



**MAYOR DWAYNE D. WARREN, ESQ.**  
**MOVING ORANGE FORWARD**

City of Orange Township Annual Report

2013



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## CITY OF ORANGE TOWNSHIP, NEW JERSEY MISSION STATEMENT

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The people of Orange Township, New Jersey are the only reason we are here. We are committed to serving our family and neighbors by providing ethical and responsible local government, so that everyone can enjoy the benefits of living and working in our City.



THE CITY  
of  
**ORANGE TOWNSHIP, NEW JERSEY**

Honorable Mayor Dwayne D. Warren, Esq.

Dear Friends,

I am submitting our *City of Orange Township 2013 Annual Report* to keep you informed of my Administration's progress and the services your government has provided over the past year.

Under my Administration, the City of Orange Township has initiated the most aggressive educational, family-focused, and economic growth agenda in 20 years. A model of progressive municipal government seeks to expand community services through effective management of municipal funds. We must make sure your tax money is used wisely, adapting to the ever-changing needs of our diverse community.

Despite a still-fragile economy, nagging unemployment and years of neglect, we are still moving forward. My Administration is doing more for our community with less. Initiatives like The Mayor's Office of Employment and Training, the S.T.R.I.K.E. crime task force and the Mayor's Community Revitalization Program improved the overall quality of life for Orange families.

I have had the honor and privilege of serving as your Mayor for 16 months. We have made tremendous progress: creating public/private partnerships that allow us to deliver services more efficiently, with more opportunities for our residents, and more academic and cultural opportunities for our children. There is still much to do; but as you will see in this report, we have worked dilligently and tirelessly to move Orange forward in 2013 — and we will work even harder in 2014.

This report is available both as a printed document and in a downloadable Adobe Acrobat pdf file on the new City of Orange Township website: [www.ci.orange.nj.us](http://www.ci.orange.nj.us).

Last of all, I want to thank you, the citizens of Orange, for your feedback, your comments, and your constructive criticism over the past year. And I am grateful for your continued faith in me as we all strive to move Orange forward.

Yours in service,

Dwayne D. Warren, Esq.  
Mayor, City of Orange Township

# 2013: The Year Orange Moved Forward

Despite tough times and economic uncertainty, the Warren Administration found ways to do more for Orange...with less.

## ECONOMIC DEVELOPMENT

MAYOR WARREN'S PLANNING ADVISORY COMMITTEE met in November to provide suggestions for the acquisition and development of the Highland Train Station, located on Scotland Road. The committee, comprised of community residents, members of the clergy, appointed city hall staff, business owners and non-profit organizations. The committee will submit a report to Mayor Warren in March 2014 identifying development ideas that will support community growth and enhance business.

The community development project is a collaborative effort utilizing public/private partnerships to increase external funding opportunities from the state and federal levels of government. Demographic information such as median income, education level, and poverty rate for residents of Orange will be the data used to influence development.

A copy of the final submission along with committee members' names will be available for your review; it will be available as a printed document and a downloadable Adobe Acrobat pdf file on our new City of Orange Township website: [www.ci.orange.nj.us](http://www.ci.orange.nj.us).

## PROPERTY TAX REWARD PROGRAM

Next month, Mayor Warren will

introduce the SHOP-ORANGE program to city council and merchants. The Property Tax Reward program is an economic development initiative which provides property tax dollars

\$200.00. The family presents his PTC at the time of payment either cash or credit. His card is swiped and he pays 100% of his bill. However 80% goes to the merchant and 20% goes toward

*New public/private partnerships have sown the seeds of economic development in Orange.*

as an incentive for residents to shop in Orange. First, a Property Tax Card (PTC) is provided to the municipal resident. After enrollment, the resident accumulates property tax credits from discounts on purchases. For example, suppose the cost of dinner for a family of four is

the family's property tax bill. In this example a 20% is applied to a property tax bill. The \$40.00 credit is subject to transaction fees of 25% for recording and monitoring fees, therefore the card holder receives a \$30.00 tax credit.



Assemblyman Thomas P. Giblin, Orange Mayor Dwayne D. Warren, Esq. and Schools Superintendent Ronald C. Lee break ground on the Alden Park renovation in 2013.

An architectural rendering of the renovated High & Alden Street Park, scheduled for completion in 2014.



For record keeping purposes, the complete transaction is stored on a database that is accessible by the PTC holder in order to track all transactions and credits earned. All credits earned will be applied to the PTC holder's property tax bill before the next annual bill is mailed. The program can be applied to renters as well, who will receive a rebate check rather than accumulate tax credits.

#### Merchant Summary

Businesses can enroll through an application process or online at [www.propertytaxcard.com/nameofprogram](http://www.propertytaxcard.com/nameofprogram). Once the merchant's application is processed, a welcome kit including a user guide is provided. There is a cost of \$10.00 per month to participate in the program for merchants, an additional cost from the purchasing of a processing machine may exist (approximately \$160.00 for dial-up terminal, \$230.00 IP terminal, \$50 for a card reader if you use a web terminal. The

merchant is only responsible for honoring the rebate they choose to provide to the cardholder. Rebates are collected weekly. To avoid bank fees, the program requires that a sufficient amount to cover the rebates is kept in the account. Rebates will vary from business to business. A grocery store may have a 35-40% gross profit, and offer 10%, however a local restaurant with 300-400% may offer a 30% rebate. What is important to keep in mind is that each business determines their rebate percentage when enrolling in the program.

If a customer returns an item the merchant's normal policy applies. If the return policy applies with the merchant, when the item is returned, you ask for their rebate receipt and card. If the return qualifies for a full cash return, you will then swipe the card in your dedicated processing machine and apply the credit that will be reimbursed to the merchant's

account. If the property tax card and the receipt are not produced, only a store credit will be made available to the customer.

#### COLLEGE PARK

In 2013, Mayor Warren secured funding from the State of New Jersey Green Acres Program for the development of College Park, which is located in the North Ward at High and Alden Streets. This park will be the largest in the ward and is part of Mayor Warren's Community Revitalization Program. The name derives from the banners of colleges that will soon be present around the park facility. Using existing relationships with the park will display banners from technical schools to Ivy League institutions of higher learning.

Mayor Warren will create the first college park for the City of Orange Township. The premise behind the banners is to inspire children to treat higher education as an expectation rather than an option.

Seniors interested in the program should contact the Department of Recreation at (973) 266-4045.

#### NEW JERSEY URBAN MAYOR'S ASSOCIATION

Mayor Warren has been chosen to work with the New Jersey Urban Mayor's Association, to secure economic development funding, for Orange, along with 18 other municipalities around the State of New Jersey. The mayor will submit a report for additional funding to the Economic Development Administration (EDA) of the United States Department of Commerce. The EDA serves as the chief federal agency responsible for economic development. The CED is a well-defined planning process culminating in a series of prioritized actions and recommendations.

The New Jersey Urban Mayor's Association is working with the John S. Watson Institute for Public Policy of Thomas Edison State College. Recently, Mayor Warren took a leadership role to identify common funding grounds. This will be accomplished through examining economic data from all participating municipalities and developing a federal focused funding plan. 2014 will be the first time the City of Orange Township has led a federal funding effort that benefits not only Orange, but other municipalities and Congressional Districts.

Mayor Warren is using expertise in working with the federal government to create synergies between the Urban Mayor's Association and the Highland Avenue Train Station Committee.

#### THE TONY GALENTO PLAZA PROJECT

The Warren Administration announced in 2013 that this project will break ground in a few months. The area designated for development is located at Tony Galento Plaza and 23 South Essex Avenue, directly across from the westbound New Jersey Transit Orange rail station, on the Morris and Essex line. It includes 112 units of mixed income rental housing, 30 market rate owner-



ship opportunities, and 6,000 square feet of commercial space that will also serve the health and wellness needs of the community.

The City of Orange Township anticipates two phases for the project. Phase One will be the construction of residential and retail space, the first large-scale market rate project in decades. Phase Two will see the construction of another 80 units of residential housing (including low and moderate income) and 10,000 square feet of retail space. The Galento Plaza Transit Village incorporates community health

into planning through the provision of space for a health and wellness center and through urban designs that encourage walking, biking, and a multi-modal environment. The health center will increase access to health-care for low-income residents by offering services such as blood pressure, vision screening, nutritional assessment as well as alternative therapies like acupuncture, yoga, and classes that range from exercise to maternity and geriat-

ric care. Orange identified a need for a health component within the Galento Plaza Transit Village Project; by instigating such cross-sector dialogue, the City is more likely to create a physical environment that facilitates healthy behavior.

Mayor Warren has been instrumental in creating development opportunities in Orange. Development initiatives such as the Tony Galento Plaza project continues the forward progress of the township while providing community development that enhances the quality of life for all residents of Orange.

## COMMUNITY AND CHILDREN'S SERVICES

### Circle of Excellence-College Park After-School Program

Mayor Warren announced the first free after school program in the City of Orange Township. The program, entitled Circle of Excellence – College Park at Cleveland Street School opened on December 17, 2013 and serves children from kindergarten to seventh grade. The Circle of Excellence-College Park program will combine academic enrichment activities and an education initiative in Science, Technology, Engineering, Art and Math (called STEAM) for children with and without a disability. Another major component of the after-school program will be a drug education and prevention program. This will entail a city wide project. Participating students will create a comic book which will be published and dis-

tributed throughout the municipality. The comic book will be utilized as a drug and alcohol prevention and education tool for other students who reside in Orange. The STEAM program is a collaboration between City of Orange Township, the Orange Public School System, and Montclair State University. The after school program is designed to enhance and compliment the current academic services currently provided by Orange Public Schools.

Infusing elements of the visual arts themes, the program will provide an art education program with a literacy component that will assist students with writing, research skills, vocabulary, and critical thinking. It will also enlighten them about diverse people and their traditions, as well as develop or enrich skills associated with imagination, invention and innovation.

### ORANGE COMMUNITY MASS CHOIR

In 2013 Mayor Warren formed The Orange Community Mass Ecumenical Choir. Auditions are not necessary and all are welcome to join. The choir consists of Orange residents ages 7 and up.

The choir performed several Holiday selections during the Tree Lighting Event on Tuesday, December 3, 2013. The choir will also accompany Mayor Warren at various community organizations and activities, including the Black History Month celebration and the Women's History Month event.

### MAYOR'S OFFICE OF EMPLOYMENT AND TRAINING (M.O.E.T.)

In an effort to improve employment opportunities in the City of Orange Township, Mayor Dwayne D. Warren created the Mayor's Office of Employment

and Training (M.O.E.T.) program. The first phase of the program focused on summer jobs for teenagers and young adults. The M.O.E.T. program is a collaborative effort between the Mayor's Office, local businesses, labor unions and the Board of Education to prepare young residents for work. Mayor Warren plans to have over 50 employment opportunities for eligible teenagers and young adults.

As a part of the mayor's commitment to preparing our youth for their future, all students who were selected for employment participated in interview and professional business behavior training.

Mayor Warren realizes the unemployment crisis facing Orange; this is why he supported the Urban Jobs Act of 2013. This bill provides additional education opportunities for middle and high school students in the area of math and science. This will prepare children for STEAM-related jobs, which are expected to increase by 47%.



municipal government as well as Orange businesses.

### CIRCLE OF EXCELLENCE EDUCATION CONNECTION COMMITTEE

In order to assist our public education system by meeting the academic and cultural needs of Orange's diverse student population, Mayor Warren is forming an Orange Education Connection Committee. This group will include members of the Orange Public Schools, PTA presidents, concerned community residents, former educators, state university representatives and

academic services offered to children who reside in the City of Orange Township. This will be accomplished through a collaboration of community resources, the Orange Public School system, and the municipal government.

Members will determine how they can implement complimentary programs that address the academic and cultural needs of all the Orange students.

If you would like to serve on the general committee of the task force, please contact Mayor Warren's office at (973) 266-4005.

### CIRCLE OF EXCELLENCE ACADEMIC ENRICHMENT SUMMER ACADEMY

Through a collaboration between the City of Orange Township, the Orange Public Schools System, and the Orange Public Library an initiative will be implemented to provide full day academic enrichment and athletic summer camp programs. Academic camps will be conducted in Lincoln Avenue, Heywood Avenue, Park Avenue and Rosa Parks Schools. Athletic camps will include football at Central Playground, swim and baseball at Metcalf Park, basket-



In 2013 Mayor Warren formed The Orange Community Mass Ecumenical Choir.

*The Circle of Excellence program is a collaborative effort to prepare Orange students for the challenges of the 21st Century.*

Mayor Warren is dedicated to addressing employment disparities to ensure every qualified American has an opportunity to work. The M.O.E.T. Program employed over 120 people within

staff members from Orange City Hall. The goal is to implement and sustain methodologies that produce broad based civic and engagement of all stakeholders concerned with enhancing the

ball and cheerleading at Rosa Parks School, and soccer at Monte Irvin Park. Additional academic programming will be offered at the Orange Public Library. Each school will offer identical curricula designed to provide students with a myriad of programs. Programming will include classes in Science, Technology, Engineering, Art, and Math (S.T.E.A.M.). Each class will enhance the academic development of the children in the program. Camp sessions will

begin on Monday, June 30th and conclude Friday, August 15th. The last week of camp will include youth games in each athletic camp and a display of academic projects during Mayor Warren's renaissance festival.

will insure that Orange residents benefit from their Chief Executive representing the City in critical legislative processes, which can affect local municipalities.

### ORANGE FIRE DEPARTMENT

Under the Warren Administration, five firefighters successfully completed the Fire Academy and were a welcome addition to our personnel. We were extremely proud to also welcome our first female

firefighter to our department. The additional staff assisted the department in achieving many of our goals throughout the year.

The Orange Fire Department responded to over 3000 calls in 2013. The Bureau of Fire Prevention conducted over 1500 inspections to residential and commercial properties throughout the city.

### Insurance Services Office

The ISO's Public Protection Classification Program plays an important role in the underwriting process at insurance companies thereby impacting all residents as well as residential and commercial property owners. A review is conducted every 10 to 15 years by the agency to analyze the structural fire suppression delivery system provided in the community. This directly impacts every rate payer throughout the City of Orange Township. New York City is rated a Class I agency. In 2013, the department worked diligently to maintain a class II rating.

### Emergency Medical Service

The Orange Fire Department dispatches Fire Response units as directed by REMCS dispatch to support our EMS personnel. The city had secured an ambulance contract which included two on call ambulances from 7AM - 11PM and one available from 11PM - 7 AM. In the last quarter for 2013, the OFD secured a new vendor contract with access to three ambulances from 8AM-8PM and two from 8PM - 8AM whereby virtually doubling the service coverage with no cost to the taxpayer.



In 2013, Mayor Warren launched the S.T.R.I.K.E. Task Force to make Orange safer.

### Grants

In 2013, the OFD filed the necessary and required documentation to secure the funds associated with the previously secured 2010 AFG Safer grant for approximately \$1.2 million dollars. The funds were collected and exhausted in 2013 with current operating expenses to meet salary obligations.

### Community Service

The OFD is proud to partner with our neighbors in our community. We have volunteered countless hours in order to contribute to various projects.

As a long standing tradition, we served Thanksgiving dinner to several hundred residents. We hosted over 100 children and their families identified by the Orange Board of Education for a visit with Santa at Fire Headquarters.

Our personnel visited each elementary school and hosted 10 pre-k/nursery school visits to our fire house. We spoke with 2600 children in our school district. Additionally, fire safety presen-

tations were given to our senior population in an effort to educate the community.

As part of the Mayor's Office Employment and Training initiative we employed a student eager to learn as a summer intern. Supporting youth programs and initiatives throughout the City mirrors the foundation for our mission.

### Equipment

In 2013, we began to address the issue of replacing equipment with the purchase of replacement safety equipment of SCBA (air masks) and thermal imaging equipment in order to assist us in protecting our residents from loss of life or property.

### ORANGE POLICE DEPARTMENT

#### Public Security Cameras

8 Security cameras were strategically placed throughout the municipality. The installation of the monitoring devices has produced immediate results. It

has been a deterrent and an aid in solving crimes — increasing arrests by 3%. More cameras will be installed in 2014.

### Voice Recording System

A voice monitoring system was installed. This system records any call received by the police department regarding emergencies. It provides the department administration with an opportunity to review the performance of telephone responders and assist with investigations.

### Expanded Protection of Information Technology

To increase safety of information stored on OPD police data bases, improvements were made to secure data. This is important for any criminal procedures that require police involvement and it is directly associated with community and public safety.

### S.T.R.I.K.E.

In Spring of 2013, Mayor Warren and the Orange Police Department initiated a policing plan entitled S.T.R.I.K.E. (SECURE, TRACK, REMOVE INNER-ORANGE crime KEEPING EVERYONE safe). S.T.R.I.K.E. is a public safety initiative which includes prevention, intervention, collaboration with residents and quality of life improvements. "S.T.R.I.K.E. is a series of concrete measures we are taking to make Orange safer, and move our community forward", Mayor Warren said. The program will "flood" troubled areas with night patrols, convert streets associated with criminal activity to one way streets, compel landlords to enforce



Library Director Timur Davis, Superintendent of Schools Ronald C. Lee, Mayor Dwayne D. Warren, Esq. and Councilman Elroy A. Corbitt stand with an Orange student during the re-opening of the Orange Public Library.

lease agreements and crack down on squatters in vacant buildings.

**Community Internship Program**

The Orange Police Department provides an 80-hour internship for Orange college students who attend Kean University, Ramapo University, Bloomfield College, and Essex County College. The students work one day a week for an average of 5 to 6 hours a day. Applications can be obtained by contacting the police department or the college internship office.

**Kid Identification Program**

Throughout the year, the Orange Police Department provide identification cards for children. These cards contain a photograph of the child and relevant information about the child. These were provided during special events around the City of Orange Township. The program is jointly sponsored by Hudson City Bank and the City of Orange Township.

**ORANGE PUBLIC LIBRARY**

The Warren Administration spent

months negotiating with the State, working throughout 2013 to raise the necessary funds to reopen the Orange Public Library so that students and residents could use the facility for study, research or to look for work. The library had to be shut down due to the dangerous conditions inside the building, the result of years of neglect. Finally in 2014, after extensive repairs and thousands of dollars in renovations, the facility was finally reopened to the public.



Mayor Warren welcomes Orange students to the re-opening of the Orange Public Library.



Residents gather at the first Annual Senior Picnic to be held at the renovated Orange Reservoir, which opened in 2013.

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