

MONMOUTH COUNTY STRATEGIC PLAN SURVEY

II. SURVEY RESULTS

A. Introduction and Methods

Monmouth County will be the first county in New Jersey to have a strategic plan. The need for a countywide strategic plan was identified in a report last year that was prepared by the bipartisan Budget Review Committee. As part of the effort to obtain public input on the direction of the plan, the Monmouth County Strategic Plan Committee and Janus Solutions commissioned the Monmouth University Polling Institute (MUPI) to conduct a public opinion survey of residents' attitudes and priorities. The survey was designed to identify key issues for the strategic plan and also serve as a benchmark for tracking progress in ensuing years.

A random proportional probability telephone sample was used to select the 501 Monmouth County residents 18 years of age and older who were contacted to participate in this study. Each working phone number was called a minimum of three times, at different times of the week, in an effort to reach people who were infrequently at home. The interviews were conducted by telephone November 13-18, 2008 by experienced professional interviewers and monitored by the MUPI research staff. The interview protocol was available in both English and Spanish, with five respondents completing the interview in Spanish.

The percentages obtained in a survey sample are estimates of what the distribution of responses would be if the entire population had been surveyed. "Sampling error" is a statistical term which describes the probable difference between interviewing everyone in a given population and a sample drawn from that population. The maximum sampling error associated with the total results from this survey is $\pm 4.4\%$. Readers should note that sampling error does not take into account other possible sources of error inherent in any study of public opinion.

Sampling error increases as the sample size is reduced. This fact must be kept in mind when comparing the responses of different groups within a sample (e.g. men compared with women). For the most part, this report focuses on the results for the total survey sample of Monmouth County adult residents. Statistically significant differences among demographic groups are also noted when relevant.

For sampling purposes, the county was divided into ten geographic areas to ensure a proportional representation of the entire county. While those interviewed in a survey ideally will have the same characteristics as the population they represent, samples may under-represent groups that are more difficult to interview, such as younger adults or minority residents. To correct for any potential imbalance, a statistical technique known as “weighting” is used. The weighting procedure for this study compared 2007 U.S. Census population estimates for Monmouth County adults’ age, education, and race with the survey sample’s demographics.

For purposes of this report, the ten sample areas were grouped into two regions. The East region, accounting for approximately 53% of the county’s population, is comprised of:

Allenhurst, Asbury Park, Atlantic Highlands, Avon-by-the-Sea, Belmar, Bradley Beach, Brielle, Deal, Eatontown, Highlands, Fair Haven, Interlaken, Lake Como, Little Silver, Loch Arbour, Long Branch, Manasquan, Middletown, Monmouth Beach, Neptune City, Neptune Township, Ocean Township, Oceanport, Red Bank, Rumson, Sea Bright, Sea Girt, Shrewsbury Borough, Shrewsbury Township, Spring Lake, Spring Lake Heights, Tinton Falls, Wall, and West Long Branch.

The West region, accounting for 47% of the population, is comprised of:

Aberdeen, Allentown, Colts Neck, Englishtown, Farmingdale, Freehold Borough, Freehold Township, Hazlet, Holmdel, Howell, Keansburg, Keyport, Manalapan, Marlboro, Matawan, Millstone, Roosevelt, Union Beach, and Upper Freehold.

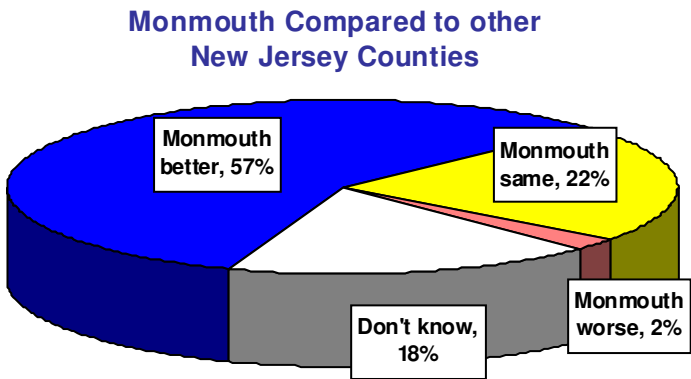
It’s worth noting that Eastern region residents are more likely to be age 55 and older and have lived in the county for at least 25 years. Other demographic groups mentioned in the study include homeowners (80%) and renters (20%); white non-Latino residents (79%) and racial or ethnic minority residents (21%); and residents whose family income is either above (52%) or below (48%) Monmouth County’s median income level, which is approximately \$75,000 according to recent census reports.

Monmouth County Survey Sample Demographics					
	Region		Children in home		Race
53%	East	34%	Yes	79%	White, non-Latino
47	West	66	No	21	African-American, Latino, Asian
	Gender		Homeowner		Family Income
48%	Male	80%	Yes	48%	Under \$75,000
52	Female	20	No	52	\$75,000 or more
	Age		Education		Years in Monmouth County
25%	18 to 34	38%	High School or less	19%	10 or less
43	35 to 54	26	Some College	34	11 to 25
32	55 and older	36	College Graduate	47	More than 25

B. Monmouth County Overview

Nearly all Monmouth County residents view their home county positively. This includes nearly half (44%) who give the top rating of excellent and another 47% who say Monmouth is a good place to live. Few residents say the county is just a fair (7%) or poor (1%) place to live.

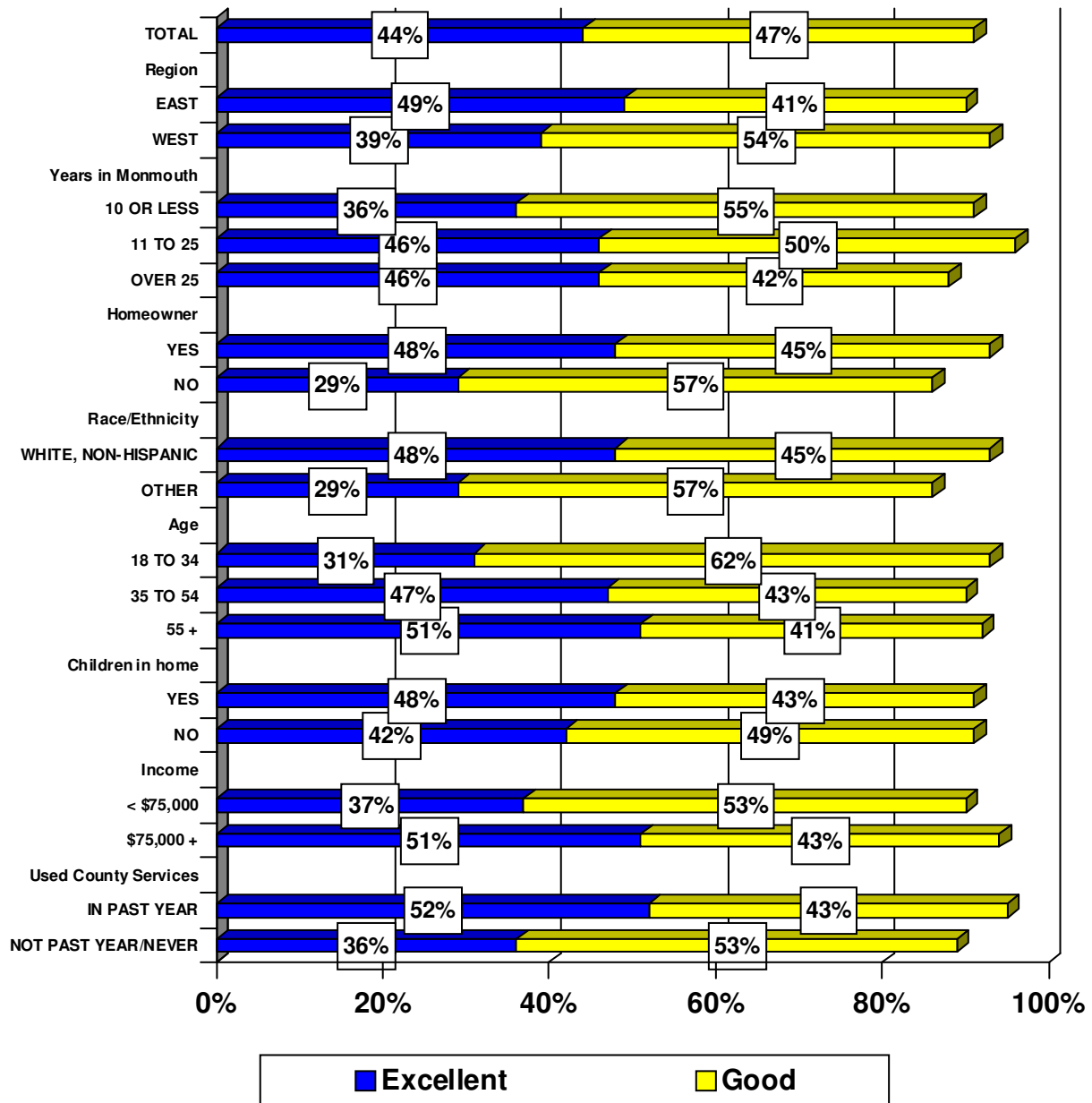
A clear majority (57%) also say that Monmouth County is a comparatively better place to live than other counties in New Jersey. Another 22% say Monmouth is about the same. Only 2% believe Monmouth is worse than other counties in the state and 18% offer no opinion.



While about 9-in-10 residents agree that Monmouth County is a positive place to live, there are some small differences of note in the number who give a top rating of excellent. For example, residents of the eastern portion (49%) of the county are somewhat more likely than those living in the western part (39%) to say Monmouth County is an excellent place to live. This finding correlates with the length of residency in the county. Specifically, those who have lived in Monmouth for more than 10 years (46%) are somewhat more likely than relatively newer residents (36%) to say it is excellent.

Other group differences in “excellent” ratings are found between homeowners (48%) and renters (29%); between white non-Latino residents (48%) and racial or ethnic minority residents (29%); and between those earning above the county median income of \$75,000 (51%) and below it (37%). However, it is important to note that between 86% and 96% of residents in each of these groups say the county is a good place to live overall (*see chart on next page*).

Monmouth County as a Place to Live



While residents have a largely positive attitude about living in the county, some aspects garner higher evaluations than others. The survey asked residents to rate 14 different facets of Monmouth County life. According to the survey, the top area is the overall attractiveness of the county – fully 88% rate this positively, including 3-in-10 who say it is excellent. About 8-in-10 give Monmouth County positive ratings for access to educational (80%) and recreational (78%) opportunities, including more than 1-in-4 who rate these as excellent.

About 3-in-4 residents also give the county positive evaluations for keeping the crime rate low (77%), environmental cleanliness (75%), and the condition of beaches and coastal areas (73%). Two-in-three residents are positive about the cultural opportunities (66%) in Monmouth County.

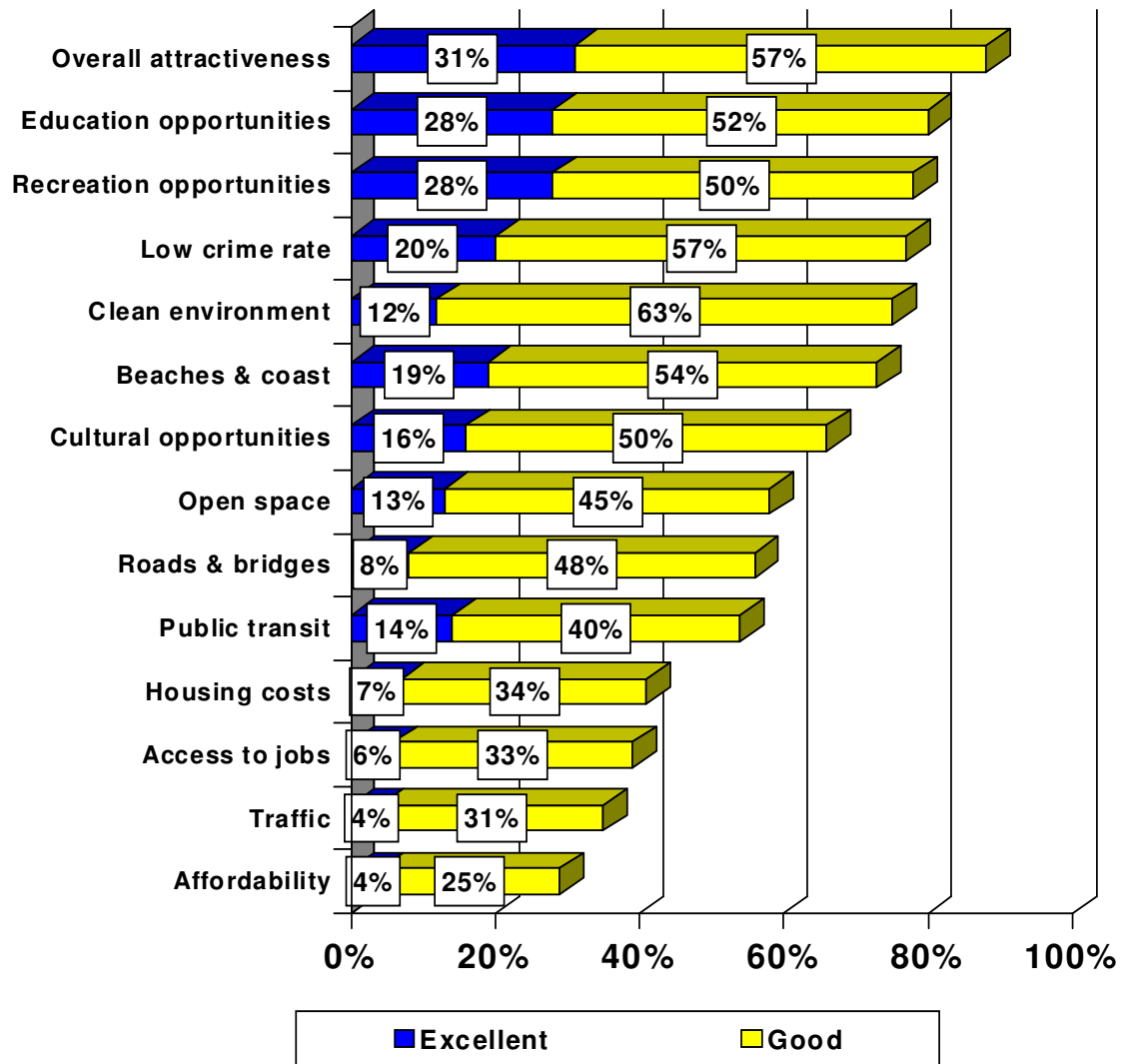
Majorities of county residents give Monmouth County generally positive ratings for the amount of open space (58%), road and bridge maintenance (56%), and access to public transportation (54%).

Only 4-in-10 residents give Monmouth County positive ratings for having housing options that provide a good value for the cost (41%) and having access to good jobs (39%). Fewer are positive about traffic conditions (35%) and Monmouth County being an affordable place to live (29%).

Examining these results by various demographic groups reveals a few statistical differences in opinion.

- White residents are somewhat more likely than racial and ethnic minorities to give the county positive ratings for recreational opportunities (83% to 63%), low crime (80% to 61%), beach and coastal conditions (77% to 59%), and cultural opportunities (70% to 54%).
- Residents who have lived in the county for 10 years or less are more likely than longer term residents to give positive marks for open space (70% to 56%). Those who have lived in the county for 25 years or less are relatively more positive than other residents about the cost of living in Monmouth County (36% to 22%).
- About half (48%) of western Monmouth residents say the county's housing options provide a good value for the cost, compared to 1-in-3 (35%) eastern Monmouth residents who feel the same.
- About half (49%) of those earning more than \$75,000 a year say Monmouth County has access to good jobs compared to just 28% of those earning less than \$75,000.

Rate Monmouth County Attributes



When residents are asked to name, in their own words, two or three things that would make Monmouth County a better place to live, the top responses are lowering taxes (39%), improving roads and traffic (18%), and controlling development and preserving open space (14%).

Other suggestions include making improvements in schools and education (9%), government ethics and politics (7%), public transportation (6%), policing and crime (6%), government spending and waste (4%), environmental pollution (4%), youth programs (4%), job creation (3%), housing affordability (3%), beaches and coasts (3%), the cost of living (3%), health care (2%) and recreational or arts programs (2%). Another 7% say nothing needs to be improved and 13% give no answer.

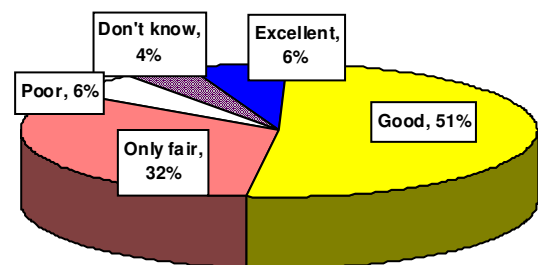
Most Important Things to Improve in Monmouth County										
	Lower taxes	Improve roads, traffic congestion	Control development, save open space	Improve schools, education	Improve government ethics, politics	Improve public transportation	Improve policing, reduce crime	Cut government spending, waste	Improve environment, reduce pollution	More youth programs
TOTAL	39%	18%	14%	9%	7%	6%	6%	4%	4%	4%
<u>Region</u>										
– East	39	18	12	9	8	6	5	5	3	3
– West	40	18	15	8	6	5	6	2	5	4
<u>Years in Monmouth</u>										
– 10 or less	40	15	13	9	4	8	3	2	5	1
– 11 to 25	39	20	16	11	4	7	4	4	2	3
– Over 25	40	18	13	6	10	5	8	4	5	6
<u>Homeowner</u>										
– Yes	48	18	16	9	8	6	5	4	4	3
– No	12	18	4	6	3	5	10	0	5	7
<u>Race/ethnicity</u>										
– White, non-Hispanic	45	20	16	8	8	6	3	3	4	3
– Other	22	13	5	9	4	6	16	2	6	7
<u>Age</u>										
– 18 to 34	20	19	10	6	2	5	8	1	7	6
– 35 to 54	49	15	16	15	5	8	5	4	3	4
– 55 and older	45	22	14	2	13	4	4	5	4	2
<u>Children in home</u>										
– Yes	41	17	12	15	4	7	6	2	3	8
– No	39	18	14	5	8	5	6	4	5	2
<u>Household income</u>										
– Under \$75,000	32	16	10	3	5	5	9	3	5	4
– \$75,000 or more	45	22	17	13	8	7	3	4	4	4

Homeowners are more likely than renters to mention lower taxes (48% to 12%) and controlling development (16% to 4%) as areas for improvement. Racial and ethnic minority residents are somewhat more likely than white residents to mention crime (16% to 3%) as an area for improvement. There are no significant regional (East/West) differences in the suggestions to improve Monmouth County offered by residents.

C. Monmouth County Services

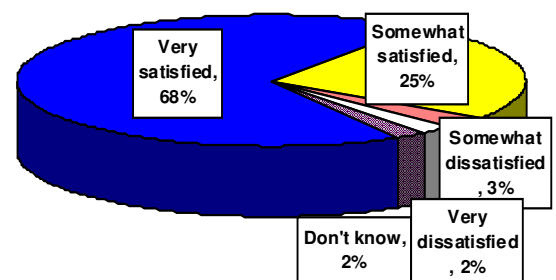
A majority (57%) of Monmouth residents give positive ratings to the overall quality of their county government, which includes 6% who say it is excellent and 51% who say it is good. Another 32% say the quality of county government is only fair and 6% say it is poor. As a point of comparison, a statewide poll of New Jersey residents conducted in October 2007 found that just 29% gave the quality of their state government a positive rating.

Quality of Monmouth County Government



Just under half (42%) of Monmouth County residents report that they or someone in their family has used a county service or facility in the past year. More than 9-in-10 residents (93%) who used a Monmouth County service or facility in the past year report being satisfied with the experience, including fully 68% who were very satisfied.

**Satisfaction with County Services
among those using services in past year**



In the past twelve months, about 1-in-5 (21%) county residents say their family have used the county parks. More than 1-in-10 (13%) have used the county library system. Other services or facilities used in the past year include the county's public golf courses (4%), human services (3%), Brookdale Community College (3%), the County Clerk (2%), the county court system (2%), recreation facilities (2%), beaches (2%), health services (2%), waste removal (2%), and transportation services (2%).

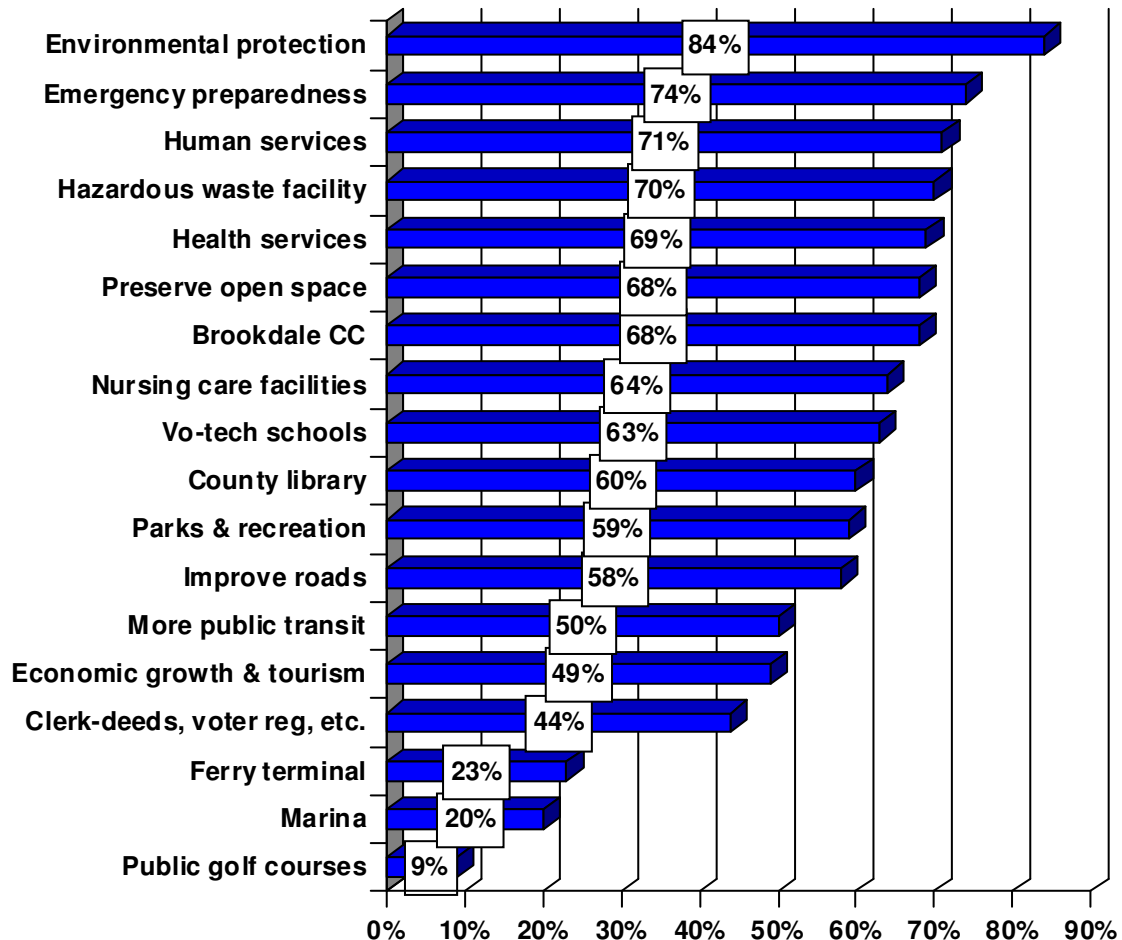
Used County Services In Past Year													
		Services used in past year											
		Parks	Library	Golf course	Human services	Brookdale CC	County clerk	Courts	Recreation facilities	Beaches	Health services	Waste removal	Transportation
TOTAL	42%	21%	13%	4%	3%	3%	2%	2%	2%	2%	2%	2%	2%
<u>Region</u>													
– East	47	24	14	4	5	5	1	2	1	2	1	2	3
– West	36	16	13	3	2	1	3	2	2	2	2	2	0
<u>Years in Monmouth</u>													
– 10 or less	36	14	10	1	3	1	3	1	1	1	1	1	3
– 11 to 25	44	22	15	3	1	4	2	2	2	3	1	1	1
– Over 25	44	23	13	5	5	3	2	3	2	2	2	3	1
<u>Homeowner</u>													
– Yes	45	24	13	4	3	3	2	3	2	2	2	2	1
– No	31	9	13	2	6	2	1	1	1	3	0	0	2
<u>Race/ethnicity</u>													
– White, non-Hispanic	45	22	13	4	2	3	2	3	2	2	2	2	2
– Other	29	13	12	2	8	3	1	1	0	2	0	0	0
<u>Age</u>													
– 18 to 34	32	15	8	2	2	4	1	3	0	2	0	0	0
– 35 to 54	53	24	20	5	4	4	4	3	3	2	2	3	2
– 55 and older	35	19	7	3	4	0	1	1	2	2	3	1	2
<u>Children in home</u>													
– Yes	49	24	19	4	4	2	4	3	4	1	1	2	1
– No	38	19	10	3	3	3	1	2	1	3	2	2	2
<u>Household income</u>													
– Under \$75,000	39	17	12	3	6	3	1	2	2	3	2	1	2
– \$75,000 or more	49	26	15	4	2	4	3	3	2	2	1	3	1

Residents who have used county services are slightly more likely to live in the eastern part of the county (47% compared to 36% in the west), have children at home (49% compared to 38% of non-parents), and earn more than the county median income (49% compared to 39% below the median). Also, white residents (45%) are more likely than racial and ethnic minorities (29%) to report using a county service or facility in the past year.

The survey also asked residents to assess the importance of 18 different services that county tax dollars support. Of these, 15 are considered important by more than 8-in-10 county residents. However, there are also some differences, in terms of how many residents consider each to be a “very important” service for Monmouth County government to support financially.

Priorities for County Fiscal Support

those who say funding these services is "very important"



Topping the list for county funding priorities are protecting environmental and water quality (84% say this is very important) and preparing emergency personnel for a disaster or other crisis (74%). Also considered to be very important by more than 2-in-3 residents are county human services, such as services for residents with disabilities, the homeless, job training programs, youth programs, and transportation for seniors (71%); providing a facility for hazardous waste disposal (70%); health services, such as immunizations, screenings and restaurant inspections (69%); preserving open space and farmland (68%); and Brookdale Community College (68%).

Sizable majorities also consider it very important for the county to provide financial support for nursing care facilities (64%); a range of vocational and technology high schools (63%); a county library system (60%); parks and recreational opportunities (59%); and county road network improvements (58%).

About half feel it is very important to use county resources to provide more public transportation options (50%); encourage economic growth and tourism (49%); and provide county clerk services for deeds, passports, and voter registration (44%).

Few residents say it is very important for the county to fund a ferry terminal (23%), marina (20%), and public golf courses (9%).

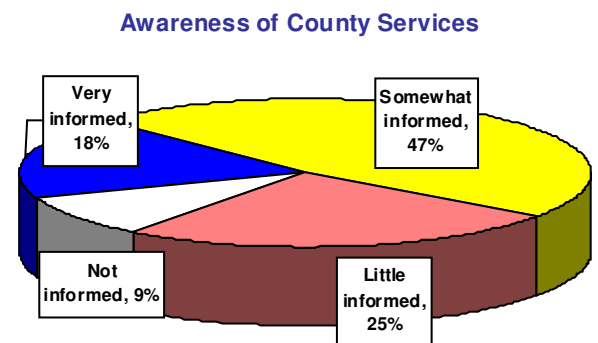
There is little variation in assessing these funding priorities among the various demographic groups in the county. The few statistical differences include a slightly higher importance placed on Brookdale Community College among residents of eastern Monmouth County – 75% say this is very important compared to 60% of western Monmouth residents. Residents of the eastern region also place more importance than western residents on using county tax dollars to encourage economic growth and tourism (55% to 43%).

Residents earning below the county's \$75,000 median income level are somewhat more likely than those earning above the median to place importance on human services (78% to 64%) and nursing care facilities (73% to 57%).

Racial and ethnic minority residents are slightly more likely than white residents to place importance on county support for human services (84% to 69%) and health services (82% to 66%).

D. Monmouth County Information Sources

Eighteen percent of county residents feel they are very informed about Monmouth County government and its services, while 47% feel somewhat informed. Another 25% say they feel just a little informed about the county and 9% feel they are not at all informed. There are no significant differences in this finding by region of Monmouth or the number of



years residents have lived in the county. However, white residents are more likely than racial and ethnic minorities to say they feel at least somewhat informed of county government and services (70% to 49%).

The survey also found that most residents (53%) say they do not know if the county's total property tax levy changed this year. Another 36% believe it probably went up, 2% say it went down and only 9% know it stayed the same. These findings are statistically similar for homeowners and renters alike.

In terms of information sources, about half of residents report that they turn to the Asbury Park Press (49%) or other local or weekly newspapers (49%) to find out about county services. About one-third (35%) say they get information about the county from friends, family and neighbors. About 1-in-4 say they visit the county website (28%) or other websites (24%) for information about Monmouth. Twenty-two percent turn to the county newsletter and 14% report getting information from television, including the county government's cable access program.

Residents with below median income levels are somewhat more likely to rely on the Asbury Park Press and less likely to search the internet for county information. Those age 55 and older are also less likely to visit websites for information about county government and services.

Monmouth County Government Information Sources							
	Asbury Park Press	Other local news- papers	Word of mouth	County website	Other websites	County newsletter	Cable TV / county show
TOTAL	49%	49%	35%	28%	24%	22%	14%
<u>Region</u>							
– East	53	46	32	24	22	19	13
– West	45	52	38	32	26	26	15
<u>Years in Monmouth</u>							
– 10 or less	43	42	33	39	23	23	13
– 11 to 25	45	49	36	30	28	24	14
– Over 25	55	52	36	22	21	21	15
<u>Homeowner</u>							
– Yes	49	49	34	29	25	23	12
– No	51	48	39	23	21	22	22
<u>Race/ethnicity</u>							
– White, non-Hispanic	51	47	35	28	24	22	12
– Other	43	53	32	25	22	24	23
<u>Age</u>							
– 18 to 34	45	50	43	32	24	26	19
– 35 to 54	50	43	31	33	31	20	10
– 55 and older	53	55	32	18	13	21	15
<u>Children in home</u>							
– Yes	48	44	34	32	28	21	10
– No	50	51	35	26	22	23	16
<u>Household income</u>							
– Under \$75,000	57	52	40	23	20	24	21
– \$75,000 or more	44	46	32	32	27	21	7

MONMOUTH COUNTY STRATEGIC PLAN SURVEY

III. APPENDIX

STATEMENT FOR PUBLIC RELEASE OF RESULTS

This survey was conducted by telephone November 13-18, 2008 with a scientifically selected random sample of 501 Monmouth County adults. All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sample drawn from that population. The sampling error for this survey is ± 4.4 percent at a 95 percent confidence interval. Thus if 50 percent of the sample agree with a particular statement, one would be 95 percent sure that the true figure would be between 45.6 and 54.4 percent (50 ± 4.4) had all Monmouth County residents been interviewed. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported by race or age, are subject to more potential error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects. The verbatim wording of all questions asked is reproduced in this report. The sample has been stratified by regions within the county and the data have been weighted by age, education, and race to ensure an accurate proportional representation of the county. This study was conducted by the Monmouth University Polling Institute.

MONMOUTH COUNTY STRATEGIC PLAN SURVEY

(n=501 county adults; conducted Nov. 13-18, 2008)

1. For how many years have you lived in Monmouth County?
 - 19% 10 years or less
 - 21% 11 to 20 years
 - 20% 21 to 30 years
 - 18% 31 to 40 years
 - 20% Over 40 years
 - 1% Don't know
2. How would you rate Monmouth County as a place to live: excellent, good, only fair, or poor?
 - 44% Excellent
 - 47% Good
 - 7% Only fair
 - 1% Poor
 - 0% Don't know
3. How does Monmouth County compare to other counties in New Jersey overall as a place to live – is Monmouth better, worse, or about the same?
 - 57% Monmouth is better
 - 2% Monmouth is worse
 - 22% Monmouth is about the same
 - 18% Don't know
4. What are the two or three most important things that should be done to make Monmouth County a better place to live? *[NOTE: Survey participant responses were recorded verbatim and grouped into the following categories. Percentages total more than 100% because multiple responses were accepted.]*
 - 14% Lower property taxes
 - 25% Lower taxes (other, not specific)
 - 4% Cut government spending, waste
 - 7% Improve government ethics, politics
 - 14% Control development/sprawl, preserve open space
 - 4% Improve the environment, reduce pollution
 - 1% Economic development
 - 3% More jobs
 - 3% Lower the cost of living
 - 3% Improve housing affordability
 - 9% Improve schools, education
 - 18% Improve roads, traffic congestion
 - 6% Improve public transportation
 - 1% More bike, pedestrian paths
 - 6% Improve policing, crime
 - 2% Expand/improve health care, hospitals
 - 2% More recreation, arts programs
 - 3% Expand/improve public beaches
 - 4% More youth programs
 - 1% More senior programs
 - 1% Reduce illegal immigration
 - 8% Other
 - 7% "Nothing"
 - 13% Don't know

5. I want you to rate Monmouth County in a number of areas. Please tell me if each area I mention is excellent, good, only fair, or poor in Monmouth County. *[ITEMS WERE ROTATED]*

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>Don't know</u>
First, the overall quality of county government	6%	51%	32%	6%	4%
Overall attractiveness of the county	31%	57%	11%	1%	1%
Keeping the crime rate low	20%	57%	18%	4%	1%
Cultural opportunities	16%	50%	24%	5%	4%
Access to public transportation	14%	40%	25%	18%	3%
Recreational opportunities	28%	50%	15%	4%	2%
The condition of beaches and coastal areas	19%	54%	18%	4%	4%
The amount of open space	13%	45%	31%	10%	1%
Environmental cleanliness	12%	63%	21%	3%	1%
Road and bridge maintenance	8%	48%	31%	11%	2%
Access to educational opportunities	28%	52%	15%	3%	2%
Access to good jobs	6%	33%	35%	17%	9%
Being an affordable place to live	4%	25%	45%	24%	1%
Housing options that provide a good value for the cost	7%	34%	36%	18%	5%
Traffic conditions	4%	31%	39%	26%	0%

6. I'm going to read you a list of things that county, as opposed to municipal, tax dollars could support. For each one, please tell me how important you feel it is to have Monmouth County government support it financially – very important, somewhat important, just a little important, or not at all important. *[ITEMS WERE ROTATED]*

	<u>Very important</u>	<u>Somewhat important</u>	<u>Just a little important</u>	<u>Not at all important</u>	<u>Don't know</u>
Brookdale Community College	68%	24%	4%	3%	1%
A range of vocational and technology high schools	63%	28%	6%	2%	1%
Public golf courses	9%	27%	20%	41%	3%
A marina	20%	32%	17%	28%	3%
A ferry terminal	23%	39%	14%	21%	4%
The county library system	60%	31%	5%	2%	2%
Nursing care facilities for the elderly	64%	27%	4%	3%	2%
Parks and recreational opportunities	59%	34%	4%	2%	2%
Preserving open space and farmland	68%	25%	3%	3%	0%
Providing more public transportation options	50%	37%	6%	6%	2%
Improving the county's road network	58%	33%	6%	2%	1%
Protecting the environment and water quality	84%	12%	2%	1%	1%
Encouraging economic growth and tourism	49%	33%	8%	8%	1%
Health services, such as immunizations, screenings, and restaurant inspections	69%	23%	4%	3%	1%
Human services, including services for residents with disabilities, the homeless, job training programs, youth programs, and transportation for seniors	71%	23%	3%	1%	1%
Preparing emergency personnel for a disaster or other crisis	74%	21%	3%	2%	1%
Providing a facility for the disposal of hazardous household waste	70%	23%	3%	2%	1%
County clerk services, for deeds, passports, and voter registration	44%	41%	8%	5%	2%

7. In the past five years, have you or anyone in your family used any county services or facilities? I am not talking about services or facilities provided by the state or your local town, just those offered by Monmouth County government. *[IF YES, ASK: Was this in the past 12 months?]*

42% Yes, past 12 months → Ask questions 8 & 9
8% Yes, but not past 12 months
41% No, not in past 5 years
9% Don't know

[NOTE: Question 8 was asked only of those residents who have used county services in the past year. (n=227)]

8. What was the service or services you used? *[NOTE: Percentages total more than 100% because multiple responses were accepted.]*

31% Library
49% Parks
9% Golf course
5% Recreation facilities
5% Beaches
1% Marina
7% Brookdale Community College
2% Vocational, other schools
5% County clerk, passports
5% Court, legal
4% Health, mental health services
8% Human services, social security, financial assistance
4% Garbage, hazardous waste removal, recycling
4% Public transit, senior transportation
3% Roads
6% Other
3% Don't know

[NOTE: Question 9 was asked only of those residents who have used county services in the past year. (n=227)]

9. Were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with this experience?

68% Very satisfied
25% Somewhat satisfied
3% Somewhat dissatisfied
2% Very dissatisfied
0% (Volunteer) Both, mixed response
2% Don't know

10. How informed do you feel you are about Monmouth County government and its services – very, somewhat, just a little, or not at all informed?

18% Very informed
47% Somewhat informed
25% Just a little informed
8% Not at all informed
1% Don't know

11. What information sources or other ways do you use to find out about county services? *[NOTE: Percentages total more than 100% because multiple responses were accepted.]*
- 49% Asbury Park Press
 - 49% Weekly, local newspaper
 - 35% Word of mouth from neighbors, friends, family
 - 28% County government website
 - 24% Other websites
 - 22% County government's newsletter
 - 14% TV/county government cable access program
 - 2% Library, senior center
 - 2% Call directly, phone book
 - 1% Radio, TV
 - 1% Other
 - 3% Don't know
12. Do you own or rent the home where you live?
- 79% Own
 - 17% Rent
 - 3% (Volunteer) Live rent-free with family/friends
 - 1% Don't know
13. County government services are funded through many sources, including aid from the state and federal government, other grants, and a county tax levy paid by property owners. Do you happen to know if the overall tax levy portion of the Monmouth County budget went up, went down, or stayed the same this year?
- 36% Went up
 - 2% Went down
 - 9% Stayed the same
 - 53% Don't know

Now just a few final questions so we can classify your answers.

- D1. Are you currently registered to vote at the address where you now live, or haven't you had a chance to register?
- 90% Registered
 - 9% Not registered for any reason
 - 1% No answer
- D2. What was the last grade in school you completed?
- 1% 8th grade or less
 - 4% High School incomplete (Grades 9, 10 and 11)
 - 30% High School Complete (Grade 12)
 - 3% Vocational/Technical School
 - 16% Some College
 - 9% Community/Junior College Graduate (2 year, Associates Degree)
 - 21% 4 year College Graduate (Bachelor's Degree)
 - 14% Graduate School (Masters, Law/Medical School, etc.)
 - 1% No answer

D3. What was your age on your last birthday?

25% 18 to 34
42% 35 to 54
31% 55 or over
1% No answer

D4. Do you have any children under the age of 18?

34% Yes
66% No
1% No answer

D5. Are you of Latino or Hispanic origin?

7% Yes
92% No
1% No answer

D6. Are you white, black or of Asian origin?

81% White
7% Black
5% Asian
5% (Volunteer) Other/mixed race
2% No answer

Race/Latino (combined):

78% White
7% African-American
7% Latino
5% Asian
1% Other/mixed race
2% No answer

D7. So that we can group all answers, is your total annual family income before taxes: Under \$35,000; from \$35,000 to just under \$75,000; from \$75,000 to just under \$100,000; or \$100,000 or more? Your best estimate is fine. [We understand and respect that this information is private, we ask only for research purposes, and all your answers are recorded confidentially.]

20% Under \$35,000
24% \$35,000 to just under \$75,000
19% \$75,000 to just under \$100,000
27% \$100,000 or more
2% Don't know
8% No answer

D8. Respondent gender?

48% Male
52% Female

Region of Monmouth County:

- 2% Region 1: Allentown; Millstone; Roosevelt; Upper Freehold
 - 12% Region 2: Englishtown; Manalapan; Marlboro
 - 7% Region 3: Freehold Borough; Freehold Township
 - 11% Region 4: Colts Neck; Farmingdale; Howell
 - 15% Region 5: Aberdeen; Hazlet; Holmdel; Keansburg; Keyport; Matawan; Union Beach
-
- 11% Region 6: Atlantic Highlands; Highlands; Middletown
 - 6% Region 7: Fair Haven; Little Silver; Monmouth Beach; Oceanport; Red Bank; Rumson; Sea Bright; Shrewsbury Borough; Shrewsbury Township
 - 18% Region 8: Allenhurst; Deal; Eatontown; Interlaken; Loch Arbour; Long Branch; Ocean Township; Tinton Falls; West Long Branch
 - 9% Region 9: Asbury Park; Avon-by-the-Sea; Bradley Beach; Neptune City; Neptune Township
 - 9% Region 10: Belmar; Brielle; Lake Como; Manasquan; Sea Girt; Spring Lake; Spring Lake Heights; Wall
-
- 47% West (Regions 1-5)
 - 53% East (Regions 6-10)

APPENDIX V

S.W.O.T. Reports

Monmouth County S.W.O.T.

Focus Area #1 – Administration and Financial Impact

November 7, 2008

Attendees

Greg Putnam, Director of Information Services
Gabrielle Lehne, Assistant to the County Administrator
Craig R. Marshall, Senior Administrative Analyst
Donna Savino-Peluso, Supervisor of Accounts
Dorothy Woodford, Assistant Purchasing Agent
Diana Czerepuszko, Administrator – Geraldine L. Thompson Care Center
Kevin Ganson, Assistant Superintendent – Monmouth County Reclamation Center
Mark Acker, Director of Finance
Teri O'Connor, Deputy County Administrator
Freddie Brown, Personnel Officer
Frank J. Tragno, Jr., Assistant Personnel Officer
Louis Paparozzi, JANUS Solutions
K. David Holmes, JANUS Solutions

Monmouth County S.W.O.T.

Focus Area #2 – Citizen Services

November 18, 2008

Attendees

Laura Kirkpatrick, Assistant Public Information Officer
Bill Wood, Administrative Department Director
Benjamin Peluso, Superintendent – Weights and Measures
Mike Meddis, Monmouth County Health Department
Hedra Siskel, Superintendent of Elections
Grace Soden, Computer Tech – Monmouth County Clerks Office
Kathleen Reitsma, Chief Probate Clerk – Surrogate's Office
Rosemarie Peters, County Surrogate
Pat Watson, Consumer Affairs
Louis Paparozzi, JANUS Solutions
K. David Holmes, JANUS Solutions
Tom Blatner, JANUS Solutions

Monmouth County S.W.O.T.

Focus Area #3 – Education

November 24, 2008

Attendees

Robert Czech, County Administrator
Gabrielle Lehne, Assistant to the County Administrator
Marie Wolanian Gdula, Rep. Carole Morris – Monmouth County Superintendent of Schools
Anita Voogt, Dean – Brookdale
James Gleason, Principal – Communications High School
Anthony Schaible, Principal – Monmouth County Career Center
Lew Anderson, Brookdale Board of Trustees
Webster Trammell, Vice President – Brookdale Community College
Brian McAndrew, Superintendent – Monmouth County Vocational Schools
Louis Paparozzi, JANUS Solutions
K. David Holmes, JANUS Solutions

Monmouth County S.W.O.T.

Focus Area #4 — Health and Human Services

November 14, 2008

Attendees

Marylou Norman, County Adjuster
Henry Nicholson, Director – Monmouth County Division of Transportation
Ellen Cohen, Administrator – Youth Services Commission
Jeff Schwartz, Director – Division of Planning and Contracting
John Wanat, Director – Division of Aging, Disabilities & Veteran's Services
Barbara Rutan, Assistant Director – Division of Aging Disabilities & Veteran's Services
Christine Meussig, Social Work Supervisor – Emergency Assistance, Division of Social Services
Carolyn Grapel, Assistant Administrator Supervisor of Social Work, Division of Social Services
Charles D. Brown III, Director – Division of Mental Health & Addiction Services
John W. Hutcheson, Deputy Director – Division of Social Services
Kathy Weir, Director – Division of Employment and Training
Lynn F. Miller, Administrative Department Director – Department of Human Services
Jay Peacock, MD, Medical Examiner
Gabrielle Lehne, Assistant to the County Administrator
Louis Paparozzi, JANUS Solutions
K. David Holmes, JANUS Solutions
Gena Haranis, JANUS Solutions
Karla Occhipinti, JANUS Solutions

Monmouth County S.W.O.T.

Focus Area #5 – Municipalities

December 2, 2008

Attendees

Celeste Carpiano, Executive Director – NJAC
Tony Mercantante, Township Administrator – Middletown Township
Matthew Clark, Tax Administrator – Monmouth County
John Trengrove, Manasquan Administrator
John W. Tobia, Director – Monmouth County Public Works and Engineering
Moria Sirimis, Director – Middlesex County Shared Services
Joseph B. Bellina, Business Administrator – Freehold Borough
Gerri C. Popkin, Director – Purchasing Monmouth County
Gabrielle Lehne, Assistant to the County Administrator
K. David Holmes, JANUS Solutions

Monmouth County S.W.O.T.

Focus Area #6 – Planning and Economic Development

October 31, 2008

Attendees

Bonnie Goldschlag, Monmouth County Planning Board
Robert W. Clark, Director of Planning – MCPB
Jeanne DeYoung, Tourism Representative
Don Irvin, Market Program Specialist – Economic Development NJNG
John Ciufo, Administrator – Department Director – Planning and Economic Development
Marie Lucier-Woodruff, Executive Director – Business and Community Development – Brookdale Community College
Mary Ellen Fourate, Executive Director – Monmouth County Arts Council
Janis Lewandowski, JCP&L First Energy Economic Development
Frank C. Cosentino, Executive Director – Fort Monmouth Economic Revitalization Planning Authority
Garrett Stasse, Senior Clerk – Economic Development and Tourism
Kathy Weir, Executive Director – Monmouth county WIB
Louis Paparozzi, JANUS Solutions
K. David Holmes, JANUS Solutions

Monmouth County S.W.O.T.

Focus Area #7 – Public Safety

October 27, 2008

Attendees

Michael Goldfarb, Chief of Police – Eatontown
Gary McTighe, MC – OEM
Michael Oppeguard, MC – OEM Deputy
Michael Pasterchick, Chief of Dets. – MCPO
Jack McCormack, Director – Police Academy
Luis Valentin, Monmouth County Prosecutor
Ted Freeman, Undersheriff – Monmouth County
Ed Sidley, Chief of Police – Sea Girt
Kim Guadagno, Sheriff
Henry Stryker III, Monmouth County Fire Marshall Office
Craig Weber, Middletown Township Police Department
Robert Czech, County Administrator
Louis Paparozzi, JANUS Solutions
K. David Holmes, JANUS Solutions

Monmouth County S.W.O.T.

Focus Area #8 – Recreation, Parks, and Libraries

December 8, 2008

Attendees

Jim Truncer, Secretary/Director – Monmouth County Park System
N. Britt Raynor, Commissioner – Parks and Recreation Commission
Ken Sheinbaum, Director – Monmouth County Library
Beth N. Miller, Branch Librarian – Ocean Township
Pat Whitehead, Branch Services – Monmouth County Library Headquarters
Heidi Amici, Member Services – Monmouth County Library Headquarters
Dawn Thompson, Recreation Director – Neptune Township
Teri O'Connor, Deputy County Administrator
Bruce A. Gollnick, Assistant Director – Monmouth County Park System
Tracy Boyle, Monmouth County Park System– Friends of the Park
Shirley Norby, President – Friends of Monmouth County Library
Faith Hahn, Supervising Planner – Monmouth County Park System
Tom Fobes, Assistant Supervisor – Monmouth County Park System
Pat Findre, Children's Coordinator – Library
Donna Powers, Director – Fair Haven Library
Gabrielle Lehne, Assistant to the County Administrator
Louis Paparozzi, JANUS Solutions
K. David Holmes, JANUS Solutions

Monmouth County S.W.O.T.

Focus Area #9 – Transportation, Engineering, and Public Works

December 1, 2008

Attendees

James Cerreta, Senior Management Assistant – Public Works
Troy P. Schinzel, Superintendent of Fleet Services
Daria Jakinowska, Chief Engineer – Traffic Design
George Noble, Supervisor of Trees
Robert Compton, Buildings and Grounds
Dave Krzyzanowski, General Trades Supervisor
Ronald Boyce, Assistant Supervisor
Julie McCowan, Landscape Architect – Monmouth County Shade Tree
Joseph Santora, General Supervisor – Highway Department
Vicki Thompson, Assistant Superintendent – Mosquito Commission
Richard Throckmorton, Monmouth County Reclamation Center
John W. Tobia, Director – Public Works and Engineering
Michail A. Podolsky, Bridge Department Supervisor
Louis Paparozzi, JANUS Solutions
K. David Holmes, JANUS Solutions



Board of Chosen Freeholders

Director Barbara J. McMorrow

Deputy Director John D'Amico

Lillian G. Burry

Robert D. Clifton

Amy A. Mallet

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