encompassed an outstanding outreach effort which began in early 2021 with the creation of a Host Committee and a formal “Call to Collaboration, which was facilitated by

the JRF and *CreativeNJ*. This effort brought together more than 100 residents and stakeholders to discuss and identify the major issues facing the neighborhood.

One of the outcomes of this outreach was the development of a neighborhood survey, which asked residents, business officials and other stakeholders to rank the issues and projects identified through the Call to Collaboration. With guidance from the Neighborhood Host Committee, the outreach effort secured 100 responses from neighborhood stakeholders which helped to frame the priorities that are part of the 2021 NRTC Plan. These survey responses were obtained through door-to-door canvassing, special events surrounding Earth Day, community clean up drives, pop-up visits to businesses and other neighborhood activities. The results of the survey pointed to ten priority strategies that were clear priorities for the neighborhood. They include:

- Fund a Teen Center.
- Provide Internships and Job Shadowing Programs.
- Promote Job Training Programs.
- Develop a Dog Park.
- Invest in Language Training.
- Create a Community Center.
- Expand Access to Health and Social Service Programs.
- Create a Small Business Assistance Center.
- Provide Housing Assistance Programs.
- Invest in Street Infrastructure.



Moving Forward with Plan Implementation

As is illustrated on Forms NP-3 and NP-4, more than 50 strategies have been identified to help revitalize the PAAC Neighborhood. Some of these strategies are relevant to ongoing initiatives begun in the 2008 PAAC Plan. Others are new to the NRTC Program. All of them are important. What we have tried to do however, is to indicate which ones are most important and therefore, the focus of our attention in the first five years of the NRTC Plan Implementation Process. Those initiatives have been highlighted and complement the ongoing work and many successes of the JRF and PAAC, which is highlighted in Sections 5 and 6 of this plan.

We recognize that NRTC funding must be used primarily for housing and economic development projects and programs. As a result, 71% of our proposed priority projects can be tied directly to these subject areas. The remaining 29% of NRTC funding priorities are dedicated to projects such as medical, health and social services, outreach, and community building activities.

This 2021 NRTC Plan is the culmination of many years of work and neighborhood engagement. It reflects the vision, goals and objectives of hundreds of residents and stakeholders in the PAAC Neighborhood. It is a roadmap for the future and a reflection of many aspirations of the people and businesses in this community.

PLAN NRTC VECINDARIO PAAC 2021

RESUMEN EJECUTIVO

El Jewish Renaissance Foundation (JRF), fundada en 1996, es una de las principales organizaciones sin fines de lucro de Nueva Jersey. Con sede en Perth Amboy, el JRF atiende a más de 6,000 personas en el condado de Middlesex cada año y tiene una larga historia de patrocinio de eventos culturales, festivales comunitarios, ferias de negocios, clases educativas, programas de desarrollo de la fuerza laboral y otras actividades que ayudan a aliviar la pobreza, revitalizar vecindarios y comunidades. En 2008, el JRF ayudó a los residentes y las partes interesadas en lo que antes era el vecindario del Gran Budapest a desarrollar un plan de vecindario financiado por la Fundación Regional Wachovia / Wells Fargo. Como parte de ese proceso de planificación, el vecindario se rebautizó a sí mismo como PAAC, la Alianza para la Comunidad de Perth Amboy. Posteriormente, el vecindario PAAC recibió la certificación del Plan NRTC y recibió varios años de financiamiento NRTC. Este Plan NRTC del Vecindario PAAC 2021 brinda una oportunidad para continuar el trabajo de construcción del vecindario que comenzó en 2008. El Plan combina la visión y los objetivos del documento de 2008 con los de los Planes NRTC recientes y las prioridades continuas de los residentes y partes interesadas del Vecindario PAAC para proporcionar un inventario extremadamente completo de estrategias y proyectos.

Acerca del Vecindario PAAC



El vecindario PAAC es principalmente una comunidad residencial de 8,144 residentes, un aumento del 10% desde el censo de 2000. Su principal corredor comercial se encuentra a lo largo de la Avenida Amboy, que sirve como el principal distrito comercial para los residentes locales. Algunos de los principales activos del vecindario incluyen Perth Amboy High School, una sucursal de la biblioteca pública de Perth Amboy, Raritan Bay Area YMCA, Academy for Urban Leadership (AUL), varias iglesias y organizaciones comunitarias, y Autoridad de Vivienda de Perth Amboy.

El vecindario cumple con los requisitos para la financiación de NRTC ya que está ocupado por hogares donde el 51.4% de los ingresos cumplen con el umbral de ingresos bajos / moderados y el 36.3% califica como de ingresos bajos. El setenta y cinco por ciento (75%) de la población es hispana.

El Proceso de Planificación

Como se indicó anteriormente, el Plan Vecinal PAAC 2021 combina muchas de las metas en curso del Plan 2008 y los esfuerzos anteriores de NRTC con las prioridades actuales de los residentes del vecindario. El proceso de planificación abarcó un esfuerzo de divulgación sobresaliente, que comenzó en el verano de 2020 con la creación de un Equipo Anfitrión que culminó en un “Llamado a la colaboración formal en enero de 2021, que fue facilitado por JRF y Creative NJ. Este esfuerzo reunió a más de 100 residentes y partes interesadas durante dos días para discutir e identificar los principales problemas que enfrenta el vecindario.

Uno de los resultados de este acercamiento fue el desarrollo de una encuesta del vecindario, que pidió a los residentes, funcionarios comerciales y otras partes interesadas que clasificaran los problemas y

proyectos identificados a través del Llamado a la colaboración. Con la orientación del Equipo Anfitrión del Vecindario, el esfuerzo de divulgación obtuvo 100 respuestas de las partes interesadas del vecindario, lo que ayudó a enmarcar las prioridades que son parte de este Plan NRTC 2021. Estas respuestas a la encuesta se obtuvieron a través de encuestas puerta a puerta, eventos especiales que celebran el Día de la Tierra, campañas de limpieza de la comunidad, visitas emergentes de PAAC a negocios y otras actividades del vecindario. Los resultados de la encuesta señalaron diez estrategias importantes que eran claras prioridades para el vecindario. Incluyen:

- Financiar un centro para adolescentes.
- Proporcionar pasantías y programas de observación laboral.
- Promover programas de formación laboral.
- Desarrollar un parque para perros.
- Invertir en capacitación en español.
- Crear un centro comunitario.
- Ampliar el acceso a los programas de servicios sociales y de salud.
- Crear un Centro de asistencia para pequeñas empresas.
- Proporcionar programas de asistencia para la vivienda.
- Invertir en infraestructura vial.



Avanzando con la Implementación del Plan

Como se ilustra en los Formularios NP-3 y NP-4, se han identificado más de 50 estrategias para ayudar a revitalizar el vecindario PAAC. Algunas de estas estrategias son relevantes para las iniciativas en curso que comenzaron con el Plan PAAC de 2008. Otros son nuevos en el programa NRTC. Todos ellos son importantes. Sin embargo, lo que el Equipo PAAC ha tratado de hacer es indicar las actividades más importantes y, por lo tanto, el foco de nuestra atención en los primeros cinco años del proceso de Implementación del Plan NRTC. Se han destacado esas iniciativas.

Reconocemos que el 60% de los fondos de NRTC se destinan a proyectos y programas de vivienda y desarrollo económico. Como resultado, el 71% de nuestros proyectos prioritarios propuestos se pueden vincular directamente a estas áreas temáticas. El 29% restante de las prioridades de financiación de NRTC se dedican a proyectos tales como servicios médicos, de salud, bienestar y sociales, divulgación y actividades de construcción comunitaria.

Este Plan NRTC 2021 es la culminación de muchos años de trabajo y participación del vecindario. Refleja la visión, metas y objetivos de cientos de residentes y partes interesadas en el vecindario PAAC. Es una hoja de ruta para el futuro y un reflejo de muchas aspiraciones de las personas y empresas de esta comunidad.



Section 3 ORGANIZATION INFORMATION



ORGANIZATION INFORMATION

NP-2 Form



FORM NP-2: ORGANIZATION PROFILE (page 1)

A. AGENCY INFORMATION

What was the organization’s date of incorporation? April 28, 1996

What was the original purpose for which the organization was formed?
The Jewish Renaissance Foundation, a faith-based, non-profit agency based in Perth Amboy, NJ was formed to serve and care for the most vulnerable persons, children, families, and communities of all colors; all cultures; all faiths. JRF, since 1996, aggressively responds to the ever-growing, complex social, educational, and medical challenges of our economically distressed and underserved communities through a multi-disciplinary system of community development and service delivery.

What is the organization’s current mission statement?
“One People, One Heart” [The Jewish Renaissance Foundation (JRF) is a non-profit nonsectarian organization founded by individuals who feel compelled to act upon the teachings of the Jewish faith. We believe as citizens in a democratic society, we must respond to the needs of our neighbors and share our talents and resources. The JRF is committed to helping individuals/families become healthier and stronger].

Is the organization in “Good Standing” with the NJ Department of State?
YES NO

When did the organization file its current N.J. Charitable Registration and Investigation Act Report (CRI-300R)?
Date: April 14, 2021

- Documents to be submitted as Attachment(s):
- *“Certificate of Good Standing” certificate from State of New Jersey*
 - *Copy of current NJ CRI-300R form*

B. BOARD OF DIRECTORS INFORMATION

Board Chairperson:	Antonia Ricigliano
Date Elected:	7-1-2019
Term Expiration Date:	6-30-2022

Number of Authorized Board Members:	9
Number of Current Board Members:	9
How frequently does the Board meet?	Monthly

Is the Board involved with fundraising activities? YES NO

If YES, when was the last activity conducted, for what purpose, and how much was raised?

Documents to be submitted as Attachment(s):

- *List of current members of the Board of Directors, as of January 1 of this year*

FORM NP-2: ORGANIZATION PROFILE (page 2)

C. PERSONNEL – TOTAL AGENCY

What is the current agency staffing level?

Full Time:	31
Part Time:	5
Volunteers:	16
Contracted:	5

Provide the following information regarding full-time staff employed by the organization in the past 5 years:

Year	Annual Employee Turnover Percentage	Leadership / Senior Staff Included?	
		YES	NO
2016	18%		X
2017	31%		X
2018	33%	X	
2019	17%		X
2020	20%	X	

For any year in which employee turnover percentage exceeded 20%, provide an explanation:

2017 – Voluntary lay-off offered 6/2017

2018 – We had 2 employees relocate out of NJ and 1 returned to school full time.

When was the Executive Director hired?

Hired 5/10/2011, promoted to Interim Executive Director (CEO) effective 8/26/2020

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

FORM NP-2: ORGANIZATION PROFILE (page 3)

D. FINANCIAL INFORMATION

What is the organization's fiscal year?

Start Date: July 1st
End Date: June 30th

When was the organization's current year total budget approved by its Board of Directors?

December 16, 2020

Did the organization incur a deficit at the end of its most recent fiscal year?

YES NO

If YES, what is the amount, and how will the agency reduce/address the deficit?

When was Form 990 most recently completed and submitted to the IRS?

April 17, 2020

When was the organization's most recent annual audit report (audited financial statement) completed?

March 24, 2021

What was the time period covered in the audit report:

July 1, 2019 to June 30, 2020

Were there any internal control or compliance findings from the organization's most recent annual audit report?

YES NO

Documents to be submitted as Attachment(s):

- *Organization's total budget for the current year, with funding sources listed*
- *Copy of the minutes of the Board of Directors meeting at which the organization's current year total budget was approved*
- *Copy of the three (3) most recent annual audit reports for the organization*
- *Copy of the corrective action plan related to internal control or compliance findings from the organization's most recent annual audit report, if applicable*

ORGANIZATION INFORMATION

Financial Resources and Community Involvement



SECTION 3 COMMUNITY INVOLVEMENT

B. FINANCIAL RESOURCES

The Jewish Renaissance Foundation (JRF) is mainly supported by federal and state grants, which are on a reimbursement basis and restricted donor contributions for specific programs. Government grants revenue include cost-reimbursable federal and state grants, which include conditions regarding certain performance requirements and/or the incurrence of allowable qualifying expenses. Amounts received are considered revenue when expenditures are incurred in compliance with specific contract or grant provisions.

The JRF has agreements with third-party payer organizations that provide payments to the JRF at amounts different from its established rates. Payment arrangements include predetermined fee schedules and discounted charges. The JRF reports service fees at the estimated net realizable amounts from patients, third-party payers and others for services rendered, including retroactive adjustments under reimbursement agreements with third-party payers, which are subject to audit by administrating agencies. These adjustments are accrued on an estimated basis and are adjusted in the future, as final settlements are determined. We recognize patient services revenue associated with services provided to patients who have third-party coverage based on contractual rates for the services rendered. See the table below.

JRF Funding Sources 2016-2021

PROGRAM NAME	FUNDING SOURCE	STATUS
Family Success Center	Dept. Children & Families	Contract Term, 6.30.21, Renewed for FY 22
School Base	Dept. Children & Families	Contract Term, 6.30.21, Renewed for FY 22
Step up	Dept. Children & Families	Contract Term, 6.30.21, Renewed for FY 22
AEI/Silver Linings CSBG	NJ DCA	Contract Term, 6.30.21, Renewed for FY 22
AmeriCorps	NJ CNCS	Contract Term, 8.31.21, Renewed for FY 22
2019 NRTC Program	NJ DCA Project Grant	Contract Term, 6.30.21
2020 NRTC Program	NJ DCA Planning Grant	Contract Term, 6.30.21
Management Agreement	JRMC	Contract Term, 6.30.21
2020 CARES Act CSBG	NJ DCA	Contract Term, 9.30.22
NRTC COVID 19 Relief	NJ DCA	Closed 1.31.21
Health Center Program	HRSA/Mixed Sources	Closed 5.31.21
CARES Act Relief	HRSA	Closed 5.31.21
Coronavirus Testing	HRSA	Closed 5.31.21
Coronavirus Supplement	HRSA	Closed 5.31.21
2017 CDBG Initiatives	NJ DCA	Contract Term, 9.30.18

Source: JRF Records, 2021

C. COMMUNITY INVOLVEMENT NARRATIVE

The Jewish Renaissance Foundation (JRF) is a non-profit nonsectarian organization founded by individuals who feel compelled to act upon the teachings of the Jewish faith. We believe as citizens in a democratic society, we must respond to the needs of our neighbors and share our talents and resources. The JRF is committed to helping individuals/families become healthier and stronger.

We believe in changing lives by creating hope and self-sufficiency, and we succeed by providing essential health and human services, community development and youth programs. Our life-improving services extend across all cultures and faiths, regardless of economic status. The JRF brings innovative ideas and culturally competent programs and services to advance the health and well-being of all people and we work to address barriers to economic self-sufficiency. Based in Perth Amboy, NJ, the JRF serves as both a Federally-designated Community Action Agency administering a range of anti-poverty programs and a Qualified Health Center providing primary care at our Community Health Center (CHC) to those who have limited access to health care. JRF's programs include, but not limited to AmeriCorps, Alternative Education Program (AEI), Silver Linings, School Based Youth Services (SBYS), Youth Entrepreneurship Program (YEP), Step-Up (AUL Charter School), Emerging Leaders, Family Assistance Center (FAC), Training & Testing Center, (T&TC), Bayside Family Success Center (FSC) and the Perth Amboy Alliance for Community (PAAC). The programs JRF operate use a strength-based approach offering access to information, support, training and resources for those in need. We have been enriching lives by touching over 6,000 families per year, providing services for communities identified as being

comprised of up to 80% low-income residents. The JRF is a recognized collaborative partner who was able to continue serving communities through the health and social pandemics occurring from March 2020 to June 2021 when most of the social restrictions lifted.



PAAC accomplishes our community building initiatives through our strong relationships in our neighborhood and with our surrounding city. It is extremely important our neighbors and small businesses feel connected

to PAAC and know about the activities and services offered. PAAC has set forth a myriad of strategies to communicate with residents and merchants, and establish a steady system of engagement activities providing our neighborhood with the tools and wherewithal to assume ownership of PAAC. Initially, the JRF put together the PAAC Neighborhood Association (PNA). Most recently, as a central highlight of our current planning process, and in addition to the PNA, the PAAC Host Team (PHT) was created. The PHT is comprised of organizational stakeholders

and individuals, who live, work, play, and/or invest and will govern the overall implementation process. The PHT serves as the primary mechanism to articulate and drive the implementation of identified strategies and projects and meets regularly.

We utilized a wide variety of community engagement strategies to communicate and involve our neighbors in the PAAC planning process. We offered activities, workshops and informational sessions put together by the PAAC Team. Currently, the PAAC Team includes a Program Coordinator (PAAC resident), Small Business Coordinator (PAAC resident) and a group of dedicated AmeriCorps members. The PAAC Team uses Facebook, post cards, outdoor signage, email, surveys, phone calls and travel from door to door to ensure our



neighbors are informed. Over the years, we have memorialized the creation of “Thursday Nights in the Park”. Activities usually happen every two to three Thursdays, July to October, in Frances Street Park. PAAC operates a community garden that is open to the neighborhood April to October and is used for a variety of family fun happenings. Our PAAC small businesses are a very important part of our neighborhood. The JRF makes an effort to patronize PAAC businesses as well as collaborate with them for programming. We hold small business meetings and provide individual attention to all interested neighborhood businesses. Numerous additional examples of our outreach effort follow.



PAAC INVITES YOU TO THE CALL TO COLLABORATION "A VIRTUAL COMMUNITY MEETING"

January 26, 2021 | 6:30 PM to 8:30 PM
 January 28, 2021 | 10 AM to 12 NOON

We NEED to hear your voice!

What new ideas and solutions can we focus on to support our neighborhood and contribute to the health and wellbeing of our families, business owners and organizations in order to create social, cultural and economic opportunities that benefit all who live, work and play here?

ENGLISH **SPANISH**

WHAT WOULD YOU DO FOR YOUR NEIGHBORHOOD WITH A MILLION DOLLARS?



Our PAAC Garden Was Open in 2020



By appointment only, you helped us grow resilience



DOES YOUR FAMILY LIVE HERE?

HELP US CREATE THEIR TOMORROW



BE PART OF THE PERTH AMBOY ALLIANCE FOR COMMUNITY NEIGHBORHOOD ASSOCIATION

BARBOUR FAMILY SUCCESS CENTER

For Giveaways and Events
Join Us on Facebook
PAAC Call to Collaboration,
Call (732) 934-2700
or Email us: Paac@Jrfnj.org

CONTACT PAAC@JRFNJ.ORG






YOUTH BIKE RODEO PARTY

FREE

SATURDAY, JULY 23RD
RAIN DATE JULY 30TH
12 PM - 4PM

PAAC COMMUNITY GARDEN
(CORNER OF ALPINE ST. & DILLMAN LANE)
PERTH AMBOY, NJ

COME LEARN AND PRACTICE BIKE SAFETY AND WIN PRIZES!

LIMITED BIKES & HELMETS AVAILABLE FOR USE. PLEASE CALL OR EMAIL TO RESERVE.

**CHILDREN MUST BRING THEIR OWN BIKE & HELMET
MUST BE ACCOMPANIED BY AN ADULT
AGES: 5 - 12**

PLEASE CONTACT VANESSA CEPIN VANESSA.CEPIN@JRFNJ.ORG 732-324-2114, EXT.114




Stella's Pizzeria ←

Hall Ave Barber Shop →

READ OUR STORY

USING NRTC COVID FUNDS PAAC ASSISTED 19 NEIGHBORHOOD BUSINESSES TOTALING \$184,600

PAAC

LIFE ISN'T ABOUT WAITING FOR THE STORM TO PASS. IT'S ABOUT LEARNING HOW TO DANCE IN THE RAIN.

PERTH AMBOY PAAC ALLIANCE FOR COMMUNITY

For Giveaways & Events
CALL: (732) 934-2700 OR EMAIL: PAAC@RFNJ.ORG

Amboy Ave
Small Business Street Fair

Saturday May 16
12-4 PM
Amboy Ave and Washington Street
Perth Amboy NJ

- Food Wars
- Free giveaways
- Music by Orquestason9 and Victor Quezada
- Support your small businesses

Be Entertained & Empowered!
Be Engaged & Inspired!

CITY OF PERTH AMBOY
THE HONORABLE MAYOR WILDA DIAZ

PAAC INVITES YOU TO THE CALL TO COLLABORATION "A VIRTUAL COMMUNITY MEETING"

January 26, 2021 • 6:30 pm to 8:30 pm
January 28, 2021 • 10 am to 12 pm

WHAT WOULD YOU DO FOR YOUR NEIGHBORHOOD WITH A MILLION DOLLARS?
WE NEED TO HEAR YOUR VOICE!

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PAAC TE INVITA AL EL LLAMADO A LA COLABORACION "UNA REUNION COMUNITARIA VIRTUAL"

Enero 26, 2021 • 6:30 pm to 8:30 pm
Enero 28, 2021 • 10 am to 12 pm

¿QUÉ HARÍAS POR TU BARRIO CON UN MILLÓN DE DÓLARES?
¡NOSOTROS NECESITAMOS ESCUCHAR TU VOZ!

Registrarse Aquí → <http://bit.ly/3fdFTzj>



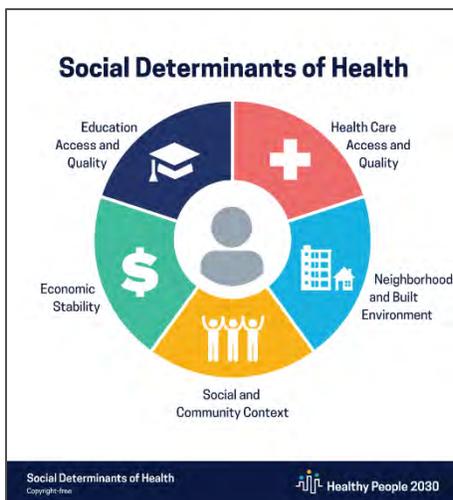
Section 4 ORGANIZATIONAL CAPACITY AND EXPERIENCE



SECTION 4 ORGANIZATIONAL CAPACITY

A. OVERVIEW AND INTRODUCTION TO ORGANIZATIONAL CAPACITY

For over 26 years, the Jewish Renaissance Foundation (JRF) has been focused on changing lives by providing individuals, children and families with essential health and human services, community development and youth programs. Our services extend across all cultures and faiths, regardless of economic status. To that end, the JRF received its first of two federal designations as a Community Action Agency in 2009, and our programs and services are in line with three broad national anti-poverty goals. Those three overarching goals are; (1) individuals and families with low income are stable and achieve economic security, (2) communities where people with low income live are healthy and offer economic opportunity and, (3) people with low incomes are engaged and active in building opportunities in communities. Six years later, the JRF received its second federal designation as a Federally Qualified Health Center (FQHC). As a result, JRF's programs and services primarily target low-income individuals, children, youth and families - in fact, nearly 80% of our programmatic and fiscal operations address prevention, wellness, education, economic, community and family support.



During the last several years, especially considering the serious COVID 19 Pandemic and the Social Pandemic happening simultaneously, we adjusted once again thinking about our impact through the lens of race and equity with an additional goal to advance health. What has emerged to date is the realization that health is not just medical it is all encompassing. The programs and services the JRF offers reflect key strategies to improve the “social determinants of health”. Supported by the Healthy People 2030 approach developed by the US Department of Health, social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work,

play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. SDOH can be grouped into 5 domains; Education Access and Quality, Economic Stability, Neighborhood and Built Environment, Social and Community Context, and Health Care Access and Quality.

The JRF is required to have a tripartite board because of our two federal designations. One third of the board members are low income or work with low-income people, one third are elected officials and one third are from the communities we serve. In addition, the board includes advisory members, one of whom leads the finance committee.

The division of agency programs are by service category – health, education, service and community & family, each having a director. Three of the current directors have been with the JRF for over ten years and all have an affinity for collaborations and partnerships. Our finance department has an excellent record of accomplishment working with all the JRF’s various grant administrators and funders. An extremely experienced Chief Financial Officer (CFO) who has also been with the agency for over ten years runs our finance department along with the support of two meticulous accounting professionals. JRF’s fiscal management systems incorporate all necessary controls in conformity with Generally Accepted Accounting Principles. JRF’s financial and accounting procedures clearly establish the Board’s oversight and monitoring responsibilities of standard fiscal processes and policies, including annual budget review and approval, independent audit, and long-range financial planning.

The diverse scope of our organizational portfolio results in a unique set of varied skill sets and disciplines among our leadership and direct staffing. From its inception, the JRF has been an active synergist around many issues associated with collaborative planning and development, in particular, with respect to service learning (JRF AmeriCorps Program) and civic engagement, and the Middlesex County Health and Human Services Consortium. With the JRF as the lead agency, the Consortium is an inter-agency alliance of private, non-profit, and public sector organizations that work collectively to address a wide range of community issues. Over 200 individuals from local, county and statewide organizations are members. In addition to meeting for information sharing purposes and coordinating advocacy strategies, the participating agencies have formal referral and service coordination agreements.

B. CURRENT ACTIVITIES

The JRF has an excellent record of accomplishment of consistently meeting or exceeding the goals set for each program initiative. Specifically, as it relates to carrying out activities in our NRTC PAAC Neighborhood we have always completed and successfully closed each of our NRTC grants. We leverage agency resources to enhance programming benefiting the PAAC Neighborhood.



Alternative Education Institute (AEI) program assists young adults from the ages of 16-24, adults and Spanish speakers to earn their NJ State High School Equivalency Diploma.



AmeriCorps engages Americans in intensive service learning opportunities each year and at the JRF members focus on healthy futures, capacity building and financial literacy.



Bayside Family Success Center (FSC) is a community strength-based, family centered neighborhood-gathering place where families can go for support, information, and services.



Emerging Civic Leaders for a Healthier Community provides high school-aged youth hands-on experience in community health and assists in developing leadership skills.



Family Assistance Center (FAC) distributes direct cash assistance to help with housing and utility payments as well as linking families with much needed resources.



JRF Community Health Center (CHC), located in Edison, is dedicated to delivering preventive and primary medical, dental and mental health services to the underserved and uninsured.



Perth Amboy Alliance for Community (PAAC) aims to revitalize the neighborhood identified as PAAC by providing resources, support and empowering the neighbors.



School Based Youth Services Program (SBYSP) provides students year round intervention, activities, mental health supportive services and entrepreneurship training.



STEP-UP offers direct services to all students and their families at the Academy for Urban Leadership Charter School (AUL).



JRF Training & Testing Center (T&TC) offers in demand industry training leading to the companion testing to earn the recognized credential and HSE testing in Spanish and English.

C. DEVELOPMENT AND SERVICE DELIVERY CAPACITY

In 2008, the JRF, in collaboration with residents and stakeholders began the important work to shape and build a resident-driven process to determine the specific revitalization needs and those measurable outcomes for the greater “Budapest Neighborhood” now known as the “PAAC Neighborhood”. With initial funding from the Wachovia Regional Foundation, later known as the Wells Fargo Regional Foundation, and the guidance of Triad & Associates, the creation and implementation of the PAAC Neighborhood Plan came to fruition. The NJ Department of Community Affairs (DCA) approved the comprehensive plan application in 2009 allowing the JRF to apply for further funding. The JRF received their first NRTC grant in 2010 and started addressing the articulated priorities for the future of the PAAC Neighborhood. Together we accomplished so much as demonstrated in this application.

Since 2010, the JRF expanded our strength-based neighborhood approach and an estimated 60% of JRF's programs, services and physical operations benefit our target neighborhood. JRF has employed a place-based approach as we have nine (9) separate programs strategically dispersed throughout the City of Perth Amboy, with the bulk located in or very close to the PAAC Neighborhood. This is intentional to allow easy access for our target

consumers, including programs and staff situated within public and charter schools, public housing developments, and municipal facilities on a full-time basis. JRF's portfolio of programs and services primarily address the challenges affecting the municipalities we serve as the designated Community Action Agency and the Federally Qualified Community Health Center. Those same challenges are also present in our PAAC Neighborhood. The JRF is an established go to organization for a variety of support. We continuously demonstrate the capacity (including dedicated staff), partnerships, skill, and innovation to carry out the priorities outlined in the PAAC Neighborhood Plan even in spite of a social and health pandemic.

D. CAPACITY OF PARTNERS

As an established organization and through our mission to alleviate the causes and conditions of poverty, the JRF has assembled a formidable collaborative structure. The JRF has and will continue to be committed to bringing in organizational partners who specialize in the diverse elements of the PAAC Neighborhood Plan while aggregating expansive resources. Through PAAC, the JRF was able to elicit and rely on the tangible commitment and consistent involvement of strong partners. The full scope of our collaboration with the specific partners we will engage in this Plan is in NP 2 and documented in some support letters. Working within this framework, partners include (not an exhausted list, only a representative sampling):

Government

City of Perth Amboy – Working in tandem with JRF to institute municipal policies and initiatives to support PAAC activities. Key City of Perth Amboy department and senior-level personnel partner with the PAAC Team to accomplish common goals. Some examples are the; Mayor's

Office, Department of Recreation, Business Improvement District, Office of Economic Development, Department of Public Works, Police Department, and the Fire Department.

Housing Authority of Perth Amboy – HAPA will administer housing counseling, work with PAAC on potential development projects, provide space for programming, and connect public housing tenants to PAAC.

Middlesex County – The Workforce Development Board and OneStop will support and partner with JRF programs to implement employment specific programs and services.

Education

Perth Amboy Public Schools –

Provide school space for an array of specific programs and various community activities including School Base Youth Services Program and Youth Entrepreneurship Program. The



PAAC Community Garden is located on the Board of Education (BOE) property and the PAAC Team will present innovative project ideas at future BOE meetings.

Academy for Urban Leadership (AUL) – Provide school space for the StepUP program. AUL students perform many hours of community service in the PAAC Neighborhood.

Non-Profits and Advocates

Central New Jersey Maternal/Child Health Consortium –CNJMCHC works with the JRF and the Bayside Family Success Center to support children and parents.

Wellspring Center for Prevention – Wellspring provides an array of age-targeted, drug prevention programming in the PAAC Neighborhood.

United Way of Central Jersey – Offers the Volunteer Tax Program (VITA) for our neighbors.

Girl Scouts – Our Girl Scouts volunteer in the community garden and assist with neighborhood cleanups.

YMCA – Works with PAAC contributing a variety of resources like programming, funding, space and volunteer support.

Mercy House – Collaborates to assist in providing food.

McFoods – Makes food available for PAAC to feed our neighbors.

Housing and Community Development Network of NJ (HCDNNJ) – Advocacy.

NJ Business Industry Association (NJBIA) – Advocacy.

NJ Community Action Partnership – Advocacy.

For Profit Businesses (goods, food, funding volunteers etc.)

PNC Bank

Horizon Health NJ

Target

Walmart and Sam's Club

BJ's

Investors Bank

Solar Landscape

Neighborhood Small Businesses – Fajji's, QuickStop, Daisy's Market, Stella's Pizza, Monogram Center, Hall Ave. Barber Shop, Glow Salon, Marmolejos, and many more.

E. STATUS OF LAPSED PLAN

The Jewish Renaissance Foundation (JRF) embarked on a journey in 2007 to establish a strategic neighborhood plan for what we now call the PAAC neighborhood of Perth Amboy, NJ. The strategic neighborhood plan was completed in September 2008 and in March 2009, it was accepted and approved by the NJ Department of Community Affairs. At that time, the agency utilizing the PAAC hit the ground running to start the important work to improve and revitalize this very special neighborhood. Since that time, PAAC has made an indelible impact. Much has been achieved in the past 12 years since the plan was completed, including the creation of the PAAC Neighborhood Association (PNA), 2 beautiful community gardens, housing rehabilitation and the reopening of the totally transformed Francis Street Park. Yet as PAAC continues, its efforts in the neighborhood it is clear there is still work to do.

In 2008, when developing the original plan a survey was administered to determine issues, concerns and the satisfaction of residents. In preparing for a report to Wells Fargo, PAAC administered a very similar survey in 2013. The answers to the surveys were compared to measure change in resident perception over time and general trends in the neighborhood. There are a total of 2,571 housing units in the PAAC Neighborhood. By going from door to door in 2008, 307 surveys were administered and by using the same method in 2013, 317 surveys were

administered. In addition, in 2016 we conducted a focus group at our PAAC Neighborhood Association Meeting to ascertain whether our projects were responsive to current neighborhood needs as identified in our 2008 plan, or if there were any changes needed.

The survey analysis is organized under five different subsections including Resident Satisfaction, Sense of Community, Tenure and Perspective Homebuyers, Quality of Life, and Neighborhood Change. The results follow.

Resident Satisfaction

Residents are generally satisfied living in the PAAC Neighborhood. Between 2008 and 2013 there have been large increases in the percentage of respondents that would recommend the neighborhood to anyone, to families with children, or to seniors as a good place to live. The primary reason residents choose to live here are to be close to friends and family.

Sense of Community

There is a strong sense of community in the neighborhood. In both 2008 and 2013 respondents say the best thing about the neighborhood is the friendliness and their neighbors. Respondents feel strongly that people who live in the community will work to fix things when there are problems.

Tenure and Perspective Homebuyers

In 2013, 57% of the respondents were homeowners. There is a sizable population of renters that say they would purchase a home in the neighborhood. A renter's personal financial situation has been the greatest barrier to purchasing a home in both 2008 and 2013.

Quality of Life

Between 2008 and 2013 respondents feel many quality-of-life aspects have improved in the neighborhood. These include neighborhood cleanliness, friendliness of neighbors, neighborhood safety, the quality of public services, access to employment, and access to transportation.

Neighborhood Change

Respondents are somewhat optimistic about the future of the neighborhood. Renters were more likely than homeowners to feel the neighborhood improved over the past three years and will continue to improve over the next three years. Community connections and the availability of jobs are reasons respondents gave for feeling the neighborhood will continue to improve over the next three years. Generally, affordability and the cost of living, people in the community, and crime and safety are some primary reasons respondents feel the neighborhood will continue to decline in the future.

Focus Group Results

In 2016, we asked questions to our PAAC Neighborhood Association (PNA) members to determine what they felt was working as it related to the 2008 identified goals and what (if any)

additional services or resources were still needed. The four goals they were asked to consider were:

- (1) Building a Better Network
- (2) Enhance Services in The Neighborhood
- (3) Encourage Greater Economic Opportunity
- (4) A Clean, Safe and Healthy Neighborhood

Building a Better Network

The activities included under this priority focused on building a neighborhood identity. This included information exchange and organizing the neighborhood association. The residents felt optimistic about the PAAC Neighborhood Association and look forward to making it stronger and bigger – recruiting more neighbors to participate. What they felt was really taking hold in the neighborhood was “Thursday Nights in the Park”. They expressed more work needed to be done on communication and marketing suggesting creating a text application and using more intense marketing strategies. They also would like to go through a more formal plan update process and have a “colorful” document produced to pass out to the residents.



Enhance Services In The Neighborhood

Information exchange, expanding services, expanding facilities and creating new opportunities are some of the activities under this priority. In addition, this goal talked about creating/improving the park. The residents were very clear about developing a new community center especially now that the Delaney Homes Recreation Center was gone. They want their own place to gather. Francis Street Park was a highlight for them and they were passionate when speaking of the whole transformation process. They also focused on medical, dental and vision services/screenings especially utilizing Spanish speaking providers. The residents want to see more family and senior programming. The seniors in the room much appreciated the services provided to them through the senior wellness club and want them to continue. All the residents were very proud of their community garden and would like to see more.

Encourage Greater Economic Opportunity

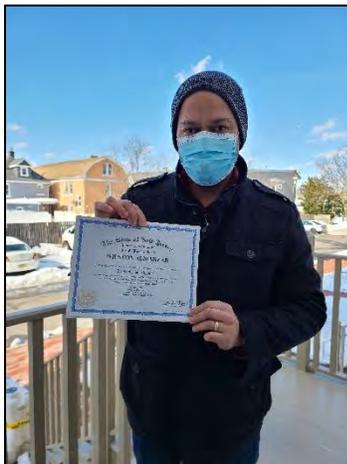
This goal as well included information exchange and new services for the neighborhood. It also focused on expanding facilities and creating new opportunities including a job training center, employment support and small business assistance. Reaching more people and getting the word out about the services that are targeted for the residents was something they felt needed work. They want to see more employment services geared for Spanish speaking individuals as well as ESL classes. The out of school youth training program was something they felt strongly about continuing but added they would like to see the same services for adults. They also felt more

scholarships should be offered especially to those who are unemployed. The residents felt the Street Fairs and large-scale events were essential to the feel of community in the neighborhood. They want to figure out ways to reach more people.

A Clean, Safe and Healthy Neighborhood

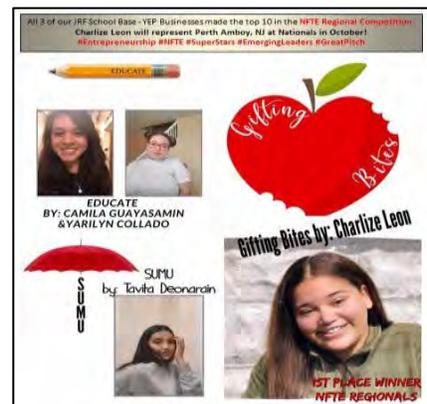
Landlord education programs, a town watch program, home ownership repair program and financial literacy counseling were some of the activities put forth under this goal. It also included neighborhood cleanups, park improvements, traffic calming and affordable housing. The residents felt the senior repair program was essential and has helped many senior homeowners. They expressed expanding the rehabilitation program to the general neighbors. They also suggested a program, which helps residents with higher priced house items like appliances and furniture. The residents thought the cleanups were a big help and engaged neighbors. They would like to see more of them. They also pointed out the new affordable housing that replaced the Delany Homes was much needed. Healthy programming was important to the residents and although they feel it is working they would like to see more especially as it relates to the community garden.

It is clear from our data identified thus far that there is still much work to be done in our neighborhood. There is still a need to alleviate poverty based on the number of families still living at or below poverty levels. As a result, many families are still living check to check, much lack the disposable income necessary to participate in family engagement activities. However, during the 2021 Call to Collaboration, residents and stakeholders of the PAAC Neighborhood expressed optimism about the future of their community.



Unemployment continues to be higher than the state average. Providing residents with the support to get their high school diploma is a must. Getting a better paying job and reducing barriers to initial and continuous employment is an area of distress that our new application continues to address.

Moreover, we need to continue to address the need to increase the quality of life of the neighborhood as reflected in physical and/or programmatic improvements. This will also require more work within our Amboy Avenue Business District and more support to our entrepreneurs. Although we have made great strides, this is a long-term commitment.



Accomplishments and Outcomes from the 2008 Neighborhood Plan.

Please see matrix in outlining all accomplishments as a result of the work PAAC has completed. This is located in Tab #11 – Attachment 2.



Section 5 NEIGHBORHOOD DESCRIPTION AND STATEMENT OF NEED



SECTION 5

NEIGHBORHOOD DESCRIPTION AND STATEMENT OF NEED

A. OVERVIEW AND DESCRIPTION OF THE PAAC NEIGHBORHOOD

The PAAC neighborhood, formerly known as the Greater Budapest Neighborhood of Perth Amboy, New Jersey is overwhelmingly residential. It is situated in the central part of the City, but does not encompass the central business district. Amboy Avenue is the primary commercial corridor in the neighborhood, with other pockets of retail uses.

This section of the NRTC Plan provides an overview of the PAAC Neighborhood and describes some of its characteristics. These characteristics include demographic data, census tract and related information, land uses, references to areas of distress, and other conditions. The purpose of the narrative is to demonstrate a need for programmatic funding and other resources to enhance the quality of life for residents and promote economic opportunity for businesses within the neighborhood.

The neighborhood's borders include Inslee Street to the north, the NJ Transit Railroad tracks to the east, Washington Street to the south, and Amboy Avenue to the west. The boundaries of the PAAC Neighborhood are shown on Map 1, (a full-sized version of this map is included at the end of this section.)

The area comprises two Census Tracts, Tract 43 and Tract 44 (Tracts 34023004300 and 3402300440). Within Tract 43 are block groups 34023004301, 34023004302, and 34023004303. Within Tract 44 are block groups 34023004401, 34023004402, and 34023004403.

Maps 2, 3 and 4 on the following pages provide the census tract, block information and outline of lots on both sides of the neighborhood boundaries. Note on Map 2 that Block Group 3 in Tract 4300 captures a small V-Shaped portion of the neighborhood that is isolated by streets and the railroad.

The PAAC Neighborhood is highlighted by a number of prominent landmarks. The Perth Amboy High School is located in the heart of the neighborhood. Alpine cemetery is nearby and extends across the neighborhood boundary on Amboy Avenue. Francis Street Park, which was rehabilitated with NRTC funding is located in the northeastern corner, and the Raritan Bay YMCA is a prominent landmark, just outside the neighborhood on its southern boundary.

As noted previously, residential development is the dominant land use in the neighborhood, so there are not many non-residential uses that stand out as key assets. However, there are several assets which are part of the neighborhood and that are central to this NRTC Plan. They include the Raritan Bay YMCA, the Perth Amboy Housing Authority, Middlesex College, and the Bayside Success Center. More information on key assets, including a comprehensive inventory of assets can be found in Section 6 of this Plan.

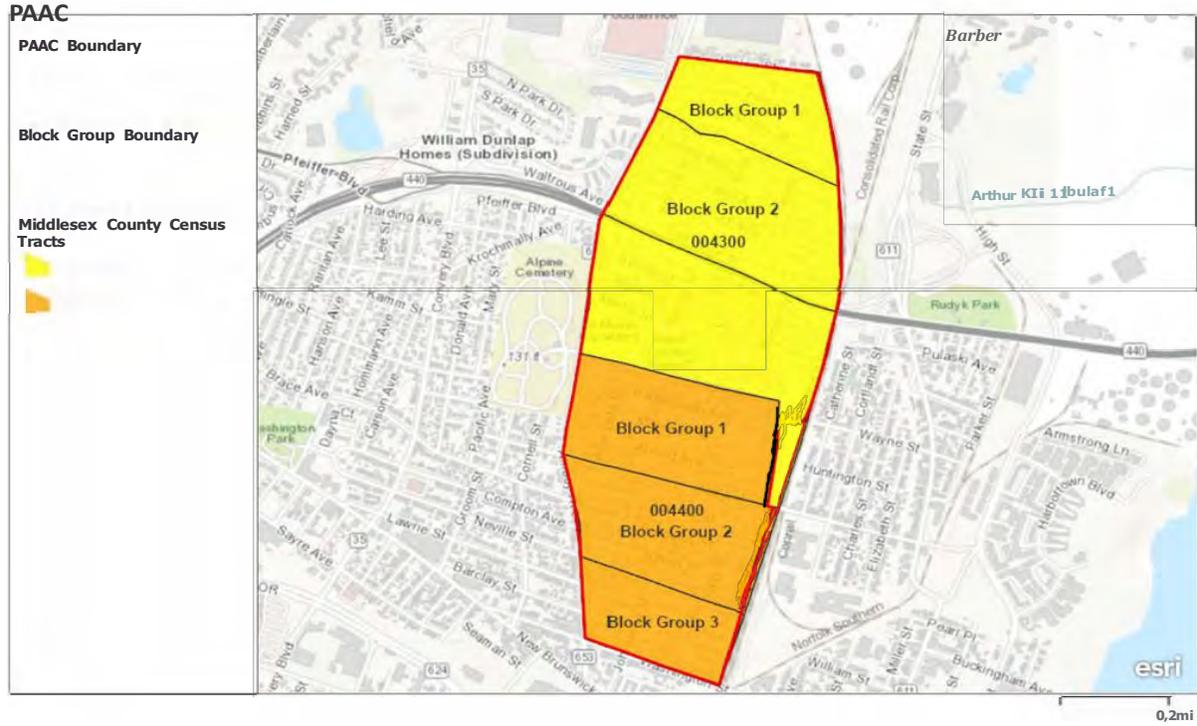
Map 1
Boundaries of the PAAC Neighborhood



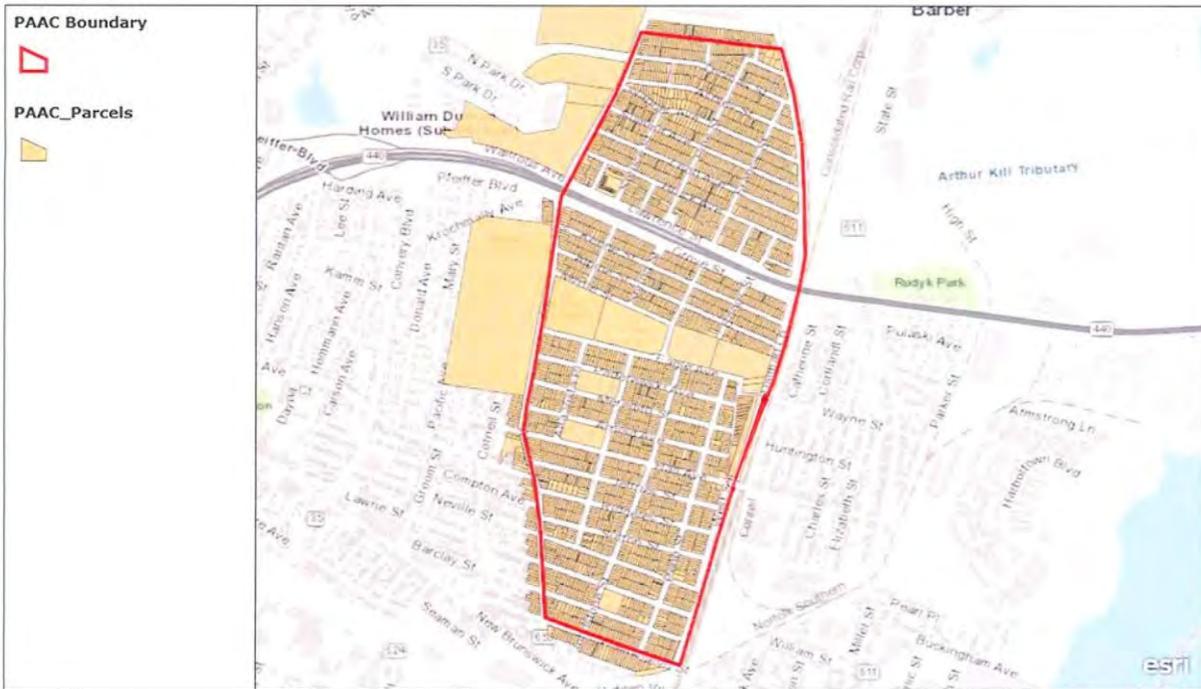
Map 2
Census Tracts in the PAAC Neighborhood



Map 3
Census Tract Block Groups in the PAAC Neighborhood



Map 4
Parcel Map of the PAAC Neighborhood



B. CONDITIONS POINTING TO THE NEED FOR REVITALIZATION

The PAAC Neighborhood is very densely developed. There are few areas in the neighborhood where new construction can occur. This makes the need for programmatic funding critically



important. That suggests that the PAAC Plan must provide opportunities for residents to access services in partnership with some of the institutions and organizations that exist on the periphery of the neighborhood.

The total population of the PAAC neighborhood is 8,144 individuals. In terms of racial demographics, 78.9% of the population is White, 9.0% of the population is Black or African American, 0.6% of the population is Asian, 7.8% identifies as another race, and 3.3% of the population identifies as two or more races. 75.6% of individuals living in the

PAAC neighborhood identifies as ethnically Hispanic. The median age for the PAAC neighborhood is 31. 30.19% of individuals living in the PAAC neighborhood are below the age of 18 and 8.7% of individuals in the neighborhood are above the age of 65. Single women head 6.5% of households in the neighborhood. The median income for Tract 43 is \$75,625 and the median income for Tract 44 is \$60,917. 18.5% of individuals living in the PAAC neighborhood live below the poverty threshold. There is an unemployment rate of 13.5% in the PAAC neighborhood, which is twice the rate of Middlesex County and almost double that of the New York Metro Area.

In the PAAC neighborhood, 7.7% of adults have attained either a bachelors or a graduate degree. 18.5% of residents have attained a high school diploma or equivalent. 17.1% of individuals in the neighborhood have not completed high school.

The PAAC Neighborhood is an old and established one. There are a total of 2,587 housing units in the PAAC neighborhood. 30.0% of all housing units in the PAAC neighborhood are owner-occupied, and 61.6% of are renter-occupied. 8.4% of housing units are vacant. 78.2% of residential units were built prior to 1969 and almost half of the homes in the neighborhood were constructed prior to 1950.



Trends in the demographics of the neighborhood show that the population is likely to increase slightly by 2025 to approximately 8,500 persons. Incomes are expected to rise slightly along with the number of housing units. The percentage of owner occupied and renter occupied units is

likely to remain constant at 42% and 53% respectively. About 5% of all housing units will remain vacant.

C. EVIDENCE OF NEIGHBORHOOD INCOME THRESHOLD CRITERIA

The following table illustrates the low and moderate-income populations in the two census tracts (4300 and 4400) and for the PAAC Neighborhood.

JURISDICTION	TRACT 4300		TRACT 4400		PAAC NEIGHBORHOOD	
	Numbers	Percent	Numbers	Percent	Numbers	Percent
Low Income	1,630	37.8%	1,610	35.0%	3,240	36.3%
Low & Moderate Income	2,075	48.1%	2,505	54.4%	4,580	51.4%

Source: Policy Map/ACS Numbers

Neighborhood wide, the low/mod income breakdown which were also confirmed through HUD figures looks like this:

% Low Income (NRTC threshold 25%) – PAAC Neighborhood: 36.3%

% Low/Moderate Income (NRTC threshold 50%) – PAAC Neighborhood: 51.4%¹

Housing Affordability

A look at both census tracts that comprise the PAAC Neighborhood point to the need for more affordable housing. Given the densely developed nature of the neighborhood, this means programs that support affordable housing such as help with rental and mortgage payments. A common measure of affordability is the share of a household's income that is spent on gross monthly housing costs. Households that spend more than 30% of their income on housing are considered "cost-burdened," while those that spend more than half their income are considered "severely cost-burdened."

The table on the following page compares housing affordability in the two census tracts in the PAAC Neighborhood. As can be seen from the table, households in the PAAC Neighborhood are paying considerably more as a percentage of total income for their housing needs. They are also paying more than those households in the greater region.

These data suggest that there may be multiple generations living in individual housing units in order to afford the cost of the housing. This tendency leads to crowding and contributes further to the dense residential conditions found in the PAAC Neighborhood.

¹ U.S. HUD Low- and Moderate-Income Thresholds, confirmed by Policy Map data

Housing Affordability Ratios in the PAAC Neighborhood

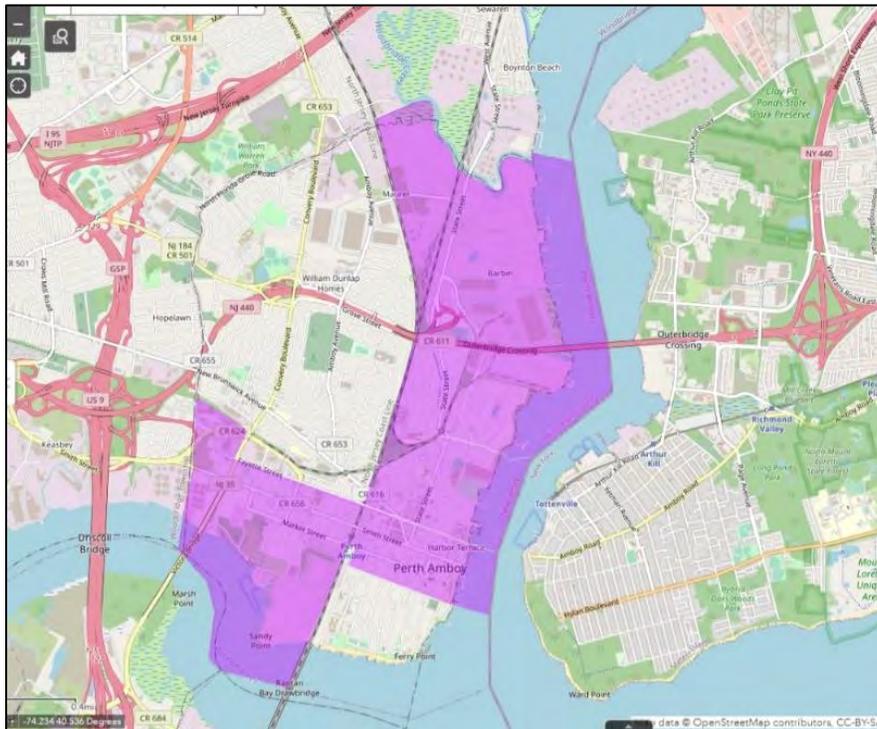
Jurisdiction	Housing Cost Burden for Home Owners	Housing Cost Burden for Renters
Census Tract 04300	45.4%	51.7%
Census Tract 04400	48.7%	55.0%
Greater NY/NJ Region	33.6%	49.7%

Source: Opportunity 360 Community Dashboard

D/E. PHOTOS AND COMPATIBILITY WITH CITY PLANS AND ORDINANCES

The City’s 2003 Master Plan, prepared by Jacobs Environmental and Heyer Gruel & Associates shows existing land use as predominantly residential with no plans indicating any changes to the residential status of the neighborhood. There are no significant changes in the land use patterns of the neighborhood, if for no other reason that very little land exists where new land uses can be developed. The 2013 Recreational Element Update to the Master Plan shows the Frances Street Park as an ongoing priority for maintenance the redevelopment. The circulation pattern remains constant, with Amboy Avenue being designated as the major Thorofare in the Neighborhood and its principal truck route.

**Map 5
Opportunity Zones are Located Outside the PAAC Neighborhood**

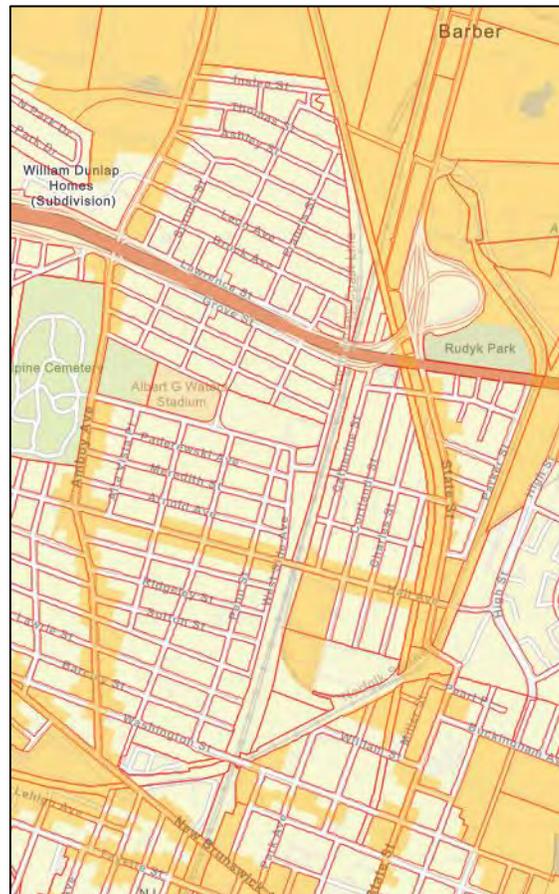


There are few special development designations within the boundaries of the neighborhood such as Opportunity Zones or Master Plan Redevelopment Districts, although a large redevelopment area just to the north of the neighborhood encompasses the Perth Amboy Business Park, a 25-acre tract of land with numerous large employers. Map 5 on the previous page, shows Opportunity Zones wrapping around the PAAC Neighborhood to the east and south. The principal challenges of the neighborhood involve retaining existing businesses; maintaining the residential character of the community; and enhancing access to services.

Urban Enterprise Zone

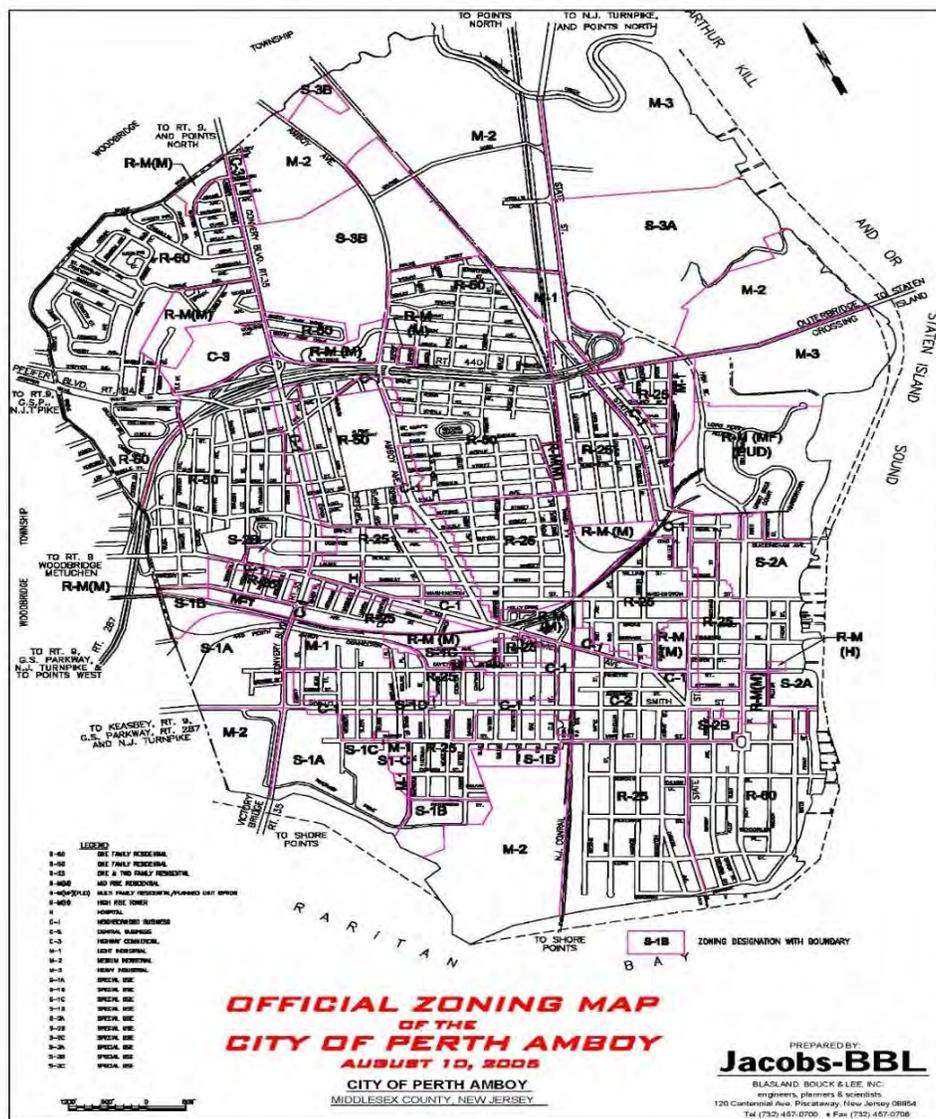
The Perth Amboy Urban Enterprise Zone is a large area covering much of the City. There are commercial corridors in and along the boundaries of the PAAC Neighborhood that are covered by the Urban Enterprise Zone. These corridors include all of Amboy Avenue which comprises the western border of the neighborhood, and Hall Avenue which runs through the central portion of the neighborhood. Map 6 below illustrates the location of the UEZ in the PAAC Neighborhood.

Map 6
Urban Enterprise Zone Boundaries and the PAAC Neighborhood



City Zoning. As can be seen on the Zoning Map, Map 4 on the following page, the City Zoning Ordinance shows the PAAC Neighborhood as overwhelmingly residential R-25 and R-50 – single and two family residential. There is a small corner of the neighborhood in the northwest, which provides for mid-rise residential development and the only commercially zoned district is along portions of Amboy Avenue. These zoning districts are compatible with and reflect the current conditions in the PAAC Neighborhood. Given the densely developed conditions of the neighborhood, there have been a small number of housing proposals, the most recent one involving an application for the property at 361 Inslee St. and 362 Garretson Ave. to merge four vacant existing lots into one lot for the construction of a multi-family dwelling, which would be compatible with the character of the community.

**Map 7
Perth Amboy City Zoning Map**



F. SUMMARY AND INCLUSION OF MAYOR'S LETTER

The PAAC Neighborhood shows an ongoing need for a range of community services and access to facilities that enhance the quality of life for area residents. Housing affordability is a key issue.

The need for housing rehabilitation, social services, education and workforce development, recreational opportunities and other supportive services need to be identified in the NRTC Vision and Strategies to enhance the future of this proud neighborhood.

The letter from Mayor Caba supporting the PAAC Plan is included as the final page of this section of the document.

The following section of the plan outlines the assets that exist in and around the neighborhood and describes the involvement of the community in charting a course for the neighborhood's future. All of this information helps to lay the foundation for the goals, strategies and actions that are ultimately part of this plan.





City of Perth Amboy

Helmin J. Caba, Mayor

June 20, 2021

Ms. Sherri Goldberg
Director of Community & Family Services
Jewish Renaissance Foundation
149 Kearny Avenue
Perth Amboy, NJ 08861

Dear Ms. Goldberg:

On behalf of the City of Perth Amboy, I am writing to congratulate you on a very successful NRTC planning program. Four offices of our city government participated in this effort through your NRTC Host Team meetings and the many neighborhood events that were held to engage residents in charting a course for the PAAC Neighborhood in the next 10 years. When I shared my initial vision for the city, it included collaboration with non-profits, businesses, and state and federal partners to bring every resource to move Perth Amboy forward. I believe by supporting the JRF in their efforts to improve and revitalize the PAAC Neighborhood through the NRTC Program, aligns with the goals to collaborate in bringing resources to our great City.

As we recover from the pandemic, workforce development and small business support are critical. I appreciated to see the need for apprenticeships and internship opportunities as part of our Success Bound Program as well as other training opportunities that will help both our young people and adults in the neighborhood to secure good jobs and advance their positions.

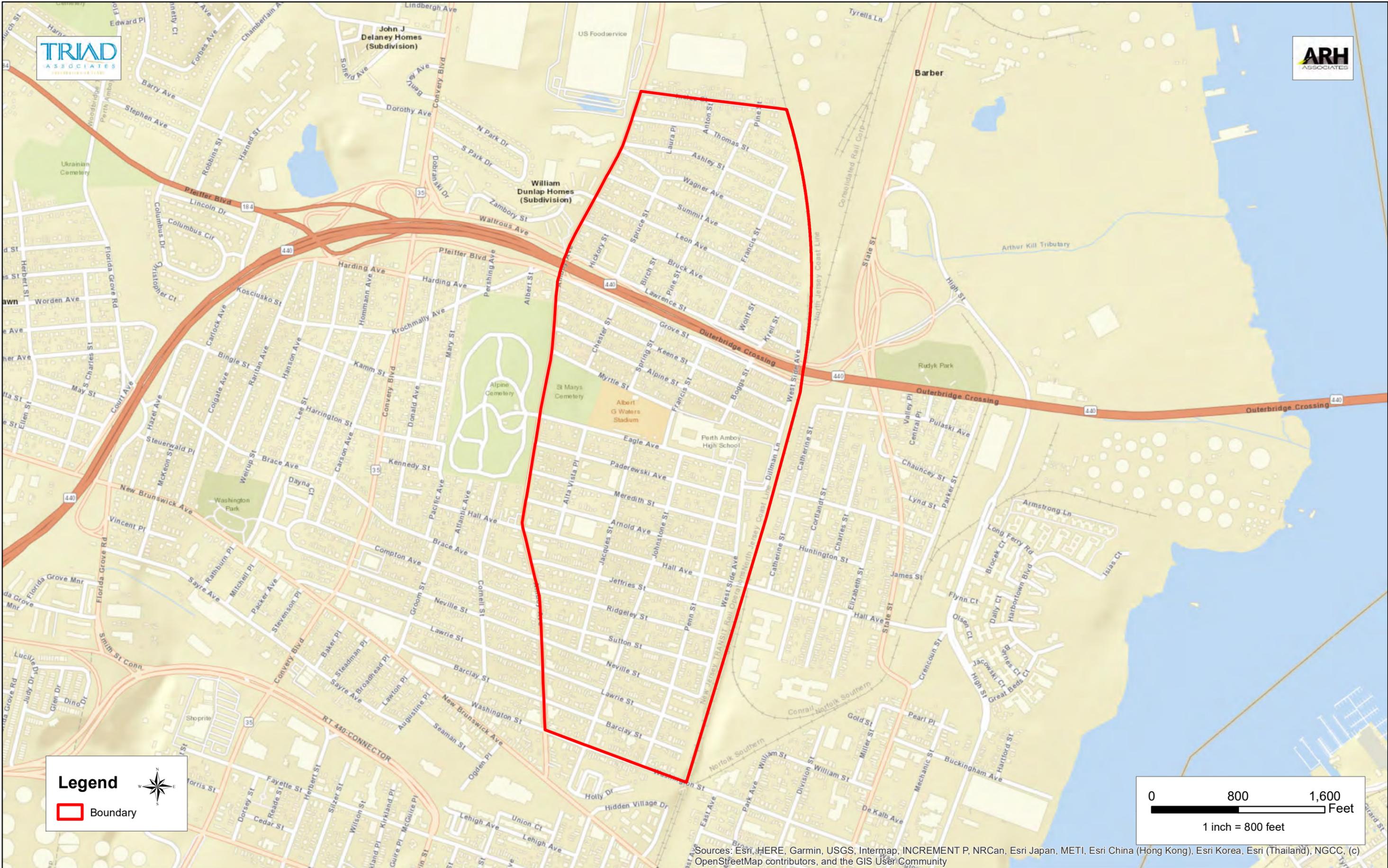
The plan also outlines many opportunities where the City and the JRF can collaborate to enhance other services and improve the quality of life for neighborhood residents. We look forward to being a part of job fairs, health events, neighborhood festivals, recreation programs, and other activities.

Thank you to the PAAC Host Team and all the residents and businesses that have been a part of this process for doing such a great job. Please keep me informed as you move into the implementation phase of the process, and we will do what we can to support your efforts.

Best wishes as you move forward with the plan.

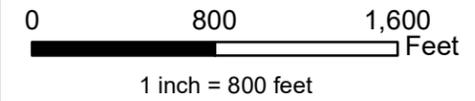
Sincerely yours,

The Honorable Helmin J. Caba, Mayor of Perth Amboy



Legend

Boundary



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community



Section 6 NEIGHBORHOOD ASSETS AND INVOLVEMENT



SECTION 6

NEIGHBORHOOD ASSETS AND COMMUNITY INVOLVEMENT

A. OVERVIEW OF NEIGHBORHOOD AND REGIONAL ASSETS

The PAAC Neighborhood is extremely well positioned to take advantage of its key assets and use them as catalysts to revitalize the neighborhood. Of particular note are the following assets that are central to this NRTC Plan.

- **The Scott Community Center at the Perth Amboy Housing Authority.** Because the PAAC Neighborhood is so densely developed and it is predominantly residential, there is no room to construct new capital facilities. But, with the Scott Community Center in our neighborhood, funding can be used to provide both teen activities and community events that will benefit the neighborhood and offer a more extensive array of programs for young people and adults.
- **The Raritan Bay Area YMCA.** Located on New Brunswick Avenue, just south of the PAAC Neighborhood, the YMCA offers another location for neighborhood events and an expanded recreational program for PAAC residents.
- **The Perth Amboy High School.** The Perth Amboy High School is slated to move to a new location in 2024. The current high school will become a Middle School. The facility offers both the location for limited capital investment and programmatic space, event space and a site for festivals and celebrations.
- **Francis Street Park.** This is the only park facility in the neighborhood. As such, it is a regularly used location for PAAC activities and served as a key site during the development of the NRTC Plan for neighborhood outreach and engagement.
- **Medical Centers and Facilities.** The Jewish Renaissance Medical Center, (JRMC), and the Raritan Bay Medical Center are located in close proximity to the PAAC Neighborhood. The JRF also operates a Community Health Center in Edison, NJ and it too is a provider of medical services and support that our neighbors can access. There are a number of proposals in this plan involving expanded or new health related activities. The JRMC and the JRF Community Health Center will be integral in providing those services.
- **New Fire Station at the corner of Inslee Street and Amboy Avenues.** The construction of this new facility will greatly enhance the provision of emergency services and support to the PAAC Neighborhood. Not only will this new facility reduce response time to our PAAC Neighborhood, but we have been told our firefighters can't wait to get involved with neighborhood activities.

The following is an inventory of neighborhood assets in and around the PAAC Neighborhood. All of these facilities, while a few are located just outside the neighborhood, are within walking distance for most residents of the community.

Assets in the PAAC Neighborhood and Surrounding Region

ASSET CLASSIFICATION	ASSET NAME AND ADDRESS
MEDICAL FACILITIES AND SERVICES	Medical, Behavioral Health & Family Planning Center: Jewish Renaissance Medical Center - 275 Hobart St
	Medical & Behavioral Health: Raritan Bay Medical Center - 530 New Brunswick Ave.
	Behavioral Health: George J. Otlowski, Sr. Center for Mental Health Care – 570 Lee Street
SCHOOLS AND EDUCATIONAL INSTITUTIONS	Public School: Perth Amboy High School - 300 Eagle Ave
	Public School: Samuel Schull Middle School - 380 Hall Ave
	Public School: Edmond Hmielski Jr. Early Childhood Center - 925 Amboy Ave
	Charter School: Academy for Urban Leadership - 612 Amboy Ave
RECREATIONAL FACILITIES	Park: Francis Street Park - Francis St & Ashley St.
	Ballfield: Behind PA Highschool – 300 Eagle Avenue
	Raritan Bay Area YMCA – 357 New Brunswick Avenue
	Community Garden: 925 Amboy Ave at Hmielski Pre-school
	Community Garden: Alpine St & Dilman Lane
COMMUNITY CENTERS AND SOCIAL SERVICES	Community Center: Scott Community Center 881 Amboy Ave
	Housing Authority of Perth Amboy, 881 Amboy Ave
	Bayside Family Success Center, HAPA Dunlap Homes
	Social Service Center: School based Youth Services Center (SBYS) - PA High School 300 Eagle Ave
	Social Service Center: StepUp Center - AUL Charter School 612 Amboy Ave
TRANSPORTATION	NJ Transit 815 Bus - Amboy Ave & Ashley St.
FESTIVALS AND EVENTS	Public Celebration: Thursday Night Movie in the Park - Francis St Park
	Public Celebration: Thursday Night Dance Party in the Park - Francis St Park
	Public Celebration: Thursday Night Talent Show in the Park - Francis St Park
	Public Celebration: Thursday Night Neighborhood BBQ in the Park - Francis St Park
	Public Celebration: Bike Rodeo - Francis St Park
	Public Celebration: SBYS Senior Dinner - PA High School 300 Eagle Ave
	Public Celebration: PA High School Musical (winter) - PA High School 300 Eagle Ave
	Public Celebration: PA High School Musical (spring) - PA High School 300 Eagle Ave
	Fair: Small Business Saturday - Amboy Ave
	Fair - National Night Out - Eagle Stadium at the PA High School 300 Eagle Ave
	Fair - NoBooza Palooza - Teen Festival - Eagle Stadium 300 Eagle Ave
	Fair: Amboy Ave Street Fair

Perth Amboy is a very walkable community. It comprises only 4.2 square miles. Beyond the neighborhood, but accessible by public transportation or a healthy walk are such assets as:

- The Perth Amboy Central Business District, which provides a wide range of shopping and other services;
- Planned Parenthood of Perth Amboy
- The NJ Transit Railroad Station
- Middlesex County Vocational School
- Middlesex College
- Washington Park and Rudyk Park, the largest of the City's park facilities
- State of New Jersey Child Protection Offices
- City and County Government Offices
- Ferry Services to New York and other destinations
- The Perth Amboy Business Park (located just north of the PAAC Neighborhood)

A Generalized Asset Map is located at the end of this Section.

MUNICIPAL REVITALIZATION POLICY

The City of Perth Amboy has been extremely supportive of the PAAC Neighborhood. This support has come in the form of participation and engagement in the community outreach process, as participants on the NRTC Plan Host Team, and in support of previous NRTC Projects and Neighborhood Plans.

The City's investment in the Business Park just north of the Neighborhood has provided access to jobs for many neighborhood residents. The adjacent Opportunity Zones have spurred housing and other redevelopment that has enhanced the viability of the PAAC Neighborhood.

The City has also invested in a number of projects that are of benefit to the residents of the PAAC Neighborhood. While not all of them are located in the neighborhood, they are all accessible to neighborhood residents. They include:

- New Tennis Courts
- Perth Amboy Teen Center
- Art Gallery (located in the Gateway Neighborhood)
- Perth Amboy Animal Shelter
- Perth Amboy Waterfront Walk

The Zoning Map in Section 5 of this Plan demonstrates the City's commitment to residential development and revitalization.

RECENT NEIGHBORHOOD INVESTMENT

New High School. Perth Amboy School District is embarking on the construction of a new high school, slated for development in 2024, which will be located just outside the PAAC



Neighborhood on the corner of Convery Boulevard and Chamberlain Avenue. The current high school building which is in the PAAC Neighborhood will become a Middle School. PAAC will be presenting to the Board of Education for possible use of existing facilities.

New Fire Station. Also slated for 2022 is the development of a new, 3 bay fire house which will substantially enhance access to emergency services in the PAAC Neighborhood and increase



response time. Fire company staff has also expressed an interest in remaining engaged with the PAAC Neighborhood. The new station will occupy property that is currently in disrepair as indicated in the photo on the left. The facility will increase substantially the attractiveness of this block and help to stabilize that portion of the neighborhood.

New Affordable Housing Project. Morris Habitat for Humanity in partnership with PARTNER and the Housing Authority of Perth Amboy are finalizing development plans for four (4) new units of affordable housing for families. The PAAC Team will support this project with volunteers and possibly materials and supplies.



Senior Repair Projects. PAAC completed five (5) projects at \$3,000 each using NRTC funding for homes owned by senior citizens.

Playground at Albert G. Water Stadium. In partnership with the City of Perth Amboy Office of Economic and Community Development (OECD), as well as KaBoom, soil testing was completed for the

construction of a new playground. Work was terminated because of the COVID Pandemic, but is anticipated to resume in the next months.



Community Garden Improvement. Through a rehabilitation grant from the Home Depot the PAAC Community Garden on the corner of Alpine Street and Dilman Lane received gardening materials and supplies to enhance 15 beds of primarily vegetables which are tended by families in the PAAC Neighborhood. See photo to the right.

Rental Assistance for 19 Small Businesses. Through the NRTC CARES Funding grants were provided to businesses in the PAAC Neighborhood. Of particular note is the façade enhancements made by Fajji’s Ice Cream.

“Perth Amboy Eats.” In partnership with Key Marketing and the City of Perth Amboy, we created a website to highlight the city’s eateries – [Perth Amboy Eats](#). 16 PAAC Eateries were given contactless ordering through the use of QR Codes which lead to individual online menus.

Sanitation Stations. 15 permanent sanitation stations were purchased and will be placed strategically by the City throughout the neighborhood, including high foot traffic areas such as Amboy Avenue, school locations, key businesses and other locations. This provides an extra layer of accessible protection for people moving through these locations in the current and post-COVID environment.



B. NEIGHBORHOOD INVOLVEMENT

Community Organization Effectiveness

For over 24 years, the JRF has been focused on changing lives by providing individuals, children and families with essential health and human services, community development and youth programs. Our

services extend across all cultures and faiths, regardless of economic status. In multiple sections of this plan, the capacity and effectiveness of the JRF have been demonstrated by the long-standing involvement of the organization in planning work, project development, community outreach, and service delivery. The PAAC Neighborhood Coordinator and the Small Business Coordinator are residents of the neighborhood and they are both bilingual, demonstrating the accessibility of the organization and its staff.

Community Support and Engagement

As demonstrated in the Call to Collaboration and the many community outreach events that have occurred during this NRTC planning process, there has been considerable support for the effort from residents, businesses and other stakeholders. Participation in this process has mirrored prior engagements with NRTC plans and the original 2008 PAAC Plan. In total, hundreds of stakeholders in the PAAC Neighborhood were involved in defining needs, suggesting projects, and outlining priorities. A complete inventory of the community engagement activities of JRF in the PAAC Neighborhood in the past year can be found on the following pages.



C. HOUSING AFFORDABILITY

Per the NRTC Guidelines, NJ DCA will perform a housing affordability analysis for the PAAC Neighborhood.



NRTC Plan Application – Community Support & Engagement Activities List

PAAC Neighborhood Clean-Ups:

July to September 2020: 12 Garden Clean-ups (Community Garden)



October 28, 2020 Neighborhood Clean-up (Association Meeting): Francis Street Park in Partnership with Fire Department.

October 31, 2020 Garden Clean-up (Community Garden): Garden cleanup and closing for the season.



April 22, 2021: PAAC Earth Day Clean-Up at the PAAC Garden

May 1, 2021: PAAC Earth Day & City Clean Up at Francis Street Park

PAAC Neighborhood Engagement Event:

September 2020: Small Business Check-Ins COVID 19 (Small Business Support and Development)

November 23, 2020: Thankful Bags

December, 2020: Small Business Check-Ins COVID 19 (Small Business NRTC CARES Grant)

January 2021: Perth Amboy Eats Website

January 26, January 28, 2021: PAAC Call to Collaboration





NRTC Plan Application – Community Support & Engagement Activities List

February 2021: Delivery of COVID Relief Materials to PAAC Small Businesses

February 05, 12, & 19 2021: PAAC Weekly Giveaways on Facebook

March 31, 2021: PAAC Community Solar Living Room Conversation & Solar Jeopardy

March 05, 19, & 26 2021: PAAC Weekly Giveaways on Facebook

March 23, 2021: Perth Amboy Eats Official Launch Recording

March 28, 2021: PAAC Pop-up Marmolejos Deli & Grocery

May 17, 2021: PAAC Pop-up at Glow Salon in Amboy Avenue

May 24, 2021: PAAC Visit to Amboy Avenue



PAAC Neighborhood Association Meeting:

July 21, 2020: Strategy Meeting, PAAC NRTC Planning Grant

July 21, 2020: Scope of Work Meeting, PAAC with Triad (NRTC Planning Grant)

July 21, 2020: Meeting with Creative New Jersey & JRF (PAAC& FSC) NRTC Planning Grant

August 17, 2020: Perth Amboy C2C Meeting

September 16, 2020: JRF & Creative New Jersey Meeting

September 18, 2020: PAAC Neighborhood Host Team Intro Meeting/Association Meeting

September 29, 2020: PAAC Host Team Meeting (Association Meeting)

October 14, 2020: PAAC Host Team Meeting (Association Meeting)



NRTC Plan Application – Community Support & Engagement Activities List

December 8, 2020: Gateway (NJCC) & PAAC (CNJ) Planning Collaboration Meeting

December 04, 2020: PAAC Host Team Meeting

December 18, 2020: JRF & Triad PAAC Planning Meeting

January 13, 2021: PAAC Host Team Meeting

February 18, 2021: PAAC, Triad, & Creative NJ Meeting

February 25, 2021: PAAC Host Team Debrief Meeting

April 1, 7 & 15, 2021: PAAC Team Meeting

April 28, 2021: PAAC Host Meeting

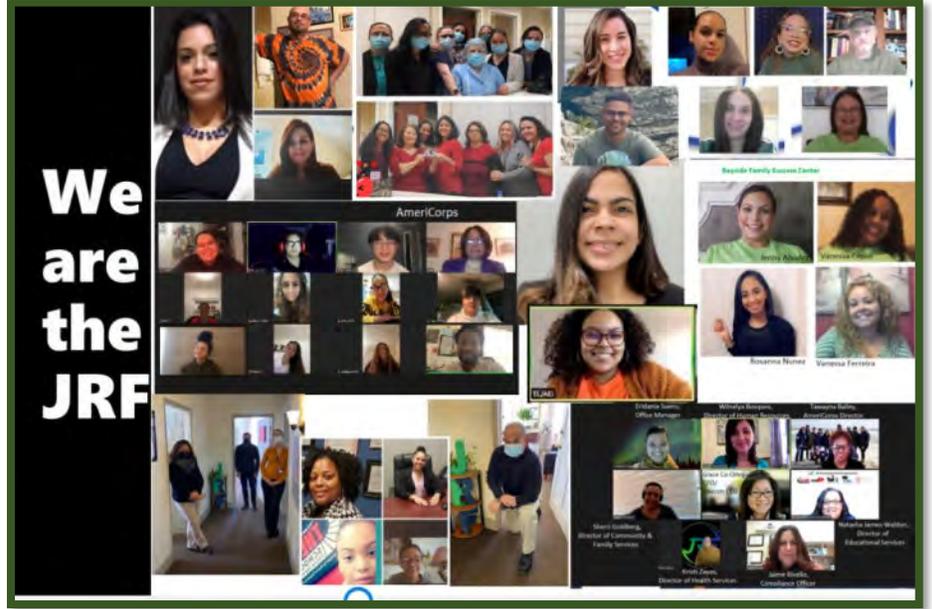
May 06 & 17, 2021: PAAC Team Meeting

May 12, 2021: PAAC Small Business Meeting

May 18, 2021: PAAC Faith Based Meeting

May 25, 2021: PAAC Community Action Training Tuesday: Conversation with Our Community Police Department from the City of Perth Amboy at Francis Street Park

June 16, 2021: PAAC Neighborhood Meeting at Francis Street Park



June 17, 2021: PAAC Host Team Meeting

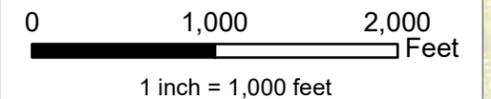
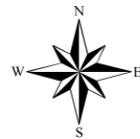
June 17, 2021: Presentation of PAAC Neighborhood Plan to Major

Legend

 Boundary

Assets

- 1** 815 Bus Stop
- 2** Academy for Urban Leadership
- 3** Assumption Catholic School
- 4** Ballfield
- 5** Community Garden
- 6** Community Garden
- 7** Edmond Hmieleski Jr. Early Childhood Center
- 8** Francis Street Park
- 9** George J. Otlowski, Sr. Center for Mental Health Care
- 10** Jewish Renaissance Medical Center
- 11** Perth Amboy High School
- 12** Perth Amboy Housing Authority
- 13** Raritan Bay Medical Center
- 14** Raritan Bay YMCA
- 15** Samuel Schull Middle School
- 16** Schoolbased Youth Services Center - PA High School
- 17** Scott Community Center
- 18** StepUp Center - AUL Charter School
- 19** Various Festivals and Community Events



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENTP, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community



Section 7 NEIGHBORHOOD VISION



SECTION 7

VISION, GOALS, STRATEGIES AND OUTCOMES

A. INTRODUCTION AND VISION STATEMENT

The 2021 Neighborhood Revitalization Tax Credit Plan for the PAAC Neighborhood of Perth Amboy is a merging and update of two documents: The lapsed NRTC Plan for the Neighborhood and the 2008 PAAC Plan prepared with assistance from the Wells Fargo Regional Foundation. As such and wherever possible, the goals and strategies contained in the prior plans and that remain relevant are incorporated into this 2021 NRTC Plan. This ensures a consistent and ongoing implementation of projects and programs that residents and stakeholders see as critical components in the revitalization of the PAAC Neighborhood.

To further illustrate this intent, this NRTC Plan submittal has an additional narrative attached. It is labeled the PAAC Plan Compendium, (Tab 10 in the NRTC Binder.) This Compendium revisits the vision and goals of the 2008 PAAC (Greater Budapest) Neighborhood Plan and links it to the ongoing mission of the 2021 NRTC Plan. In this manner, we ensure consistency in our planning work and demonstrate the continued importance of many ongoing projects and priorities, as defined by the residents and stakeholders of the PAAC Neighborhood.

This section of the NRTC Plan contains three elements. The first is the summary narrative providing an overall vision for the neighborhood and establishes goals and strategies. The activities, projects and partnerships essential to neighborhood redevelopment are also described.

The second element is an enlarged (11X17) version of the NP-3 Form describing in detail the proposed activities, outcomes, evaluation methodology and data sources relevant to each of the strategies identified in this Plan. As noted earlier, these strategies incorporate ideas from previous plans, but they were vetted and prioritized by the significant neighborhood outreach process conducted by the PAAC Team in coordination with *CreativeNJ*.

The third part of this section is the Activities Budget and Timeline (NP-4). This form, also expanded to an 11X17 format, portrays cost estimates for the proposed activities as defined by PAAC in conjunction with the PAAC Host Team and neighborhood residents. The first column is the identification of those activities by the PAAC stakeholders.

On both the NP-3 and NP-4 Forms, the NRTC priorities have been **color coded in green** to signify those activities and initiatives that should be started and/or are targeted for completion in the near and mid-term of this planning effort – Years 1 to 5. These are the most important of the projects and initiatives as determined from the results of the neighborhood survey and Host Team direction.

Activities not color coded remain important initiatives, or they are a continuation of projects from a previous planning process, but which have fallen outside of the Neighborhood’s current top priorities. They also represent projects that in some cases require funding well beyond the NRTC program resources or other readily accessible programs.

THE NEIGHBORHOOD VISION

The PAAC Neighborhood remains predominantly residential. There are areas where residents would like to invest in beautification efforts, primarily involving streetscape enhancements. Parks and recreational opportunities remain important for the growing number of residents and



young people living in this community. Access to services, particularly for the large number of single parent households with children are important considerations. Some commercial and retail investments are needed and greater accessibility to services and information are key interests of neighborhood residents. The Mayor of Perth Amboy, Helmin Caba, after reviewing the PAAC Plan, shared his vision of a City that utilizes innovative resources and technology to increase access and connection for all

residents. Mayor Caba has expressed his willingness to collaborate with PAAC with the goal of creating new pathways for communication.

Given these issues, the vision statement in the 2008 PAAC Plan provided a basis for discussion with the PAAC Host Team and was also vetted with the neighborhood-at-large. The future as carved out by this process is centered around services, networking, housing, economic opportunity and public safety. Goals reflecting this vision are outlined on the NP-3 Form and contain multiple strategies and projects to implement these goals.

The vision statement agreed upon by the PAAC Neighborhood residents and stakeholders is as follows, and is similar to the one reflected in previous NRTC Plans.

Residents of the Perth Amboy Alliance for Community Neighborhood desire a clean and safe community where people have ready access to good jobs, quality education, recreation, a full range of social, medical, and family services, a strong sense of identity and a greater connection to the civic and cultural affairs of the City.

B. DESCRIPTION OF THE NRTC STRATEGIES

Form NP-3, which follows this narrative, outlines the goals and strategies identified by PAAC residents and stakeholders to advance the vision of the plan. This NRTC Plan defines five (5) key goals. Each of these goals is followed by specific strategies. There is a total of 54 such strategies identified. The rationale for each of these strategies is based on the comments and feedback obtained during the PAAC Neighborhood Call to Collaboration, held in early 2021. This Call to

Collaboration resulted in more than 200 comments and suggestions for neighborhood investments and initiatives. A complete summary of this stakeholder feedback is found in the Appendix to this Plan. Based on these comments and those that were part of previous planning efforts, stakeholders advanced the goals and strategies integral to this neighborhood.

To emphasize the integration of past planning documents with this 2021 NRTC Plan, a Planning Compendium was prepared. This Compendium is attached as Tab 10 in the Plan Binder. The Compendium links the 2008 PAAC Neighborhood Plan with the comments, suggestions and strategies of the 2021 Call to Collaboration and the issues relevant in the PAAC Neighborhood today. The table found on Page 3 of the Compendium document illustrates the relationship between the top ten projects and issues in 2008 and those expressed today by PAAC residents. While progress and investment have been made in many areas, there are issues that remain critically important to the residents of the neighborhood. This Compendium is a unique document, one which demonstrates to the NJ DCA and other partners how the JRF has fostered a planning process over the years consistent with the wishes of PAAC Residents. A review of each of the goals and strategies, their relationship to the neighborhood vision and mission, and how they foster preservation and revitalization of the neighborhood is offered as follows.

GOAL 1: Build a Better PAAC Neighborhood by Improving Infrastructure, Housing, and Community Activities

GOAL 2: Encourage Greater Economic Opportunity for Residents and Businesses in the PAAC Neighborhood

GOAL 3: Enhance Services and Service Delivery in the PAAC Neighborhood by Fostering Greater Collaboration, Providing New Forums for Information and Broadening the Range of Services Provided

GOAL 4: Promote a Clean, Safe and Healthy Neighborhood

GOAL 5: Continue to Build Neighborhood Collaborations, Enhance Human Capital, and Facilitate Neighborhood Transformation

Strategic Rationale

As seen on the NP-3 and NP-4 Forms, the five goals of the plan have been entered onto those forms to demonstrate more specifically how each of the strategies relates back to the goal and then back to the vision statement. Each of these goals and strategies that are part of the plan focus on ways to implement the vision of the neighborhood. In fact, the goals can be tied back to specific words and phrases in the vision statement such as “jobs,” “services,” “connection,” and “healthy.”

More than 50 strategies are identified to meet these goals. Some of them are important initiatives that were part of the previous NRTC or PAAC planning efforts and deserve to remain as part of this plan. The ones identified by the neighborhood as top priorities have been highlighted in green on the NP-3 and NP-4 Forms. (See Section 8 for an inventory of 2021 project concepts.)

C. THE IMPORTANCE OF THE NRTC INVESTMENT

NRTC funding has enabled the PAAC Neighborhood to accomplish several important steps toward neighborhood revitalization. First, the NRTC Program provided the resources for a new effort to engage residents and stakeholders in the PAAC Neighborhood. Second, it has funded this planning initiative and fostered a realignment of neighborhood goals and strategies. Finally, we hope that the NRTC Program will provide funding to accomplish many of the capital and program priorities of this plan that may not be obtained readily from other funding sources. Most importantly, NRTC funding targets investments in four (4) significant areas of neighborhood redevelopment.

1. Capital investment in Neighborhood and Teen Community Centers;
2. Investment in Pedestrian and Streetscape Improvements;
3. New Affordable Housing Programs and Opportunities; and
4. Economic Development and Job Training.

As shown on the NP-4 Form which is also part of this section of the plan, while NRTC funding is critical to implementing the priorities identified, there are other potential funding sources that can be used to foster the revitalization of the PAAC Neighborhood. Nonetheless, the NRTC Program is a critical catalyst to securing the funding and support necessary to continue the collaborative effort begun over a decade ago to bring hope and new opportunity to this historic neighborhood of Perth Amboy.

An Overview of the Top NRTC Program Priorities

Through the work of the Call to Collaboration, efforts to canvass residents at festivals and events, and e-surveys, a total of 100 individuals responded to help prioritize NRTC Plan initiatives. The following narrative provides a brief overview of some of the top priorities, which are identified in descending order from those that received the most votes. Inherent in all of these initiatives is a desire to expand outreach and coordinate the use of a wider range of information about programs and activities planned for the PAAC Neighborhood. Investing in new communications tools and venues was a prominent suggestion of PAAC residents.

- **Fund a Teen Center.** Because the PAAC Neighborhood is so densely developed, there are few suitable sites on which to construct a teen center. Therefore, the plan proposes to use the Scott Community Center at 881 Amboy Avenue and the Lautenberg Community Center, home to the Bayside Family Success Center (FSC) at 500 Dobranski Drive as the

locations for teen activities. The JRF has a long-standing relationship with the ability to propose their use until a more permanent location can be identified and a new facility can be constructed.

- **Provide Internships and Job Shadowing Programs.** The JRF will work with the Middlesex County Workforce Development Board, the NJ Department of Labor & Workforce Development, local employers, the Middlesex College and other training organizations to establish these programs to allow young people to explore career tracks in various corporate and business fields. These programs will include *“Success Bound”* which will award thousand-dollar scholarships to students for five-week, career-oriented internships. In addition, a *“Teens and Littles”* Program will be developed allowing teens and younger (“little”) siblings to enjoy after-school programs and avoid being left alone at home.
- **Promote Job Training Programs.** Working with a similar group of organizations as those outlined for internship initiatives, the JRF will bring job training programs to locations in and around the PAAC Neighborhood to enhance training and educational opportunities for PAAC residents. These programs will include work with Middlesex College, the Middlesex Workforce Development Board, and other State and local organizations.
- **Develop a Dog Park.** As in the case of the teen center and other capital investments, there is no suitable location in the neighborhood for the immediate investment in a dog park. However, a new high school is being constructed, which may free up some space on the practice field currently used by high school sports teams. The JRF will hold discussions with the school board over the coming years until the new high school is built (targeted for 2024) to see if there can be space set aside for a dog park.
- **Invest in Spanish Language Training.** Bilingual training is usually targeted at English as a Second Language, but because there are many English-speaking residents of the neighborhood who could benefit from learning Spanish, investments in bi-lingual training including English as a second language are seen as priorities.
- **Develop a Community Center.** The Scott Community Center at the Perth Amboy Housing Authority and the Bayside Family Success Center will be used to host community center programs and activities. Again, the use of those centers is due to the lack of available space in the neighborhood on which to develop a new facility. The JRF will explore potential sites for a new center which will combine the needs of a teen center and a larger community center. Related to the need for a community center is the need for additional sports and recreation space. This Plan proposes developing a formal partnership with the Raritan Bay Area YMCA that will fund programmatic and recreational opportunities for residents of the neighborhood. These



opportunities will also offer an interim strategy until a more permanent solution can be found.

- **Expand Access to Health and Social Service Programs.** From health fairs, medical and dental vans, and direct access to social programs provided by program providers at neighborhood venues, the NRTC Plan offers a number of initiatives to enhance service delivery. The Jewish Renaissance Medical Center is seen as a critical partner in this effort along with the JRF Community Health Center and other hospitals and medical facilities in the immediate vicinity of the PAAC Neighborhood.
- **Create a Small Business Assistance Center.** The NRTC Plan proposes bringing in experts from the County, the U.S. SBA, the NJ Business Action Center, the Middlesex College and other business assistance organizations to offer funding, educational and other programs for small business. This Plan also proposes continuing the on-site business assistance that is currently provided by the **PAAC Small Business Coordinator**. The JRF is a member of the New Jersey Business and Industry Association, which is also a valuable contributor to guiding small business assistance efforts and will potentially help the JRF secure investors for the NRTC projects.
- **Provide Housing Assistance Programs.** These initiatives encompass providing a range of housing programs to assist with repairs (particularly for seniors), home owner counseling, rental assistance, and other initiatives to make housing more accessible and affordable. Grants for repair and low interest loans to help fix up homes and expand affordable housing opportunities will also be offered directly and through our relationship with Morris Habitat for Humanity.
- **Invest in Street Infrastructure.** This includes façade improvements, street furniture, sidewalk and crosswalk enhancements, signalization improvements, traffic calming and other investments to make the community safer. Efforts to rehabilitate a small playground on Myrtle Street and Spring Street above Water Stadium was interrupted by the COVID Pandemic. This work will continue as part of the NRTC Plan’s priority initiatives.



THE ROLE AND CAPACITY OF THE JEWISH RENAISSANCE FOUNDATION

For the past 13 years, the JRF has been at the center of the revitalization of the PAAC Neighborhood. While work certainly remains to be done, the JRF has been the catalyst behind many important accomplishments during this time. These include:

- The Renovation of the Francis Street Park;
- The Acquisition and/or Repair of 5 Homes in the PAAC Neighborhood and 37 home repair projects for senior citizens;

- New Scholarship and Job Training Programs for Youth, which have resulted in 30 college and higher education investments and life skills and educational assistance for over 300 young people;
- 25 Business loans to help expand small businesses in the PAAC Neighborhood;
- Community events such as health screenings, outdoor festivals, community gardens and beautification and neighborhood clean-up programs.

These activities represent just some of the recent accomplishments of the JRF and PAAC Neighborhood stakeholders. A full summary of these accomplishments and others can be found in the Matrix found in the Appendix of this NRTC Plan.

The involvement and leadership of the JRF is essential in advancing the PAAC Neighborhood Revitalization effort. The wide-ranging initiatives sponsored by the JRF and the long-standing involvement of businesses, residents and other stakeholders in the Neighborhood point to the ability of this team of committed citizens and leaders to continue the work of redevelopment and revitalization that is so critical to the future of this community.

Because the PAAC Neighborhood is heavily developed and predominantly residential, the PAAC Host Team continues to define ways to work with partners to provide the services and support that are important to residents and businesses. Because it is difficult to find vacant or available parcels on which to construct new facilities, the plan proposes to work with the Raritan Bay YMCA, local churches, the Housing Authority of Perth Amboy, and the school district to provide the space needed to expand services, build teen or community centers, provide new recreational venues, and host special events.

KEY PRIORITIES AND SITE DEVELOPMENT

Of the many proposed projects and initiatives that are part of this plan, we want to focus on key priorities – those that can be accomplished in the first five years of the NRTC Plan implementation. The projects outlined as follows provide additional information on those priorities and their locations:

1. **Teen and Community Center.** In the short and mid-term of the NRTC Planning Horizon, we intend to schedule teen and community center initiatives in both the Scott and Lautenberg Community Centers. We will also engage the Raritan Bay Area YMCA to expand recreational services for youth, families and adults. During this interim period, the JRF will work to explore possible locations in the neighborhood where the construction of a new teen/community center might be feasible. If such a site is found and it appears to be acceptable to the community, we will initiate the development of an architectural design and commence the site approval process.
2. **Internships, Job Shadowing, and Job Training Programs.** These programs will be held at various places in and around the neighborhood, including the Scott and Lautenberg Centers, but also at Middlesex College and school facilities. The JRF is pending approval

to be recognized as a Private Career School through the Department of Labor. This is the last piece needed to look for space to hold the new JRF Social Enterprise - the Training & Testing Center (T&TC). We will schedule programs in partnership with our training and education colleagues as well as build the capacity of the T&TC. Several examples of our proposed programs are found in the NP-3 Form found in this section of the plan.



3. Development of a Dog Park. There are few locations in and around the neighborhood where such a facility is possible. However, when the move is made to build the new Perth Amboy High School, it may be possible to secure a location where the current high school sports practice field exists. The JRF will approach the school board in the coming years (short to mid-term) in an effort to negotiate such an arrangement.

4. Bilingual Language Training. With our partners in the neighborhood schools and Middlesex College, we will host bilingual language training at locations in the neighborhood with a focus on Spanish language training.

5. Expand Access to Healthcare and Social Service Programs. We will bring new healthcare and social service programs to the neighborhood through expanded visitation by mobile health vans, health fairs, additional outreach to senior citizens, and support from State and Federal Program Providers to various neighborhood venues.

6. Create a Small Business Assistance Center. Again, due to site limitations in the neighborhood, small business programs will be scheduled at one or more of the various venues identified previously. We will also seek to continue funding for our Small Business Outreach Coordinator who will provide technical assistance on-site at various business locations. In the short to mid-term, the JRF will explore possible locations for a business assistance center and begin the design and approval process if such a location is identified. Funding for the development and construction of such a facility will occur in the second, five-year NRTC horizon.

7. Provide Housing Assistance Programs. We anticipate continuing our housing counseling programs with the Housing Authority of Perth Amboy, but also using NRTC financing to provide grants and low interest loans to home owners to help them repair their housing units. We will also facilitate the development of affordable housing on properties that have been abandoned or where the homes have fallen into disrepair. These investments will be made on scattered sites throughout the PAAC Neighborhood and potentially in partnership with the Morris Habitat for Humanity.



8. **Street Infrastructure and Improvements.** We will work with the City, County and the North Jersey Transportation Planning Authority to design improvements for Amboy Avenue, which will include safer crosswalks, signalization, sidewalk improvements and streetscape enhancements. We will also continue our work with the City to continue development of the park and playground at Myrtle and Waters Stadium, provide flower boxes, and façade improvements for businesses along Amboy Avenue.

These NRTC Plan program priorities will be facilitated by the PAAC Program Coordinator along with in-kind support from our partners, our PAAC Host Team and other volunteers.

A Plan Map highlighting these and other key locations central to the PAAC NRTC Plan is included at the end of this section.

THE NP-3 AND NP-4 PROGRAM AND BUDGET FORMS

As required, the following pages of this Section contain the NP-3 and NP-4 Forms which outline the goals, strategies, and resources needed to implement the near and longer-term priorities of the NRTC Plan. These forms provide a more detailed explanation of the next steps needed to implement the various goals, strategies and activities outlined.

NP-3 PROGRAM FORM FOR PAAC NEIGHBORHOOD, PERTH AMBOY, NJ

This matrix represents the integration of project concepts and programs from both the 2008 PAAC Plan and the NRTC Plans. While all of these projects are important initiatives, the (green) highlighted projects are those that registered as top priorities in the 2021 Call to Collaboration and subsequent in-person and survey outreach to residents and stakeholders of the PAAC Neighborhood, conducted between April and June of 2021.

Strategies	Activities	Projected Outcomes	Evaluation	Data Source
<i>Identify the strategies to foster preservation & revitalization of the neighborhood.</i>	<i>Describe the specific activities to be followed to implement each strategy and achieve the outcome. There may be multiple activities for each strategy.</i>	<i>Identify the projected outcome to be achieved for each activity within the timeframe of the Neighborhood Plan.</i>	<i>Describe the methodology for assessing progress of each activity during the time-period of the Neighborhood Plan. (How will you know whether or not you have achieved the projected outcome? What indicators will you be measuring?)</i>	<i>Identify information sources used to support the progress indicators described above (e.g. Census data, survey of residents, neighborhood canvas).</i>
GOAL 1: BUILD A BETTER PAAC NEIGHORHOOD BY IMPROVING INFRASTRUCTURE, HOUSING, AND COMMUNITY ACTIVITIES				
Expand Recreational Activity for Residents in the PAAC Neighborhood	Identify a Site and Fund Programs for a PAAC Neighborhood Teen Center and provide additional Recreational Programming and Opportunities for Youth	Site locations will be explored through the 2021 PAAC NRTC Plan and Evaluated by Host Committee	Alternative locations to construct a teen center will be compiled with acquisition and construction estimates	Progress and documents will be provided in JRF Files and YMCA Records
		Program Funding identified and Programs for Teens Offered	Agreement with Scott Center and Lautenberg Family Success Center to use facilities – Year 1 of NRTC Plan	Agreements and programmatic offerings on file with JRF
		Teen Center and Programmatic Offerings Operational and Calendar of Programs in Place – Year 2	Targeted for Use by 1,000 visitations by teenagers living in the PAAC Neighborhood annually	Teen Center Survey and Annual Visitation Numbers
	Identify a Site and Fund Programs for a PAAC Neighborhood Community Center and provide additional Recreational Programming for PAAC Residents	Site locations will be explored through the 2021 PAAC NRTC Plan and Evaluated by Host Committee	Alternative locations to construct a community center will be compiled with acquisition and construction estimates	Progress and documents will be provided in JRF Files and YMCA Records
		Program Funding identified and Programs for Community Residents Offered	Agreement with Scott Center and Lautenberg Family Success Center to use facilities – Year 1 of NRTC Plan	Agreements and programmatic offerings on file with JRF
		Community Center Fully Operational and Calendar of Programs in Place – Year 2	Targeted for Use by 1,000 visitations by residents of the PAAC Neighborhood annually	Community Center Survey and Annual Visitation Numbers
		Formalize Relationship with the Raritan Bay Area YMCA to provide recreational opportunities and programs for PAAC residents	Provide funding for 100 families annually on a rotating basis to use YMCA facilities and services	Agreement and program participation details available in JRF and YMCA files
	Develop a Dog Park for PAAC Neighborhood Residents	Engage a Landscape Architect or Engineer to Design the Park and Provide a Cost Estimate – Year 1 of the NRTC Plan	Form a Park Subcommittee and facilitate the preparation of the Concept Plan for the Park in Year 1 of the NRTC Plan	Evidence of a Contract with Architect or Engineer (inclusive of City staff) with JRF Records
		Review Opportunities for Grant Funding to Develop the Park – Year 1 of the NRTC Plan	Select Funding Program and Secure City Support for the Grant Application(s) to Fund Development of the Dog Park in Year 2 of the NRTC Plan	A JRF Matrix of Potential Funding Sources and Eligible Applicants for the Dog Park's Construction
		An MOA or Other Agreement to Ensure City Ownership and Management of the Park	Mid-Term Goal (Years 3-5) Construct and Secure Management Agreement for City Control of Park	Neighborhood Canvas and Field Survey. Park Address in JRF File
	Develop Pocket Parks in the Neighborhood that can Complement Streetscape Enhancements	Continue to work with the City on the Myrtle and Water Streets Pocket Park and Playground	Final construction of the pocket park and playground targeted for end of 2022	Field observations
		Work with the City and County to Initiate a Streetscape Improvement Plan for Amboy Avenue – Year 1	Mid-Term Goal (Years 3-5) for the Development of a County/City Plan	City Master Plan and North Jersey Transportation (MPO) Plan/TIP
		Secure Funding for Streetscape Enhancement Project, Mid to Long-Term	Long-Term Goal (Years 5-10) for Funding and Construction	Neighborhood Canvas and Field Survey
Enhance Access to Ballfields, Indoor Recreation and Other Organized Recreational Opportunities	Work with the City of Perth Amboy to update its Recreational Plan	Sites identified in the Plan for construction and redevelopment and an all-access element prepared, Mid-Term	Revised City Master Plan	

Strategies	Activities	Projected Outcomes	Evaluation	Data Source
Recreational Activities, (Continued)	Expand the PAAC Neighborhood Community Gardens Initiative	Sites for new and expanded Neighborhood Gardens Identified in the 2021 PAAC NRTC Plan	Funding secured in Years 1 and 2 to Expand Gardens	Field Identification
	Continue to Engage in Perth Amboy “After 3 Programs” for School Students	Increase funding for Students from the PAAC Neighborhood to Attend After 3 Programs	After 3 Enrollment Records in Years 1-5 of the NRTC Plan	Local School Records and Addresses
Invest in Streetscape and Neighborhood Capital Improvements	Engage an Engineering Firm to Prepare a Conceptual Design Plan for Streetscape Enhancements along Amboy Avenue and other Commercial Corridors	Work with Middlesex County and City of Perth Amboy to introduce Model Streetscape Designs into their County and Municipal Budgets	Secure funding from North Jersey Transportation Planning Authority for Amboy Avenue, as Phase 1 Improvement – Mid to Long-Term	Amboy Avenue Phase 1 Improvements Completed, Field Survey verification
	Develop a Guide for Residents and Businesses that Provides Concepts and Ideas for Façade Beautification and Improvements	Research Best Practices through Landscape Architecture, Planning, and Urban Design Resource Sites	Prepare Resident and Business Guide	Resident and Business Guide on file with JRF
Provide Additional Parking Solutions for Neighborhood Residents and Businesses Parking	Mitigate the Impacts of Street Cleaning and the Need to Relocate Cars for Neighborhood Residents	Work with City Public Works Department and Elected Leadership to Modify Street Cleaning Policy	Draft a Policy with PAAC Host Team and Submit to City Hall for Adoption – Year 1	Modified Street Cleaning Policy in Place
	Explore Opportunities to Share Parking Lots through MOUs and Interagency Agreements	Identify sites for possible shared parking opportunities in 2021 PAAC NRTC Plan	Draft MOUs with owners of parking lots that regulate available expanded parking arrangements – Year 1	MOU’s in place and on file with JRF
Expand Opportunities in both Market Rate and Affordable Housing	Expand Housing Counseling Services for Renters Existing Home Owners and Home Buyers	Increase the number of case visits to JRF from residents in the PAAC Neighborhood by 20%	Keep an accounting of PAAC Resident Addresses in Case Worker files	Case worker files at JRF and Perth Amboy BID Rental Assist. Program
	Develop a Housing Repair Program for Senior Citizens	Establish Guidelines for Senior Citizen Housing Repair Grant/Loan Program	Secure Funding for the Program and target 30 funding recipients in Years 1-5 of the PAAC NRTC Plan	List of housing repair projects on file with JRF
	Provide Access to More Rental Housing in and Around the PAAC Neighborhood	Work with City of Perth Amboy to develop a Housing Funding and Redevelopment Strategy for PAAC Neighborhood, (Recommended Strategy in NRTC Plan)	Target the development or rehabilitation of 25 new Affordable Rental Housing Units in the Neighborhood by Year 5 of the PAAC NRTC Plan	City Building Permit Records and JRF File
GOAL 2: ENCOURAGE GREATER ECONOMIC OPPORTUNITY FOR RESIDENTS AND BUSINESSES IN THE PAAC NEIGHBORHOOD				
Provide Greater Assistance to Existing and Prospective Businesses in the PAAC Neighborhood	Create a Small Business Loan Program that will Help Businesses Expand and Locate in the Neighborhood	Develop Guidelines for the Small Business Loan Program using examples provided by NJ DCA for COVID/CARES funding programs	Target 40 Businesses in the PAAC Neighborhood for Small Business Loan Funding in the Near to Mid-term of the PAAC NRTC Plan	Small Business Loan Program Records at JRF
	Create an “Electronic Mall” that Profiles and Links Businesses in the Neighborhood that can Promote Shop PAAC	Secure software package that can link businesses in the PAAC Neighborhood to a PAAC Business Opportunities Website	Engage Businesses in the PAAC Neighborhood and Link them to the Website	PAAC Business Opportunities Website in Place
Provide Greater Assistance to Existing and Prospective Businesses in the PAAC Neighborhood	Develop a Small Business Assistance Center for Local Employers and Prospective Businesses and Continue to Fund Business Coordinator	Select a Location as outlined in the PAAC NRTC Plan and begin implementation of an Operational Strategy for a Business Assistance Center	Facilitate the Opening of the Business Assistance Center by Year 2 of the NRTC Plan’s Implementation	Survey of businesses assisted in the Near to Mid-Term and Identify of Business Coordinator in JRF File
	Create a PAAC Shopper’s Guide for Walkable Shopping in the Neighborhood	Inventory shops and stores in the PAAC Neighborhood for Listings in the Guide	Print 1,000 Guides in English and Spanish by Year 2 of PAAC Plan Implementation	Shopper’s Guide on File at JRF
	Sponsor Small Business Fairs and Outdoor Markets and Festivals in the Neighborhood	Facilitate semi-annual fairs and outdoor market events in the PAAC Neighborhood in Near and Mid-Term	Document number and Types of Fairs and Outdoor Events Held	JRF Files
	Work with the City and County to Target New Businesses in Vacant Stores and Locations in the Neighborhood	An Increase in Store Occupancy by Implementing a Protocol to Notify the City when a Store is Vacated and Keep a Map of Vacated Sites	Target a Replacement Business within 8 Months of Store being Emptied	Field Survey
	Develop a PAAC App that Can be Loaded onto a Mobile Phone that Provides Shopping and other Neighborhood Information	Prepare an RFP for a Vendor to Create the PAAC App which would provide an Inventory of Services and Facilities in the Neighborhood – Year 1	Secure Vendor and Provide PAAC App Access to Residents and Businesses in the PAAC Neighborhood – Year 2	Number of Downloads of PAAC App
Advance Economic and Financial Literacy and Capacity among Neighborhood Residents and Stakeholders	Create an Academy for Workforce Development in the Neighborhood	Identify a Site and Work with the County WDB to Provide “In-Neighborhood Training and Programming” for PAAC Residents	Host up to 5 WDB Workshops annually in the PAAC Neighborhood	Number of WDB Workshops, Participant Counts, and Student Satisfaction Surveys
	Develop a Computer Learning Center for Neighborhood Residents and Businesses	Select a Location as outlined in the PAAC NRTC Plan and begin implementation of an Operational Strategy for the Computer Learning Center – Mid-Term Goal	Target 300 visits to the Computer Learning Center annually after it becomes operational in Year 3 of the Plan’s Implementation	Student and Business Evaluation Forms and Records of Visitation at JRF

Strategies	Activities	Projected Outcomes	Evaluation	Data Source
Economic and Financial Literacy, (Continued)	Provide Financial Counseling Programs for Residents	Increase distribution of online and other Information on Financial Counseling Programs at JRF	Host meetings with 200 PAAC Residents by the end of Year 3	Records in JRF Offices
	Host Periodic Job Fairs for Neighborhood Residents aimed at Retraining Adults and Enhancing Youth Employment	Facilitate a Minimum of 2 Job Fairs annually in the PAAC Neighborhood Beginning in Year 2 of the NRTC Plan, working with the WDB and the City	A Goal of 100 job seekers and 20 corporate and business representatives at each Fair	Records in JRF Offices
GOAL 3: ENHANCE SERVICES AND SERVICE DELIVERY IN THE PAAC NEIGHBORHOOD BY FOSTERING GREATER COLLABORATION, PROVIDING NEW FORUMS FOR INFORMATION AND BROADENING THE RANGE OF SERVICES PROVIDED				
Develop More Effective Venues for Sharing Information	Identify and Fund a PAAC Neighborhood Outreach Coordinator	Empower the Outreach Coordinator to facilitate various forms of community information sharing and coordination	Host an annual Neighborhood Meeting; Post a quarterly PAAC Newsletter online; coordinate small business meetings and special events	Records in JRF Offices
Develop a More Effective Venues for Sharing Information	Create Additional Bi-Lingual Materials Outlining Services, Programs, and Opportunities for Local Residents	Work with the City to provide Additional Bi-Lingual Literature at JRF and other Community Organizations in and near the PAAC Neighborhood	Provide Literature at 25 New Locations and through new links on the JRF Website and initiate Language “Cafes” in coordination with Middlesex College	Distribution sites identified and new JRF website link in place; record of language cafes on file with JRF
	Bring Virtual Educational and Entertainment Experiences to Young People and Adults	Create a Listing of 10 new programs bi-monthly available online via a JRF Zoom or other Link	Goal of 200 Zoom downloads per program over the two-month time period by Year 2	Zoom Downloads
	Develop “Welcome Packets” for New Residents Moving into the PAAC Neighborhood	Prepare 100 new Welcome Packets by Year 1 of the NRTC Plan Implementation	Number of Welcome Packets Distributed	JRF Records
Improve Access to Services for People and Businesses in the PAAC Neighborhood	Develop Ride Sharing Guides and Information About Access to Transportation for All Residents of the Neighborhood	Enhance Commutation to Work and Other Related Trips for 200 PAAC Residents	Distribution of 500 Ride Sharing Guides	Inquiries through the JRF Website
	Bring State and City Services to the Neighborhood	Coordinate semi-annual Online Meetings of City and State Service Agencies for PAAC residents	Target of 100 PAAC Residents at each of the Service Meetings	Zoom Log ins
Enhance Educational and Workforce Development Skills	Develop Internships and Job Shadowing Programs	Provide 50 Student Internships and Job Shadowing Opportunities in the Near and Mid-Terms of this Plan	Work with the Perth Amboy BID and Chamber of Commerce to track progress	Perth Amboy BID and Chamber records
	Expand Job Training, Placement, and Assistance Programs for Young People and Adults	See Job Fairs and other Workforce Development Job Shadowing Programs under Economic Development Goal	Same as Economic Development Goal	Same as Economic Development Goal
		Work with Middlesex College to develop “Success Bound,” “Teens and Littles,” and other training and educational programs for youth		
	Work with the Rutgers Academy for Urban Leadership to Provide Scholarships for Students in the PAAC Neighborhood	Provide Funding for 10 Scholarships Annually for PAAC Neighborhood Students to Attend the Academy for Urban Leadership	Successful Student Enrollment Records from the PAAC Neighborhood	Rutgers Academy for Urban Leadership Records/Addresses
GOAL 4: PROMOTE A CLEAN, SAFE AND HEALTHY NEIGHORHOOD				
Engage Residents in Ways to Enhance Health and Wellness	Host Semi-Annual Health Fairs for Mental Health, General Health Screenings and Social Service Open Houses that Provide On-the-Spot Information and Assistance to Residents	Goal of 100 residents of the PAAC Neighborhood at the Semi-Annual Health Screenings in the Near and Mid-Terms of the NRTC Plan	Surveys distributed to participants in the Semi-Annual Health Screenings and from feedback of the various Health Service Partners involved in the Fairs and Screenings	Records at JRF Offices
	Provide a Mobile Health Van and Dental Services Van to Better Serve the Neighborhood	Increase visits to the PAAC Neighborhood by the JRMC Mobile Health Van by 20% annually	Record of increased trips and health screenings among PAAC Neighborhood residents	Jewish Renaissance Medical Center (JRMC) Mobile Health Van Records
	Bring Information on Asthma Education and Treatment to the Neighborhood	Distribute 500 copies of Asthma Education Literature to households in the PAAC Neighborhood in Year 1	Distribution Records	JRF records in House
	Provide Senior Wellness Literature and Enhance Access to Healthcare Options for the Elderly	Provide 200 Senior Households with wellness literature annually in Years 1 and 2 of the NRTC Plan	Distribution Records	JRF records in House
Enhance Traffic and Pedestrian Circulation in and Around the PAAC Neighborhood Traffic and Pedestrian Circulation	Work with the City to Provide Street Calming Signage, Signalization and Design Measures for Key Area Streets	Coordination with City and County Public Works Departments as part of Amboy Avenue Streetscape Improvement Plan, (See Streetscape Timeline)	Implementation of Streetscape and Street Calming Measures by Year 7 of the PAAC Plan	Field Survey of the PAAC Neighborhood
	Rehabilitate and Open the Pedestrian Tunnel Under the Railroad Tracks	Secure City Support for the Pedestrian Tunnel Project by Year 2 of the PAAC Plan	City Resolution for the Design, Rehabilitation and Construction of the Tunnel	City Public Works

Strategies	Activities	Projected Outcomes	Evaluation	Data Source
Circulation, (Continued)	Railroad Tunnel, (Continued)	Secure Funding through the North Jersey Transportation Planning Authority – Year 5	Tunnel Rehabilitation and Tunnel Opening by Year 7 of the NRTC Plan	City Public Works
Promote a Cleaner and Safer Neighborhood and Business Environment	Continue Sponsoring the PAAC Neighborhood Clean-up Days	Hold a Neighborhood Clean up Day in the Spring and Fall of each Year	Measured by Bags of Trash collected at each Clean-up Day	JRF Records
	Install Trash Cans along Key Commercial and Shopping Arteries	By Year 3, New Trash Cans at Every Corner of the Neighborhood’s Commercial Corridors	Public Works Department Feedback on Frequency of Use and Proper Use of the Cans	Public Works Department Records
	Enhance Neighborhood Lighting in both Residential and Commercial Areas	Provide Motion Sensor Lighting for 500 Households Concentrated in Higher Crime locations in the PAAC Neighborhood	Crime Reduction in Targeted Areas of the PAAC Neighborhood Where New Lighting is Installed	Perth Amboy Police Department Records
	Continue to Build on a Neighborhood Watch Initiative	Create a PAAC Neighborhood Watch Implementation Team in collaboration with the City Police Department	Reduction in Crime in the PAAC Neighborhood by 20% by Year 5	Perth Amboy Police Department Records
	Invest in Traffic and Security Cameras in Key Locations throughout the PAAC Neighborhood	Advocate with the County and City for the Installation of 6 New Traffic Cameras along Key County and City Streets	Reduction in Speeding Tickets and Traffic Accidents in the Five Years of the NRTC Plan Implementation	Perth Amboy Police Department Records
		Encourage the City Police Department to Install Security Cameras at New Locations along Key Neighborhood Streets and Blocks	Installation of Cameras and a Reduction of Crime in the PAAC Neighborhood in the Five Years of the NRTC Plan’s Implementation	Perth Amboy Police Department Records
	Work with the City of Perth Amboy to Increase Neighborhood Policing and Patrols in the PAAC Neighborhood	Advocate for an Increase of Walking and Biking Patrols in the PAAC Neighborhood	Evidence of Crime Reduction as a result of Increased Biking and Foot Patrols	Perth Amboy Police Department Records
Initiate an Ambassadors Program, similar to the one in Atlantic City to enhance the Visibility of Security and Promote a Welcoming Environment for Area Shoppers		Increased Shopping and Daytime Security along Amboy Avenue	Perth Amboy Police Department Records	
GOAL 5: CONTINUE TO BUILD NEIGHBORHOOD COLLABORATIONS, ENHANCE HUMAN CAPITAL, AND FACILITATE NEIGHBORHOOD TRANSFORMATION				
Enhance Outreach and Access to Information about Community Services for PAAC Residents	Create a PAAC Neighborhood App that provides detailed information on programs, services and opportunities open to PAAC Residents	Prepare an RFP for a Vendor to Create the PAAC App which would provide an Inventory of Services and Facilities in the Neighborhood – Year 1	Coordinate with the listing of social and other services with the Business Development listings of the Economic Development Initiative	App Downloads
	Assign a JRF Staff Liaison to act as a Community Outreach Coordinator	Through the AmeriCorps Program conduct at least Six (6) Neighborhood Outreach events annually	AmeriCorps Program Implementation Tracking of Time and Hours by AmeriCorps Volunteers	AmeriCorps Program Records
	Expand Social Media Outreach through Facebook, Twitter and other Venues	Link the PAAC App to the various Social Media Outlets for real time messages and updates	Neighborhood Survey via Social Media to Assess Information Distribution and the Success of the App	App Downloads
	Create a Monthly Newsletter both Online and in Print Format for Regular Distribution	Produce and Distribute 200 hard copies of the Neighborhood Newsletter every Month and Enhance On-line access via the PAAC App	JRF Distribution Records and Copies of the Neighborhood Newsletter	JRF Records
Provide Enhanced Access to Technology and Training	Provide Better Access to Computers for Young People and Adults	Create the Computer Re-Use Program, as described in the PAAC Plan	Increase computer access to 100 PAAC Households by Year 3	JRF Records
	Provide More Spanish Language and English as a Second Language (ESL) Training Programs	Work with ESL Language Program Providers to Increase Training for 50 PAAC Neighborhood Residents Annually	Survey Training Participants to Assess Success and “Graduation Rates” from the Training Programs	Training Provider Graduation Rates and Success Stories
	Host Senior Citizen Open Houses aimed Specifically at Senior Citizen Needs and Services	Coordinate Senior Citizen Outreach Efforts with the AmeriCorps Program	Document Senior Citizen Events and Numbers of Participants at Annual Activities	AmeriCorps Records

NP-4 BUDGET FORM FOR PAAC NEIGHBORHOOD, PERTH AMBOY, NJ

This matrix represents the integration of project concepts and budgets from both the 2008 PAAC Plan and the NRTC Plans. While all of these projects are important initiatives, the (green) highlighted projects are those that registered as top priorities in the 2021 Call to Collaboration and subsequent in-person and survey outreach to residents and stakeholders of the PAAC Neighborhood, conducted between April and June of 2021.

GOAL Number and Proposed Activity	Estimated Cost	Prospective Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
<i>Develop business management course for local business owners.</i>	\$10,000 per week	<ul style="list-style-type: none"> Area Colleges & Universities DCA's NRTC Local employment training programs 	<ul style="list-style-type: none"> Engagement of partners & stakeholders Scheduling, oversight & implementation of course Acquisition of course materials 	<ul style="list-style-type: none"> Lead: Program development & oversight Partner: Management & implementation Partner: Outreach to prospective students (businesses) 	Medium
GOAL 1: BUILD A BETTER PAAC NEIGHBORHOOD BY IMPROVING RECREATION, INFRASTRUCTURE, HOUSING AND COMMUNITY ACTIVITIES					
1. Develop a PAAC Neighborhood Teen Center and Expand Recreational Programs for Youth	See Item #2. Ideally combined with PAAC Community Center	<ul style="list-style-type: none"> Perth Amboy CDBG Funding DCA NRTC Funding JRF In-kind Support AmeriCorps Program American Recovery Plan (ARP Funding) 	<ul style="list-style-type: none"> Additional Site Investigation and Selection Develop Legal Agreement(s) with Scott Community Center and Lautenberg Center Monthly Rent for the Community Center Space for 5 Years Equipment and Supplies 	<ul style="list-style-type: none"> Lead Entity: JRF will negotiate lease arrangement with church Partner: Housing Authority of Perth Amboy and JRF will provide on-site management (AmeriCorps Volunteers) Lautenberg Center Oversight and Support Raritan Bay Area YMCA Oversight and Support 	Short to Mid-Term 1 to 5 Years
2. Develop a PAAC Neighborhood Community Center and Expand Recreational Programs for PAAC Residents	\$500,000	<ul style="list-style-type: none"> Perth Amboy CDBG Funding DCA NRTC Funding JRF In-kind Support AmeriCorps Program 	<ul style="list-style-type: none"> Additional Site Investigation and Selection Develop Legal Agreement(s) Monthly Rent for the Community Center Space for 5 Years Equipment and Supplies 	<ul style="list-style-type: none"> Lead Entity: JRF will negotiate lease arrangement with partners Partner: City of Perth Amboy and JRF will provide on-site management (AmeriCorps Volunteers) Lautenberg Center Oversight and Support Raritan Bay Area YMCA Oversight and Support 	Short to Mid-Term 1 to 5 Years
3. Engage an Architect to Design and Construct a Dog Park in the PAAC Neighborhood	\$30,000 for Design Work	<ul style="list-style-type: none"> DCA NRTC Funding City of Perth Amboy Engineering Doris Day Animal Foundation 	<ul style="list-style-type: none"> Architectural Work Draft Drawings and Review Site Selection and Neighborhood engagement 	<ul style="list-style-type: none"> Lead Entity: JRF will oversee Architectural engagement and contract PAAC Host Committee oversight and neighborhood engagement 	Short-Term 1 to 2 Years
4. 2B. Dog Park Construction	\$350,000 to Construct the Park	<ul style="list-style-type: none"> DCA NRTC Funding NJ Green Acres Program City of Perth Amboy In-kind Support 	<ul style="list-style-type: none"> Site Negotiation and Acquisition Permitting and Approvals Final Design and Construction 	<ul style="list-style-type: none"> Lead Entity: JRF will oversee final approval of design plan Partner: City of Perth Amboy will oversee park construction and maintenance Partner: Perth Amboy School District 	Long Term 5+ Years
5. Work with the City, County, and the North Jersey Transportation Authority to prepare a redesign concept for Amboy Avenue Improvements	In-Kind Support	<ul style="list-style-type: none"> Middlesex County Planning and Engineering NJ DOT Local Aid Funding U.S. DOT Highway Funding Federal Infrastructure Funding 	<ul style="list-style-type: none"> Secure Cost Estimate Inclusion of the Amboy Avenue Redesign Plan on the County and North Jersey TPA TIP 	<ul style="list-style-type: none"> Lead Entity: City of Perth Amboy as project advocate Partner: Middlesex County to foster design concept for inclusion in County TIP and NJTPA TIP Partner: NJTPA Support for TIP Inclusion 	Short-Term 1 to 2 Years
6. Housing Rehabilitation, Housing Repair and Counseling Programs and Expanded Access to Affordable Rental Housing	\$1,200,000	<ul style="list-style-type: none"> NJ DCA CDBG Entitlement Programs HUD Programs DCA NRTC Funding Perth Amboy Housing Authority American Recovery Plan (ARP Funding) 	<ul style="list-style-type: none"> 30 Housing Repair grants of up to \$10,000 for Senior Citizens 50 Housing Rehab Grants/Loans for Affordable Housing Development and Redevelopment Home Buyer Housing Counseling 	<ul style="list-style-type: none"> Lead Entity: JRF will work with the City of Perth Amboy to coordinate funding opportunities Partner organizations will be provided the opportunity to offer counseling services in the PAAC Neighborhood 	Short Term to Long Term 1 to 5+ Years

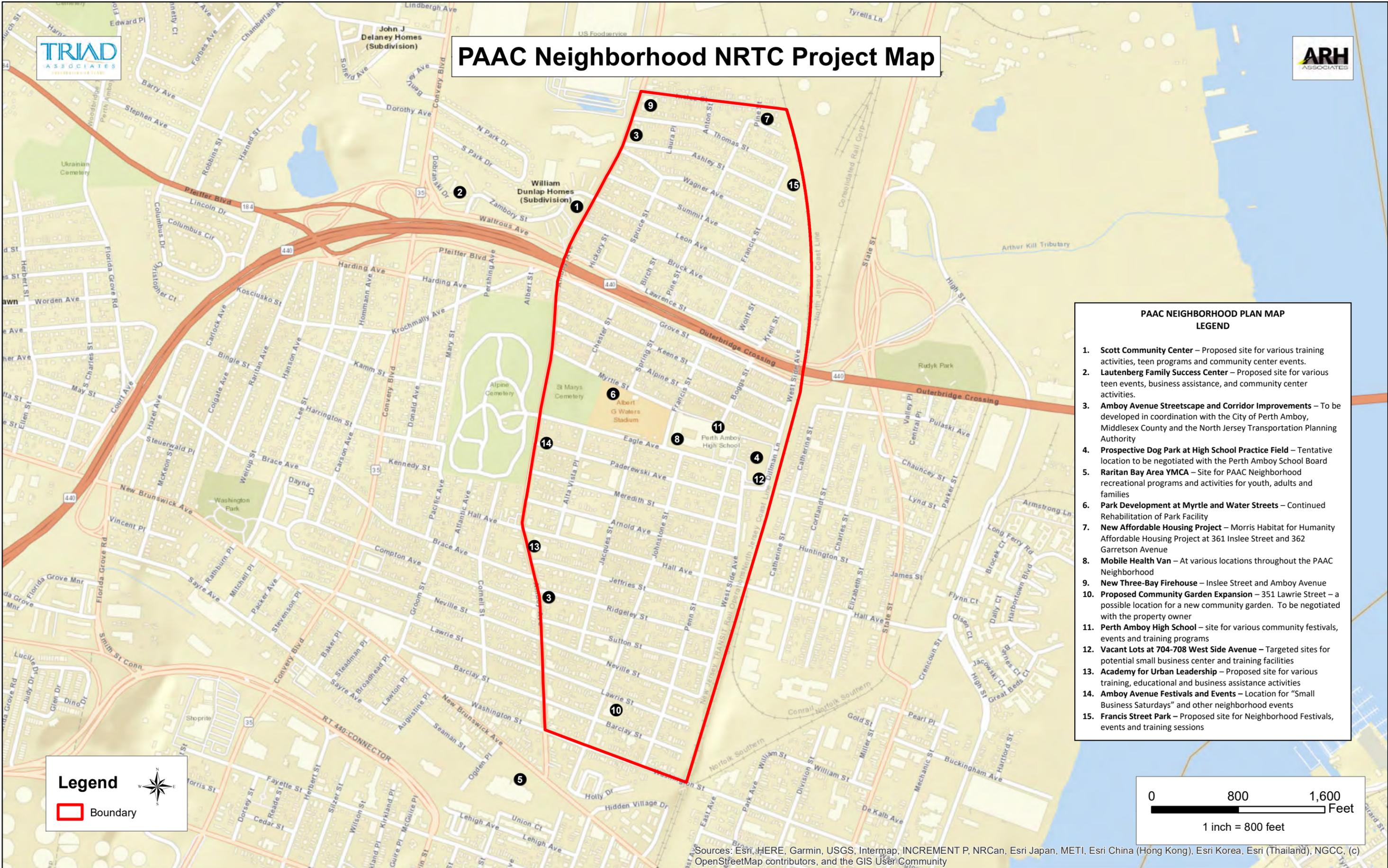
GOAL Number and Proposed Activity	Estimated Cost	Prospective Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
7. Amboy Avenue Construction Plans and Improvement Project, to be complemented with possible pocket parks on sidewalks (See #6)	TBD	<ul style="list-style-type: none"> Middlesex County Planning and Engineering NJ DOT Local Aid Funding U.S. DOT Highway Funding Federal Infrastructure Funding 	<ul style="list-style-type: none"> Final Project Design Permits and Approvals Road Construction 	<ul style="list-style-type: none"> Lead Entity: County of Middlesex Public Works Department JRF/PAAC Host Committee Oversight 	Long-Term 5+ Years
8. Provide for More Parking Opportunities	\$100,000	<ul style="list-style-type: none"> DCA NRTC Funding Resident Paid Parking Passes JRF and Church In-kind Support 	<ul style="list-style-type: none"> MOU Development and Approvals Creation of Parking Passes Administration and Enforcement 	<ul style="list-style-type: none"> Lead Entity: JRF will prepare and negotiate MOUs with churches and other potential institutions with parking lots Church partners and City of Perth Amboy 	Short-Term 1 to 2 Years
9. Mitigate Impacts of Twice Weekly Street Cleaning	\$25,000	<ul style="list-style-type: none"> DCA NRTC Funding JRF In-kind Support City of Perth Amboy Public Works 	<ul style="list-style-type: none"> Renegotiate Street Sweeping Frequency with City Place new Signage along Impacted Streets 	<ul style="list-style-type: none"> Lead Entity: JRF will negotiate Street Sweeping Schedule with City City of Perth Amboy will replace signage 	Short-Term to Mid-Term 1 to 5 Years
10. Expand PAAC Community Gardens	\$25,000	<ul style="list-style-type: none"> NJ DCA CDBG Funding Scotts Miracle Gro Foundation Home Depot Foundation 	<ul style="list-style-type: none"> Secure a second location for a Community Garden Fund the Garden's development with materials and supplies 	<ul style="list-style-type: none"> Lead Entity: JRF with support from the City of Perth Amboy and School District PAAC Host Committee Outreach Assistance 	Mid-Term 3 to 5 Years
GOAL 2: ENCOURAGE GREATER ECONOMIC OPPORTUNITY FOR RESIDENTS AND BUSINESSES IN THE PAAC NEIGHBORHOOD					
11. Small Business Assistance Center/Small Business Loan Programs and Funding for Small Business Coordinator	\$250,000	<ul style="list-style-type: none"> U.S. SBA Technical Assistance NJ EDA Technical Assistance Perth Amboy Office of Economic & Community Development JRF In-kind Support 	<ul style="list-style-type: none"> Providing space to Host Small Business Assistance and Loan Seminars Coordinating the Involvement of State, Regional and Local Service Providers Advertising and Outreach 	<ul style="list-style-type: none"> Lead Entity: U.S. SBA Small Business Assistance Center(s) JRF will help to Facilitate Additional Organizations to provide Seminars and Program Info 	Mid-Term 3 to 5 Years
12. Small Business Façade Improvement Program	\$50,000	<ul style="list-style-type: none"> NJ DCA CDBG Funding Property Owner Funding Home Depot Foundation Lowe's Foundation 	<ul style="list-style-type: none"> Paint, flower boxes and street planters to provide a more festive and decorative streetscape Program administration 	<ul style="list-style-type: none"> Lead Entity: JRF will facilitate outreach and program support Business Partners will select Materials and Supplies from Program Inventory 	Short Term to Mid Term 1 to 5 Years
13. New Marketing and Outreach Initiatives, including Shoppers Guide, Electronic Mall, and PAAC App	\$275,000	<ul style="list-style-type: none"> Technical Support from Computer and Website Consultant NJ EDA Small Business Fund Fees for downloading the App Fees for participating in the Electronic Mall JRF In-kind Support 	<ul style="list-style-type: none"> Technical Services and Support from Computer Consultant Developing the Shopper's Guide to the PAAC Neighborhood Facilitating the creation of the Electronic Mall Website Developing the PAAC App for Business Listings (Also see #32) 	<ul style="list-style-type: none"> Lead Entity: Technical Consultant to Organize and Create Electronic Mall and PAAC App JRF will Provide Technical and In-Kind Support Business Community will be Engaged to Participate and be part of the Mall and App Outreach for Shoppers Guide by PAAC Host Committee 	Mid-Term to Long Term 3 to 5+ Years
14. Develop a Computer Learning Center	See #13 above	<ul style="list-style-type: none"> NJ DOLWD Youth Transitions to Work Program Cisco Foundation Microsoft Foundation Bank of America Foundation In-kind Support from JRF 	<ul style="list-style-type: none"> Providing space to Host Small Business Assistance and Loan Seminars Coordinating the Involvement of State, Regional and Local Service Providers Advertising and Outreach 	<ul style="list-style-type: none"> Lead Entity: JRF will coordinate location and purchase equipment and supplies Partner Organizations such as the NJ DOLWD to provide and facilitate computer training 	Mid-Term 3 to 5 Years
15. Job Fairs, Small Business Fairs and Outdoor Markets	\$10,000 annually	<ul style="list-style-type: none"> Technical and In-kind Support from the NJ DOLWD Technical and In-kind Support from Middlesex County WDB Local Business Engagement Technical and In-kind Support from JRF 	<ul style="list-style-type: none"> Organizing and Promotion of Local Outdoor Markets Organizing and Promotion of Job Fairs and Small Business Fairs Permits and Approvals from City of Perth Amboy 	<ul style="list-style-type: none"> Lead Entity: JRF will organize and facilitate the events Partner organizations from Middlesex County and the NJ DOLWD will assist in providing program training and services 	Mid-Term 3 to 5 Years

GOAL Number and Proposed Activity	Estimated Cost	Prospective Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
16. Academy for Workforce Development	See #11 and 18	<ul style="list-style-type: none"> U.S. SBA Technical Assistance NJ EDA Technical Assistance Perth Amboy Office of Economic & Community Development JRF In-kind Support 	<ul style="list-style-type: none"> Program Supplies and Technical Support Use of Shared Office Space Scheduling and Marketing 	<ul style="list-style-type: none"> Lead Entity: JRF will facilitate scheduling of events and outreach to prospective trainees Support for workforce development curricula from the various program partners 	Mid to Long-Term 3 to 5+ Years
17. Provide Financial Counseling Programs for PAAC Residents	\$5,000 annually	<ul style="list-style-type: none"> TD Bank Foundation Bank of America Foundation JRF In-kind Support 	<ul style="list-style-type: none"> Organizing and promoting the event Providing materials and supplies 	<ul style="list-style-type: none"> Lead Entity: Local Bank to Provide Resources and training JRF will help to organize and promote 	Mid-Term 3 to 5 Years
GOAL 3: ENHANCE SERVICES AND SERVICE DELIVERY IN THE PAAC NEIGHBORHOOD BY FOSTERING GREATER COLLABORATION, PROVIDING NEW FORUMS FOR INFORMATION AND BROADENING THE RANGE OF SERVICES PROVIDED					
18. Develop Job Internships, Job Shadowing and Job Scholarships for PAAC Residents and Expand Job Training, Placement, and Assistance Programs for Young People and Adults	\$500,000	<ul style="list-style-type: none"> Private Sector Companies Bank of America Foundation PNC Bank Foundation Area Colleges and Universities Middlesex County WDB 	<ul style="list-style-type: none"> Link PAAC Residents and Young People with Job Internships with Area Firms Create Job Shadowing Programs for Youth Fund 10 Job Scholarships Annually for Youth 	<ul style="list-style-type: none"> Lead Entity: JRF will work with Middlesex County WDB to Coordinate business outreach Local Businesses will be recruited to provide internships and job shadowing 	Short-Term to Long Term 1 to 5+ Years
19. Provide Spanish as a Second Language Training Program	\$10,000	<ul style="list-style-type: none"> Middlesex County WDB NJ DOLWD Local Schools and Colleges JRF In-kind Support 	<ul style="list-style-type: none"> Conduct classes in Spanish as a Second Language Prepare marketing and outreach material advertising and promoting the classes 	<ul style="list-style-type: none"> Lead Entity: JRF will work to secure a local college and/or WDB to facilitate the classes PAAC Host Committee will distribute and promote class schedule 	Short-Term 1 to 2 Years
20. Create Bi-lingual Materials outlining Services and Support for PAAC Residents	\$5,000	<ul style="list-style-type: none"> NJ DCA CDBG Funding JRF In-kind Support Perth Amboy School District 	<ul style="list-style-type: none"> Printing of additional Spanish language documents Hosting training programs and service events with Spanish translation 	<ul style="list-style-type: none"> Lead Entity: JRF will provide translation support and printing services PAAC Host Committee will help distribute 	Mid-Term 3 to 5 Years
21. Provide Better Access to Ride Sharing and Transportation	\$5,000	<ul style="list-style-type: none"> Middlesex County Area Transit (MCAT) DCA NRTC Funding JRF In-kind support 	<ul style="list-style-type: none"> Prepare a Ride Sharing Resource Guide for PAAC Residents Linking Seniors to the MCAT Services, including fixed route services 	<ul style="list-style-type: none"> Lead Entity: JRF will facilitate connections to MCAT MCAT will be invited to participate in service fairs and events in the PAAC Neighborhood 	Mid-Term 3 to 5 Years
22. Improve Access to Services and Entertainment for PAAC Residents	\$50,000	<ul style="list-style-type: none"> DCA NRTC Funding JRF In-kind Support 	<ul style="list-style-type: none"> Develop an On-line Video and Entertainment Program for PAAC Residents Create Welcome Packets for New PAAC Residents 	<ul style="list-style-type: none"> Lead Entity: JRF will coordinate the linkage of videos and entertainment to its website PAAC Host Committee will help distribute information to neighborhood residents 	Mid to Long Term 3 to 5+ Years
GOAL 4: PROMOTE A CLEAN, SAFE AND HEALTHY NEIGHBORHOOD					
23. Health Fairs, Health Screenings, and various Social Service Open Houses	\$25,000	<ul style="list-style-type: none"> JRF Medical Center Raritan Bay Medical Center JRF In-kind Support Jewish Renaissance Medical Center (JRMC) 	<ul style="list-style-type: none"> Conduct 2 Health Fairs annually in the PAAC Neighborhood Distribute Information on COVID vaccinations, senior services, and health screening opportunities 	<ul style="list-style-type: none"> Lead Entity: JRF Supportive Services by Jewish Renaissance Medical Center, Raritan Bay Medical Center, area health screening services and providers 	Near to Mid-Term 1 to 5 Years
24. Expand Access to the Mobile Health Van	\$50,000	<ul style="list-style-type: none"> DCA NRTC Funding JRF Community Health Center JRF In-kind Support 	<ul style="list-style-type: none"> Increase visitation to PAAC Neighborhood Provide Greater Range of Medical Support at PAAC Events and Health Fairs 	<ul style="list-style-type: none"> Lead Entity: JRF JRF will coordinate with JRMC and other area health providers 	Short-Term to Mid-Term 1 to 5 Years
25. Literature and Information	\$10,000	<ul style="list-style-type: none"> JRF Community Health Center Raritan Bay Medical Center JRF In-kind Support JRMC 	<ul style="list-style-type: none"> Expanding Print Material for Asthma Education, Senior Services, COVID Updates and other Health issues Website and social media distribution 	<ul style="list-style-type: none"> Lead Entity: JRF and Community Health Center will Coordinate Print Production JRF, JRMC and PAAC Host Committee will facilitate distribution of new literature 	Near to Mid-Term 1 to 5 Years

GOAL Number and Proposed Activity	Estimated Cost	Prospective Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
26. Enhance Opportunity for Improved Pedestrian Circulation	\$2,500,000	<ul style="list-style-type: none"> U.S. Federal Highway Administration U.S. DOT N.J. DOT Local Aid Program 	<ul style="list-style-type: none"> Redesign and Improvement to Pedestrian Tunnel under Railroad Traffic Calming along Amboy Avenue and Other Key Roadways in PAAC Neighborhood 	<ul style="list-style-type: none"> Lead Entity: Perth Amboy Public Works JRF will help facilitate coordination North Jersey TPA and Middlesex County will apply for Federal Funding and TIP Placement 	Long-Term 5+ Years
27. Enhance Neighborhood Lighting Neighborhood Lighting, continued	\$100,000	<ul style="list-style-type: none"> DCA NRTC Funding U.S. COPS Program JRF In-kind Services Home Owner Participation and Installation 	<ul style="list-style-type: none"> Install Motion Sensor Lighting in up to 100 homes annually Advertise and promote the Lighting Program 	<ul style="list-style-type: none"> Lead Entity: JRF will coordinate and promote the service Perth Amboy Police Department will help to coordinate placement of lighting with PAAC residents 	Mid to Long-Term 3 to 5+ Years
28. Invest in Traffic and Security Cameras	\$500,000	<ul style="list-style-type: none"> U.S. COPS Program DCA NRTC Funding U.S. Federal Highway Administration N.J. DOT Local Aid Program 	<ul style="list-style-type: none"> Install Traffic Cameras along Amboy Avenue and at Key Traffic Arteries in the Neighborhood Install Neighborhood Security Cameras at locations throughout the PAAC Neighborhood 	<ul style="list-style-type: none"> Lead Entity: Perth Amboy Public Works JRF will help facilitate coordination North Jersey TPA and Middlesex County will apply for Federal Funding and TIP Placement 	Long-Term 5+ Years
29. Trash Can Installation and Neighborhood Clean-up Days	\$15,000	<ul style="list-style-type: none"> DCA NRTC Funding JRF In-kind Support Resident In-kind Support 	<ul style="list-style-type: none"> Install trash cans along commercial shopping areas in the PAAC Neighborhood Host Clean up Days in the PAAC Neighborhood 	<ul style="list-style-type: none"> Lead Entity: JRF will coordinate with City of Perth Amboy Public Works Public Works will install trash cans and coordinate pick up 	Short to Mid-Term 1 to 5 Years
30. Town Watch Program and Security Cameras	\$50,000	<ul style="list-style-type: none"> DCA NRTC Funding U.S. COPS Program JRF In-kind Support 	<ul style="list-style-type: none"> Develop Town Watch Program and Protocols Secure signage and advertising Create Hot Line for Town Watch Reporting 	<ul style="list-style-type: none"> Lead Entity: Perth Amboy Police Department PAAC Host Committee and Stakeholders 	Mid to Long Term, 3 to 5+ Years
31. Promote Additional Neighborhood and Walking/Biking Police Patrols	\$500,000	<ul style="list-style-type: none"> DCA NRTC Funding U.S. COPS Program City of Perth Amboy Police Department 	<ul style="list-style-type: none"> Fund additional Personnel for Walking and Biking Patrols Additional Equipment and Supplies 	<ul style="list-style-type: none"> Lead Entity: Perth Amboy Police Department PAAC Host Committee and Stakeholders 	Long-Term 5 Years+
GOAL 5: CONTINUE TO BUILD NEIGHBORHOOD COLLABORATIONS, ENHANCE HUMAN CAPITAL, AND FACILITATE NEIGHBORHOOD TRANSFORMATION					
32. Create the PAAC Neighborhood App	\$30,000 (See #13)	<ul style="list-style-type: none"> Technical Support from Computer and Website Consultant NJ EDA Small Business Fund Fees for downloading the App JRF In-kind Support 	<ul style="list-style-type: none"> Technical Services and Support from Computer Consultant Developing the PAAC App for Business Listings and Resident Services and Support (Also see #12) 	<ul style="list-style-type: none"> Lead Entity: Technical Consultant to Organize and Create the PAAC App JRF will Provide In-Kind Support Business Community and PAAC Residents will be Engaged to Participate with the App 	Mid-Term 3 to 5 Years
33. Fund a PAAC Neighborhood Outreach Coordinator	\$200,000	<ul style="list-style-type: none"> AmeriCorps Program Funding DCA NRTC Funding JRF Matching Funds NJ DCA CDBG Funding 	<ul style="list-style-type: none"> Annual Salary and Support for Neighborhood PAAC Coordinator Administrative Supplies and Equipment Outreach and Communication Coordination Special Events and Neighborhood Activities 	<ul style="list-style-type: none"> Lead Entity: JRF will house the PAAC Program Coordinator and be responsible for oversight The PAAC Host Committee will continue to participate in neighborhood events and the coordination of activities 	Near-Term to Long-Term 1 to 5+ Years
34. Additional Facebook, Twitter and Social Media Outreach via Newsletters and Print Material	\$15,000 annually	<ul style="list-style-type: none"> DCA NRTC Funding JRF In-kind Support Area Organizations and Service Providers 	<ul style="list-style-type: none"> More Participation on Facebook and Social Media Outlets to distribute PAAC Information Printing and Distribution of hard copy materials 	<ul style="list-style-type: none"> Lead Entity: JRF will coordinate Outreach and Social Media PAAC Host Committee will distribute materials 	Short to Long-Term 1 to 5+ Years
35. Promote Better Access to Computers for Young People and Adults	\$10,000 annually	<ul style="list-style-type: none"> Schools, Colleges and Universities Apple, Dell and other Computer Companies Used Computer Donations 	<ul style="list-style-type: none"> Purchase or donation of computers/lap tops Securing space for computer training Administering the program 	<ul style="list-style-type: none"> Lead Entity: JRF will coordinate the program Schools, companies and organizations willing to donate computers will participate 	Mid-Term 3 to 5 Years
36. English as a Second Language Training, (See #20)	\$10,000	<ul style="list-style-type: none"> NJ DOLWD Local Schools and Colleges JRF In-kind Support 	<ul style="list-style-type: none"> Conduct classes in English as a Second Language Prepare marketing and outreach material advertising and promoting the classes 	<ul style="list-style-type: none"> Lead Entity: JRF will facilitate the classes PAAC Host Committee will distribute and promote class schedule 	Short to Long-Term 1 to 5+ Years

GOAL Number and Proposed Activity	Estimated Cost	Prospective Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
37. Senior Citizen Open Houses	\$5,000 annually	<ul style="list-style-type: none"> • Middlesex County Department on Aging • Middlesex County Department of Social Services • JRF In-kind Support 	<ul style="list-style-type: none"> • Hosting Open Houses for Seniors to share info on social, health and other services • Advertising and promotion 	<ul style="list-style-type: none"> • JRF will Coordinate • Middlesex County and State Service Providers will participate 	Short-Term to Long-Term, 1 to 5+ Years

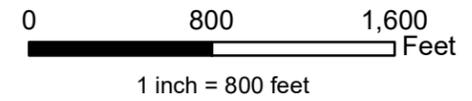
PAAC Neighborhood NRTC Project Map



- PAAC NEIGHBORHOOD PLAN MAP
LEGEND**
1. **Scott Community Center** – Proposed site for various training activities, teen programs and community center events.
 2. **Lautenberg Family Success Center** – Proposed site for various teen events, business assistance, and community center activities.
 3. **Amboy Avenue Streetscape and Corridor Improvements** – To be developed in coordination with the City of Perth Amboy, Middlesex County and the North Jersey Transportation Planning Authority
 4. **Prospective Dog Park at High School Practice Field** – Tentative location to be negotiated with the Perth Amboy School Board
 5. **Raritan Bay Area YMCA** – Site for PAAC Neighborhood recreational programs and activities for youth, adults and families
 6. **Park Development at Myrtle and Water Streets** – Continued Rehabilitation of Park Facility
 7. **New Affordable Housing Project** – Morris Habitat for Humanity Affordable Housing Project at 361 Insee Street and 362 Garretson Avenue
 8. **Mobile Health Van** – At various locations throughout the PAAC Neighborhood
 9. **New Three-Bay Firehouse** – Insee Street and Amboy Avenue
 10. **Proposed Community Garden Expansion** – 351 Lawrie Street – a possible location for a new community garden. To be negotiated with the property owner
 11. **Perth Amboy High School** – site for various community festivals, events and training programs
 12. **Vacant Lots at 704-708 West Side Avenue** – Targeted sites for potential small business center and training facilities
 13. **Academy for Urban Leadership** – Proposed site for various training, educational and business assistance activities
 14. **Amboy Avenue Festivals and Events** – Location for “Small Business Saturdays” and other neighborhood events
 15. **Francis Street Park** – Proposed site for Neighborhood Festivals, events and training sessions

Legend

Boundary



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community



Section 8 PARTICIPATORY PLANNING PROCESS



SECTION 8

PARTICIPATORY PLANNING

INTRODUCTION

Collaboration in the PAAC Neighborhood of Perth Amboy goes back many years. The JRF has lead the collaborative planning and stakeholder engagement. This commitment is central to the organization’s mission and its involvement in all aspects of its service to the Perth Amboy community.

This NRTC Plan was driven by an extremely comprehensive neighborhood engagement process. More than 250 residents, stakeholders and community organizations have participated through virtual meetings, team meetings, surveys, and outdoor events. This effort complements the previous NRTC planning processes, and the 2008 PAAC Neighborhood Plan, all of which involved many groups, organizations, residents and other stakeholders in the planning efforts.

The following narrative documents this planning process. Attached to this Plan and as part of the Appendix are a significant number of documents substantiating the many initiatives, resulting in an outstanding collaboration with the people who live and work in the PAAC Neighborhood. These attachments include the following:

1. The meeting notes and outreach documents associated with the Call to Collaboration which was held in early 2021;
2. Meeting minutes from various Host Team Meetings and Notices of Community Outreach Events;
3. Written Notice to the City of Perth Amboy about the NRTC Planning Effort;
4. Evidence of Public Review;
5. Evidence of draft Plan Submission to the City of Perth Amboy

ENGAGEMENT WITH THE CITY OF PERTH AMBOY

This NRTC planning process began with an application to the NJ DCA for funding to revise the NRTC Plan that had lapsed in 2019. The planning process envisioned by the JRF went well beyond the lapsed NRTC Plan to include an update to the original 2008 PAAC Neighborhood Plan funded by the Wachovia (now Wells Fargo) Regional Foundation. All of these planning initiatives included the active involvement of City officials.

After the NRTC Planning funds were granted by the NJ DCA, the JRF undertook three important, mandatory steps in facilitating the planning process.

- (1) A letter was sent to the City Clerk in Perth Amboy on March 28, 2021 documenting the intention of the JRF to revisit the PAAC Neighborhood Plan and update it. Several officials from City government sit on the PAAC Host Team which has been the instrumental

advisory committee responsible for guiding the development of the Plan. As required, notice was sent to the below listed individuals.

- Ms. Victoria Ann Kupsch, RNC, City Clerk
- The Honorable Helmin Caba, Mayor
- Mr. Edward Remsen, Interim Business Administrator
- Ms. Maritza Rodriguez, Business Manager, Housing & Economic Development

Documentation of the required letter to City government and proof of its receipt are included in the Appendix of this Plan.

- (2) In addition, this plan was posted on the JRF PAAC Neighborhood Website for a 30-day review commencing on June 7, 2021 and advertised in the Amboy Guardian and Home News on June 9, 2021. Comments received from the Host Team, neighborhood residents, stakeholders and members of the public are incorporated as part of the final submission to the NJ DCA.
- (3) The Plan was submitted to the City of Perth Amboy at the same time it was posted for public review. A meeting with the Mayor of Perth Amboy occurred on June 17, 2021 to discuss the plan and solicit support. Relevant comments and feedback are incorporated from city officials.

OTHER KEY ENGAGEMENTS

In addition to the outreach to City government, the JRF engaged consultant help from the *CreativeNJ* Team and from Triad Associates to assist with the Plan's development and community outreach effort. An initial meeting of the consultants' team was held in August 2020 to begin the collaborative planning process.

The planning and outreach process was facilitated initially by *CreativeNJ*, which kicked off a formal Call to Collaboration intended to engage residents and stakeholders in the future of the PAAC Neighborhood. This engagement process evolved in three stages. First, with the help of the JRF, a Host Team was formed representing a cross section of residents, community leaders, business leaders and City officials who agreed to act as the clearinghouse for the development and review of the PAAC Plan. Second and in coordination with the Host Team, a strategy for engaging the neighborhood at large was developed and initiated. This process which became known as the PAAC Neighborhood Call to Collaboration was held in January of 2021 over the course of two days. It was facilitated by *CreativeNJ* but managed principally by residents and stakeholders in the Neighborhood who agreed to lead a wide-ranging series of group discussions. These discussions centered on a broad range of topics, including the following:

- Housing
- Business Development

- Community Safety
- Recreation
- Organization and Communication
- Transportation and Traffic
- Festivals, Services and Activities
- Education and Workforce Training

Resulting from this engagement effort, is a 43-page summary document outlining the conversations held during the Call to Collaboration. In addition, 10 pages of notes from these meetings documents the range of issues discussed.

The subjects outlined in this summary were reformatted as part of a listing of 22 topics and initiatives in a survey of both the Host Team and over a hundred Neighborhood residents and stakeholders. Additional outreach to residents that provided opportunities for collecting survey responses occurred in late April and May as described.

Both the issues summary and the survey form are attached to the Appendix of this Plan. These documents then led to the Vision Statement, the Goals, Strategies and Implementation metrics contained in Section 7 of the Plan and the related Forms NP-3 and NP-4.

These however, were not the only opportunities in which the JRF and Host Team provided neighborhood outreach.

Other Community Outreach Events

The JRF and the PAAC Host Team used Earth Day as a way to promote neighborhood outreach and inclusion in the NRTC Planning Process. There were two Earth Day Celebrations. The first was on April 17, 2021 at Patten Park. This event provided residents with a chance to shred documents in a safe and environmentally sound manner, but also gave them the chance to sign up for clean energy and monthly energy bill savings in partnership with the firm of *Solar Landscape*. Similar opportunities were provided at the official 2021 opening of the PAAC Community Garden – on April 22nd, and at a series of events on May 1st. A Neighborhood Clean-up Day also helped to celebrate Earth Day and engage residents in the planning process.





In addition, the JRF staff sponsored two PAAC Pop up Events the Weeks of April 28, 2021 and May 10, 2021 where tables were set up at businesses along Amboy Avenue. These Pop-up Events provided other important opportunities where information about the NRTC Plan was distributed. It also allowed for a chance to get residents to register their information as part of the PAAC Neighborhood and participate in the NRTC Neighborhood Survey. The survey was distributed at all of these events in addition to having been emailed to residents and businesses.

The PAAC Team went one step further to secure support and neighborhood involvement by canvassing the neighborhood speaking with residents. Neighborhood Canvassing occurred through mid-June to ensure again, maximum participation in the community outreach and survey effort.

Public safety was raised as an important issue in the Call to Collaboration, therefore the PAAC Team arranged for a Public Safety Meeting which was held on May 25, 2021. The meeting broached a range of topics including community policing, accessing police services, the responsibilities of a neighborhood police officer and the PAAC neighbor’s desire to have regular activities and interaction with City police officers.

Because many of these events occurred during Community Action Month (May 2021), the planning process received maximum publicity. A faith-based meeting with key church groups occurred on May 18th and an Ice Cream Social was held on April 22nd, the date of the community garden opening. A small business meeting was held on May 11, 2021. All of these events were used to augment the public engagement process and help to solicit ideas about neighborhood projects and initiatives.

Copies of letters from various city and other stakeholder organizations are attached to the Appendix of this Plan and are further evidence of the broad-based commitment to the Plan’s implementation and the redevelopment of the PAAC Neighborhood.

The Work of the Host Team

The PAAC Host Team played a critical role in the planning process. First and foremost, the members worked to engage residents and stakeholders in an overview of issues important to them. They initiated the Call to Collaboration in conjunction with the *CreativeNJ* Team, and then helped to cull the most important neighborhood issues into a survey which was administered to residents and businesses in the neighborhood.

Throughout the planning process, the Host Committee met 12 times. Copies of agendas and notes from these meetings are attached to the final plan. The Committee also reviewed survey

results, helped to set neighborhood priorities, reviewed the draft plan, and authorized its submission to the NJ DCA on June 17, 2021.

The following pages provide additional information, as required by the NJ DCA NRTC Guidelines and as listed below.

- a) Evidence of Community Outreach Efforts
- b) Evidence of Community Input
- c) Written Notice to the City of Perth Amboy regarding the intent to develop a Neighborhood Plan
- d) Letters of Support
- e) Evidence that a draft of the Neighborhood Plan was made available for Public Review
- f) Evidence that the final Plan was submitted to the Municipality for a 30-Day Review Period, prior to its submission to NJ DCA.

GOAL #1: Build a Better PAAC Neighborhood by Improving Infrastructure, Housing, and Community Activities



Theory of Change



GOAL #5: Continue to Build Neighborhood Collaborations, Enhance Human Capital, and Facilitate Neighborhood Transformation

GOAL #2: Encourage Greater Economic Opportunity for Residents and Businesses in the PAAC Neighborhood

GOAL #3: Enhance Services and Service Delivery in the PAAC Neighborhood by Fostering Greater Collaboration, Providing New Forums for Information and Broadening the Range of Services Provided

GOAL #4: Promote a Clean, Safe and Healthy Neighborhood



EDUCATION & LEADERSHIP DEVELOPMENT

Services & Strategies



AFFORDABLE HOUSING & REHAB



NEIGHBORHOOD ENGAGEMENT



SMALL BUSINESS SUPPORT



EMPLOYMENT SUPPORT & JOB TRAINING

HEALTH & WELLNESS



NEIGHBORHOOD OWNERSHIP



INNOVATION & TECHNOLOGY

Core Projects

- Fund a Teen Center.
- Provide internships & job shadowing.
- Promote job training programs.
- Develop a dog park.
- Invest in bilingual training.
- Develop a community center.
- Expand access to health & social services
- Create a small business center.
- Provide housing assistance programs.
- Invest in street infrastructure.

Managing Accomplishment & Performance

- | | | |
|---|--|--|
| <p>How well does the PAAC Team operate?</p> <ul style="list-style-type: none"> • Part of the planning process • Use of the master planner • Results Oriented Management & Accountability | <p>How do we know PAAC makes an impact?</p> <ul style="list-style-type: none"> • Focus groups & surveys • Change in conditions • Increased access | <p>How do we ensure the PAAC Plan stays relevant?</p> <ul style="list-style-type: none"> • Use it as a basis of conversation - living document • Depend on the PAAC Neighborhood Association |
|---|--|--|

PAAC VISION: Residents of the Perth Amboy PAAC Neighborhood desire a clean & safe community where people have ready access to good jobs, quality education, recreation, a full range of social, medical, family services, a strong sense of identity and a greater connection to the civic & cultural affairs of the City.



Teoría del Cambio



OBJETIVO # 1: Construir un mejor vecindario PAAC mejorando la infraestructura, la vivienda y las actividades comunitarias

OBJETIVO # 2: Fomentar una mayor oportunidad económica para los residentes y negocios en el vecindario PAAC

OBJETIVO # 3: Mejorar los servicios y la prestación de servicios en el vecindario de PAAC fomentando una mayor colaboración, proporcionando nuevos foros de información y ampliando la gama de servicios proporcionados

OBJETIVO # 4: Promover un vecindario limpio, seguro y saludable

OBJETIVO # 5: Continuar construyendo colaboraciones en los vecindarios, mejorar el capital humano y facilitar la transformación del vecindario



EDUCACIÓN Y
DESARROLLO
DE LIDERAZGO

Servicios y Estrategias



VIVIENDA Y
REHABILITACIÓN ACCESIBLE



COMPROMISO CON
EL VECINDARIO



SOPORTE PARA
PEQUEÑAS EMPRESAS

SALUD Y BIENESTAR



APOYO LABORAL
Y CAPACITACIÓN
LABORAL



PROPIEDAD DEL VECINDARIO



INNOVACIÓN Y
TECNOLOGÍA

Proyectos Principales

- Financiar un centro para adolescentes.
- Proporcionar pasantías y programas de observación laboral.
- Promover programas de formación laboral.
- Desarrollar un parque para perros.
- Invertir en capacitación en español.
- Crear un centro comunitario.
- Ampliar el acceso a los programas de servicios sociales y de salud.
- Crear un Centro de asistencia para pequeñas empresas.
- Proporcionar programas de asistencia para la vivienda.
- Invertir en infraestructura vial.

Gestión de Logros y Desempeño

¿Qué tan bien opera el equipo PAAC?

- Parte del proceso de planificación
- Uso del planificador maestro
- Rendición de cuentas y gestión orientada a resultados

¿Cómo sabemos que PAAC tiene un impacto?

- Grupos focales y encuestas
- Cambio de condiciones
- Mayor acceso

¿Cómo nos aseguramos de que el Plan PAAC siga siendo relevante?

- Úselo como base de conversación - documento vivo
- Dependencia de la Asociación de Vecinos PAAC

VISION PAAC: Los residentes del vecindario PAAC de Perth Amboy desean una comunidad limpia y segura donde las personas tengan fácil acceso a buenos trabajos, educación de calidad, recreación, una gama completa de servicios sociales, médicos y familiares, un fuerte sentido de identidad y una mayor conexión a los asuntos cívicos y culturales de la ciudad.

NRTC PLAN SECTION 8

NEIGHBORHOOD PLANNING PROCESS

Evidence of Community Outreach





PAAC Planning Timeline for the NRTC Plan Application

July 21, 2020 Strategy Meeting, PAAC NRTC Planning Grant: First meeting held with the teams from PAAC, Triad and Creative NJ to start the planning process for the PAAC NRTC Plan Application.

July 28, 2020 Scope of Work Meeting, PAAC & Triad for the NRTC Planning Grant: Meeting held with Steve Kehs and Carolyn Zumpino from Triad to go over task list.

July 30, 2020 Meeting with Creative NJ & JRF for the NRTC Planning Grant: Meeting with Creative NJ about planning grant details and tasks to start the process.



August 17, 2020 PAAC C2C Meeting: Meeting with Creative NJ and PAAC to determine stakeholders and residents to serve on the Host Team.

September 2020 Small Business Check In Phone Calls around the planning process and COVID 19: At the end of September we heard about the possibility of additional funds for our small businesses to help with COVID relief. We immediately started calling about pressing needs.

September 16, 2020 PAAC & Creative New Jersey Meeting: Meeting to prep tasks and details for Association Meeting/ Host Team on 09/18/2021.

September 18, 2020 PAAC Neighborhood Host Team Intro Meeting/Association Meeting: PAAC & CNJ facilitated our first virtual neighborhood association/ Host Team meeting to guide the preparation for our Call 2 Collaboration.

September 29, 2020 PAAC Host Team Meeting/Association Meeting: PAAC & CNJ held a virtual neighborhood association/Host Team meeting to discuss guiding questions for C2C. **July to September 2020 Garden Clean-ups to promote the PAAC Planning Process (Community Garden):** Families enjoyed the garden by appointment due to COVID 19. The garden continues to be a place of comfort for many of our families who live in apartments and don't have access to outdoor space and a great place to promote out planning efforts.

October 14, 2020 PAAC Host Team Meeting/Association Meeting: Together with CNJ, PAAC held a virtual neighborhood association/Host Team meeting.

October 28, 2020 Neighborhood Clean-up/Association Meetings: In partnership with the Fire Department and the City of Perth Amboy, we held our first in person planning





PAAC Planning Timeline for the NRTC Plan Application

engagement since COVID 19. The Office of Public Works unveiled our Francis Street Park Mini Library.

October 31, 2020 Garden Clean-up (Community Garden): Volunteers helped to close the garden and canvass their neighbors about the PAAC planning efforts.



November 23, 2020 Thankful Bags: PAAC in partnership with all social service programs provided “Thankful Bags” with food items delivered to families in the PAAC neighborhood and included planning information as well as vouchers to Daisy’s (PAAC Neighborhood Business).

December 8, 2020 Gateway (NJCC) & PAAC (CNJ) Planning for Collaboration: Meeting including a discussion about ways to develop projects beneficial for both neighborhoods.

December 04, 2020 PAAC Host Team Meeting: preparation for the C2C.

December 18, 2020: Triad & PAAC Planning Meeting: Meeting with Steve Kehs and Carolyn Zumpino to go over task list for the plan narratives.

December 2020 Small Business Check Engagement (Small Business NRTC CARES Grant): We received additional funds in December through COVID CARES for our small businesses. Through this grant, we engaged our small businesses as an integral part of the planning process.



January 2021 Perth Amboy Eats: In partnership with Key Marketing and the City of Perth Amboy, we created a website to highlight the city’s eateries – [Perth Amboy Eats](#). We used this as an opportunity to explain PAAC.

January 13, 2021 PAAC Host Team Meeting: PAAC and CNJ held a virtual neighborhood association/Host Team meeting. Discussion focused on final details and outreach to the PAAC residents, stakeholders and partners of the community for the Call to Collaboration.



PAAC Planning Timeline for the NRTC Plan Application



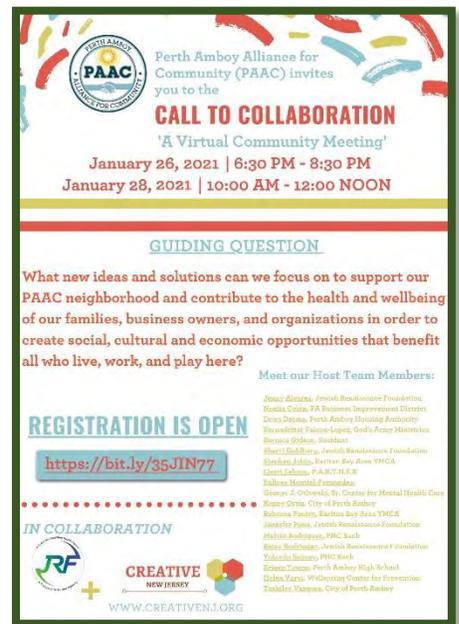
January 26 and January 28, 2021 Call to Collaboration: PAAC in partnership with Creative NJ (CNJ) facilitated a community discussion on the needs of our neighborhood for our new 10 Year Master Plan. We had great attendance and talked with our neighbors at our virtual Call to Collaborations. It was a bilingual event and anyone who was interested in the PAAC Neighborhood could join. Community

members, business meeting owners, and host team members came together to discuss important topics and give insight on the future of the PAAC Neighborhood.

February 18, 2021 JRF, Triad, & CNJ Meeting: Discussed results and findings of PAAC “Call to Collaboration” event. Go over data collected and concerns, projects, and opinions of the attendees on the future of the PAAC Neighborhood for the upcoming 10 year plan.

February 25, 2021 PAAC Host Team Debrief Meeting: Went over the “Call to Collaboration” event for the PAAC Neighborhood. CNJ presented results and a list of projects and initiatives gathered from the two-day event.

February 2021 Delivery of COVID Relief Materials and Promotion of the Planning Process: We provided COVID relief materials for our PAAC Small businesses and provided consultation for grants. Branded materials such as hand sanitizers, facemasks, window clings and reusable bags were given to promote the planning process.



February 05, 12, & 19 2021 PAAC Weekly Giveaways on Facebook: Contests for engagement.



February 18, 2021 PAAC, Triad, & Creative NJ Meeting: Our PAAC team also met with Creative NJ and Triad to discussing the next steps of creating our 10-year master plan for the neighborhood to submit to the NJ Department of Community Affairs. We will continue gathering data to design and create the utmost effective plan for growth and wellbeing for our families and our neighborhood’s future.

March 05, 19, & 26 2021: PAAC Weekly Giveaways on Facebook





PAAC Planning Timeline for the NRTC Plan Application

March 23, 2021 Perth Amboy Eats Official Launch Recording:

The PAAC Small Business Team attended the recording of the official launch of the new website www.perthamboyeats.com *Perth Amboy Eats*, was made possible through our partnership with the City of Perth Amboy. Our ultimate goal is to get all our eateries highlighted on Perth Amboy Eats. During this event, Thomas Griffin, owner of the iconic Fajji's Ice Cream located at 810 Amboy Avenue, welcomed Major Caba and some of his staff to discuss the impact Fajji's suffered with COVID and his experience working with PAAC. Promoted our planning efforts with signage and surveys.



March 28, 2021 PAAC Pop-up Marmolejos Deli & Grocery: Distributed PAAC materials to residents in the area. Completed PAAC Neighborhood plan survey and share the importance on their ideas and opinions on the future of the PAAC Neighborhood with residents and nearby business owners.



March 31, 2021 PAAC Community Solar Living Room Conversation & Solar Jeopardy:

The virtual meeting was held on zoom and broadcast on the JRF Facebook Live, informing the Perth Amboy residents and business owners about Solar Landscape and all the benefits of switching to solar energy for PAAC residents.

April 1, 7, 15, 2021 PAAC Team Meetings:

Brainstorming on ways we can reach out to collect more data for the surveys of the PAAC NRTC plan, updates on task fulfillment and upcoming pop-up events as well as develop ways to connect with our residents.

April 22, 2021: PAAC Earth Day at the PAAC

Garden: PAAC Team welcomed our neighbors to our garden. We hosted an Ice Cream Social complete with delicious homemade ice cream made by Fajji's. At our event, a shredding truck was available for our families to jump-start their spring-cleaning. Many young volunteers gathered to clean up the garden to prepare for the upcoming planting season. Excellent planning opportunity.



April 28, 2021 PAAC Host Meeting: "We Need to Hear Your Voice" PAAC Host Team meeting with community Partners. Triad and PAAC updated on PAAC activities to reach out to the residents and business owners.



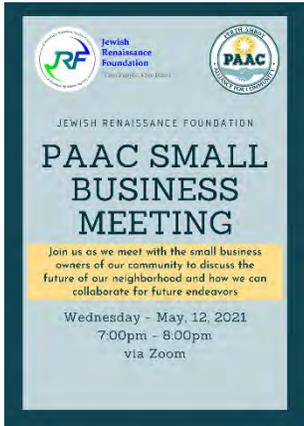
PAAC Planning Timeline for the NRTC Plan Application

May 06, 17, 2021 PAAC Team Meetings: Planning efforts.

May 1, 2021 PAAC Earth Day, City Clean Up: In Partnership with the City of Perth Amboy, the PAAC team was able to host a cleanup event at Francis street park. The PAAC Team was able to engage with the residents and distributed and helped fill out the PAAC Neighborhood Plan survey.

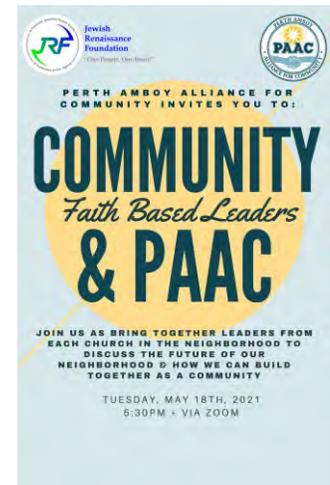


May 12, 2021 PAAC Small Business Meeting: PAAC Team hosted a zoom meeting for the PAAC Small Business Owners, to inform them about the current grants and loans available for their use. Opened up the conversation on their needs and concerns and how the PAAC Team can help. In addition, all filled out the PAAC plan survey.

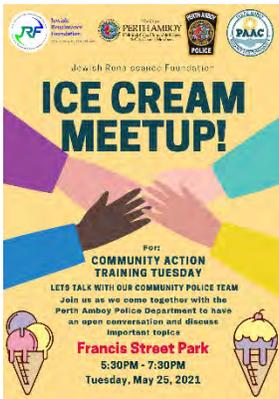


May 17, 2021 PAAC Pop-up at Glow Salon in Amboy Avenue: Distributed PAAC materials to the resident in the area. Completed PAAC Neighborhood plan survey and share the importance on their ideas and opinions on the future of the PAAC Neighborhood with residents and nearby business owners.

May 18, 2021 PAAC Faith-Based Meeting: Meeting with the Faith based leaders and the churches in the PAAC Neighborhood. PAAC team introduced the purpose and services offered to the community by PAAC. Also explained the importance and purpose of their ideas and feedback via the meeting and completing the PAAC Neighborhood Survey for the Future of the Neighborhood for the upcoming 10 years.



May 24, 2021 PAAC Visit to Amboy Avenue: PAAC team canvassed Amboy Avenue visiting businesses and residents getting surveys for the PAAC NRTC Neighborhood Plan.



May 25, 2021 PAAC Community Action Training Tuesday: Conversation with Our Community Police Department from the City of Perth Amboy at Francis Street Park: The PAAC Team facilitated a safe space and opened the conversation between the community department and the residents and business owners of the PAAC neighborhood.



PAAC Planning Timeline for the NRTC Plan Application

June 16, 2021 PAAC Neighborhood Meeting at Francis Street Park: Community meeting with residents and business owners of the PAAC Neighborhood to present and talk about the core projects as result of the feedback received from residents and businesses of the their wants, needs, and future of the neighborhood. They gave feedback on plan draft and shared their opinion and thoughts.

June 17, 2021 PAAC Host Team Meeting: PAAC facilitated a Host Team Meeting, to present the published plan draft, go over feedback from residents and business owners of the PAAC neighborhood plan. After discussion the Host Team approved the submission of the plan.

June 17, 2021 Presentation of PAAC Neighborhood Plan to Mayor: The PAAC Team presented to Mayor Helmin Caba of the City of Perth Amboy and Kenneth Ortiz, Director of Human Services. We reviewed PAAC's purpose, services, active programs and projects to help the PAAC Neighborhood and the city of Perth Amboy. Mayor Caba expressed his support and added his thoughts about innovation and technology. He ultimately sent a letter of support.





Jewish Renaissance Foundation
PAAC Ice Cream Meet Up!
Let's Kick It w/ Our Community Police Crew
May 19, 2021 5:30 pm to 7:30 pm



Run of Show & Agenda

- 5:30 pm to 6 pm: Neighbors Arrive
Registration
Get ice cream
Bring children to activity table to sign in
Get settled at picnic table area for the Meet Up!
- 6 pm to 7 pm Kids Group Activities
Meet Up! (Facilitators - Sherri Goldberg & Ana Camila Gutierrez)
- (15 minutes) Introductions (people, structure & purpose of event)
 - (10 minutes) 1st Topic: What is community policing and what makes this unit different? What kinds of things are they expected to do?
 - (10 minutes) 2nd Topic: What does a community police officer's shift look like? What do you do?
 - (10 minutes) 3rd Topic: What are your plans to connect with the community, our neighborhood? How can the community connect with you (events?)?
 - (15 minutes) Reminder about how to ask questions (respect, no offensive questions, no button pushing etc.) Question & Answer time.
- 7 pm to 7:30 pm Finish up w/ conversation and provide any additional information
Pick up kids from activity.
Start clean up



Jewish Renaissance Foundation
PAAC Ice Cream Meet Up!
Let's Kick It w/ Our Community Police Crew



Master Planner

- Event: "Ice Cream Meet Up! Let's Kick-it w/ Our Community Policy Crew"
- Event Date: Monday, May 19, 2021
- Time: 5:30pm- 7:30 pm
- Venue: Francis Street Park, Corner of Ashley & Francis Street
- Event Theme: Open a safe space for the community to communicate with the Community Policing team and talk about neighborhood concerns.

- + Facilitators: [Sherri Goldberg](#), Director of Community & Family & Americorps Member, [Ana Camila Gutierrez](#)
- + Marketing
 - Event Flyer: [Dania Arias & Jennifer Pena](#)
 - Create Facebook, Twitter, IG Posts: [Yeng Shao](#)
 - Create Registration Form w/ amount of children and link?: [Jenny Alvarez](#)
 - Create Constant Contact and Website Banner: [Lissett Lebron?](#)
- + Event Agenda: [Dania Arias](#), [Sherri Goldberg](#) and [Vanessa Ferreira](#)
- + Food
 - Ice Cream: [Dania Arias/ Thomas Griffin](#) – Fajji's
 - [Yeng Shao](#) – Scoop Ice Cream
- + Entertainment
 - JRF Speaker:
 - Make a play list:
- + Storage – speaker, tents: [Sherri & Dania](#)
- + Children's Activities 6 pm to 7 pm
 - Recruit 4 Americorps members: [Vanessa Cebin](#)
 - Create 4 groups of activities w/ schedule: [Jenny Alvarez](#)
- + Logistics & Equipment
 - Tables: [Christina Gomez](#)
 - Registration: 2 PAAC Tables (registration & activity)
 - Chairs: [Dania Arias](#)
 - 20 PAAC Folding chairs or lawn chairs if [Sherri](#) purchases
 - 2 Extension Cords: [Dania Arias](#)
 - Power Source: [Christina Gomez \(Americorps\)](#)
 - Resident's home
 - Stuff to bring: [Dania Arias](#) - Ice Cream tickets, raffle tickets, tablecloths, pens, sign-in sheets, surveys, PAAC promotional materials; mask, reusable bags, & hand sanitizer, 4 gift cards to Shoprite for giveaways, water, napkins, trash bags
- + Main Contacts: [Sherri Goldberg](#), [Vanessa Ferreira](#), [Dania Arias](#)



PAAC Host Team Meeting: 6/17/2021 at 10 am to 11 am

AGENDA

1. Introductions (Sherri)
2. PAAC Priorities (Sherri)
 - a. Messages of Hope including signage for businesses
 - b. 4/22/2021 Garden Opening
 - c. 5/1/2021 Neighborhood Cleanup
 - d. Neighborhood canvassing – business & residential
 - e. Maps, forms and narrative (Steve)
3. Survey results update (Sherri & Steve)
4. Vision Statement Discussion and/or Reaffirmation (Sherri & Steve)

Residents of the Perth Amboy Alliance for Community (PAAC) Neighborhood desire a clean and safe community where people have ready access to good jobs, quality education, recreation, a full range of social, medical, and family services, a strong sense of identity and a greater connection to the civic and cultural affairs of the City.

5. Next Steps (Sherri & Steve)



PAAC Host Team Meeting: 4/28/2021 at 4 pm to 5 pm

AGENDA

- 1. Introductions (Sherri)
- 2. PAAC Initiatives, Activities and Campaigns building on the Call to Collaboration (1/26 & 1/28/2021) and application progress (Sherri & Steve)
 - a. Messages of Hope including signage for businesses
 - b. 4/22/2021 Garden Opening
 - c. 5/1/2021 Neighborhood Cleanup
 - d. Neighborhood canvassing – business & residential
 - e. Maps, forms and narrative (Steve)
- 3. Survey results update (Sherri & Steve)
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- 5. Next Steps (Sherri & Steve)

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PAAC Host Team Meeting - January 13, 2021 4:00pm

Attendance: Sherri Goldberg, Yolanda Swiney, Helen Varvi, Rebecca Pauley, Noelia Colon, Jennifer Pena, Lisett Lebron, Steve Jobin, Tashi Vazquez, Eugenia Hill, Dania Arias, Bernice Gideon, Emely DeJesus

A G E N D A (original items in red) (black are notes taken at the meeting 1/13)

- Yolanda welcomes us
- Current registration (2 min)
 - Currently about 25 people registered
 - Mixture of host team members, residents, business representative, someone from Middlesex county - building a broader diverse group
 - Host Team members on the call have registered
 - As of now, averaging 14 people per day, pretty equal on registrations based on the day
- <https://www.eventbrite.com/e/paacs-virtual-call-to-collaboration-tickets-12270224471>
- Host Team members report on status of invitations (20 min)
 - Discussion of who is missing and who is reaching out
 - Host Team encouraged to send to their whole list, even if someone else on the host team has already sent the invitation
 - Jennifer - sent invite out to families and community members - waiting to hear back
 - People are starting to pay attention more now that we are getting close to the event dates
 - Sherri hopes the 500 door hangers will arrive by the end of the week. PAAC Team is creating a plan to get the door hangers out into the community.
 - Contacting new PAAC grantees to personally invite them to the C2C
 - Send the new Mayor a formal email invitation, new council members, chiefs, etc. A few Host Team members have relationships enough that can follow up to these individuals with a call
 - Robo Call and Blast email to schools and city - Sherri to send write up to Tashi and Noelia and they can help support this in their respective areas

Creative New Jersey fosters collaboration, community inclusion and creative thinking by convening highly-diverse groups of people with varied cross-sector skills, viewpoints, backgrounds, and lived-experiences, in order to advance a community dialogue around critical issues, build and strengthen diverse community networks, encourage cross-sector and multi-cultural partnerships, and foster equitable community-based solutions.



- Running giveaways to help drive registration
- Press Release to go into the Amboy Guardian & online site - check deadline
 - Take out an ad - CNJ & JFR to partner on this for TOMORROW
- Signage will hopefully go up next week. Signage will go around the neighborhood and in the city.
 - Hoping to get permission to hang banners on 440 overpass and other prominent places.
 - Hang a banner on Amboy Avenue Housing Authority Office and fence at Dunlap
 - Get Steve a banner and he will hang it up at the YMCA
- **Topic Proposal (15-20)**
 - Get the Team to propose topics on the spot that they will lead. This will help to market the C2C
 - All session managers are bi-lingual and sessions can be in Spanish, English, or bi-lingual
 - Spanish translation will be provided for opening and closing sessions

 - Yolanda::

 - Sherri shares her topic: Should the borders of the PAAC neighborhood be expanded? Her words: What is the thought about including more space/area into expanding the PAAC neighborhood?
 - Sherri committed to moderate session

 - Bernice: How can we improve the traffic and the parking in this neighborhood?
 - Bernice Committed to moderate session

 - Sherri: How can we make living in the neighborhood more affordable?
 - Jennifer Pena committed to moderate the session

 - Sherri: How can we come together to create a recreation space that allows for a wide variety of recreational options?

- Steve: How do we solve unsafe/unhealthy housing?
 - Steve committed to moderate session

- Lisett: How can we be more effective in sharing and communication in the neighborhood and across the city?

- Dania: What resources and apps are available to help business owners become more organized in their businesses?
 - Dania committed to moderate session (bi-lingual)

- **Host Team email Yolanda with any topics they want to moderate**
- **Student participation is encouraged** - Host Team if you have contacts to have students at Perth Amboy High School, we have a letter that explains this and we would love to have them!
 - School based youth program and STEP UP program at the Charter School (AUL on Amboy Ave)
 - Emerging Leaders Program
 - Sherri to send a letter to the Board of Ed and use their robo call system to go out to parents

- **Next Steps (5 min)**
 - Follow up and continue to send invitations
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PAAC Neighborhood Call to Collaboration Host Team Meeting

Friday, Sept. 18, 2020 9:30am—11:00am

Join Zoom Meeting

<https://us02web.zoom.us/j/89780414744?pwd=M0hkb2lNK1JzUHNsQkIQTTVqejlVQT09>

Meeting ID: 897 8041 4744 | Passcode: 270105

+13126266799,,89780414744# US (Chicago)

+16468769923,,89780414744# US (New York)

Attendance: Douglas Dzema, Pastor Berny, Helen Varvi, Carolyn Zumpino, Rebecca Pauley, Estefany Rodriguez, Rob Capone, Eulices Montiel-Fernandez, Betsy Rodriguez, Ken Ortiz, Lisett Lebron, Tashilee Vazquez, Briem Towns, Steve Jobin, Sherri Goldberg, Jennifer Pena, Jenny Alvarez,

AGENDA (original items in red)
(black are notes taken at the meeting 9/18)

Our Mission: *Creative New Jersey (CNJ) is dedicated to fostering creativity, collaboration and inclusion by empowering cross-sector partnerships in commerce, education, philanthropy, government, and culture in order to ensure dynamic communities and a thriving economy.*

1. Welcome, Introductions, PAAC Neighborhood Master Plan & CNJ brief overview
2. Host Team & Call to Collaboration Process
 - A. Host Team
Design central organizing theme, create the master invitation list, and invite the people
 - B. Building the Master Invitation list
 - Police officers
 - invite all the different cultures and language speakers in the community
 - Mayor's Office, City
3. Designing the Central Question...creativity, collaboration and inclusion
 - Priorities of the PAAC Neighborhood
 - Housing -- look at providing or updating/rehabbing homes in the area.

Creative New Jersey fosters collaboration, community inclusion and creative thinking by convening highly-diverse groups of people with varied cross-sector skills, viewpoints, backgrounds, and lived-experiences, in order to advance a community dialogue around critical issues, build and strengthen diverse community networks, encourage cross-sector and multi-cultural partnerships, and foster equitable community-based solutions.

- Healthy housing has been an initiative. Healthy housing - issues of overcrowding, illegal conversions, which then cause issues of over use of electricity that, can cause fires, etc. Education of these issues to the community.
- Code Enforcement in this area.
- How to enforce the overcrowding?
- Education - Door-to-door education about tenants' rights, carbon monoxide, fire safety, where to go and who to call if you have a problem in your apartment although, this will cause fear for undocumented residents.
- Door-to-door education on healthy housing like we did in the Gateway Neighborhood
- Affordable housing - creating set asides, not necessarily building new, changing scopes/zoning.
- Mental Health - housing is a big issue.
- Playground rebuild - use of open space for recreation space to service young families and older generations.
- Community gardens.
- Demographics - PAAC more homeowners, fewer renters
- Elementary Schools - opportunity to build the capacity of the PTO
 - Leveraging parents and their commitment
- Senior activities
- Small Business support - not part of the BID
 - BID is an assessment on the property paid by the owner, and monies go into a fund to go back into that business area
 - PAAC is part of the UEZ and can leverage out of that
- Environmental/Infrastructure
 - Rain water run off
 - Open space - under the recommendation based on residents
 - Beautification - elderly involved in community garden
- Public Health - quality of life issues
 - Cap on liquor store licenses
 - Limit on vape shops
 - How to have youth be a part of these issues and organize around them
 - Environmental changes and impact
 - Healthy aging

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- Neighborhood watch/Community policing/partnership with officers (new and retiring)

4. Virtual Call to Collaboration Logistics (Zoom)

- A. Dates & Times - Proposed timeframe 11/10 - 11/16, Saturday mornings
- B. Translation
- C. Timeline & important deadlines - **Registration/Topic Proposal - first week in October**

5. Next Steps

- A. **Scheduling next Host Team meeting - Hold 9/29 3pm**
- B. **Invitation List population**

6. Adjournment

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September 29, 2020 at 3:00pm

Attendance: Yolanda Swiney, Bernice Gideon, Tashilee Vazquez, Sherri Goldberg, Rebecca Pauley, Jenny Alvarez, Helen Varvi, Lisett Lebron, Steve Jobin, Jennifer Pena, Eulices Fernandez,

A G E N D A (original items in red) (black are notes taken at the meeting 9/29)

Introductions

Two important things we need Host Team input and thought leadership on:

1. **Guiding Question:** Based on the conversation during our meeting last week, we have drafted a Guiding Question for the PAAC Call to Collaboration. This question should be broad enough that all different kinds of people can see themselves in it, but also have nuance that is specific to the PAAC neighborhood. **What resonates for you, and what does not? What, if any, changes would you suggest?**

What ideas and solutions can we focus on to improve our PAAC neighborhood, to support the health and wellbeing of our families, business owners, and agencies, and to create public spaces and economic opportunities that benefit all who live, work, and play here?

Comments by Host Team:

- Add in Houses of Worship, Schools
- Using the words like “solutions and to improve” sounds like things aren't going so well
 - Can we reword to say “sustain”
 - Put that language up front
- Use the word “Address” because people have different views and experiences
 - “What Ideas and solutions can we focus on addressing to improve and sustain...”
- Would like to see new things occur within PAAC: Community yard sale
 - Change to “Activating and creating public space”

Creative New Jersey fosters collaboration, community inclusion and creative thinking by convening highly-diverse groups of people with varied cross-sector skills, viewpoints, backgrounds, and lived-experiences, in order to advance a community dialogue around critical issues, build and strengthen diverse community networks, encourage cross-sector and multi-cultural partnerships, and foster equitable community-based solutions.

- Health & wellness
- In addition to “economic”, add cultural, artistic, etc.
- Many issues have to do with road conditions and noise complaints - can we somehow address that?
 - Add in “Quality of Life”
- Remove the Houses of worships, schools, to keep it more open
 - These can fall under agencies
 - Maybe say “nonprofits” or “organizations”
- Can we remove “active public spaces”? Because it falls under health and wellbeing

FINAL

What new ideas and solutions can we focus on to support our PAAC neighborhood and contribute to the health and wellbeing of our families, business owners, and organizations in order to create social, cultural and economic opportunities that benefit all who live, work, and play here?

2. Dates for the Call to Collaboration:

At our meeting last week, we shared initial thoughts on what dates and times would allow the greatest number of people to participate in the Call to Collaboration, while ensuring a critical mass of people participating each time. Here are two scenarios – **please weigh in and tell us which one you think will work best** (or if there is a tweak to one of these scenarios you’d suggest):

Scenario #1:

- Tues. Nov. 10 – 7p-9p
- Thurs. Nov. 12 – 7p-9p

Scenario #2:

- Thurs. Nov. 12 – 7p-9p
- Sat. Nov. 14 – 9:30a-11:30p

Comments from Host Team:

- For seniors 7 - 9pm is too late. Having both dates be that evening time would be too late for them. Morning is great for seniors

- Have on date that is earlier
- Business owners are more likely to attend at night
- Saturday for seniors and evening for rest of populations
- No Saturdays - don't add another day to tying people to their computer
- Students will have to be invited to the evening session, they can't be pulled from remote learning
- Consensus: Weekday evening and a weekday daytime
- Have a day in between the two sessions
- How will we get seniors on via the technology
 - Can the local host team partner or find a space to house this population
 - They don't necessarily have smart phones or access to the help they will need
 - Host team to potentially create a training prior to the event to help them
 - There are limits on their "minutes" on their phone
- 85% of the population is Hispanic

FINAL

Tuesday November 10th, 6:30pm - 8:30pm

Thursday November 12th, 10:00am - 12:00pm

Next Steps

- CNJ to prepare invitation letter for Host Team to send out
- Marketing Materials
- Build registration page with Topic Creation (English and Spanish)
- FAQ Page (English and Spanish)
- Confirm Host Team Affiliations
- Host team to think on who to invite
- Create Google Spreadsheet for Invitation List to Share with Host Team

Next Host Team Meeting: 10/14/2020 3pm - 4:30pm works for this team



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PAAC Neighborhood Call to Collaboration Host Team Meeting

Wednesday, Oct. 14, 2020 3:00pm-4:30pm

Join Zoom Meeting

<https://us02web.zoom.us/j/84540805116?pwd=Rm9MVEgxeThHemlwUUh3OXRNZ2FnQT09>

Meeting ID: 845 4080 5116 | Passcode: 801444

+13017158592,,84540805116# US (Germantown)

+13126266799,,84540805116# US (Chicago)

A G E N D A (original items in red)

(black are notes taken at the meeting 10/14)

1. Reassess Call to Collaboration dates
 - A. NRTC Extension for Plan
 - B. Week of January 25th
 1. 1/26/2021 6 pm to 8:30 pm
 2. 1/28/2021 10 am to 12 pm
2. What can we do to build engagement?
 - A. Community events
 1. Oct. 28 neighborhood clean up
 - B. What else can we do to build anticipation and engagement
 1. Partner with our businesses
 2. Signage campaign
3. Ways to share past accomplishments of the neighborhood plan & generate excitement
 1. Virtually / digitally
 2. help grow followers in Facebook group
 3. In groups / events (ambassador role of Host Team)
4. Next Steps
 1. Scheduling next Host Team meeting: 12/4/2020 at 9:30 am to 11 am
 2. Invitation List population: Please make sure you put all those you would like to invite on the invitation list on the google drive.
5. Adjournment

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PAAC Neighborhood Call to Collaboration Host Team Meeting

Friday, Dec. 4, 2020 9:30am—11:00am

Join Zoom Meeting

Attendance: Bernice Gideon, [Sherri Goldberg](#), Tashi Vazquez, [Jennifer Pena](#), Lisett Lebron, Melvin Rodriguez, Yolanda Swiney, Rebecca Pauley, Jenny Alvarez, Elizabeth Murphy, Kacy OBrien, Jeanette Mitchell

AGENDA

***Our Mission:** Creative New Jersey (CNJ) is dedicated to fostering creativity, collaboration and inclusion by empowering cross-sector partnerships in commerce, education, philanthropy, government, and culture in order to ensure dynamic communities and a thriving economy.*

1. Brainstorming for Invitation List
2. Share Marketing Materials with Host Team
3. Outline the outreach strategy
4. Collecting HT contact, headshot & organizational logos

PAAC NEEDS YOUR OPINION & FEEDBACK / NECESITAMOS TU OPINIÓN Y COMENTARIOS

14

Responses

04:31

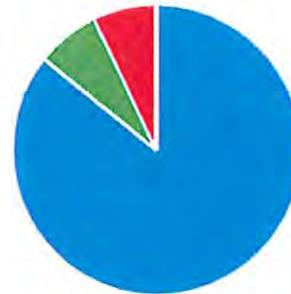
Average time to complete

Active

Status

1. Do you own a business, live, work, or play in the PAAC Neighborhood? ¿Es dueño de un negocio, vive, trabaja o juega en el vecindario PAAC? *Check all that apply to you/ *Marque todas las que se apliquen a usted

● Yes, I live in the neighborhood...	12
● Yes, I own a business in the ne...	0
● Yes, I work in the PAAC Neigh...	1
● Yes, I play in the PAAC Neighb...	1
● None/ Ninguno	0



2. First Name / Primer Nombre Last Name / Apellido

14

Responses

Latest Responses

"Jennifer Pena"

"Sophia Reyes"

"Dania Arias"

3. Email/Correo Electrónico

14

Responses

Latest Responses

"Jennifer.pena@jrfnj.org"

"r.sophiam01@gmail.com"

"dania29.da@gmail.com"

4. Address / Dirección Address, City, State, Zip code Dirección, Ciudad, Estado, Código Postal

14

Responses

Latest Responses

"308 Lawrie Street, Perth Amboy NJ 08861"

"264 Barclay St., Perth Amboy, NJ, 08861"

"865 Kreil Street, Perth Amboy, NJ 08861"

5. Cell Phone # / Número de su celular

14

Responses

Latest Responses

"8482397170"

"7326628525"

"845-200-4103"

6. *(If Applicable/ Si Aplica) Business Name / Nombre Business Address / Dirección del Negocio: Address, City, State, Zipcode Dirección, Ciudad, Estado, Codigo Postal (Address must be in the boundaries of the PAAC Neighborhood / La dirección debe estar dentro de los límites del vecindario PAAC)

1

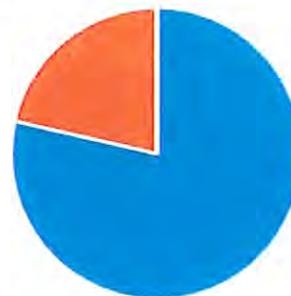
Responses

Latest Responses

7. Did you participate in any of our activities during the planning process? // ¿Participó en alguna de nuestras actividades durante el proceso de planificación?

Insights

● Yes / Si	11
● No	3
● Other	0



8. What are your thoughts or suggestions on the PAAC Neighborhood plan? // ¿Cuáles son sus pensamientos o sugerencias sobre el plan del vecindario PAAC?

Latest Responses

14

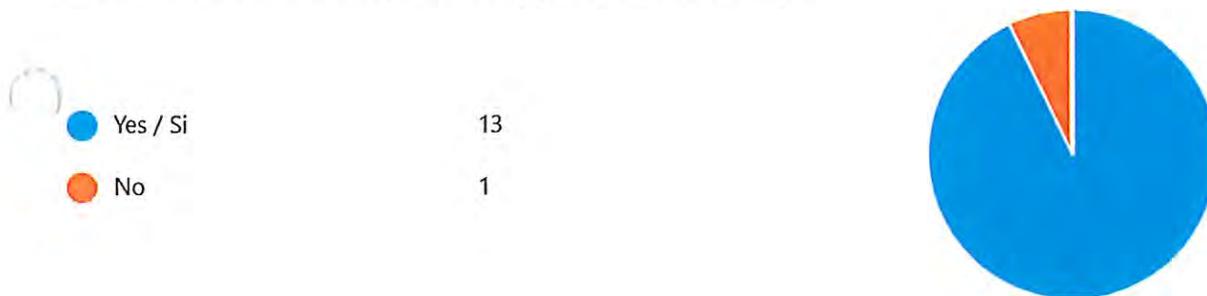
Responses

"This is plan addresses the needs of everyone in the neighborhood. It's ..."

"I think that projects like these can lead to an influx of visitors and pro..."

"I feel the plan reflects the currents need of my family and neighbors"

9. Do you think the PAAC plan covers neighborhood topics important to you? // ¿Cree que el plan PAAC cubre temas importantes para el vecindario?



10. Please rate your level of agreement to each statement / Califique su nivel de acuerdo con cada declaración

- Strongly Disagree / Muy en desacuerdo
- Neither Agree nor Disagree / Ni de acuerdo ni en desacuerdo
- Strongly Agree / Totalmente de acuerdo

The PAAC Draft Plan addresses topics important to me and my loved ones // El Plan PAAC aborda temas...

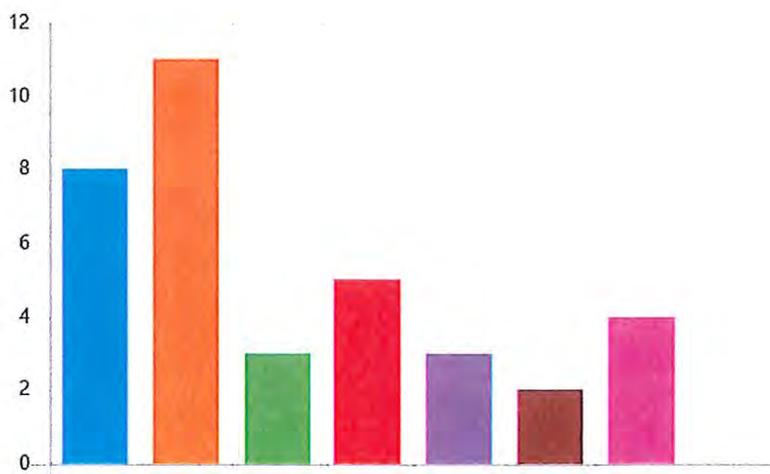


The PAAC Draft Plan caters to all age groups // El Plan PAAC atiende a todos los grupos de edad.



11. How do you prefer to get your PAAC Neighborhood information?

- Text Message/ Mensaje de texto 8
- Email/ Correo electrónico 11
- Phone call/ Llamada telefónica 3
- Via mail/ Por correo 5
- Facebook 3
- Instagram 2
- Whatsapp 4
- Other 0



12. Additional comments / Comentarios adicionales:

14
Responses

Latest Responses

"It takes a lot of hard work to bring together a community but this pla..."

"n/a"

"great job"



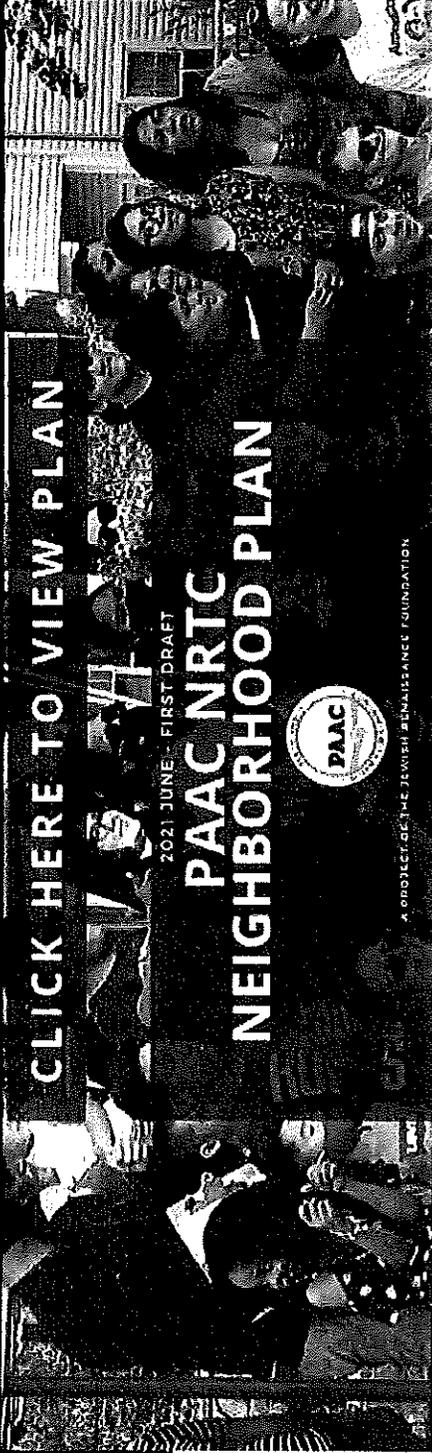
Jewish Renaissance Foundation
PAAC Small Business Meeting
May 11, 2021 7 pm to 8 pm



Agenda

- What is PAAC?
- Neighborhood Planning Process – 10 year Master Plan
- Did you complete the survey?
 - How can you help get our neighbors to complete the survey?
- Available grants open for small businesses.
- How can the PAAC Team support you?
- Join the Community Solar Project.
- Questions & Conclusion

WE WANT TO HEAR FROM YOU!



WHAT WOULD YOU DO FOR YOUR NEIGHBORHOOD WITH A MILLION DOLLARS?

LET US KNOW IF WE GOT IT RIGHT!

The JRF is excited to present the updated Perth Amboy Alliance for Community (PAAC) 2021 NRTC Draft Plan.

This draft is the culmination of months of activities, meetings, virtual gatherings, and neighborhood canvassing. PAAC staff with the incredible help of our amazing Host Team members, Creative NJ, Triad Inc., and our neighbors we are able to post this electronic public version for public comment.

We want to make sure your voice is heard and this plan represents our road map for "creating hope together". **After your review, please click the link to share your comments, suggestions and feedback.**

Mega clic aquí para ver el Plan NRTC Vecindario PAAC 2021
Resumen Ejecutivo

Click on the Image below to see the Map of the Neighborhood Plan!

Feedback

NRTC PLAN SECTION 8
NEIGHBORHOOD PLANNING PROCESS
Evidence of Community Input



Summary: PAAC Call to Collaboration Collected Notes

Note: This document is a summary of the major themes, ideas, and suggested actions stemming from the PAAC Call to Collaboration. There are multiple items in each major category that have relevance to other categories. Recommendation is to note those items that could fall in multiple categories as potential opportunities for catalyzing change.

Relationship building / Communication

- Relationships
 - Me gustaría ser invitada más directamente , que me den algo directo para sentirme invitada porque nunca me entero que está pasando o que es para mi
 - *Translation from above: "I would like to be invited more directly, that they give me something direct to feel invited because I never find out what is happening or what is for me."*
 - Connecting with immigrant community is essential
 - We have a lot of things in Perth Amboy that people don't know about. We need to connect these groups. What are the challenges? We need to do a community survey, trying to find out if they need, housing, food education services. So we need to ask the community what they need. Organize small groups to see what they need in their community. Some community organizations don't have access to food pantries, so how do we connect this. Connect with the police department and how they can collaborate. We do not know until we start asking questions.
 - PAAC residents go outside the area for resources - there was mention of a resource center on Olive St. Both speakers believed a lot of PAAC residents were going outside the town area for resources when it comes to food, medicaid, and financial support.
 - Communication and education with our PAAC resident, how can we bring them in? The community center on Olive street, perhaps community members are going there for resources, so we should reach out to this organization. Engaging with other community leaders is really important because that is reaching out to the community. Education is really putting out the resources, there are many ways to market this, but effectively is letting people know that we are concerned with what is happening with them.

- Community outreach source because they are in the streets. PAAC can create community, community members out there who can be a part of this support. We can create a core group and find out from both sides. WE can somehow partner or match. What are the community centers, churches where we can create these meetings. Not much mental health support because people don't have insurance. How can we all gather all the data and see what we lack?
- We don't create groups where emerging leaders can talk and have feedback.
- Sometimes people don't feel like they are educated enough to participate in conversations
- Teaching digital literacy to seniors so that they can feel less anxious and more connected to others because they understand how to navigate tech
- Working more closely with home aid agencies and the City to work on getting seniors involved in mental health activities, incentivize in some way
- Work with partners orgs/agencies that already have connections to senior community and collaborate
- Engaging bodegas and grocery stores in helping connect with residents.
- Participant asks if there is a planning group in Perth Amboy with residents that people can join. There is a parent advisory board that meets once a month. It meets every first Thursday of the month.
- VMA is a group for the PAAC neighborhood which works similarly and also welcomes new participants.
- One of the good things that I noticed about a crisis, it does bring about change and an eagerness to help volunteer. Even a connection with the community to help attack these issues. Big sister and big brother program. Volunteers get paired with HS students that can have a weekly check in call. This could be one idea so that the student feels supported and has someone to confide in.
- Meet and Greet for PAAC residents- one idea was that residents would have a meet and greet with organizations 3-4 times a year to help establish a relationship
- Communications
 - Information about events and programs isn't always easily digestible or accessible for the community.
 - All materials in PAAC should be bilingual
 - Information that is sent out to community members should be streamlined and work coming from a faith organization, social service agency, business, school, a neighbor, library, etc – should work no matter who distributes it
 - A participant mentions the different ways that outreach efforts could be improved like creating virtual events, spreading the word for programs by mail or with flyers, connecting with the PAAC business consultant to brainstorm strategies.

- Participant suggests the creation of a community wide newsletter that can exist both digitally and physically in order to access as many people as possible in the community with the same content.
- Participant asks whether a community resource guide already exists. If not, perhaps creating one would also be great.
 - managing the creation of content and the use of platforms so that they are more citizen driven and less politically swayed or motivated depending on which administration is in office.
- Channel 34 is a great source for getting info to seniors
 - Maybe teens could help generate content for seniors on this Channel
 - Mental health programming, relevant resources and community updates
 - Consistency in keeping programs running is a challenge
- Departments and agencies are stretched thin – new programs could be difficult to implement for lack of resources, time and staff. Need to be strategic in getting information out.
- Marketing/Communication - a lot of the discussion ended up talking about how to reach residents, whether it's through facebook, billboards, door knockers etc. There was no consensus on what was most effective.
- Tech
 - Wifi /Internet connection / Accessibility
 - Woodbridge uses Patch, which is a web-based community news hub
 - WhatsApp group texts for sending out information
 - Smart phones are great, but also need info for community posted in print at bodegas, laundromats, clinics, etc.
 - Participant shares the application that Mercer County has been using called WIN - What I Need App. This app is a great example because it is easy to navigate and is organized by group and categories making it very user friendly. This sort of system would be great for Middlesex County if it was also translated in Spanish.
 - Participant highlights the importance of systems thinking in communication efforts. The previous mayor used social media but perhaps we can think strategically and create some form of automated mobile alerts or push notification for information distribution. Especially considering that a large number of community members do have access to a phone today.

Community activities / Recreation

- Participant points out some of the places that could benefit from more attention when it comes to programming - Francis Street Park, which is an ideal place to host city events since it has wide streets, and the entire area down Amboy Ave toward Washington Street.

- A participant mentions the necessity to reach out to youth leaders, which run everything nowadays, and get them involved in community events/
- A participant points out that the biggest obstacle seems to be the 440 traffic in the referenced area and the fact that organizing programs in this area would require fielding that 440 traffic.
 - There are only a few festivals each year but it seems that the 440 traffic fielding is the biggest reason they avoid the area. It usually involves coordinating with police which may be a hesitation or an additional step that deters community members or the city from planning events in the area.
 - A participant mentions that there may not be enough advocates for that area of Perth Amboy. When it comes to Smith Street everyone is heavily involved but this particular area doesn't get much attention.
 - Connect with whoever is in charge of these activities at the City to coordinate – gap in knowledge of who that person is.
- Dog park - People have to go 2 towns over to take their dog out. This was echoed by several participants
- Community Garden so more families can integrate (this was pointed out by local business owners)
- Partner with local orgs that have space for recreation activities, such as:
 - Fellowship halls, basements, yards of churches
 - Holy Trinity has a spacious basement
 - Will need to make clear that activities held in churches are not about or for recruitment to those faith orgs.
 - Spanish speaking church would be a good idea
 - Johnstone Street, Barclay Street, - may be an orthodox church but worth a conversation
 - High School & Middle School spaces, like libraries, park or practice fields
 - Will need to combat the image of “school” vs. “Recreation” space for youth
- A central location is ideal (some participants felt the schools were a bit out of the way for parts of the neighborhood)
- There used to be a tunnel for pedestrians to get to the high school – near the train tracks around Washington – is that closed? Do we know why?
- Programming/Activities could include:
 - Game night
 - Mini library or area to read to kids, help kids do homework
 - Language learning (presumably improving Spanish or English language skills?)
 - Neighborhood Yard Sale
 - Block parties
- Teen Center – we have one by the waterfront but we need one here. Waterfront is too far. Could include choir, dance group or different clubs for teens.

- Partner with businesses to do ice cream social, karaoke night, etc.
- What’s the plan for the current high school (not the new one being built). What will this building become and is there a way to utilize it?
- Buildings that are associated with the high school near the Ukrainian church – near the old St. Mary’s building, but it’s outside the borders
- Survey – survey the churches and businesses in the neighborhood to open up conversation about possible collaboration for community events,
 - ask about parking lots, and info on the old high school, as well

Education / Job Training

- Exposure
 - Exposure to alternative education institutes / routes / job training
 - Some people don’t leave the community until college, and encountering places, foods, culture, attitudes that are unfamiliar or difficult brings them right back home.
 - The comfort of home, where so many people speak Spanish can make it difficult for people who leave the community and go to predominantly English-speaking communities
 - Transportation for trips/outings to expose young people to different places, experiences, possibilities is necessary. Recreation department before COVID offered a lot of these
 - “Bring the world to Perth Amboy” – what about also importing experiences to Perth Amboy for youth, and finding people who already live here who can speak to different world experiences
 - Add or increase the idea of exposure to the high school curriculum
- Alternative pathways are equally good: VOTECH, Community College, Internships/Training
 - Perth Amboy Center at Middlesex Community College – develop stronger collaboration / partnership / integration with MCC
 - Destigmatizing community colleges, vocational schools & work with partners to change mindsets and how students are steered
 - Because in other neighbourhoods if their community college is successful, it raised the community. we could research what those communities did to up their graduation rate from their community colleges.
 - Work with the new Mayor on getting this exposure into school system while kids are young – start in middle school, not just high school.
 - Remember that there is a lot going on at home for students and it can be hard to connect with them or have them participate because of what is happening at home
 - Immediate need for money to help support their families drives young people into warehouse jobs upon graduating high school, which isn’t a bad thing, but are there ways

- o to meet the need for immediate cash while broadening experiences/job training that will net higher salaries in the future
 - o We need an environmental scan to understand what the needs are
 - o Expand ESL programs
 - o Expand summer internships with stipends and college credits
 - o Train youth and others in tech, like web development, social media management, new careers that we never talk about in our community
 - o Work with students step by step through financial decisions about college and other options – do a better job of advertising existing programs on financial literacy and making smart decisions
 - o Work with people who do want to apply for college or other education programs, particularly those who don't speak English
- Life & workplace preparedness skills
 - o Financial literacy – getting this into schools has been challenging for one participant
 - In the last few years, our students are way more conscious about financial issues, which never happened. Now the biggest stress is student debt which previously they would think about it as something long term and not worry. So now it's shifting because it helps them manage the stress of the cost factor. Choosing community college because it is a smarter option.
 - Sometimes i have to explain to students about rent expenses, can you sustain 2 rents (one of them being dept)? or are you going to have to use your money to pay your college debt and live at home and not be able to become independent later.
 - Great opportunity to partner with the banks in the community to talk about expenses and so that the conversations shift from choosing something because you are not smart to choosing because it is a more affordable option. They can talk about loans and interest and so more students see it's about being smart in financial decisions and not “not smart enough for 4 yr higher education.”
 - o Real talk between adults and students. They want people to come in and be transparent
 - o Vo-tech certifications while in High school
 - o Transition skills from youth to adulthood (cooking, cleaning, home economics, etc.)
 - o Wellness coping
 - o Teach by SHOWING people how to explore different career paths and make strategic decisions, particularly when parents or family have not had the experience of going through this process before
 - o Creation of a “Career Portfolio” that includes many of the elements above for juniors and seniors in high school
 - o Informational interviews

- Encouraging people to branch out from what they know
- Perth Amboy has a large differently-abled population – it's important to provide everyone with resources.
 - One Stop center closed in October so there is a gap
- Working with Businesses
 - Business “shadowing” programs for youth – can this be something that all juniors and seniors do? Could partner virtually now and in the future, as well
 - We could also talk with businesses in the community to come together with us educators because it is a small community, and really also help with restorative justice and find opportunities for second chances on students that have not had a successful pass previously or have been in trouble. Because they also deserve access to education and a chance for redemption.

Business Improvement

- A participant proposes that one solution may be to bring together local businesses and propose an association of some sort to collaborate on festivals or event coordination or to find similar solutions to streamline the planning process for new community gatherings and programs.
 - An action item to achieve this that was suggested was to gather information to identify and list these key community contacts.
 - A different participant pointed out there's already a directory for businesses in the area, as well as for educational services and city contacts and offered to connect with other participants about this.
- Location of street fairs need to be negotiated with businesses – those that rely on people coming in and out (like laundromat) may lose business if their customers can't get parking or get through the side walk
 - Would a festival in front of the cemetery help since it wouldn't be blocking business entrances?
 - What about the practice field by the high school as a space for festivals?

Traffic / Transit

- Increased School Buses with nowhere to park, auto repair shop cars taking up space
 - If you are a school or commercial bus company, then pay for a parking spot
 - Request Amboy to create a special private parking spot for private and commercial buses, Perth Amboy can get revenue with it

- The bus drivers should be asked to park their buses in the company's parking lot instead of where they live
- Ask the City to bring to the table some bus parking solutions
- Number of cars is related to overcrowding in housing with multiple families/people living in unsafe occupancy
- Residential parking permits could be issued
 - Have stickers for one or two cars of the primary family members so they can park in the street they live
- Parking restrictions, multiple street cleaning days, cause headache for moving vehicles
 - Reach out to the city hall to request a diminish of the street cleaning, maybe once a week instead of twice a week, test it out and see if that works
- Parking issues started after Waterfront was renovated
- Food trucks that park in the corners make the traffic very difficult, sometimes it is impossible to make a left turn
- How can emergency services get around when even the emergency lane is blocked with traffic?
- Can we have a community bus that helps local immigrants go from point a, b, c

Housing

- Dangerous housing - A lot of older dilapidated homes in Perth Amboy that are not up to code, and need enforcement. Officer from the police department suggested more complaints by residents will bring out zoning officials to enforce dangerous housing.
- Overcrowded housing - apartments with 10-20 residents is common in parts of Perth Amboy
 - Sublet for survival - a lot of residents renting out basements, attics, unsafe locations for renters, and homeowners are renting these spaces in order to keep affording their home because housing prices have skyrocketed
- Lack of housing inventory
 - There's a lack of affordable housing for undocumented residents, because credit checks and other requirements prevent them from being eligible
 - Credit checks - credit checks on new housing often discriminates against many residents, including immigrants and undocumented, or those with bad credit.
 - Difficulty finding housing - Most apartments in Perth Amboy are rented out immediately through word-of-mouth and friends / family. Housing is very hard to find.
 - Family discrimination - Families in particular struggle to find housing in Perth Amboy. Landlords discriminate against families and give preference to families that have no children.
- Resident Preference policy - Perth Amboy could give preference to local residents over out-of-town residents
 - I think it'd be great to create a network where landlords could place rental properties for Perth Amboy residents to have first access to. Cause there's nothing like that in

place. What tends to happen is these families have to drive around town, knock on doors, and hope that they get some kind of good information.

- Lack of education on housing rights / tenant rights - Many Perth Amboy residents do not know their rights when it comes to eviction and landlords. Many are undocumented and mostly do not want to cause a disturbance. Suggestions for creating more awareness for residents.
 - Housing, rental assistance, etc. – we need to help people fill out these applications.
- Developer incentives:
 - Implement some equitable housing initiation. If the developers could get some incentive for creating affordable housing units.
- City Zoning, Housing and other representatives need to be brought into the team

Services

- The biggest gaps seem to be related to mental health services, youth concerns, educational experience/social support needed, job loss/unemployment, housing and food.
- Mobile unit for health visits
- Parking lot to have a health fair
- We have three community health centers in Middlesex, but is that enough?
- Mental Health was a big issue, particularly for young people
 - Find out what resources are available and ready. Who is doing this, health support, thinking about the Latin children. What are the small businesses that are around us that need to let them know about the youth programs. What type of programs are available that can create this info place. An organization that is already established. Use social media to communicate this message. Make flyers for community members who do not have wifi. A number that people can call and be a part of this effort.
 - This person met with Mexicans in Perth Amboy to help with food and housing, so they tried to create a support group where they can send information. Maybe this is something that we can do to establish groups in the communities.
- We need to add onto the resources, clinicians, recovery coaches, so people know that this is accessible in the community.
 - A lot of people do not know they can get support
 - Some people don't have a printer to help spread the word about programs
 - collaborative effort, the food pantry that gives food to individuals during this pandemic. Catholic charities, Puerto Rican associations. We have the medical center, urgent cares providing testing, vaccinations for documented and undocumented citizens. Various grants passed through the government, multiple municipal buildings, JRF. Websites were created for food pantries, and QR codes. Sanitation stations were created. \$10000 given out to small

businesses who were hurt during the pandemic. Very important to know that the Jewish Renaissance, PAAC community and municipal building collaborated to make this happen. Not so many addiction services that are in place now.

-
- Cultural barriers to seeking help or acknowledging issues are challenging
- Website called NowPow: <https://www.nowpow.com/> connects nonprofits and community members with services and resources
- Community Health Workers (CHW) training coming up with Rutgers' project ECHO [https://rwjms.rutgers.edu/community_health/other/project-echo/community-health-workers-\(chw\)/community-health-workers-\(chw\)](https://rwjms.rutgers.edu/community_health/other/project-echo/community-health-workers-(chw)/community-health-workers-(chw))
 - See if City wants to be involved in developing a team of CHW
 - Embed social workers / CHWs at other kinds of events (e.g. social workers helped out at a socially-distanced art therapy event)
- Food pantries depend on a heavy dose of volunteers even though parishes organize this.
- A lot of services for adults, not many for juveniles, there is something for teenagers in the county.
- Blue Cares- run through Woodbridge Health Dept. They send a recovery coach out to the house or the hospital. We now see more people in contact with recovery coaches. Those resources are out there, and it seems to be working.
- Eviction moratorium in place.
 - It sounds like a lot of these services are provided by single led organizations.

CREATIVE

NEW JERSEY



PAAC VIRTUAL CALL TO COLLABORATION

Perth Amboy Alliance for Community (PAAC)

Collected Notes January 2021



Jewish
Renaissance
Foundation

"One People, One Heart"

What Happened?

PAAC's Virtual Call to Collaboration was a dynamic gathering of committed, resourceful, strategic and imaginative people—all in the same “Zoom room”, strategizing on solution-based, community-rooted actions for the new neighborhood master plan.



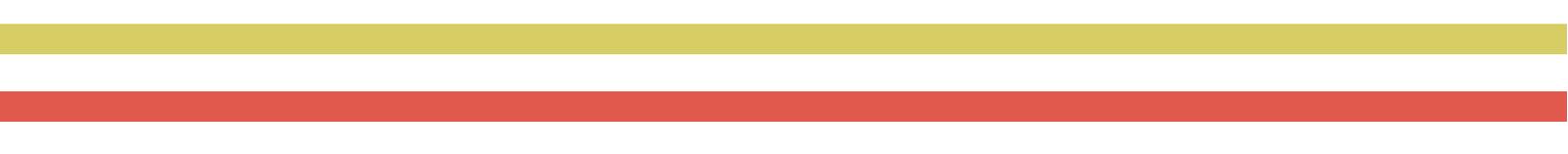


Perth Amboy Alliance for Community (PAAC) Virtual Call to Collaboration

**~ a virtual community gathering for the people who live, work
and serve the PAAC Neighborhood
(formerly known as the Greater Budapest neighborhood)**

Produced by the statewide community-building initiative Creative New Jersey in cooperation with JRF, Bayside Family Success Center, Perth Amboy Alliance for Community and the local PAAC Host Team, the C2C is an inclusive neighborhood-wide meeting that brings together highly diverse groups of PAAC Neighborhood residents, business owners, youth, nonprofit, education, philanthropic, social service and faith-based leaders, government personnel and others---all who care deeply about and are working to improve and enhance societal conditions in the PAAC neighborhood.

Creative New Jersey's Calls to Collaboration encourage creative-thinking, deep listening, and strategic action. In collaboration with a highly diverse group of nonprofits and community leaders, Creative New Jersey convenes multi-ethnic, multi-discipline, and multi-generational people across all socio-economic levels, in order to build new community networks and surface issues and equitable solutions that are rooted in community.





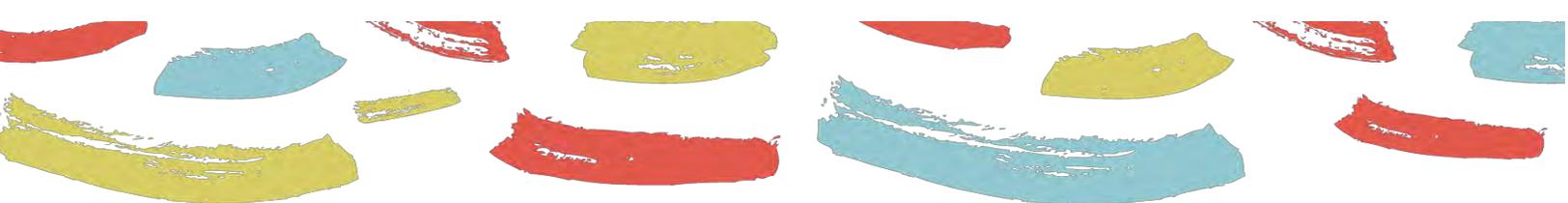
A new 10-year Master Plan is about to be created for the PAAC Neighborhood (Perth Amboy Alliance for Community) and our Call to Collaboration was a community effort focused on ensuring that the plan is developed in collaboration with the people who live and work in this neighborhood.

Un nuevo Plan Maestro para los próximos 10 años está por ser creado para el Barrio PAAC (Perth Amboy Alianza para la Comunidad) y el LLlamado a la Colaboración de PAAC fue un esfuerzo comunitario enfocado en asegurar que el plan se desarrolle en colaboración con las personas que viven y trabajan en este vecindario.

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Meet the PAAC Call to Collaboration Host Team:

Chair

Yolanda Swiney – PNC Bank

Members

Jenny Alvarez – Bayside Family Success Center (JRF)

Noelia Colón – Business Improvement District

Douglas Dzema – Perth Amboy Housing Authority | P.A.R.T.N.E.R.

Sherri Goldberg – JRF

Steve Jobin – YMCA

Lisett Lebron – Gateway Neighborhood Collaborative, P.A.R.T.N.E.R.

Eulices Montiel-Fernandez – George J. Otlowski, Sr. Center for Mental Health

Kenny Ortiz – Human Services | Recreation Dept., City of Perth Amboy

Rebecca Pauley – YMCA

Jennifer Pena – PAAC Resident | Perth Amboy Alliance for Community (PAAC)

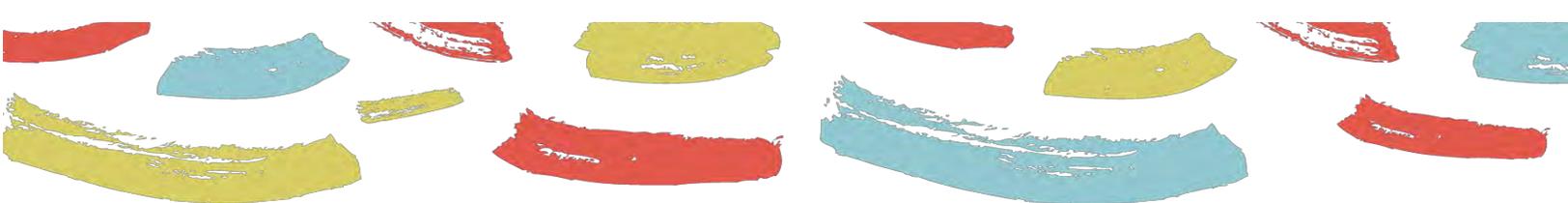
Betsy Rodriguez – PAAC Resident | Holy Trinity Church

Melvin Rodriguez – PNC Bank

Brieem Towns – PAAC Resident | Perth Amboy Public Schools

Helen Varvi – Wellspring Center for Prevention

Tashi Vazquez – Economic & Community Development, City of Perth Amboy



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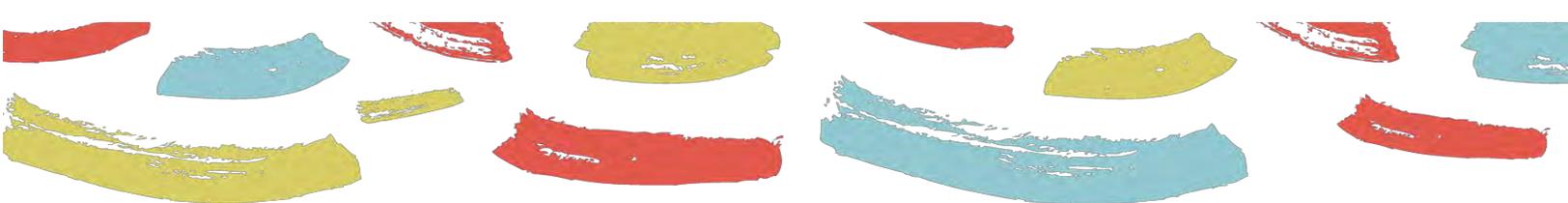
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Ingrid Taveras

Spanish Translation:

Maria Cristina Gomez

Please note: the following session reports were transcribed and filed on-site by session reporters and are offered here "as filed" (unedited). Each has its own style. Not all questions are answered by each group and, where blank, have been removed for clarity of reading.



TUESDAY, JANUARY 26TH | Day 1 Agenda Topics

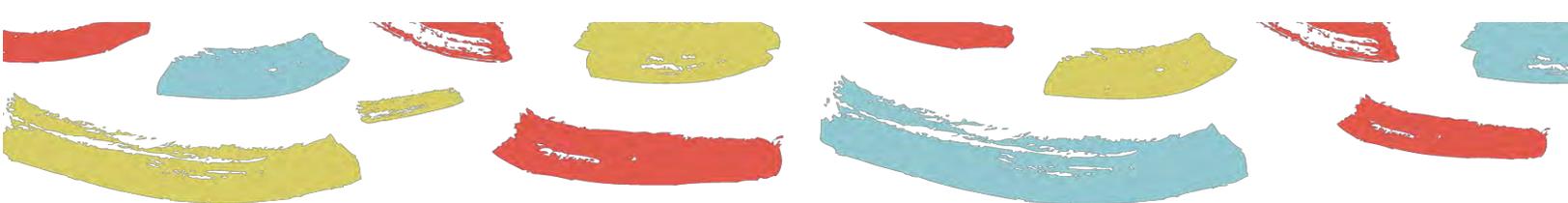
Session A: How can we better utilize the beautiful landscape on Amboy Ave., between Hall Ave. and 440, for festivals, showcasing local businesses, and other community events?

Session B: How do we improve traffic and parking in this neighborhood?

Session C: How can we create a recreation and community gathering space that allows for a wide variety of recreational options, and would expanding the borders of the PAAC neighborhood help us do that?

Session D: How can we solve unsafe / unhealthy housing?

Session E: What do we need in order to access healthcare, job training and transportation?



Session A

Topic Title / Título del tema: How can we better utilize the beautiful landscape on Amboy Ave., between Hall Ave. and 440, for festivals, showcasing local businesses, and other community events?

¿Cómo podemos utilizar mejor el hermoso paisaje en Amboy Ave., entre Hall Ave. y 440, para festivales, exhibiendo negocios locales y otros eventos comunitarios?

Moderator / Moderador(a): Thomas Griffin

Participants / Los Participantes: Jennifer Pena, Milagros Fundora, Lourdes Hernandez, Carla Zurita, Thomas Griffin

What would you do for your neighborhood with a million dollars?

¿Qué harías por tu barrio con un millón de dólares?

- Utilize the space of Amboy Ave, which is a main street in Perth Amboy, and joining forces with churches.
- Uneven distribution of attention toward different parts of the neighborhood and emphasizes that the city has a lot of great spaces throughout that could be taken advantage of.
- Some of the places that could benefit from more attention when it comes to programming - Francis Street Park, which is an ideal place to host city events since it has wide streets, and the entire area down Amboy Ave toward Washington Street.

What are the fresh ideas, partnerships, or approaches that would help this idea to occur?

¿Cuáles son las nuevas ideas, asociaciones o enfoques que ayudarían a que ocurra esta idea?

- One solution may be to bring together local businesses and propose an association of some sort to collaborate on festivals or event coordination or to find similar solutions to streamline the planning process for new community gatherings and programs.
- Different ways that outreach efforts could be improved like creating virtual events, spreading the word for programs by mail or with flyers, connecting with the PAAC business consultant to brainstorm strategies.
- Necessity to reach out to youth leaders, which run everything nowadays, and get them involved.
- An action item to achieve this that was suggested was to gather information to identify and list these key community contacts.
- There's already a directory for businesses in the area, as well as for educational services and city contacts and offered to connect with other participants about this.

Are there obstacles that might be in the way?

¿Hay obstáculos que puedan estar en el camino?

- The biggest obstacle seems to be the 440 traffic in the referenced area and the fact that organizing programs in this area would require fielding that 440 traffic.
- There are only a few festivals each year but it seems that that is the biggest reason they avoid the area. It usually involves coordinating with police which may be a hesitation or an additional step that deters community members or the city from planning events in the area.
- There may not be enough advocates for that area of Perth Amboy. When it comes to Smith Street everyone is heavily involved but this particular area doesn't get much attention.
- Person that should be in charge of pushing and advocating for this should be whoever is in charge of coordinating city events but there seems to be a disconnect because they don't know who that would even be.

Who are other people that should be invited to help advance this idea?

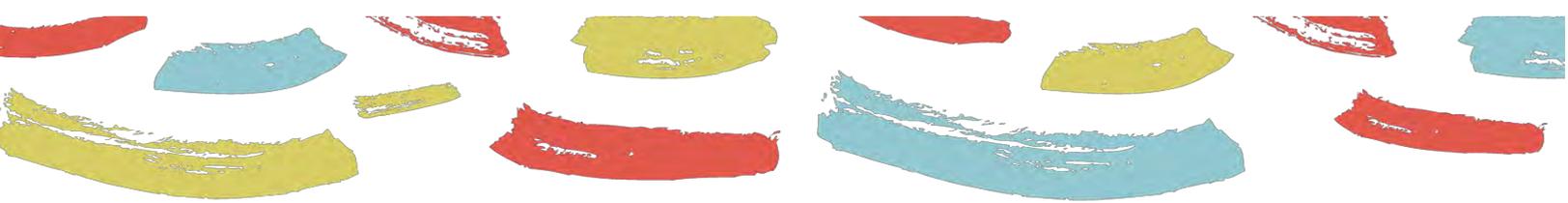
¿Quiénes son otras personas a las que se debería invitar para ayudar a promover esta idea?

- Dania, PAAC business consultant.
- Noelia Colon, City
- Education services
- Perth Amboy Art Gallery Center
- Any arts committees in the area

What additional information is needed?

¿Qué información adicional se necesita?

- Accessible contact info for different city contacts for partnerships and strategy discussion



Session B

Topic Title / Título del tema: How do we improve traffic and parking in this neighborhood?

¿Cómo mejoramos el tráfico y el estacionamiento en este vecindario?

Moderator / Moderador(a): Bernice Gedeon

Participants / Los Participantes: Cecilia Strzezek, Bill Schultz, Nina Vasquez, Araceli Rodriguez, Jeanette Perry, Nancy Pacheco, Jason Perez

Describe why you proposed this topic / Describe por qué propusiste este tema

- Traffic and parking has become an issue during the last years
- An increase in the cost of the parking and also in the number of cars.
- PARKING
 - There has been an Increase of School Buses around the neighborhood, which takes lot of space
 - The privatization of the parking permits in Perth Amboy is a problem
 - Cars need to be moved very often due to street cleaning policies, to be specific the street is currently cleaned twice a week, which causes a lot of issues for the residents. The community would like to have a monthly clean instead. Let's imagine that a family goes on vacation, how are we going to move the cars?
 - Some of the problems are linked to the unsafe living, and the number of cars that a family owns. Some families own up to 5 cars which is a

problem, maybe issuing a parking permit per house so they can control who parks in the street, and make sure that the people who actually live in that street can get a spot

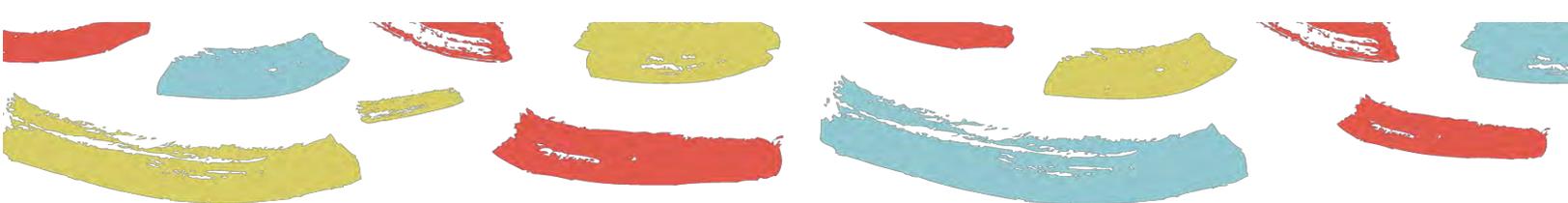
- There are too many restrictions everywhere, too much red prohibition signs
 - The participants identified that the parking issues started when the waterfront was renovated, they needed to remodel the area, which brought more people to town
 - Amboy is a town that has bus-schooled lots of students. Amboy is small, so the streets get full of those buses
 - There are some illegal auto body parts that park cars overnight on the street
- TRAFFIC
 - Food trucks that park in the corners make the traffic very difficult, to the moment that sometimes it is impossible to make a left turn
 - People going to Staten Island faces a heavy traffic caused by big trucks
 - A member related her experience of getting stuck on the traffic for hours, even the emergency shoulder was busy
 - The community is concerned about emergencies on the road, how are the police going to be able to move around that road when it is packed with cars?
 - Driving trucks around town is very difficult
 - No one thinks about the issues of traffic until a emergency happens

What are the fresh ideas, partnerships, or approaches that would help this idea to occur?

¿Cuáles son las nuevas ideas, asociaciones o enfoques que ayudarían a que ocurra esta idea?

- PARKING
 - Reach out to the city hall to request a diminish of the street cleaning, maybe once a week instead of twice a week, test it out and see if that works
 - See a way to control the unsafe living, there are houses which are getting modified to have too many family members living in the same house. This causes a parking problem, especially when each of the members own a car
 - Have stickers for one or two cars of the primary family members so they can park in the street they live

- If you are a school or commercial bus company, then pay for a parking spot
- Request Amboy to create a special private parking spot for private and commercial buses, Perth Amboy can get revenue with it
- The bus drivers should be asked to park their buses in the company's parking lot instead of where they live
- Request to the government some Bus parking solutions
- TRAFFIC
 - Find a way where the Food Trucks can make their business work while not blocking the resident's parking spots
 - Make Parking Enforcement help us with that issue and make Food Trucks move to other locations
 - A member who works for the town, committed to bring this Parking Enforcement solution to his supervisor and see the response
 - Repair garages on Perth Avenue so we can have more paid parking spots
 - Get a petition together to go to the city council meeting to voice our concerns, meet with different boards to really make us heard
 - Have signs of other attractions around Perth Amboy to make people go other attractions than the waterfront
 - Take evidence of the cars that are constantly mis-parked and bring them to the police. A member mentioned that she was having problems with constant parked cars from a illegal auto body, so she took photos and plate numbers and bring them to the police and they were able to find them
 - Some streets could be changed to one way street to improve the traffic
 - Better to get solutions now, since a lot of private companies are coming to town
 - It's time for a traffic study so they can analyze and see what's best for the town and their visitors



Session C

Topic Title / Título del tema: How can we create a recreation and community gathering space that allows for a wide variety of recreational options, and would expanding the borders of the PAAC neighborhood help us do that?

¿Cómo podemos crear un espacio de recreación y reunión comunitaria que permita una amplia variedad de opciones recreativas? ¿Nos ayudaría la expansión de las fronteras del vecindario PAAC a hacerlo?

Moderator / Moderador(a): Sherri Goldberg

Participants / Los Participantes: Elba Arias, Dania Arias, Pastor Esteban Santana III, Johanna Cepeda , Nina Vasquez , Eridania Suero, Blanca, Lourdes Hernandez, Cecilia Strzezek, Thomas Griffin, Jennifer Pena

BEGINNING IDEAS

- Have a doctor come once a week for people to have medic visit
- Health care visit - we can consider mobile units if we feel limited by the space.
- Counseling
- Have kids recreation classes

DOG PARK

- Very interested in a dog park, PAAC neighborhood doesn't have a place to take their dogs for walks.
- People have to go 2 towns over to take their dog out - personal experience

- have a garden so that more families can integrate , pointed out by business owners
- Personal experience - “I need a dog park, can only take my dog to my backyard.”
- Hace poco hablamos sobre el parque para los perros , no hablo ingles pero esta conversacion me encanta porque yo quiero mas espacio para esto
 - *Translation from above: “We recently talked about the dog park, I don’t speak English but I love this conversation because I want more space for this”*

Other spaces:

Where can we find space that we’ve not considered? **mobile unit for health visits?**

HAVING A RECREATIONAL CENTER

- What are the fresh ideas, partnerships, or approaches that would help this idea to occur?
 ¿Cuáles son las nuevas ideas, asociaciones o enfoques que ayudarían a que ocurra esta idea?

WHERE?

- Summer 2019 Francis park activities were successful and memorable and we should have places like churches. I used to be part of the holy trinity parish and they have a spacious basement, could we partner with religious organizations to share these spaces? Spaces are limited.
- The high school and the middle school spaces. Maybe having these buildings libraries allow for us to use that space to have other activities there so that teens / kids would associate that space for more than just reading or studying and they would want to go there for recreation.
- There used to be a tunnel where you could get to the high school - people used to cut through train tracks around Washington. It was around the community garden but it is now closed. Do we know why? Somewhere around the train tracks by alpine
- Little Park Next to High School
- Also thinking towards the other side of the high school, there is a little park I remember I didn't think was big enough. It has swings. It's smaller than Francis park. 1/3 of Francis park – it is very small.
- Space on Hall Avenue
- It is still a walk to walk to the high school if we wanted a center type thing is to find a church that has the space available and see if they would be willing to

open it up 1 or 2 days a week for recreational activities, but somewhere that is more central than the HS and Middle school.

- Spaces that are not being used that can be converted (my parish is outside of the border further south)

For teen or recreational space

- Trinity
- Spanish speaking church
- Johnstone street - Barclay street - there is a huge church there - I think they are an ethnic church, orthodox but maybe they are open to conversation.

If you could design it what would it have?

- Something along the lines of game night
- Reading, a mini library to read to our kids, help our kids do homework because they need more help sometimes after school to work on their language
- Activities that teens can do

WHAT DO WE WANT?

- A teen center, we already have one by the waterfront but we need one in this area because I know me growing up in PAAC is not big but if I wanted to go to the teen center it would be too far , I would have to walk around 40 minutes.
- We could have one close to the high school and middle school, like the teen center at waterfront but closer.
- It is important if we do this that young people know it is a safe space and they are not being brought in to join a certain religion
- Estoy de acuerdo con el pastor y creo que podemos crear cosas como coro o grupo de baile , distintos clubes para que los adolescentes se entretengan y no se rebelen.
 - *Translation of above: "I agree with the pastor and I think we can create things like choir or dance group, different clubs for teenagers to entertain themselves and not to rebel."*

MOVING THE BORDER OF NEIGHBOURHOOD

Pros? Cons?

What would be the impact if we push the border past the other side of the train tracks?
It's too far away and not the center for the neighborhood.

I worry about the neighborhood and think the reading thing is a tremendous
What would you want to see in the neighborhood for other ages?

WHAT DOES IT LOOK LIKE TO COLLABORATE WITH CHURCHES / BUILDING

- It is important if we do this that young people know it is a safe space and they are not being brought in to join a certain religion
- we would need to make sure that it is a safe space and we have an understanding with the religious organizations that this is not for recruiting
- Estoy de acuerdo con el pastor y creo que podemos crear cosas como coro o grupo de baile , distintos clubes para que los adolescentes se entretengan y no se rebelen.
 - *Translation of above: "I agree with the pastor and I think we can create things like choir or dance group, different clubs for teenagers to entertain themselves and not to rebel."*
- Someone would spin it and say " this non-religious people, maybe will come from different activities and then join us"

AMBOY AVENUE FESTIVAL

- 5-10 yrs ago they had a business festival where the cemetery is but they didn't use that space and I didn't understand why they didn't use it. They crammed it all down on hall avenue instead of using that pretty area.
- Having things like that will benefit businesses cause more people will come and now they exist. Promo
- The reason it was only that block is because businesses were upset especially laundromat, business that depend on coming in and out
- That speaks to my point; they should have it in front of the cemetery so it doesn't block other people's businesses and it's a bigger space
- We tried by the community garden where the practice field is by the high school. Practice field at high school seems to be never used? I never see them used? We once had a fall festival there with pumpkins and rides. This was successful.

STRUGGLE WITH INVOLVEMENT

- I would love to see our neighbors take ownership of the activities we do so that they are more aligned with what we want as a community.
- I've heard about a neighborhood yard sale. Like a flea market where everyone sells their stuff, the whole neighborhood is involved. It was suggested by someone in the neighborhood
- In NYC people do block parties and everybody participates. I definitely think that will work in my neighborhood. and people can bring food and sell it. A neighborhood party but in a block.
- How do you get people to take ownership and want to be a part of this?

- Me gustaría ser invitada más directamente, que me den algo directo para sentirme invitada porque nunca me entero que está pasando o que es para mi
- *Translation from above: "I would like to be invited more directly, that they give me something direct to feel invited because I never find out what is happening or what is for me."*
- A lot of our people are homeowners, when you start going around Washington it's a whole different feel because they are renters which is different because the priorities for your neighborhood change. You don't feel so attached.

I have a business in PAAC. I'm listening to gather more information about parking. I'm more on the business side but I can understand the issues with parking if we do an event.

It seems like everybody is a resident in the Budapest area but it is good to come as a business owner. I have a Peruvian business= Latin Grill. Is there a parking lot available to have a health fair?

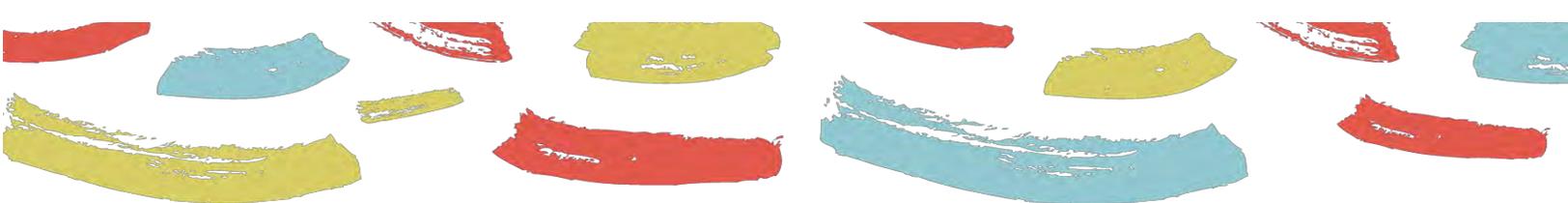
Who are other people that should be invited to help advance this idea?

¿Quiénes son otras personas a las que se debería invitar para ayudar a promover esta idea?

- Thinking about a tea night at Thomas' place. Partner with our businesses to do some type of ice cream social, karaoke night, work together with the business to make it happen.
- We know there will be a new High School that is currently being built. I've heard a lot about it but not what the plan is for the current high school. Who can we ask?
- Something to keep in mind are the buildings associated with that high school near Ukrainian church they have an east building, where old St Mary's building is there is also a small building that High school used but it's outside the borders.

What additional information is needed? / ¿Qué información adicional se necesita?

- I would definitely have a team survey the area for churches and businesses that PAAC would be able to open up conversations about possible collaboration for community events.
- I would find out who can give us more information on the old high school and its buildings.
- we should talk to business owners as well as ask about parking lots.



Session D

Topic Title / Título del tema: How can we solve unsafe / unhealthy housing?

¿Cómo podemos solucionar la vivienda insegura / insalubre?

Moderator / Moderador(a): Steve Jobin

Participants / Los Participantes: Helen Varvi, Fanely Caba, Jason Perez, Kaurys Polanco, Jenny Alvarez, Melvin Hernandez, Kaelin Conover

Affordability and Safety Issues:

- This subject matter has long been discussed in this town.
- We need to talk about the issues, Root causes of some of these problems, what those solutions are
- cost of housing - Most of our families cannot afford the rent in some of these places. And what ends up happening is they sublet
- Safety, and it's one of the biggest concerns we have.
- One it's the lack of housing. And two it's the cost of housing. Families are working two jobs at a time, they can't afford housing in Perth Amboy.
- People need this basic need met
- Need to realistically determine what "affordable housing" is for this community
- Gentrification is becoming a key factor as to why housing costs are going up
- Tax rates are high in PAAC
- Overcrowding is common to save money causes a huge safety issue

Parking Issues

- Lack of parking

- Access to parking
- Congestion near churches
- High rate of rental properties
- Alternate side street parking

What are the fresh ideas, partnerships, or approaches that would help this idea to occur?

¿Cuáles son las nuevas ideas, asociaciones o enfoques que ayudarían a que ocurra esta idea?

- I think it'd be great to create a network where landlords could place rental properties for Perth Amboy residents to have first access to. Cause there's nothing like that in place. What tends to happen is these families have to drive around town, knock on doors, and hope that they get some kind of good information.
- An Awareness Program for families on what their rights are, what people can ask you, and what can't ask you
- Implement some equitable housing initiation. If the developers could get some incentive for creating affordable housing units.
- Create "resident preference" - a clause in some developments that you can only rent if you have proof you have been a resident of PAAC for at least a year
- Educating our residents on their rights

Are there obstacles that might be in the way? / ¿Hay obstáculos que puedan estar en el camino?

- Lack of rental properties
- Landlords that won't rent to families with children
- Required credit checks and there are a lot of undocumented families in the PAAC neighborhood
- High rents/lack of affordable housing
- Although the city is improving, it should worry a little bit more about the housing that already exists, and how to make it better.

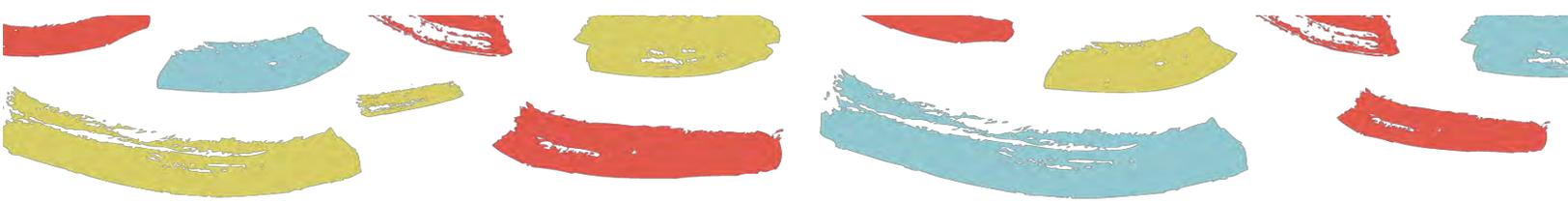
Who are other people that should be invited to help advance this idea?

¿Quiénes son otras personas a las que se debería invitar para ayudar a promover esta idea?

- City people are not here. Zoning people are not here. Those key people I would have expected would be a part of this process.
- Have conversations with new developers
- City agencies

Summary

- Sublet for survival - a lot of residents renting out basements, attics, unsafe locations for renters
- Overcrowded housing - apartments with 10-20 residents is common in parts of Perth Amboy
- Lack of housing inventory - there's a lack of affordable housing for undocumented residents
- Resident Preference policy - Perth Amboy could give preference to local residents over out-of-town residents
- Dangerous housing - A lot of older dilapidated homes in Perth Amboy that are not up to code, and need enforcement. Officer Perez suggested more complaints by residents will bring out zoning officials to enforce dangerous housing.
- Difficulty finding housing - Most apartments in Perth Amboy are rented out immediately through word-of-mouth and friends / family. Housing is very hard to find.
- Family discrimination - Families in particular struggle to find housing in Perth Amboy. Landlords discriminate against families and give preference to families that have no children.
- Lack of education on housing rights / tenant rights - Many Perth Amboy residents do not know their rights when it comes to eviction and landlords. Many are undocumented and mostly do not want to cause a disturbance. Suggestions for creating more awareness for residents.
- Credit checks - credit checks on new housing often discriminates against many residents, including immigrants and undocumented, or those with bad credit.



Session E

Topic Title / Título del tema: What do we need in order to access healthcare, job training and transportation?

¿Qué necesitamos para acceder a la atención médica, la capacitación laboral y el transporte?

Moderator / Moderador(a): Emely De Jesus

Participants / Los Participantes: Tasha Hogan Yolanda Swiney, Rebecca Pauley, Angleo Abreu, Dr. Natasha James Waldon, Teresa Vivar, Amanda Martin

Transportation, Job training, Education

- Transportation Issues
 - People from Perth Amboy and New Brunswick think that this is two different worlds.
 - More than a transportation issue it is a mental block issue
 - Clients say they can't get from Perth Amboy to New Brunswick, even when I offer them money for the tickets
 - Is there a bus from Perth Amboy to New Brunswick? Yes there it is.
 - Could we have a community bus? There was a local community bus that helped local immigrants to go from point a, b, c.
- Education Training
 - Alternative education institutes: Alternate education because some people don't always want to go to college.
 - Biggest move on how to get out of Perth Amboy is making it attractive enough. When they go to college, they really struggle because they grew up in this community. This one girl who had a full ride, left college because

she didn't like the food. This is crazy because this is the mentality of what we are dealing with. Not good or bad, but just is.

- There are all these choices of food and restaurants on college campuses. That is crazy because in my generation we didn't have all these options.
- Summer camp- Taking 15-year-olds to the science center, and that is the first time that they have been out of Perth Amboy.
- I had no idea that kids had been to MOMA, and I had no idea they never even went to NYC and Hudson county is just 15 min away.
- A great solution is giving these opportunities earlier. Exposure!
- A person said that she took kids to the state house and those kids never have been to Trenton. It's really important for kids to see that there is beyond this.
- Could there be a program with transportation provided for this?
- Recreation dept. before COVID-19, they used to run a lot of trips. they are really active.

Perth Amboy is a safe place for people in terms of their language, speaking Spanish and that is why people don't leave.

- Exposure, maybe not just having people go out for this, but bringing this exposure in.
- A person is talking about growing up in the Camden education system, their High School was really about the exposure. When they were a kid they were taken to NYC to see the twin towers. One of their first recollections of exposure. High School had a course called Exposure.
- There are opportunities from an academic standpoint, but also socially there are resources that can provide this exposure.

How can we make this more robust?

- Get the stakeholders involved
- There are resources, Perth Amboy center. This branches out to our Edison Campus. We can really tie in so much within the Middlesex community. So it is a unified effort.

One of our biggest barriers in Perth Amboy is exposure and telling people what is out there.

- The positive thing is to target schools around the area and get them while they are younger
- Working with schools is very difficult, so the best way is to talk with this new mayor. Starting from the top.
- A comforting thing, with the new leadership coming in is that it is centered around youth development
- I find value with people coming in to do informal discussions, roundtable, that exposure and having experts come in can be a huge help.
- A person is saying that many times they went to the school system with financial literacy, and it was really hard to engage them because there is so much going

on at home. We have to keep in mind with what is going on at home, to spark them.

How do we increase mental healthcare?

- That is something we really need to understand.
- None of us will ever be the same, the person you are in 2021 is so different from the prior year.
- Especially with the young people.
- The stigma attached with mental health.

General Healthcare Access

- We have 3 community health centers you can go to in Middlesex, but is that enough?
- How do we access healthcare for people?

My experience with the LatinX culture is that a lot of things are going to be kept internally, so I don't know how to navigate that barrier because the kids need support.

- We need more outreach.
- We need to find a way to connect the immigrant community with this community. We don't create groups where emerging leaders can talk and have feedback. We try our best to talk to community members, but sometimes people don't feel like they can or are educated enough to participate.
- Housing- Rental assistance, we need to help people fill out these applications.
- We go to the community and they don't know how this works. How can we get more info?
 - Could we give the community member flyers?
 - It would be helpful to put this information in the bodegas, on the corners, a place where people know they can go and get this information.

Million dollar question- How do we get the information out? Where is the heart of Perth Amboy? If people don't have the technology or internet at home, how do we get this information out.

- Instagram, for posting information
- For people who do not know how to use smart phones, we need to post the info in bodegas, laundromats, clinics.
 - One person says that they sent people google docs, that asks do you need food etc.
 - We had WhatsApp, where we created a group to send out information.
 - That's how we asked people if they needed food during Covid.
 - Bodegas- is a central place where people like to go to.

Community Health Workers

- This was for housing

- We based this off of New Brunswick
- This was great and went really well and it helped people get information.
- We're going to use a website called NowPow, it will connect all nonprofits and make sure community members are connected to the service they need
- We are having a CHW program training coming up with ECHO RU and School of Nursing if you want to have a city team of CHW this maybe an idea, and maybe talk to the mayor and find them a place to collaborate and get an incentive for their time given
- We need to make flyers, support translations. Another thing that was difficult was, Middlesex county had this admissions grant, and it was hard to have access to certain places for training with art and dance. Some people are good with virtual meetings, some people don't like it. We had social workers that were helping out a socially distant art therapy. That is way easier for us to talk and we are going to reproduce this again.

Job Training

There are all of these spots for people to work at warehouses, it is great for some people, but they don't know that there is something that they can do beyond that. When we talk about job opportunities we don't talk about beyond this, kids who graduate HS immediately go to the warehouse because they need money quick, it is what their parents did, they don't go to college or see any other job opportunities. There are a lot of kids that are caught in the pipeline of this, not bad a thing, but it is important that people know that there is more beyond this.

Does the HS have an alternative track?

- They have a partnership with the VOTECH
- HS are starting to do centers now. Kids are learning more skills about communication.
 - Different academies with different fields
 - They have the ability to do a lot and they don't even know that they can.
 - This community can really set a model on this job training program, if you can go there and get a certification then you don't even have to leave your community.
 - Programs can be tailored, the possibilities and the space is there, it is the idea of moving the idea forward.
 - We need to do an environmental scan to see what are the needs.
 - Quick training is the key because they need to help out their families in need
 - The harder conversation and to nail down is to see what people are interested in.

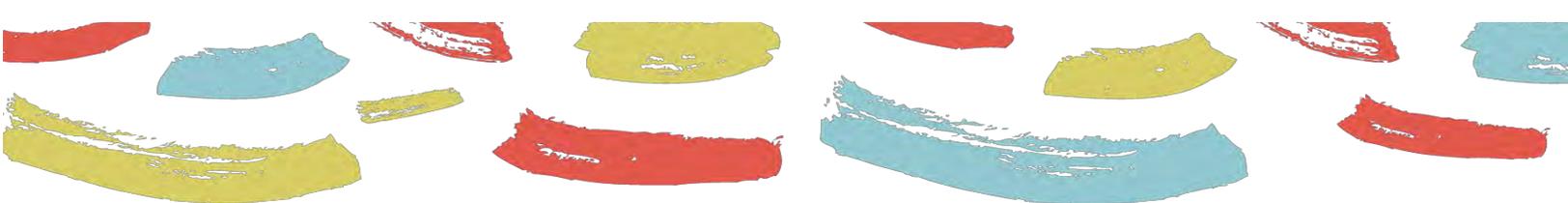
Transition Skills Program (A person is talking about the program they are involved in)

- Those who are most predicted to not attend a 4 year college, but we are here to give them those skills.
- This started in March, so it is virtual and it is home living skills. Watching me cook and clean.

- Handerlife 18-21 year-old program that is helping with job opportunities.
 - This is like home economics.
 - First unit is community engagement- hard to tackle
 - Give back, to volunteer, to use those resources.
 - Success Bound- Youth Leadership group

Perth Amboy has a very large disability population, it is important to provide everyone with resources.

- The one stop closed down in October, this leaves a gap.



THURSDAY, JANUARY 28TH | Day 2 Agenda Topics

Sesión A (Sesión bilingüe): ¿Cómo pueden nuestros propietarios de pequeñas empresas generar confianza y control sobre los sistemas de administración y gestión financiera de su empresa? ¿Cuáles son las herramientas que pueden ayudar?

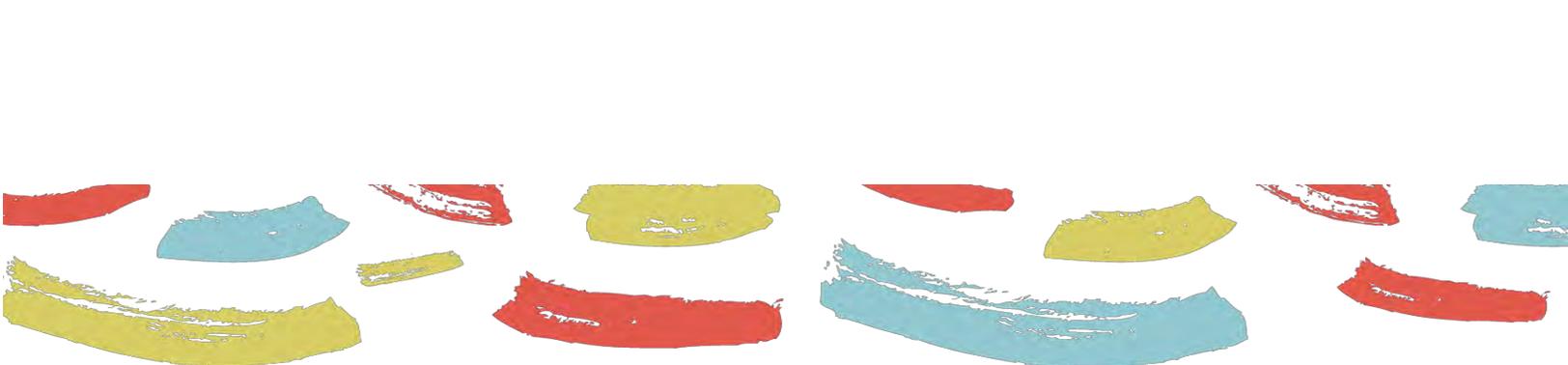
Session A (Bilingual Session): How can our small business owners build confidence in and control over their business's administration and financial management systems? What are the tools that can help?

Session B: How do we establish a resident-driven, collaborative effort to start recovering from the public health & economic damage caused by the pandemic?

Session C: How can we be more effective in sharing information and communication in the neighborhood and across the city?

Session D: How can we make living in the PAAC Neighborhood more affordable?

Session E: How can we ensure the youth are ready for college / trade school?



Session A

Topic Title / Título del tema: ¿Cómo pueden nuestros propietarios de pequeñas empresas generar confianza y control sobre los sistemas de administración y gestión financiera de su empresa? ¿Cuáles son las herramientas que pueden ayudar?

How can our small business owners build confidence in and control over their business 's administration and financial management systems? What are the tools that can help?

(Bilingual Session)

Moderator / Moderador(a): Dania Arias

Participants / Los Participantes: Bill Schultz, Noelia Colon, Nderim Marke, Andrea Cuevas

- Some state programs provide some financial resources or tax incentives to help small businesses
- If you are a new business their receive some tax exemptions for certain items purchased for the run of the place
- Processes with the government tend to be long, especially now with COVID-19 restrictions. We pay for the services and we need to wait for their responses
- Lot of business owners have the initiative to learn and make the best of their stores, but don't know where to start
- Other countries have better government resources to keep track of the status of their business

- There are some business in town that are more focused on making money that don't really understand the process of how their business works and how they can improve them
- A participant mention a couple of examples about two business who are lost in technology and digitalization and they are currently struggling with applying loans and provide a better service to their customers, specially now during COVID that everything should be touchless
- There should be more interest from the business owners to get involved into the administration of their business, so they understand the structure of it and make it progress
- There are too many owners that don't even know how to use a computer

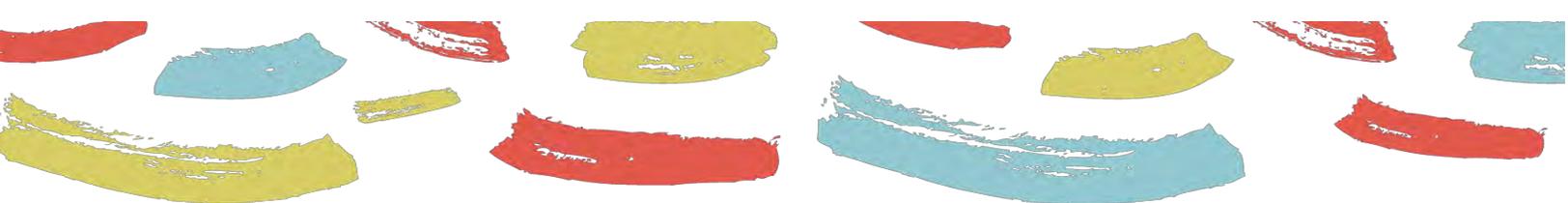
What are the fresh ideas, partnerships, or approaches that would help this idea to occur?

¿Cuáles son las nuevas ideas, asociaciones o enfoques que ayudarían a que ocurra esta idea?

- The government should provide information both in Spanish and English on resources about how to apply to Grants and Loans for small business, the information should be available for everyone
- Have a special office for small business that can be open to guide them for any requirements they may have
- Provide to the small business owners some free courses to help them develop certain administration skills to give them the tools to be more aware about how they can run their business
- Virtual courses and workshops offered to the local business owners so they can help them be ready for any adversities they may face
- Digitalize all documents to keep them safe and have them handy anytime
- All small business owners should become one and be on the same line, we should be sharing tips and experiences of our own
- The app store has lots of "scan apps" available, which are very useful right now, especially to those who are applying to grants and need to keep a record of expenses
- Project management tools work perfectly for small business to understand deadlines and the flow of a business
- Use drives or clouds to keep record of our businesses so we can access it from anywhere and it doesn't get lost if a computer breaks
- Use google drive to collaborate with other colleagues and get documents done
- Build a network of business owners that can share the best tips of what is working on their stores and what not
- Any government institution should request by law to digitize all documents from the business owner to be able to run it
- Government should be able to modernize small owners, they should provide the resources, tools, guidance to make the businesses work best. This from the

economic and administration perspective, at the end the more stable the business the better economy the town will have

- Implement APPs in the business to help them with the sales, specially right now on COVID world that we have tons of restrictions
- Soon there will be a website in Perth Amboy: **Perth Amboy Eats** that gathers a list of restaurants from town so they can get promoted
- The more control on paperwork business owners have the better will be ready to face any situation
- We should be ready for the coming audits will happen after the COVID times, for sure they will be evaluating how the money was used
- Have a better organization system for ourselves
- There are too many online resources that don't even require an APP that are useful to keep track of documents in the Cloud
- Within the same business owners, we could gather to do a cross training and cover all the needs we may have



Session B

Topic Title / Título del tema: How do we establish a resident-driven, collaborative effort to start recovering from the public health & economic damage caused by the pandemic?

¿Cómo establecemos un esfuerzo de colaboración impulsado por los residentes para comenzar a recuperarse del daño económico y de salud pública causado por la pandemia?

Moderator / Moderador(a): Jorge Cruz

Participants / Los Participantes: Gabriela Suriel, Tashi Vazquez, Office Morino, Officer Jason Perez, Teresa Vivar, Adrienne Benberry, Jennifer P.

- Talking about the PAAC neighborhood.
- Key thing is to focus on the resident driven part of this question
 - What can we do to engage and entice the residents of the PAAC neighborhood, so they can address their concerns. Within a collaborative construct, so it is not just single organizations involved.
 - The other part of this question is the recovery part. We are still in crisis mode. “ER” mode. We are starting to move to stage 2 and a longer term of recovery.
- SO what are some of the ideas that we should consider?
- What are some of the main challenges that the pandemic has particularly affected the PAAC community?
- Things we want to consider for the residents.

- Lack of health insurance
- Rent, possibility of homelessness, eviction.
- Small business recovery
- Wifi / internet connection / accessibility
- Food and security
- Unemployment
 - This goes into 2 prompts, How it affects your citizens/residents but also people who are not residents.
 - In Patterson, the lack of stability and not having a stable job is a huge issue.
 - Some of the things the youth were facing were positive mentorship, especially because everything has gone virtual now. They don't have access to talk to a teacher or AmeriCORP member. This is a huge component to their mental health and security. Given the time that is like they have basically been so accustomed to having that social life, now that door has closed and it has become more digitized. It's hard to find people to guide them in a positive way. Some youths had very conflicted home situations, with their families, where they didn't have a healthy home life. Another thing with education so students would feel the pressure to provide for their family so they would miss classes or with zoom instruction they can have their camera on, but not really be present in the class while they worked. There is a stress for young people to play the adult in their family, so that is why they go and find a job for their family.
 - REACTION TO THIS: Find out what resources are available and ready. Who is doing this, health support, thinking about the Latin children. What are the small businesses that are around us that need to let them know about the youth programs. What type of programs are available that can create this info place. An organization that is already established. Use social media to communicate this message. Make flyers for community members who do not have wifi. A number that people can call and be a part of this effort.
 - This person met with Mexicans in Perth Amboy to help with food and housing, so they tried to create a support group where they can send information. Maybe this is something that we can do to establish groups in the communities.
 - In the PAAC community we have to keep in mind of the smaller communities
 - Youth
 - Immigrant

- Senior/Elderly
- Mental Health (addiction)
 - Because of the pandemic we are going to see a rise of addiction. When you have liquor stores that are deemed essential, there will be a rise of stress and addiction. The unknown is what causes a lot of stress. Off the mental health is the addiction that coincides with each other. A person talks about how they lost 2 friends because of an overdose of heroin. We need to add onto the resources, clinicians, recovery coaches, so people know that this is accessible in the community.
 - This pandemic has a real serious effect on our mental health which can lead to certain behaviors.
- Spread the information
 - A lot of people do not know they can get support
 - Some people don't have a printer
 - What is in place now that we are aware of, to address the array of concerns? What is in place now that is being led and owned by the residents of the PAAC neighborhood and being collaborated with organizations?
- This isn't resident led, but a collaborative effort, the food pantry that gives food to individuals during this pandemic. Catholic charities, Puerto Rican associations. We have the medical center, urgent cares providing testing, vaccinations for documented and undocumented citizens. Various grants passed through the government, multiple municipal buildings, JRF. Websites were created for food pantries, and QR codes. Sanitation stations were created. \$10,000 given out to small businesses who were hurt during the pandemic. Very important to know that the Jewish Renaissance, PAAC community and municipal building collaborated to make this happen. Not so many addiction services that are in place now.
- Food pantries depend on a heavy dose of volunteers even though parishes organize this.
- A lot of services for adults, not many for juveniles, there is something for teenagers in the county.
- Pastor Paul Sears runs a house, but for males only.
- Blue Cares- run through Woodbridge Health Dept. They send a recovery coach out to the house or the hospital. We now see more people in contact with recovery coaches. Those resources are out there, and it seems to be working.
- Eviction moratorium in place.
 - It sounds like a lot of these services are provided by single led organizations.
 - What are some ideas on how we can expand or improve resident engagement on these concerns? It sounds like given all the concerns we are able to order the priority. The biggest gaps seem to be related to

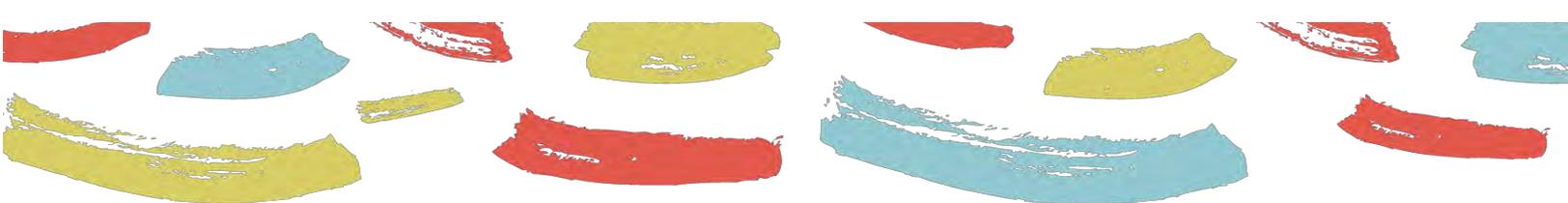
mental health services, youth concerns, educational experience/social support needed, job loss/unemployment, housing and food.

- We have a lot of things in Perth Amboy that people don;t know about. We need to connect these groups. What are the challenges? We need to do a community survey, trying to find out if they need, housing, food education services. So we need to ask the community what they need. Organize small groups to see what they need in their community. Some community organizations don't have access to food pantries, so how do we connect this. Connect with the police department and how they can collaborate. We do not know until we start asking questions.
- Community outreach source because they are in the streets. PAAC can create community, community members out there who can be a part of this support. We can create a core group and find out from both sides. WE can somehow partner or match. What are the community centers, churches where we can create these meetings? Not much mental health support because people don't have insurance. How can we all gather all the data and see what we lack?
- One of the good things that I noticed about a crisis, it does bring about change and an eagerness to help volunteer. Even a connection with the community to help attack these issues. Big sister and big brother program. Volunteers get paired with HS students that can have a weekly check in call. This could be one idea so that the student feels supported and has someone to confide in.
- Communication and education with our PAAC resident, how can we bring them in? The community center on Olive Street, perhaps community members are going there for resources, so we should reach out to this organization. Engaging with other community leaders is really important because that is reaching out to the community. Education is really putting out the resources, there are many ways to market this, but effectively is letting people know that we are concerned with what is happening with them.
- Understanding what brick and mortar might be in place beyond the PAAC neighborhood.

Mental Health Services - one of the biggest gaps in resources and support is in mental health services in the PAAC neighborhood

Youth services - another big gap is services for the youth of PAAC. One speaker made a suggestion to start a 'Big Brother/Big Sister' like program where a person could be paired with a High School student and check in with them once a week.

What are residents receiving now - We need to be aware of what residents are currently receiving, what is 'currently working' with the services that are provided. i.e. how many people are attending food pantries each week? Knowing what is working will help to figure out what to work on next.



Session C

Topic Title / Título del tema: How can we be more effective in sharing information and communication in the neighborhood and across the city?

¿Cómo podemos ser más efectivos al compartir información y comunicación en el vecindario y en toda la ciudad?

Moderator / Moderador(a): Victor Tavares

Participants / Los Participantes: Ms. Valentin, Padma Arvind, Brenda C., Jenny Alvarez, Maddy, Nderim Marke, Sandra Ciccone, Bill Schultz

- Reasons as to why this topic is important:
 - Connect with as many other community members and groups as possible.
 - Make sure their specific group and communities are being represented and staying in the loop about what is happening in the area.
 - This conversation is important in order to better collect and communicate the resources that are available to everyone.
 - Would help streamline the planning or programs and events or services.
- Whenever we make outreach efforts take place or we try to send out information, the information isn't always easily digestible or accessible for the community.
- Social platforms are the wave of the future. We need to keep in mind that elderly population often relies on face to face interaction or physical materials like flyers and phone calls. We cannot leave the senior citizens left behind while we create these plans and systems. For this reason we need to double down and improve our marketing efforts.

What are the fresh ideas, partnerships, or approaches that would help this idea to occur?

¿Cuáles son las nuevas ideas, asociaciones o enfoques que ayudarían a que ocurra esta idea?

- The necessity to streamline the design and language of materials being shared. Material should be simple and have multiple visuals in order to be dynamic and engaging. Materials shouldn't be crowded. All materials in Perth Amboy should be bilingual. The language on all materials should be comprehensive and easy to understand for everyone in the community. These guidelines should be streamlined regardless of whether the resource is being shared by faith based information or other organizations. This is especially relevant now, with the distribution of important health information and language.
- The importance of systems thinking in communication efforts. The previous mayor used social media but perhaps we can think strategically and create some form of automated mobile alerts or push notification for information distribution. Especially considering that a large number of community members do have access to a phone today.
- Another digital solution by pointing out what other cities are already using. Woodbridge uses a Patch, which is web based, where you can find all the information you need.
 - The application that Mercer County has been using called WIN - What I Need App. This app is a great example because it is easy to navigate and is organized by group and categories making it very user friendly. This sort of system would be great for Middlesex County if it was also translated in Spanish.
- Suggestion - the creation of a community wide newsletter that can exist both digitally and physically in order to access as many people as possible in the community with the same content.
- Does a community resource guide already exist? If not, perhaps creating one would also be great.

Are there obstacles that might be in the way? / ¿Hay obstáculos que puedan estar en el camino?

- The importance of managing the creation of content and the use of platforms so that they are more citizen driven and less politically swayed or motivated depending on which administration is in office.
- The senior population has been feeling anxious due to staying at home. Points out that some home care agencies have been using home aids to teach folks how to use an iPad or the zoom app in order to connect with others and feel a connection and fight isolation. Shared that following suit and also working towards teaching digital literacy to the senior population in order to address these mental health concerns would also address the issue of access to information, particularly digital information.
- A trial-based program is currently in the works in the city and is connecting community youth with seniors. The seniors are being taught how to navigate the

Echo systems from Amazon. The program currently consists of about 15-20 seniors. Youth are working on different activities with them on a weekly basis but most importantly are meant to be a resource in helping them navigate this platform and the tools it offers like; helping them easily contact people or navigate search engines, etc.

- The pandemic has further strained communication efforts and has made it difficult to connect with others.
- Is there any local programming? There is! It's Channel 34
- A high number of seniors watch that channel and we should consider generating a live broadcast that can be done daily that includes mental health programming to connect with the senior citizen population but also reviews relevant resources and community updates. Points out the value of tapping into existing resources and using them to our best ability.
- Solution - to generate this content for local programming via a school based competition for kids/teens that already exists and lasts 10 months. The competition is a video competition intended to explore career pathways. This program could potentially be tapped into to create this sort of content for public information initiatives while also engaging young people creatively.
- There is a problem with consistency and keeping great programs running because of funding limitations or grant dependency.

Who are other people that should be invited to help advance this idea?

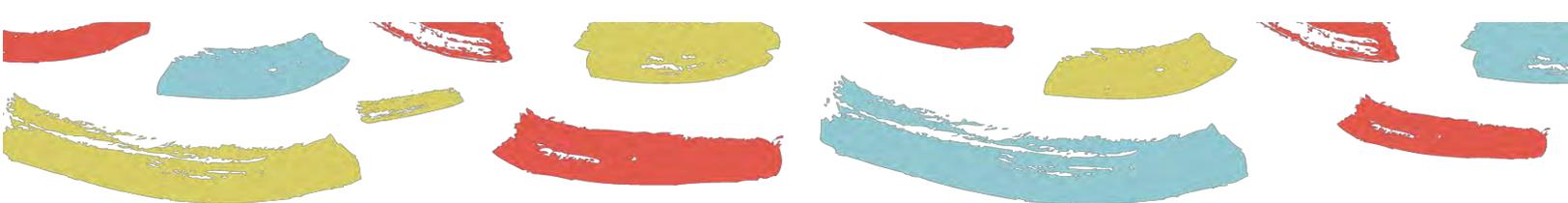
¿Quiénes son otras personas a las que se debería invitar para ayudar a promover esta idea?

- Working closer with different home-aid agencies and coming up with programming and activities that are supported by the city to promote their mental health and facilitate their access to community information or updates. Incentives could be created to recognize those participating, such as certificates of some sort.
- Most organizations and community departments are already being stretched thin. Being consistent with new efforts and programs is difficult so it is important to be strategic with getting information out.
- Partnership is key. Reaching out to partners that already have existing contact or established relationships with the senior community (or other communities) should be taken advantage of and connected with. This is more effective timewise for our community.
- Engaging local bodegas or grocery stores where we know our seniors are frequenting would be advantageous.

What additional information is needed? / ¿Qué información adicional se necesita?

- Is a planning group in Perth Amboy with residents that people can join?
 - There is a parent advisory board that meets once a month. It meets every first Thursday of the month.

- VMA is a group for the PAAC neighborhood which works similarly and also welcomes new participants.



Session D

Topic Title / Título del tema: How can we make living in the PAAC Neighborhood more affordable?

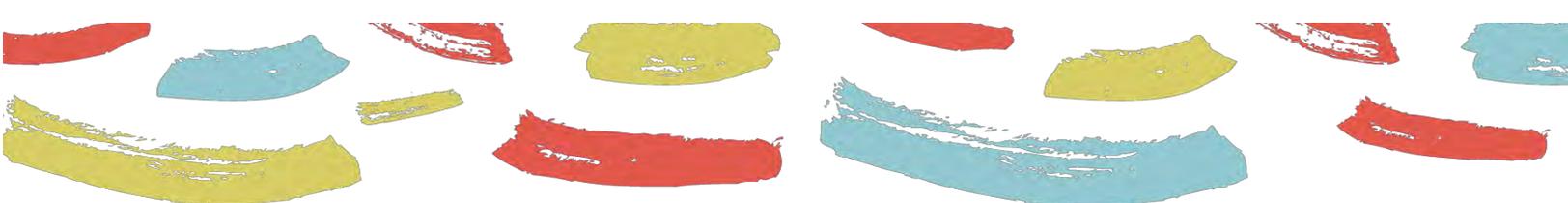
¿Cómo podemos hacer que la vida en el vecindario PAAC sea más asequible?

Moderator / Moderador(a): Jennifer Pena

Participants / Los Participantes: Adrienne

Emphasis was put on how nonprofits can communicate with residents more effectively.

- Geographic Boundaries - there was a lot of talk about the specific geographic boundaries of the Perth Amboy community and where they lie.
- Marketing/Communication - a lot of the discussion ended up talking about how to reach residents, whether it's through facebook, billboards, door knockers etc. There was no consensus on what was most effective.
- Lack of community participation - there was a general concern about lack of community participation in these programs
- Meet and Greet - one idea was that residents would have a meet and greet with organizations 3-4 times a year to help establish a relationship
- PAAC residents go outside the area for resources - there was mention of a resource center on Olive St. Both speakers believed a lot of PAAC residents were going outside the town area for resources when it comes to food, medicaid, and financial support



Session E

Topic Title / Título del tema: How can we ensure the youth are ready for college/trade school?

¿Cómo podemos asegurarnos de que los jóvenes estén preparados para la universidad o la escuela profesional?

Moderator / Moderador(a): Rebecca Pauley

Participants / Los Participantes: Rebecca Pauley, Angelo Abreu, Helen Varvi, Melvin Rodriguez, Ashley C. Castiglo, Eridania Towns

START THE CONVERSATION IN MIDDLE SCHOOL

- We offer students internships in the summer with stipend and college credits, we try to get them to take college classes whilst in high school and we are trying to expand our program with ESL but the high school should have this program so that all students get exposed to this not just people accepted to College Bound.
- It should be part of the curricula.
- The pandemic has definitely changed. How do we get students ? How do we communicate with them?
- I've been thinking about exposing them at an earlier age and start talking about careers in middle school and show them success stories or new fields.
- Something in the back of my mind is to start the work younger so that they think about career and college at an earlier age, middle school or even earlier.

WORK STUDY IN DIFFERENT WORKFORCES WITHIN THE COMMUNITY

- Kids don't have a lot of opportunities to see what is happening outside of Perth Amboy, in my experience they don't see success stories or careers outside of what a life in Perth Amboy has to offer. I like the idea of showing them successful

people from the community because there is a perception that people have to get out to be successful or that they have to conform to a path already written for them in only 2 career paths.

- Work Study is always great and offers more programs, we could have people from the community that are successful in different types of careers that maybe are less talked about, to have work study programs so students can join them and have that experience.
- In elementary school they're teaching the kids to work at the school store and they are learning about accounting and organization and so to have that college and career conversation even that early.
- I grew up here and you only heard about doctors or lawyers. I think it's important to talk about new careers like web development, social media management, new careers that we never talk about in our community.
- Or even the specifics within those broader workforces like the amount of law degrees and medical careers.

FINANCIAL ASPECT

- A lot of kids will not consider college or will stress about it because of the financial burden.
- We have a financial aid program EOF we work with like CCOG , college opportunity grant, but we never talk about this or these initiatives. We could do a better job to advertise these programs that help financially because no one really talks about it .
- We need to help them step by step of applying, because sometimes they don't have the help they need and their families speak different languages, don't speak English and so it may seem overwhelming.
- We try to promote tax and financial workshops but no engagement.

THE HIGH SCHOOL INVOLVEMENT

- I would like to see the creation of a career portfolio that is part of the program for junior and senior. Wellness , coping, literature review, it should be mandatory. I teach this and students really enjoy inventory information.
- What the course would do is SHOW how to explore different career paths and make the right decision. It helps them to feel "I can do this" and know the steps and resources even though the people around them have not gone to college or done that experience.
- I remember I shut down talking about college with my parents because they didn't speak the language and didn't understand, And I also didn't know more than the basic 5 careers paths existed.

INCLUDE FAMILIES IN THE CONVERSATION

- I have a godson who also immigrated and his parents don't speak the language. As part of the portfolio we should bring in the parents and include them in the

conversation because often immigrant parents don't understand and to include them benefits the students.

- Important to bring effective and social skills about this. there was a time where it was not school to be smart but now that's changing and we need to figure out how to continue that and reach out to the youth more. Is it social media?
- Unfortunately if the kids are in a group that they don't want to go to college then they are influenced by that and some families are not encouraging college so we need to make sure that the teens as individuals understand a workplace atmosphere for themselves and want to take that chance.

What are the fresh ideas, partnerships, or approaches that would help this idea to occur?

PARTNERING WITH BUSINESSES

- For me young people need to know that they have to put in the work. I'm a big push to get businesses to open shadow programs so that students know what the options are and they get perspective that it is hard work.
- Yes I agree with the shadowing , we do it with success bound but we can't offer it to every student. I think it would be valuable to have it be a big part of the school for all junior and senior.
- Now with COVID-19 they could even partner with business virtually and expose them to being a part of a company/businesses. Because I had to try different internships to figure out where I wanted to go.
- We could also talk with businesses in the community to come together with us educators because it is a small community, and really also help with restorative justice and find opportunities for second chances on students that have not had a successful pass previously or have been in trouble.
- Because they also deserve access to education and a chance for redemption.

Are there obstacles that might be in the way? / ¿Hay obstáculos que puedan estar en el camino?

ENCOURAGE LONG TERM GOALS

- Students right now are focused about what makes them money now , they see \$12 and think oh cash , immediate money and survival mode and we need to show them that it is important to also realize that there is longevity in the workforce and they can go up in education and off of one salary be comfortable and be able to help their families financially.
- Informational interviews; offer opportunities that are included in the assignments for high school.
- Important to think about goals and missions too.
- Pathway to career is great but there is also the other piece of learning something to get to a goal instead of living in survival mode and there is no desire to continue to evolve

- Conversations about people wanting to take a course or specialization and they don't because they would rather stay with what they know.

What are the fresh ideas, partnerships, or approaches that would help this idea to occur?

COMMUNITY COLLEGE AS A SMART OPTION

- Advertise more the success of community college and place community college as a good place that will raise up the graduation rate and stop that tabu idea.
- Because in other neighborhoods if their community college is successful, it raised the community. We could research what those communities did to up their graduation rate from their community colleges.
- We want businesses in Perth Amboy to think that they can recruit from the community college here and that there is a workforce and they don't have to go outside of the community to find candidates to hire. They should hire from community college graduates.
- All opportunities should be presented to every student, not just 4 yr colleges. We want to give more information about a 2 year and then transfer, and trade school. Even short-term certification.
- In high school everyone had a really bad stigma about community college. Parents would look down on people going there. I have a community college education and it has a lot of the same teachers as Rutgers University, smaller classes and I have no dept.
- We need to re-imagine the Community college.
- I work at the high school, the attitude is slowly changing towards the community college. There was a stigma that if we pushed them towards it.

OUTREACH

- Utilizing the internet, maybe even YouTube. The college is right there in the community but we are not loud and they don't see success stories and we need rebranding and leave the negative stigma of community college. The high school is not doing a strong job to push and place the community college as a good viable option.
- There are many programs that they don't know about and neither do we. Work with Patma Arvid to let us know what programs are available.

STUDENTS CURRENT MENTALITY - FINANCIAL & COMMUNITY COLLEGE

- In the last few years, students are way more conscious about financial issues, which never happened. Now the biggest stress is student debt which previously they would think about it as something long term and not worry. So now it's shifting because it helps them manage the stress of the cost factor.
- Because it is a smarter option.

What could we do to reach them?

- A lot of students appreciate real talk. They want people to come in and be transparent.
- They need to be educated on the financial aspect of these choices and they need to see what dept looks like and how that affects you later so that financial assistance is considered.
- A lot of our students are working because their parents are in industries where they didn't have job pensions or retirement plans so now they have to not only pay for their education but also help their family financially.

TEACHING THEM WHAT DEPT LOOKS LIKE/ BANK PARTNERSHIP

- Sometimes I have to explain to students about rent expenses, can you sustain 2 rents (one of them being debt)? or are you going to have to use your money to pay your college debt and live at home and not be able to become independent later.
- It is a great opportunity to partner with the banks in the community to talk about expenses and so that the conversations shift from choosing something because you are not smart to choosing because it is a more affordable option. They can talk about loans and interest and so more students see it's about being smart in financial decisions and not “not smart enough for 4 yr higher education.

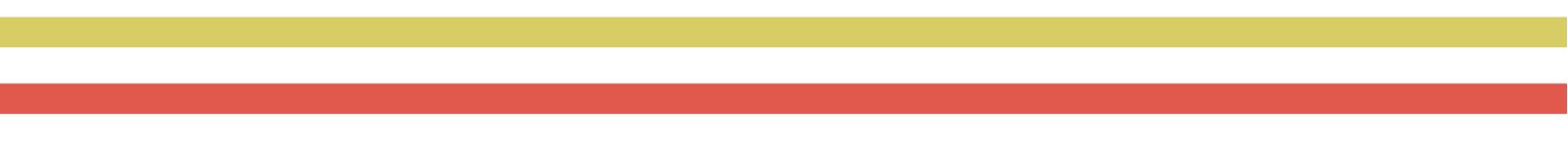


Creative New Jersey fosters collaboration, community inclusion and creative thinking by convening highly-diverse groups of people with varied cross-sector skills, viewpoints, backgrounds, and lived-experiences, in order to advance a community dialogue around critical issues, build and strengthen diverse community networks, encourage cross-sector and multi-cultural partnerships, and foster equitable community-based solutions.

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Creative New Jersey gratefully acknowledges the leadership support of the Geraldine R. Dodge Foundation.



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NEW JERSEY



**PAAC VIRTUAL
CALL TO COLLABORATION**

THANK YOU FOR PARTICIPATING



**Jewish
Renaissance
Foundation**

"One People, One Heart"



NRTC PLAN SECTION 8

NEIGHBORHOOD PLANNING PROCESS

Written Notice to City of Perth Amboy

With Proof of Receipt



March 22, 2021

Ms. Victoria Ann Kupsch, RNC
City Clerk
Perth Amboy City Hall
260 High Street
Perth Amboy, NJ. 08861



**Jewish
Renaissance
Foundation**

"One People, One Heart"

Dear Ms. Kupsch:

Pursuant to the Guidelines for Developing a Neighborhood Plan, prepared by the New Jersey Department of Community Affairs (DCA) Neighborhood Revitalization Tax Credit Program, (NRTC), I am writing to notify you the Jewish Renaissance Foundation will be updating its NRTC Plan for the PAAC (formerly Greater Budapest) Neighborhood of Perth Amboy.

We anticipate working on this plan over the next three to four months. We will be sending updates to keep your Economic & Community Development Department informed of our progress and we have engaged various representatives from other Departments of the City to join in this effort and serve on our host team. We wanted you to know it is important to us to coordinate our efforts with those of the City. We will be sure to incorporate common goals and objectives into the work of the NRTC Plan and Program.

Should you have any questions, please feel free to contact me. I look forward to working with you and the representatives of City government on this project.

Thank you for your interest and ongoing cooperation.

Sincerely yours,

Grace Co-Ortega, Interim CEO and CFO

cc. The Honorable Helmin Caba, Mayor
Mr. Edward Remsen, Interim Business Administrator
Ms. Tashilee Vazquez, Assistant Director of OECD

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149 Kearny Avenue. Perth Amboy, NJ 08861 Phone: (732) 324-2114 Fax: (732) 324-0256

Web: www.jrfnj.org / E-mail: info@jrfnj.org

From: Tashi L. Vazquez <tvazquez@perthamboynj.org>
Sent: Monday, March 29, 2021 10:24 AM
To: Sherri Goldberg; Victoria Ann Kupsch
Cc: Mayors Office; Ed Remsen; Lisett Lebron; Grace Co-Ortega
Subject: RE: Resending - Please see attached letter - NRTC

Ms. Goldberg,

On behalf of the City of Perth Amboy Office of Economic & Community Development, I confirm that we are in receipt of the letter and as you know fully support the NRTC Neighborhood Plan Application. Furthermore, we look forward to working collaboratively to ensure the needs of our residents and business are articulated and addressed.

Best,

Tashi Vazquez

From: Sherri Goldberg [mailto:Sherri.Goldberg@jrfnj.org]
Sent: Sunday, March 28, 2021 10:01 AM
To: Victoria Ann Kupsch <victoria@perthamboynj.org>
Cc: Mayors Office <MayorsOffice@perthamboynj.org>; Tashi L. Vazquez <tvazquez@perthamboynj.org>; Ed Remsen <eremsen@perthamboynj.org>; Lisett Lebron <llebron@perthamboynj.org>; Grace Co-Ortega <Grace.Co-Ortega@jrfnj.org>
Subject: Resending - Please see attached letter - NRTC

My apologies for resending. I need to be able to document this email was received. I have now attached a read receipt for confirmation to include with the NRTC Neighborhood Plan Application. Thank you!

From: Sherri Goldberg
Sent: Thursday, March 25, 2021 3:52 PM
To: Victoria Ann Kupsch <victoria@perthamboynj.org>
Cc: Mayors Office <MayorsOffice@perthamboynj.org>; Tashi L. Vazquez <tvazquez@perthamboynj.org>; eremsen@perthamboynj.org; Lisett Lebron <llebron@perthamboynj.org>; Grace Co-Ortega <Grace.Co-Ortega@jrfnj.org>
Subject: Please see attached letter - NRTC

Hi Victoria – I hope all is well with you. I am sending the attached letter on behalf of Grace Co-Ortega, Interim CEO, in regard to the Perth Amboy Alliance for Community (PAAC) Neighborhood Revitalization Tax Credit (NRTC) plan. If you have any questions, please do not hesitate to reach out.

Thanks a bunch!

Sherri

Sherri Goldberg, MA Criminal Justice, MPA
Director of Community & Family Services
Renaissance Foundation
Community Action Agency
149 Kearny Avenue, Perth Amboy, NJ 08861

Phone: 732-324-2114 ext. 108

Fax: 732-324-0256

Tashi L. Vazquez, Assistant Director of OECD

City of Perth Amboy

Economic & Community Development

Email: tvazquez@perthamboynj.org

Phone: (732) 826-0290 ext. 4863

Website: www.perthamboynj.org

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HELP PREVENT THE SPREAD OF COVID-19

MASK-UP ◆ KEEP 6 FEET APART ◆ SANITIZE AND WASH HANDS FREQUENTLY

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From: Victoria Ann Kupsch <victoria@perthamboynj.org>
To: Sherri Goldberg
Sent: Monday, March 29, 2021 9:20 AM
Subject: Read: Resending - Please see attached letter - NRTC

Your message

To: Victoria Ann Kupsch
Subject: Resending - Please see attached letter - NRTC
Sent: Sunday, March 28, 2021 10:00:56 AM (UTC-05:00) Eastern Time (US & Canada)

was read on Monday, March 29, 2021 9:19:49 AM (UTC-05:00) Eastern Time (US & Canada).

NRTC PLAN SECTION 8
NEIGHBORHOOD PLANNING PROCESS
Letters of Support



June 9, 2021

Ms. Sherri Goldberg, Director of Community & Family Services
Jewish Renaissance Foundation
149 Kearny Avenue
Perth Amboy, NJ 08861

Dear Ms. Goldberg:

Middlesex College is pleased to support the 2021 PAAC NRTC Plan Application. As a partner serving on the Host Team and a participant in the planning process, I recognize the importance of many of the priorities the PAAC Neighborhood residents have identified. I am excited to build customized initiatives addressing workforce development, internships and job training in partnership with the JRF PAAC Team to support the NRTC PAAC Plan. We have a long-standing history of working together to bring innovative opportunities around education, career pathways and programs for young people and adults. We certainly look forward to continuing this effort.

Specifically, we are interested in the possibility of launching PAAC PopUps with the goal of disseminating information about the offerings of Middlesex College and sparking interest in the PAAC Neighborhood. We anticipate working together to host Language Cafes for English speakers who want to learn Spanish and vice versa. It is a fact equipping Spanish speakers with English language skills increases their job opportunities therefore; the Perth Amboy Campus of Middlesex College is looking forward to again offering ESL classes. Lastly, although the JRF has been involved with our very successful Success Bound Program as a job shadow site, we have identified the opportunity of creating a PAAC Neighborhood specific program. Success Bound is a five-week summer program for students from Perth Amboy High School and the Academy for Urban Leadership. The program combines classroom work – for which the students receive college credit – with career exploration and an internship at a local nonprofit or government agency.

I appreciate the concerted effort of the JRF to generate community involvement and support. This process illustrates how important successful training programs are for the PAAC Neighborhood and we are committed to working with you to provide this support for residents.

Thank you for the work your team has done and for facilitating this important planning process. Please keep us informed as you move into the implementation phase and we will do what we can to support your efforts.

Best wishes as you move forward with the plan.

Sincerely yours,

Michelle Campbell

Vice President for Institutional Advancement

Middlesex College



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

June 10, 2021

**Ms. Sherri Goldberg, Director of Community & Family Services
Jewish Renaissance Foundation
149 Kearny Avenue
Perth Amboy, NJ 08861**

Dear Ms. Goldberg:

Recreation and good access to recreational opportunity is an important aspect of a community's quality of life. The Raritan Bay Area YMCA is a proud supporter of the PAAC Neighborhood NRTC Plan. As you know, the YMCA is located just across the street from the boarder of our PAAC neighborhood and we continue to provide a range of services to its residents.

We are well aware, however, that not all families and individuals in the PAAC Neighborhood can afford or participate in the services we offer. Therefore, I am particularly pleased to see that one of the proposals of the plan involves providing financial support to people in the PAAC Neighborhood that will help them afford YMCA services. The YMCA also provides financial scholarships to those in need. We look forward to continuing our work with you to expand recreational services and opportunities for the people in the PAAC Neighborhood. In addition, as the convener of the Justice, Equity, Diversity and Inclusion (JEDI) Group, we hope to engage PAAC residents with the goal of improving relationships, increasing access and creating a better City to live in.

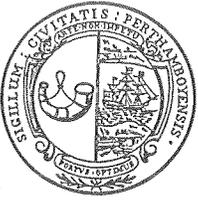
I want to point out, it is particularly significant that during the PAAC planning process you have engaged over 200 residents and stakeholders through your Call to Collaboration, your neighborhood survey, and the other events you have held to generate community support. This process illustrates how important successful service delivery is for the PAAC Neighborhood and we are committed to working with you to provide this support.

I appreciate the work that everyone has done and for being a part of this important planning process. Please keep us informed as you move into the implementation phase of the process, and we will do what we can to support your efforts.

Best wishes as you move forward with the plan.

Sincerely yours,

Steve Jobin, President/CEO



City of Perth Amboy

Helmin J. Caba, Mayor

June 18, 2021

Ms. Sherri Goldberg, Director of Community & Family Services
Jewish Renaissance Foundation
149 Kearny Avenue
Perth Amboy, NJ 08861

Dear Ms. Goldberg:

I am writing to express the City of Perth Amboy, Department of Human Services support for the Jewish Renaissance Foundation's (JRF) Perth Amboy Alliance for Community (PAAC) NRTC Neighborhood Plan. As someone who was involved in the original planning process in 2008, I know the JRF, more specifically the PAAC Team, over the last 10 months has engaged the PAAC residents in a variety of outreach efforts.

The City of Perth Amboy Department of Human Services is committed to serving the residents of our city and we do so leaning on some important partnerships like the one we have with the JRF. Traditionally, my department provides assistance with many of the outdoor events happening in the neighborhood like their "Thursday Nights in the Park". We help with staffing, materials, supplies and equipment. We have a longstanding history of collaboration with the JRF and we often coordinate to provide engagement activities.

We are happy to express our full support for the revitalization efforts highlighted in the updated PAAC Plan and the Department of Human Services will help wherever we can. I know the Neighborhood Plan is representative of the collective voice of the neighborhood because PAAC has been able to gain input from over 200 community members. NRTC funding has been vital to our city and we have seen change as a result. We are proud to be part of the initiatives in the PAAC Neighborhood and we look forward to realizing our collective impact.

Respectfully,

Kenneth Ortiz
Director of Human Services
1 Olive Street
Perth Amboy, NJ 08861

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10th consecutive 4-star rating



June 23, 2021

Ms. Sherri Goldberg, Director of Community & Family Services
Jewish Renaissance Foundation
149 Kearny Avenue
Perth Amboy, NJ 08861

Dear Ms. Goldberg:

Please consider this letter of support for the Jewish Renaissance Foundation's (JRF) 2021 PAAC Neighborhood Plan. Morris Habitat for Humanity has recently acquired The Habitat for Humanity of Greater Plainfield & Middlesex County. Both our agencies had long-standing history serving our respective communities. After careful consideration to streamline services and strengthen our ability to provide affordable housing, we have combined our resources and opened a Morris Habitat office in Plainfield. As the fifteen months have demonstrated, we are stronger together. By uniting our affiliates, we are poised to make a greater impact on the communities we serve as we strive toward our vision of a world where everyone has a decent place to live.

We are currently working with the City of Perth Amboy, the Housing Authority of Perth Amboy and PARTNER to build new affordable homes in the PAAC Neighborhood. Although our partnership is new with the JRF's PAAC program, we anticipate building a solid collaboration.

We will be presenting our zoning application to the city on July 8, 2021, for the property on Pine St. between Inslee and Garretson. Morris Habitat also operates two additional programs, Aging in Place and Neighborhood Revitalization & Home Repair. Based on some of the previous projects PAAC has completed such as the rehabilitation of homes and their senior repair project we believe there are a variety of possibilities where Morris Habitat can assist and work with the JRF to accomplish some of the housing priorities set out in the PAAC Neighborhood Plan.

After going through and reading the PAAC Plan it is clear all the hard work you and your team put into making sure the neighborhood was engaged and part of the process. This demonstrates the commitment the JRF has to the PAAC Neighborhood. We look forward to exploring how Morris Habitat can provide support and improve housing opportunities for residents.

As you move forward to implement the plan and develop projects in line with the priorities, please know we will be willing to assist in any way we can.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Blair Schleicher Wilson".

Blair Schleicher Wilson
Chief Executive Officer



**GREAT GRACE EVANGELISTIC MINISTRIES, INC. * 351 LAWRIE STREET * PERTH AMBOY * NEW
JERSEY * 08861**

June 19, 2021

Ms. Sherri Goldberg, Director of Community & Family Services
Jewish Renaissance Foundation
149 Kearny Avenue
Perth Amboy, NJ 08861

Dear Ms. Goldberg:

As one of the churches in the PAAC Neighborhood, we consider ourselves neighbors at Great Grace Evangelistic Ministries. Our congregation worships, spends time and patronizes businesses in the PAAC Neighborhood. We recognize how densely populated our neighborhood is and space for any new development is at a premium. This is why we look forward to working with PAAC to see if we can offer space at our church for neighborhood events and activities.

One of the proposals included in the plan involves developing a Community Center. As an alternative, until this development can happen, we can provide the use of our church community room for periodic use for programming. We are also willing to negotiate the use of our parking lot to accommodate overflow parking in the neighborhood with the possibility of adding more parking by blacktopping the area behind the church. These are just two suggestions where we believe we can support some of the priorities in the PAAC NRTC Plan and we look forward to collaborating with you.

We participated in the Faith Based Virtual Roundtable held on May 18, 2021, where we came together to learn about PAAC and how we could help each other for the benefit of our neighborhood. It was nice to actually meet in person and show both you and your PAAC Coordinator our church so you might see the possibilities. We appreciate the effort you and your team put into generate community involvement and support. This illustrates how dedicated the JRF is to the PAAC Neighborhood and we are committed to working with you to provide support.

I appreciate everyone who was a part of this important planning process. Please keep us informed as you move into the implementation phase of the process, and we will do what we can to support your efforts.

Best wishes as you move forward with the plan.

Sincerely yours,

Albert Afriyie

Pastor Albert Afriyie
Senior Pastor, Great Grace Evangelistic Ministries, Inc.



Bradley Harrington
NJ Department of Community Affairs
Neighborhood Revitalization Tax Credit (NRTC) Program
PO Box 800
Trenton NJ 08625

June 16, 2021

Dear Mr. Harrington,

It is my pleasure to write a letter in support of the PAAC Neighborhood NRTC Plan. I have had the honor of serving as the Chair of the PAAC Host Team through this process. I was privy to all the hard work done to prepare this plan. I am convinced, the PAAC Team, Creative NJ and Triad Inc. with the input of neighbors and stakeholders have developed a comprehensive plan that will provide a road map for the revitalization of this very special neighborhood.

PNC takes their community commitment very seriously. Over the years, we continue to support the Jewish Renaissance Foundation in their efforts because we know the great work they do. I really appreciate the opportunity to be involved in their activities and programs because although PNC supports with funding (both NRTC contributions and other targeted programmatic funding), the JRF continues to express that our time commitment is equally important.

PNC has worked closely with the JRF's Community & Family Services Department on a number of initiatives including community events like Breakfast with Santa, Thankful Bags and some of their financial literacy programming. PNC fully supports the revitalization effort in the PAAC Neighborhood because together we are committed to creating opportunity, empowering our neighbors, business owners and visitors to take ownership in the future of their neighborhood. We believe with Jewish Renaissance Foundation as a partner we are "creating hope together".

I look forward to continue our work in the PAAC Neighborhood and being a part of creating and implementing strategies necessary to continue our work to revitalize the PAAC Neighborhood. I know as a Host Team member, we will be instrumental in the big picture guidance. PNC hopes to be able to continue to support the Jewish Renaissance Foundation in their NRTC efforts and we are impressed by all the accomplishments that have already come to fruition. We wish them the best of luck as they move forward to their second master plan.

Sincerely,

A handwritten signature in black ink that reads "Yolanda Swiney". The signature is written in a cursive, flowing style.

Yolanda Swiney, Vice President
Community Development Banking



June 19, 2021

Ms. Sherri Goldberg, Director of Community & Family Services
Jewish Renaissance Foundation
149 Kearny Avenue
Perth Amboy, NJ 08861

Dear Ms. Goldberg:

I am writing to express Wellspring Center for Prevention's support of the Jewish Renaissance Foundation and its application to the Department of Community Affairs for their second designation as an NRTC Neighborhood for PAAC. Our agency has collaborated with JRF on multiple projects and always appreciated their support and contributions. And specifically, as part of this project's Host Team, I witnessed firsthand all the work that went into engaging the PAAC residents and stakeholders to be a part of the process. I was extremely impressed with the efforts of the PAAC Team and feel privileged to be a part of this future collaboration.

Wellspring is committed to partnering with PAAC to provide health and wellness programs, as well as substance use prevention presentations for the residents of the PAAC Neighborhood. Our agency has been providing these types of prevention services since 2012. This partnership will help support the PAAC Neighborhood Vision by promoting resources, services and providing information on health and wellness.

Wellspring Center for Prevention and the JRF have a longstanding history of collaboration to better serve our community, and consistently coordinate in the fields of engagement, education and much more. With the Senior Wellness initiative as part of PAAC, they administer programs with a focus on older adult education and healthy activities by providing space and the forum fostering opportunities to learn and engage with older adults. We consistently collaborate and collaborate with PAAC to create additional support for their seniors and their families as well as outreach too many residents in the PAAC Neighborhood.

Wellspring expresses its utmost support for this PAAC Neighborhood Plan and we believe the JRF will effectively facilitate the revitalization efforts outlined in the Plan and we will assist in any way we can. I appreciate the work everyone has done and for the pleasure of being a part of this important planning process. Please let us know when you receive your approval and we look forward to being a part of the project planning process coming up in the summer. We will do what we can to support your efforts.

We look forward to our future work with the Jewish Jewish Renaissance Foundation and the PAAC and wish you success in moving forward on this project.

Sincerely,

A handwritten signature in blue ink that reads "Helen Varvi".

Helen Varvi
Deputy Director

*Promoting Healthy Living
Through Education,
Training & Advocacy*

620 Cranbury Road, Suite 105
East Brunswick, NJ 08816
Phone: 732-254-3344
Fax: 732-254-4224
www.wellspringprevention.org

NRTC PLAN SECTION 8

NEIGHBORHOOD PLANNING PROCESS

**Evidence that the Draft Plan was Posted
for Public Review**



From: Sherri Goldberg <Sherri.Goldberg@jrfnj.org>
Sent: Thursday, June 10, 2021 10:40 AM
To: Lissett Lebron; Mayors Office; Isamar Payano; ncolon@perthamboynj.org; kortiz@perthamboynj.org; tvazquez@perthamboynj.org; Victoria Ann Kupsch; Joas Quiles; Edward A. Mullen; Roman McKeon; wfitzpatrick@perthamboynj.org; Frank Hoffman
Cc: Grace Co-Ortega; Steve Kehs; Dania Arias; Jennifer Pena
Subject: PAAC NRTC Draft Neighborhood Plan
Importance: High



Good Morning Everyone!

I wanted to follow up about the NRTC Draft PAAC Neighborhood Plan and ensure everyone is aware. We posted it for public comment on Monday 6/7/2021. As many of you know, we have a PAAC Host Team meeting scheduled for **6/17/2021 at 10 am**. If you did not get the invite and are interested in attending please let me know, we would love to have you join us! I have also made arrangements to meet with Mayor Caba and present our plan. Please take some time to go through it, make suggestions, comments (even for something small like a typo) or just to give feedback. If you can, please join us at our community meeting at Francis Street Park next Wednesday **6/16/2021 at 5 pm**. Please see the below that is up on the Amboy Guardian website and will be in the paper on Wednesday. This is to ultimately bring resources to our City and please know the JRF thanks you all for everything you do!

THE AMBOY GUARDIAN



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Contact **CAROLYN** at **7**

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Categorized | News Release

What would you do for your neighborhood with a million dollars? Let us know if we got it right!

Posted on 09 June 2021

(News Release, June 7, 2021) PERTH AMBOY – The JRF is excited to present the updated Perth Amboy Alliance for Community (PAAC) 2021 NRTC Draft Plan. Using our original plan completed in 2008 as a guide and through a variety of outreach strategies, together we identified important priorities and created projects to revitalize our neighborhood.

This draft is the culmination of months of activities, meetings, virtual gatherings, and neighborhood canvassing. PAAC staff with the incredible help of our amazing Host Team members, Creative NJ, Triad Inc., and our neighbors we are able to post this electronic version for public comment.

We want to make sure **your** voice is heard and this plan represents our road map for “creating hope together” in the PAAC Neighborhood for the next 10 years. Please go to the following link and let us know your thoughts.
<https://www.jrfnj.org/draft-plan-for-paac-june-2021/page.html>

The PAAC Team will be holding a Neighborhood Community Meeting at Francis Street Park ((Francis and Ashley St.) on **Wednesday, June 16, 2021** at 5 p.m. to discuss the plan, answer any questions and take any suggestions. Come join us for snacks and giveaways! We will be streaming live on the PAAC Facebook Page, if you can't make it in person connect with us online. <https://www.facebook.com/groups/creativeperthamboy>

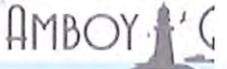
Thanks a bunch!
Sherrí

Sherri Goldberg, MA Criminal Justice, MPA
Director of Community & Family Services
Jewish Renaissance Foundation, A Community Action Agency (CCA) &
Federally Qualified Health Center FQHC

Site Address: Bayside Family Success Center
500 Dobranski Drive, Perth Amboy, NJ 08861

Phone: 732-638-6053
Fax: 732-324-0256



Click here to read th


Amboy Guardian 2021 P

**Notification of Environ
and Cleanup C**

445-449 Amboy Avenu
(Block: 207 Lot:
NJDEP PI #PI C
June 2,

In accordance with New Jersey Departm
(NJDEP) regulations for "Notification an
required to provide information relating
remedial activities being conducted at tl

From: Victoria Ann Kupsch <victoria@perthamboynj.org>
To: Sherri Goldberg
Sent: Thursday, June 10, 2021 3:05 PM
Subject: Read: PAAC NRTC Draft Neighborhood Plan

Your message

To: Victoria Ann Kupsch
Subject: PAAC NRTC Draft Neighborhood Plan
Sent: Thursday, June 10, 2021 10:40:20 AM (UTC-05:00) Eastern Time (US & Canada)

was read on Thursday, June 10, 2021 3:04:43 PM (UTC-05:00) Eastern Time (US & Canada).



Section 9

NRTC ATTACHMENTS

Evidence of Community Outreach

Evidence of Community Input

Notice of Intent to City of Perth Amboy

Letters of Support

Evidence of Draft Plan Public Review

Final Plan Submission for 30 Day Review



Section 6. Attachments

Note: Both the Applicant Organization and Partner Organization(s) must provide the documentation listed below, except where "Applicant Organization only" is noted

- a. Signed certification on Form NP-1 (Applicant Organization only)
- b. "Certificate of Good Standing" from State of NJ
- c. Copy of current NJ Charitable Registration and Investigation Act (CRI – 300R) form
- d. List of current members of the Board of Directors, as January 1, 2019
- e. Resume for Executive Director
- f. Organizational Chart
- g. Organization's total budget for the current year, with funding sources listed (Applicant Organization only)
- h. Copy of the minutes of the Board of Directors meeting at which the organization's current year total budget was approved (Applicant Organization only)
- i. Copy of the three (3) most recent annual audit reports for the organization (Applicant Organization only)
- j. Copy of the corrective action plan related to internal control or compliance findings from the organization's most recent annual audit report, if applicable (Applicant Organization only)
- k. Incorporation Documents
- l. Neighborhood maps (At least one of the maps must be "plain," showing streets and street names.) (Applicant Organization only)

*Please note all the above attachments were **ONLY** submitted in our binder to the NJ Department of Community Affairs (DCA), NRTC as required.



ATTACHMENT 1 THE 2008 PAAC PLAN COMPENDIUM

Relating the 2008 PAAC Plan to the 2021 NRTC Planning Application



PERTH AMBOY, NJ PAAC NEIGHBORHOOD PLAN COMPENDIUM FOR INCLUSION WITH THE 2021 NRTC PLAN

An Updating of the 2008 Wells Fargo Neighborhood Plan

INTRODUCTION

The PAAC Neighborhood of Perth Amboy, known formerly as the “Old Budapest Neighborhood” was the subject of a 2008 Neighborhood Plan funded by the Wells Fargo Regional Foundation. This plan was crafted from the comments and feedback that the Perth Amboy Alliance for Community received through the stakeholder survey, various community and civic meetings, and the input of Steering Committee members. It is a plan that reflects the values of the neighborhood and the vision for the future as expressed in 2008. But it is also a plan that still has considerable relevance today.

This Addendum to the PAAC NRTC Plan links the previous 2008 Plan and the prior NRTC Plan with the vision, goals and strategies defined most recently through the “Call to Collaboration” conducted by the PAAC Neighborhood Host Committee and CreativeNJ. It is evident through the presentation in the NRTC Plan that many of the goals and strategies expressed in 2008 remain relevant in today’s PAAC Neighborhood.

The NP-3 Form included with the NRTC Plan reflects the priority projects and programs that remain important to the residents and stakeholders of the PAAC Neighborhood. They include specific steps that address the needs of the community as articulated by area residents. Some of these actions reflect responses to immediate or short-term needs. Others are longer term and will take more time to implement. Some actions will require the involvement of partners such as the City government or the Jewish Renaissance Foundation. Others will require the engagement of citizens and action by neighborhood residents.

The end result is an NRTC Plan, aided by the data and information in this Compendium document, that addresses a comprehensive vision of the community and puts in place a strategy to implement it. It is not something that will be realized overnight. It will take time; a significant period of engagement with residents and partners; and the perseverance and dedication of many people and organization. But, if this plan is followed and if it can be implemented through a collaboration of civic, social, and neighborhood initiatives, it will result in a brighter, more promising future for the residents of this proud community.

The following pages outline the goals and strategies posed by the 2008 PAAC Plan and links them, as appropriate, to the sentiment expressed by the NRTC Plan participants.

THE PAAC NEIGHBORHOOD GOALS

Through the various planning processes that have been conducted for the PAAC Neighborhood, including the prior NRTC Plan, this NRTC Plan and the 2008 PAAC/Wells Fargo funded plan, many of the goals of the neighborhood have remained consistent. As can be seen from the following

chart, there is considerable similarity between them. These goals, while numbered, are not listed in any order of priority.

2008 PAAC NEIGHBORHOOD PLAN	CURRENT/LAPSED NRTC PLAN
GOAL 1: PROMOTE A BETTER, MORE INTEGRATED NETWORK OF CIVIC AND SOCIAL ACTIVITY IN THE NEIGHBORHOOD THAT HELPS KEEP PEOPLE INFORMED; CREATES A GREATER SENSE OF IDENTITY; AND FOSTERS STRONGER TIES WITH THE CITY AS A WHOLE.	GOAL 1: BUILD A BETTER PAAC NEIGHBORHOOD BY IMPROVING RECREATION, INFRASTRUCTURE, HOUSING AND COMMUNITY FACILITIES.
GOAL 2: ENHANCE ACCESS TO A RANGE OF EDUCATION, HEALTH, SOCIAL AND FAMILY SERVICES AND EXPLORE THE CONSTRUCTION AND/OR PROVISION OF NEW FACILITIES AND SERVICES.	GOAL 2: ENCOURAGE GREATER ECONOMIC OPPORTUNITY FOR RESIDENTS AND BUSINESSES IN THE PAAC NEIGHBORHOOD
GOAL 3: ENCOURAGE MORE ECONOMIC OPPORTUNITY IN THE NEIGHBORHOOD THAT FOSTERS AN EXPANSION OF THE AMBOY AVENUE BUSINESS DISTRICT; PROVIDES CONVENIENCE RETAIL SHOPPING; AND OFFERS MORE EMPLOYMENT AND JOB-READINESS OPPORTUNITIES FOR RESIDENTS.	GOAL 3: ENHANCE SERVICES AND SERVICE DELIVERY IN THE NEIGHBORHOOD BY FOSTERING GREATER COLLABORATION, PROVIDING NEW FORUMS FOR INFORMATION, AND BROADENING THE RANGE OF SERVICES PROVIDED.
GOAL 4: MAINTAIN A SAFE, HEALTHY, AND CLEAN ENVIRONMENT IN THE NEIGHBORHOOD THAT PROMOTES NEW INVESTMENT IN A RANGE OF HOUSING OPPORTUNITIES, HOME REPAIR, MAINTENANCE, AND RELATED FACILITIES AND SERVICES.	GOAL 4: PROMOTE A CLEAN, SAFE AND HEALTHY NEIGHBORHOOD
	GOAL 5: CONTINUE TO BUILD NEIGHBORHOOD COLLABORATIONS, ENHANCE HUMAN CAPITAL, AND FACILITATE NEIGHBORHOOD TRANSFORMATION.

2021 NRTC Linkage. The goals of the 2008 PAAC Plan and the current 2021 NRTC Plan are very similar. While stated differently, they remain focused on housing, infrastructure, economic development, safety, services and resident interaction.

INTEGRATING THE TOP 2008 PAAC PLAN INITIATIVES WITH THE 2021 NRTC PLAN

Given the similarities in the goals of 2008 with the goals of 2021, a comparison is offered between the top ten strategic initiatives. This comparison in the table on the following page demonstrates the consistency in neighborhood sentiment and clearly defines those initiatives that should be the priorities for near and longer-term implementation.

The initiatives outlined on this table have been incorporated into the 2021 NRTC NP-3 Form that is included with the main body of the NRTC Plan.

Top Ten Priorities for the PAAC Neighborhood

STRATEGIC INITIATIVE	RANKING		SHORT, MID OR LONG TERM
	2008	2021	
Promote Ways to Engage Parents and Adults in the Education of Neighborhood Children	1	An issue but not Top 10	Long Term
Increase Recreational Programs for Families and Children at Existing Facilities	3	1	Short to Mid-Term
Develop a New Community Center for the PAAC Neighborhood	6	Tied for 5	Short to Mid-Term
Provide Greater Access to Health Services for Residents of the PAAC Neighborhood	4	Tied for 5	Short to Mid-Term
Promote Public Safety and Encourage a Greater Police Presence in the PAAC Neighborhood	5	An issue but not Top 10	Short to Long Term
Find Ways to Organize the Community so that People have a Greater Voice in Civic Affairs	7	10	Short to Mid-Term
Revitalize Amboy Avenue as a Shopping District, including Streetscape Improvements	8	8	Short to Long Term
Find Ways to Create Better Paying Jobs for Residents of the PAAC Neighborhood	9	Tied as 2 and 3	Short to Mid-Term
Promote Opportunities for More Affordable Housing in the Neighborhood.	10	9	Short to Long Term
Promote More Educational Programs and Opportunities for Youth	2	Tied for 2	Short to Mid-Term

Implementing the 2008 PAAC Plan Goal 1: Networking and Communicating

This goal involves organization and communication at multiple levels. First, there is a need to continue the networking that was begun in 2008 and continued with the 2021 Call to Collaboration. Goal 5 of the NRTC Plan furthers this initiative. For example, through the creation of a PAAC Neighborhood App, additional newsletters, and assistance for ESL and other language programs, the NRTC Plan provides many strategies and programs for an ongoing implementation of this goal.

2021 NRTC Linkage. This remains a critical priority of the NRTC Plan. Particularly stemming from the COVID19 Crisis, enhancing communication in the Neighborhood through a PAAC Neighborhood App and other virtual educational and communication tools will help significantly in advancing this mission.

Building a Better Network in the Neighborhood

In 2008, Neighborhood identification was in transition from what was known as “Greater Budapest” to PAAC. The objectives outlined below were accomplished. Creating a better network of communication in the neighborhood was fostered by providing the neighborhood with a greater sense of identity.

- Define the Neighborhood by Name
- Give it a visual “Sense of Place”

- Provide it with a Social and Civic Focus
- Organize a Formal Neighborhood Association

Defining the Neighborhood by Name

One of the outcomes of the 2008 PAAC Plan was the rebranding of the Neighborhood. No longer known as Old Budapest, the ongoing effort to give the neighborhood its own identity continues. This may involve informational efforts, including:



- Hosting a School Contest
- Making it the Mission of a Neighborhood Association
- Conducting a Neighborhood Election

As part of the 2021 NRTC planning process, there were multiple initiatives that helped to generate guidance for the plan and to foster support for the Neighborhood. These included the Call to Collaboration, held in early 2021; a number of Earth Day Celebrations in April and May of 2021; Pop up Events and a Neighborhood Survey of residents and businesses; and a Neighborhood Clean up Day. All these activities fostered an integration of the planning goals and strategies identified in the 2008 and 2021 plans.

Giving the Neighborhood a Visual Sense of Place

This may be an easier, albeit more costly way to help provide an identity for the neighborhood. There are thematic improvements that can be provided throughout the neighborhood that incorporate the neighborhood's name or a common design into the fabric of the area that gives it this visual identity. For example, street and sidewalk treatments that extend into the neighborhood along some of the most commonly traveled arteries is one way this can be accomplished.

The desire to enhance streetscape appearances and investments was an important part of the 2008 Plan and remains as part of Goal 1 in the PAAC 2021 NRTC Plan. In the PAAC Neighborhood, these streets for example, could include Amboy Avenue, Washington Street, Hall Street, and Meredith Street. Improvements can include street banners, signage, trash receptacles, sidewalk designs, the use of color for awnings or façade enhancements, flower boxes, and street lighting. Figure 1 on the following page illustrates how streetscape enhancements might provide the PAAC Neighborhood with a sense of identity and place. Using the street to generate activity through outdoor dining, sidewalk sales, festivals and events can generate the type of activity necessary to invigorate the Avenue.

Figure 1
Streetscape Concept



Sharing Information and Engaging People

2021 NRTC Linkage: The NRTC Plan Guidelines limit the number of pages to list specific actions and strategies. The inventory below complements the ideas proposed in Goal 5 of the NRTC Plan and demonstrate a wide range of possible initiatives to advance information sharing and stakeholder engagement.

Providing a strong identity for the neighborhood will help to marry people to a sense of place, but it will not generate immediate interaction. This must come from an effort to organize the neighborhood, engage residents and stakeholders on a block-to-block basis, and encourage the types of daily contacts with each other that fosters strong and healthy neighborhoods. To realize this level of interaction, several things must happen.

First, the neighborhood must be organized into block groups and a neighborhood organization established that will help guide implementation of this plan. Second, regular venues for the exchange of information and ideas must be established. Finally, linkages with other civic and social groups and agencies must be developed. Some ideas for such concepts are as follows.

- Continue to engage the Existing PAAC Host Team to implement the Plan;
- Reconstitute a Leadership Committee and Network the Neighborhood by Block;
- Send a Leadership Committee Member to City Council Meetings to report on the Issues and Challenges Facing the Neighborhood;

- Develop a Social Services Consortium that would meet regularly to assess service delivery to neighborhood residents;
- Create a Neighborhood Student Affairs Committee that can Interact with the School District on Issues of Education and Parent Teacher Involvement;
- Develop a Neighborhood Newsletter or Newspaper;
- Create a Neighborhood Website and Chat Room;
- Hold Block Parties;
- Implement a Town Watch Program in the Neighborhood;
- Develop an Awards Program for Clean Blocks; Smart Kids; and Safe Streets;
- Host a Neighborhood Garage Sale/Flea Market;
- Provide posters with the Neighborhood Logo that businesses can place in their windows and that residents can use to show their unity and support, (see example in the margin of the previous page.)
- Prepare welcome packages for new residents that provide refrigerator magnets and other giveaways that reflect neighborhood identity and provide useful information for networking and referrals.
- Work with the “Citizen’s Campaign Program” to inform residents and stakeholders about the process of civic engagement and community organizing.

Measuring and Evaluating Goal 1

A successful plan is one that is implemented and embraced by the neighborhood. Measuring the successful implementation of Goal 1 can be tracked in a number of different ways. The **NRTC NP-3** Form also lists specific metrics for evaluating the implementation of key project and program priorities.

- Measuring Community Involvement. Much of this goal involves residents becoming more involved in neighborhood activities. Success, in this case, should be obvious. People getting engaged in block parties, the neighborhood website and chat room, or the education or governmental affairs committees that are envisioned will all provide venues from which success can be measured. Community involvement can also be measured through voter participation; involvement with parent/teacher organizations; attendance at neighborhood meetings; and other traditional forms of civic engagement.
- Gauging Depth of Organization. Successful organization of the neighborhood means getting people involved on a block-by-block level. Having block captains or resident volunteers participating in the organizational structure of neighborhood life for each of the blocks in the neighborhood will be an important component of success which can be easily measured from the point of conception to the levels of participation ranging from 25%, 50%, 75% and 100%.
- Tracking Outreach. The PAAC Host Committee, which has guided the 2021 NRTC Plan can continue its work with various social service partners to track the outreach of these agencies to people in the neighborhood. By tracking resident involvement in various programs, the Host Team can measure the impact of the newly organized outreach effort in the community.

Implementing 2008 PAAC Plan Goal 2: Access to Education and Other Services

2021 NRTC Linkage. Goal 2 of the 2008 PAAC Plan addressed the need for improving access to various social and family services including education and health services which surfaced many times throughout the neighborhood and community meetings as key issues. This again, was an often-expressed view during the 2021 NRTC Call to Collaboration. Many of the social service programs outlined in the 2008 Plan are being implemented. Other suggestions remain relevant to the NRTC Plan goals, as outlined in Goals 2-3 of the **NP-3 Form**. Some of the programs in the 2008 Plan have changed and some of the organizations listed are not current program partners with JRF. Nonetheless, the intent of the programs outlined in 2008 coincide with many of those in the 2021 NRTC Plan.

Creating an environment that enhances access to services involves several initiatives. First, there are a range of services available to residents of PAAC Neighborhood that may not be widely known. In these cases, new ways to get information to residents are required. Second, in some cases new facilities and/or venues for services will need to be created because none exist in the neighborhood or inadequate facilities and services exist in the community. Third, access to services because of distance, language or other barriers may be a problem in which case such access needs to be addressed.

The following pages provide an analysis of the key social and family service issues identified by neighborhood residents and stakeholders in the 2008 PAAC Plan and offers specific actions and strategies to address those challenges.

Provide Better Access to Medical and Health Services

Enhancing access to medical and health services can mean providing better information about existing services and facilities and finding ways to bring those facilities and services into the neighborhood. These suggestions as outlined in the 2008 PAAC Plan remain important considerations in the 2021 NRTC Plan. With the onset of the COVID Pandemic, these services have become increasingly important for senior citizens in the Neighborhood.

Improve Outreach for Existing Services. There are a number of existing medical and health services available to the residents of the PAAC Neighborhood. Providing a resource guide in Spanish and English for use by residents can promote better access to the existing service network through enhanced communication.

Mobile Medical and other JRMC Services. The Jewish Renaissance Medical Center owns a Mobile Medical Van. This van has full-service screening and consultation services available. The van makes visits to the PAAC Neighborhood. Partnerships with schools and churches provide locations to park the van and ensure that there is adequate waiting room. There are other services that are also available through the Jewish Renaissance Medical Center which remain relevant initiatives aimed at neighborhood residents. These include:

- COVID Vaccine and Testing Services
- HIV Prevention and Outreach Programs;

- School based Health Center Programs at Perth Amboy High School;
- Services at the Robert Menendez Medical Arts Building;
- Health Education
- Partnerships with Planned Parenthood and Family Counseling Services
- New Jersey Diabetes Collaborative;
- New Jersey Asthma Collaborative.

Health Fairs and Health Screenings. The JRF has provided a number of health screening programs for PAAC residents in the 10 years since the PAAC Neighborhood Plan was adopted. These popular events are suggested by the NRTC Plan for ongoing implementation. The screenings are typically held at one of the schools or churches in the neighborhood, further facilitating a collaboration of interests and organizations.



Enhancing Educational Opportunities

There are many ways that the neighborhood can partner with agencies and organizations that provide programs focusing on adult and childhood education. These include traditional programs and new initiatives to foster better access to educational opportunities. These include:

Adult Education. A more concerted effort is needed to build partnerships with County and other agencies that can assist with Adult Education. Partnerships with the High School, Assumption School and other facilities in the Neighborhood can provide locations for Adult Training. Such training could involve:

- Bilingual Training (eg. Partnerships with Patten School’s Morning Program)
- Career Fairs
- Directory and Information Exchange
- Neighborhood Website/Computer Training/Career Link.
- Apprenticeship Program with Local Industry, particularly a growing solar industry.
- Scholarship Program/GED.

The Central New Jersey Maternal and Child Health Consortium provides a range of programs aimed at enhancing the health of expectant mothers; reducing teen pregnancies; curbing addictions; and other non-traditional educational programs for women. Such initiatives as the “Perth Amboy Connections” program could be expanded into the PAAC Neighborhood.

Youth Education can involve a number of programs to address the issues identified in this plan. There are also a range of potential partners, including the School District, private schools, and social service providers that can offer traditional and non-traditional educational opportunities.

National Council on Alcoholism and Drug Dependency. The NCADD offers several programs that target children and young adults. These programs provide life skills, drug awareness and other

initiatives aimed at giving young people the support they often need to deal with the increasing complexities of life and their social environment. These programs include:

- Footprints for Life – a program that advances social skills and interaction.
- Forest Friends – a program that deals with conflict resolution and anger management.
- Keys to Innervations – an initiative that provides a curriculum designed to change beliefs and behaviors associated with stressful life situations.
- “We’re Not Buying It” is a program targeted at reducing early use of tobacco and alcohol.

There were comments made by young people about reducing school violence, bullying and cultural insensitivity. The initiatives outlined here are particularly useful tools. Partners can include not only traditional educational organizations, but also agencies such as the YMCA, Faith based Organizations, the Perth Amboy Municipal Alliance the Boys and Girls Clubs or any other agency that can provide an appropriate training venue.



Planned Parenthood of Central New Jersey. Planned Parenthood of Central New Jersey is another important partner in providing health education and low-cost health services to the people of the PAAC Neighborhood. PPCNJ provides a wide range of health screenings, examinations, family planning and other health services for people of all ages. Expanding services for Neighborhood residents can help to address some of the issues of teen pregnancy and the need for better access to health services that have been identified by residents and stakeholders.

After School Programs. The New Jersey “After 3” Program is a private non-profit Foundation that provides grant funding for organizations to develop programs aimed at keeping children busy with educational and recreational activities in the critical after school hours. Program funding typically ranges from \$150,000 to \$300,000 and is available to both public school and non-profit agency providers. The NJA3 Program is one of the main sources of funding for the Boys & Girls Clubs of Perth Amboy, including the Boys & Girls Club operating at the Shull School, which is in the PAAC Neighborhood. The JRF will continue to host its After School Programs which contribute significantly to enhancing education and learning among Neighborhood youth.

The Cathedral Community Development Corporation, through its CALM Learning Center can also be a partner in providing a range of summertime and after school programs. CALM offers tutorial and skills building programs for children from the first to the ninth grade. It also offers a summer enrichment program that builds social, interactive, technology and nutritional learning.

Charter School. One of the projects outlined in the 2008 Plan was for a new Charter School in the community. Rutgers University has since established its “Academy for Urban Leadership” and provides an alternative educational venue for many children in the neighborhood through new curricula that addresses the fundamental educational needs of the neighborhood. The ongoing partnership with this school to target and enroll neighborhood children provides an important alternative for learning.

“College Bound” Initiatives. The community needs to break down some of the stereotypes about attending college. Workshops for parents that engage them in the opportunities open to their

children through college enrollment could be held. Field trips that take young people to visit various college campuses can open their eyes to a future with new experience. Financial seminars that provide information on student loans, financing and other means to pay for college can eliminate psychological barriers that prevent people from exploring college careers.

Expand Youth Build and Work Programs for Young People. Youth Build is a program that provides young people with hands-on training in the construction and trade fields. Expanding these and other apprenticeship programs can provide greater opportunities for young people in the neighborhood to find career paths and develop job skills.

Providing Broader Access to a Range of Social Services

Publication of Services. A guide to social services in the Perth Amboy Area was prepared as a supporting document to this Plan. Each household should have a guide to services easily accessible that can provide guidance and information on the types and location of services in the region. The service guide should also offer suggestions on how to access public transit to get to the service locations.

United Way Hot Line Program. The United Way of Central New Jersey operates an Emergency Help Line that connects individuals and families with the social services they need. Yet, there are probably very few people in the Greater Budapest Neighborhood who know about this service. A simple partnership with the United Way to distribute refrigerator magnets or other promotional devices that highlight this program can provide a meaningful connection with residents and help to broaden knowledge and access to the range of services provided in the area.

Creating New Opportunities for Neighborhood and Family Interaction

One of the issues raised by residents who participated in the neighborhood meetings was the need for some sort of community center where families could spend time together. Such a facility would provide the neighborhood with a facility that would be a great place for residents to recreate, participate in social functions, and share information about the things going on in the neighborhood. It would also provide a focus for the neighborhood and help create a needed identity for the area. Because the PAAC Neighborhood is so densely developed, there may not be useable space to construct such a facility. This remains a project that is an important component of the 2021 PAAC NRTC Plan. Suggestions and opportunities outlined in the 2008 Plan remain viable and are as follows.

Explore Existing Facilities for a Recreation and Community Center. Since 2008, the Delaney Homes Project has been torn down. This was a location where there was potential to locate a new community center. Other locations for partnerships in the neighborhood include the existing schools, both public and private, churches, and faith-based organizations.



Outside of the Neighborhood, the Jankowski Community Center located at 1 Olive Street and the new Raritan Bay YMCA both offer a variety of programs for community residents. The Jankowski Center is situated beyond walking distance of the neighborhood, but the YMCA is located on New Brunswick Avenue at the base of the neighborhood. While they can both provide locations for neighborhood meetings and activities, there would have to be special

transportation provided for many young people, senior citizens and adults who may want to use the Jankowski Center. The YMCA would be an excellent partner in targeting programs for neighborhood youth and families. One of the challenges for neighborhood youth, however, is the cost of enrolling in YMCA sponsored programs. A scholarship program for youth and families tied to academic performance, community service, help with implementation of the neighborhood plan and other indicators would provide one forum for such a partnership. This program, could be entitled “Y It Matters,” and clearly link eligibility with the types of educational, community and other service goals envisioned by the plan. There is strong sentiment in the neighborhood that because the YMCA is part of a larger, mixed use government complex, and because public funds were used in part to develop this complex, that the City, the YMCA, the PAAC and other partners should explore ways to ensure that the facility is accessible as possible to the community.

2021 NRTC Linkage: The desire for a Community Center for the PAAC Neighborhood remains one of the principal goals of the 2021 NRTC Plan. While the 2008 PAAC Plan offered ideas for creating such a center at various locations, many of which were outside of the neighborhood, the construction of a new high school and the repurposing of the existing building as a middle school offers the potential to expand the footprint of the existing building or redesign existing space in the structure for use as the PAAC Community Center. A Teen Center is also a priority project for which the present High School Building might be appropriate. Beyond the options that the school might provide are other possibilities. The YMCA, while it may not be affordable for all families in the Neighborhood might be a partner in providing a certain number of monthly or annual passes for PAAC residents and families. NRTC funds could be used to purchase those passes, which would then be delegated to youth and families in a manner similar to what was suggested in the 2008 “Y it Matters” initiative.

The JRF is also exploring options with churches and other non-profit or public facilities in the Neighborhood to rent space that could also be used for community-based gatherings and activities. For example, the Ukrainian Church, which has been a long-time supporter of services in the PAAC Neighborhood could be made available to expand recreational and educational programs for children and families. The same is true for other underutilized buildings and facilities in the Neighborhood.

Explore New Locations for Neighborhood Recreation Because the neighborhood is very densely developed, there simply are not vacant lots available for new construction of ballfields or other large parks. Francis Park was fully redeveloped as part of the prior goals of both the PAAC and NRTC Plans. Opportunities for Pocket Park development is outlined as follows.

Pocket Park Development. Creating a nice pocket park is certainly not on the same scale as developing a community park. Pocket Parks can help to fill voids in streetscape or on vacant lots. The PAAC Neighborhood would like small pocket parks to be designed in conjunction with streetscape improvements along Amboy Avenue and other commercial corridors where possible. They might also be created in some of the densely developed areas of the PAAC Neighborhood.

Special Events Management. Even without a formal community center, there are a variety of neighborhood events that could be planned that would help to integrate the community, provide a sense of place, and offer family-oriented focus for residents. As part of the 2008 PAAC Plan and more recent NRTC initiatives, a number of special events have been planned and implemented. They include:

- Street Festivals
- Earth Day Celebrations
- Neighborhood Clean-up Events
- Block Parties
- “Help with Homework” Nights
- Intramural Game Night or Family Sporting Activities

Coordinating this calendar with the overall events calendar for the City and providing access to hard copies of the calendar and electronic copies on a Neighborhood website, would help to facilitate the neighborhood-wide interaction that is envisioned and desired.

Evaluating Success

Success in implementing this goal should be a relatively simple task. Program partners can help the Neighborhood Council track the number of residents served through any of the existing or prospective programs recommended for implementation. Examples include the following.

- Social Service Program Involvement. The JRF could quantify the number of neighborhood residents served by the new mobile medical van. The United Way might be able to track the number of 2-1-1 calls from residents of the neighborhood. Residents served at Health Fairs, at the Medical Van, at Job Fairs, Adult Education Seminars and other such events could be quantified and tracked.
- Information Booklets Distributed. There are new materials envisioned by this plan that will help to orient residents to the range of services currently provided and how to access them. A good measure of success would simply be to track the number of information booklets distributed and the ongoing demand for them.
- New Program Access. This plan outlines not only opportunities for Wachovia-based funding for program implementation, but partnership and funding opportunities with

other agencies. Where new programs are implemented, new programs provided, or existing programs expanded, these initiatives can be tracked through the JRF or any Neighborhood Council that is established.

- Implementation of Family-oriented Activities. Success in this case could be measured through participation in a new family center or in family programs established through various venues.

Implementing 2008 PAAC Plan Goal 3: Encourage Greater Economic Opportunity

In the 2008 PAAC Plan, Neighborhood Residents and stakeholders focused on a couple components of this goal as key indicators of new economic opportunity. The first involved Amboy Avenue and the need, in the minds of local individuals, for a special identity for the Avenue and the need to invest in business and streetscape improvements. This remains a key priority. The second area of attention was that involving new jobs, job training and employment opportunities for residents. These ideas were generated, in part, by residents of the community and by a focus group meeting held with local business leaders in June 2008. The concepts have been affirmed by the Call to Collaboration, conducted in early 2021.



Invest in the Amboy Avenue Commercial Corridor. Amboy Avenue is currently a productive commercial corridor with a number of retail businesses and professional services. While many businesses are functioning well as independent operations, there is no sense of cohesion and the Avenue does not particularly cater to residents of the PAAC Neighborhood. Suggestions on how business on the Avenue might be enhanced include the following:

- Festivals and Street Activity. Introducing pedestrian and outside street activity is one of the best ways to reinvigorate interest in what is occurring along the Avenue. The Figure on this page illustrates a conceptual design for Avenue enhancements that can help to provide the area with a unique identity.
- Facade Improvement Program. Creating a program that will help business owners to improve facades, develop a uniquely themed design scheme, or complement neighborhood-based improvements would help to finance the implementation of a Greater Budapest identity for the area.
- Parking. Parking is difficult along the Avenue and throughout the neighborhood. With few locations for new parking facilities, shared parking arrangements might be a good solution with some of the larger businesses and organizations. For example, church lots which are underutilized during the weekdays could be made available, perhaps even at a fee, for weekday parking. Limited metered parking could also be provided in privately owned lots that may not be full on a regular basis, with parking fees shared between the City and the property owner.
- Identify Opportunities for Coordinated Acquisition and Redevelopment. One way to infuse additional activity on the Avenue is to provide new opportunities for mixed use

development. Where feasible, adjacent buildings could be acquired through amicable buyer-seller contracts and turned into integrated mixed-use properties with residential units on the upper floors and a mix of new commercial uses on the ground floors. Such a strategy could be coordinated with the City's Redevelopment Agency. Zoning changes may be needed to accommodate such uses.

- Business Association. Amboy Avenue has its own business association. Expanding business involvement this organization and working to find ways to advance shared marketing objectives would help to solidify cooperation and define an integrated approach to commercial marketing and management on the Avenue.
- New Jersey Main Street Program. The PAAC should work with City officials to explore a NJ Main Street Program for Amboy Avenue. A Main Street Program coordinator could then help to facilitate streetscape improvements, work with the Business Association, coordinate festivals and events, sponsor joint marketing initiatives between businesses and agencies, and coordinate various road, highway and other improvements with the City and County.
- Small Business Assistance Center. A Small Business Assistance Center could be established, perhaps in partnership with a Main Street Program or the Amboy Avenue Business Association, to provide education, business planning, and other resources to business owners along the Avenue and elsewhere in the Neighborhood.

2021 NRTC Linkage: The inventory of potential projects outlined above reflects very closely the ideas that residents and stakeholders have identified as part of the 2021 Call to Collaboration and the resulting NRTC Plan. The issues of parking, special events, façade improvements, and assistance to small business remain key priorities.

Provide Convenience Retail Shopping in the Neighborhood. The 2008 PAAC Plan illustrated some of the retail goods and services for which people travel outside of the neighborhood and the City to purchase. Targeting some of these businesses for a location on the Avenue can provide a mix of activities that can bring more shoppers to the Avenue and enhance the corridor as a retail location. Business to target might include:

- Shoe Stores
- Electronic and Music Stores
- Book Stores
- Restaurants (particularly those that provide outdoor dining)
- Specialty Food Stores
- Office Supply Store

An Amboy Avenue Business Association could partner with the City and/or County Economic Development Office to promote the attraction of new retail activity. Fostering outdoor dining and other pedestrian activity on the Avenue generates interest and enhances the appeal of the area.

2021 NRTC Linkage: The existing conditions documented in the 2021 NRTC Plan continue to show a market for new retail development and new shopping opportunities along Amboy Avenue. The COVID19 Pandemic has hurt many of the businesses in the PAAC Neighborhood, but a field survey of Amboy Avenue and other commercial districts showed

relatively few vacant stores and buildings. An examination of ESRI data of retail activity in the neighborhood continues to show a significant flow of consumer dollars outside of the neighborhood for the most basic convenience needs including specialty food stores, convenience eating establishments, electronics, phones, and other consumer goods.

Integrate Amboy Avenue Retail Opportunities onto the Neighborhood Website. Many residents may not appreciate the range of retail and service opportunities already located on the Avenue. By promoting them and advertising sales and other special retail opportunities on the Neighborhood Website, this will help link Amboy Avenue to the Neighborhood. The 2021 NRTC Plan suggests the concept of an Electronic Mall, which would allow residents and shoppers to obtain an overview of the goods and services provided by neighborhood establishments.

Connect People to Jobs and Economic Opportunity. This is an issue that involves a broader distribution of information and enhanced access to jobs and job training. There are a number of ways this might be accomplished.

- Create a Satellite Job Training Center in the Neighborhood. The JRF worked with the Housing Authority to provide job training services at the Family Success Center, located just outside the boundaries of the PAAC Neighborhood. These services should continue, but another location may be needed. The option of bringing service providers to the neighborhood through one of the local churches, schools, or other suitable site is another option.
- Prepare a One-Stop Guide to Existing Opportunities. Just as this Plan recommends preparing other guides to existing services and facilities, job training and employment opportunities could be outlined in a publication that would be distributed throughout the neighborhood.
- Job Fairs. The PAAC has held job fairs in the neighborhood that are accessible to neighborhood residents featuring local and regional employers, colleges, technical schools, and other employment and job training organizations. These fairs should continue, once COVID restrictions have been lifted and will provide easy access to new career and training opportunities for neighborhood residents and other ways to network residents and businesses. Partnerships with the City and the County Workforce Investment Board would be ideal to implement these activities.
- Job Preference Agreements. The new industrial complex, just north of the neighborhood, that was being developed when the 2008 PAAC Plan was prepared remains an opportunity for local residents to find jobs within a short distance of their homes. The City and JRF should work with the PAAC to target eligible and qualified residents of the neighborhood for jobs in the business park.
- Computer Learning Centers. With the potential for a Neighborhood Website through which announcements, events, training seminars, and other activities would be promoted, it is important to provide additional access to computers. This could include computer training programs, particularly for adults. Such a facility could be created in

conjunction with space at the Ukrainian School, the Housing Authority or with one of the other interested partners in the neighborhood.

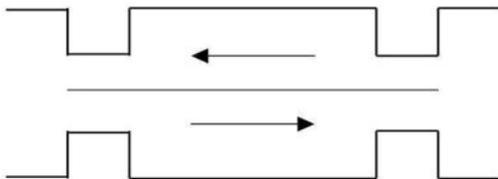
- Workforce Development Plan. Working with the Greater Raritan Workforce Investment Board (WIB) a workforce development plan targeted at the training needs of Neighborhood residents could be developed. Partnerships with local and area employers could be established to broaden employment opportunities for young people and adults through this initiative.

Evaluating Success

- Tracking new business on Amboy Avenue. New business development along Amboy Avenue should be tracked on an annual basis. The City Economic Development Office can be a partner in this effort.
- Special Events and Community Outreach. Job Fairs, Job Training Programs and other special events that engage and hire neighborhood residents should be tracked for levels of community participation and ultimately job connections.
- Economic Statistics. There are a range of economic statistics that can be measured annually through Claritas/ESRI Estimates and through data stemming from the 2010 U.S. Census. These include:
 - Unemployment Rates
 - Civilian Employment Characteristics
 - Median Household Income
 - Poverty Rates

2021 NRTC Linkage: As can be seen from the NP-3 Form, providing access either in person or through enhanced media remain important aspects of the 2021 NRTC Plan. Job training, particularly in light of the COVID Crisis is an important goal. Using NRTC funding to promote job and career training at the Family Success Center or an alternative location will enhance the ability to reach as many residents in the PAAC Neighborhood as possible. Computer training, job fairs, and greater distribution of employment and training opportunities through the PAAC App and other social media are also important project objectives.

Implementing Goal 4: Maintain a Safe, Clean and Healthy Environment



One of the strengths of the PAAC Neighborhood is that people like living there and generally feel safe. It is a clean and well-kept community. A mission of the NRTC Plan is to keep it that way.

A healthy community also means providing a range of housing types that are safe and affordable and that the social fabric of the

neighborhood is also healthy. The following pages provide a number of ideas for addressing the issue of a healthy neighborhood fabric.

Promoting Public Safety

Traffic Calming. One of the concerns raised by neighborhood residents in the 2008 PAAC Plan involves the speed of traffic through the neighborhood. There should be various traffic calming devices constructed along some of the key roadways in the community. This remains a concern.

- Traffic calming can involve extending crosswalks into the right-of-way to help signal motorists that pedestrians are near, (see curb extension diagram in margin.)
- Striping and/or rumble strips can also be used at gateways to the neighborhood such as the exit ramp off of Route 440.
- Amboy Avenue could be redesigned in places with small islands or medians at crosswalks to significantly slow traffic, in conjunction with the County.
- Other locations where residents felt traffic calming was necessary include Hall Street, Meredith Street, Bruck Avenue, Brace Avenue, and West Side Avenue.



Road Maintenance. The PAAC should work with the County and City to prioritize road maintenance projects in the Neighborhood. Residents reported that roadways, particularly in the northern portions of the Neighborhood were ridden with potholes.

Truck Traffic was also mentioned by residents as a hazard. This traffic will increase as new businesses are developed in the industrial park. The PAAC should work with the City on a possible truck route that would avoid the neighborhood and keep traffic on larger, arterial highways through the City. Posting of such a route would have to involve City and County officials.

Crime Deterrents

Cameras. The City in conjunction with the PAAC and the School District can install street cameras at critical or problem locations in the neighborhood.

Town Watch Program. The Town Watch Program could be developed in the neighborhood through the PAAC Neighborhood Association. One of the critical aspects of any town watch program is its ability to ensure anonymity. The PAAC can work with the local Police Department to implement this program. The JRF is working on an upcoming meeting in summer of 2021 with the Police Department to discuss these issues.

Neighborhood Policing. Residents have expressed an interest in implementing neighborhood policing strategies that would engage the police force more directly with people and businesses in the community. Such strategies might include bicycle patrols, walking patrols, and attendance at PAAC or Neighborhood Council Meetings. A couple examples of Best Practices for Neighborhood Policing include the following:

- Santa Ana, California. Santa Ana is a community with a very significant immigrant population. Language barriers needed to be overcome and the police needed to set up a presence in the neighborhood. Special sensitivity training was provided to officers; a neighborhood substation was established in an apartment complex in one of the most challenging neighborhoods; and partnerships were established with resident organizations and social service providers. The result was a significant reduction in crime as the community became accustomed to the presence of the police and began to utilize their services more effectively. The crime rate was reduced from 75 incidents per 1,000 population in the early 1990s to less than 34 per 1,000 in 2004.
- Providence, Rhode Island. The local police department partnered with Local Initiatives Support Corporation and the Institute for the Study and Practice of Non-Violence. Between these organizations, gang participation was reduced; problem real estate was redeveloped; new design techniques that encouraged crime prevention were employed; new units of affordable housing were constructed; open space and parks were provided and the neighborhood has become more cohesive. As a result, crime was slashed by 70% around the targeted areas. This example points to the possibility of both LISC and the Institute for Non-Violence as potential partners in the implementation of a crime watch program and community policing partnerships to maintain the security of the Greater Budapest Neighborhood.



Safe and Affordable Housing

Both from census and anecdotal data, it is clear that the need for affordable housing in Greater Budapest neighborhood is a critical issue. As noted in the 2008 PAAC Plan, the average price of a home in the neighborhood was more than \$250,000. Due to the impacts from the “Great Recession” and probable affects of the COVID Pandemic, home values have not recovered fully. 2020 ESRI data indicates an average home value of \$240,000, but also show an upward trend in housing prices.

As housing prices increase, the neighborhood will become increasingly unaffordable to those persons who have lived there for a long period of time. This trend poses a couple key challenges for the neighborhood.

1. Finding Ways to Maintain the Existing Housing Stock. How can home owners maintain the existing homes in the neighborhood as taxes, the value of the home, and the cost of services increase?

2. Ensuring the Long-term Affordability of Affordable Housing. How can residents who live in the neighborhood today afford to live there in the future?

The answers to these questions comes in a multi-tiered approach to affordable housing that involves new construction, the conversion of existing housing, and an innovative home equity loan program.

Acquisition, Repair and Maintenance. Programs should be established that assist residents who may be owners or renters live in good, sound housing. Programs might include the following:

- First Time Home Buyers Education Program – Partnership with Faith Fellowship CDC
- Home Repair Services Program for Senior Citizens
- Landlord Training and Education on Municipal Codes and Rental Obligations
- Financial Literacy Program – Partnership with Faith Fellowship CDC
- Volunteer programs to help seniors and others maintain their properties

Home Equity Bank. The Home Equity Bank could be capitalized through a number of potential funding sources, including HUD, various housing programs at New Jersey DCA, the NRTC Program,



and a consortium of commercial lenders. The programs aim would be to provide loans to income eligible individuals in the neighborhood to make major repairs to their homes. Loans would most likely be in the \$10,000-\$15,000 range for such repairs as new roofs, new heating systems, the repair and/or replacement of porches. At such time as the loan is made, a lien would be placed on the home which would be held by the lender (eg. JRF) until such time as the property changes hands.

There would be a multitude of ways that the lender could structure this program to meet affordable housing goals. For example, at the time of sale, if the transfer was made to a family member, the sale could occur with the lien to make the property more affordable. The initial loan could be made conditioned upon the ultimate sale of the property as an “affordable” unit, or depreciated over time, to be determined by the lender’s program criteria. If the loan was not conditioned on an affordable sale, the client would have to agree that at the time of sale as a “market rate” unit, that the lien be removed and a repayment made to the Home Equity Bank, plus a certain additional percentage of the sale price, that would then go to capitalize the home equity bank. This program would help to address both the need to promote rehabilitation of the existing housing stock and advance the acquisition and resale of “affordable” units.

Scattered Site Rehabilitation Program. The Steering Committee identified the Lower State Street area as one location in the vicinity of the neighborhood where there is a need for family housing rehabilitation. The PAAC should explore with the City, the possibility of a HUD-funded scattered housing rehab program that would provide for the acquisition and rehabilitation of deteriorated units in this area and other locations around the neighborhood.

Mortgage Buy-Back Program. Magyar Bank has instituted a mortgage buy-back program to help home owners limit debt and better manage their housing obligations. The buy back program allows owners to lease their homes and possibly reacquire them at a later date pending more favorable mortgage rates. The program, known as HARP – the Housing and Recovery Program – is being implemented in New Brunswick, New Jersey in partnership with the First Baptist Community Development Corporation and could serve as a model for a Perth Amboy partnership.

Stakeholder Housing Assistance Partnership. There are many large employers and stakeholders in the Greater Budapest Neighborhood. These include the schools, adjacent companies in the Perth Amboy Business Park, and local industries. Stable neighborhoods have been created in other communities by encouraging employees of large stakeholders in the neighborhoods to live where they work. Partnerships with banks, grant programs, and the City could provide home buyer opportunities to these individuals for properties facing foreclosure, ones that have been abandoned or ones that are currently leased as subsidized rental units.

Clean and Green

Green Space and Buffers

Another objective of the community is to enhance the amount of green space in the community. Children in particular, spoke of the need for trees, landscaping and a break from the very densely



developed pattern of the neighborhood. There is limited space in the community to acquire land for parks or playgrounds. But there are areas where landscaping and vegetative buffers can provide more attractive streetscapes and gateways to the neighborhood and the City.

General Neighborhood Cleanliness

In addition to the road and rail rights-of-way being visual eyesores in the Neighborhood, they are also places that collect litter. The City needs to enforce its codes to compel owners of these rights-of-way to keep them clean and residents living along the rights-of-way need to be vigilant to ensure that trash from the neighborhood does not litter these areas. Signs that encourage the proper disposal of trash and receptacles in which to place litter would be helpful in addressing this problem. The PAAC has organized and implemented a number of Neighborhood Clean up Days, most recently with 2021 Earth Day Celebrations.

Other Code Enforcement Issues

There are a number of other issues raised by residents where code enforcement can help improve the quality of life in the Neighborhood. These include:

- Noise Issues. Such problems as the revving of engines in early morning hours or street noise generated at the closing times of bars and Neighborhood eateries can often be

excessive. The PAAC should work with City code officials and police to enforce ordinances and discourage disruptive activities in the Neighborhood.

- **General Property Maintenance.** Sometimes when properties are foreclosed or with certain rental properties where there is not an active and involved landlord presence, these properties are not properly maintained. Again, the City has the authority to enforce property maintenance and issue citations to owners who do not maintain their properties to a regulated standard.



Evaluating Success

Evaluating success for this goal can again be measured from various statistical data obtained by Claritas/ESRI, RealtyTrac.com, the City of Perth Amboy, and by the U.S. 2010 Census. In addition, participation at training and educational programs that reach out to new home buyers, existing residents and landlords can help measure success.

Statistical data can be collected for various indicators in the neighborhood, including the following:

- Home Ownership Rates
- Crime Statistics
- Housing Affordability Ratios
- Housing Values
- Housing Sales
- Foreclosure Statistics
- Rental Inspections
- Owner/Renter Ratios

In addition, the PAAC could work to track the construction of streetscape improvements, the development of parks, recreational outlets and other public improvements that are part of this plan.

2021 NRTC Linkage: Again, as seen on Form NP-3, there is considerable continuity between the 2008 PAAC Plan and the priorities for NRTC funding. Housing rehabilitation and maintenance remain key objectives. Hosting Neighborhood clean-ups is an ongoing commitment of the PAAC Host Committee and the JRF. Greening the Neighborhood through new plantings, landscapings, community gardens is also important. Greening can also encompass the work that PAAC and JRF are doing with Solar Landscape, which will enhance the use of clean and green energy for neighborhood residents.

The final pages of this narrative present a Projects and Programs Funding Matrix that inventories the top priority initiatives for the neighborhood, based on resident and stakeholder input, and provides listings of funding sources, potential partners, and other resources for implementing the plan.

PRIORITIZING PROJECTS AND DIRECTION

Throughout the 2008 PAAC Planning Process, Residents and Participants in Neighborhood Meetings planned the agenda, talked about ways to encourage resident participation, and outlined strategies for circulating flyers and notices about the meeting.

The work of the Planning Committee led to a very successful Neighborhood Meeting on August 19, 2008. The meeting was held at the Assumption Catholic School, located in the heart of the Greater Budapest Neighborhood. More than 80 people attended the meeting, including residents, business leaders, city officials, and representatives of County government. Newly elected Mayor Wilda Diaz was a special guest at the meeting and addressed the attendees. She commended the PAAC for its work and pledged the City's support for the Neighborhood Plan in whatever ways might be possible.

After a brief review of the planning process, the results of the resident survey, and the status of the plan to date, meeting attendees reviewed 40 potential actions and strategies to implement the vision and goals of the Neighborhood Plan. There were a number of suggestions for additional ideas. After a good discussion of all the ideas, participants were given five red stick-on dots and asked to go to "project boards" that had been taped on the walls of the auditorium. Each of the meeting attendees placed their dots on those projects and strategies that they felt were most important to the future of the Neighborhood. The top ten project concepts are as follows:

- Develop new traffic patterns that slow the speed of traffic in the Neighborhood and around the schools;
- Work with existing recreation facilities to provide affordable recreation programs for Neighborhood residents and families;
- Bring more police officers to the Neighborhood to patrol local streets;
- Create new parking opportunities along Amboy Avenue and around schools;
- Develop volunteer programs to help senior citizens and other people maintain their properties;
- Give the Neighborhood a new identity by improving sidewalks, store fronts, lighting, and providing flower boxes and banners to decorate the streets;
- Encourage landlords to maintain their rental properties and to provide safe and affordable housing for Neighborhood residents;
- Expand and improve park facilities in the Neighborhood;
- Provide a mobile medical and dental van that brings medical services to the Neighborhood;
- (Tie) Hold Health Fairs and Health Screenings in the Neighborhood that provide free medical evaluations for residents, and Organize Field Trips for young people and their parents that promote interest in college education and offer workshops on student loan programs and other ways to finance a college education.



This prioritization of projects certainly does not dismiss or diminish the other ideas included in the Plan. Some of the project priorities, despite the importance placed on them cannot be implemented in the short term. Other projects, which may not be priorities, have readily accessible funding sources that make them easier to implement quickly. It is also important to point out that the mix of residents and stakeholders gathered may not have been representative of a good cross-section of the Neighborhood. Nonetheless, the prioritization of projects gives the PAAC and the Jewish Renaissance Foundation a good focus for the implementation of the Plan.

A Few More Ideas about Parking

Parking issues were among the most significant concerns that were raised at the Neighborhood Meeting on August 19, 2008. As a result of the discussion and a subsequent Steering Committee Meeting on August 21, 2008 a few additional suggestions were made about how to enhance parking along Amboy Avenue and in the vicinity of the schools. Viable options are severely constrained by the built-up nature of the Neighborhood and a lack of unused or vacant land.

- Dillman Lane Parking Opportunity. Dillman Lane is a street that encircles the east end of the High School Property. At the location of the street between the sports field and the railroad right-of-way, the street is quite wide and runs for approximately 500 feet along school property. The PAAC may want to work with the City and the school district to make Dillman Lane one-way. This would free space on the roadway for angled parking. At least 25 angled parking spaces could be created in this fashion.
- Residential Rental Spaces. Around the High School and each of the other schools in the Neighborhood, there are a minimum of 40 driveways within a one-block radius of the school facilities. Where these driveways are unused during the day (because the occupants of the housing units are at work themselves) there may be a way for PAAC to facilitate a parking consortium of residents willing to rent their driveway space to teachers and school employees for a set number of hours during the day (eg. 7:30 am. to 3:30 pm.) This would provide residents with some extra income and help alleviate the shortage of parking.
- Amboy Avenue Parking Deck. While it is a very expensive option and certainly not a short-term solution, the possibility of decked parking at the new YMCA/Municipal Complex at Amboy Avenue and New Brunswick Avenue may help to alleviate parking problems in this area. There is simply no vacant space along the Avenue where new parking can be created. The only possibilities are for shared/metered space at St. Michael's Church and in a few of the private parking lots.

SUMMARY

This Neighborhood Strategic Plan represents the culmination of a 12 month process to engage residents and stakeholders of the Greater Budapest Neighborhood in a discussion about the future of their community. The Plan and the planning process have been very well received by community stakeholders and local officials. The enthusiasm of residents was apparent at the Neighborhood Meeting on August 19, 2008. Meeting attendees were very enthused that their opinions were being solicited and that they had an opportunity to prioritize the project concepts that will be central to plan implementation.

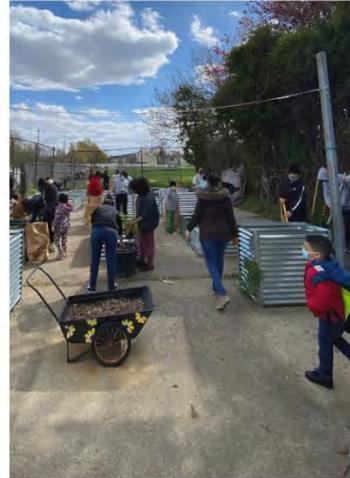
In many ways, this Plan is a new beginning for the Greater Budapest Neighborhood and for the relationship of Neighborhood residents with the City of Perth Amboy. City and County officials were present at the Neighborhood Meeting to express their support for the goals of the Plan. Steering Committee members, many of whom represent large service providers, have been involved in outlining the programs that they can bring to the Neighborhood to meet many of the human service and community building goals.

One of the next steps in the process will be to reconstitute the Steering Committee as the Greater Budapest Neighborhood Association and provide the organization with the authority to oversee the implementation of the Plan. Concurrently, the Jewish Renaissance Foundation will pursue funding opportunities and agreements with stakeholders and service providers to become further engaged in bringing their resources and expertise to the table.

An Action Agenda

The NP-3 Form, which is part of the main body of the NRTC Plan provides a Project and Program Funding Matrix that identifies funding sources, potential partners, and other resources to implement the Neighborhood Plan. This Matrix will provide the PAAC with a general roadmap from which to pursue the priorities and other program objectives that the community has identified. The JRF will break this project outline into a Year One Proposal that can be submitted to The Wachovia Regional Foundation and other funding agencies to begin the Plan implementation process. In addition, an ongoing process of evaluation will be established to measure the success of the Plan.

The future of the Greater Budapest Neighborhood has been rooted in the ideas and direction provided by its residents. Based on the community involvement and enthusiasm to date, the future is bright.



ATTACHMENT 2 ADDITIONAL SUPPORTING DOCUMENTATION

Resident Survey Results Community Support & Engagement Activities List



PLANNING FOR OUR TOMORROW IN THE NEIGHBORHOOD PLANIFICANDO NUESTRO MAÑANA EN EL VECINDARIO

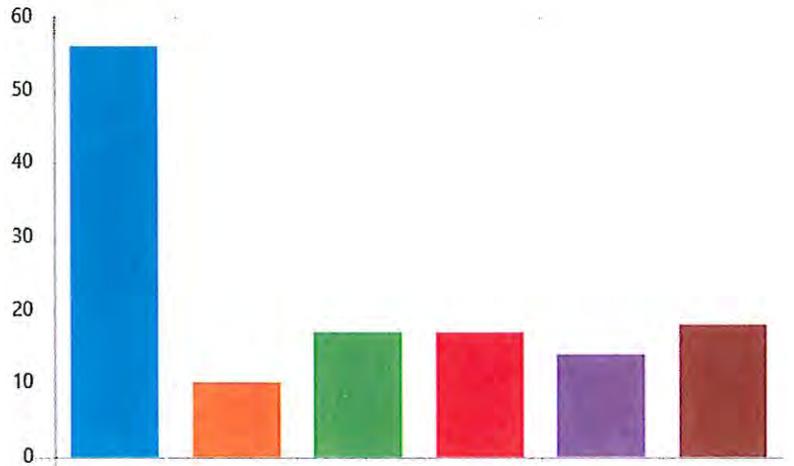
99
Responses

06:54
Average time to complete

Active
Status

1. Do you own a business, live, work, or play in the PAAC Neighborhood? ¿Es dueño de un negocio, vive, trabaja o juega en el vecindario PAAC? *Check all that apply to you/ *Marque todas las que se apliquen a usted

- Yes, I live in the neighborhood... 56
- Yes, I own a business in the ne... 10
- Yes, I work in the PAAC Neigh... 17
- Yes, I play in the PAAC Neighb... 17
- None/ Ninguno 14
- Other 18



2. Email/Correo Electrónico

98
Responses

Latest Responses
 "arodriguez@ftlogistics.com"
 "nmartinez325@paps.net"
 "enmacardenas1970@gmail.com"

3. First Name / Primer nombre Last Name / Apellido

98
Responses

Latest Responses
 "Adrianna Rodriguez"
 "Nicole Martinez"
 "Enma Carderas"

4. Address / Dirección Address, City, State, Zip code Dirección, Ciudad, Estado, Código Postal (Address must be in the boundaries of the PAAC Neighborhood / La dirección debe estar dentro de los límites del vecindario PAAC)

99

Responses

Latest Responses

"276 Alpine Street, Perth Amboy, NJ, 08861"

"290 King Street"

"328 Wagner avenue"

5. Legal Name of Business Entity / Nombre legal de la entidad comercial: (If Applicable/ Si Aplica)

17

Responses

Latest Responses

6. *(If Applicable/ Si Aplica) Business Address / Dirección del Negocio: Address, City, State, Zipcode Dirección, Ciudad, Estado, Código Postal (Address must be in the boundaries of the PAAC Neighborhood / La dirección debe estar dentro de los límites del vecindario PAAC)

15

Responses

Latest Responses

7. Cell Phone # / Número de su celular

98

Responses

Latest Responses

"732-501-5142"

"732-875-2162"

"732-484-7497"

8. How many adults live in your household? / ¿Cuántos adultos viven en su hogar? If you are a business owner enter n/a / Si es un negocio ponga n/a

💡 Insights

99

Responses

Latest Responses

"2"

"4"

"2"

9. How many kids live in your household? / ¿Cuántos niños viven en su hogar? If you are a business owner enter n/a / Si es un negocio ponga n/a

Insights

99

Responses

Latest Responses

"2"

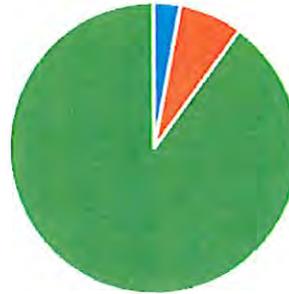
"1"

"1"

10. Does anyone in your household need assistance attaining their High School Equivalency Diploma? ¿Alguien en su hogar necesita ayuda para obtener su Diploma de equivalencia de escuela secundaria?

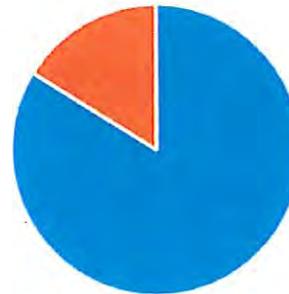
Insights

- Yes, Instruction in English 3
- Si, Instrucciones en Español 7
- No 89



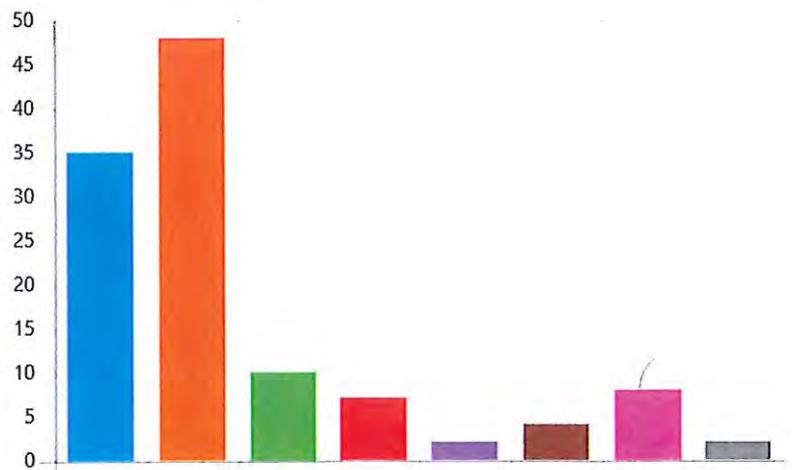
11. Do you have health insurance? / ¿Tienes seguro médico?

- Yes / Si 83
- No 16



12. How do you prefer to get your PAAC Neighborhood information?

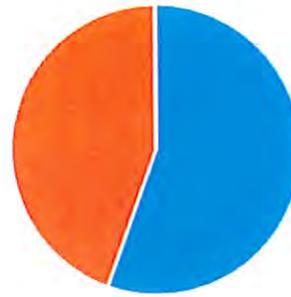
- Text Message/ Mensaje de texto 35
- Email/ Correo electrónico 48
- Phone call/ Llamada telefónica 10
- Via mail/ Por correo 7
- Facebook 2
- Instagram 4
- Whatsapp 8
- Other 2



13. Preferred Language/ Idioma Preferido

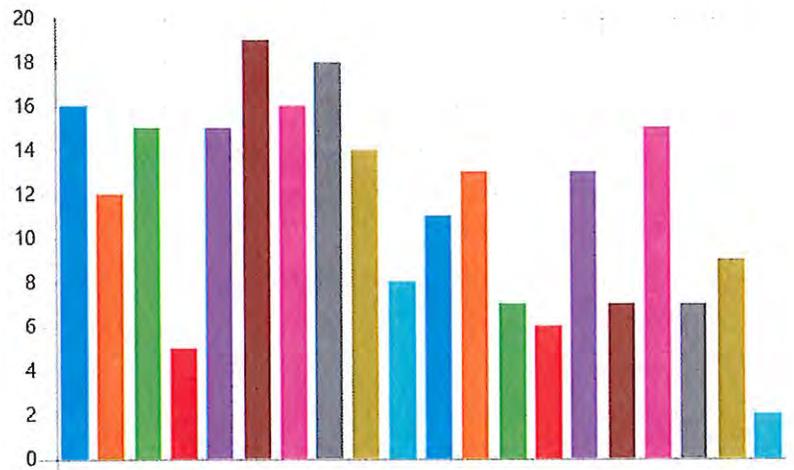
💡 Insights

● English	55
● Español	44
● Other	0



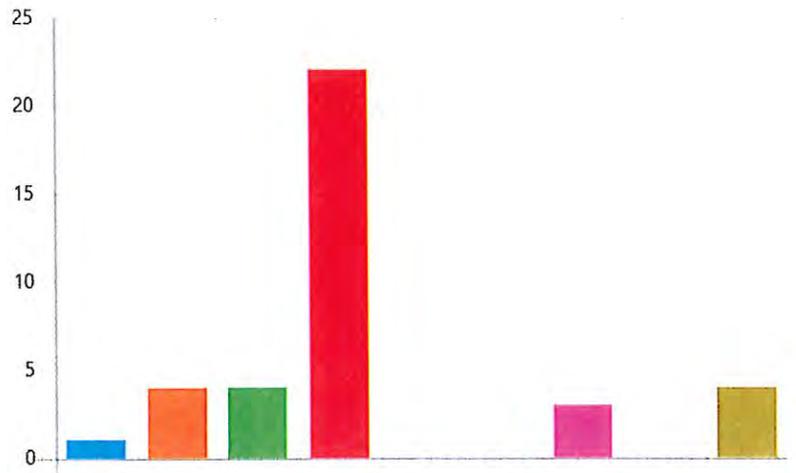
14. Check the top five projects that you feel the Neighborhood Master Plan Should have as a focus. This ranking does not exclude other projects from potentially being a part of the plan, but we do need to understand which projects are of greatest need and interest.

● Dog Park	16
● Create PAAC Neighborhood O...	12
● Host Health and Social Service...	15
● Develop Pocket Park	5
● Create/Construct a Communit...	15
● Develop a Teen Center	19
● Develop New Job Training and...	16
● Create Internship Initiatives an...	18
● Develop a Small Business Assi...	14
● Create Computer Learning Sp...	8
● Enhanced Street Infrastructure...	11
● Provide Housing Assistance Pr...	13
● Develop More Rental Housing	7
● Develop Landlord Training Pro...	6
● Provide Additional Medical Se...	13
● Traffic and Transportation Proj...	7
● Spanish Language Services	15
● Reopening Pedestrian Tunnel	7
● Provide High School Equivale...	9
● Other	2



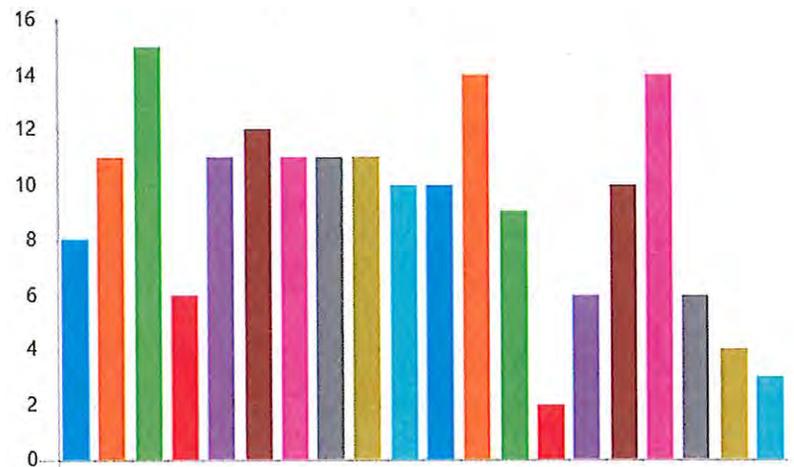
15. How did you hear about PAAC

Text Message	1
Email	4
Phone call	4
Word of Mouth	22
Via mail	0
Facebook	0
Instagram	3
Whatsapp	0
Other	4



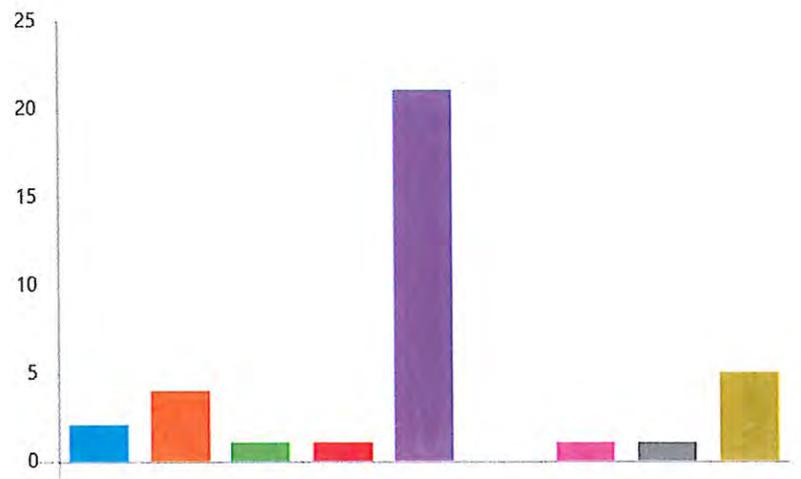
16. Marque los cinco proyectos principales en los que cree que el Plan Maestro del Vecindario debería tener como enfoque. Esta clasificación no excluye que otros proyectos sean potencialmente parte del plan, pero necesitamos entender qué proyectos son de mayor necesidad e interés.

- Parque para perros 8
- Crear un esfuerzo de alcance ... 11
- Organizar ferias de servicios s... 15
- Desarrollar Pocket Park 6
- Crear / construir un centro co... 11
- Desarrollar un centro para ad... 12
- Desarrollar nuevos programas... 11
- Crear iniciativas de pasantías y... 11
- Desarrollar un centro de asiste... 11
- Crear un espacio de aprendiza... 10
- Infraestructura de calles mejor... 10
- Proporcionar programas de as... 14
- Desarrollar más viviendas de a... 9
- Desarrollar un programa de ca... 2
- Proporcionar servicios médico... 6
- Proyectos de tráfico y transpo... 10
- Servicios de idioma español 14
- Reapertura del túnel peatonal 6
- Proporcionar instrucción de e... 4
- Other 3



17. ¿Cómo se enteró de PAAC?

Mensaje de texto	2
Correo electrónico	4
Llamada telefónica	1
Por correo	1
Alguien me recomendó	21
Facebook	0
Instagram	1
Whatsapp	1
Other	5





NRTC Plan Application – Community Support & Engagement Activities List

PAAC Neighborhood Clean-Ups:

July to September 2020 Garden Clean-ups (Community Garden)



October 28, 2020 Neighborhood Clean-up (Association Meetings) at Francis Street Park in Partnership with Fire Department:

October 31, 2020 Garden Clean-ups (Community Garden): Garden cleanup and closing for the season.



April 22, 2021: PAAC Earth Day Clean-Up at The PAAC Garden

May 1, 2021 PAAC Earth Day & City Clean Up at Francis Street Park

PAAC Neighborhood Engagement Event:

September, 2020 Small Business Check Ins COVID 19 (Small Business Support and Development)

November 23, 2020 Thankful Bags

December, 2020 Small Business Check Ins COVID 19 (Small Business NRTC CARES Grant)

January 2021: Perth Amboy Eats Website

January 26, January 28, 2021: PAAC Call to Collaboration





NRTC Plan Application – Community Support & Engagement Activities List

February 2021 Delivery of COVID Relief Materials to PAAC Small Businesses

February 05, 12, & 19 2021: PAAC Weekly Giveaways on Facebook

March 31, 2021 PAAC Community Solar Living Room Conversation & Solar Jeopardy

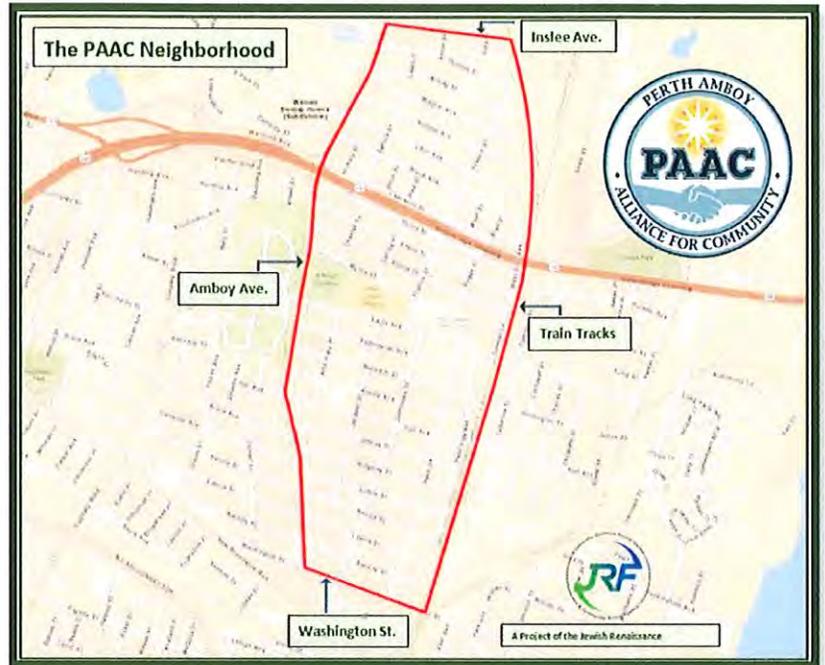
March 05, 19, & 26 2021 PAAC Weekly Giveaways on Facebook

March 23, 2021 Perth Amboy Eats Official Launch Recording

March 28, 2021 PAAC Pop-up Marmolejos Deli & Grocery

May 17, 2021 PAAC Pop-up at Glow Salon in Amboy Avenue

May 24, 2021 PAAC Visit to Amboy Avenue



PAAC Neighborhood Association Meeting:

July 21, 2020 Strategy Meeting, PAAC NRTC Planning Grant

July 21, 2020 Scoop of Work Meeting, PAAC with Triad (NRTC Planning Grant)

July 21, 2020: Meeting with Creative New Jersey & JRF (PAAC& FSC) NRTC Planning Grant

August 17, 2020 Perth Amboy C2C Meeting

September 16, 2020 JRF & Creative New Jersey Meeting

September 18, 2020 PAAC Neighborhood Host Team Intro Meeting/Association Meeting

September 29, 2020 PAAC Host Team Meeting (Association Meeting)

October 14, 2020 PAAC Host Team Meeting (Association Meeting)



**PAAC Accomplishments & Outcomes Achieved Since 2008 Plan
2021 NRTC Plan Application**

Goals with Proposed Strategies from the 2008 Neighborhood Plan	Programs, Services, Events and Activities Implemented to Accomplish the Goals
<p>Goal #1- PROMOTE A BETTER MORE INTEGRATED NETWORK OF CIVIC AND SOCIAL ACTIVITY IN THE NEIGHBORHOOD THAT HELPS KEEP PEOPLE INFORMED; CREATES A GREATER SENSE OF IDENTITY; AND FOSTERS STRONGER TIES WITH THE CITY AS A WHOLE.</p>	
<ul style="list-style-type: none"> • Neighborhood Identity and Sense of Place <ul style="list-style-type: none"> ○ Ex. Steering Committee, Neighborhood Name, Logo, Organize Festivals & Events • Information Exchange and Networking <ul style="list-style-type: none"> ○ Ex. Neighborhood Website, Newsletter, Welcome Packets of Information, Bilingual Guides 	<ul style="list-style-type: none"> • PAAC Neighborhood Association (PNA) - provides residents and business owners the opportunity to address neighborhood challenges and concerns. Held over 45 PNA meetings and planned a variety of initiatives. Annual year ending meetings were Pictures with Santa and Let's Give Thanks yearly. • ALL neighborhood information is distributed in a bilingual format and all meetings are held bilingually, especially through the planning process. • Adult Basketball Leagues: 3 leagues were held for adults and over 250 players participated. • Organized Large Events, Fairs & Festivals: Amboy Avenue Street Fair, Trunk or Treat (to date we have held 8), Fall into Service, Family Day, National Night Out, Kite Festival Mental Health Awareness, and Back to School Fair. • Created the PAAC logo • Consistently made wellness calls during the COVID 19 Pandemic to neighbors and small businesses to provide assistance. • Thursday Nights in the Park: During the months of July to October (starting the summer of 2011), PAAC held a variety of family events and has now memorialized the "Thursday Nights in the Park" initiative. Our neighbors look forward to gathering every year. Some of the events we have hosted were; PAAC Opening BBQ (to date we have held 9), Go Green Fair, PAAC Talent Show, 3 on 3 Basketball Tournament, Movie Night in the Park, Unwind in the Park, Watermania, Family Game Night. Across all associated programs, 100-150 individuals regularly attend these events. During the COVID-19 pandemic, virtual activities and workshops were held and an average of 60 residents attended per event. • Implemented the PAAC Facebook Page • Launched the "Messages of Hope" campaign installing signage throughout the neighborhood so our neighbors knew we continued to serve.





**PAAC Accomplishments & Outcomes Achieved Since 2008 Plan
2021 NRTC Plan Application**

Goals with Proposed Strategies from the 2008 Neighborhood Plan	Programs, Services, Events and Activities Implemented to Accomplish the Goals
<p>Goal #2- ENHANCE ACCESS TO A RANGE OF EDUCATION, HEALTH, SOCIAL AND FAMILY SERVICES AND EXPLORE THE CONSTRUCTION AND/OR PROVISION OF NEW FACILITIES AND SERVICES.</p>	
<ul style="list-style-type: none"> • Better Access to Medical and Health Services <ul style="list-style-type: none"> ○ Ex. Mobile Health Care, Vision Screenings, Health & Wellness Education • Enhance Educational Opportunities <ul style="list-style-type: none"> ○ Ex. Out of School Youth Programming, Substance Use Prevention, College Prep/Trips, After School Programs • Expand Facilities and Create New Opportunities <ul style="list-style-type: none"> ○ Ex. Build a New Recreation & Community Center, Work with Existing Recreation Partners, Develop/Improve Neighborhood 	<p>Medical, Wellness & Health Services, Screenings and Education – Healthy Lifestyles</p> <ul style="list-style-type: none"> • Vision Program with Hellen Keller Int.: 195 elementary students received vision screenings and 151 students received free prescription eyeglasses. • 99 youth participated in Triple Play and 63 achieved an 80% attendance rate and engaged in an additional 60 minutes of daily physical activity. • Triple Play: 99 youth committed to 60 minutes of additional activity a day for the school year. 63 of them achieved the outcome. • Summer Camp: 68 children participated in a Youth Sports Camp • Provided 25 Farmer’s Market Vouchers • 16 Families completed Michelle Obama’s “Let’s Move” initiative. • 43 Students from Ignacio Cruz Elementary received dental services on the health van. <p>Educational</p> <ul style="list-style-type: none"> • CJC now the Alternative Education Institute (AEI) has run 34 cohorts of 358 participants since 2011. 225 individuals have taken the High School Equivalency (HSE) exam and 135 of those participants passed. • Emerging Leaders is in their 4th year providing leadership training for over 50 students. • Project Learn: 33 students participated in HSPA preparation, as a result, 97% increased their Language Arts, and 8% increased their Math scores. • SAT Prep: 17 students completed and showed improvement in scores. • Afterschool Keystone Program: 72 students completed 8 community service projects in the neighborhood. <p>Create New Recreational Opportunities</p> <ul style="list-style-type: none"> • Senior Wellness Club: Created several senior series Walking, Gardening, and Healthy Eating Series, Let’s Dance, Coffee with a Cop, Health Screenings • Francis Street Park Rehab – 200 volunteers helped build a park in 2 days in partnership with the City, KaBoom, and Foresters
 <p align="center">Parks</p>	



**PAAC Accomplishments & Outcomes Achieved Since 2008 Plan
2021 NRTC Plan Application**

Goals with Proposed Strategies from the 2008 Neighborhood Plan	Programs, Services, Events and Activities Implemented to Accomplish the Goals
<p>Goal #3- ENCOURAGE MORE ECONOMIC OPPORTUNITY IN THE NEIGHBORHOOD THAT FOSTERS AN EXPANSION OF THE AMBOY AVENUE BUSINESS DISTRICT; PROVIDES CONVENIENCE RETAIL SHOPPING; AND OFFERS MORE EMPLOYMENT AND JOB-READINESS OPPORTUNITIES FOR RESIDENTS.</p>	
<ul style="list-style-type: none"> • Create Business Marketing and Advertising Opportunities <ul style="list-style-type: none"> ○ Ex. Business Directory, Exclusive Small Business Meetings • Expand and Introduce Services in the Neighborhood <ul style="list-style-type: none"> ○ Ex. Computer Learning Center, Youth Apprenticeship Programs, Job Fairs, to Promote Small Business • Expand Facilities, Streetscape Improvements and Create Access to Support <ul style="list-style-type: none"> ○ Ex. New Parking Opportunities, Develop a Job Training Center, Amboy Ave. Streetscaping, Small Business Center, Encourage Entrepreneurship 	<p>Small Business Support</p> <ul style="list-style-type: none"> • Small Business Saturday: special activities (6 years) to promote “Shop Small” • Created a Small Business PAAC Directory • Implemented PAAC Pop Ups to communicate with residents and businesses • Hosted a Business Expo • Awarded 19 Small Businesses Rental Assistance Grants (\$184,600) • Provided PPE, Social Distancing Stickers, Reusable Bags, Masks • Developed a website for our eateries PerthAmboyEats.com • Store Holiday Decorating Contests • Provided 25 business loans through our partnership with the Intersect Fund. • Assisted 5 businesses with their NJEDA applications • 26 have consistently attended networking, professional development, and creativity workshops during COVID-19 pandemic • All programs partner with our neighborhood small businesses to increase exposure. <p>Entrepreneurship</p> <ul style="list-style-type: none"> • Held 9 Entrepreneurship Workshops • Engaged 23 students in Youth Entrepreneurship Program. They created 8 businesses and 1 student was the “winner” up in the National NFTE Pitch Competition – Gifting Bites. • 1MIC & Renaissance Café – PAAC created a comprehensive social enterprise business plan in 8 strategy sessions to be used as a training program as well as generate revenue. <p>Employment Support</p> <ul style="list-style-type: none"> • Held 21 Employment Boot Camps • Co-hosted 5 Career Fairs and held a “Dream Job Panel” • Offered 12 cycles of ESL classes • Facilitated 9 series of Financial Peace • Scholarships: Awarded - Education & Training and Summer Camp Scholarships \$87,731





PAAC Accomplishments & Outcomes Achieved Since 2008 Plan 2021 NRTC Plan Application

Goals with Proposed Strategies from the 2008 Neighborhood Plan

Programs, Services, Events and Activities Implemented to Accomplish the Goals

Goal #4- A CLEAN A SAFE, AND HEALTHY AND CLEAN ENVIRONMENT IN THE NEIGHBORHOOD THAT PROMOTES NEW INVESTMENT IN A RANGE OF HOUSING OPPORTUNITIES, HOME REPAIR, MAINTENANCE, AND RELATED FACILITIES AND SERVICES.

- Provide Information
 - Ex. Landlord/Tenant Education Programs, Homeowner Guide, Code Enforcement Education
- Expand & Create Supportive Services
 - Ex. Additional Police Officers, First Time Homebuyers Program, Financial Literacy, Scattered Site Rehabilitation, Neighborhood Cleanups
- Improve Traffic, Implement Road Maintenance and Parking Improvements
 - Ex. Truck Traffic Routing, Traffic Calming, Green Space and Buffer Improvements, Develop Affordable Housing (Multi Unit Complexes)



- Affordable Housing: bought 4 single family homes rehabbed, deed restricted and sold as affordable housing, bought 1 two family home rehabbed, deed restricted and sold as affordable housing
- Senior Repair Program: provided 37 mini grants ranging from \$1500 to \$3000 for senior homeowners to complete needed rehabilitation projects for \$83,000.
- Our Emerging Leaders conducted a Walkability Audit identifying places needing repair and made recommendations to City Council.
- Purchased 15 outdoor stationary Sanitation Stations
- Created 2 Community Gardens: Held over 60 Garden events, workshops and activities. Ex.: Apple Fest, Americorps Volunteer Recognition, Make a Rain Barrel, Senior Activities, Children's Activities
 - With a grant from Home Depot we completed a major renovation on our first garden (corner of Alpine & Dillman Lane) by replacing all the raised beds, creating a mulch boarder and adding a metal pergola.
 - Over 67 families have benefitted from the garden by attending gardening workshops and/or receiving garden produce.
 - An average of 30 individuals participated in community gardening activities and workshops
- Facilitated 14 Neighborhood Cleanups
 - Planted 65 trees in the neighborhood with the assistance of 65 volunteers.

THE JEWISH RENAISSANCE FOUNDATION



Accomplishments 2020



Our Programs & Services



Alternative Education Institute (AEI) program assists young adults from the ages of 16-24, adults and Spanish speakers to earn their NJ State High School Equivalency Diploma.



AmeriCorps engages Americans in intensive service learning opportunities each year and at the JRF members focus on healthy futures, capacity building and financial literacy.



Bayside Family Success Center (FSC) is a community strength-based, family centered neighborhood-gathering place where families can go for support, information, and services.



Emerging Civic Leaders for a Healthier Community provides high school-aged youth hands-on experience in community health and assists in developing leadership skills.



Family Assistance Center (FAC) distributes direct assistance to assist with housing and utility payments as well as linking families with much needed resources.



JRF Community Health Center (CHC), located in Edison, is dedicated to delivering preventive and primary medical, dental and mental health services to the underserved and uninsured.



Perth Amboy Alliance for Community (PAAC) aims to revitalize the neighborhood identified as PAAC by providing resources, support and empowering the neighbors.



School Based Youth Services Program (SBYSP) provides students year round intervention, activities, mental health supportive services and entrepreneurship training.



Silver Linings Resource Center offers programs that serve and connect adults fifty-five years of age and older, by providing support and food delivery through My Choice Store.



STEP-UP offers direct services to all students and their families at the Academy for Urban Leadership Charter School (AUL).

Accomplishments 2020

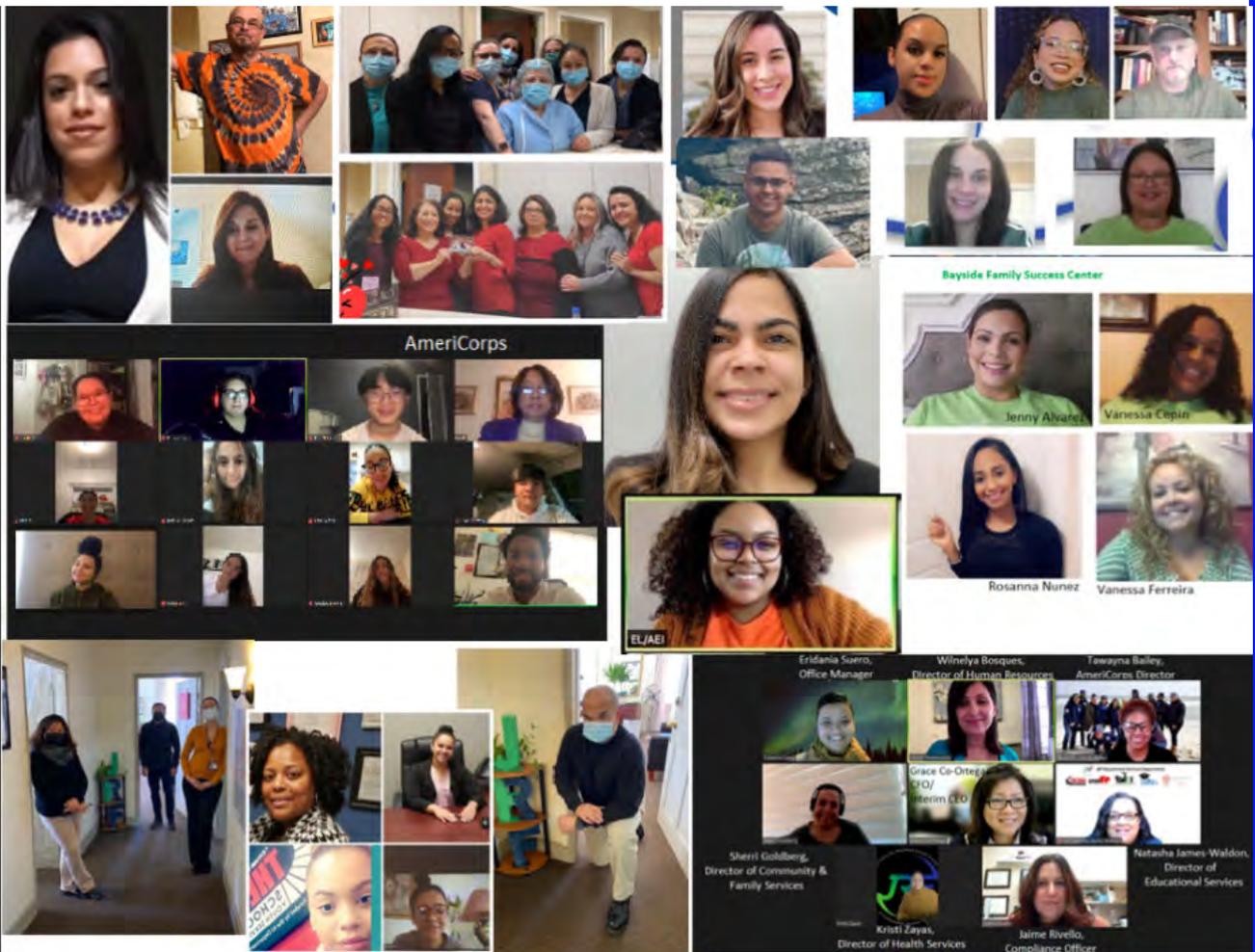
- Thankful bags delivered on 11/23/2020 - we served 19 families who had more than 5 members, 30 with more than 2 members and 11 seniors with their families.
- Breakfast with Santa - we served 67 families with almost 150 children. Each family received presents, an activity kit, breakfast and hot cocoa to drink with Santa.
- As a result of some fierce advocacy SBYS celebrated their 20th anniversary (virtually of course).
- Charlize Leon of Perth Amboy high school and SBYS was a "winner" up in the NFTE National competition competing against over 30,000 other youth.
- AEI was able to have 3 youth receive their high school diploma taking the test during a pandemic as well as one of our Spanish speaking students who earned his diploma taking the test in Spanish.
- Silver Linings served 92 seniors monthly making 936 food deliveries in 2020
- 19 of our PAAC neighborhood small businesses received direct cash assistance to help with rent/mortgage totaling \$184,600
- The PAAC community garden was a refuge from COVID and families spent time tending their crops by appointment only.
- Our FSC impacted the lives of 540 unique participants 6219 times.
- Our emerging leaders 2020 cohort placed 423 wellness rocks all over the city.
- Our CHC healthcare heroes served 654 unduplicated patients.
- We opened FAC in the middle of November and by 12/31/2020 we disbursed over \$12,500 in housing and utility assistance.
- All of this was only possible with the help and the incredible support we received from our fabulous Americorps members, amazing Admin Team, our committed Board of Directors and our EXTRAORDINARY PARTNERS!



"Never doubt that a small group of thoughtful, committed people can change the world. Indeed. It is the only thing that ever has."

Margaret Mead

**We
are
the
JRF**





THE PAAC NEIGHBORHOOD 2021 NRTC PLAN

Prepared by
Residents and Stakeholders of the
PAAC Neighborhood, Perth Amboy, NJ

Facilitated by
The Jewish Renaissance Foundation
Creative New Jersey
And Triad Associates

