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CITY OF JERSEY CITY

NEW JERSEY Newsletter

Jerramiah T. Healy, Mayor

City Hall
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 Jersey City, NJ 07302
 (201) 547-5000



CITY OF JERSEY CITY

Official Newsletter

ONLINE ISSUE 1

DECEMBER 2010

Mayor Jerramiah T. Healy's Intent to File for Intervenor Status to Stop Natural Gas Pipeline

Highlights Dangers of Natural Gas Pipeline after San Bruno Explosion



NEWSLETTER HIGHLIGHTS

- RECREATION BULLETIN
- CAKE BOSS COMES TO JERSEY CITY
- EMERGENCY ALERT SYSTEM
- McDONALD'S OPENS @ THE HUB
- UASI FUNDING
- HAPPY HOLIDAYS

CITY EVENTS

DECEMBER 2010

Friday, December 17, 2010
 Time 12:00 PM – 4:00 PM
 Subject Women Rising Event
 Location City Hall

Monday, December 27, 2010
 Time 3:00 PM – 9:00 PM
 Subject Kwanzaa Celebration
 Location City Hall

JANUARY 2011

Monday, January 24, 2011 thru February 4, 2011
 Time All Day
 Subject Hudson Restaurant Week
 Location Jersey City

FEBRUARY 2011

Tuesday, February 08, 2011
 Time 3:00 PM – 6:30 PM
 Subject MLK Oratory Contest Grades 3-5
 Location City Hall

Wednesday, February 09, 2011
 Time 2:30 PM – 6:30 PM
 Subject MLK Oratory Contest Grades 6-8
 Location City Hall

Friday, February 11, 2011
 Time 3:00 PM – 6:30 PM
 Subject MLK Finals
 Location City Hall

MAYOR HEALY & THE CITY COUNCIL WISH EVERYONE HAPPY HOLIDAYS!



Mayor Jerramiah T. Healy and members of the Municipal Council joined Rabbi David Wilansky in celebrating the first night of Hanukkah by lighting the City Hall Menorah on Wednesday, December 1, 2010. At the lighting, Rabbi Wilansky, of the Bris Avrohom of Jersey City Sons of Israel Congregation, said a special prayer and spoke on the meaning of the Hanukkah, which begins every year at sundown on the 25th day of the Hebrew month of Kislev. Mayor Jerramiah T. Healy and members of the Municipal Council wish everyone a Happy Hannukah!



Mayor Jerramiah T. Healy, the Municipal Council, and the Division of Cultural Affairs presided over the Annual City Hall Christmas Tree Lighting Ceremony on Monday, December 6, 2010. Christmas carols and holiday favorites were performed by Our Lady of Mercy Academy's Jellybeans choir, eleven sixth grade girls who have been singing together since the third grade. The Jellybeans have released one album and are currently working on their second. Mayor Jerramiah T. Healy and members of the Municipal Council wish everyone a Merry Christmas!

On September 15, 2010, Mayor Jerramiah T. Healy announced that he will file for "intervenor status" on behalf of the City of Jersey City with the Federal Energy Regulatory Commission (FERC) in an attempt to stop Spectra Energy from running a natural gas pipeline through Jersey City.

Mayor Healy, who has spoken out against the pipeline on numerous occasions dating back to January, said the City can only file for intervenor status once Spectra officially files its formal application with FERC, which is expected in December. Mayor Healy sent a letter to Kimberly Boise on September 27, 2010, officially notifying FERC of the City's intent to file for intervenor status when it is legally allowed to do so.

"We believe that the terrible incident that occurred in San Bruno should be the death knell for this proposed pipeline in Jersey City," said Mayor Healy.

"However, since we expect Spectra to continue to move forward with its interests in this project, so will we in our opposition to it. That is why we have declared that we will file for intervenor status at the appropriate time and we are putting FERC on notice that we intend to do so."

On November 22, 2010, Mayor Healy sent a letter to Governor Chris Christie asking the Governor to take a "strong stance in opposition to the natural gas pipeline that Spectra Energy is proposing for Jersey City, our state's second largest city" and instruct the State Attorney General's Office to file for intervenor status against the Spectra Gas Pipeline.

For a complete timeline on the City's year long fight against the proposed Spectra Gas Pipeline and to learn what residents can do to help, read the "Opposition To The Spectra Pipeline" page at <http://jerseycitynj.gov/resident.aspx?id=7184> or email pipeline@jcnj.org.



IN AN EMERGENCY WE'LL CALL YOU
Mass Alert System Promises to Reach Further Than Ever



Mayor Healy encouraging residents to take advantage of the C3 program at the press conference last August.

funding from the U.S. Department of Homeland Security.

“Whether you have a smart phone, email, or home phone, we now have a way to reach you in case of an emergency,” said Mayor Healy. “But for this system to be truly effective, we need all of our residents and members of the business community to enroll in this important early alert system.”

The system, the first of its kind for Jersey City, was implemented in mid-August in the Office of Emergency Management with C3’s patented voice, text and web notification platform. The system linked with every phone number for the city through a contract with Verizon Business.

The success of the new mass notification system will be driven in part with the Citizen Interactive Registration, where business owners and residents can register how they would like to be contacted in an emergency--by email, voice contact or text messaging at their homes, place of work or private cell phones. The system is free to Jersey City residents.

Any resident who would like to register

to receive emergency notifications, should either log on to the City of Jersey City’s website at www.jerseycitynj.gov, where you will be directed to the C3 registration page, or go directly to <https://my.c3alert.us/jerseycitynj/home/welcome>.

In fact, registered users will have the ability to invite friends and family to join the system and build out their own personal emergency network that will be notified in case of an emergency. Users can even register their households as a special needs home, so that during emergencies, such as a power failure or evacuation, they and their loved ones can stay informed and safe.

Through the contract with Verizon, the database of hard-line phone numbers in the system will be regularly updated to ensure that all business and home land-lines will receive major state of emergency notifications that are of a priority one-level health risk, even if a resident is not registered with the service. The City, however, is urging everyone to register for this important service.

- MAYOR JERRAMIAH T. HEALY** 201-547-5200
- COUNCIL PRESIDENT PETER BRENNAN 201-547-5319
- COUNCILWOMAN-AT-LARGE WILLIE FLOOD 201-547-5134
- COUNCILMAN-AT-LARGE RAY VELAZQUEZ, JR. 201-547-5268
- WARD A COUNCILMAN MICHAEL SOTTOLANO 201-547-5098
- WARD B COUNCILMAN DAVID DONNELLY 201-547-5092
- WARD C COUNCILWOMAN NIDIA LOPEZ 201-547-5159
- WARD D COUNCILMAN WILLIAM GAUGHAN 201-547-5485
- WARD E COUNCILMAN STEVE FULOP 201-547-5315
- WARD F COUNCILWOMAN VIOLA RICHARDSON 201-547-5338
- MAYOR’S ACTION BUREAU 201-547-4900

CITY HALL MAIN NUMBER 201-547-5200

- DIVISION OF SENIOR AFFAIRS 201-547-4777/4361
- DEPARTMENT OF RECREATION 201-547-5003
- DEPARTMENT OF HEALTH & HUMAN SERVICES 201-547-6800
- DIVISION OF CULTURAL AFFAIRS 201-547-6921
- NEIGHBORHOOD IMPROVEMENT DISTRICT (NID) 201-547-5683
- PUBLIC WORKS 201-547-4402
- JERSEY CITY PUBLIC LIBRARY 201-547-4500
- PERSHING FIELD MAIN NUMBER 201-547-6886
- BERGENVIEW COMMUNITY CENTER (YMCA) 201-547-4316
- M.U.A. 201-547-1150
- J.C.E.D.C. / U.E.Z. PROGRAM 201-333-7797
- J.C.I.A. 201-432-4645
- J.C.R.A. 201-547-5816
- UNITED WATER 201-239-1108
- COUNTY PARKS 201-915-1388
- LIBERTY STATE PARK 201-915-3400
- BOYS & GIRLS CLUB 201-333-4100
- POLICE ACTIVITY LEAGUE (P.A.L.) 201-434-3366



COUNCILMAN-AT-LARGE RAY VELAZQUEZ
 SWORN IN ON 10/1/10



FIRST AFRICAN-AMERICAN FIRE CHIEF DARREN RIVERS
 SWORN IN ON 9/24/10



PUERTO RICAN FLAG RAISING 2010



ECUADORIAN FLAG RAISING 2010

UPCOMING CITY CLOSINGS / FURLOUGH DAYS

DECEMBER 2010

THURSDAY
 DECEMBER 23, 2010
 FURLOUGH ★ ● ■

FRIDAY
 DECEMBER 24, 2010
 CHRISTMAS EVE

FRIDAY
 DECEMBER 31, 2010
 NEW YEAR’S EVE

JANUARY 2011

MONDAY
 JANUARY 14, 2011
 FURLOUGH ★ ● ■

MONDAY
 JANUARY 17, 2011
 MARTIN LUTHER KING’S
 BIRTHDAY

FEBRUARY 2011

MONDAY
 FEBRUARY 14, 2011
 FURLOUGH ★ ■

FRIDAY
 FEBRUARY 18, 2011
 FURLOUGH ●

FRIDAY
 FEBRUARY 11, 2011
 LINCOLN’S BIRTHDAY

MONDAY
 FEBRUARY 21, 2011
 PRESIDENT’S DAY

- ★ Administration City Clerk Health & Human Services Office of the Mayor Public Works Housing, Economic Development & Commerce Tax Assessor
- Department of Law Municipal Courts
- Department of Recreation

CAKE BOSS COMES TO JERSEY CITY

Lackawanna Center's First Celebration Takes the Cake!

Their Newest Tenant, "Cake Boss" Buddy Valastro, Honored at On-site Luncheon



Who wants seconds? Mayor Jerramiah T. Healy, members of the City council and Congressman Albio Sires welcome "Cake Boss" Buddy Valastro to his new headquarters in Jersey City.

LLC, manages the complex. "His strong commitment to promoting local business activity, tied with his vision for the expansion of Carlo's Bakery have made him one of New Jersey's most beloved and enterprising figures."

Creator, innovator, and cake maestro, Buddy Valastro, who is the star of TLC's popular series "Cake Boss," has taken a 30,000-square-foot ground floor space which is being fully revamped with state-of-the-art baking facilities, a distribution center and new office headquarters for his growing business interests.

For the event, Buddy dazzled the coterie of attending business leaders, elected officials and brokers with a "sweet surprise" to celebrate his sizable new space. He and his crew of assistants from the bakery arrived bearing a 400 pound exact cake replica of Buddy's new digs – the Lackawanna Center building. Baked on 32 x 42 inch sheets, the sweet surprise was a combination of chocolate cake and vanilla cake with chocolate fudge and was decorated in modeling chocolate and fondant icing. It was designed to feed between 350 – 400 people.

Mayor Jerramiah T. Healy was also on hand for the festivities. Following the Mayor's tribute was an introduction to the planned Shops at Lackawanna – a dynamic retail development project for the property's ground floor which will include 200,000 square feet of retail space and two on-site 300-car parking lots.

"This is a momentous time for Buddy and Lackawanna Center," added Mr. Ratner. "Carlo's Bakery and Lackawanna share both a storied history with the area and an ambitious vision to create vibrant commercial activity in Jersey City."

Located at 629 Grove Street in Jersey City, the Center is bordered by Jersey Avenue, as well as Sixteenth and Eighteenth Streets. In addition, the 1.3 million-square-foot industrial/office/retail complex is situated directly outside the Holland Tunnel, making it blocks from Hoboken and close to the NJ Transit PATH trains.

To welcome the arrival of its newest and nationally known tenant, "Cake Boss" Buddy Valastro, and his 100-year-old family business, Carlo's Bakery, the owners of Lackawanna Center hosted a fall luncheon at the building on Tuesday, October 19, which ran from 12:00 p.m. to 2:00 p.m.

"We are thrilled to welcome Buddy and Carlo's Bakery to Lackawanna Center," said Jonathan A. Ratner, vice president of Emmes Asset Management Co., LLC, which in partnership with Sol Goldman Investments,

JERSEY CITY RECEIVES HOMELAND SECURITY FUNDING

Jersey City's Office of Emergency Management is Awarded \$3.5 Million in Homeland Security Funds

Monies to be used for Infrastructure Protection, Incident Management & Response, & Enhanced CBRNE Detection & Decontamination Capabilities

Mayor Jerramiah T. Healy, members of the Municipal Council and the Office of Emergency Management (OEM) announced today that the City of Jersey City has been awarded more than \$3.5 million in state administered federal grants through the Office of Homeland Security and Preparedness (OHSP) under the federal FY10 Urban Areas Security Initiative (UASI-Local Share).

"I congratulate OEM Director Greg Kierce and his staff for all their hard work and perseverance which went into helping to secure these monies to help keep our city and our residents safe," said Mayor Healy.

"This funding will allow us, at no cost to the tax payers, to maintain our readiness to prevent or respond to threats of terrorism, either here or throughout the entire UASI region."

The funding includes, among other items, \$250,000 for Emergency Operation Center Enhancement, and \$75,000 for National Incident Management System (NIMS) and Community Emergency Response Team (CERT) Training.

It also allots nearly \$2 million for the increased protection of the Jersey City Waterfront, Aquaduct, and Port Area Infra-

structure, \$85,000 for increased multi-agency Communication capabilities and close to a million dollars to aid in the detection of Chemical, Biological, Radiological, Nuclear, and Explosives (CBRNE) threats. Also included is \$100,000 for Enhanced Urban Search and Rescue Tools for first responders.

Funding for the grant will be administered through the State of New Jersey OHSP. The City is required to submit biannual reports for approved projects which comply with the mandated goals and objectives which have been set by the state and urban areas homeland strategies.

Mayor Jerramiah T. Healy
& the Jersey City Municipal Council
want you to do your *holiday* shopping

in
Jersey City

Here's why shoppers from all around the Metropolitan area head to the Jersey City Urban Enterprise Zone for all of their holiday gifts, fashions and décor:

- A wealth of nationally known retailers and independently owned shops and boutiques.
 - NO sales tax on clothing and shoes!
 - Just 3.5% sales tax*—half the regular New Jersey sales tax and 5% less than the Big Apple's sales tax on fashion accessories, appliances, electronics, furniture and home furnishings, toys, books and so much more!
- *at participating locations.



Jersey City Economic Development Corporation
Building Businesses. Building Lives.

30 Montgomery Street, Suite 820 Jersey City, NJ 07302 201.333.7797
Visit us online at www.jcedc.org

Paid for by the Jersey City Urban Enterprise Zone Program



MAYOR JERRAMIAH T. HEALY
THE JERSEY CITY MUNICIPAL COUNCIL
and THE DEPARTMENT OF RECREATION
 PRESENT THE



RECREATION HOLIDAY SCHEDULE OF ACTIVITIES

PERSHING FIELD PARK, 201 CENTRAL AVENUE - JERSEY CITY, NJ

SATURDAY, DECEMBER 18, 2010 • 11 AM - 1 PM

FREE REFRESHMENTS • FREE ADMISSION



Rental Skates are available at the following rates:

Adult Figure Skates, \$3.00 per session

Children Figure Skates, \$3.00 per session

K-2 Hockey Skates, \$4.00 per session

Skate Sharpening, \$9.00

Bring out your family for the day! For more information, call: 201-547-4392 / 201-547-6886.

***HOLIDAY HOURS FOR PUBLIC POOL AND SKATING**

POOL

Sunday, December 26th through Thursday, December 30th
 Friday, December 31st and Saturday, January 1st
 Sunday, January 2nd

OPEN during Regular Hours
 CLOSED for New Year's Holiday
 OPEN during Regular Hours



ICE RINK

Sunday, December 26th through Tuesday, December 28th
 Wednesday, December 29th and Thursday, December 30th
 Friday, December 31st and Saturday, January 1st
 Sunday, January 2nd

OPEN 12:15pm - 2:00pm, 2:15pm - 4:45pm
 OPEN 12:30pm - 2:15pm, 2:30pm - 4:00pm, 4:15pm - 6:00pm
 CLOSED for New Year's Holiday
 OPEN 12:15pm - 2:00pm, 2:15pm - 4:45pm



201-547-4392 / 201-547-6886 * Fee required

PROGRAMS AND ACTIVITIES

BASEBALL/SOFTBALL CLINICS

Monday, December 27th through Thursday, December 30th, 2010
 10:00am - 1:00pm

Open to Boys and Girls ages 7 - 17. Participants must bring their own glove.
 On-site registration at St. Peter's College Gym / "Bubble" - Montgomery St./Kennedy Blvd.

JERSEY CITY ARMORY

Monday, December 27th through Thursday, December 30th, 2010
 12:00pm - 6:00pm



FOR FURTHER INFORMATION, PLEASE CALL 201-547-5003.
 VISIT US AT JERSEYCITYNJ.GOV.

BECOME A FAN OF THE CITY OF JERSEY CITY OFFICIAL GOVERNMENT FACEBOOK PAGE.

Jersey City Awarded More than \$13.5 Million in Federal Housing Funds Monies to be Used for Non-Profits, Affordable Housing and More



Attending the ceremony along with Mayor Healy were, from left, HUD Regional Administrator Adolfo Carrion, U.S. Senator Robert Menendez, U.S. Representative Albio Sires, U.S. Representative Donald Payne, Jersey City Ward F Councilwoman Viola Richardson, and Ward A Councilman Mike Sottolano.

On October 15, 2010, Mayor Jerramiah T. Healy announced that the City of Jersey City had been awarded more than \$13.5 million in federal grants through the U.S. Department of Housing and Urban Development (HUD).

The funding included a Community Development Block Grant (CDBG) for \$7,105,628, an Emergency Shelter Grant (ESG) for \$286,419, a HOME award for

\$3,258,765, and the Housing Opportunities for Persons with AIDS (HOPWA) award for \$2,926,790.

"Once again, we are grateful for the hard work of our federal delegation, including Senators Robert Menendez, Frank Lautenberg, and Congressmen Albio Sires, Donald Payne, and Steven Rothman, for continually bringing home Jersey City's share of federal funding for important programs such as these," said Mayor Healy. "With this funding we will be able to continue and expand our aid to non-profit organizations throughout the city, as well as for affordable housing initiatives and services for seniors, the disabled, and others."

The funding will be administered through the Department of Housing, Economic Development and Commerce, Division of Community Development, and in the CDBG allocation will be used to fund approximately 60 non-profit programs ranging from youth services (Boys and Girls Club and various baseball leagues) to senior services (St. Anne's Home and Visiting Homemakers of Hudson County).

Additionally, CDBG funds will be used to rehabilitate housing for low to moderate income

households, improve facilities where services are provided for income persons and to pave the way for the redevelopment of income areas such as Martin Luther King Drive and Ocean Avenue.

The City is also planning to utilize CDBG monies to fund two economic development initiatives, which will be carried out by Rising Tide Capital, an entrepreneurship training program, and Hudson Community Enterprises, an employment training program for disabled adults.

The City will use HOME funds to support the creation of affordable housing units for families and senior citizens. It is estimated that approximately 120 affordable housing units will be subsidized as a result of this year's HOME grant, as the grant funding will be used to leverage additional funds. ESG funds will be used to support the operation of St. Lucy's Shelter and Hope House.

HOPWA funds provide housing assistance for persons living with HIV/AIDS. HOPWA funds are primarily used to provide rental assistance. The City administers HOPWA funds for all of Hudson County.

McDONALD'S OPENS AT THE MARTIN LUTHER KING DRIVE HUB

Ribbon-Cutting Ceremony Held at the New McDonald's at the MLK Drive HUB



On Thursday, December 2, 2010, Mayor Jerramiah T. Healy, members of the Municipal Council, and representatives of the Jersey City Redevelopment Agency cut the ribbon on the official opening of the new McDonald's restaurant at the MLK HUB, 360-398 Martin Luther King Drive.

"We are pleased to welcome this new business to the HUB," said Mayor Healy. "During this difficult economic time, it is a positive to see new businesses making an investment in our city, and in our neighborhoods, to improve the quality of life. We wish Ms. Quintana much success in her new endeavor."

The owner of the restaurant, Celeste Quintana, also owns four other McDonald's restaurants throughout Jersey City. At the HUB location, Ms. Quintana has hired 43 employees, and in total, employs approximately 225

people throughout her five restaurants, all of whom are Jersey City residents. She has been operating McDonald's restaurants in Jersey City for the past 15 years.

In addition to growing her business, each year Ms. Quintana sponsors an Easter Egg hunt for the Jersey City community. She, and her family, have also donated funds to various Jersey City school soccer programs and provided scholarships to Jersey City high school students.

"We're continuing to make headway on creating a viable and vibrant retail center which will serve the immediate neighborhood," stated Robert Antonicello Executive Director of the Agency. "Critical to the centers success is drawing "Triple A" tenants that create employment opportunities and pedestrian traffic for the HUB."