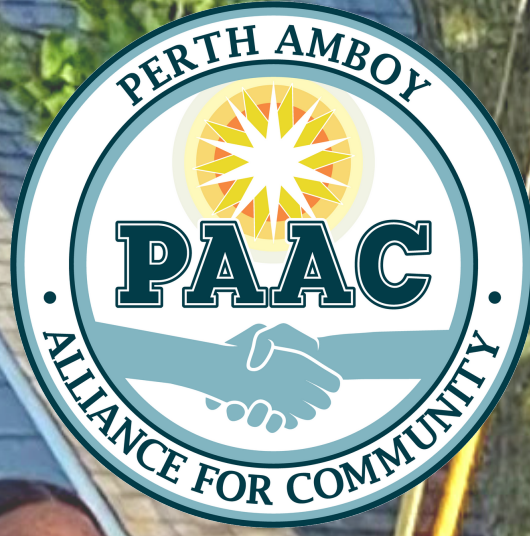


CREATING HOPE TOGETHER



2021 JUNE - FIRST DRAFT

PAAC NRTC NEIGHBORHOOD PLAN



A PROJECT OF THE JEWISH RENAISSANCE FOUNDATION



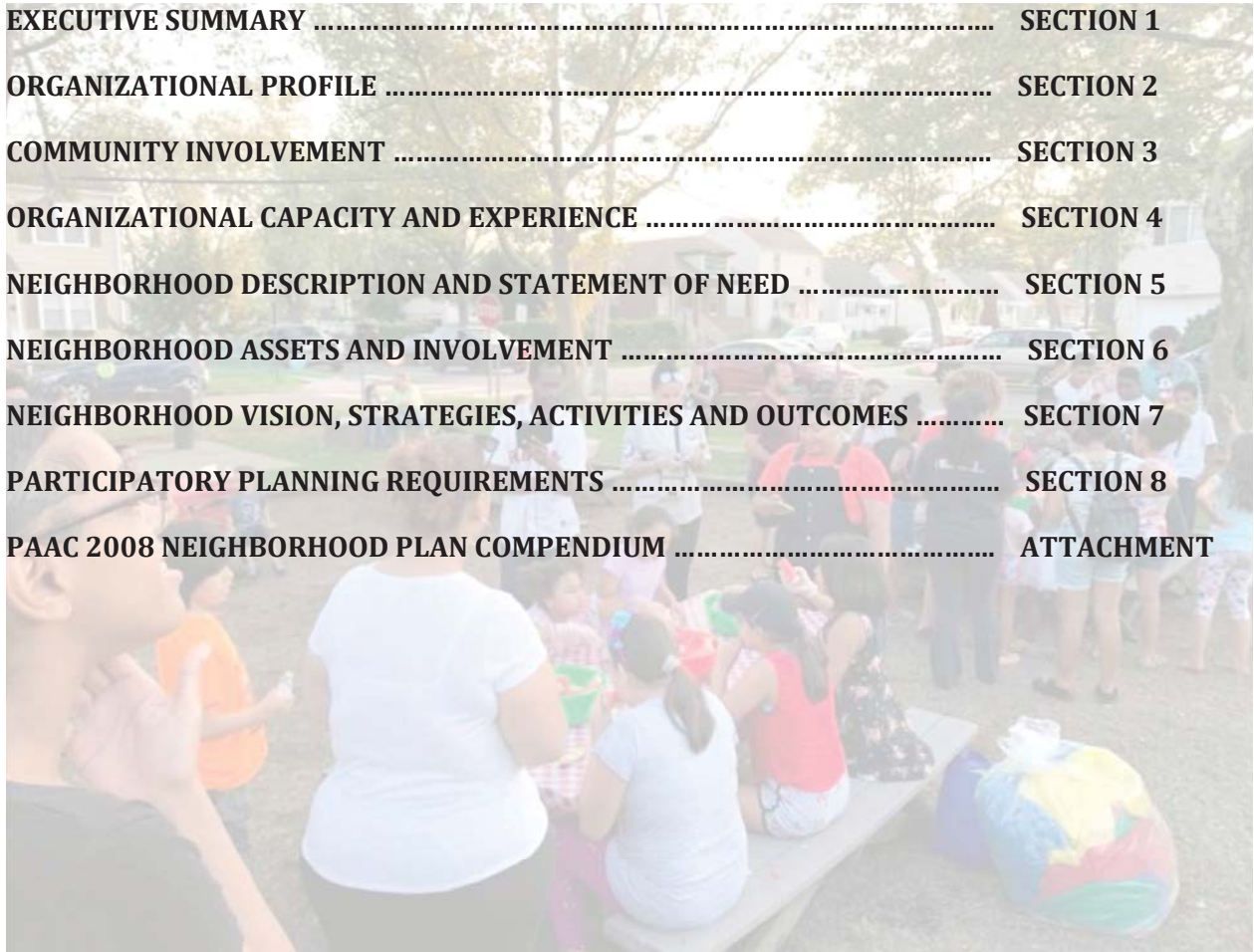
2021 PAAC NEIGHBORHOOD NRTC PLAN

TABLE OF CONTENTS

CONTENTS

TAB/SECTION

EXECUTIVE SUMMARY	SECTION 1
ORGANIZATIONAL PROFILE	SECTION 2
COMMUNITY INVOLVEMENT	SECTION 3
ORGANIZATIONAL CAPACITY AND EXPERIENCE	SECTION 4
NEIGHBORHOOD DESCRIPTION AND STATEMENT OF NEED	SECTION 5
NEIGHBORHOOD ASSETS AND INVOLVEMENT	SECTION 6
NEIGHBORHOOD VISION, STRATEGIES, ACTIVITIES AND OUTCOMES	SECTION 7
PARTICIPATORY PLANNING REQUIREMENTS	SECTION 8
PAAC 2008 NEIGHBORHOOD PLAN COMPENDIUM	ATTACHMENT





EXECUTIVE SUMMARY



Shred Truck for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *Shred Truck
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	1:30PM	Wilson Road Park (505 Dorothy Ave)
May 1st	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Keanston and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *Shred Truck
	1:30PM	Seven-Eleven Train Station (205 Smith Street)

*SHRED AT 12:00PM

REGISTER AT: <https://www.perthamboy.org/community/earth-day-cleanup-2022>

PERKINS CENTER FOR COMMUNITY ENGAGEMENT AND PARTNER DEVELOPMENT
 1000 WESTSIDE AVENUE, PERTH AMBOY, NJ 08861
 732.944.2000
 WWW.PERTHAMBOY.ORG

2021 PAAC NEIGHBORHOOD NRTC PLAN

EXECUTIVE SUMMARY

The Jewish Renaissance Foundation (JRF), founded in 1996, 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 alleviate poverty, revitalize neighborhoods and communities. In 2008, the JRF helped residents and stakeholders in what was previously the Greater Budapest Neighborhood develop a neighborhood plan 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, a branch of the Perth Amboy public library, the Raritan Bay Area YMCA, the 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 the summer of 2020 with the creation of a Host Team culminating in a formal “Call to Collaboration in January 2021, which was facilitated by the JRF and *Creative NJ*. This effort brought together more than

100 residents and stakeholders over two days 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 Team, the outreach effort secured 100 responses from neighborhood stakeholders, which helped to frame the priorities that are part of this 2021 NRTC Plan. These survey responses were obtained through door-to-door canvassing, special events celebrating Earth Day, community clean up drives, PAAC Pop-up visits to businesses and other neighborhood activities. The results of the survey pointed to ten important 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 Spanish 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 that began with the 2008 PAAC Plan. Others are new to the NRTC Program. All of them are important. What the PAAC Team has tried to do however, is indicate those activities 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.

We recognize 60% of NRTC funding targets 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, wellness 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.



SECTION 2 ORGANIZATIONAL PROFILE



DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) - Shred Truck
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	1:30PM	Wilson Road Park (98 Dorothy Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Kavanaugh and Smith Street)
	12PM	Francis Street Park (968 Francis Street) - Shred Truck
	1PM	Seven-Eleven Train Station (205 Smith Street)

WEBSITE: WWW.PERTHAMBOYPAAC.COM/COMMUNITY/EARTH-DAY-CLEANUP-REGISTRATION

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: 732-638-5063 E-Mail: sherri.goldberg@jrfnj.org

Cellphone (optional): 609-647-2089

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></u>	<u>3/17/21</u>
Signature of Board Chairperson	Date

FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: Triad & Associates Inc.

Contact Person (including title): Steve Kehs, AICP/PP Vice President

Contact Person's Address: 1301 Forrest Grove Rd. Building #3

City: Vineland State: NJ Zip Code: 08360

Phone: 856-650-9590 Cellphone (optional): _____

E-Mail: skehs@triadincorporated.com

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Consulting firm hired to assist in the neighborhood planning process and the NRTC application submission.

Name of Partnering Organization: Creative NJ (CNJ)

Contact Person (including title): Elizabeth Murphy, Founding Director

Contact Person's Address:

City: 14 Maple Avenue, Morristown State: NJ Zip Code: 07960

Phone: _____ Cellphone (optional): 973-412-5259

E-Mail: emurphy@creativenj.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Consultant contracted to assist in the neighborhood planning process, specifically the community engagement piece.

Name of Partnering Organization: Raritan Bay YMCA

Contact Person (including title): Steve Jobin, President & CEO

Contact Person's Address: 357 New Brunswick Avenue

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-442-3632 Cellphone (optional): _____

E-Mail: sjobin@rbaymca.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Member of the PAAC Neighborhood Host team, programming and resource partner and funding provider for the PAAC Community Garden.

Name of Partnering Organization: PNC Bank

Contact Person (including title): Yolanda Swiney, Vice President & Community Consultant, Northeast Territory

Contact Person's Address: Two Tower Center Blvd., 9th Fl (Mail Stop: J3-JTTC-09-C)

City: East Brunswick State: NJ Zip Code: 08816

Phone: 732-220-3133 Cellphone (optional): _____

E-Mail: Yolanda.swiney@pnc.com

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Chairperson of the PAAC Neighborhood Host team, programming and resource partner and funding provider through NRTC, program specific grants and sponsorships.

Name of Partnering Organization: City of Perth Amboy, Department of Human Services

Contact Person (including title): Kenneth Ortiz, Director

Contact Person's Address: 1 Olive St.

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-826-1690 Cellphone (optional): _____

E-Mail: kortiz@perthamboynj.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Member of the PAAC Neighborhood Host team as well as programming and resource partner.

Name of Partnering Organization: City of Perth Amboy, BID & UEZ

Contact Person (including title): Noelia Colon, Director

Contact Person's Address: 260 High St.

City: Perth Amboy State: NJ Zip Code: 08816

Phone: 732-442-6421 Cellphone (optional): _____

E-Mail: ncolon@perthamboynj.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Member of the PAAC Neighborhood Host team, programming and resource partner as well as a small business source of support.

Name of Partnering Organization: City of Perth Amboy, Office of Economic & Community Development (OECD)

Contact Person (including title): Tashilee Vazquez, Assistant Director

Contact Person's Address: 260 High St.

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-826-0290 Cellphone (optional): _____

E-Mail: tvazquez@perthamboynj.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Member of the PAAC Neighborhood Host team as well as programming and resource partner.

Name of Partnering Organization: Wellspring Center for Prevention

Contact Person (including title): Helen Varvi, Deputy Director

Contact Person's Address: 620 Cranbury Rd., Suite #105

City: E. Brunswick State: NJ Zip Code: 08816

Phone: 732-254-3344 Cellphone (optional): _____

E-Mail: helen.varvi@wellspringprevention.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Member of the PAAC Neighborhood Host team as well as programming and resource partner.

Name of Partnering Organization: Perth Amboy Housing Authority

Contact Person (including title): Doug Dzema, Executive Director

Contact Person's Address: 881 Amboy Ave.

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-826-3110 Cellphone (optional): _____

E-Mail: ddzema@perthamboyha.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Member of the PAAC Neighborhood Host team as well as programming and resource partner.

Name of Partnering Organization: Middlesex County, George J. Otlowski, Sr. Center for Mental Health Care

Contact Person (including title): Eulices Montiel-Fernandez, Director of Therapeutic Services/Clinical Director

Contact Person's Address: 570 Lee St.

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-376-6721 Cellphone (optional): _____

E-Mail: eulices.montielfernandez@co.middlesex.nj.us

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Member of the PAAC Neighborhood Host team as well as programming and resource partner.

Contact Person (including title): Angelo Abreu, Director – Perth Amboy Center

Contact Person's Address: 60 Washington St.

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-906-7755 ext. 2407 Cellphone (optional): _____

E-Mail: aabreu@middlesexcc.edu

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Resource partner to provide educational and internship opportunities to the neighborhood for example Success Bound.



SECTION 3 COMMUNITY INVOLVEMENT



EARTH DAY CLEANUP

Save Track for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *Shred Truck
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	1:30PM	Wilson Road Park (945 Dorothy Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Kavanaugh and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *Shred Truck
	1PM	Seven-Eleven Train Station (205 Smith Street)

*SOLIX AT

REGISTRATION: <https://www.perthamboy.org/community/earth-day-cleanup-2022>

Check the weather and dress accordingly. Please bring your own water. We have a good job for you!

SECTION 3 COMMUNITY INVOLVEMENT

OVERVIEW AND INTRODUCTION

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), 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 5000 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.

**Perth Amboy Alliance for Community
2015 Summer Events**

Monday, June 22 & July 27 6:00 PM	Budapest Neighborhood Association Meeting 881 Amboy Ave.	Saturday, July 25 Time 12-4 PM	Bike Rodeo/Healthy Lifestyles Fair Francis Street Park
Saturday, June 25 11:00 AM	Senior Wellness Club Herb Planting Workshop 881 Amboy Ave.	Saturdays through August 10 AM	Senior Wellness Walking Club Francis Street Park
Saturday, June 25 6:30 PM	Summer Nights at the Park Kickoff Francis Street Park	Thursday, August 6 6:00 PM	Healthy Futures Field Day Francis Street Park
Sunday, June 26 Time 5-7 PM	Community Garden Kickoff! Alpine St. Garden	Saturday, August 15 Time 12- 4 PM	3-3 Basketball Tournament Francis Street Park
Thursday, July 9 Time 5-7	Marathon Francis Street Park	Thursday, August 21 6:00 PM	Movie Night Francis Street Park

Contact Us:
732-324-2114 X. 114

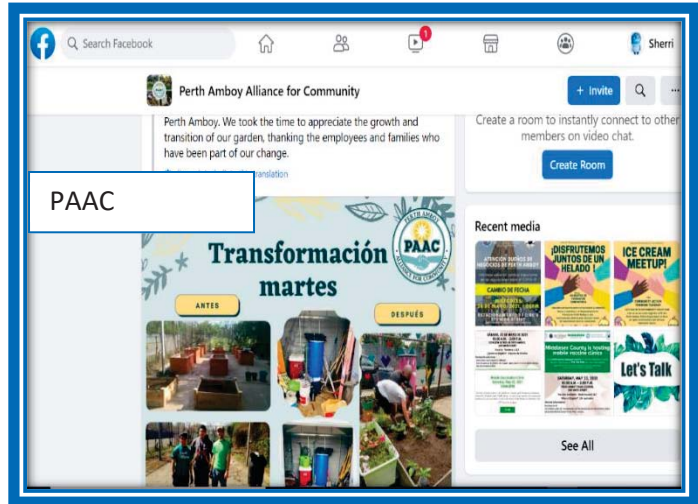
Logos: PAAC, JRF, Jewish Renaissance Foundation, A Community Action Agency

The Perth Amboy Alliance for Community (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

whereby to assume ownership of PAAC. Initially through PAAC, the JRF put together a Neighborhood Association (PNA). Most recently, and as a central highlight of our current planning process, the PNA has morphed to the PAAC Host Team (PHT). 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 will meet regularly one time every six weeks.

We utilize a wide variety of community engagement strategies to communicate and involve our neighbors. We offer 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.





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 A PART OF THE PERTH AMBOY ALLIANCE FOR COMMUNITY NEIGHBORHOOD ASSOCIATION

For Giveaways and Events
Join Us on Facebook
PAAC Call to Collaboration,
Call (732) 954-2700
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

PERTH AMBOY ALLIANCE FOR COMMUNITY

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

For Giveaways & Events
CALL: (732) 834-2790 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

BID
RF
PAAC

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!
Register Here || <http://bit.ly/35JN77>

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>

Lots of prizes - Mucho Premios



SECTION 4 ORGANIZATIONAL CAPACITY



EARTH DAY CLEANUP

Save Track for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *Shred Truck
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	12PM	Wilson Road Park (545 Dorothy Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Kavanaugh and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *Shred Truck
	1PM	Seven-Eleven Train Station (205 Smith Street)

*SOLIX AT

REGISTRATION: <https://www.perthamboy.org/community/earth-day-cleanup-2022>

Check the website for updates to events and weather conditions. We will email you if we have any changes. WE ARE A BIRD FOR OUR BIRDIES!

SECTION 4

ORGANIZATIONAL CAPACITY

OVERVIEW AND INTRODUCTION

For over 23 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 who 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, 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.

CUURENT 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.



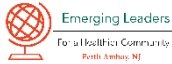
Alternative Education Institute (AEI) program assists young adults from the ages of 16-24, adults and Spanish speakers to earn their NJ State High School Equivalency Diploma.



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.

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.

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, 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 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 fee 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.

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 Perth Amboy Alliance for Community (PAAC) hit the ground running to start the very 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, 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, what changes if any need to be made to those identified needs and were there any new unidentified needs.

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.

Resident Satisfaction

Residents are generally satisfied living in the Greater Budapest 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 neighborhood 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 Budapest Neighborhood Association (BNA) 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 Budapest 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 providing 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. They mentioned classes in Spanish for those who did not speak Spanish. 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.



SECTION 5 NEIGHBORHOOD DESCRIPTION AND NEED



EARTH DAY CLEANUP

Save a Track for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *Shred Truck
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	1:30PM	Wilcox Road Park (650 Dorsey Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Keanston and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *Shred Truck
	1PM	Seven-Eleven Train Station (205 Smith Street)

*SHRED AT
<https://www.perthamboy.org/community/earth-day-cleanup-8825261610>

Check the weather, bring your own gloves and reusable containers. We'll provide bags, gloves and clean-up supplies. **WASTE A GOOD IDEA FOR YOUR NEIGHBOR.**

SECTION 5

NEIGHBORHOOD DESCRIPTION AND STATEMENT OF NEED

OVERVIEW 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.

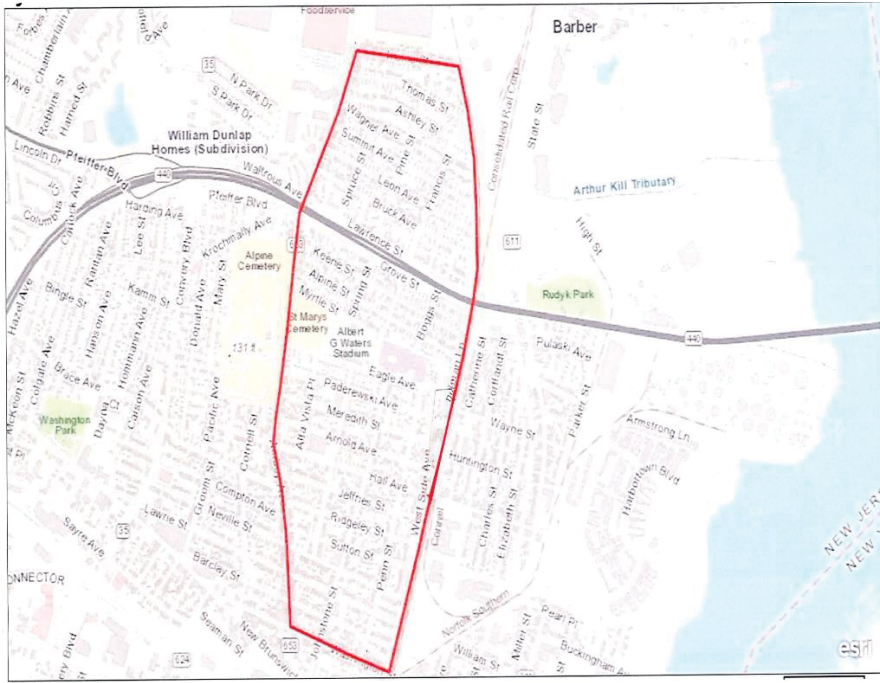
The area comprises two Census Tracts, Tract 43 and Tract 44 (Tracts 34023004300 and 3402300440). Within Tract 43 are block groups 34023004301, 34023004302, and 34023004303. Within Tract 44 are block groups 34023004401, 34023004402, and 34023004403.

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.

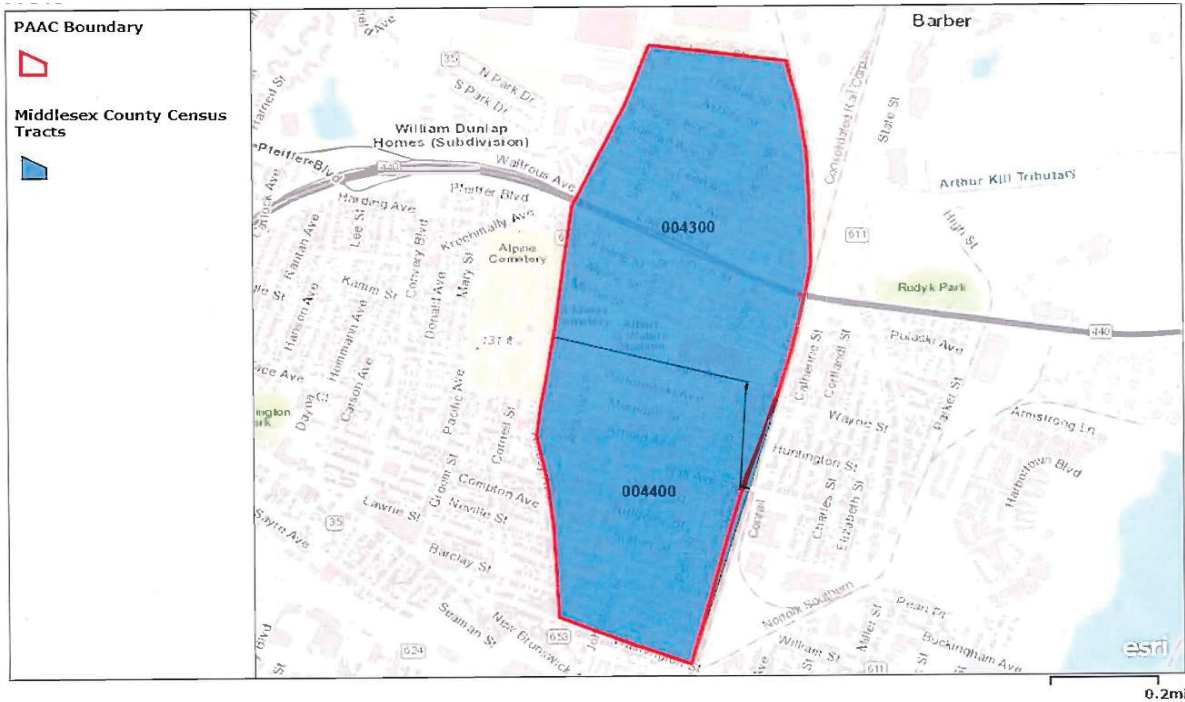
The PAAC Neighborhood is highlighted by a number of prominent landmarks. The Perth Amboy High School is located in the heart of the neighborhood. Alpine cemetery is nearby and extends across the neighborhood boundary on Amboy Avenue. Francis Street Park, which was rehabilitated with NRTC funding is located 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, the Jewish Renaissance Foundation. More information on key assets, including a comprehensive inventory of assets can be found in Section 6 of this Plan.

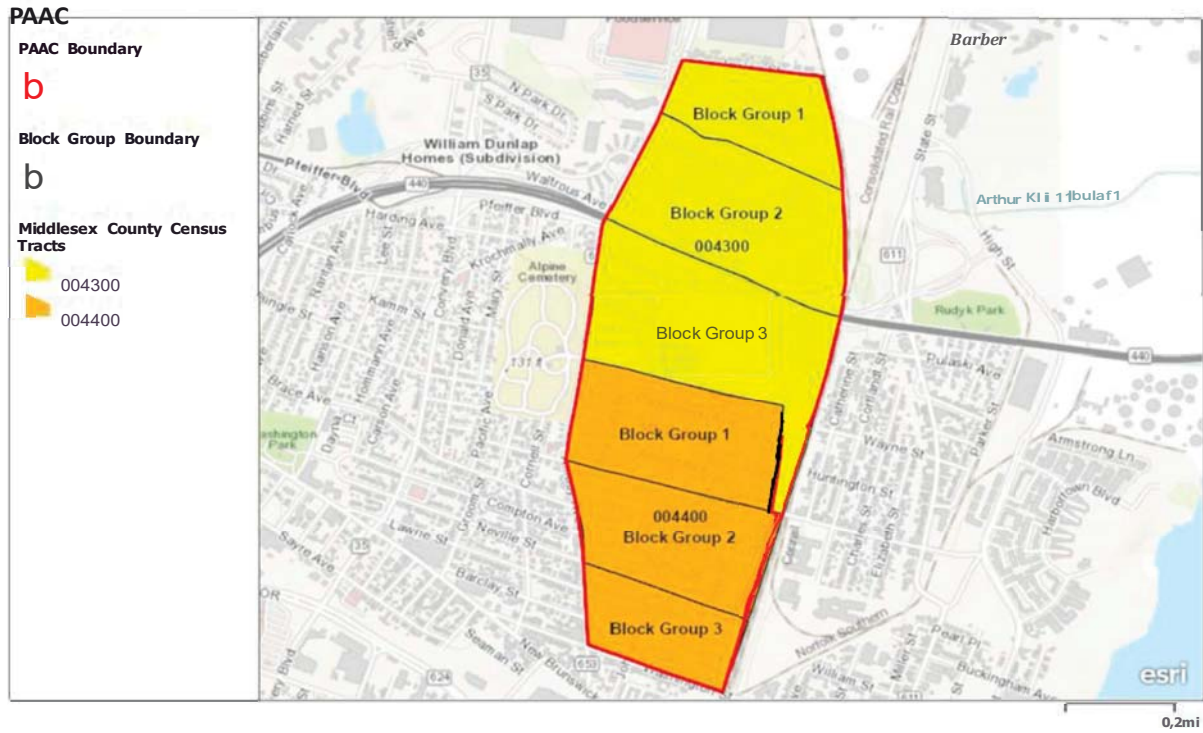
Map 1
Boundaries of the PAAC Neighborhood



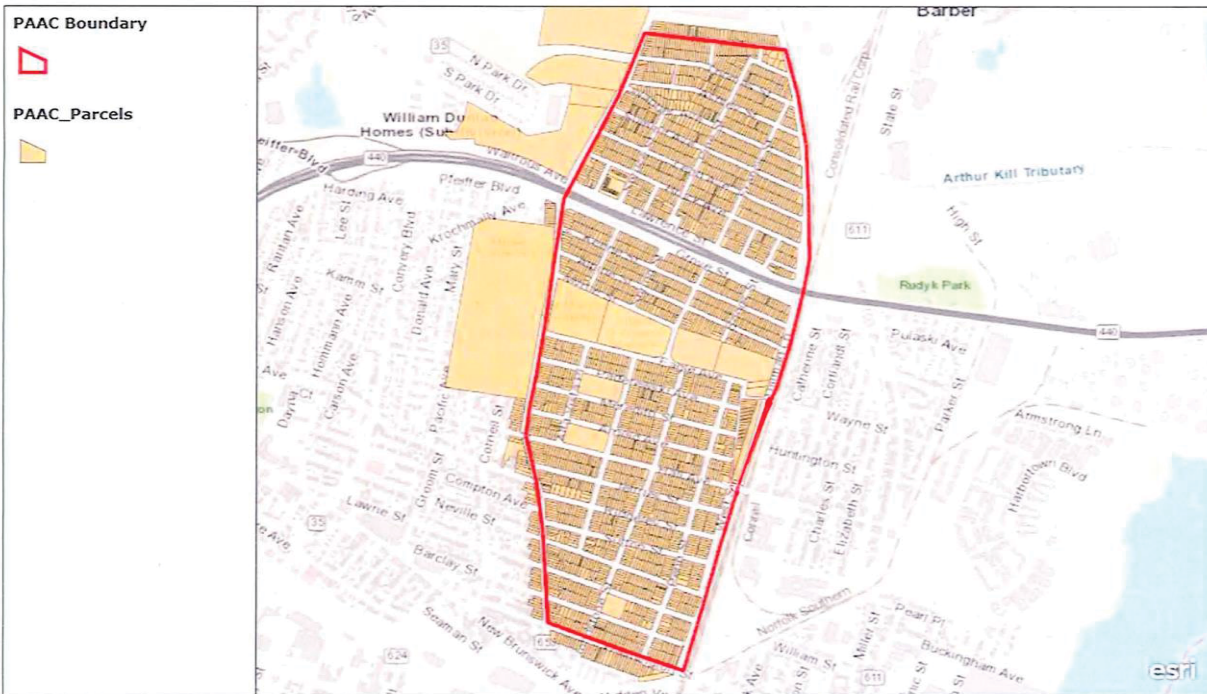
Map 2
Census Tracts in the PAAC Neighborhood



Map 3
Census Tract Block Groups in the PAAC Neighborhood



Map 4
Parcel Map of the PAAC Neighborhood



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.

Income Thresholds Meet the NRTC Criteria

According to data in Policy Map Tract 43 of the PAAC neighborhood, 92.01% of households are of low or moderate income and in Tract 44 82.14% of households are of low or moderate income. Neighborhood wide, the low/mod income breakdown 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 following table 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.

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%

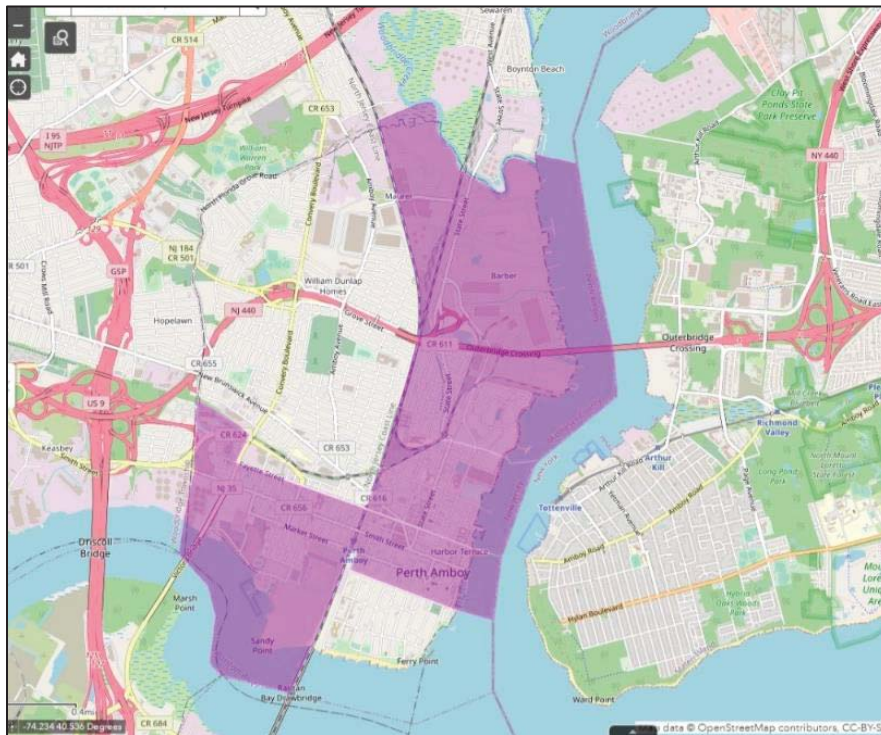
Source: Opportunity 360 Community Dashboard

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

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

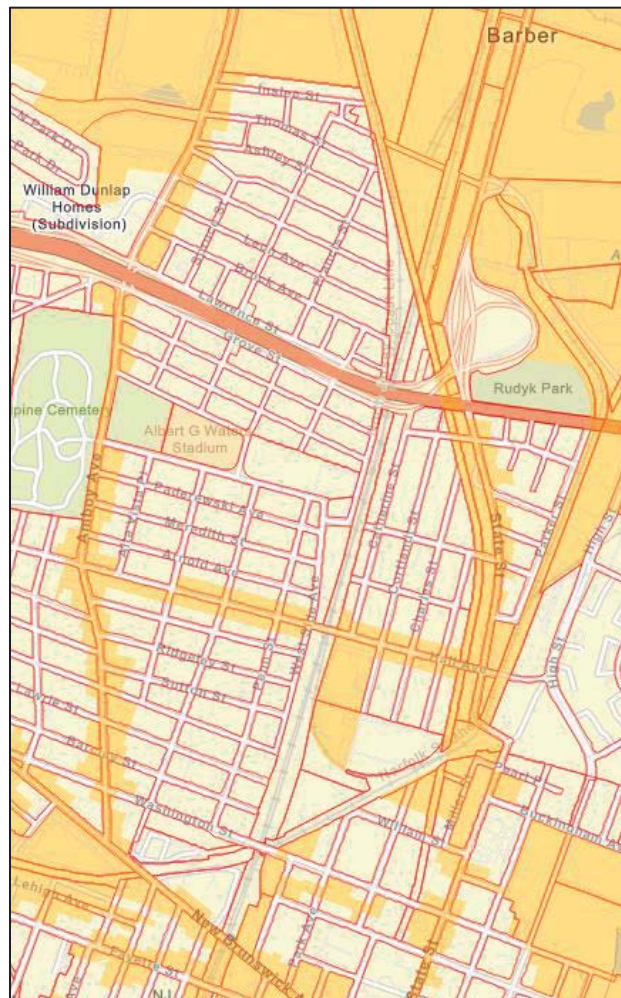


There are few special development designations within the boundaries of the neighborhood such as Opportunity Zones or Master Plan Redevelopment Districts, although a large redevelopment area just to the north of the neighborhood encompasses the Perth Amboy Business Park, a 25-acre tract of land with numerous large employers. Map 5 above, 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

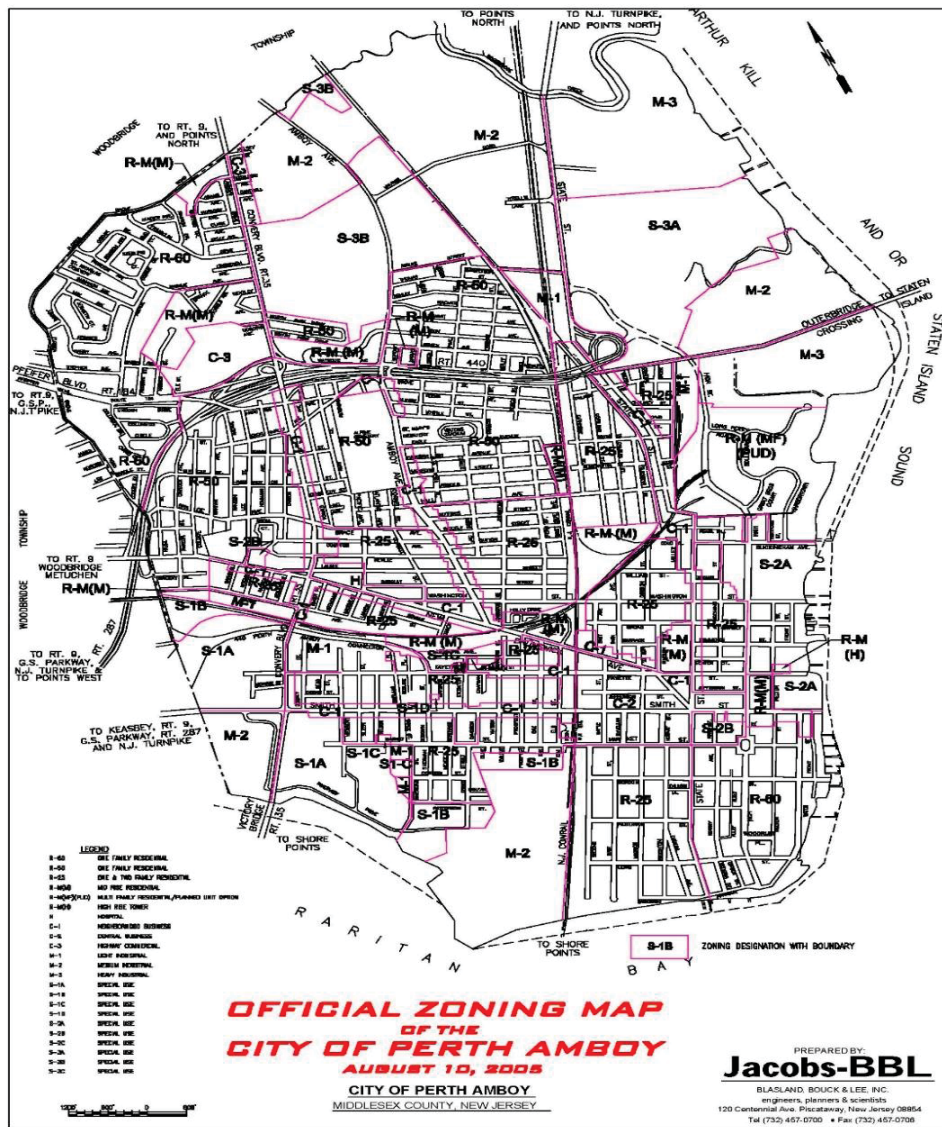
The Perth Amboy Urban Enterprise Zone is a large area covering much of the City. There are commercial corridors in and along the boundaries of the PAAC Neighborhood that are covered by the Urban Enterprise Zone. These corridors include all of Amboy Avenue which comprises the western border of the neighborhood, 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**



SUMMARY

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 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 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.





SECTION 6 NEIGHBORHOOD ASSETS AND INVOLVEMENT



EARTH DAY CLEANUP

Save Track for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *Shred Truck
April 22nd	10AM	Brighton Ave Community Center (60 Brighton Ave)
	1:30PM	Wilcox Road Park (64 Dorothy Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (60 Brighton Ave)
	11AM	Pink Park (Kavanaugh and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *Shred Truck
	1PM	Seven-Eleven Train Station (205 Smith Street)

*SCHEDULE AT
<https://www.perthamboy.org/community/earth-day-cleanup-2022>

Check the calendar for updates to events and dates. Community events are subject to change without notice. We are committed to providing a safe and fun environment for all. Please be respectful to others and follow all rules and regulations. Thank you for your participation!

SECTION 6

NEIGHBORHOOD ASSETS AND COMMUNITY INVOLVEMENT

OVERVIEW

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 because it is predominantly a residential neighborhood, there is no room to construct new capital facilities. But, with the Scott Community Center just outside of the 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 and the Raritan Bay Medical Center are located in close proximity to the PAAC Neighborhood. The JRF Community Health Center is also a provider of medical services and support to the neighborhood. There are a number of proposals in this plan that involve expanded or new health related activities. The JRF 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.

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
	Perth Amboy City Waterfront – Front Street
	Community Garden: 925 Amboy Ave
	Community Garden: Alpine St & Dilman Lane
COMMUNITY CENTERS AND SOCIAL SERVICES	Community Center: Scott Community Center 881 Amboy Ave
	Social Service Center: School based Youth Services Center - 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. 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)

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 Committee, 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 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 Company. 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.

New Affordable Housing Project. Morris Habitat for Humanity in partnership with PARTNER and the Housing Authority of Perth Amboy are finalizing development plans for three 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. Waters 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 QR Codes to promote no touch access to their 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.



NEIGHBORHOOD INVOLVEMENT

Community Organization Effectiveness

For over 23 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. 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 neighborhood residents, 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 have been involved in defining needs, suggesting projects, and outlining priorities.

HOUSING AFFORDABILITY

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



SECTION 7 NEIGHBORHOOD VISION



EARTH DAY CLEANUP

Save a Track for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *Shred Truck
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	1:30PM	Wilson Road Park (645 Dorothy Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Keanston and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *Shred Truck
	1PM	Seven-Eleven Train Station (205 Smith Street)

*SHRED AT
<https://www.perthamboy.org/community/earth-day-cleanup-2022>

Check the schedule for business and residential documents on April 17th and April 22nd. *Shred Truck
 *PAAC Community Garden (Corner of Alpine and Westside Ave)
 *PAAC Community Garden (Corner of Alpine and Westside Ave)

SECTION 7

VISION, GOALS, STRATEGIES AND OUTCOMES

INTRODUCTION

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 that were contained in the prior plans and which remain relevant have been incorporated into this 2021 NRTC Plan to ensure 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 as the PAAC Plan Compendium, (Tab 10 in the NRTC Binder.) This Compendium revisits the vision and goals of the 2008 PAAC (Old Budapest) Neighborhood Plan and links it to the ongoing mission of the NRTC Plan. In this manner, we hope to 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.

SECTION 7 OVERVIEW

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

The second element is an enlarged (11X17) version of the NP-3 Form that describes in detail the proposed activities, outcomes, evaluation methodology and data sources that are relevant to each of the strategies identified in this Plan. As noted earlier, these strategies capture ones from previous plans, but were vetted and prioritized by the significant neighborhood outreach process conducted by the Jewish Renaissance Foundation 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 the JRF in conjunction with the Planning Host Committee and neighborhood residents. The first is the identification of those activities which the stakeholders in the PAAC Neighborhood deemed as top priorities.

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 committee direction.

Those activities that are not color coded remain important initiatives, or the continuation of projects begun during a previous planning process, but which have fallen outside of the Neighborhood's top priorities. They also represent projects which 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.



Given these issues, the vision statement in the 2008 PAAC Plan provided a basis for discussion with the Planning Host Committee. This vision statement was also vetted with the neighborhood-at-large. The vision that people have for their neighborhood is centered around services, networking, housing, economic opportunity and public safety. Goals that reflect this vision are outlined on the NP-3 Form and contain multiple strategies and projects that can be advanced to implement these goals.

The vision statement agreed upon by the PAAC Neighborhood residents and stakeholders is as follows. This vision statement is also very similar to the ones reflected in previous NRTC Plans.

Residents of the Perth Amboy 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.

STRATEGIES AND NRTC INVESTMENT

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 for 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, Neighborhood stakeholders advanced the goals and strategies that are integral to this plan.

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 that are 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 by today's 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 and one which demonstrates to the NJ DCA and other partners in the PAAC Plan how the Jewish Renaissance Foundation has fostered a planning process over the years that is consistent with the wishes of area residents. A review of each of the goals and strategies of this NRTC Plan and its relationship to the neighborhood vision and mission to 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 in order 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 the 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 have been part of the previous NRTC or PAAC planning efforts and deserve to remain as part of this plan. The ones that have been 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.)

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 has provided the resources to engage in a new effort to engage residents and stakeholders in the PAAC Neighborhood. Second, it has funded the update the PAAC Plan and fostered a realignment of neighborhood goals and strategies. Finally, it is hoped that the NRTC Program will provide the funding to advance many of the capital and program priorities of this plan that may not be obtained readily from other funding sources. Most importantly, NRTC funding is targeted at 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 advancing 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 more than a dozen years 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 those 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 no 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 Family Success Center at 500 Dobranski Drive as the locations for teen activities. The JRF has a long-

standing relationship with these facilities and proposing 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 that will allow 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 Lautenberg Family Success Center will be used to fund 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 County 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 Business Assistance Coordinator**. The JRF is a member of the New Jersey Business and Industry Association, which will also be a valuable contributor to guiding small business assistance efforts.
- **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.

- **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 develop a

small pocket park at Myrtle Street and Water Street 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 25 Homes in the PAAC Neighborhood and 17 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 Host Committee has had 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, area churches, the Housing Authority, and the school district to provide the space needed to expand services, host 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 Planning Period. The projects outlined as follows illustrate 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, school facilities, and other suitable training locations. We will schedule these programs in partnership with our training and education colleagues. Several examples of our proposed programs are found in the NP-3 Form that is 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 visitations by 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 planning horizon.
7. **Provide Housing Assistance Programs.** We anticipate continuing our housing counseling programs, 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.
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 develop the pocket park and playground at Myrtle and Water Streets, provide flower boxes, and façade improvements for businesses along Amboy Avenue.



These NRTC Plan program priorities will be facilitated by a PAAC Neighborhood Outreach Coordinator along with in-kind support from our partners in the planning program, our PAAC Host Committee and other volunteers.

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 in this plan.

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 NEIGHBORHOOD 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>	<i>\$10,000 per week</i>	<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) 	<i>Medium</i>
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



SECTION 8 NEIGHBORHOOD PLANNING PROCESS



EARTH DAY CLEANUP

Save Track for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *Shred Track
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	1:30PM	Wilson Road Park (69 Dorothy Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Kearns and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *Shred Track
	1PM	Seven-Eleven Train Station (205 Smith Street)

*SHRED AT
<https://www.perthamboy.org/community/earth-day-cleanup-2022>

Check the calendar for business and residential documents on April 17th and April 22nd. *Shred Track
 WE ARE A BIRD FOR OUR BIRDIES!

SECTION 8

PARTICIPATORY PLANNING

INTRODUCTION

Neighborhood collaboration in the PAAC Neighborhood of Perth Amboy goes back many years. The Jewish Renaissance Foundation has been a leader in collaborative planning and stakeholder engagement. This commitment is central to the organization's mission and its involvement in all aspects of its service the Perth Amboy community.

This NRTC Plan has been 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 as part of the Appendix are a significant number of documents that substantiates the many initiatives that resulted 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 Committee 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. But the planning process envisioned by the JRF went well beyond the lapsed NRTC Plan to include also an update to the original 2008 PAAC Neighborhood Plan that was funded by the Wachovia (now Wells Fargo) Regional Foundation. All of these planning programs required the active involvement of City government.

After the NRTC Planning funds were granted by the NJ DCA, the JRF undertook three important steps in fostering 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 Neighborhood Host Committee which has been the

instrumental advisory committee responsible for guiding the development of the Plan. These individuals include:

- 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 that 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 on June 7, 2021 and advertised in the Amboy Guardian and Home News on June 9, 2021. Comments received from the Host Committee, neighborhood residents, stakeholders and members of the public will be incorporated prior to its 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 a public review. A meeting with the Mayor of Perth Amboy occurred to discuss the plan and solicit support. Relevant comments and feedback will be incorporated from the city officials and DCA as may be identified in the course of the review process.

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 the community outreach effort. An initial meeting of the consultant teams was held in August 2020 to begin the collaborative planning process.

The planning and outreach process was facilitated initially by *CreativeNJ*, which began 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 Committee was formed which represents 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 Committee, 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 topic, 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 that outlines the conversations held during the Call to Collaboration. In addition, 10 pages of notes from these meetings documents the range of issues discussed.

The issues outlined in this summary were reformatted as part of a listing of 22 topics and initiatives in a survey of both the Host Committee 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 as follows.

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 Committee provided for neighborhood outreach.

Other Community Outreach Events

The JRF and the PAAC Host Committee 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 the PAAC Community Garden – on April 22nd, and at a series of events on May the 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 venues through which information about the NRTC Plan was distributed. It also provided a chance to get residents to register their names and addresses as part of the PAAC Neighborhood and to participate in the NRTC Neighborhood Survey. The survey was something that was distributed at all of these events in addition to having been emailed to residents and businesses.

The JRF staff went one step further to secure support neighborhood involvement, but canvassing residents of the neighborhood. Neighborhood Canvassing occurred through mid-May 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, so the JRF 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. Meetings 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 helped 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 Committee

The PAAC Host Committee played a critical role in the planning process. First and foremost, it worked to engage residents and stakeholders in an overview of issues that were important to them. It 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 throughout the neighborhood.

Throughout the planning process, the Host Committee met 7 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.



ATTACHMENT THE 2008 PAAC PLAN COMPENDIUM

Relating the 2008 PAAC Plan to the
2021 NRTC Planning Program



EARTH DAY CLEANUP

Save Track for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *Shred Truck
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	12PM	Wilson Road Park (545 Dorothy Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Kean and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *Shred Truck
	1PM	Seven-Eleven Train Station (205 Smith Street)

*SHRED AT
<http://www.perthamboy.org/community/earth-day-cleanup-882526110>

PAAC is a 501(c)(3) non-profit organization. We are an Equal Opportunity Employer. We are a proud member of the National Urban League. WE ARE A BOON FOR OUR COMMUNITY.

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.

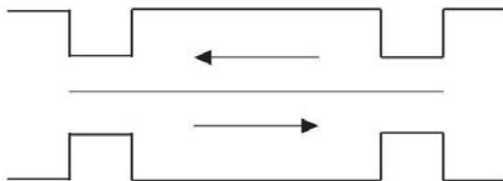
- Workforce Development Plan. Working with the Greater Raritan Workforce Investment Board (WIB) a workforce development plan targeted at the training needs of Neighborhood residents could be developed. Partnerships with local and area employers could be established to broaden employment opportunities 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.

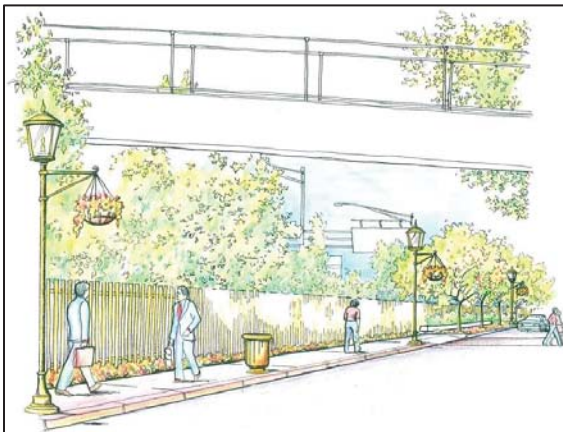
Mortgage Buy-Back Program. Magyar Bank has instituted a mortgage buy-back program to help home owners limit debt and better manage their housing obligations. The buy back program allows owners to lease their homes and possibly reacquire them at a later date pending more favorable mortgage rates. The 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.



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



EARTH DAY CLEANUP

Save a Truck for business and residential documents on April 17th and April 22nd*

DATE	TIME	MEET UP LOCATION
April 17th	12PM	Patten Park (229 Reade Street) *SHRED TRUCK
April 22nd	10AM	Brighton Ave Community Center (50 Brighton Ave)
	12PM	Wilcox Road Park (50 Dorothy Ave)
	3PM	PAAC Community Garden (Corner of Alpine and Westside Ave)
May 1st	10AM	Brighton Ave Community Center (50 Brighton Ave)
	11AM	Pink Park (Kavanaugh and Smith Street)
	12PM	Francis Street Park (968 Francis Street) *SHRED TRUCK
	1PM	Sevens-Elevens Train Station (205 Smith Street)

*SCHEDULE AT
<https://www.perthamboy.org/community/earth-day-cleanup-registration>

Check the weather for updates on event and weather conditions. We will post updates on our website and social media. WE ARE A BIRD FOR OUR WINGS!