

we grow communities

TRIAD

A S S O C I A T E S

Triad Associates Newsletter

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**Congratulations to
Triad's Newest
Planner!**

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Congratulations to Lorissa  
Whitaker Senior Associate

*Happy Holidays*



### Happy Holidays and Best Wishes for the New Year

On behalf of the company and staff we want to take a moment to express our appreciation to you - the friends, colleagues and clients of Triad Associates - for your confidence, loyalty, and support. We truly value our relationship.

At this special time of year, all of us reflect on the blessings that family, friends and colleagues bring to our personal and professional lives. We look forward to building on these relationships in 2010 and for many years to come.

It is in this spirit that we want to extend the very best wishes to you, your colleagues and family for a Happy Holiday and Joyous New Year.

Sincerely yours,

at Triad. Lorissa is now recognized as a planning professional by the American Institute of Certified Planners. By passing a rigorous examination and possessing several years of experience in the field, Lorissa joins the ranks of other Planning Professionals nationwide. In addition to receiving the national AICP certification, Lorissa is certified as a Professional Planner by the State of New Jersey.

Triad now has two certified planners on staff and brings a "practitioners perceptiveness" on planning. We are proud to state that we can both develop and implement the plans required to promote economic growth and neighborhood stability in your community.

## Quick Links

[More About Us](#)

## NJLM Corner

Triad is the Official Grant  
Consultant for the NJ  
League of Municipalities

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[Making the Most of the Holiday Season in Your Community](#)

It is that special time of year again! Unfortunately, the holiday season seems to arrive quicker with each passing year. Yet this festive occasion provides many opportunities for communities to showcase their downtowns and



Michael Zumpino, Chairman



Jerry Velazquez, III, President & CEO

Preparing for the 2010 Census

Amazingly, Census Day is just four months away. Every ten years, the U.S. Bureau of the Census conducts an enumeration of the population of the United States and its characteristics. This is a requirement of the U.S. Constitution.

The Census has a profound effect on the future of all municipalities, counties and states for a number of reasons. When your residents fill out the census form, they are making a statement about what resources your community needs going forward. Census data is used to decide how more than \$400 billion per year is allocated for infrastructure and services including hospitals, job training centers, schools, senior centers, public works projects and emergency services. For example, grant programs through the U.S. EDA depend on data provided by the Census while CDBG funding is based on population counts. A "complete count" can mean tens of thousands of dollars in additional funding for your community. Further, accurate data reflecting changes in your community are crucial in apportioning seats in the U.S. House of Representatives. According to Robert M. Groves, Director of the U.S. Census Bureau, "Just like we can't survive without roads and bridges, the country doesn't function well without an updated Census to distribute funds to areas that most need them and to support community decisions about their own future."

In March of 2010, census forms will be delivered to every residence throughout the United States and Puerto Rico. Households that do not return the form may receive a visit from a census taker, who will ask the questions in person. All personal information is strictly confidential and protected under federal law.

To learn more about the 2010 Census and how it will affect your community, visit the [Census 2010 web site](#).

Triad Presents at the League

Triad was a featured presenter at the 94th Annual New Jersey

commercial centers. There are also some challenges and pitfalls around which it is important to be sensitive and informed. This article highlights some of these opportunities and challenges.

For many people, shopping downtown is no longer the holiday ritual it once was. In fact, many people are probably not familiar with the shopping opportunities that exist locally. This is true for large cities as well as small towns. The holiday season provides the chance for your community to profile your downtown. Let people know the types of merchants who are located there. Through special festivals and events, municipalities can draw people who may otherwise not visit to their downtown or retail centers. This gives shop keepers the chance to showcase their wares and to join in a coordinated effort with other store owners to extend their store hours, partner in a marketing effort or otherwise maximize their exposure and that of the downtown. It gives the municipality the chance to distinguish itself from other communities - perhaps by highlighting some extraordinary decorations or drawing attention to a special retail niche or annual event.

Continue reading the article [here](#).

New Clients

Triad would like to acknowledge and welcome our newest clients:

League of Municipalities Conference, held in Atlantic City from November 17 - 19th. Jerry Velazquez, Triad's President/CEO was among several individuals who spoke at a session entitled, "Show Me the Money - Locating Grant Funding to Meet your Municipality's Needs." We would like to thank the following individuals who also spoke at the session, including Kim Ayers, Director of Community Development and Planning, Millville, Thomas E. Harper, Mayor of Wrightstown, Wilda Diaz, Mayor of Perth Amboy and Justin Lambert, Policy Advisor for Governor Corzine. Presiding over the session was Mayor William Pikolycky of Woodbine, NJ. Over 400 individuals attended the presentation, which illustrated various funding strategies on the federal and state levels, stimulus grant opportunities, and funding strategies from foundations. In addition to participating in the League session, Triad also hosted a consulting period for grants and funding strategies.

Direct Install Program Launch

The NJ Board of Public Utilities (BPU) recently launched a new opportunity to promote energy efficiency through the NJ Clean Energy Program. The much anticipated Direct Install program will pay up to 80% of retrofit costs for small and medium sized businesses to upgrade to energy efficient equipment. Applicable systems include lighting, HVAC, refrigeration, motors, and natural gas. The building must be located in New Jersey and served by one of the state's public, regulated electric or natural gas utility companies.

To expedite this program, the BPU has already selected contractors that will work with you throughout the entire process, starting with an assessment of the facility and ending with the installation of the energy efficient equipment. And according to Direct Install, since your cost share is only 20%, your project will pay for itself in less than 2 years. Further, there is a fast turn-around for Direct Install. Project installations are typically completed within 60 days of the initial assessment.

To learn more about how you can reduce energy costs while improving energy efficiency within your municipality, visit the [njcleanenergy web site](#).

Borough of Woodbine Honored at the First Annual Sustainability Awards Luncheon

The Borough of Woodbine was honored at the New Jersey League of Municipalities First Annual Sustainability Awards Luncheon on November 17th. The Borough was recognized for its Sustainable Jersey certification and also won a Sustainable Champion award in the small municipal category for its Rural Sustainability Plan. Last year the Borough executed a contract with the NJ Office of Smart Growth for Triad to facilitate the development of a sustainability

Pleasantville Housing
Authority

plan. The result was a comprehensive plan to promote green development, energy efficiency and the use of alternative energy, non-automotive transportation, conservation of open space, and smart growth initiatives within the Borough. Congratulations to the Borough on becoming the State of New Jersey's first Sustainable Champion!