

Executive Summary

ES-05 Executive Summary – 24 CFR 91.200(c), 91.220(b)

1. Introduction

The Office of Community and Economic Development is the local lead agency in formulating and completing the Five-Year Consolidated Plan. The OCED will provide input garnered from consultations with Monmouth County Community Development Department, non-profits, businesses, religious organizations, public and private groups, government agencies, higher institutions of learning, individuals, groups, public meetings, and other means. The Plan will offer a response to priority needs that have been expressed via the consultations. The Plan will explain projects and activities that will directly address many of the needs exhibited by the residents and by those who operate in Long Branch. While the Plan is not a panacea for every ailment, it does offer some relief in the absence of any other form of assistance. The Plan will expound on priority needs and then offer strategies, objectives, and goals in an effort to meet the needs.

2. Summary of the objectives and outcomes identified in the Plan Needs Assessment Overview

The OCED will look to improve public facilities, especially in low to moderate-income zones. The overall quality of life is enhanced as public facilities are modified to stay abreast with public demands for recreation, job availability, economic development, social events, and other benefits. The OCED will focus on providing additional housing and assisting with homelessness by partnering with non-profits and the public housing authority to create additional affordable housing units and temporary housing in emergency situations. Housing Affordability programs and housing programs are addressed using other federal and county resources at the moment. The OCED will work with a variety of agencies and institutions to help with public services to address demand for the same. The OCED will participate in the Monmouth County Consortium Partnership to compete for HOME funds, First-time homebuyer funds, and the Continuum of Care Program that addresses homelessness. The OCED will look to address poverty, hunger, and other societal ills by creating partnerships with other service-provider organizations as a form of implementing comprehensive community development strategies.

3. Evaluation of past performance

As we plan for future implementation of objectives and strategies of the application of the CDBG Program we periodically monitor and evaluate the effectiveness of CDBG projects and activities. The bulk of CDBG dollars is used for low to moderate-income individuals, families and areas. We have high

demands so we attempt to leverage other funds and to be as effective as possible in addressing priority needs. The local CDBG Program can be more effective in reaching other ethnicities such as the Mexican, Brazilian and Portuguese. We will advertise the CDBG benefits in English, Spanish and Portuguese in hopes of getting additional participants. We will visit local clubs and organizations such as the Latin American, Mexican and Portuguese Clubs operating within the City and discuss benefits as well as inviting them to participate in public and other meetings to offer input and comments as to how their individual needs may be met with CDBG assistance. We can improve on community outreach to include even others who may not be aware of the CDBG Program and how it can be of help.

4. Summary of citizen participation process and consultation process

In an effort to publicize the benefits of CDBG funding, the OCED has quarterly business and community meetings in conjunction with the Greater Long Branch Chamber of Commerce, business members, elected officials, local and regional companies, religious groups, and members of the general public. The progress of CDBG projects is discussed, and comments are all considered. The progress of the City in general is discussed. In addition, the Office of Community and Economic Development host public meetings throughout the year, including during the quarterly business and resident meetings, as well as two specific CDBG Meetings, taking place in May and July., and comments are accepted along with proposals for new projects. The public is encouraged to attend and to comment on the needs within the community that are not being met and to comment on existing activities and how they can be improved. Suggestions are incorporated in the planning and deployment of activities that offer benefits to those in need.

5. Summary of public comments

Comments received during the initial public meeting covered concerns regarding the offering of activities to the Low to moderate-income seniors and Youth residing in the City of Long Branch. Concern was expressed over the lack of programming available to keep members of the community engaged, as well as the confidence in a select number of recreational facilities, as well as the security of these facilities in portions of the City.

6. Summary of comments or views not accepted and the reasons for not accepting them

There were no comments not accepted. All comments (negative and positive) were accepted and addressed.

7. Summary

The Community Development Block Grant has been in Long Branch since 1974. We are entering the 51st year of the availability of CDBG funds for community development projects and activities within the City of Long Branch. While there are other funding sources, local, county, state, and federal, there is no other program like the Community Development Block Grant Program. This program, with

accountability, allows the flexibility to assist the local community in areas where no other funding exists. There is no direct assistance to very low and moderate-income groups that offers relief, such as CDBG dollars. The program has allowed for the City of Long Branch to make tremendous strides in Community and Economic Development within the City of Long Branch.

The Process

PR-05 Lead & Responsible Agencies - 91.200(b)

1. Describe agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source

The following are the agencies/entities responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
CDBG Administrator		Administration/OCED

Table 1– Responsible Agencies

Narrative

The City of Long Branch Participates in the Monmouth County Consortium. The City receives CDBG Funds directly from HUD and other federal funds available must come from Monmouth County such as HOPWA, HOME and ESG and First-time Homebuyer funds. The City must prepare its Consolidated Plan and Annual Plan through Monmouth County and submits other documents through the County Consortium as well. Long Branch remains a member of the MCC and as such share the same FY starting dates and ending dates as they were approved by the HUD Field Office. The Program Year for the 2025 FY starts July 1, 2025 and ends June 30, 2026.

Consolidated Plan Public Contact Information

The Consolidated Plan public contact information is primarily handled by the County of Monmouth Community Development Office (732-431-7000) and each consortium member has its own source of contact. For the City of Long Branch information can be obtained from the Office of the City Clerk (732-222-7000) and the Office of Community and Economic Development (732-923-2043) or at longbranch.org.

PR-10 Consultation - 91.100, 91.110, 91.200(b), 91.300(b), 91.215(l) and 91.315(l)

1. Introduction

The OCED's mission is to consult with other entities not only in formulating the CDBG Work Plan but also in evaluating the success of the plan's implementation. The OCED, therefore, is responsible for consulting with the local housing authority, the County of Monmouth, local agencies, local organizations, business groups, health services, higher educational institutions, local board of education, religious groups, social organizations, individuals and others. As we approach community development planning we do so in a manner that is wholesome and comprehensive. No group is omitted and no idea is too far-fetched. We invite members of the public, elected officials and City Department personnel to offer advice and other input. We strategize, set objectives and work toward achieving goals that will ultimately improve the quality of life for those in need. We look to improve the delivery of benefits and services through dialogue and other means of evaluation that result in meaningful planning and a better way of life for all those who are in need.

Provide a concise summary of the jurisdiction's activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(l)).

The OCED consults with local housing authority officials, affordable and assisted housing representatives in an effort to improve the production of such housing and improve the quality of life for residents of these facilities. The local PHA is currently involved with City officials to produce additional housing on City-owned parcels near the Chester A. Arthur Complex near Broadway. Periodically, meetings are held to discuss funding sources and other resources that could aid in these efforts. The OCED meets with the local health representatives of Monmouth Medical Center and a local health facility, where discussions and plans of action are promulgated to address mental health and HIV cases. Residents who are identified with needing help are referred to these agencies and often receive the assistance that is requested.

Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness

The OCED consults regularly with the Monmouth County Consortium, which handles the Continuum of Care Program. Referrals are often made, especially when a homeless case is discovered. In addition, chronic homeless cases are reviewed and in the case of homeless families, a local agency, Coastal Communities, is contacted and often times immigrant families and others are given assistance. Occasionally, veterans are also assisted as well as problem youth and other persons at risk. The OCED partners with the local PHA, church groups and county agencies to meet these special needs.

Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards and evaluate outcomes, and develop funding, policies and procedures for the administration of HMIS

The Monmouth County Continuum of Care Program offers assistance to those experiencing homelessness throughout the entire county. Since it is the lead agency, OCED staff is in constant and regular contact when it comes to conducting homelessness counts, actions taken and at times permanent solutions. The county also administers ESG funds and HMIS assistance and as a result, the OCED refers such cases to the county for solutions. The county periodically informs the OCED of particular strategies and also disseminates information as to where clients can receive assistance.

2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdictions consultations with housing, social service agencies and other entities

Table 2– Agencies, groups, organizations who participated

1	Agency/Group/Organization	LONG BRANCH Housing Authority
	Agency/Group/Organization Type	Housing PHA Services - Housing Services-Children Services-Victims of Domestic Violence Services-homeless Services-Employment Service-Fair Housing Health Agency Child Welfare Agency Other government - County Other government - Local
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Lead-based Paint Strategy Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Economic Development Market Analysis Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The MCC holds meetings on a regular basis and information is given as resolutions are discussed. Trouble-shooting also occurs and as a result specific strategies and plans of action are formulated.
		Long Branch Business and Resident Meeting
		Long Branch Non-Profits

Identify any Agency Types not consulted and provide rationale for not consulting

There is no particular type of service agency that is purposely excluded from the consultation process. All social and service agencies are invited to participate and as such all input is accepted.

Other local/regional/state/federal planning efforts considered when preparing the Plan

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Continuum of Care	Monmouth County Community Development	The goals overlap only to the extent that additional resources may be leveraged.
Affordable Housing Strategy	OCED and Long Branch Housing Authority	Housing problems are discussed along with resources to be used to produce new housing, job creation, and educational pursuits.
Job Creation Strategy	City of Long Branch Office of Community and Economic Dev.	The OCED collaborates with the PHA to discuss ways to re-train clients and offer incubator start-ups for those looking to enter business ventures. This is offered as a result of a partnership established with Brookdale College.

Table 3– Other local / regional / federal planning efforts

Describe cooperation and coordination with other public entities, including the State and any adjacent units of general local government, in the implementation of the Consolidated Plan (91.215(l))

The OCED coordinates strategies with public entities, previously mentioned, NJ State officials, where programs and projects from the state are implemented, and of course, local City Departments, which are absolutely essential in carrying out objectives and goals spelled out in the Consolidated Plan.

Narrative

It is the mission of the OCED and staff to improve on the delivery of services and benefits to the residents of the City who qualify. While the challenges are often evident, it is the goal of the OCED to meet the challenges. The OCED enters its 51st year of providing assistance and help to those in need. At the time of this writing, the city is faced with a food security issue with individuals and families coming from low to moderate-income backgrounds. Additionally, the City has a select number of individuals either facing homelessness or are currently homeless.

PR-15 Citizen Participation - 91.105, 91.115, 91.200(c) and 91.300(c)

1. Summary of citizen participation process/Efforts made to broaden citizen participation Summarize citizen participation process and how it impacted goal-setting

The OCED is constantly encouraging outside agencies with whom it works and clients who are served to provide input regarding the effectiveness of the strategy deployed by the staff of the OCED. Periodic public meetings are held and quarterly business meetings are hosted by Brookdale College in conjunction with the Greater Long Branch Chamber of Commerce and the Office of Community and Economic Development. Citizens are asked to participate and add comments on a regular basis. All comments are considered.

Citizen Participation Outreach

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
1	Public Meeting	Residents of the City of Long Branch	The OCED held public meetings during the year. OCED staff also held group and individual meetings. Responses were made to address concerns regarding shelter for the homeless during cold weather, community garden planning, and assistance for code violations in existing housing. CDBG Public meetings will take place in May and July in 2025.	The OCED addressed concerns by supporting shelter for the homeless, making accessible community garden participation and providing funding for housing rehabilitation through leveraged funding from Regional Contribution Agreement projects.	No comments were disregarded or discarded.	

Table 4– Citizen Participation Outreach

Needs Assessment

NA-05 Overview

Needs Assessment Overview

The OCED continues to partner with other community groups and individuals and has leveraged additional funding for the purposes of assisting the homeless, helping to eradicate poverty, and providing assistance for housing rehabilitation projects. It has been the intention of the OCED staff to reach other ethnicities present in the City who have needs that can be met by CDBG funding. Groups such as Mexican, Portuguese, Brazilian, Haitian, West Indian, Asian, Indian, and others are reluctant to participate in the CDBG process, and therefore, greater efforts to include such groups are being made. There is always a need for additional Federal funding, but in lieu of this, more funds have to be leveraged through the establishment of partnerships, consortia and memorandums of understanding. More can be done regarding housing production and youth employment.

NA-50 Non-Housing Community Development Needs - 91.415, 91.215 (f)

Describe the jurisdiction's need for Public Facilities:

There is overwhelming demand for a range of public facilities. The City has committed to the improvement of recreational parks and open space such as the beach, boardwalk and promenade largely through the following funding sources: the NJ State Green Acres Program, CDBG and City funds. All City parks are systematically upgraded and improved. The oceanfront is under redevelopment, the boardwalk has been replaced since the damage from Superstorm Sandy; beaches are cleaned and access provided for the handicap; comfort stations and signage have been upgraded; flower pots, planters, tables and benches have been added to vacated roadway along the boardwalk; water stations added to the boardwalk and a host of other upgrades. Meanwhile, upgrades to assist public demands have been done to public buildings such as the library, senior building, community service building, City-owned fire houses, municipal complex and other City facilities.

How were these needs determined?

The needs were determined by internal assessments, public input, City inspectors, City Department Directors, City staff input, resident suggestions and by other means. Periodically, meetings are held by the Mayor and City Council to determine what needs are paramount and how particular projects can be funded. There are also ancillary groups such as the Environmental Commission, Green Team, Historical Society, Library Commission, Arts Foundation, Board of Education and other groups that offer input into what areas and properties need attention and what causes can improve the environment such as the reduction of using plastic bags for shopping.

Describe the jurisdiction's need for Public Improvements:

In this ever-evolving world, there is a constant need to upgrade facilities in order to achieve the goal of operating at maximum efficiency. Even as this goal is pursued the City is forced to settle for far less than maximum. Facilities are in need of upgrades to physical improvements including construction, technical and digital applications, telecommunicating capabilities, new equipment, new playground apparatuses, service buildings such as comfort stations, bathrooms concession pavilions, utilities, infrastructure and so on. If the needs are not addressed systematically and periodically then the needs multiply exponentially.

How were these needs determined?

The needs were determined by public demand first of all, and by City Department Heads and staff that monitor City facilities and regularly report to the Business Administrator, Mayor and City Council what the needs are. City staff meets twice monthly and all areas of the City operations and facilities are

discussed. During staff meetings problems occurring within the City are discussed and addressed. Specific needs are also discussed and resolutions formulated to the extent that there is funding available.

Describe the jurisdiction's need for Public Services:

There is high demand for Public Services. The OCED supports various non-profits, recreation programs, senior citizen services, police, public works, educational projects, job training and career development, business development, arts and cultural programs. The OCED also helps social service organizations such as Coastal Communities, mental health groups such as Shore House and Youth Groups such as "Get On The Bus" college tour sponsored by the housing authority. Each year the demand for more public service grows. The CDBG allocation and Public Service Cap mandate does not permit the CDBG Program to accommodate all of the demands. A careful selection process is used and this is based on the need and performance of the sub-recipients.

How were these needs determined?

The needs for assistance to non-profits and others is determined by the need assessment compared to the numbers in demand and also by the performance of the sub-recipient if there is a history to review. When new demand comes into consideration the determination is based on statistical numbers, a thorough review of the activity and what results are expected. Consideration has to be given also as to what projects and or activities are economically feasible.

Based on the needs analysis above, describe the State's needs in Colonias

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

In the past five years, the City of Long Branch has seen an increase in the number of housing units. In 2020, the United States Census reported that there were around 14,944 housing units within the City. In 2023, there were an estimated 15,135 units of housing. On the current trend, and among development within the City of Long Branch, the City can only expect to continue adding to the overall number of units of housing available.

The City of Long Branch's housing market is currently transitioning from a Seller's market to a buyer's market. Large numbers of units are sitting on the market for a longer period of time, although the median selling price for a house in the City has increased 1.7% from last year, being \$760,500. 1, 2, and 3-bedroom Units have increased in demand and thus are selling quicker, while 4 and 5-bedroom units have decreased in demand. 52.4% of homes sold below asking price in May 2025, and 48% sold over their asking price. An average cost of renting within the City of Long Branch varies between \$2,139 to \$3,500 a month. Rent overall has decreased by 4.8% from last year, resulting in rent costing around \$103 less a month. Between November 2024 and May 2025, there were between 178 – 242 rentals available in the City.

MA-45 Non-Housing Community Development Assets - 91.410, 91.210(f)

Introduction

The CDBG local program is committed to small business development. The OCED staff and director participate in quarterly business meetings, and these are held at and in conjunction with the Brookdale College Small Business Development Center and the Greater Long Branch Chamber of Commerce. The OCED also participates in conferences, exhibitions, job fairs, trainings, and other ventures to help propagate the business development movement.

Economic Development Market Analysis

Business Activity

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Agriculture, Mining, Oil & Gas Extraction	17	-	0	-	(0)
Arts, Entertainment, Accommodations	1,599	1,680	14	20	6
Construction	648	992	6	12	6
Education and Health Care Services	2,590	3,293	23	40	17
Finance, Insurance, and Real Estate	773	146	7	2	(5)
Information	279	22	2	0	(2)
Manufacturing	539	228	5	3	(2)
Other Services	451	298	4	4	(0)
Professional, Scientific, Management Services	1,072	200	9	2	(7)
Public Administration	-	-	-	-	-
Retail Trade	1,577	891	14	11	(3)
Transportation and Warehousing	439	204	4	2	(1)
Wholesale Trade	543	235	5	3	(2)
Total	11,391	8,282			

Table 5 - Business Activity

Data Source: 2023: ACS 5-Year Estimates Subject Tables,

Labor Force

Total Population in the Civilian Labor Force	26,150
Civilian Employed Population 16 years and over	26,150
Unemployment Rate	7.2%
Unemployment Rate for Ages 16-24	20.4%
Unemployment Rate for Ages 25-65	36.2%

Table 6 - Labor Force

Data Source: 2023: ACS Employment Status (S2301)

Occupations by Sector	Number of People
Management, business and financial	8,917
Farming, fisheries and forestry occupations	0
Service	5,831
Sales and office	5,413
Construction, extraction, maintenance and repair	3,661
Production, transportation and material moving	2,327

Table 7 – Occupations by Sector

Data Source: 2023: Industry by Occupation for the Civilian Employed Population 16 Years and Over (S2405)

Travel Time

Travel Time	Number	Percentage
< 30 Minutes	8,402	58%
30-59 Minutes	3,411	25%
60 or More Minutes	2,523	17%
Total	14,336	100%

Table 8 - Travel Time

Data Source: 2023: Travel Time to Work (B08303)

Education:

Educational Attainment by Employment Status (Population 25 to 64 Years)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	1,624	46	875
High school graduate (includes equivalency)	3,621	212	932
Some college or Associate's degree	2,541	296	350
Bachelor's degree or higher	4,286	200	740

Table 9 - Educational Attainment by Employment Status

Data Source: 2023: Educational Attainment by Employment Status (B23006)

Educational Attainment by Age

	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Less than 9th grade	No Data	No Data	No Data	No Data	No Data
9th to 12th grade, no diploma	453	No Data	No Data	No Data	No Data
High school graduate, GED, or alternative	1,661	4,180	3,036	5,962	4,636
Some college, no degree	1,681	No Data	No Data	No Data	No Data

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	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Associate's degree	1,681	No Data	No Data	No Data	No Data
Bachelor's degree	663	1,602	1,468	2,156	2,059
Graduate or professional degree	No Data	No Data	No Data	No Data	No Data

Table 10 - Educational Attainment by Age

Data Source: 2023: Educational Attainment (S1501)

Educational Attainment – Median Earnings in the Past 12 Months

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	29,246
High school graduate (includes equivalency)	35,803
Some college or Associate's degree	44,969
Bachelor's degree	66,477
Graduate or professional degree	81,629

Table 11 – Median Earnings in the Past 12 Months

Data Source: 2023: Median Earnings in the Past 12 Months (B20004)

Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?

The current major employment sectors within Long Branch are health, education, and local municipal government services, which include public works, police, fire, and municipal workers. The Board of Education employs hundreds of teachers, counselors, coaches, and supervisors. There are some 800 to 900 small businesses operating, some manufacturing companies, and many in the hotel and food industries, including restaurants.

Describe the workforce and infrastructure needs of the business community:

The current needs of the business community are a need to promote small businesses, to shore up the restaurant industry, and to expand educational opportunities for those looking to teach. There is high demand for security positions and law enforcement. Some of the infrastructure needs are upgrading the communication system for the police department, improving roadways and local arteries, and upgrading vehicles and transport vehicles to be effective economically and to be eco-friendly to the environment by decreasing the overall dependency on fossil fuels. The City is also exploring the installation of electric towers, as hybrid vehicles and electric vehicles are being added to the City fleet.

Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.

The City Administration has invested in City business nodes, including the oceanfront, where major redevelopment projects are underway. Presently, there are major projects happening in all areas of the City. A Private developer is working on completing 299 residential units and a number of commercial units, including a supermarket in the Lower Broadway section of the City. Additionally, in an area located near the Lower Broadway development, the northern area of Third Ave has undergone a large-scale development that will see the creation of a large number of mixed-use buildings. The Transit Village portion of the City is also currently undergoing the construction of a handful of mixed use buildings that will see new residences and commercial businesses open their doors.

With the new development and additions to the City's businesses, the City is expecting a need for business owner education, such as Marketing, Bookkeeping, and other key skills that business owners should be educated on. Additionally, due to the newly created foot traffic, the City is expecting challenges regarding pedestrian travel and safety.

How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?

The skills and education of the workforce are sufficient to handle the demands of the workforce. There is no lack of skill in a particular field during normal business operations.

Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.

The Consolidated Plan will support job training and career training activities. The City plans to work with Shore House, a local clubhouse for adults with developmental disabilities, to engage them with career training experience and resources. Business development is a crucial component of the Consolidated and Annual Plans.

Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?

Yes

If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.

Part and parcel of the City's business development plan is to incorporate small businesses along with the Greater Long Branch Chamber of Commerce and Brookdale College in an effort to promote business growth and to offer jobs to City residents. There should be a strong job market at such a time, and it will be prudent to have workers ready to fill jobs. Economic growth and community activities should demonstrate actual upticks in development as well as wholesome economic prosperity.

Discussion

The OCED will continue to seek mutual partnerships to leverage funding and information and to be ready to mobilize businesses, banks, institutions, local government, and agencies in order to be able to meet the demands for jobs that will be forthcoming.

MA-50 Needs and Market Analysis Discussion

Are there areas where households with multiple housing problems are concentrated? (include a definition of "concentration")

The areas of the City where multiple housing problems are concentrated (and concentrated to mean where needs are profound and intense) are around public housing complexes and Monmouth University, where dormitories are few, again the local housing authority complexes where there are waiting lists for up to four years and the central part of the City where more affordable housing units are in demand. The lack of areas where units can be built is an impediment to furthering fair housing availability. Funding for possible demolitions and affordable housing production also remains also an impediment. Developers would rather build market rate units where the profit margin is not capped and to a large extent this is what is happening in Long Branch. There is a limit to the profit margin on affordable housing projects and so is a less desirable option for developers and contractors.

Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (Include a definition of "concentration")

There are areas within the jurisdiction where there are concentrations of Jews, Hispanics, Blacks, Brazilians, and Portuguese. While many of these areas are becoming more heterogeneous, some areas are dominated by a specific ethnicity. For example, the Elberon Section of Long Branch is populated mostly by Jews, while blacks populate the central part of the City and largely in public housing complexes. The northwestern part of the City has a high concentration of Italians. Portuguese are located in center City and the northeastern areas of the City. Brazilians reside in the upper Broadway section and Hispanics are largely living in central areas near Third Avenue and Broadway. There have not been in recent years, any outstanding racial disparities when it comes to public education and fair housing choices, but there are some underlying differences that are subtle in nature yet still very obvious, such as the area of Elberon, where Jews are largely present and dominate home ownership. There is a scarcity of other ethnicities residing in Elberon, which is a very high-end section (economically) of Long Branch. For purposes of minority concentration, the City uses 40% nonwhite as the threshold for percentage.

What are the characteristics of the market in these areas/neighborhoods?

While these areas are largely residential, the only obvious market would be the real estate market. There is no evidence of purposeful environmental racism (that is creating living areas for minorities and Hispanics near contaminated sites). There was a discovery, some years ago, that a public housing complex was built near a brownfield owned by NJ Natural Gas. While some reparations were given to some residents, not everyone shared the same benefit. The area is still under a deed restriction declaration and is being monitored for remediation by the DEP of the State of New Jersey. Other uses in these areas are small businesses that exist on the patronage of the surrounding habitants. The real estate market appears to advertise rentals and homeownership affirmatively and fairly. There also

appears to be some occurrence of gentrification as areas that were previously occupied by Blacks and other minorities are being repopulated with Portuguese and Brazilians. This is not happening in other parts of the City, such as Elberon or the southern and eastern areas of Long Branch. It is also very apparent on the oceanfront where huge development projects are being built.

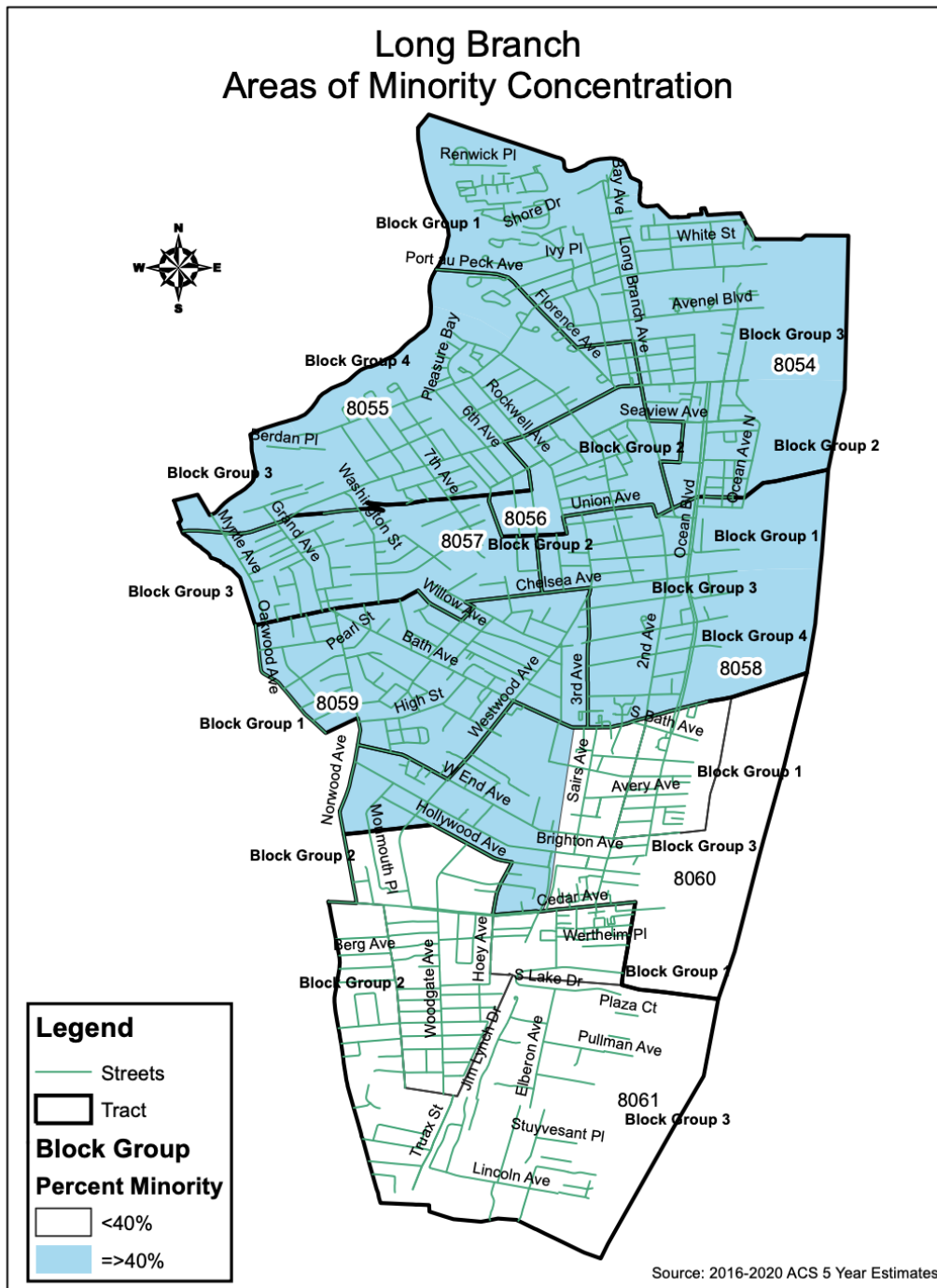
Are there any community assets in these areas/neighborhoods?

There are community assets in these areas, and in particular, areas near the oceanfront where major redevelopment is occurring. In addition, there are beautiful parks, schools, homes, hotels, boardwalks, and beaches. The City has upgraded many of the open space facilities, and under normal circumstances, they are being used. Part of Monmouth University is also located in the southwest part of Long Branch, and this is a major asset for the local economy. Monmouth University also owns dormitory units along the oceanfront. Property values have risen with new completed redevelopment projects, and many projects are still underway, increasing value along the oceanfront, Brighton Avenue in the West End, and Lower Broadway.

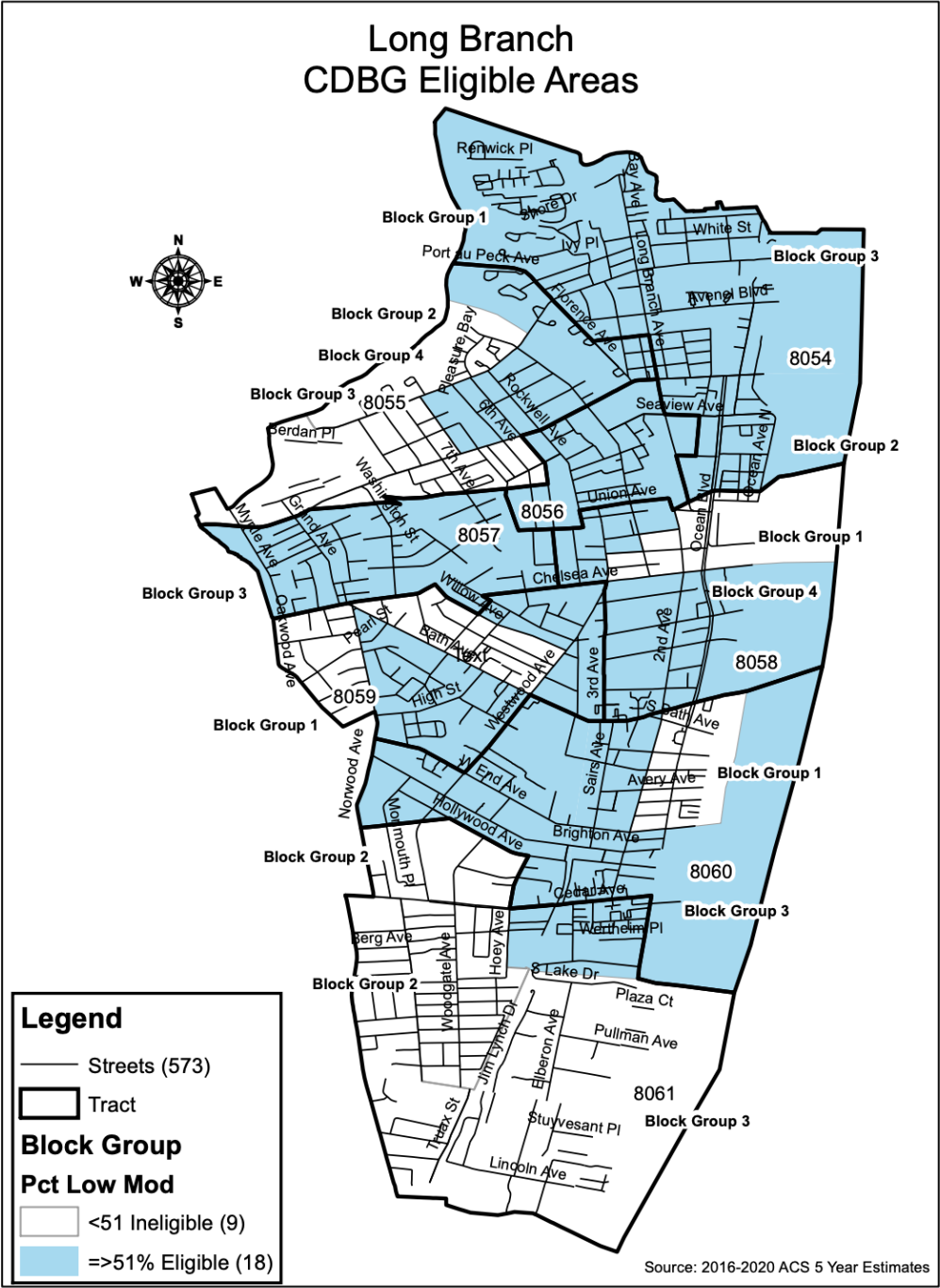
Are there other strategic opportunities in any of these areas?

There are other strategic opportunities in these areas, but there are plans to develop uses that would improve the ratable base. Long Branch is 5.1 square miles and has some four miles of oceanfront property. Nearly all of these areas are built out, so there is not a vast opportunity for new construction. Most of the available properties located there are either an existing asset, a recently constructed asset under construction or in the process of planning for new construction.

Long Branch Areas of Minority Concentration



Minority Concentration



CDBG Eligible Areas

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

Describe the need for broadband wiring and connections for households, including low- and moderate-income households and neighborhoods.

The City of Long Branch does have broadband wiring available for its schools, the municipal complex, satellite offices, library, recreational facilities, hospitals, office buildings, hotels, condominium units, and other facilities. Currently, there are so many choices offered by the internet, digital and other technological advances that even broadband may soon become obsolete. While there are many households still not using the latest technological equipment or devices, there are so many other alternatives presently available that nearly everyone can participate in communications and enjoy other advantages such as banking, telecommunicating, shopping, and conducting other business simply by using a smart phone. The need for additional broadband wiring decreases as more satellites and towers are deployed. Going wireless appears to be the wave of the future.

Describe the need for increased competition by having more than one broadband Internet service provider serve the jurisdiction.

The need for competition remains great, however not necessarily in broadband wiring although this remains a viable way to conduct business and to communicate. Companies are discovering new and improved ways to achieve a more rapid response for conducting business and communicating. The discovery of satellite radio, television, entertainment, music, and other pastimes has revolutionized this industry almost overnight. In addition, the US military and armed services have taken advantage of new technologies that require constant changes and modifications regarding the way we live, play, and operate our lives and livelihoods. New defense breakthroughs and applications used by the military will eventually work their way into society as well as homes and businesses.

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

Describe the jurisdiction's increased natural hazard risks associated with climate change.

The obvious natural hazard risks are hurricanes, tropical storms, flooding, and snowstorms here on the East Coast. We are fortunate here in New Jersey that we have not had major earthquakes, typhoons, or tornadoes. Directly as a result of climate change is the threat of pestilence, changes in our ecosystems, pandemics, rising waterways that erode beaches and natural barriers, and the migration of new species of insects that feed on our forests, plants, and vegetables, and other insects.

Describe the vulnerability to these risks of housing occupied by low- and moderate-income households based on an analysis of data, findings, and methods.

In the case of natural disasters, the very low to moderate-income households are not equipped to manage hurricanes or tropical storms as they are limited in resources and equipment, such as generators, in the event that power should fail or utilities are terminated. During extremely cold spells, the homeless and underprivileged are most vulnerable. During extremely hot spells, the low-income families and individuals are the most vulnerable to suffer heat strokes and heart attacks.

Strategic Plan

SP-05 Overview

Strategic Plan Overview

The objectives of the Consolidated Plan will focus on priority community development needs. Healthcare and the overall well-being of residents remain a high priority. Housing needs are ever-present, particularly affordable housing choices. Job retention and job creation methods are necessary. The Plan will continue to upgrade community facilities, recreational parks, open space, sidewalks, street curbing, City-owned parking lots, and other infrastructure projects. The Plan will provide assistance to non-profits, youth, and senior groups at-risk, City facilities, and City services. The OCED will again be the lead local agency of the CDBG Program and will participate in the Monmouth County Consortium with other municipalities where additional services and Federal funds are available. The OCED will seek partnerships and contractual agreements with other service providers, agencies, institutions, non-profits, County and State governments, where services and monies can be leveraged in order to improve on the delivery of services and benefits to those in need.

SP-10 Geographic Priorities - 91.415, 91.215(a)(1)

Geographic Area

Table 12 - Geographic Priority Areas

1	Area Name:	low/mod zones
	Area Type:	Local Target area
	Other Target Area Description:	
	HUD Approval Date:	
	% of Low/ Mod:	64.86%
	Revital Type:	Comprehensive
	Other Revital Description:	
	Identify the neighborhood boundaries for this target area.	
	Include specific housing and commercial characteristics of this target area.	
	How did your consultation and citizen participation process help you to identify this neighborhood as a target area?	
	Identify the needs in this target area.	
	What are the opportunities for improvement in this target area?	
	Are there barriers to improvement in this target area?	



General Allocation Priorities

Describe the basis for allocating investments geographically within the state

The basis for the allocation of funding is determined by the low to moderate-income areas extant within the City. Areas around public housing complexes, center City areas, Broadway, Third Avenue, Liberty Street, Rockwell Avenue, Joline Avenue, Branchport Avenue, the City's oceanfront, Long Branch Avenue, Atlantic Avenue, and other pockets where low to moderate-income households are present. There are city-wide projects that benefit more than 50% of the low-mod clientele, such as park upgrades, City-owned parking areas, and other public facilities located throughout the City. The focus of the CDBG Program will be on historically under-performing areas such as Lower Broadway, Ocean Avenue, Atlantic Avenue, and Brighton Avenue. Emphasis will be given to locations of deteriorated housing such as Chelsea Avenue, Garfield Avenue, Westwood Avenue, Bath Avenue, Pavilion Avenue, Third Avenue, and High Street. These areas are largely in or near center City.

SP-25 Priority Needs - 91.415, 91.215(a)(2)

Priority Needs

Table 13 – Priority Needs Summary

1	Priority Need Name	Public Facilities
	Priority Level	High
	Population	Extremely Low Low Moderate Middle Large Families Families with Children Elderly Public Housing Residents Elderly Persons with Physical Disabilities Persons with Developmental Disabilities Non-housing Community Development
	Geographic Areas Affected	City-wide, emphasis on low/mod zones Low/Mod Zones
	Associated Goals	Improving Public Facilities
	Description	Public facilities and open-space recreational parks, community buildings, and areas need and require upgrades for the overall benefit of the public. In low to moderate-income areas, the need is absolutely paramount as seniors, young adults, and youth groups need services and opportunities to have overall good well-being and to develop and grow into productive individuals. Public facilities offer outdoor and indoor activities. There are community service buildings and facilities that offer space for clinics, trainings, meetings, etc. There are outdoor facilities that offer community gardens, recreation, special events, concerts, races, various shows, demonstrations, and so many other things. These are wholesome activities that are indispensable as components of comprehensive community development activities.

	Basis for Relative Priority	The need for upgrading public facilities is a high priority. Upgrades are necessary for physical improvements to facilities as well, so that residents are exposed to state-of-the-art playgrounds with new apparatuses, new improvements to the senior center for greater access and availability for seniors, and new equipment for community centers and service buildings where people gather for trainings and other purposes. This high-priority need is a key component of inclusive community planning strategies.
2	Priority Need Name	Public Service
	Priority Level	High
	Population	Extremely Low Low Large Families Families with Children Elderly Public Housing Residents Chronic Homelessness Individuals Families with Children veterans Persons with HIV/AIDS Elderly Frail Elderly Persons with Alcohol or Other Addictions Persons with HIV/AIDS and their Families Non-housing Community Development
	Geographic Areas Affected	City-wide, emphasis on low/mod zones Low/Mod Zones
	Associated Goals	Public Service
	Description	Historically, within the City of Long Branch, members of minority groups, such as Hispanics or African Americans, lack health insurance, thus often pushing off screening, care, and other measures to protect their health. Additionally, many children within the school district are often unable to be fed healthy and nutritious meals, resulting in health issues later in life, as well as other health risks.

	Basis for Relative Priority	Public Service is an essential component in planning for community development activities. There is currently an overwhelming need for healthcare and for finding food for all of those who have lost their jobs. Locally, food pantries are running out of food and are often struggling to keep their shelves stocked to ensure service to all members of the community.
3	Priority Need Name	Infrastructure
	Priority Level	High
	Population	Extremely Low Low Moderate Middle
	Geographic Areas Affected	City-wide, emphasis on low/mod zones Low/Mod Zones
	Associated Goals	Infrastructure
	Description	Infrastructure needs are upgrading the communication system for the police department, improving on roadways and local arteries, and upgrading vehicles and transport vehicles to be effective economically and to be eco-friendly to the environment by decreasing the overall dependency on fossil fuels. The City is also exploring the installation of electric towers, as hybrid vehicles and electric vehicles are being added to the City fleet.
	Basis for Relative Priority	The Office of Community and Economic Development will engage in the project of infrastructure improvements, which include the upgrading of public facilities and locations. Activities will include upgrades to sidewalks in commercial districts (Lower Broadway, Broadway, perpendicular streets i.e., Morris Avenue, Rockwell, Liberty Street, Fourth, Fifth, Sixth, Seventh Avenues, etc.), mixed use districts and other sites; upgrades to City-owned parking lots, vacant lots, alleyways, rights-of-way, streets, fixtures, pocket parks, comfort stations, boardwalk, service roads and other publicly used common areas. The goal of this project will be to improve public areas and facilities and to improve the quality of life for some 20,000 individuals within a given year.

Narrative (Optional)

Priority needs during the course of the Consolidated Plan may change. Currently, due to the nature of the economy, many individuals and families within the City of Long Branch are struggling to ensure there

is a warm meal on their table each night, so Food Security and Wellness remain one of the top priorities for the City of Long Branch at the current moment.

SP-35 Anticipated Resources - 91.420(b), 91.215(a)(4), 91.220(c)(1,2)

Introduction

The Office of Community and Economic Development, in its administration of the CDBG Program, has endeavored to effectively stretch the level of accomplishments in the delivery of services and benefits to those in need. The office strives to do the most with what funds are provided, and that is to serve as many people as possible and to give as much as possible where demand is most needed. It is the mission of the OCED to establish partnerships, memorandums of understanding, contracts, inter-local contracts, agreements, and joint ventures where the most can be made of CDBG funding and the leverage of other funds for a common good and purpose. In the past, the OCED has leveraged funds from other non-profits, government agencies, small businesses, institutions, private companies, and other groups as programs and services are forged to meet the demands of those in need. The OCED has used inter-office funds from other agency programs to address needs such as housing, recreation, job training, business development, infrastructure improvements, education incentives, homelessness, poverty, health and social services, as well as other community development needs. This practice remains the only way to have truly effective results in the goals of meeting the gamut of community needs.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of Con Plan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	430,460	0	0	430,460	\$1,600,000	The first-year funding for the CDBG Program includes \$430,460. The funding will support the projects and activities elucidated in the Consolidated Plan and Annual Plan.

Table 14 - Anticipated Resources

Explain how federal funds will leverage those additional resources (private, state, and local funds), including a description of how matching requirements will be satisfied

The allocation of Federal funds has been instrumental in leveraging additional funds from agencies such as the NJ Department of Environmental Protection Green Acres Division. The City is able to receive money for improving parks however no administration funds are allowed so the CDBG provides the administration funds for this; funds from NJ Economic Development Administration for infrastructure improvements (roadways and sidewalks); Regional Contribution Agreements funds (RCA) for housing production and rehabilitation; Monmouth County Open Space Program for upgrading existing parks within the county and funds from businesses and private companies such as New Jersey Natural Gas Company for street decor, clean-up projects and community beautification projects. The OCED leverages funds from higher learning institutions such as Brookdale College for small business development, incubator projects, and career training. The OCED partners with Monmouth Medical Center, Chamber of Commerce, Long Branch Housing Authority, and City Departments to leverage other matching funds that address community needs.

If appropriate, describe publically owned land or property located within the state that may be used to address the needs identified in the plan

Most of the City's open-space facilities, passive and recreational parks, oceanfront boardwalk and beaches, City-owned parking areas, sidewalks, and some streets are all part of the plan, and as needs arise, such areas can be addressed. The City-owned structures, such as some local firehouses, community service building, senior center, library, community and economic development building, comfort stations, recreational pavilion, and other public service buildings that benefit low to moderate-income families can be upgraded and improved with CDBG funds. City-owned land and resources play essential roles in meeting the needs of the community.

Discussion

The FY 2025 presents a CDBG allocation of \$430,460.00 for the CDBG Program. The funds will be used to support community needs, starting with the priority needs, and will benefit the very low to moderate-income individuals, families, and areas of the City of Long Branch. The CDBG funds will leverage additional funds as we continue to formulate partnerships, agreements, and contracts with other groups, agencies, and entities

without performing duplication of services unless the demand calls for more of the same. And this demand is deemed to be in the best interest of residents and the general public.

SP-40 Institutional Delivery Structure - 91.415, 91.215(k)

Explain the institutional structure through which the jurisdiction will carry out its consolidated plan including private industry, non-profit organizations, and public institutions.

Responsible Entity	Responsible Entity Type	Role	Geographic Area Served
	Departments and agencies	Economic Development Ownership Planning neighborhood improvements public services	Jurisdiction

Table 15 - Institutional Delivery Structure

Assess of Strengths and Gaps in the Institutional Delivery System

The Long Branch Housing Authority has needs for additional housing, healthcare, job creation incentives, and social services. The OCED will formulate activities and programs in an attempt to address some of the concerns.

Monmouth County is a resource for Homelessness referrals, temporary housing, housing production (through HOME Funds), and overall community planning.

Availability of services targeted to homeless persons and persons with HIV and mainstream services

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
Homelessness Prevention Services			
Counseling/Advocacy	X		
Legal Assistance			
Mortgage Assistance			
Rental Assistance			
Utilities Assistance			
Street Outreach Services			
Law Enforcement	X		
Mobile Clinics			
Other Street Outreach Services			
Supportive Services			
Alcohol & Drug Abuse			

Supportive Services			
Child Care			
Education	X		
Employment and Employment Training	X		
Healthcare	X		
HIV/AIDS			
Life Skills			
Mental Health Counseling			
Transportation			
Other			

Table 16 - Homeless Prevention Services Summary

Describe how the service delivery system including, but not limited to, the services listed above meet the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth)

The OCED partners with the Monmouth County Community Development Continuum of Care Program. The OCED will recognize a case or client and make referrals or recommendations to the county on behalf of the case or client. The OCED assists with homeless population counts and offers additional referrals to the local medical center located on Broadway, should there be a need. Cases for individuals as well as families are also referred to Coastal Communities, a non-profit social service agency located on Broadway that specializes in providing assistance to Spanish-speaking and immigrant individuals and families. A wide range of social services is available for those in need, including those who need food or gainful employment.

Describe the strengths and gaps of the service delivery system for special needs population and persons experiencing homelessness, including, but not limited to, the services listed above

The positives evident in the service delivery system are the systematic referrals made possible by the availability of resources. In addition, there are multiple agencies that are ready to provide temporary shelter and food for those in need. The City of Long Branch provides shelter for homeless individuals at the Community Service Building during "Code Blue" or extremely cold periods for a temporary time. The Monmouth County C of C Program is also a resource. The Coastal Communities Agency is a resource for special needs, as well as the Monmouth Medical Facility. An obvious gap in the delivery of assistance sometimes is the location of the facility, as clients may need transportation. Lack of personal funds may also present an obstacle, as cab fare or money for public transportation may be lacking. Finally, in some cases, lack of knowledge or information for some individuals may create a hardship, although in most cases, these setbacks can be prevented or addressed as information is provided by the OCED.

Provide a summary of the strategy for overcoming gaps in the institutional structure and service delivery system for carrying out a strategy to address priority needs

A summary of the strategy in overcoming gaps in institutional structure and service delivery systems are as follows: there is always the need to disseminate and publish information regarding services and benefits available to those in need through CDBG, ESG and HOPWA resources; having public meetings and inviting service providers can be helpful; making announcements available through the printing of information in Spanish or Portuguese or other languages; creating a list for the public of available transportation modes and fares so that locations can be visited by those in need. Posting regular news ads about the availability of services and benefits may also be a means of overcoming gaps in the delivery of services by institutions. Other ways to educate the residents within the community will be deployed in order to reach as many people as possible.

SP-45 Goals - 91.415, 91.215(a)(4)

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Administrative	2025	2029	Administrative	None	Administrative	CDBG: \$457,585	Administration of CDBG Program
2	Infrastructure	2025	2029	Affordable Housing Public Housing	Low/Mod Zones	Public Facilities Infrastructure	CDBG: \$625,000	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 10000 Persons Assisted
3	Public Service	2025	2029	Non-Homeless Special Needs Non-Housing Community Development	Low/Mod Zones	Health and Welfare Public Service	CDBG: \$255,000	Public service activities other than the Low/Moderate Income Housing Benefit: 5000 Persons Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
4	Improving Public Facilities	2025	2029	Homeless	Low/Mod Zones	Public Facilities Infrastructure	CDBG: \$728,570	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 97500 Persons Assisted

Table 17 – Goals Summary

Goal Descriptions

1	Goal Name	Administrative
	Goal Description	The Office of Community and Economic Development will administer the Community Development Block Grant Program for the City of Long Branch.
2	Goal Name	Infrastructure
	Goal Description	The Office of Community and Economic Development will engage in the project of infrastructure improvements, which include the upgrading of public facilities and locations. Activities will include upgrades to sidewalks in commercial districts (Lower Broadway, Broadway, perpendicular streets i.e., Morris Avenue, Rockwell, Liberty Street, Fourth, Fifth, Sixth, Seventh Avenues, etc.), mixed use districts and other sites; upgrades to City-owned parking lots, vacant lots, alleyways, rights-of-way, streets, fixtures, pocket parks, comfort stations, boardwalk, service roads and other publicly used common areas. The goal of this project will be to improve public areas and facilities and to improve the quality of life for some 20,000 individuals within a given year.

	Goal Name	Public Service
	Goal Description	The high-priority goal of improving public service is a consistent goal of the CDBG Implementation Strategy. The OCED makes available assistance to non-profits, other service providers, very low to moderate-income individuals, groups, agencies, organizations, and areas. Public service can be a plethora of needs, including health, welfare, hunger, poverty, joblessness, homelessness, social services, and other community needs. While the OCED cannot be everything to everyone and every cause, the OCED extends help to eligible clients whenever possible. The OCED supports youth groups as well as senior citizens. The OCED offers hygienic activities to immigrant families, such as organic gardening and training courses on healthy eating. The OCED partners with Meadowlink, a corporation that promotes wellness, exercise, healthy eating, and healthy living. The emphasis is focused on promoting good health to help combat obesity, high blood pressure, hypertension, heart disease and other illnesses that adversely affect communities of color.
4	Goal Name	Improving Public Facilities
	Goal Description	Improving and upgrading public facilities is a key component of the CDBG Annual Work Program. This is an inherent need within the community that directly affects youth and people at risk, as well as indirectly affects residents throughout the entire City. If an improvement is made to a City-owned parking lot located in a low-income area such as Lower Broadway, not only will the low-income residents benefit directly, but all residents within the City who decide to use the lot will also benefit. Playgrounds, parks, buildings, firehouses, community centers, senior centers, and more will require some improvements sooner rather than later, and all such facilities serve a valuable purpose within the community. While the number of people taking advantage of these uses may be difficult to actually tabulate, it is certain that many will be counted, and demand has not decreased since the inception and deployment of the CDBG Program in Long Branch. Public facilities must be improved or replaced, and as such, the OCED will offer assistance for eligible causes.

Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.315(b)(2)

The City of Long Branch will pursue the advancement of safe and decent housing via the Regional Contribution Agreement Project (RCA), which is a defunct NJ State program, but residual funds still remain to carry out this effort. CDBG funds will not be directly used for this purpose, but CDBG funds support positions in the Office of Community and Economic Development, which makes the administration of this project possible. Also, the OCED will look to partner with developers and affordable housing non-profits to make use of HOME Funds available through the consortium spearheaded by the County of Monmouth.

SP-65 Lead-based Paint Hazards - 91.415, 91.215(i)

Actions to address LBP hazards and increase access to housing without LBP hazards

The OCED has deployed a lead-based paint strategy in partnership with the local Health Department and the County Health Department. When there is a suspicion of the presence of lead-based paint in a dwelling where there are children, the local health department is contacted, and the premises are checked for lead-based paint. Should a test prove positive, then the property owner is alerted, and remediation options are explained. If children test positive, then relocation protocols are again explained, and a remedial plan is enacted. The County and local hospital are informed, and steps to correct the infraction are instituted. It is the responsibility of the property owner to reduce or eliminate the presence of lead before a certificate of occupancy is given to the owner. Where tenants are involved, once again, the property owner has to bear the expense of relocation as well as remediation. When owners are eligible and lead-based paint grants are available, then the property owner has to make an application, and the City will ensure that safety work practices are adhered to should the owner be awarded. Once the property has been remediated and satisfactorily inspected, then occupancy can be granted.

How are the actions listed above integrated into housing policies and procedures?

The procedure to test the presence of lead, especially when it comes to housing repairs or home rehabilitation, is rather simple. Any structure whose construction predates 1979 is automatically tested for lead prior to any construction. If paint chips are discovered around window sills or on walls or ceilings, then a structure may be tested for the presence of lead-based paint. If the exterior of a property reveals cracking or chipping paint, then the structure will be tested before any construction work is done. If a hospital or medical facility reports to the City Health Department an elevated blood level of a child, then that property is immediately tested for the presence of lead. Property owners are put on notice immediately following any such discovery.

SP-70 Anti-Poverty Strategy - 91.415, 91.215(j)

Jurisdiction Goals, Programs and Policies for reducing the number of Poverty-Level Families

The goal of reducing poverty has been one for the OCED since the inception of the CDBG Program in Long Branch. In addition to the annual CDBG allocation, other funds are leveraged for the purpose of reducing poverty. Poverty is often a state of mind, which can be mental or it can be a physical handicap not necessarily the fault of the individual or family. Reducing poverty sometimes means finding a decent job for the breadwinner or an individual overcoming a physical or mental barrier that can be corrected with therapy or counseling. There are cases that fit neither of the former, and alleviating poverty in such situations remains a constant challenge to the OCED and other service-provider agencies and organizations. Education can sometimes be the elixir, or just providing an individual or family access to a location where regular meals and provisions can be provided, such as a church lunch program, a food kitchen, or a food pantry. The OCED supports many of these service providers as well as schools and institutions that promote job and career training. The old saying "If you give a man a fish, he eats for a day, but if you teach him how to fish, he can feed for a lifetime" rings true, although this does not apply to every case of poverty. Anti-poverty measures are constantly evolving.

How are the Jurisdiction poverty reducing goals, programs, and policies coordinated with this affordable housing plan

Oftentimes, if homelessness is discovered, 10 out of 10 times, that relates to poverty unless the homeless situation is done purposely. When a family or an individual cannot pay for housing, this situation may result in homelessness and then poverty. Finding safe, decent, and affordable housing is still a prerequisite for reducing poverty. Housing needs remain a top priority, and therefore, one of the conditions necessary in reducing poverty remains that of finding affordable and permanent shelter for those in need. Even to eat a good meal requires a place to do this, and so finding a safe and decent living environment is paramount. Not everyone can afford even the most inexpensive dwelling unit, so there is still a great challenge in meeting this need. The OCED makes use of the County's Continuum of Care Program in an effort to help in this situation. The OCED makes referrals and seeks partnerships with developers and non-profit affordable housing producers such as the LBHA, Monmouth Housing Alliance, Interfaith Neighbors, and Habitat for Humanity to assist those in need and address poverty at the very roots of the problem.

SP-80 Monitoring - 91.230

Describe the standards and procedures that the jurisdiction will use to monitor activities carried out in furtherance of the plan and will use to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements

The OCED standardly and regularly monitors sub-recipient programs and activities. The OCED communicates with non-profits, the LBHA, the senior center, the recreation department, families, and individuals to ensure federal compliance of activities and to make sure those receiving assistance are indeed eligible to do so. The OCED contacts the sub-recipient (s) and sets up meetings to go over regular activities and reporting requirements. Demographic statistics and accounting practices are monitored and again checked for federal compliance. The OCED extends an invitation and makes funding availability announcements to minority business groups as well as other ethnicities within the City as part of an overall community development comprehensive plan. All groups who are in need are invited to participate in the planning and in the sharing of resources for effective community development accomplishments. This is the true and fair purpose of CDBG funds, and this remains the goal of the OCED, to ensure that community needs are met wholeheartedly. This is the mission of the OCED, to create a level playing field when possible, for those who have as well as for those who have not.

Expected Resources

AP-15 Expected Resources - 91.420(b), 91.220(c)(1,2)

Introduction

The Office of Community and Economic Development, in its administration of the CDBG Program, has endeavored to effectively stretch the level of accomplishments in the delivery of services and benefits to those in need. The office strives to do the most with what funds are provided, and that is to serve as many people as possible and to give as much as possible where demand is most needed. It is the mission of the OCED to establish partnerships, memorandums of understanding, contracts, inter-local contracts, agreements, and joint ventures where the most can be made of CDBG funding and the leverage of other funds for a common good and purpose. In the past, the OCED has leveraged funds from other non-profits, government agencies, small businesses, institutions, private companies, and other groups as programs and services are forged to meet the demands of those in need. The OCED has used inter-office funds from other agency programs to address needs such as housing, recreation, job training, business development, infrastructure improvements, education incentives, homelessness, poverty, health and social services, as well as other community development needs. This practice remains the only way to have truly effective results in the goals of

meeting the gamut of community needs.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	430,460	0	0	430,460	\$1,600,000	The first-year funding for the CDBG Program includes \$430,460. The funding will support the projects and activities elucidated in the Consolidated Plan and Annual Plan.

Table 18 - Expected Resources – Priority Table

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

The allocation of Federal funds has been instrumental in leveraging additional funds from agencies such as the NJ Department of Environmental Protection Green Acres Division. The City is able to receive money for improving parks however no administration funds are allowed so the CDBG provides the administration funds for this; funds from NJ Economic Development Administration for infrastructure improvements (roadways and sidewalks); Regional Contribution Agreements funds (RCA) for housing production and rehabilitation; Monmouth County Open Space Program for upgrading existing parks within the county and funds from businesses and private companies such as New Jersey Natural Gas Company for street decor, clean-up projects and community beautification projects. The OCED leverages funds from higher learning institutions such as Brookdale College for small business development, incubator projects and career training. The OCED partners with Monmouth Medical Center, Chamber of Commerce, Long Branch Housing Authority and City Departments to leverage other matching funds that address community

needs.

If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

Most of the City open-space facilities, passive and recreational parks, oceanfront boardwalk and beaches, City-owned parking areas, sidewalks and some streets are all part of the plan and as needs arise, such areas can be addressed. The City-owned structures such as some local firehouses, community service building, senior center, library, community and economic development building, comfort stations, recreational pavilion and other public service buildings that benefit low to moderate-income families can be upgraded and improved with CDBG funds. Such City-owned land and resources play essential roles in meeting the needs of the community.

Discussion

The FY 2025 presents a CDBG allocation of \$430,460.00 for the CDBG Program. The funds will be used to support community needs, starting with the priority needs, and will benefit the very low to moderate-income individuals, families, and areas of the City of Long Branch. The CDBG funds will leverage additional funds as we continue to formulate partnerships, agreements, and contracts with other groups, agencies, and entities without performing duplication of services unless the demand calls for more of the same. And this demand is deemed to be in the best interest of residents and the general public.

Annual Goals and Objectives

AP-20 Annual Goals and Objectives - 91.420, 91.220(c)(3)&(e)

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Administrative	2025	2029	Administrative	None	Administrative	CDBG: \$93,000	Administration for the Community Development Block Grant Program for the City of Long Branch
2	Infrastructure	2025	2029	Affordable Housing Public Housing	Low/Mod Zones	Affordable Housing Infrastructure	CDBG: \$123,231	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 2000 Persons Assisted
3	Public Service	2025	2029	Non-Homeless Special Needs Non-Housing Community Development	Low/Mod Zones	Health and Welfare Public Service	CDBG: \$64,569	Public service activities other than Low/Moderate Income Housing Benefit: 1000 Persons Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
4	Improving Public Facilities	2025	2029	Homeless	Low/Mod Zones	Public Facilities	CDBG: \$156,568	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 19500 Persons Assisted

Table 19 – Goals Summary

Goal Descriptions

1	Goal Name	Administrative
	Goal Description	The Office of Community and Economic Development will administer the Community Development Block Grant Program for the City of Long Branch.
2	Goal Name	Infrastructure
	Goal Description	The Office of Community and Economic Development will engage in the project of infrastructure improvements which include the upgrading of public facilities and locations. Activities will include upgrades to sidewalks in commercial districts (Lower Broadway, Broadway, perpendicular streets i.e., Morris Avenue, Rockwell, Liberty Street, Fourth, Fifth, Sixth, Seventh Avenues, etc.), mixed use districts and other sites; upgrades to City-owned parking lots, vacant lots, alleyways, rights-of-way, streets, fixtures, pocket parks, comfort stations, boardwalk, service roads and other publicly used common areas. The goal of this project will be to improve public areas and facilities and to improve the quality of life for some 20,000 individuals within a given year.

	Goal Name	Public Service
	Goal Description	The OCED will partner with agencies, non-profits, educational institutions, businesses, religious organizations, City Departments, low to moderate-income groups and other service-provider organizations to administer public service needs to eligible clients. The OCED assists an array of such needs as funds can provide. The needs include but are not limited to health, recreation, education, culture, social and overall public welfare.
4	Goal Name	Improving Public Facilities
	Goal Description	The OCED remains focused to upgrade and improve public facilities. This include a wide range of uses that are crucial to achieving community development accomplishments. Some of the facilities targeted are the parks and open space as they appear on the City's inventory, community service building, community center, senior center, oceanfront and beach areas, sidewalks in commercial areas, parking lots, local streets, memorial parks, library, fire houses (City owned) and some non-profit structures that offer a direct community benefit. Improvements include installation of new equipment, new apparatuses, new landscaping, re-surfacing, and installation of pavers, new aprons, new curbing, new fencing, structural rehabilitation, new plantings and a range of other improvements.

AP-35 Projects - 91.420, 91.220(d)

Introduction

#	Project Name
1	Infrastructure
3	Public Service
4	Public Facilities Improvement
5	Administration

Table 20 – Project Information

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

The reasons for these allocation priorities are so because these are the needs expressed by members of the general public, consultation with businesses, organizations, institutions of higher education, local housing authority, city department heads and information gathered out of direct consultation with local groups and individuals. Periodic and regular meetings are held to elicit information from those who express the inherent priority needs within the local community. Priorities may change depending on the circumstances that happen within the society. The CDBG Program will continue to focus on other priority needs as has been the case since the inception of the program.

AP-38 Project Summary

Project Summary Information

1	Project Name	Infrastructure
	Target Area	Low/Mod Zones
	Goals Supported	Infrastructure
	Needs Addressed	Infrastructure
	Funding	CDBG: \$123,231
	Description	The Office of Community and Economic Development will engage in the project of infrastructure improvements which include the upgrading of public facilities and locations. Activities will include upgrades to sidewalks in commercial districts (Lower Broadway, Broadway, perpendicular streets i.e., Morris Avenue, Rockwell, Liberty Street, Fourth, Fifth, Sixth, Seventh Avenues, etc.), mixed use districts and other sites; upgrades to City-owned parking lots, vacant lots, alleyways, rights-of-way, streets, fixtures, pocket parks, comfort stations, boardwalk, service roads and other publicly used common areas. The goal of this project will be to improve public areas and facilities and to improve the quality of life for some 20,000 individuals within a given year.
	Target Date	6/30/2029
	Estimate the number and type of families that will benefit from the proposed activities	2000 persons in low to moderate income areas.
	Location Description	The location will be Citywide in low to moderate-income areas such as Rockwell Avenue, Liberty Street, Atlantic Avenue or Chelsea Avenue.
	Planned Activities	Infrastructure.
	Project Name	Public Service

2	Target Area	Low/Mod Zones
	Goals Supported	Public Service
	Needs Addressed	Public Service
	Funding	CDBG: \$64,569
	Description	This project will offer assistance to public Service activities within the City of Long Branch. Activities include but are not limited to Job creation, crime prevention, Community Assistance to non-profits, senior activities and Youth activities.
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	Families that will benefit from this project will be very low to moderate-income families and individuals. The numbers may vary from approximately 1000 people.
	Location Description	The project activities will take place in low to moderate-income areas throughout the City with an emphasis on low to moderate-income areas.
	Planned Activities	The planned activities include crime prevention which is an allocation to the local police department to patrol low to moderate-income areas of the City especially around public housing complexes; job training which is a partnership with Brookdale College to provide financial and technical assistance to eligible clients for incubator projects and to those who must complete certification training taught by the college; community assistance which is assistance to local non-profits and service -provider agencies to help with community outreach and which other community needs are addressed; senior activities which is support for the senior center which provides a wide range of services for elderly members; youth activities which is assistance given to the local recreation department, community center, housing authority and board of education for the benefit of youth programs and activities.
3	Project Name	Public Facilities Improvement
	Target Area	City-wide, emphasis on low/mod zones Low/Mod Zones

	Goals Supported	Improving Public Facilities
	Needs Addressed	Public Facilities
	Funding	CDBG: \$156,568
	Description	This project will offer improvement and upgrade activities to public facilities such as City-owned parks both active and passive recreation; infrastructure upgrades such as new sidewalks, street decor, parking lots, aprons and curbing, signage, light fixtures and stanchions; landscaping, fencing, alleyways, pocket parks, oceanfront promenade, boardwalk and beaches and local arteries that support the flow of vehicles, pedestrians, bikers and joggers.
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	The focus will be to benefit very low to moderate-income individuals and families. Some 19,500 people could see a direct benefit and hundreds of others indirect benefits.
	Location Description	The project will occur specifically in low to moderate-income areas with some park improvements being made citywide.
	Planned Activities	The activities will include improvements to Conrail right-of-way, community gardens at 7th Avenue, Community Service Building at 7th Avenue, senior center, sidewalks in commercial districts, City-owned parks such as Manahassett Creek Park, Jerry Morgan Park, Atlantic Avenue Park, Cherry Street Park, Van Court Park, Branchport Park, Norwood Avenue Park, Third Avenue Park, Takanassee Lake Park, Jackson Woods Park, oceanfront boardwalk, promenade and beaches, Broadway Park, West End Park, Elberon Park, City-owned parking lots, municipal park, Slocum Park, Broadway Triangle Park and other public facilities.
4	Project Name	Administration
	Target Area	Low/Mod Zones
	Goals Supported	Administration
	Needs Addressed	Administration of Long Branch CDBG Program

Funding	CDBG: \$86,092
Description	This category is necessary in administering the CDBG Program as well as supporting operations. This category will include allocations for salaries, fringe benefits, the cost of operations, administration and the office rental fees.
Target Date	6/30/2026
Estimate the number and type of families that will benefit from the proposed activities	This allocation will support the staff and office expenses incurred for doing business.
Location Description	The project will take place in the Office of Community and Economic Development, Broadway and City Hall Complex.
Planned Activities	The project will address salaries, in part, and the expenses incurred for administering the CDBG Program.

AP-50 Geographic Distribution - 91.420, 91.220(f)

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

The CDBG Annual Work Program will focus on the very low to moderate-income areas of the City of Long Branch. These are the areas that exhibit the greatest needs and areas where the infusion of funds will be most effective in combating public pandemics, poverty, hunger, homelessness and blight. The OCED will seek to make upgrades to City-owned facilities and to offer assistance to other service providers that help with the delivery of services and benefits to those in need. The Lower Broadway area, Center City area and areas around public housing complexes such as Central Avenue, Liberty Street, Rockwell Avenue, High Street, Chelsea Avenue are just a few of the sites where funds can make a huge difference and will be applied when possible.

Geographic Distribution

Target Area	Percentage of Funds
Low/Mod Zones	75

Table 21 - Geographic Distribution

Rationale for the priorities for allocating investments geographically

The rationale for determining the allocation of funds is solely based on the needs demonstrated. City-wide emphasis is about 25% of the overall need and this is due to the location of public-owned parks and parking lots. The low-mod areas are where the greatest needs are present and where the most attention will be directed. Physical appearances of structures could be improved as well as housing, infrastructure, privately-owned lots and businesses. The CDBG Work Program will look to provide information to property owners where assistance with upgrades to property and structures can be obtained and the OCED will look to provide public service as a response to other non-housing community needs. The goal is to vastly improve the quality of life for those underserved.

Discussion

The Monmouth County Planning Office and Long Branch Housing Authority utilize federal and county funds to address affordable housing concerns. The Long Branch CDBG Program will be used to address issues ranging from Public Facilities upgrades, Public services focusing on non-profit and community group support and infrastructure improvements.

AP-85 Other Actions - 91.420, 91.220(k)

Introduction

The OCED in its administration of the CDBG Program is looking to extend participation in the program to other ethnicities within the City of Long Branch. The 2025-2026 CDBG Work Plan is looking to include more groups such as Brazilians, Mexicans and Portuguese in the planning and implementation processes. As such, the CDBG Program is working to provide materials in Spanish and Portuguese to ensure all members of the community are able to understand the services we offer, and the help we can provide to them.

Actions planned to address obstacles to meeting underserved needs

The OCED will administer the CDBG Program as efficiently as possible. Depending on obstacles that may arise during the attempts to meet underserved members of the community, our office will do our best to provide services where they need it.

Actions planned to foster and maintain affordable housing

The OCED will again partner with non-for-profit agencies that produce affordable housing opportunities, developers, the local public housing authority and City officials to meet the demand of affordable housing production. Some of the obstacles to achieving affordable housing demands include but are not limited to lack of funding for affordable housing, areas in which to build, overcoming the "NIMBY" (not in my backyard) complex and reinforcing information to the public as to what affordable housing means as opposed to low-income housing precepts. The OCED will discuss the possibility of producing Accessory Dwelling Units. This is a program presently being used in California to address, in part, the idea and notion of producing new affordable housing units with less requirements for space, money and not using pristine areas that lack the infrastructure such as sewer lines, water, electric conveyance and other utilities. This concept of building an additional unit to an existing structure that covers, on average, about 500 square feet of living space. The benefits include the provision of a home for a loved one in need of care, provide housing for a relative or friend, additional space for guests, increases the value of a property, offer safety, creates space for a caregiver or can provide extra income for a renter or a tenant. This is an alternative way to produce affordable housing units.

Actions planned to reduce lead-based paint hazards

The OCED consults with the City Health Department, local medical center and City Code Department to monitor any news or outbreak of an elevated blood level discovery in young children. The OCED also consults with the City's Building Department and monitors the discovery of lead-based paint in any living unit especially where young children are present. Any discovery generates the following action: the Health Department is notified and the County's Health Department is alerted and lead screenings are scheduled for that particular residence. Wipe tests and other lead tests are conducted and in the event of a positive find, the property owner is put on notice and usually a remedy is suggested for the owner.

If relocations have to occur, it becomes the owner's responsibility to handle such. Resources for lead reduction or remediation are given to the owner as well as other options before the unit(s) can be re-occupied. Safety work practices must follow including using certified contractors who are experienced in lead-base paint removal.

Actions planned to reduce the number of poverty-level families

The OCED consults with a variety of service-provider agencies. One local agency in particular is the Coastal Communities Agency which offers assistance to immigrant individuals and families. The client is interviewed and screened for proper citizenship and for other information that can help the individual or family be properly assisted. If the client needs work, then job opening positions are referred. If the client needs food, then food sources are recommended. If the client needs housing or other needs, then the client receives information relative to the need. This procedure is used when partnering with other agencies as well as the local public housing authority. While all of the needs for every case cannot be met, in most cases the client receives some form of assistance to reduce the level of need or poverty.

Actions planned to develop institutional structure

The OCED regularly partners with agencies, County and State Governments, institutions of higher education, banks and business groups. Regular meetings and the sharing of pertinent information have been staples of community development objectives. Through such unions, the "pulse" of the community is demonstrated and therefore services and benefits can be more directly targeted. If there is a need for available and accessible banking for clients, then the local banks are consulted. If seniors need transportation to the market for shopping, then the senior center and recreation department are put on notice and transportation can be provided. If there is a need for business development and job training, the OCED consults with the local institutions of higher learning and an incubator project and job training course were developed and clients were accommodated. This approach to solving community needs also is a way to better develop institutional structure for an effective CDBG Work Plan.

Actions planned to enhance coordination between public and private housing and social service agencies

The OCED consults with housing agencies both non-profit and for-profit to enhance coordination of the production and or rehabilitation of public and private housing. The OCED consults regularly, with the public housing authority to advance ways and means to producing more public and affordable housing. The OCED confers with private developers and have worked with developers who help produce market-rate housing and contributes to the City's Trust Fund for the development of affordable housing. The OCED confers with social service agencies such as Shore House and Monmouth County Board of Social Services to locate available affordable housing and to refer clients needing placement to the same. The OCED will continue to work with such agencies and others to accomplish the goals and objectives of the

Consolidated Plan.

Discussion

In formulating the Five-Year Consolidated Plan, the OCED seeks to further the projects and activities relevant to the priority needs that will accomplish and achieve the strategies, objectives and goals enunciated in the Plan. The needs that have been prioritized were done with input from the collaboration of many organizations, non-profits, for-profits, governments, religious groups, social groups as well as others. So there were many meetings and an array of input from individuals and groups. The Plan is not an isolated document that is being written with prejudice but rather the input of an entire village. For comprehensive community development it certainly takes a village to raise an economy and a better quality of life existence for everyone. The Plan does not address every single need or desire but the Plan will go a long way in bringing relief and some comfort to the many in the need.

Program Specific Requirements

AP-90 Program Specific Requirements - 91.420, 91.220(I)(1,2,4)

Introduction

The Office of Community and Economic Development will be the lead City agency in the administration of the local CDBG Formula Grant Project. The OCED will also participate in the Monmouth County Consortium Program along with the City of Asbury Park and Middletown Township where the County of Monmouth is the lead agency. Because of this partnership the City of Long Branch is able to compete for HOME funds (for affordable housing projects), the Continuum of Care Program (to address temporary housing for the homeless) and First-time Home buyer Funds for first-time homebuyers within the City of Long Branch. The OCED will offer assistance to produce and create more affordable housing, seek to upgrade public facilities, and look to render a system for the delivery of public services.

Community Development Block Grant Program (CDBG)

Reference 24 CFR 91.220(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	0
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan.	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan	0
5. The amount of income from float-funded activities	0
Total Program Income:	0

Other CDBG Requirements

1. The amount of urgent need activities	0
2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate income. Overall Benefit - A consecutive period of one, two or three years may be used to determine that a minimum overall benefit of 70% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	80.00%

Discussion

The percentage of CDBG funds used to benefit very low to moderate-income individuals and groups is approximately 75% to 85% for activities in Long Branch. Upgrading public facilities has an overall benefit to all City residents however, most of the upgrades are done in low to moderate-income zones and so the larger portion of the benefit is enjoyed by low to moderate-income residents living in the zones. **Much of the funding is directly targeted to groups and areas that directly benefit such groups.** The goals of the Plan will be implemented as we work toward a better community and a better way of life.

Attachments

Appendix - Alternate/Local Data Sources

1	Data Source Name Monmouth County Community Development Office
	List the name of the organization or individual who originated the data set. The County of Monmouth consulted with and advised the local OCED, In addition the OCED consulted with the local PHA, businesses and other agencies.
	Provide a brief summary of the data set. The data included homelessness counts, HOME projects approved, Continuum of Care information and other data.
	What was the purpose for developing this data set? The purpose was to monitor and check the effectiveness of ongoing projects, benefits, services and activities.
	Provide the year (and optionally month, or month and day) for when the data was collected. The data was collected during the 2024 and part of 2025 Program years.
	Briefly describe the methodology for the data collection. The data was collected through meetings, updates, consultations, phone discussions and through printed materials.
	Describe the total population from which the sample was taken. The population included number or residents in Monmouth County and population numbers in Long Branch at 34,500.
	Describe the demographics of the respondents or characteristics of the unit of measure, and the number of respondents or units surveyed. The demographics included very low to moderate-income residents and overall strata as the total population of Long Branch was included in compiling information. Respondents included attendees at meeting and sessions which represented a snapshot of the population ranging from 10 to 15%. Hundreds of respondents added input to the gathering of information.