



Call for Action

III. Promote the safety, security, and well-being of all county residents in a manner which is responsive to demographic, social, and community trends.

Goals

- Target services and focus on vulnerable, under-served, and growing populations of need (e.g., youth, children and adults with developmental disabilities, seniors).
- Reduce economic, social, and ethnic disparities among County residents.
- Take action to mitigate the impact of economic downturns on county residents, including increased emergency mobilization of county services, proactive coordination to maximize participation in federal and state economic recovery efforts, and consistently pursue efficiency measures while addressing resident needs.

Highlights

- Assess and improve methods of informing County residents (i.e., News 12, cable television, email, text messages) about emergencies; coordinate with municipalities and school districts where applicable.
- Upgrade communication/radio system and equipment to comply with federal mandate (switch to new bandwidth).
- Review distribution of County funding sources specific to economic, social, ethnic, and vulnerable populations, and develop a strategy for investment and/or the divestiture of resources to reflect an appropriate focus on prevention, early intervention and family support services.





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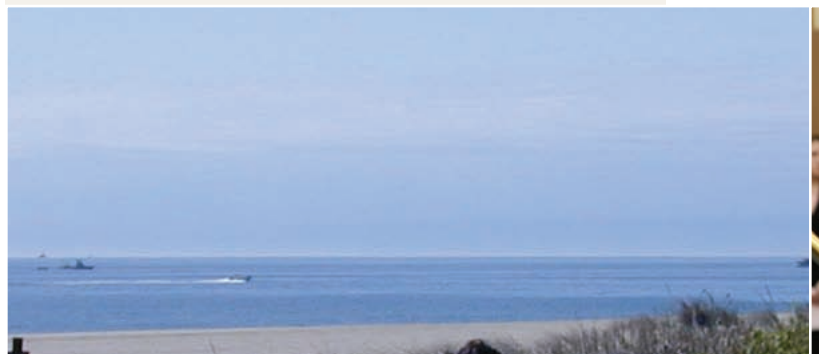
IV. Steward the preservation and enhancement of natural resources, respect for local history, and quality of community life.

Goals

- Undertake environmentally safe measures and practices in all aspects of county operations and policies.
- Preserve open space, farmland, and scenic by-ways, and provide quality parks, recreation, and cultural opportunities and programs.
- Reduce traffic congestion through smart routing and public transportation.

Highlights

- Identify a senior-level county employee to coordinate and oversee all “green” initiatives
- Conduct an energy audit on all County owned and operated facilities
- Continue to investigate options to promote, market, and adjust products and fees to increase utilization of the county golf courses and to explore continued reductions in operating costs.
- Identify opportunities and resources to expand transportation system (i.e., additional “park and rides”, pedestrian crossings near bus stops and train stations, funding for bridge safety).





Call for Action

V. Impact public policy, statutes, and regulations that impede county goals.

Goals

- Advocate for changes in policy, procedures, regulations and legislation, and for funding to support the achievement of the goals and objectives of the strategic plan.

Highlights

- Address liability of \$22M to fund future retiree health benefits by advocating for legislation allowing the establishment and gradual funding of a trust fund for future post employment benefits, as well as other contractual changes.
- Advocate for additional mass transit, such as the MOM line, to provide rail service for high growth areas such as Western Monmouth.
- Advocate for an improved East/West bus transportation network to improve cross county travel and travel to New York City.



Implementation, Evaluation, and Updating the Plan

Implementation and Evaluation Recommendations:

1. Establish and designate the Administration, Management and Planning (AMP) function in the Office of the County Administrator, as the focal point for organizing, supporting, coordinating and tracking implementation - within 30 days of Plan adoption
2. In conjunction with the AMP, reconstitute the Strategic Planning Committee as the Strategic Action Committee within 45 days of Plan adoption
3. Designate the Goal Attainment Leaders and Teams for each strategic area and charge with the preparation of concrete implementation work plans to be completed - within 75 days of Plan adoption
4. Establish rolling schedule for review and approval of Implementation Work plans by County Administrator with initial round of approvals complete - within 90 days of Plan adoption
5. Train all County employees on the new County mission, vision, and elements of the Strategic Action Plan - within 90 days of Plan adoption
6. Conduct quarterly meetings of the Strategic Action Committee for information-sharing, reporting, problem-solving, brain-storm, and do ongoing environmental scanning and adjustment of implementation and ongoing liaison with Freeholders
7. Set schedule of Goal Attainment Teams and Team Leaders meetings as required and integrate into ongoing management structure and processes
8. AMP should prepare quarterly internal tracking report.
9. AMP should prepare Bi-Annual Reports to the Freeholders for public dissemination on the website, Freeholder meetings, etc.
10. Integrate this implementation process into the budget process - next budget cycle
11. Continue Implementation for three years.

For the Strategic Plan to have a sustained, positive impact on county government operations, it must be part of a strategic planning cycle. That cycle includes implementation of the Plan after an intentional decision making process and evaluation of the results this implementation – for use in additional planning/modification of the Plan, goals, objectives, etc. For the evaluation process, it is recommended that in three years Monmouth County repeat an information gathering process that includes:

- Community Survey
- Community Forums
- S.W.O.T.s
- Website Input

This should result in an evaluation of the progress towards meeting the goals of the Plan, identifying the relevance of problems, and identification of emerging new strategy issues and trends. This will result in an update to the Strategic Plan, which should be presented for Freeholder approval during year four, and implementation during year five.

