MONMOUTH COUNTY

COUNTY OF MONMOUTH
1683
NEW JERSEY

2019
PROFILE

Monmouth County 2019 Profile
June 2019

MONMOUTH COUNTY PLANNING BOARD

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INTRODUCTION

The Monmouth County Division of Planning creates, maintains, and updates a number of annual planning reports for public use. In creating the Monmouth County Profile Report, the Division of Planning provides decision makers and the public with meaningful knowledge and understanding about the complex planning issues facing Monmouth County. This annual profile serves as a comprehensive demographic and economic review of Monmouth County. Preparation of this report involves collection and analysis of data from various sources, including U.S. Census Bureau, N.J. Department of Labor, Bureau of Labor Statistics, Bureau of Economic Analysis, and others. This document seeks to showcase the County's latest demographic trends and economic initiatives involving both the public and private sectors. *The Monmouth County Master Plan* recognizes the *Monmouth County Profile Report* as one of numerous consultative and supportive documents that should be referred to alongside the *Master Plan* during policy formation and program development.

LOCATION

Monmouth County, with a total land area of 472 square miles and 193 square miles of water bodies, ranks as the 6th largest county in New Jersey. The County is situated along the Atlantic Seaboard between New York City and Philadelphia, centrally located within the Boston to Washington D.C. regional corridor. The county is home to fifty-three municipalities, ranging in size from 0.1 square miles (Shrewsbury Township) to 62.1 square miles (Howell). Overall population density is approximately 1,330 people per square mile with town populations ranging from 190 (Loch Arbour) to 66,291 people (Middletown). Most of the population lives within five miles of either the Raritan Bay shoreline or Atlantic Ocean coastline. The County Seat is Freehold Borough, which is located in central Monmouth County at the convergence of U.S. Highway 9, State Route 33, and County Route 537. Monmouth County's ideal seaside setting, midway between two of the nation's largest metropolitan areas, provides the perfect location for city bound commuters as well as close getaway destinations for urbanites seeking refuge to the country or the world famous Jersey Shore.
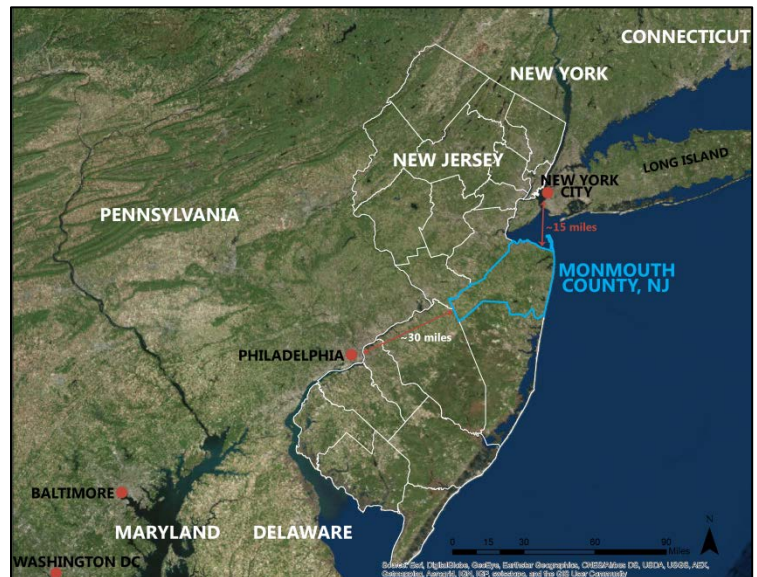
Monmouth County Municipalities

1) DEMOGRAPHICS

a) Population

Prior to World War II, Monmouth County was predominately rural with over 50% of its land area devoted to farming. After the war ended the population surged and by 1950 the County had added over 64,000 residents to the 1940 total of 161,238 people. The 1954 opening of the Garden State Parkway brought expanded residential and economic development opportunities along with improved access to regional employment centers.

The post-war baby boom, suburban migration, and the in-migration of major employers drove population growth for the next two decades, adding over 236,000 residents by 1970; more than doubling the County's population. Almost 50% of Monmouth's population growth during the post-war suburbanization period (1945-1974) occurred within municipalities adjacent to the Garden State Parkway (Economic Profile of Monmouth County, 1980). In subsequent decades, the County's population growth slowed to a more sustainable rate, averaging 51,000 per decade, reaching 615,301 by the year 2000.

During the 1980's the widening of Route 9 spurred both residential and economic growth in the western part of the County. Between 1990 and 2000, 51.2% of the County's total population growth occurred within four Western Monmouth municipalities: Howell (16%), Marlboro (14%), Freehold Township (11%) and Manalapan (11%). While capturing a majority of the County's population growth, these four municipalities make up only 33% of total land area within the county. The U.S. Census Bureau estimated that 49% of Monmouth County's population growth between 1990 and 2000 was linked to net natural increase (excess births minus deaths), 34% to in-migration from other parts of the United States, and 19% from international immigration.

Total Monmouth County Population 1940-2010			
Year	County	Population increase	% increase from previous decade
1940	161,238	14,029	9.5%
1950	225,327	64,089	39.7%
1960	334,401	109,074	48.4%
1970	461,849	127,448	38.1%
1980	503,173	41,324	8.9%
1990	553,124	49,951	9.9%
2000	615,301	62,117	11.2%
2010	630,380	15,079	2.5%
Source: U.S. Census Bureau			

The 2010 U.S. Census reported Monmouth's population to be 630,380, a 2.5% increase from 2000, the lowest observed population growth increase since The Great Depression. The 2010 Census count ranked Monmouth County as the 5th most populous in New Jersey, encompassing 7.2% of the state's population.

**Total Population
Compound Annual Growth Rate
1950-2010**

Source U.S Census Bureau
Compiled by the Monmouth County Division of Planning
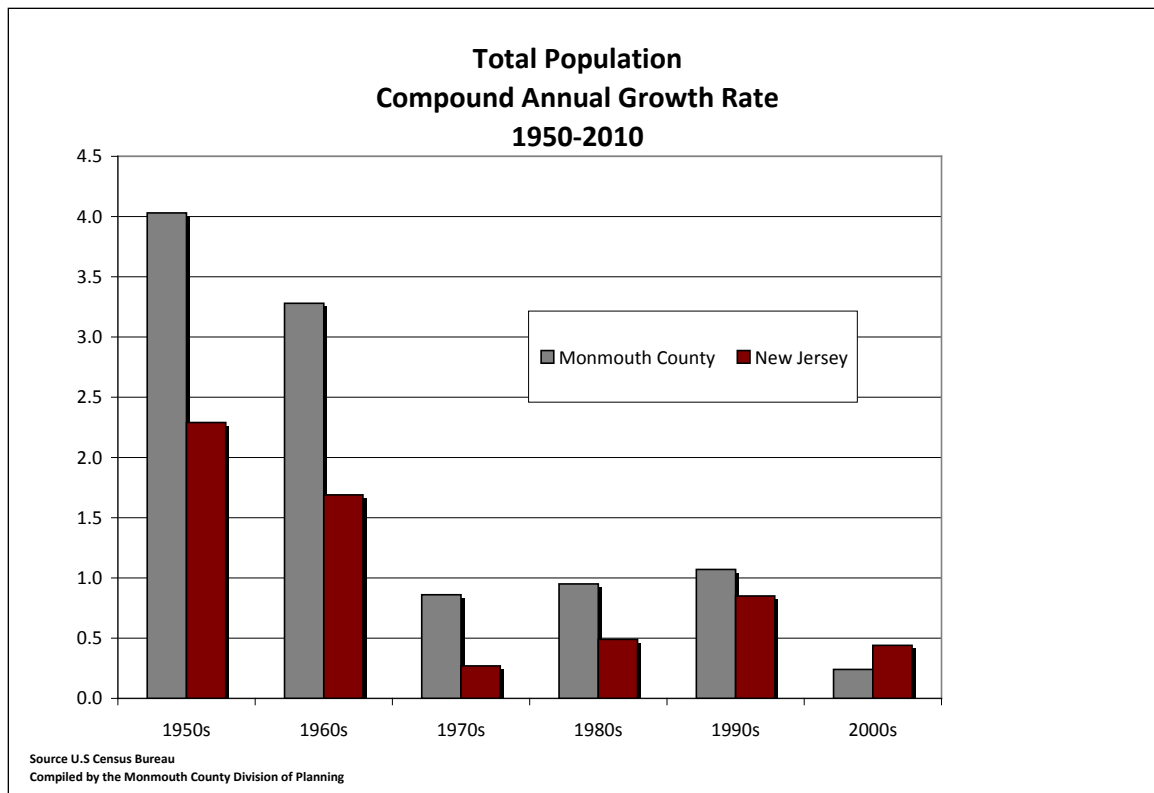
Between 2000 and 2010, twenty of the County's fifty-three municipalities grew in population, while thirty-three saw a decline. A significant portion of the County's population growth continued to be concentrated in western municipalities: Manalapan, Freehold Township, Marlboro, Tinton Falls, Upper Freehold, and Howell. The 2000's marked the first decade in over fifty years in which New Jersey's annual growth rate (0.40%) was faster than Monmouth County's (0.24%).

b) Population Density

According to the 2010 Census, Monmouth County has a density of 1,337 people per square mile. In addition to the historic urban centers, municipalities with the highest population densities can be found along the coast, bayshore, and adjacent to the Garden State Parkway.

Densities range from 12,678 persons per square mile in Shrewsbury Township to a low of 145 persons per square mile in Upper Freehold. The following municipalities have the highest overall density per square mile:

- Shrewsbury Township (0.09 square miles): 12,678 persons/sq. mile
- Asbury Park (1.50 square miles): 10,744 persons/sq. mile
- Keansburg (0.95 square miles): 10,637 persons/sq. mile
- Lake Como (0.20 square miles): 8,795 persons/sq. mile
- Highlands (0.64 square miles): 7,820 persons/sq. mile

The larger suburban municipalities, Freehold Township, Marlboro, Manalapan, Howell, Holmdel, Middletown, Wall, and Tinton Falls, have densities ranging from approximately 800 to 1,600 persons/square mile.

Monmouth County's large rural municipalities, located primarily in the western portion of the County, have the lowest population density per square mile.

- Upper Freehold (47.45 square miles): 145 persons/sq. mile
- Millstone (37.38 square miles): 283 persons/sq. mile
- Colts Neck (31.70 square miles): 320 persons/sq. mile

The following table illustrates Monmouth County's municipal densities between 1990 and 2010.

Municipal Population Densities
1990, 2000, and 2010

Municipality	Square Miles	Population 1990	Population 2000	Population 2010	Density Per Sq. Mi. 1990	Density Per Sq. Mi. 2000	Density Per Sq. Mi. 2010	Rankings For 2010
Aberdeen	5.45	17,038	17,454	18,210	3,126	3,203	3,341	22
Allenhurst	0.3	759	718	496	2,530	2,393	1,653	39
Allentown	0.6	1,828	1,882	1,828	3,047	3,137	3,047	24
Asbury Park	1.5	16,799	16,930	16,116	11,199	11,287	10,744	2
Atlantic Highlands	1.2	4,629	4,705	4,385	3,858	3,921	3,654	17
Avon-by-the-Sea	0.4	2,165	2,244	1,901	5,413	5,610	4,753	13
Belmar	1	5,877	6,045	5,794	5,877	6,045	5,794	10
Bradley Beach	0.7	4,475	4,793	4,298	6,393	6,847	6,140	8
Brielle	1.65	4,406	4,893	4,774	2,670	2,965	2,893	26
Colts Neck	31.7	8,559	12,331	10,142	270	389	320	51
Deal	1.2	1,179	1,070	750	983	892	625	49
Eatontown	5.8	13,800	14,008	12,709	2,379	2,415	2,191	32
Englishtown	0.57	1,268	1,764	1,847	2,225	3,095	3,240	23
Fair Haven	1.55	5,270	5,937	6,121	3,400	3,830	3,949	15
Farmingdale	0.5	1,462	1,587	1,329	2,924	3,174	2,658	28
Freehold Borough	1.9	10,742	10,976	12,052	5,654	5,777	6,343	7
Freehold Township	37	24,710	31,537	36,184	668	852	978	45
Hazlet	5.6	21,976	21,378	20,334	3,924	3,818	3,631	18
Highlands	0.64	4,849	5,097	5,005	7,577	7,964	7,820	5
Holmdel	17.9	11,532	15,781	16,773	644	882	937	46
Howell	62.1	38,987	48,903	51,075	628	787	822	48
Interlaken	0.38	910	900	820	2,395	2,368	2,158	33
Keansburg	0.95	11,069	10,732	10,105	11,652	11,297	10,637	3
Keyport	1.4	7,586	7,568	7,240	5,419	5,406	5,171	12
Lake Como	0.2	1,482	1,806	1,759	7,410	9,030	8,795	4
Little Silver	2.8	5,721	6,170	5,950	2,043	2,204	2,125	34
Loch Arbour	0.1	380	280	194	3,800	2,800	1,940	35
Long Branch	5.1	28,658	31,340	30,719	5,619	6,145	6,023	9
Manalapan	30.85	26,716	33,423	38,872	866	1,083	1,260	43
Manasquan	1.4	5,369	6,310	5,897	3,835	4,507	4,212	14
Marlboro	30.35	27,974	36,398	40,191	922	1,199	1,324	42
Matawan	2.26	9,270	8,910	8,810	4,102	3,942	3,898	16
Middletown	41.08	68,183	66,327	66,522	1,660	1,615	1,619	40
Millstone	37.37	5,069	8,970	10,566	136	240	283	52
Monmouth Beach	1.1	3,303	3,595	3,279	3,003	3,268	2,981	25
Neptune	8	28,148	27,690	27,935	3,519	3,461	3,492	20
Neptune City	0.9	4,997	5,218	4,869	5,552	5,798	5,410	11
Ocean	11.2	25,058	26,959	27,291	2,237	2,407	2,437	29
Oceanport	3.1	6,146	5,807	5,832	1,983	1,873	1,881	36
Red Bank	1.75	10,636	11,844	12,206	6,078	6,768	6,975	6
Roosevelt	1.93	884	933	882	458	483	457	50
Rumson	5.2	6,701	7,137	7,122	1,289	1,373	1,370	41
Sea Bright	0.6	1,693	1,818	1,412	2,822	3,030	2,353	30
Sea Girt	1.05	2,099	2,148	1,828	1,999	2,046	1,741	37
Shrewsbury Borough	2.3	3,096	3,590	3,809	1,346	1,561	1,656	38
Shrewsbury Township	0.09	1,098	1,098	1,141	12,200	12,200	12,678	1
Spring Lake	1.3	3,499	3,567	2,993	2,692	2,744	2,302	31
Spring Lake Heights	1.3	5,341	5,227	4,713	4,108	4,021	3,625	19
Tinton Falls	15.15	12,361	15,053	17,892	816	994	1,181	44
Union Beach	1.8	6,156	6,649	6,245	3,420	3,694	3,469	21
Upper Freehold	47.45	3,277	4,282	6,902	69	90	145	53
Wall	31.01	20,244	25,261	26,164	653	815	844	47
West Long Branch	2.83	7,690	8,258	8,097	2,717	2,918	2,861	27
Monmouth County	**471.56**	**553,124**	**615,301**	**630,380**	**1,173**	**1,305**	**1,337**	**n/a**

Sources:1990, 2000, 2010 population - U.S. Census

c) In-Migration/Out-Migration

The Internal Revenue Service (IRS) data extracts include records from domestic as well as foreign tax forms. The IRS returns include data for the filer, the filer's spouse, and all dependents via the exemptions category. Migration status is determined when one year's state and county residence is compared to the following year. If a taxpayer moved but remained within the state and county, then the mover is a "non-migrant". If the county differs, the household is considered a "migrant". According to federal tax return information from 2014 to 2016, the counties with the largest migration of households into Monmouth were Ocean (17.53%) and Middlesex (16.09%).

Household In-Migration by County 2014-2016 To Monmouth County						
County of Residence				**Total In-Migration**	**2014-2016**	**Avg. Household**
	2014	**2015**	**2016**	**2014-2016**	**% of Total**	**Size**
Ocean	2,026	1,554	2,008	5,588	17.53%	1.71
Middlesex	1,858	1,385	1,887	5,130	16.09%	1.94
Hudson	591	418	604	1,613	5.06%	1.89
Richmond	451	307	510	1,268	3.98%	2.24
Union	416	298	478	1,192	3.74%	1.71
Kings	410	370	472	1,252	3.93%	1.89
New York	407	292	420	1,119	3.51%	1.67
Bergen	309	257	372	938	2.94%	1.72
Essex	265	241	353	859	2.69%	1.87
Mercer	339	236	291	866	2.72%	1.78
Somerset	252	187	261	700	2.20%	1.80
Morris	197	139	240	576	1.81%	1.61
Queens	164	116	180	460	1.44%	1.86
Burlington	126	146	163	435	1.36%	1.74
Passaic	113	93	122	328	1.03%	1.74
Palm Beach	90	113	94	297	0.93%	1.33
In-migration from Other U.S. Counties + Foreign	3,413	2,593	3,309	9,261	29.05%	n/a
Total In-migration	11,427	8,691	11,764	31,882	100%	n/a
Monmouth County Non-Migrant Households	240,501	244,560	244,820	n/a	n/a	2.17
Source: U.S. Internal Revenue Service Compiled by the Monmouth County Division of Planning						

The following table lists the top counties that serve as destinations for households migrating out of Monmouth County. Between 2014 and 2016, approximately 19.32% of households moving out of Monmouth relocated to Ocean County and 11.38% relocated to Middlesex County. Analysis of the tax data indicates that 3,639 more households moved out of Monmouth County than moved in.

Household Out-Migration by County 2014-2016 To Monmouth County						
County of Residence				**Total Out-Migration**	**2014-2016**	**Avg. Household**
	2014	**2015**	**2016**	**2014-2016**	**% of Total**	**Size**
Ocean	2,439	1,840	2,577	6,856	19.32%	1.73
Middlesex	1,455	1,123	1,461	4,039	11.38%	1.70
Hudson	504	461	591	1,556	4.38%	1.24
New York	564	521	478	1,563	4.40%	1.19
Mercer	310	246	308	864	2.43%	1.57
Union	247	207	302	756	2.13%	1.65
Kings	299	262	252	813	2.29%	1.40
Palm Beach	224	200	225	649	1.83%	1.73
Essex	221	199	217	637	1.79%	1.65
Bergen	204	165	213	582	1.64%	1.53
Burlington	154	128	210	492	1.39%	1.62
Somerset	189	143	174	506	1.43%	1.54
Morris	146	161	157	464	1.31%	1.37
Philadelphia	128	110	140	378	1.06%	1.29
Queens	118	123	126	367	1.03%	1.37
Richmond	165	149	125	439	1.24%	1.88
Out-migration to Other U.S. Counties + Foreign	5,181	4,072	5,280	14,533	40.94%	n/a
Total Out-migration	12,548	10,110	12,836	35,494	100%	n/a
Monmouth County Non-Migrant Households	240,501	244,560	244,820	n/a	n/a	2.17
Source: U.S. Internal Revenue Service Compiled by the Monmouth County Division of Planning						

The U.S. Census Bureau determines average household size by dividing the number of persons in households by the number of households. The IRS determines average household size strictly by counts of spousal units and dependent children. Segments of the population are not fully represented by tax returns, such as the elderly and those with limited incomes.

The following graph shows the net migration (in migration minus out migration) from 2001 to 2015. The graph shows that migration since 2001 has been negative, with peak loss due to out migration occurring in 2006 with a net loss of 2,270 households.

**Net Migration of Households
Monmouth County
2001 - 2016**

Source: U.S. Internal Revenue Service
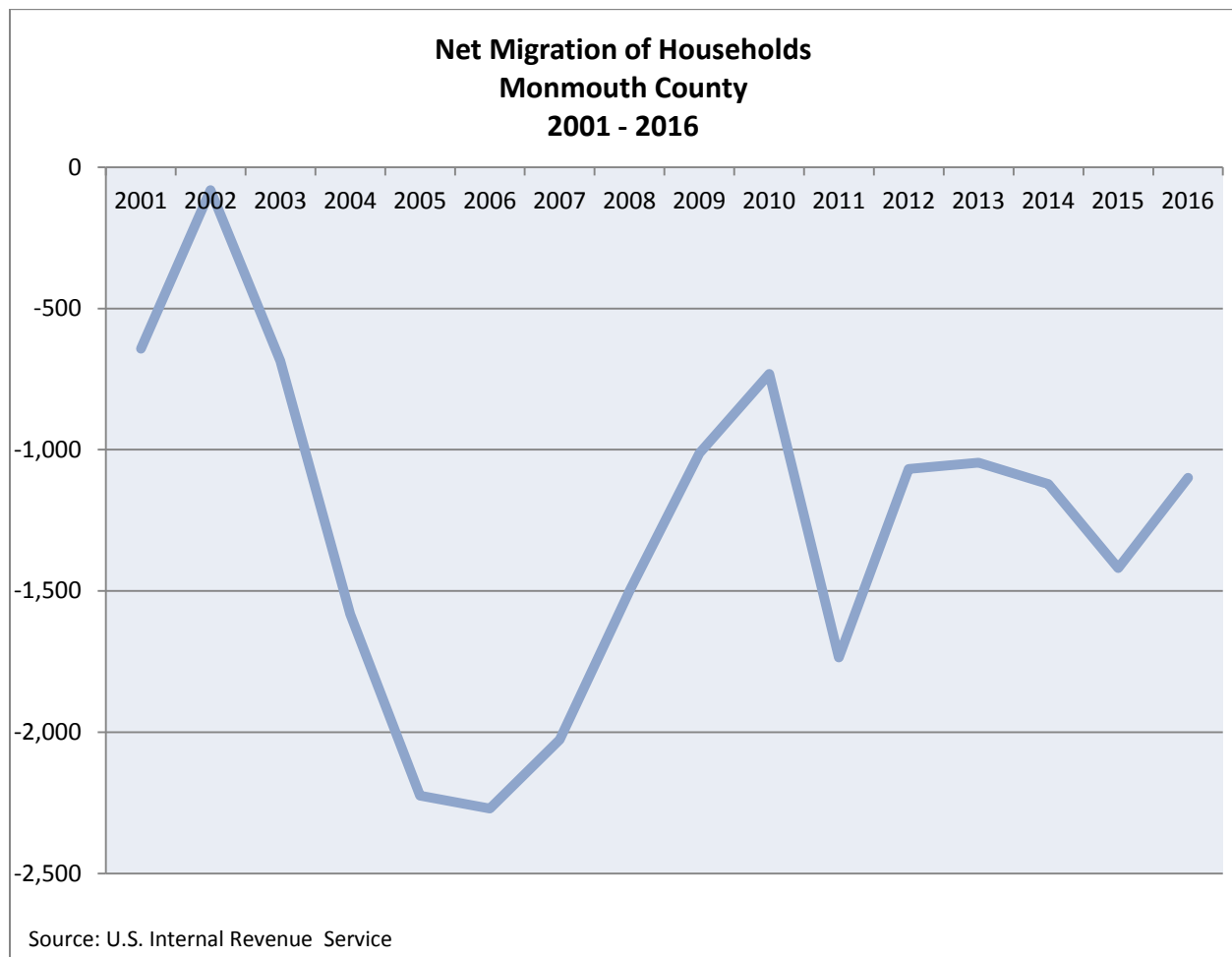
The following illustration is a "heat" map of recent moves produced from data collected within the Reference USA business database. The map includes anyone who has moved to a house or apartment in Monmouth County (including inter-county movers). As the map shows, a large majority of movers are moving to locations along the coast, primarily the dense urban areas of Asbury Park, Long Branch, Neptune Township, and Red Bank. In total the database shows that 29,730 households moved into a Monmouth County municipality. The database counts families as a single person. For example, if a family of four moved, the database will only list a single name. Contrastingly, the data set does include everyone in a household who is not related.

Recent Movers
May 2017 – May 2018
Monmouth County
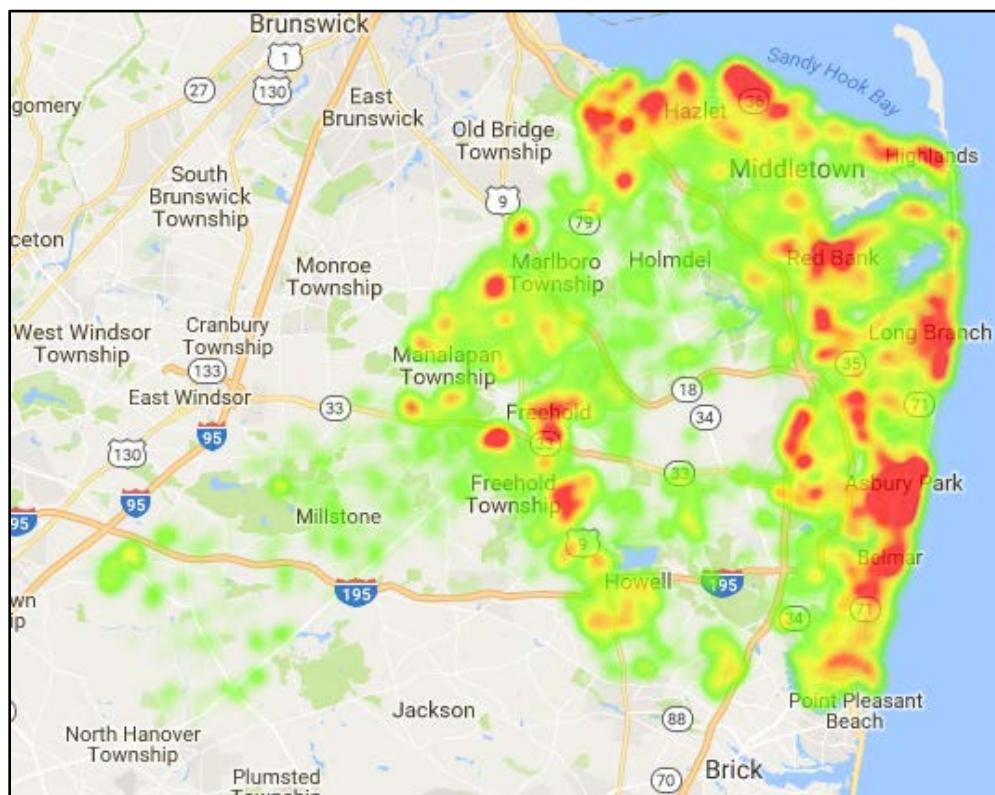
Source: Reference USA

The negative out migration of households has caused a decline of population within Monmouth County according to the population estimates put out by the Population Division of the U.S. Census Bureau. Between April 2010 and July 2018 the Population Division estimates that Monmouth County experienced a population loss of 9,020 residents. The following table summarizes the components of population change for the County between April 2010 and July 2018. As the table shows, Monmouth County has gained population through migration from international areas as well as natural increase in population (births minus deaths). However, due to the large amount of domestic out migration, overall population change has been negative.

Cumulative Estimates of the Components of Population Change April 1, 2010 to July 1, 2018 Monmouth County						
Total Population Change	Natural Increase	Vital Events		Net Migration		
		Births	Deaths	Total	International	Domestic
-9,020	4,629	49,462	44,833	-13,645	5,360	-19,005
Source: U.S. Census Bureau, Population Division						

The following table summarizes the Population Divisions annual population estimates from 2010 to 2018.

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Population Estimates (as of July 1) 2010* to 2018 Monmouth County									
Monmouth	630,480	629,102	627,663	626,980	625,647	624,320	623,286	622,327	621,354
Source: U.S. Census Bureau, Population Division									
*The 2010 number is an estimate, not the census count									

Whereas the Internal Revenue Service data set and the Population Division of the U.S. Census Bureau estimations analyze migration at the household level and person level, respectively, data from the American Community Survey (ACS) provides specific demographic details on the populations migrating into and out of Monmouth County.

The following table shows the estimated number of people that either moved in or out of Monmouth County by age cohort. The table shows domestic migration only; it does not include people who moved to or from Monmouth County from another country. The data was collected over a 5-year period and therefore represents annual migration estimates for all 5 years; 2013 to 2017. For example, the estimated total domestic in-migration was found to be 21,590 people per year for the 5 year period. In addition, because the data is only an estimation based on a sample of the population subtracting the in-migration by out-migration in order to find net-migration is not recommended.

Estimated Number of People Moving In and Out of Monmouth County by Age Group* 2017 American Community Survey 5-Year Estimates Monmouth County			
Age Cohort	**In Migration**	**Out Migration**	**Population Change Direction**
1 to 4 years	1,747	740	Very Likely Increase
5 to 17 years	2,145	1,751	
18 and 19 years	765	3,611	Very Likely Decrease
20 to 24 years	2,287	4,114	Very Likely Decrease
25 to 29 years	3,012	3,291	
30 to 34 years	2,351	1,974	
35 to 39 years	2,015	1,371	Likely Increase
40 to 44 years	1,052	1,179	
45 to 49 years	881	754	
50 to 54 years	1,293	1,032	
55 to 59 years	855	1,094	
60 to 64 years	915	774	
65 to 69 years	648	899	
70 to 74 years	480	448	
75 years and over	1,144	903	
Total	21,590	23,935	Possible Decline
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates			
Compiled by the Monmouth County Division of Planning			
*Numbers include domestic migration only			

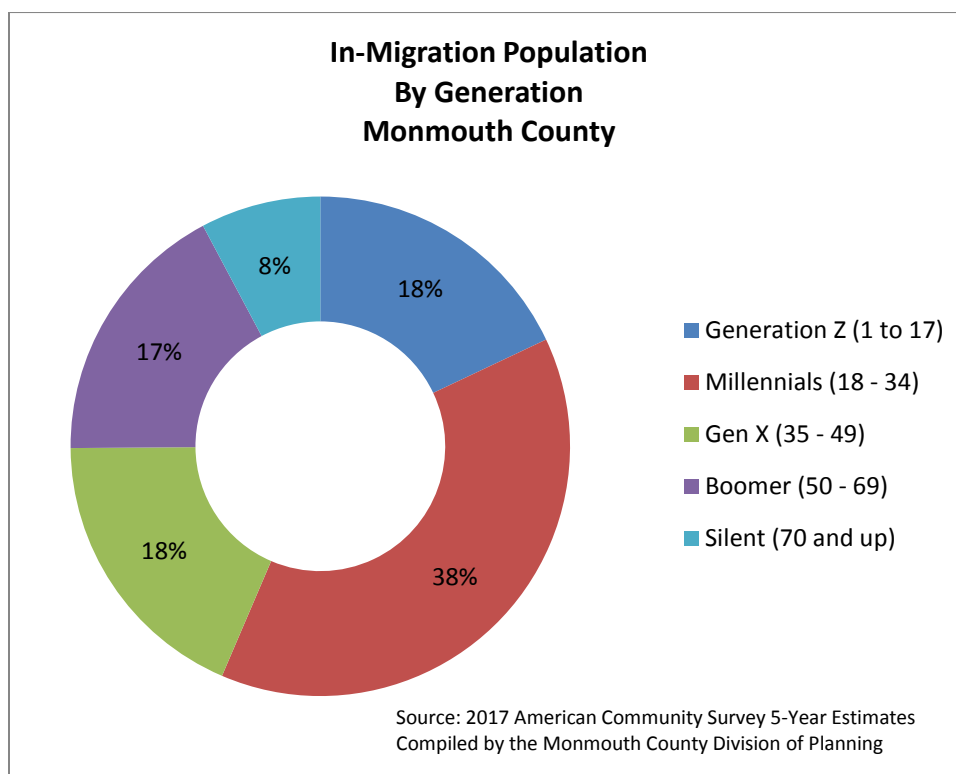In order to determine if any age cohort experienced an increase or decrease in population due to domestic migration, statistical tests were performed. If an age cohort's in-migration and out-migration estimates was found to be statistically different at the 99% confidence level it is considered "very likely" to have a change in population in a particular direction, either increase or decline. For an age

cohort estimate that is statically different at the 95% or 90% confidence level, it is considered "likely" or "possible" that it had a population change, respectively.

The tests revealed that it is very likely that the "18 to 19 years" and "20 to 24 years" cohorts experienced a decline in population due to domestic out-migration. This is likely due to people in these age cohorts moving away to college. The "1 to 4 years" and "35 to 39 years" cohort were found to have a very likely and likely increase in population, respectively. This suggests that younger households with children are moving into the County.

Overall, as the other two data sources have shown, Monmouth County has very likely lost population due to domestication migration.

Of those migrating into Monmouth County, most are Millennials (peopled aged 18 to 34). As the chart below shows, an estimated 38% of the total domestic in-migration population are Millennials. This is double the share of the next largest in-migration generation, Generation X, who make up 18% of in-migration population.

**In-Migration Population
By Generation
Monmouth County**

- Generation Z (1 to 17)
- Millennials (18 - 34)
- Gen X (35 - 49)
- Boomer (50 - 69)
- Silent (70 and up)

Source: 2017 American Community Survey 5-Year Estimates
Compiled by the Monmouth County Division of Planning

The Millennial generation also has the highest rate of moving out of Monmouth County. The table below shows the number of people who will move out per 100 people, by generation. As the table shows, around 11 out of every 100 Millennials moved out of Monmouth County to another location within the United States. This number almost doubles when looking at just 18 and 19 year olds who moved at a rate of 20 people for every 100 18 to 19 year olds.

Move Rate By Generation per 100 People* 2016 American Community Survey 5-Year Estimates Monmouth County	
Generation	**Move Rate per 100 People**
Younger (1 to 17)	2
Millennials (18 - 34)	11
18 to 19 Only	20
Gen X (35 - 49)	3
Boomer (50 - 69)	2
Silent (70 and up)	2
Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates Compiled by the Monmouth County Division of Planning *Numbers include domestic migration only	

Overall, as people age they are less likely to move out of Monmouth County. The chart below shows the move rate by age cohort for the 18 and older population. As the chart shows, older cohorts are much less likely to move compared to the "18 and 19," "20 to 24," "25 to 29," and "30 to 34" cohorts.

Move Rate By Age Cohort Per 100 People
Population 18 and Over
Monmouth County

Source: 2017 American Community Survey 5-Year Estimates
Compiled by the Monmouth County Division of Planning
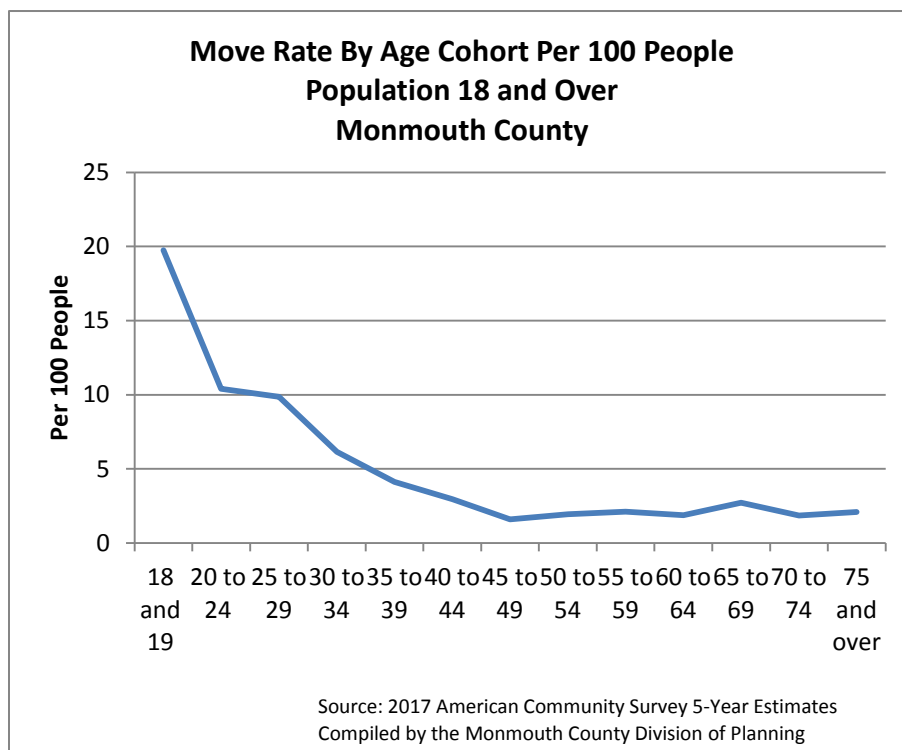
d) Age Composition

Between 1990 and 2010, the 45–64 year age cohort experienced the largest absolute growth in population increasing from 113,846 in 1990 to 148,474 in 2010. Growth continues within the 65+ age cohort, with the 2010 Census reporting that 13.75% of the County's population is comprised within this category. Since 1990, the 65+ cohort has increased by 16,304 residents or 23.4%.   Between 1990 and 2000, the number of children within the 5-19 year age cohort increased by 21,363 or 19.4%. By 2010, the number of residents within the school age group remained relatively stable, declining by only 661.

While some age cohorts increased in population others experienced noteworthy declines. Between 1990 and 2010, the most significant age cohort decline occurred within the 20-34 year cohort, with the population decreasing from 127,410 in 1990 to 99,045 in 2010. The Under 5 population of Monmouth County peaked in 2000 with 42,231. During the following decade, the number of residents within this age cohort declined 17.7% to 34,755 in 2010. The following chart depicts trends within Monmouth County's age cohorts between 1970 and 2010.
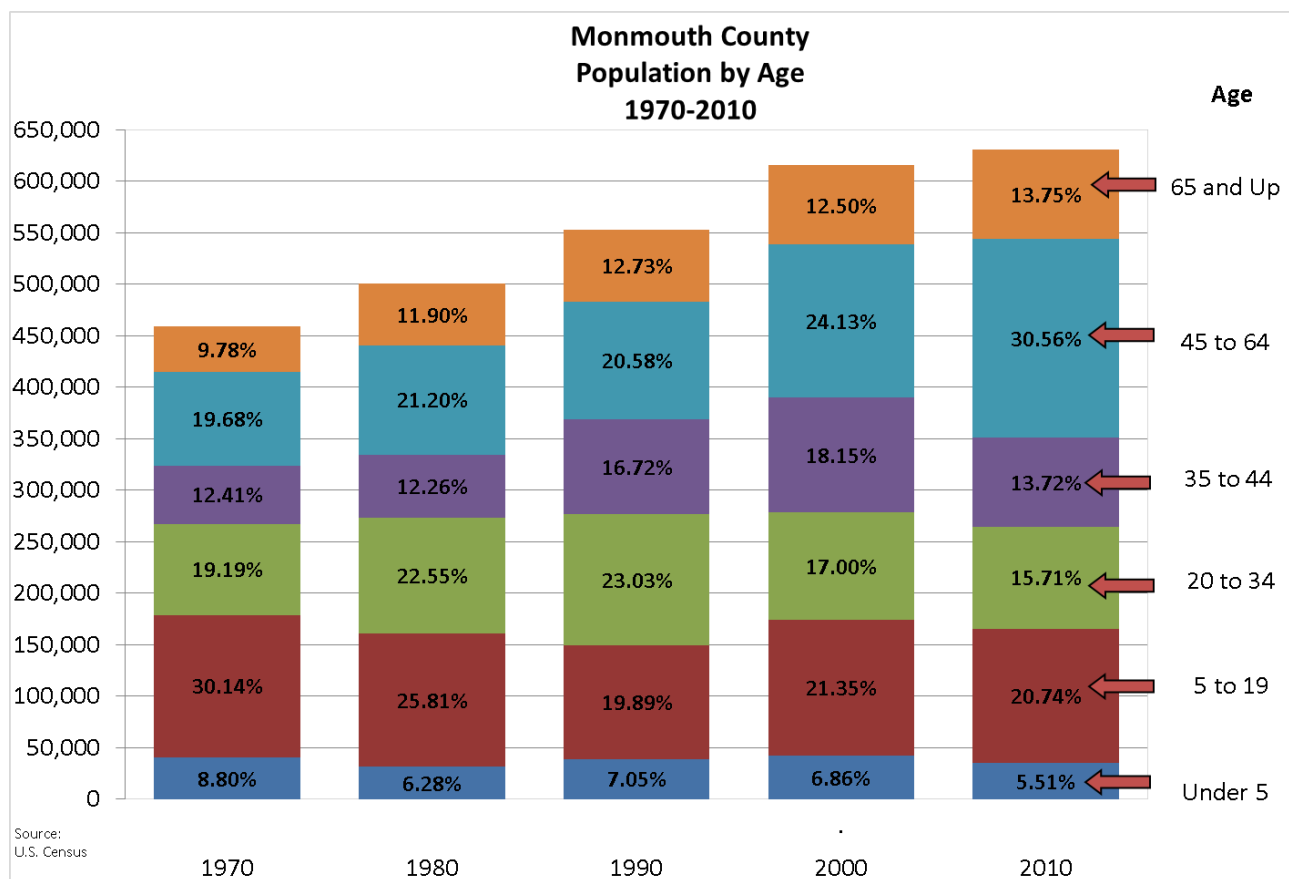
Census data indicates a gradual aging of the Monmouth County population. Between 2000 and 2010, the median age in Monmouth County increased 3.6 years from 37.7 to 41.3. To compare, in 2010 New Jersey's reported median age was 39.0 years and the United States' was 37.2 years. Monmouth County ranks 4th in the state in the 45–60 age cohort, with 26.5% of the population classified within this "older adults" range.

Population by Age Group: Percent Distribution 2010 Monmouth County, New Jersey, United States			
Age Cohort	**Monmouth County**	**New Jersey**	**United States**
Under 5	5.5%	6.1%	6.5%
5 to 19	20.7%	19.9%	20.4%
20 to 24	5.4%	6.2%	7.0%
25 to 44	24.0%	26.7%	26.6%
45 to 64	30.6%	27.6%	26.4%
65 and up	13.8%	13.5%	13.1%
Total	100.0%	100.0%	100.0%
Median Age	41.3	39.0	37.2
Source: 2010 U.S. Census			
Compiled by the Monmouth County Division of Planning			

Gender pyramids assist in visualizing the breakdown of the total population in established age groups. On the following page are gender pyramids for Monmouth County and New Jersey using 2010 Census data. Monmouth County has a very different breakdown of age compared to New Jersey. Those aged 40 to 55 make up a larger proportion of residents as compared to New Jersey. Another noticeable difference is within the 25 to 40 cohort. These graphs indicate a very large gap of residents within this cohort for Monmouth County.

Monmouth County, Age-Gender Pyramid (2010)

Source: 2010 U.S. Census
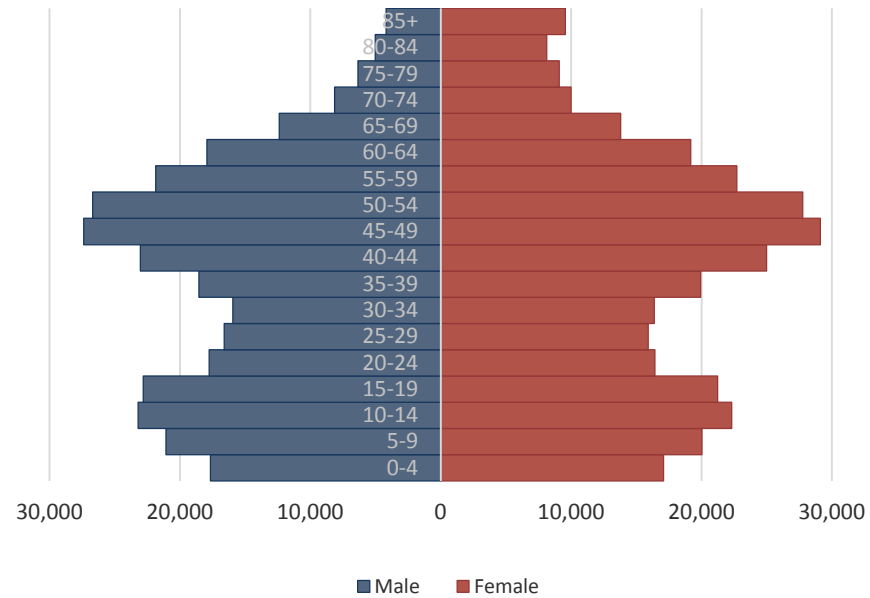
New Jersey, Age-Gender Pyramid (2010)

Source: 2010 U.S. Census
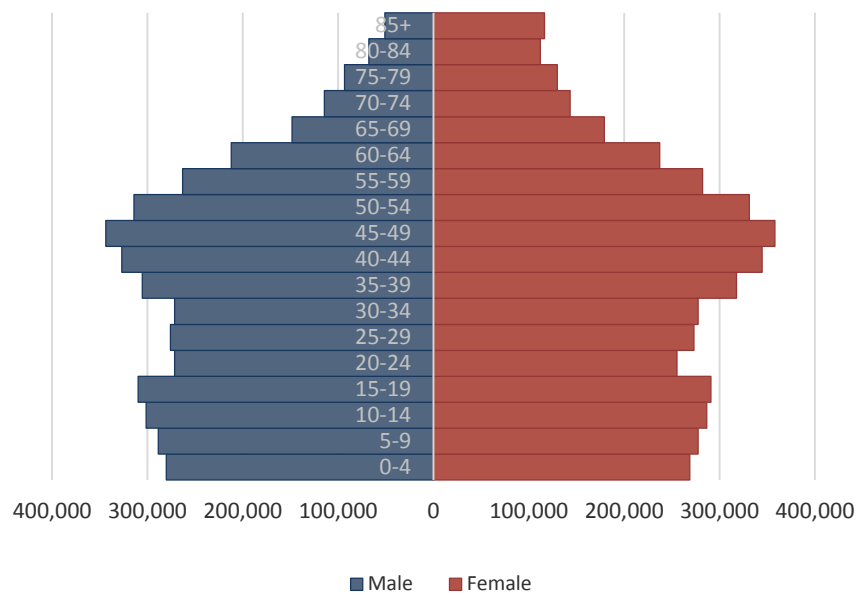
e) Public School Enrollment

A potential data source for identifying intercensal population changes is public school enrollment data. Annually, school boards file enrollment reports with the New Jersey Department of Education. Enrollment counts are broken down by grade, gender, race and ethnicity. Although public school enrollment numbers are only a subset of the school age population (data excludes private, parochial, and home-schooled students), analysis of the data when matched with corresponding Census data can serve as a potential tracking tool for this age cohort and the overall population.

Over the past fifty years, Monmouth County public school enrollment has reached two separate peaks: the 1972-73 and 2005-06 school years. Both peaks are concurrent with the population dynamics of the post-war baby-boom population, expanded residential development and transportation infrastructure improvements. Additionally, the State of New Jersey also reported peak enrollment numbers during the same years.

Monmouth County
School Enrollment Snapshot
1952-present
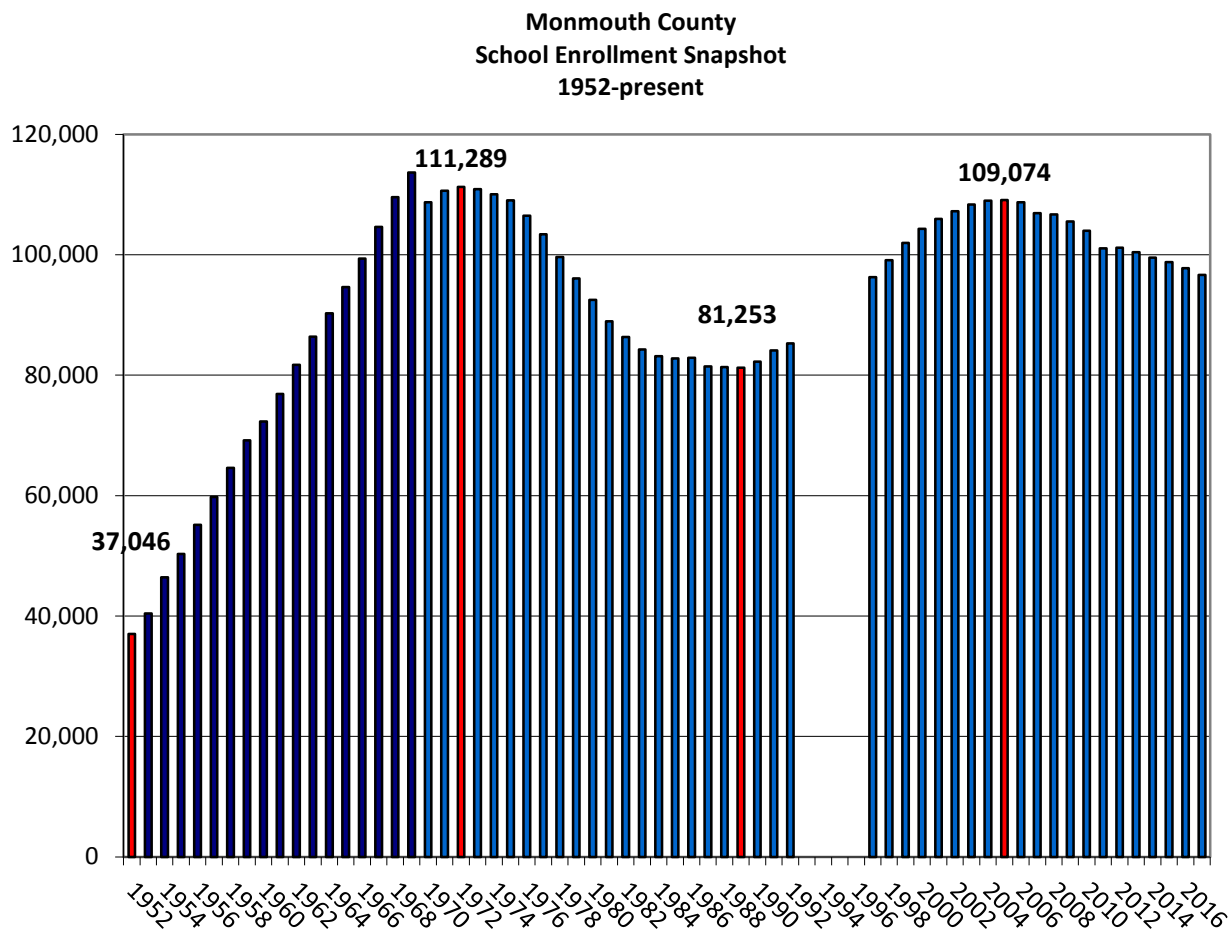
*School enrollment data unavailable from 1992-1995.

Source: NJ Department of Education

Since the last peak of 2005-06, school enrollment has been on a gradual decline. Between 2005-06 and 2017-18, school enrollment has dropped by 11%. Recent slowdowns in residential development, the County's median age trending higher, and declining numbers of 20–34 year olds (prime child-bearing years) are all potential contributors to this decline in school enrollment.

f) Race & Ethnicity

According to the U.S. Census, race and ethnicity are considered separate and distinct identities. These self-identification data items ask residents to choose the race or races with which they most closely identify, and to indicate whether or not they are of Hispanic or Latino origin. The 2010 Census reported that 520,716 (82.6%) residents identify as White, 46,443 (7.4%) as African-American, and 31,469 (5.0%) as Asian or Pacific Islander. Other races (e.g. American Indian, Alaskan Native, some other race, and 2 or more races) comprise the remaining 5.0% (31,752) of the County's population.

The following graphs demonstrate the increasing diversity of Monmouth County's population. From 1990 to 2010 the number of White residents increased by 7.7% and the number of Asian or Pacific Islanders increased 107%. Comparatively, the number of African-American residents increased by 5.0% from 1990 to 2000; however during the following decade, the African-American population declined by 6.4%. In total this segment of the population declined by 1.4% between 1990 and 2010.

Monmouth County
Population by Race
1980-2010

Source: U. S. Census
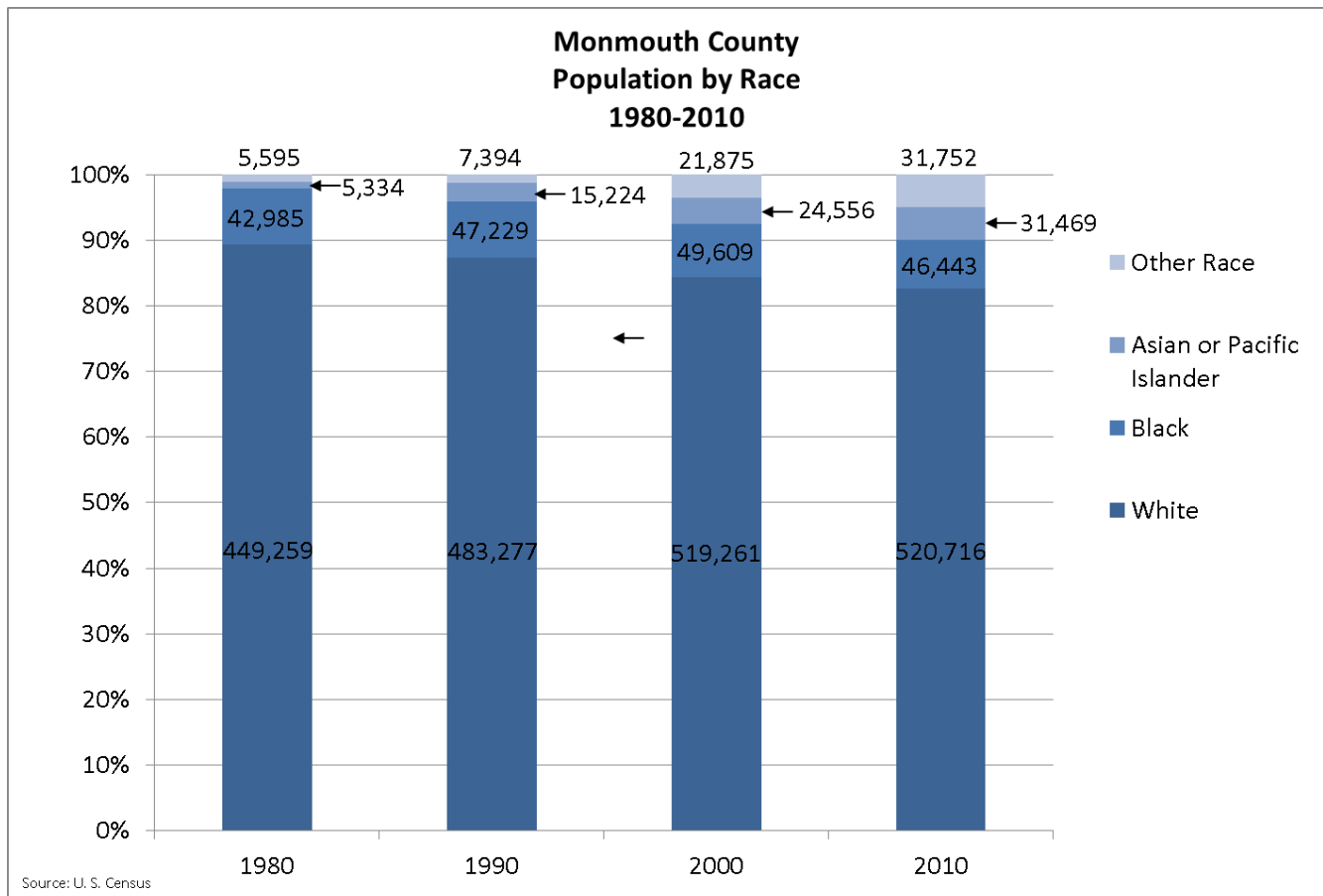
According to the 2010 Census, 60,939 (9.7%) County residents (of any race) identify themselves as being of Hispanic origin. Between 1990 and 2010 the number of Hispanic/Latino residents in Monmouth County increased by 172%.

Ethnicity: Hispanic or Latino Percentage of County Population Monmouth County		
Year	**Total**	**% of Population**
1980	12,915	2.6%
1990	22,407	4.0%
2000	38,175	6.2%
2010	60,939	9.7%
Source: 2010 U.S. Census		

The 2017 American Community Survey 1-Year Estimates reports that Monmouth County's 68,918 Hispanic or Latino residents classify themselves as follows:

- 68% as White;
- 2% as African-American;
- 0.6% as American Indian or Alaskan Native;
- 0.3% as Asian or Pacific Islander;
- 5% as being of 2 or more races; and
- 24% as some other race.

People who identify themselves as Hispanic or Latino can be of any race. The following table shows the percent of each race that identifies as Hispanic or Latino or not Hispanic or Latino.

Percent of Race Identifying as Hispanic or Latino 2017 American Community Survey 1-Year Estimates Monmouth County	
White Alone	**514,895**
Percent Hispanic or Latino	*9%*
Percent Not Hispanic or Latino	*91%*
Black or African American alone	**43,140**
Percent Hispanic or Latino	*4%*
Percent Not Hispanic or Latino	*96%*
Asian or Pacific Islander	**35,766**
Percent Hispanic or Latino	*1%*
Percent Not Hispanic or Latino	*99%*
Other Race	**19,418**
Percent Hispanic or Latino	*86%*
Percent Not Hispanic or Latino	*14%*
Two or More Races	**10,473**
Percent Hispanic or Latino	*27%*
Percent Not Hispanic or Latino	*73%*
Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates	
Compiled by the Monmouth County Division of Planning	

2) HOUSEHOLDS

During the period of accelerated population growth (between 1950 and 1970), the County's household size averaged 3.40 individuals. After reaching an all-time low in 1980 at 2.52 individuals, average household size in Monmouth County has remained relatively stable over the past thirty years at 2.70 people. An emerging trend within the County is fewer households having children. The 2000 Census reported 79,538 households had children under the age of 18 living at home. To compare, the 2010 reported 75,865 households had children under 18 at home, a decrease of 4.6%. The United States saw a gain of 0.4% of households with children under 18 at home over the same period. The following table illustrates the distribution of the County's population between household sizes.

Number of Households 2010 Monmouth County		
	Total	% of Total
Total households	233,983	100
Family households*	163,389	69.8
Nonfamily households**	70,594	30.2
Household Size	Total	% of Total
Total households	233,983	100
1-person	58,515	25.0
2-person	70,212	30.0
3-person	39,342	16.8
4-person	39,138	16.7
5-person	17,701	7.6
6-person	5,777	2.5
7-or-more-person	3,298	1.4
Average household size	2.70	
Average family size	3.22	
Source: U.S. Census 2010		

*Family household: a household comprised of two or more people related by birth, marriage, or adoption and residing together
** Nonfamily households: consists of a householder living alone or where the householder shares the home exclusively with people to whom he/she is not related.

The number of 18-34 year olds in Monmouth County who are living with a parent remained relatively constant from 1980 to 2000: 42,670 in 1980, 50,254 in 1990, and 40,170 in 2000. However, the 2013 count (54,895) experienced a 36.6% increase from 2000, encompassing 47.3% of the age cohort. This is higher than both the state average (40.7%) and US average (30.3%). However, in 2013, the percentage of 18 to 34 year olds living in poverty is 9.8%, which is lower than in New Jersey (12.2%) and United States (18.2%).

Average Household Size 1990 - 2010 Monmouth County Municipalities			
Municipality	1990	2000	2010	2010 Rankings
Aberdeen	2.86	2.70	2.64	20
Allenhurst	2.55	2.52	2.29	39
Allentown	2.79	2.66	2.60	22
Asbury Park	2.37	2.46	2.35	35
Atlantic Highlands	2.61	2.39	2.34	37
Avon-by-the-Sea	2.16	2.15	2.11	47
Belmar	2.15	2.05	2.14	46
Bradley Beach	2.22	2.09	2.05	49
Brielle	2.54	2.52	2.64	20
Colts Neck	3.16	3.17	3.08	4
Deal	2.57	2.46	2.25	41
Eatontown	2.39	2.35	2.32	38
Englishtown	2.73	2.74	2.84	13
Fair Haven	2.79	2.97	3.11	2
Farmingdale	2.61	2.54	2.43	31
Freehold Borough	2.78	2.96	2.98	6
Freehold Township	2.86	2.76	2.75	19
Hazlet	3.05	2.92	2.82	14
Highlands	2.13	2.08	1.91	52
Holmdel	3.30	3.09	2.92	8
Howell	3.04	3.04	2.95	7
Interlaken	2.41	2.33	2.27	40
Keansburg	2.85	2.71	2.58	26
Keyport	2.38	2.31	2.35	35
Lake Como	2.24	2.19	2.24	42
Little Silver	2.83	2.76	2.77	16
Loch Arbour	2.77	2.33	2.37	34
Long Branch	2.44	2.47	2.60	22
Manalapan	3.13	3.09	2.92	8
Manasquan	2.41	2.43	2.48	29
Marlboro	3.27	3.15	3.09	3
Matawan	2.62	2.52	2.59	24
Middletown	2.95	2.84	2.77	16
Millstone	3.14	3.28	3.20	1
Monmouth Beach	2.22	2.20	2.19	45
Neptune City	2.30	2.29	2.24	42
Neptune Township	2.61	2.46	2.45	30
Ocean	2.70	2.63	2.57	27
Oceanport	2.80	2.71	2.59	24
Red Bank	2.19	2.20	2.43	31
Roosevelt	2.74	2.77	2.81	15
Rumson	2.80	2.91	3.03	5
Sea Bright	1.88	1.81	1.78	53
Sea Girt	2.41	2.28	2.22	44
Shrewsbury Borough	2.81	2.96	2.87	12
Shrewsbury Township	2.20	2.10	1.96	51
Spring Lake	2.53	2.43	2.38	33
Spring Lake Heights	2.09	2.04	2.03	50
Tinton Falls	2.76	2.51	2.11	47
Union Beach	3.11	3.09	2.91	11
Upper Freehold	2.97	2.96	2.92	8
Wall	2.71	2.64	2.57	27
West Long Branch	2.77	2.77	2.77	16
Monmouth County	2.74	2.70	2.70	n/a
Source 1990, 2000, 2010 U.S. Census of Population				

3) EDUCATION & INCOME

a) <u>Education</u>

Monmouth County's residents have achieved a high level of educational attainment, making for a highly skilled localized labor force. The 2017 ACS 1-Year Estimates reported that approximately 93% of adult residents over the age of 25 have earned a high school diploma or higher, as compared to the New Jersey figure of 90%, and the national figure of 88%.

Educational Attainment: Percent of Population 25 years and over 2017 American Community Survey 1-Year Estimates Monmouth County, New Jersey, United States			
	Monmouth County	New Jersey	United States
Population 25 years and older			
Associates Degree	8%	7%	9%
Bachelor's Degree	28%	24%	20%
Graduate or Professional Degree	18%	16%	12%
Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates Compiled by the Monmouth County Division of Planning			

About 53% of Monmouth County's over-25 population has earned a higher education degree: 8% have earned an associate degree, 28% have earned a bachelor's degree, and 18% have earned a graduate or professional degree. The County ranks 6th in the state in percentage of adults with a graduate or professional degree, and 5th in the percentage of adults with a bachelor's degree.
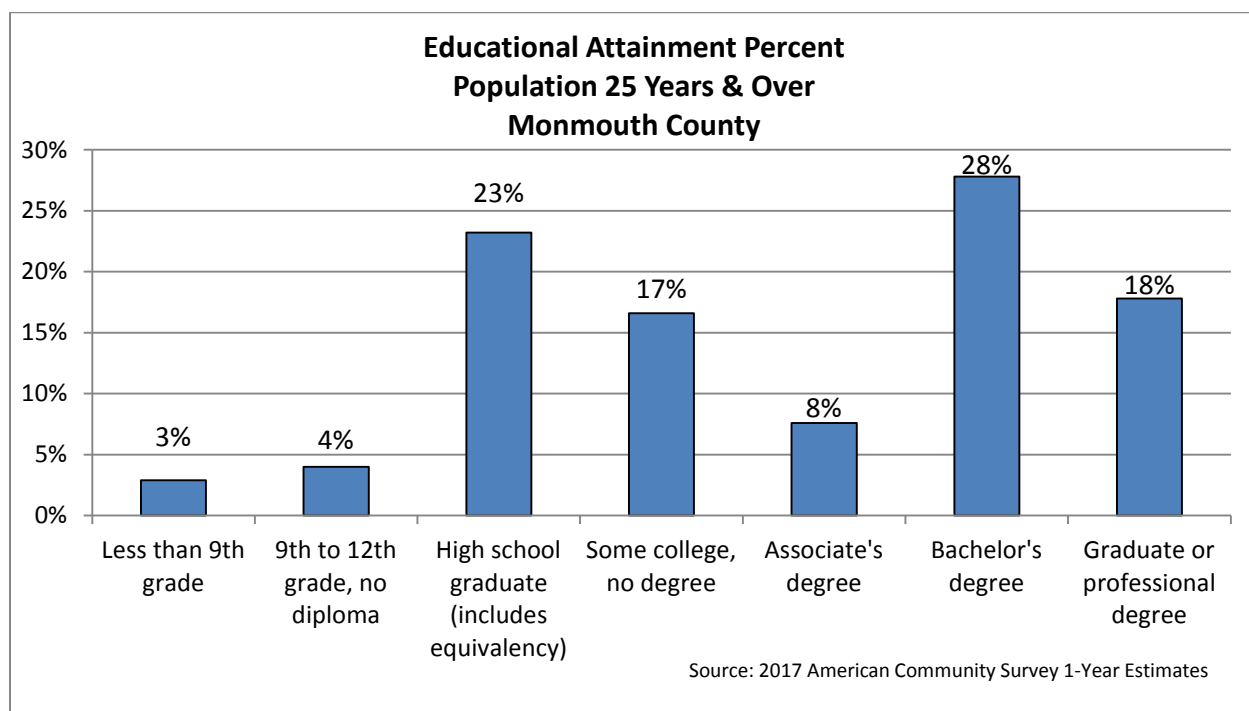
b) Income

The 2017 ACS 1-Year Estimates reported the median household income in 2017 inflation-adjusted dollars of Monmouth County as $98,270, which is 23% above New Jersey's median of $80,088, and 63% above the United States' median of $60,336. Approximately 32% of Monmouth County households had total incomes of more than $150,000 as compared to 23% of New Jersey households, and 13% of the United States. When evaluating per capita income in 2017 inflation-adjusted dollars, Monmouth County, at $50,267, was 24% higher than the state's per capita income of $40,567, and 55% above the national per capita income of $32,397. Monmouth County residents have the fourth highest per capita income in New Jersey, while Morris County is the highest per capita income county at $55,234.

Household Income Distribution 2017 American Community Survey 1-Year Estimates Monmouth County, New Jersey, United States			
	Monmouth County	**New Jersey**	**United States**
Less than $10,000	4%	5%	7%
$10,000 to $14,999	2%	3%	5%
$15,000 to $24,999	6%	7%	9%
$25,000 to $34,999	5%	7%	9%
$35,000 to $49,999	8%	10%	13%
$50,000 to $74,999	14%	15%	18%
$75,000 to $99,999	12%	12%	13%
$100,000 to $149,999	18%	18%	15%
$150,000 to $199,999	13%	10%	6%
$200,000 or more	19%	13%	7%
Total	100%	100%	100%
Median household income	$98,270	$80,088	$60,336
Mean household income	$132,877	110,120	$84,525
Per capita income	$50,267	$40,567	$32,397
Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates			
Compiled by the Monmouth County Division of Planning			

c) Sources of Income

Bureau of Economic Analysis data indicates that Monmouth County residents earn a higher percentage of personal income than both New Jersey and the United States within the following industries: private nonfarm earnings, utilities, construction, retail trade, information, telecommunications, professional, scientific, and technical services, educational services, health care and social assistances, ambulatory health care services, hospitals, nursing and residential care facilities, arts, entertainment, and recreation, accommodation and food services, local government, and other services except public administration.

Personal Income Data: Sources of Non-Farm Earnings 2017 Monmouth County, New Jersey, United States			
	Monmouth	New Jersey	United States
Nonfarm earnings	100.0%	100.0%	100.0%
Private nonfarm earnings	**86.2%**	85.6%	83.8%
Forestry, fishing, and related activities	0.1%	0.1%	0.3%
Mining	0.1%	0.3%	0.9%
Utilities	**0.9%**	0.7%	0.7%
Construction	**9.7%**	5.5%	6.2%
Manufacturing	3.6%	7.6%	9.2%
Wholesale trade	4.4%	6.5%	4.8%
Retail trade	**7.3%**	6.1%	5.8%
Transportation and warehousing	1.6%	4.2%	3.9%
Information	**4.7%**	2.9%	3.6%
Telecommunications	**2.6%**	1.0%	0.7%
Finance and insurance	6.1%	8.2%	7.1%
Real estate and rental and leasing	2.6%	2.5%	2.6%
Professional, scientific, and technical services	**12.6%**	12.0%	10.4%
Management of companies and enterprises	1.6%	4.1%	2.7%
Administrative and waste management services	4.2%	5.0%	4.3%
Educational services	**1.7%**	1.6%	1.7%
Health care and social assistance	**15.8%**	11.3%	11.2%
Ambulatory health care services	**9.3%**	6.0%	5.5%
Hospitals	**3.6%**	3.2%	3.5%
Nursing and residential care facilities	**1.9%**	1.2%	1.2%
Arts, entertainment, and recreation	**1.5%**	1.2%	1.3%
Accommodation and food services	**3.4%**	2.7%	3.4%
Other services, except public administration	**4.2%**	3.2%	3.6%
Government and government enterprises	13.8%	14.4%	16.2%
Federal, civilian	0.9%	1.5%	2.8%
Military	0.2%	0.3%	1.1%
State and local	**12.6%**	12.6%	12.3%
State government	2.0%	3.6%	3.5%
Local government	**10.6%**	9.0%	8.8%

Source: Bureau of Economic Analysis, April 2017

Compiled by the Monmouth County Division of Planning

* Bold Text indicates Monmouth County residents earning a higher percentage of personal income within this industry

d) Unemployment

The U.S. Bureau of Labor Statistics reported Monmouth County's 2018 average unemployment rate was 3.7% with 11,870 residents reporting unemployment out of a labor force of 323,106. This number is down since 2012 when Monmouth County experienced a peak unemployment rate of 8.7%, when 28,902 residents reported unemployment out of a labor force of 331,636. The following table provides a comparison among the average reported unemployment rates for central New Jersey counties.

Average Annual Unemployment Rate Edison & Trenton/Ewing Labor Regions New Jersey, United States 2010-2018									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
Monmouth	8.7%	8.6%	8.7%	7.5%	6.1%	5.2%	4.4%	4.1%	3.7%
Ocean	10.3%	10.4%	10.6%	9.3%	7.4%	6.2%	5.2%	4.8%	4.3%
Middlesex	8.9%	8.7%	8.6%	7.5%	6.1%	5.1%	4.4%	4.1%	3.6%
Mercer	8.4%	8.3%	8.3%	7.3%	5.9%	5.0%	4.4%	4.1%	3.7%
Somerset	7.6%	7.4%	7.4%	6.4%	5.2%	4.6%	4.1%	3.8%	3.4%
New Jersey	9.5%	9.3%	9.3%	8.2%	6.8%	5.8%	5.0%	4.6%	4.1%
United States	9.6%	8.9%	8.1%	7.4%	6.2%	5.3%	4.9%	4.4%	3.9%
Source: U.S. Bureau of Labor Statistics									
Compiled by the Monmouth County Division of Planning									

e) Journey to Work

Where Do Monmouth County Residents Work?

Monmouth County's higher household earnings are in some measure linked to the number of residents working outside of the County—particularly in New York City and northern New Jersey employment centers. Data from the 2006 – 2010 ACS reports that 7.8% (23,758 persons) of working Monmouth County residents were employed in Manhattan and another 2.3% (7,138 persons) were employed in either Brooklyn or Staten Island. Between the 2000 Census and the 2006-2010 ACS, the overall number of Monmouth residents working in Manhattan increased by 5.9%

Approximately 61% of Monmouth County residents are employed within the County. Collectively, Monmouth, Manhattan, and the two neighboring counties of Middlesex and Ocean account for 81.2% of County residents' work locations.

Analysis of resident workplace locations demonstrates how transportation infrastructure improvements, allowing for efficient access to other regions, have eased commutes for residents employed outside of the County. Direct bus service transports residents to urban employment centers

such as Jersey City, Newark, and Manhattan. Ferry service shuttles passengers from Middletown, Highlands, and Atlantic Highlands to terminals in lower Manhattan. The North Jersey Coast Line provides Monmouth County workers with rail connections to Hoboken, Newark, and New York City.

For driving commuters, Route 18 connects Monmouth residents to major Middlesex County employment centers such as New Brunswick and Piscataway. The Garden State Parkway and Route 287 enable commuters to reach employment and technology centers in Morris and Essex Counties. Interstate 195 and 295 provide connections to jobs in Trenton and the Princeton/Route 1 Corridor— extending residents' job market reach from Philadelphia to New York.

The following table summarizes recent trends of Monmouth County residents' commuting patterns.

Where Do Monmouth County Residents Work? **1980, 1990, 2000, 2006-2010*** **By County of Work**								
	1980		**1990**		**2000**		**2006-2010***	
County of Work	**Count**	**Share**	**Count**	**Share**	**Count**	**Share**	**Count**	**Share**
Monmouth, NJ	144,654	67.3%	177,140	64.6%	175,070	60.0%	184,816	61.0%
Middlesex, NJ	17,748	8.3%	25,485	9.3%	30,146	10.3%	26,123	8.6%
New York, NY	14,056	6.5%	19,050	6.9%	22,425	7.7%	23,758	7.8%
Ocean, NJ	5,854	2.7%	9,968	3.6%	10,369	3.6%	11,488	3.8%
Essex, NJ	7,582	3.5%	7,240	2.6%	8,511	2.9%	7,806	2.6%
Union, NJ	7,044	3.3%	7,015	2.6%	8,319	2.8%	7,193	2.4%
Mercer, NJ	3,391	1.6%	5,102	1.9%	6,393	2.2%	7,835	2.6%
Hudson, NJ	3,781	1.8%	4,492	1.6%	6,165	2.1%	6,798	2.2%
Morris, NJ	659	0.3%	1,481	0.5%	2,114	0.7%	2,942	1.0%
Somerset, NJ	909	0.4%	2,580	0.9%	3,826	1.3%	4,212	1.4%
Kings, NY	1,448	0.7%	2,717	1.0%	3,705	1.3%	3,551	1.2%
Bergen, NJ	1,741	0.8%	2,677	1.0%	3,491	1.2%	3,359	1.1%
Richmond, NY	1,085	0.5%	2,334	0.9%	3,167	1.1%	3,587	1.2%
Other Counties	4,853	2.3%	6,957	2.5%	8,237	2.8%	9,492	3.1%
Total Number of Workers	214,805	100%	274,238	100%	291,938	100%	302,960	100%
Source: U.S. Census *American Community Survey 2006-2010								

Where Do Those Who Work in Monmouth County Reside?

Information about the places of residence for employees working within Monmouth County reflects a different commuting pattern. Results from the 2006-2010 ACS indicates that approximately 70% of all jobs in Monmouth County are held by County residents.

According to data from On the Map, an interactive data resource provided by the U.S. Census Bureau, the top Monmouth County work locations are Freehold Township, Middletown, Wall, and Neptune.

An additional 22.4% of the jobs in Monmouth County are filled by residents of Ocean and Middlesex Counties. More urbanized northern New Jersey counties, which have traditionally been destinations for commuters, also send workers to the County. Collectively Union, Bergen, Essex and Hudson serve as the home for 2.2% (5,737) of the Monmouth County workforce.

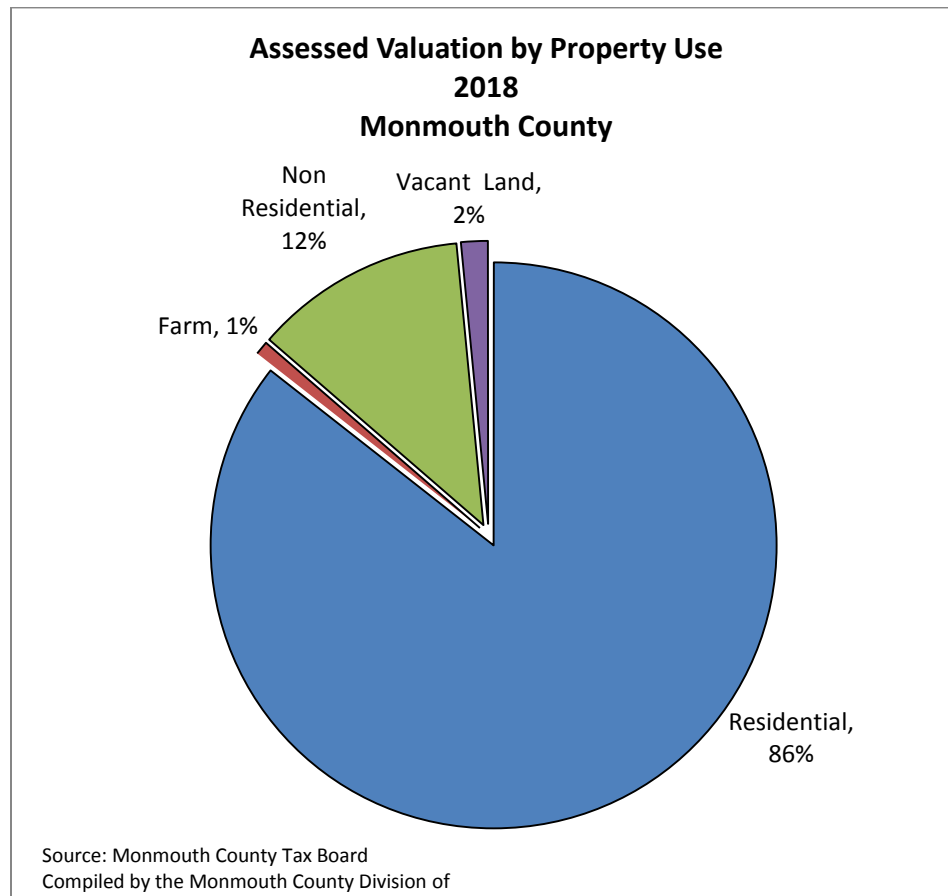| Where Do Those Who Work In Monmouth County Reside? 1980, 1990, 2000, 2006-2010* By County of Residence								
	1980		**1990**		**2000**		**2006-2010***	
County of Residence	**Count**	**Share**	**Count**	**Share**	**Count**	**Share**	**Count**	**Share**
Monmouth, NJ	144,654	90.3%	177,140	76.4%	175,070	72.4%	184,816	69.7%
Ocean, NJ	1,762	1.1%	33,142	14.3%	37,280	15.4%	42,880	16.2%
Middlesex, NJ	5,136	3.2%	9,796	4.2%	12,605	5.2%	16,383	6.2%
Mercer, NJ	949	0.6%	1,834	0.8%	2,483	1.0%	2,950	1.1%
Union, NJ	803	0.5%	1,387	0.6%	1,670	0.7%	2,476	0.9%
Burlington, NJ	664	0.4%	1,070	0.5%	1,304	0.5%	1,932	0.7%
Somerset, NJ	378	0.2%	1,022	0.4%	1,392	0.6%	1,524	0.6%
Essex, NJ	701	0.4%	971	0.4%	1,305	0.5%	1,514	0.6%
Bergen, NJ	124	0.1%	510	0.2%	952	0.4%	1,176	0.4%
Richmond, NY	341	0.2%	0	0.0%	586	0.2%	911	0.3%
Hudson, NJ	241	0.2%	427	0.2%	924	0.4%	909	0.3%
Other Counties	4,452	2.8%	4,245	1.8%	5,413	2.2%	7,612	2.9%
Total Number of Workers	160,205	100%	231,886	100%	241,708	100%	265,083	100%
Source: U.S. Census *American Community Survey 2006-2010								

Means of Transportation to Work

The private automobile continues to be the principal mode of transportation for Monmouth County residents. However, the estimated proportion of County residents commuting by automobile in 2017 ACS period is slightly lower than in both the 1990 and 2000 Censuses. The estimated number of people commuting to work by train in the 2017 ACS period is 19% lower than in 2000. Comparatively the estimated number of County residents who reported taking a ferryboat to work in 2017 ACS period is 87% higher than in 2000. Overall, the rate of public transit use is down from 2000, but still up from 1990.

The number of County residents reporting they "worked at home" continues to increase. This noted shift in employment patterns can be linked to the rising costs of personal transportation and telecommuting technologies becoming more sophisticated and reliable. At the national level, U.S. Census data demonstrates how remote work has grown over the past decade.

Means of Transportation to Work 1990, 2000, 2017 Monmouth County Residents*						
	1990	**2000**	**2016**	**% Total 1990**	**% Total 2000**	**% Total 2016**
Car, truck, or Van	235,943	248,029	260,508	86.0%	85.0%	82.2%
Drove alone	204,696	221,097	237,211	74.6%	75.7%	74.9%
Carpooled	31,147	26,932	23,297	11.4%	9.2%	7.4%
Public transportation	20,398	25,866	25,349	7.4%	8.9%	8.0%
Bus or trolley bus	11,220	12,010	13,121	4.1%	4.1%	4.1%
Subway or elevated	321	524	769	0.1%	0.2%	0.2%
Railroad	7,485	10,840	8,741	2.7%	3.7%	2.8%
Ferryboat	576	1,455	2,718	0.2%	0.5%	0.9%
Bicycle	810	575	2,071	0.3%	0.2%	0.7%
Walked	8,257	5,886	6,097	3.0%	2.0%	1.9%
Taxicab, motorcycle, or other means	2,356	2,815	4,399	0.9%	1.0%	1.4%
Worked at home	7,360	9,504	18,366	2.7%	3.3%	5.8%
Total	274,238	291,938	316,790	100%	100%	100%
Source: U.S. Census of Population 1990,2000 2017 American Community Survey 1-Year Estimates Compiled by the Monmouth County Division of Planning *Workers 16 years and Older						

4) RATABLE DISTRIBUTION

Monmouth County's 2018 Net Valuation Taxable was $119,708,480,685; an increase of $3.7 billion from 2017 (net valuation taxable $115,979,650,635). The chart below illustrates the County's breakdown of assessed valuation based on established property uses.

Assessed Valuation by Property Use
2018
Monmouth County

Non Residential, 12%

Vacant Land, 2%

Farm, 1%

Residential, 86%

Source: Monmouth County Tax Board
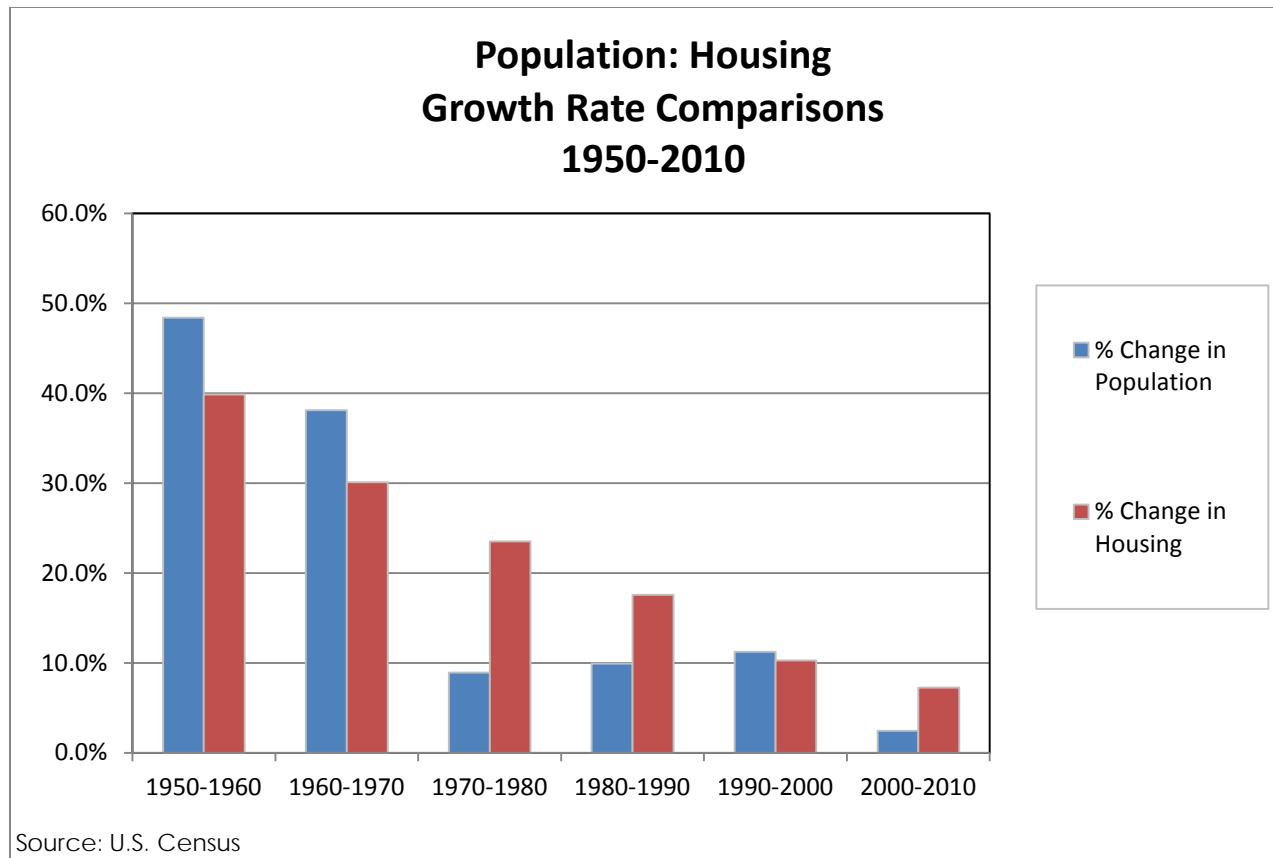Compiled by the Monmouth County Division of

Between 2017 and 2018, the assessed value of all County land increased by 3.2%. The following table breaks down the year-over-year percent change in assessed value for the six established property classifications.

Percent Change in Assessed Value 2017-2018 Monmouth County		
Property Classification		**Percent Change**
Class 1	Vacant Land	7.2%
Class 2	Residential	3. 3%
Class 3A & 3B	Farm	1.2%
Class 4A	Commercial	2.1%
Class 4B	Industrial	1.0%
Class 4C	Apartment	5.2%
Source: Monmouth County Tax Board		
Compiled by the Monmouth County Division of Planning		

5) HOUSING

a) Housing Units

Both population and housing units generally share an upward trend, with population growth serving as a major contributory factor to housing expansion. However, the growth rates of Monmouth County's population and housing units have differed over the past fifty years. Between 1950 and 1970, the County's population increased by approximately 43.2% each decade, outpacing the rate of housing expansion.   During the same time period, the number of housing units in the County increased approximately 35.0% per decade. The 1970's and 1980's brought significant residential growth to the County with the number of housing units increasing by 20%, while population growth averaged 10%. Between 1990 and 2000, the County's population grew 11.2% as compared to the number of housing units which increased 10.3%. The 2010 Census reported Monmouth County had 258,410 housing units, an increase of 7.3% from 2000. Over the same time period, the population only grew by 2.5%.

Population: Housing
Growth Rate Comparisons
1950-2010

Legend:
- ■ % Change in Population
- ■ % Change in Housing

Period	% Change in Population	% Change in Housing
1950-1960	~48%	~40%
1960-1970	~38%	~30%
1970-1980	~9%	~23.5%
1980-1990	~10%	~17.5%
1990-2000	~11%	~10%
2000-2010	~2.5%	~7%

Source: U.S. Census

Between 1980 and 2017, the County saw a gain of 80,576 housing units, a 45% increase. To compare, over the same time the total population grew by only 24%. Over the past three decades, new residential development within the County has been predominately single-family housing. Since 1980, the number of single family homes grew by 70,451; 54,297 detached and 16,154 attached. In 1980, single-family attached (e.g. townhomes, duplexes) encompassed 3% of all housing units; in 2017 this category encompassed 8% of all housing units. During the same period, multi-family units increased by an estimated 9,742 units or 19%. A significant portion of this growth occurred in developments having ten or more units. Between 1980 and 2016, this development category increased by an estimated 4,159 units.

Residential Trends 1980-2017 Monmouth County								
	1980		**1990**		**2000**		**2017**	
Type of Unit	**Total**	**% of Total**	**Total**	**% of Total**	**Total**	**% of Total**	**Total**	**% of Total**
1-unit detached	122,220	68%	143,754	66%	161,048	67%	176,517	68%
1-unit attached	5,213	3%	15,151	7%	19,766	8%	21,367	8%
2-4 units	17,811	10%	17,364	8%	19,031	8%	18,094	7%
5-9 units	6,354	4%	8,703	4%	9,520	4%	11,654	4%
10+ units	27,119	15%	27,019	12%	28,224	12%	31,278	12%
Mobile home and Other	2,168	1%	6,417	3%	3,295	1%	2,551	1%
Total Housing Units	180,885	100%	218,408	100%	240,884	100%	261,461	100%
Source: U.S. Census, 2017 American Community Survey 1-Year Estimates								

Of the 258,410 housing units counted during the 2010 Census, 233,983 (90.5%) were reported as occupied; 74.9% were owner occupied and 25.2% were renter occupied. Comparatively, the 2000 census reported Monmouth County having 224,236 occupied units of which 74.6% were owner occupied and 25.4% were renter occupied. Between 1980 and 2010, the number of owner-occupied housing units increased by 47,272, while the number of renter-occupied housing units increased by 6,581. The housing unit table on the following page shows the total amount of housing units, occupied housing units, and vacant housing units. Included in the vacant housing unit number are units that are seasonally vacant, i.e. vacation homes. Therefore, higher vacancy rates can be anticipated in coastal towns because of this seasonal anomaly.

Housing Tenure 1980-2010 Monmouth County					
Year	Occupied Housing units	Owner		Renter	
		Total	%	Total	%
1980	170,130	117,885	69.3%	52,245	30.7%
1990	197,570	143,533	72.6%	54,037	27.4%
2000	224,236	167,311	74.6%	56,925	25.4%
2010	233,983	175,157	74.9%	58,826	25.1%
Source: U. S. Census					

2012-2017
Monmouth County Municipalities

Municipality	Total	Owner Occupied	Renter Occupied	Owner %	Renter %	Owner % Rank
Aberdeen	6,860	5,216	1,644	76%	24%	28
Allenhurst	203	142	61	70%	30%	30
Allentown	702	549	153	78%	22%	25
Asbury Park	6,656	1,355	5,301	20%	80%	53
Atlantic Highlands	1,735	1,380	355	80%	20%	23
Avon-by-the-Sea	911	571	340	63%	37%	41
Belmar	2,637	1,304	1,333	49%	51%	46
Bradley Beach	2,169	954	1,215	44%	56%	51
Brielle	1,786	1,601	185	90%	10%	9
Colts Neck	3,267	2,976	291	91%	9%	8
Deal	263	167	96	63%	37%	38
Eatontown	5,285	2,757	2,528	52%	48%	45
Englishtown	755	497	258	66%	34%	34
Fair Haven	1,889	1,689	200	89%	11%	10
Farmingdale	577	285	292	49%	51%	47
Freehold Borough	3,897	1,883	2,014	48%	52%	49
Freehold Township	12,525	9,966	2,559	80%	20%	22
Hazlet	6,961	6,123	838	88%	12%	13
Highlands	2,712	1,713	999	63%	37%	39
Holmdel	5,671	4,898	773	86%	14%	17
Howell	17,660	15,692	1,968	89%	11%	12
Interlaken	359	342	17	95%	5%	3
Keansburg	4,052	2,161	1,891	53%	47%	44
Keyport	2,984	1,472	1,512	49%	51%	48
Lake Como	690	439	251	64%	36%	37
Little Silver	2,103	1,955	148	93%	7%	6
Loch Arbour	84	65	19	77%	23%	26
Long Branch	11,921	5,150	6,771	43%	57%	52
Manalapan	13,793	12,089	1,704	88%	12%	15
Manasquan	2,267	1,730	537	76%	24%	27
Marlboro	12,812	12,013	799	94%	6%	5
Matawan	3,361	2,188	1,173	65%	35%	36
Middletown	23,456	19,658	3,798	84%	16%	19
Millstone	3,288	3,180	108	97%	3%	1
Monmouth Beach	1,421	1,217	204	86%	14%	18
Neptune	10,946	7,303	3,643	67%	33%	33
Neptune City	2,072	1,217	855	59%	41%	43
Ocean	10,675	7,003	3,672	66%	34%	35
Oceanport	2,132	1,776	356	83%	17%	20
Red Bank	5,108	2,398	2,710	47%	53%	50
Roosevelt	279	245	34	88%	12%	14
Rumson	2,224	1,983	241	89%	11%	11
Sea Bright	715	484	231	68%	32%	31
Sea Girt	780	745	35	96%	4%	2
Shrewsbury Borough	1,450	1,331	119	92%	8%	7
Shrewsbury Township	499	296	203	59%	41%	42
Spring Lake	1,241	984	257	79%	21%	24
Spring Lake Heights	2,259	1,420	839	63%	37%	40
Tinton Falls	8,103	5,459	2,644	67%	33%	32
Union Beach	1,881	1,648	233	88%	12%	16
Upper Freehold	2,438	2,304	134	95%	5%	4
Wall	9,514	7,761	1,753	82%	18%	21
West Long Branch	2,454	1,826	628	74%	26%	29
Monmouth County	**232,482**	**171,560**	**60,922**	**74%**	**26%**	**n/a**

Sources: 2012-2017 American Community Survey 5-Year Estimates

Municipality	2000				2010				
	Total Housing units	Occupied	Vacant	Vacancy Rate	Total Housing units	Occupied	Vacant	Vacancy Rate	Vacancy Rate Rank
Aberdeen	6,558	6,421	137	2.1%	7,102	6,876	226	3.2%	53
Allenhurst	370	285	85	23%	365	217	148	40.5%	3
Allentown	718	708	10	1%	735	704	31	4.2%	41
Asbury Park	7,744	6,754	990	13%	8,076	6,725	1,351	16.7%	15
Atlantic Highlands	2,056	1,969	87	4%	2,002	1,870	132	6.6%	31
Avon-by-the-Sea	1,387	1,043	344	25%	1,321	901	420	31.8%	9
Belmar	3,996	2,946	1,050	26%	3,931	2,695	1,236	31.4%	10
Bradley Beach	3,132	2,297	835	27%	3,180	2,098	1,082	34.0%	7
Brielle	2,123	1,938	185	9%	2,034	1,805	229	11.3%	20
Colts Neck	3,614	3,513	101	3%	3,735	3,277	458	12.3%	18
Deal	953	434	519	54%	926	333	593	64.0%	1
Eatontown	6,341	5,780	561	9%	5,723	5,319	404	7.1%	28
Englishtown	680	643	37	5%	647	621	26	4.0%	42
Fair Haven	2,037	1,998	39	2%	2,065	1,970	95	4.6%	39
Farmingdale	638	625	13	2%	578	547	31	5.4%	37
Freehold Borough	3,821	3,695	126	3%	4,249	4,006	243	5.7%	34
Freehold Township	11,032	10,814	218	2%	13,140	12,577	563	4.3%	40
Hazlet	7,406	7,244	162	2%	7,417	7,140	277	3.7%	49
Highlands	2,820	2,450	370	13%	3,146	2,623	523	16.6%	16
Holmdel	5,137	4,947	190	4%	5,792	5,584	208	3.6%	50
Howell	16,572	16,063	509	3%	17,979	17,260	719	4.0%	43
Interlaken	397	386	11	3%	393	361	32	8.1%	24
Keansburg	4,269	3,872	397	9%	4,318	3,805	513	11.9%	19
Keyport	3,400	3,264	136	4%	3,272	3,067	205	6.3%	32
Lake Como	1,107	824	283	26%	1,115	785	330	29.6%	11
Little Silver	2,288	2,232	56	2%	2,278	2,146	132	5.8%	33
Loch Arbour	156	120	36	23%	159	82	77	48.4%	2
Long Branch	13,983	12,594	1,389	10%	14,170	11,753	2,417	17.1%	14
Manalapan	11,066	10,781	285	3%	13,735	13,263	472	3.4%	51
Manasquan	3,531	2,600	931	26%	3,500	2,374	1,126	32.2%	8
Marlboro	11,896	11,478	418	4%	13,436	13,001	435	3.2%	52
Matawan	3,640	3,531	109	3%	3,606	3,358	248	6.9%	29
Middletown	23,841	23,236	605	3%	24,959	23,962	997	4.0%	44
Millstone	2,797	2,708	89	3%	3,434	3,301	133	3.9%	46
Monmouth Beach	1,969	1,633	336	17%	1,981	1,494	487	24.6%	12
Neptune City	2,342	2,221	121	5%	2,312	2,133	179	7.7%	26
Neptune Township	12,217	10,907	1,310	11%	12,991	11,201	1,790	13.8%	17
Ocean	10,756	10,254	502	5%	11,541	10,611	930	8.1%	25
Oceanport	2,114	2,043	71	3%	2,390	2,227	163	6.8%	30
Red Bank	5,450	5,201	249	5%	5,381	4,929	452	8.4%	23
Roosevelt	351	337	14	4%	327	314	13	4.0%	45
Rumson	2,610	2,452	158	6%	2,585	2,344	241	9.3%	22
Sea Bright	1,202	1,003	199	17%	1,211	792	419	34.6%	6
Sea Girt	1,285	942	343	27%	1,291	823	468	36.3%	5
Shrewsbury Borough	1,223	1,207	16	1%	1,310	1,261	49	3.7%	21
Shrewsbury Township	546	521	25	5%	648	583	65	10.0%	48
Spring Lake	1,930	1,463	467	24%	2,048	1,253	795	38.8%	4
Spring Lake Heights	2,950	2,511	439	15%	2,972	2,316	656	22.1%	13
Tinton Falls	6,211	5,883	328	5%	8,766	8,355	411	4.7%	38
Union Beach	2,229	2,143	86	4%	2,269	2,143	126	5.6%	36
Upper Freehold	1,501	1,437	64	4%	2,458	2,363	95	3.9%	47
Wall	9,957	9,437	520	5%	10,883	10,051	832	7.6%	27
West Long Branch	2,535	2,448	87	3%	2,528	2,384	144	5.7%	35
Monmouth County	**240,884**	**224,236**	**16,648**	**7%**	**258,410**	**233,983**	**24,427**	**9.5%**	**n/a**

Source U.S. Census

b) Residential Market

According to sales data gathered by the Monmouth County Association of Realtors, 9,651 units (7,089 single-family, 1,914 townhouse or condominium, and 648 adult community) were sold in the County in 2018. The number of recorded sales was 2% lower from the number of unit sales recorded in 2017, with 175 fewer units sold in 2018. The median sales price of a single-family unit sold in Monmouth County was $430,000. The average price of a townhouse or condominium unit sold was $284,000. The average price of an adult community unit was $295,000.

Real estate agents assert that markets with more than eight months of inventory usually indicate price stabilization. As available housing inventory drops, prices typically rise. In Monmouth County, the months of inventory (amount of time it would take to sell all listings at the current sales pace) for a single-family home decreased to 3.7 months in December 2018, compared to 4.4 months in December 2017. Within the condo market, the months of inventory were 2.6 months for December 2018.

Data compiled from the 2017 ACS illustrates that Monmouth County maintains a high-valued owner-occupied market.

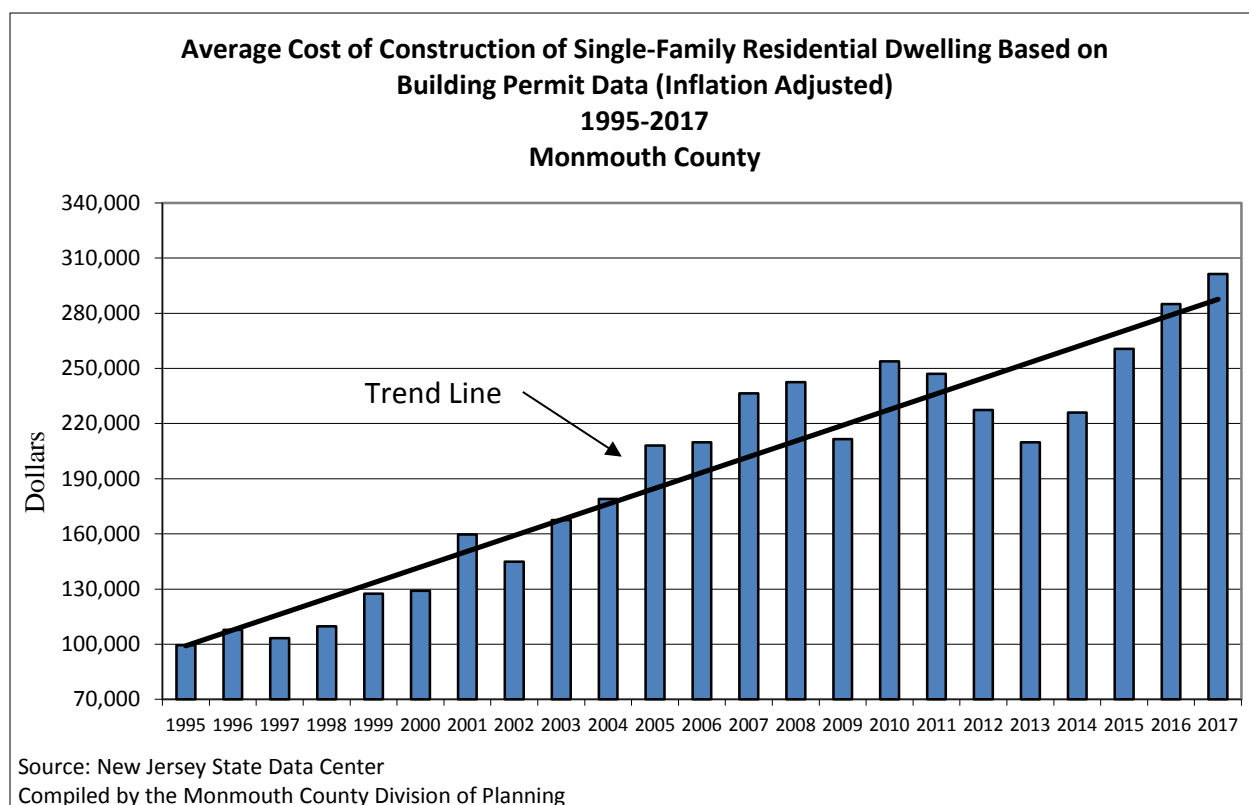| Value of Owner Occupied Housing Units 2017 American Community Survey 1-Year Estimates Monmouth County	
	Monmouth County
Less than $50,000	1%
$50,000 to $99,999	1%
$100,000 to $149,999	2%
$150,000 to $199,999	3%
$200,000 to $299,999	17%
$300,000 to $499,999	40%
$500,000 to $999,999	30%
$1,000,000 or more	6%
Median (dollars)	$421,700
Percentage of Units Owner-Occupied	74%
Source: 2017 American Community Survey 1-Year Estimates	

c) <u>New Residential Construction</u>

In 2018, 1,792 building permits for single and multi-family housing were filed in Monmouth County, a 4% increase from the 1,729 permits filed in 2017. The 1,792 filed building permits broke down as follows: 824 one and two-family dwellings, 958 multi-family dwellings and 10 mixed-use dwellings. To compare, in 2017 this break down was: 912 one and two family, 792 multi-family and 25 mixed-use.

Building Permits for New Housing Units Selected New Jersey Counties								
	2012	2013	2014	2015	2016	2017	2018*	% of State (2018)
Monmouth	1034	1,425	1,367	1,176	1,901	1,729	1,792	7%
Ocean	1,517	2,467	3,328	2,934	2,712	2,757	2,025	8%
Middlesex	1,087	1,587	1,809	1,588	1,959	2,311	2,238	9%
Burlington	488	553	977	748	634	832	1,132	4%
Somerset	1,060	1,061	689	848	839	564	1,184	5%
New Jersey	15,270	18,795	22,896	19,503	24,170	25,961	25,280	100%
Source: New Jersey Department of Community Affairs								
Compiled by the Monmouth County Division of Planning								
*Data for 2018 is based from Year-to-Date column of the December 2018 report, the final annual number may be different								

The average cost of construction of a single family dwelling in 2017 was $301,295 (cost based on building permit data collected by the U.S. Census Bureau).


Average Cost of Construction of Single-Family Residential Dwelling Based on Building Permit Data (Inflation Adjusted) 1995-2017 Monmouth County

Source: New Jersey State Data Center
Compiled by the Monmouth County Division of Planning

6) NON-RESIDENTIAL CONSTRUCTION

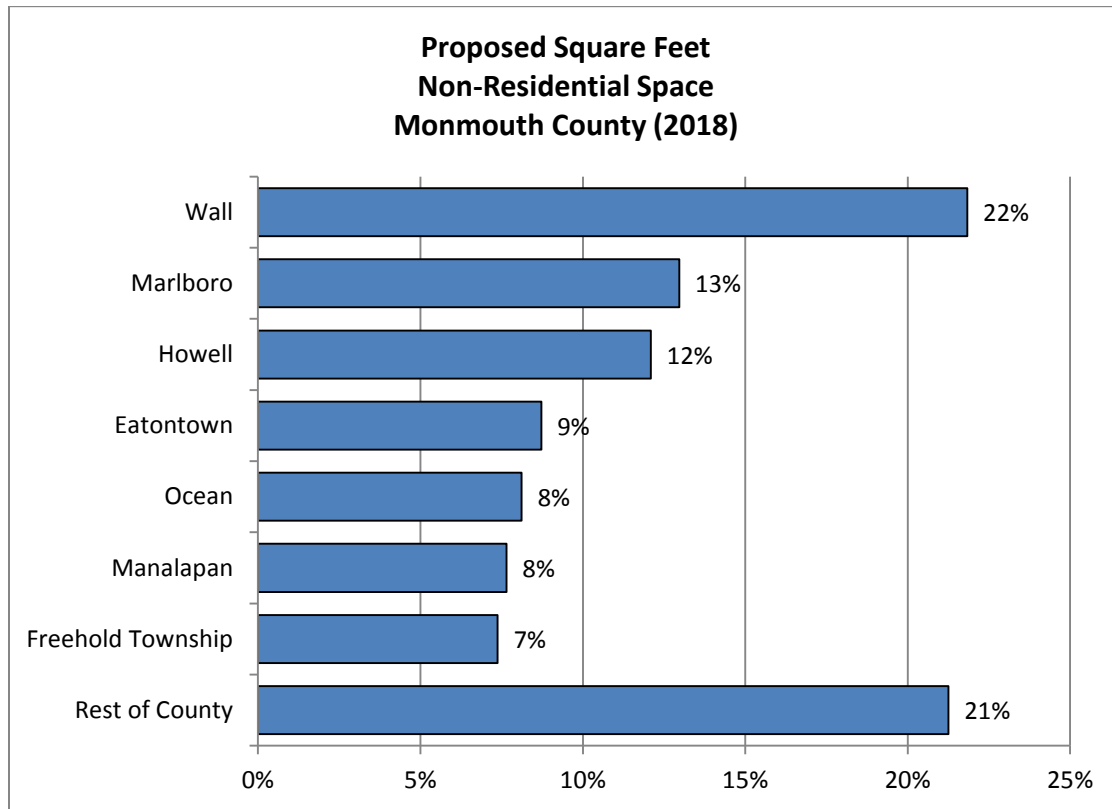a) Proposed Non-Residential Real Estate

Between January 2018 and December 2018, 138 non-residential site plans were submitted to the Monmouth County Division of Planning, which is the same amount that was submitted in 2017. The total amount of proposed square footage decreased to 1,371,860 square feet of building area; an 47% decrease from 2017. Of the total amount of non-residential building area proposed in 2018, 628,313 square feet (46%) was designated for commercial use, 134,642 square feet (10%) for office, 93,130 square feet (7%) for public use, and 515,775 square feet (38%) for industrial purposes.

Proposed Non-Residential Construction
2009-2018
Monmouth County

Legend: Industrial, Public, Office, Commercial

Source: Monmouth County Division of Planning
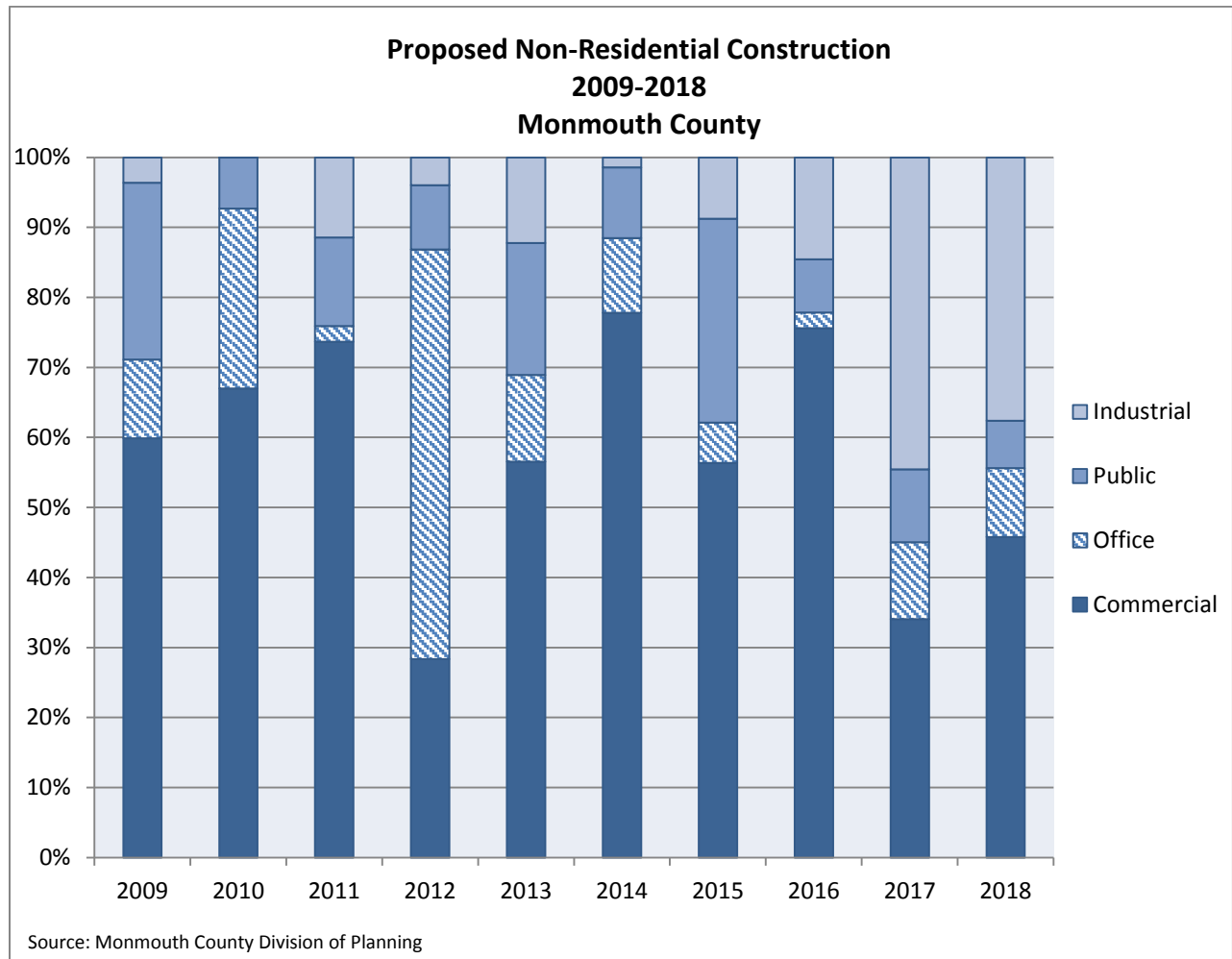
In 2018, Monmouth County reviewed 13 mixed-use projects, 3 more than in 2017. The graph below shows the number of mixed use applications submitted by year. As the graph shows the number of mixed use applications grew from 1998 until its peak in 2006, after which the number of mixed use applications dropped 70%.

Mixed-Use Applications
1998-2018
Monmouth County

Source: Monmouth County Division of Planning
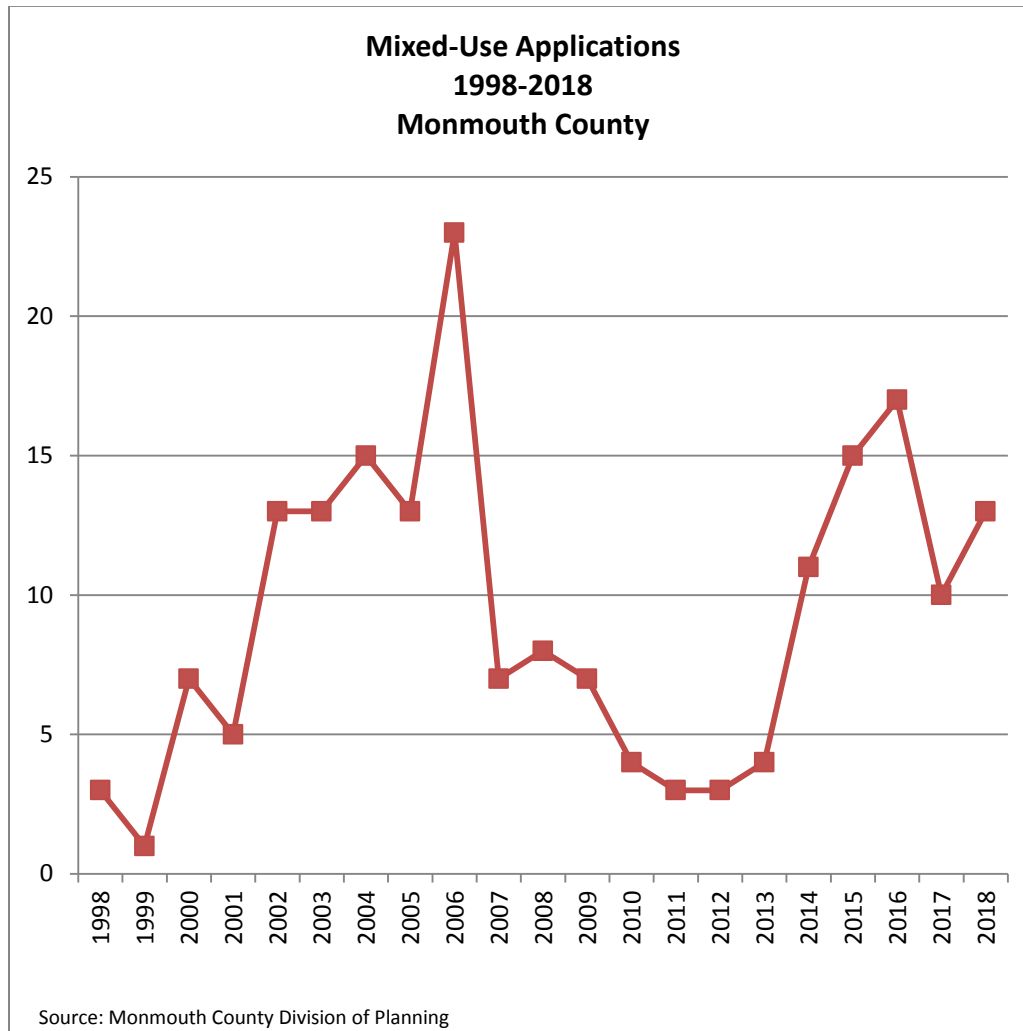
The following graph illustrates the specific Monmouth County municipalities that are anticipated to experience the greatest amount of non-residential development.

Proposed Square Feet
Non-Residential Space
Monmouth County (2018)

Municipality	Percentage
Wall	22%
Marlboro	13%
Howell	12%
Eatontown	9%
Ocean	8%
Manalapan	8%
Freehold Township	7%
Rest of County	21%

Largest Proposed Non-residential Developments 2018 Monmouth County			
Project Name	**Proposed Building Size (Sq. Ft.)**	**Use**	**Municipality**
Ocean Towne Center	107,549	Mixed Use-Commercial/Residential	Ocean
J & J Commercial & Industrial	101,500	Warehouse/Office	Manalapan
SLJJ Partners - Self Storage	95,700	Mini Warehouse/Self Storage	Wall
Route 35 Wall Realty	81,525	Food Store/Retail	Wall
558 Halls Mill Road	69,438	Warehouse	Freehold Twp
Source: Monmouth County Division of Planning			

b) Retail Space

Building Permits Issued for Retail Space

According to the New Jersey Department of Community Affairs, Monmouth County Municipalities authorized construction/rehabilitation of 265,417 square feet of retail space in 2018, a 139% increase from 2017.

Square Feet of Retail Space Authorized by Building Permits
2001-2018
Monmouth County

Source: New Jersey Department of Community Affairs
Compiled by the Monmouth County Division of Planning
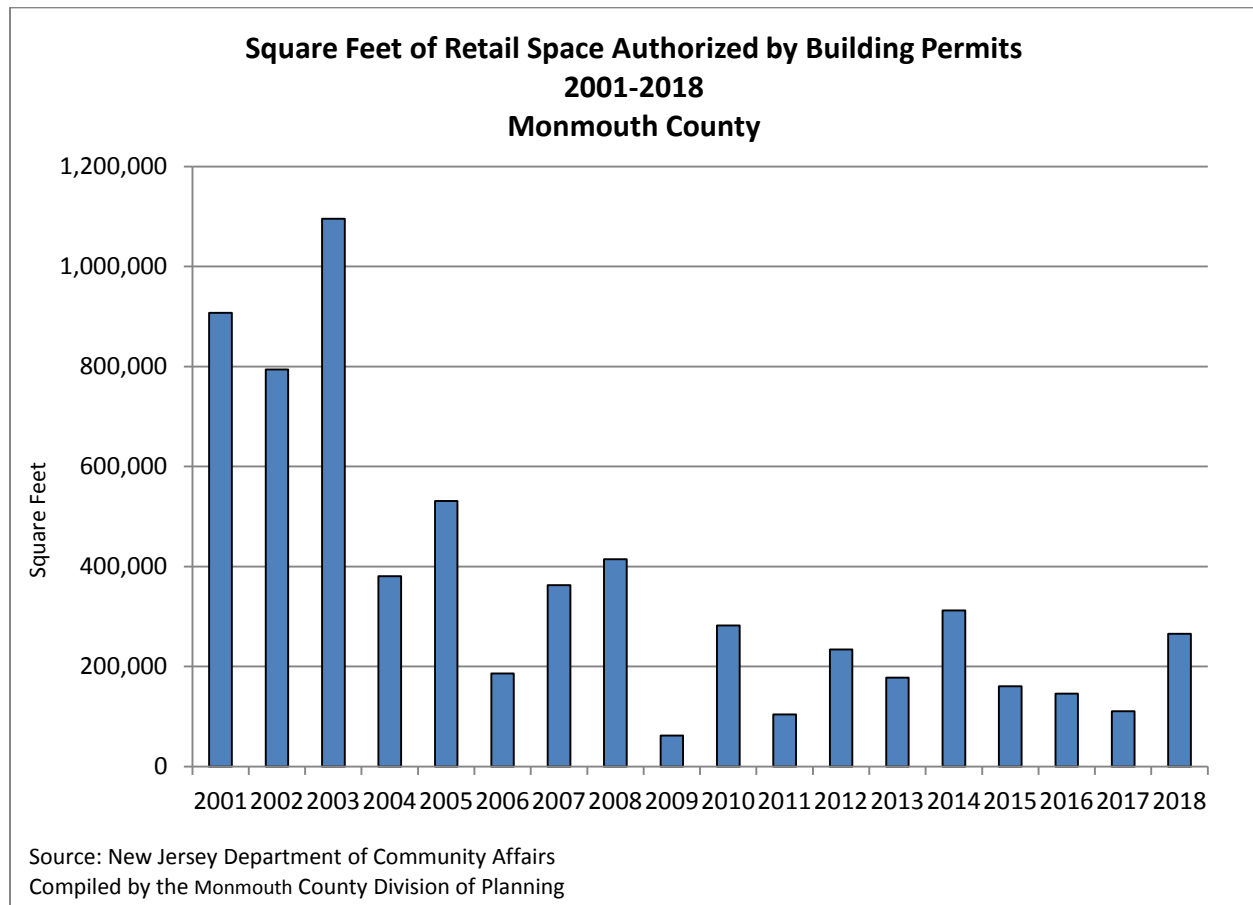
Vacant Space

In 2016, R.J. Brunelli and Company released the results from their 26th annual survey of shopping centers and freestanding commercial buildings along Central New Jersey's four major retail corridors (Routes 1, 9, 35, and 18). This survey evaluates shopping centers and free standing buildings exceeding 2,000 square feet—including vacant restaurants, auto service facilities and auto dealerships whose location allows them to be viable for future retail uses. Regional malls and centers under construction or in the early stages of major redevelopment were excluded. The 2015 study found 2.87 million square feet of vacancies in the 32.58 million square feet of commercial space surveyed, a 23% increase from the 2.33 million square feet of vacant commercial space surveyed in 2014.

The bankruptcy of A&P pushed up the retail vacancy rate from its six-year low of 7.6% in 2014, to 8.8% in 2015. The closure of four A&P and two Pathmark locations in this retail corridor threw

approximately 322,000 square feet of space on the market. Around 56% of these losses were absorbed by other stores. The study found availabilities in 179 of the 821 sites visited throughout the region during the third quarter of 2015. The 2015 survey found that overall big-box vacant space increased along Central New Jersey corridors to 1.02 million square feet, from 796,053 in 2014. Big boxes accounted for 43.6% of all empty space, up from 34.1% a year ago. Concurrently, the Central New Jersey region's inventory of smaller spaces (less than 20,000 square feet) increased by 312,3881 square feet, or 20.3%.

Route 9

The vacancy rate along the thirty-five mile Woodbridge to Lakewood corridor jumped to 11.2% in 2015 from the 7.7% in 2014. The 2015 survey reported 1.05 million square feet of vacancies in the 9.41 million square feet surveyed. Route 9's inventory of big-box space surged to 323,853 or 30.7% of the corridors total vacancies. There was little big-box activity besides the opening of a BJ's and an Xscape Movie Theater in the new Greenleaf at Howell power center. Smaller openings included a Power House Gym in Old Bridge Plaza.

As the economy continues to strengthen, the central New Jersey region is experiencing a revival in new development and redevelopment activity. In 2014, development was completed on the corridors newest retail center, Marlboro Commons. Across the road, the 306,500 square foot Marlboro Plaza underwent a major renovation and re-tenanting. Hobby Lobby now occupies a 61,000 square foot formerly occupied by Pathmark space, and Livoti's Old World Market signed a lease for a 12,000 square foot space.

Occupied Retail Space (1997-2015)
Route 9

Source: R. J. Brunelli
Compiled by the Monmouth County Division of Planning

Vacancy Rate-Retail Space (1997-2015)
Route 9

Source: R. J. Brunelli
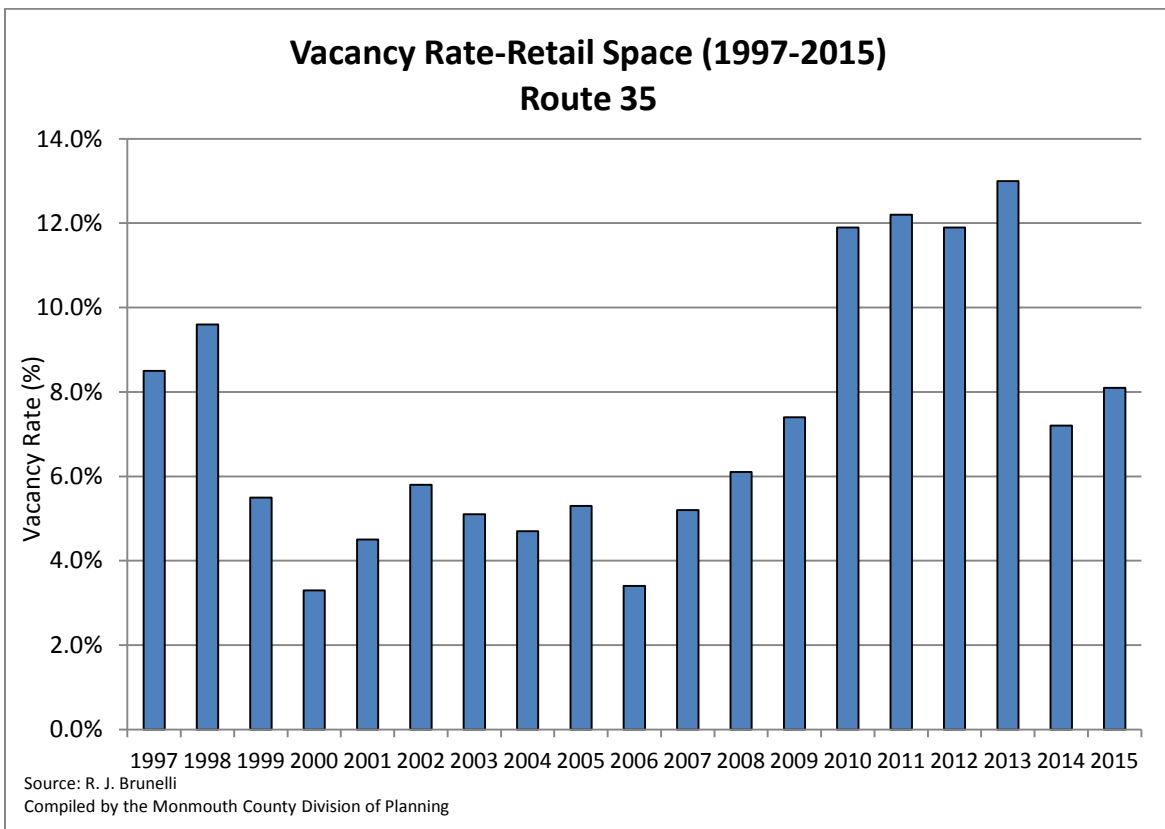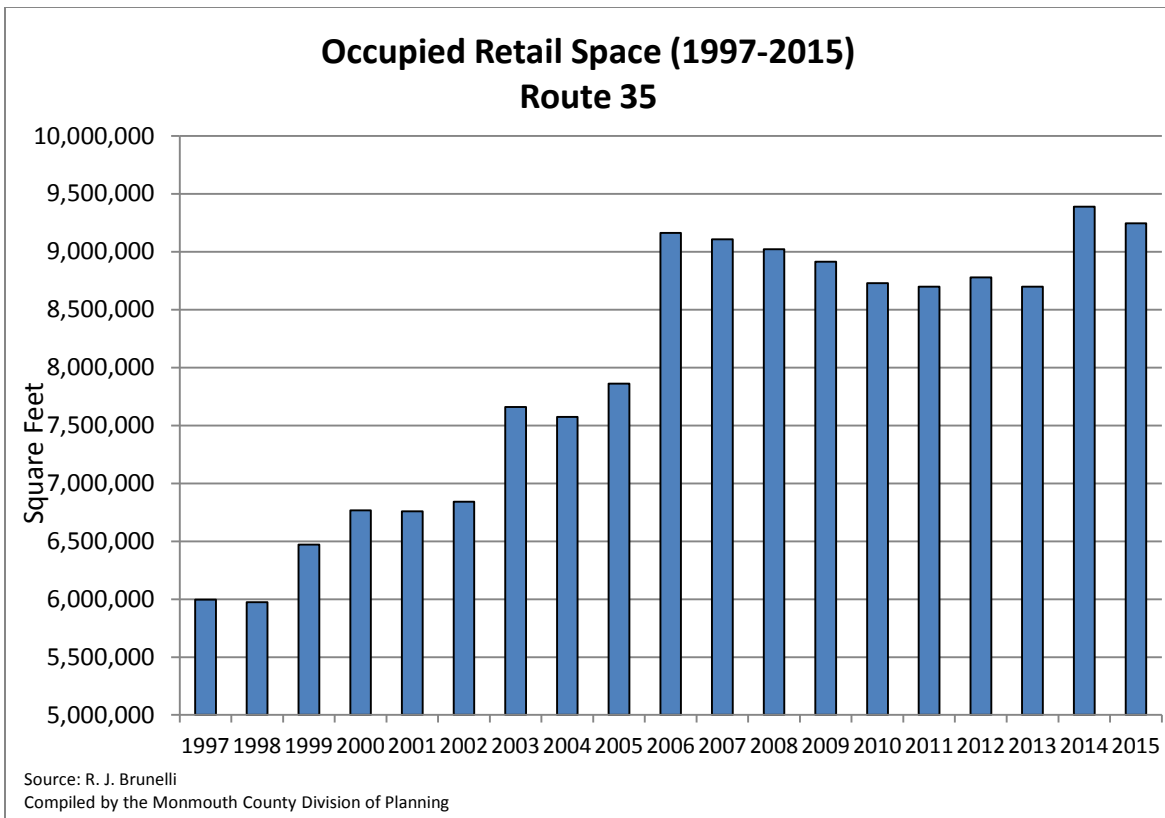Compiled by the Monmouth County Division of Planning
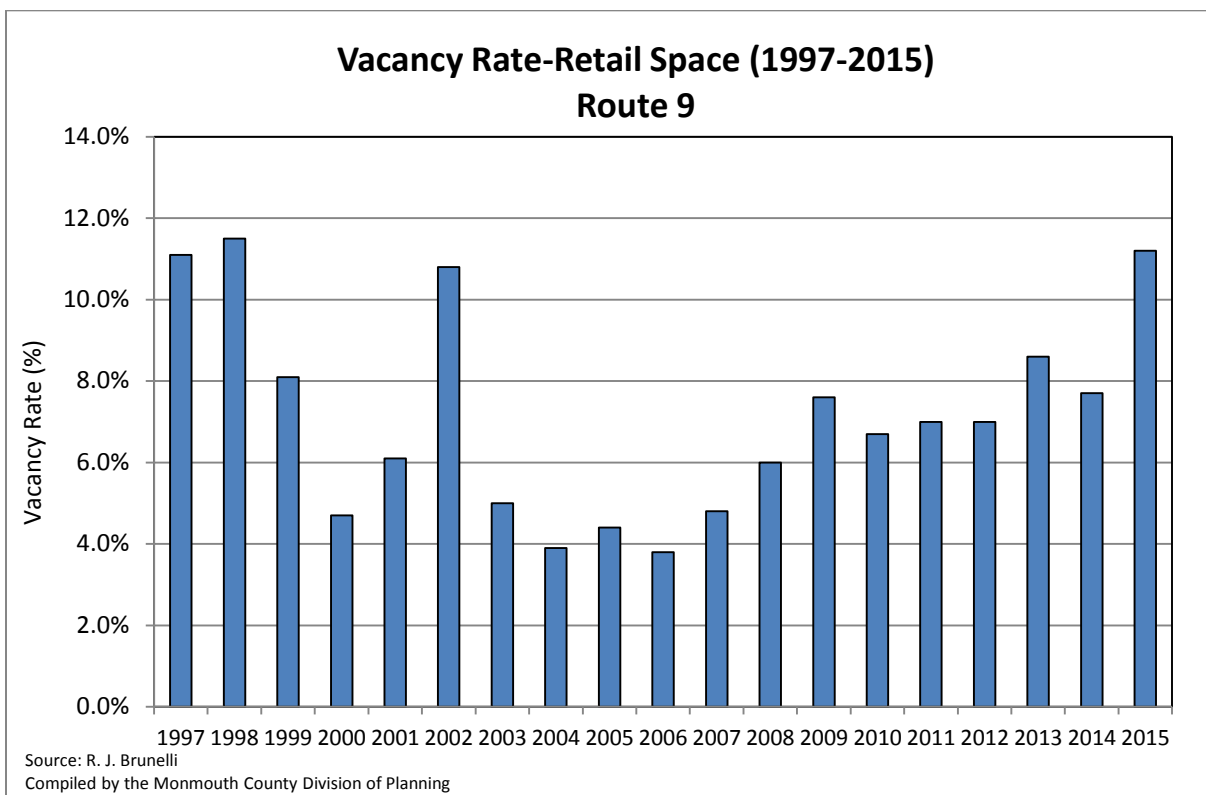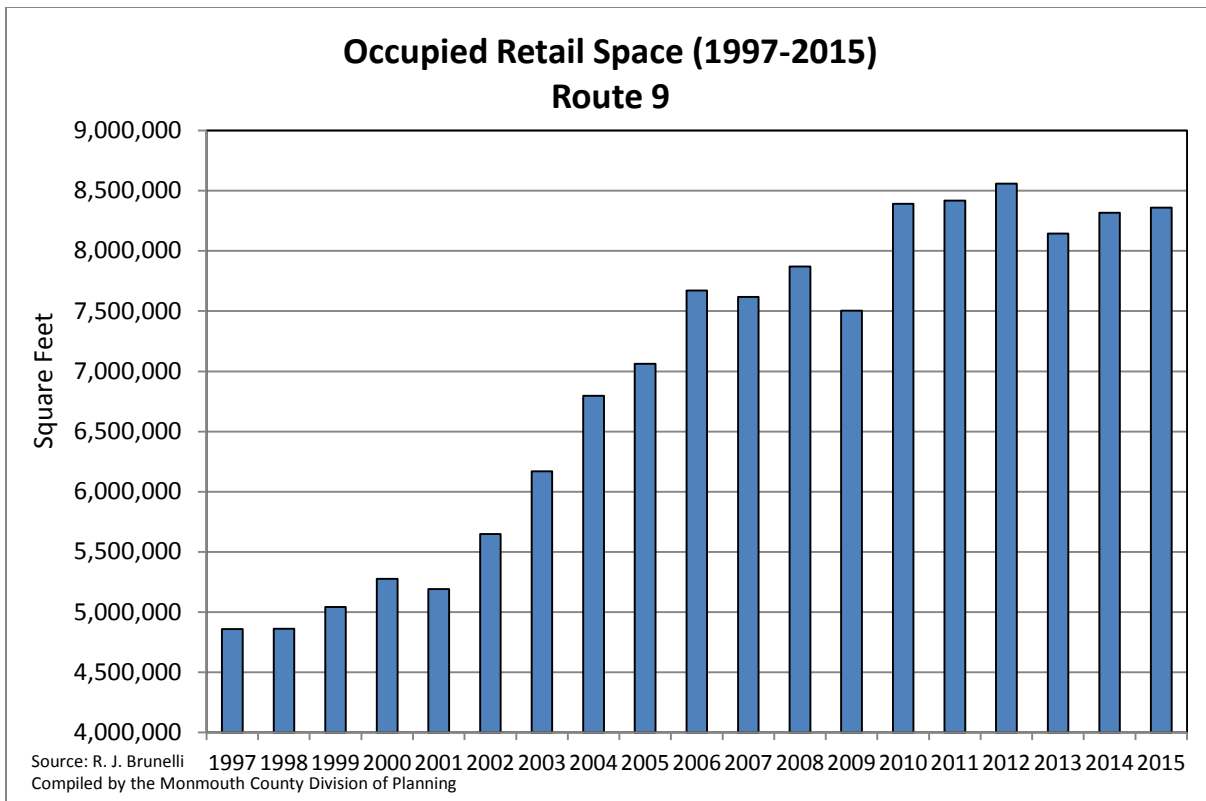
Route 35

The twenty-five mile Aberdeen to Brielle Route 35 corridor – including a portion of Route 36 in Eatontown and West Long Branch – has the most retail space of the ten corridors evaluated in both Northern and Central New Jersey. The vacancy rate along this heavily-retailed corridor increased to 8.1% in 2015 from 7.2% in 2014, linked again to the closing of A&P and Pathmark. The Brunelli survey found 812,865 square feet of vacancies in the 10.06 million square feet of retail studied; availabilities were found in 58 of the 821 properties studied. The corridor's empty big-box inventory climbed to 271,013 square feet or 37.2% of the corridor's total vacancies.

Notable big-box leases include the signing of Acme in the recently shuttered A&P in Wall. Notable openings in the 10,000 to 20,000 square-foot category included New Jersey's second Cost Plus World Market in Shrewsbury, Athena Learning Center in Middletown, an AAA car care, travel and insurance center in Middletown, Value City Furniture in Eatontown, and Ulta in Consumer Square on Rt. 36 in West Long Branch.

Nordstrom Rack opened its first location at the Jersey Shore in 2015 at the expanded Crossroads at Eatontown shopping center. The Shoppes at Middletown, a 380,000 square foot open-air town center, was built on a long under-developed site at the intersection of Route 35 North and Kings Highway. Additionally, a 39,127 square foot Whole Foods store opened in Wall in April of 2016.
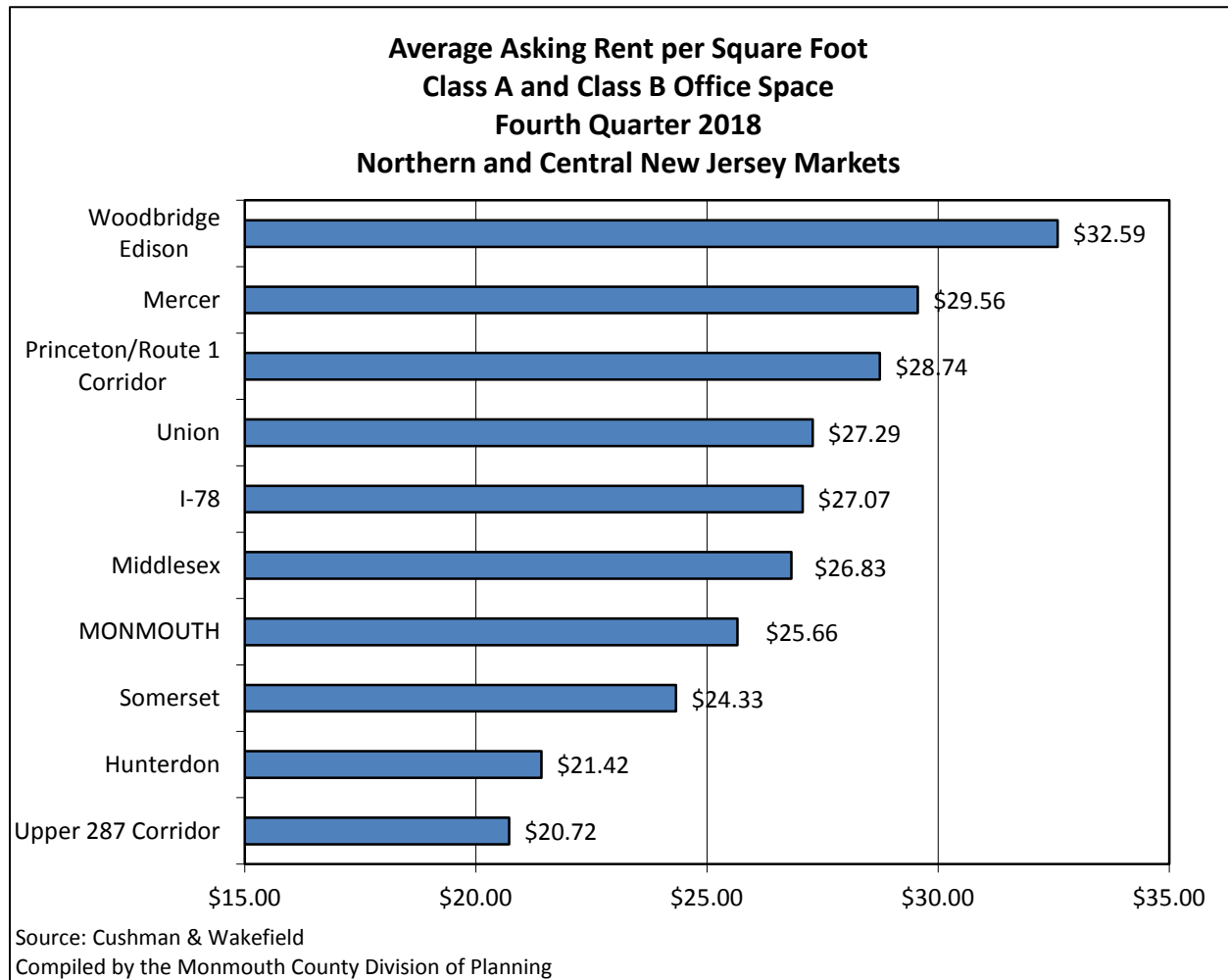
Occupied Retail Space (1997-2015)
Route 35

Source: R. J. Brunelli
Compiled by the Monmouth County Division of Planning

Vacancy Rate-Retail Space (1997-2015)
Route 35

Source: R. J. Brunelli
Compiled by the Monmouth County Division of Planning

c) Office Market

In 2018, the Central New Jersey office market recorded a total 408,000 square feet of positive absorption. This means more office space was leased up than was vacated and placed on the market. Monmouth County fared similarly in 2018 reporting 151,641 square feet of positive absorption. Cushman & Wakefield predict that occupancy will fall for Central New Jersey in 2019, mainly due to large vacancies that are looming in the I-78 Corridor and Princeton/Route 1 areas.

For 2017, Monmouth County has a total surveyed office inventory (Class A and Class B) of 11,319,932 square feet. Cushman & Wakefield data collection includes Class A and Class B multi-tenant and single-user buildings at least 50,000 square feet in total rentable building area. Monmouth County's vacancy rate continued to fall steadily, finishing the fourth quarter at 9.2%, with a year to date absorption of 151,641 square feet. This is lower than the 2017 fourth quarter vacancy rate of 11.1%. Overall, vacancy decreases were recorded in every Central New Jersey County since the third quarter of 2018, with the Upper 287 Corridor, Woodbridge/Edison, and Monmouth County posting the most significant year-over-year vacancy drops.

Vacancy Rate Class A and Class B Office Market
Fourth Quarter 2018
Northern and Central New Jersey Markets

Market	Vacancy Rate
Princeton/Route 1 Corridor	21.4%
Somerset	20.1%
I-78	19.9%
Middlesex	17.3%
Upper 287 Corridor	16.7%
Hunterdon	16.3%
Mercer	15.8%
Union	12.5%
Woodbridge Edison	12.0%
MONMOUTH	9.2%

Source: Cushman and Wakefield
Compiled by the Monmouth County Division of Planning

Office rental rates continue to remain relatively stable throughout the region. DTZ reported that during the fourth quarter of 2017, Monmouth County's average asking rate for Class A and Class B office space was $25.66 per square foot, a minor increase from the $25.20 asking rate reported in 2017.
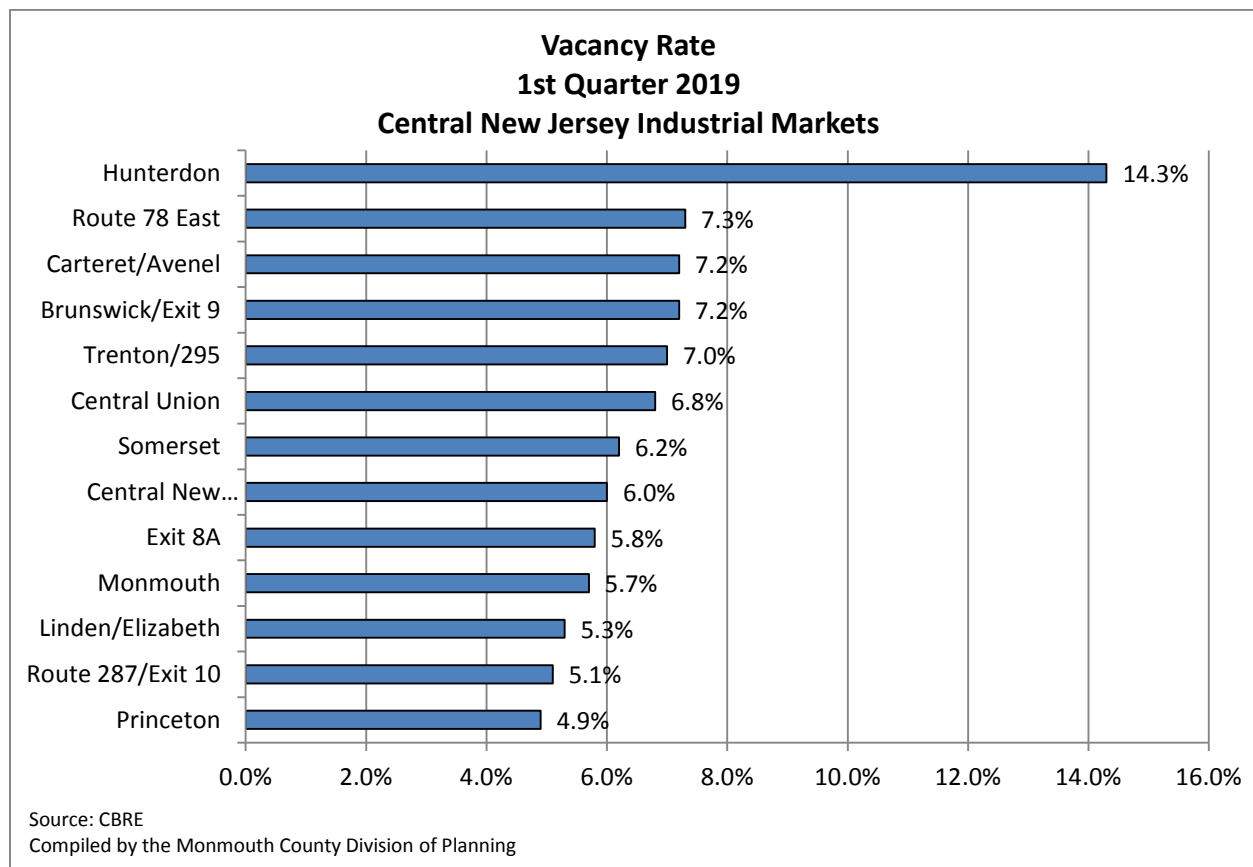
Average Asking Rent per Square Foot
Class A and Class B Office Space
Fourth Quarter 2018
Northern and Central New Jersey Markets

Market	Rate
Woodbridge Edison	$32.59
Mercer	$29.56
Princeton/Route 1 Corridor	$28.74
Union	$27.29
I-78	$27.07
Middlesex	$26.83
MONMOUTH	$25.66
Somerset	$24.33
Hunterdon	$21.42
Upper 287 Corridor	$20.72

Source: Cushman & Wakefield
Compiled by the Monmouth County Division of Planning

In 2018, 401,521 square feet of office space (356,620 square feet of new construction and 44,901 square feet of additions) were issued building permits—a 2.56% decline from the 412,057 square feet of office space reported in 2017.

Square Feet of Office Space Authorized by Building Permits
2002-2018
Monmouth County

Source New Jersey Department of Community Affairs
Compiled by the Monmouth County Division of Planning
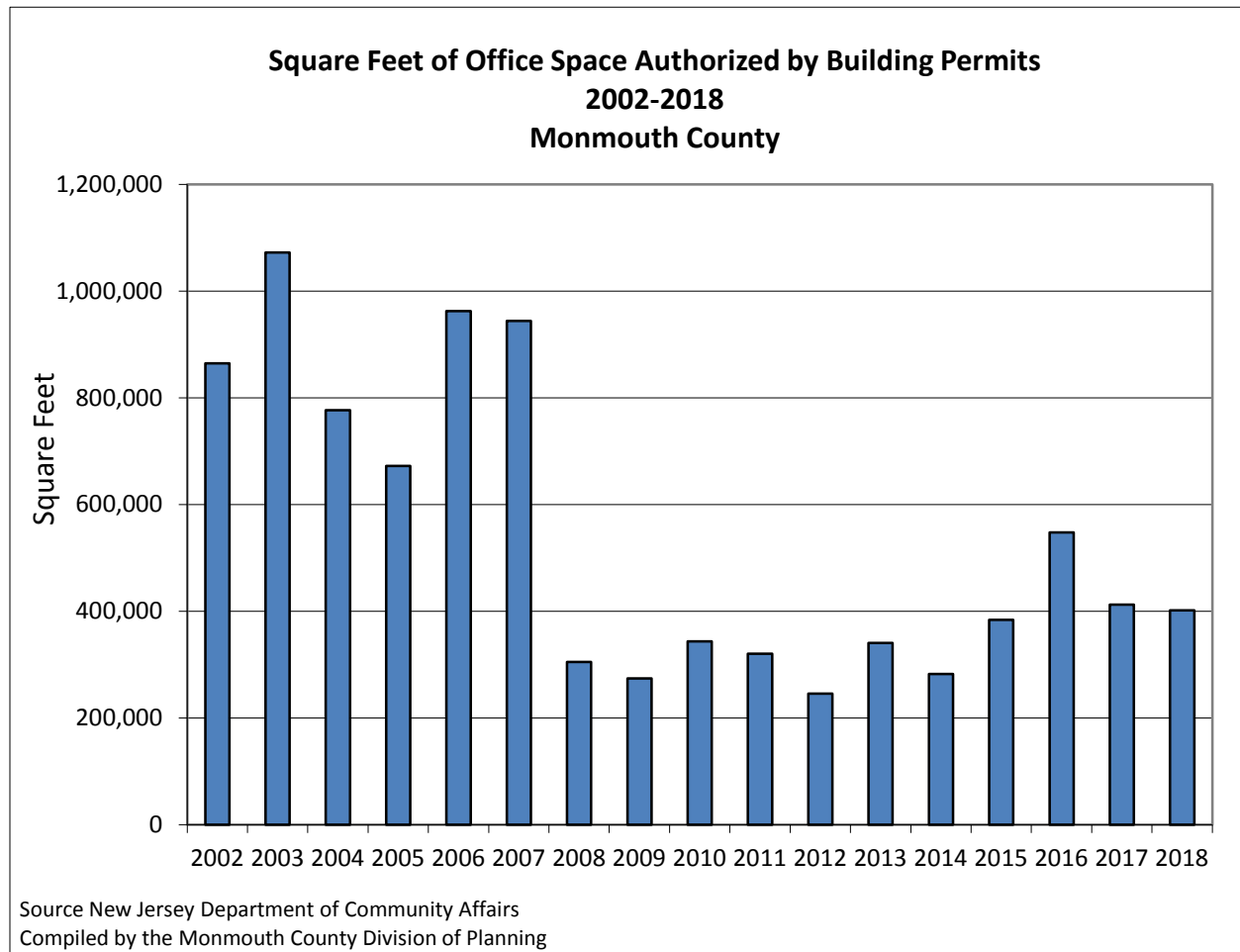
d) Industrial Space

The New Jersey industrial market had another strong year with the 2018 net absorption (amount of space leased up minus space that was vacated) being higher than 2017. Cushman & Wakefield reported a 2018 net absorption of 14.9 million sf for New Jersey and 52,178 sf for Monmouth County. New Jersey continued to see strong demand for larger warehouse space to meet the demand of the e-commerce revolution.

In Monmouth County, vacancies for warehouse and distribution centers are now lower than Central New Jersey averages. CBRE reported that during the 1st quarter of 2019, Monmouth County's industrial vacancy rate was 5.7%, a decrease from the 7% in the 4th quarter 2017. Central New Jersey has an overall vacancy rate of approximately 6.0%, a decrease from the 4th quarter 2017 rate of 6.1%.

Vacancy Rate
1st Quarter 2019
Central New Jersey Industrial Markets

Market	Vacancy Rate
Hunterdon	14.3%
Route 78 East	7.3%
Carteret/Avenel	7.2%
Brunswick/Exit 9	7.2%
Trenton/295	7.0%
Central Union	6.8%
Somerset	6.2%
Central New…	6.0%
Exit 8A	5.8%
Monmouth	5.7%
Linden/Elizabeth	5.3%
Route 287/Exit 10	5.1%
Princeton	4.9%

Source: CBRE
Compiled by the Monmouth County Division of Planning

Currently, Monmouth County has 24.3 million square feet of space classified for industrial uses as compared to 38 million square feet in the Somerset County region and 103 million square feet near the Route 287/Exit 10 of the New Jersey Turnpike. Central New Jersey's asking rate increased to $6.42 per square foot in 2019 from $5.87 in 2018. Monmouth County has the highest asking rent per square foot in the central New Jersey market region, with an asking rent of $8.02.

Average Asking Rent per Square Foot
1st Quarter 2019
Central New Jersey Industrial Markets

Market	Rent
Monmouth	$8.02
Princeton	$7.60
Carteret/Avenel	$7.51
Exit 8A	$7.50
Linden/Elizabeth	$6.96
Route 287/Exit 10	$6.86
Central Union	$6.78
Brunswick/Exit 9	$6.62
Central New…	$6.42
Somerset	$6.26
Trenton/295	$4.97
Route 78 East	$4.21
Hunterdon	$3.01

Source: CBRE
Compiled by the Monmouth County Division of Planning

7) FACILITIES & INFRASTRUCTURE

a) Transportation

Multiple modes of transportation provide Monmouth County residents with convenient links to both the New York City and Philadelphia metro regions. Twenty-seven miles of the Garden State Parkway traverse the eastern portion of the County, connecting with Atlantic City to the south, and Newark and New York City to the north. Seventeen miles of Interstate 195 run east/west through the southern portion of the County, providing connections to the New Jersey Turnpike, Mercer County, Pennsylvania, and the Atlantic coastline. In addition, there are approximately 233 miles of State roads and 381 miles of County roads.

Rail

The NJ Transit North Jersey Coast Line provides rail access to employment and transportation centers in Newark, Hoboken, and New York City. Within the County there are 13 year-round stations, as well as a seasonal rail station located at Monmouth Park Racetrack in Oceanport, operating during the live racing season (May – October). Additionally hybrid locomotives are being utilized along the Coast Line to provide weekday express trips between New York Penn Station, and Long Branch, saving approximately 16 minutes per trip.

Monmouth County residents have access to Amtrak's Northeast Regional rail service at the New Brunswick and Metropark stations in Middlesex County, and Princeton Junction station in Mercer County. NJ Transit's AirTrain station, located just south of Newark Penn Station, provides a five-minute direct monorail ride to the terminals and parking lots at Newark Liberty International Airport.

Data provided by NJ Transit shows that the Monmouth County Coast line stations with the highest average weekday ridership in descending order are Aberdeen-Matawan Station, Middletown, and Red Bank. Aberdeen-Matawan is the busiest station on the entire Coastline, followed by Woodbridge and Middletown. The table below provides average weekday ridership for Monmouth County stations between FY 2010 and FY 2018. As the table shows, ridership for all stations has been declining since 2010. Between FY 2010 and FY 2018 ridership declined by 25%.

Average Weekday Rail Station Passenger Boardings History for Coastline Stations in Monmouth County, FY 2010 - 2018										
Station	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**Change since 2010**
Aberdeen-Matawan	2,872	2,567	2,554	2,275	2,370	2,509	2,460	2,337	2,207	-23%
Hazlet	986	873	876	787	844	874	874	855	805	-18%
Middletown	1,807	1,571	1,487	1,297	1,327	1,351	1,331	1,262	1,196	-34%
Red Bank	1,436	1,278	1,276	1,139	1,187	1,182	1,155	1,068	1,013	-29%
Little Silver	925	837	783	687	732	744	740	709	679	-27%
Long Branch	1,241	1,114	1,171	1,050	1,116	1,119	1,105	1,050	1,024	-17%
Elberon	198	176	117	108	110	110	117	115	108	-45%
Allenhurst	163	153	140	127	127	126	125	123	119	-27%
Asbury Park	576	511	597	486	528	543	548	514	497	-14%
Bradley Beach	273	262	271	212	226	223	225	196	197	-28%
Belmar	309	257	305	255	263	267	256	241	226	-27%
Spring Lake	213	194	162	132	143	149	152	147	145	-32%
Manasquan	218	212	208	177	173	177	175	164	161	-26%
Monmouth County	11,217	10,005	9,947	8,732	9,146	9,374	9,263	8,781	8,377	-25%
Source: NJ Transit										
Compiled by the Monmouth County Division of Planning										
*Boarding refers to a one way trip, round trips would be counted twice										

Beginning on May 18, 2015, one seat rail service to and from Bay Head became available during the AM and PM peaks. Passengers traveling or boarding south of Long Branch were no longer required to transfer. NJ TRANSIT announced that six trains operate from Bay Head to New York and New York to Bay Head. Three run from Bay Head to New York during the morning rush hour, and three run from New York to Bay Head during the evening rush hour. The service is only offered during the weekday, expediting commuter service south of the Long Branch station. Since the one-seat service inception, a fourth trip has been added in the evening from New York to Bay Head, for a total of six every weekday.

There are several active initiatives underway to increase passenger rail capacity between New Jersey and Manhattan. Amtrak's Gateway Project proposes the construction of two flood-resistant Trans-Hudson tunnels, replacement of the existing Portal Bridge and expansion of New York Penn Station. The project will include:
- Four new main line tracks between Newark, NJ and Penn Station in New York City
- The replacement of the Portal Bridge which in New Jersey which is a choke point for trains
- The expansion of Penn Station, including new platforms under the neighboring Post Office building

- Updates and modernization of existing train infrastructure such as the electrical system providing power to trains
- The rebuilding and replacing of components in the existing tunnels which were damaged by sea water as a result of Super Storm Sandy
- The construction of two new rail tunnels beneath the Hudson River connecting New Jersey to Penn Station

The Amtrak Gateway Project is projected to cost between $20 billion and $30 billion. $541 million federal are currently available for The Gateway Project in the current Federal Funding Bill; Amtrak is expected to contribute a minimum of $388 million from its Northeast Corridor Account, while New York and New Jersey will receive an additional $153 million from the Federal Transit Administration's High-Density States and State of Good Repair grant programs that they are dedicating to the project. The Gateway Project is also eligible for funds through the New Starts Capital Investment Grant Program which was allocated $2.64 billion. Two applications have already been submitted to this program, one to replace the Portal Bridge and another for the new Hudson Tunnel Project. The states of New York and New Jersey have also promised to contribute additional state funds.

The existing rail tunnels were damaged by flooding after Superstorm Sandy and are in immediate need of repair, but closing one tunnel down for repairs would decrease the rail traffic significantly and create major backups. Under the Gateway Project, the maintenance of the existing tunnels would be done after the completion of the new tunnel, therefore avoiding a decrease in rail traffic. After repairs all tunnels would be open and rail capacity into Penn Station would double. In 2018 the project received $70 million in funding for preliminary work, $35 million from the Port Authority and $35 million from Amtrak as well as a $16 million TIGER Grant that was awarded to NJ TRANSIT to help replace the Portal Bridge.

Bus

A considerable portion of the County is served by an extensive network of local and regional bus services. Monmouth County continues to work towards the expansion and enhancement of bus routes to better serve workers and industry in the County. Senior citizens and residents with special needs can utilize Monmouth SCAT (Special Citizen Area Transportation) services. NJ TRANSIT and private buses (eg. Academy) serve the Route 9 and Garden State Parkway corridors with connections to major employment destinations such as Jersey City, Newark, and New York City.

The NJ TRANSIT 836 Bus Route connects the City of Asbury Park and Freehold Township, providing residents access to local job centers. Funding to extend this service on weeknights and weekends is made possible thanks to a New Jersey Job Access and Reverse Commute (NJ-JARC) grant and matching County funds. The purpose of NJ-JARC support is to link low-income workers with employment that is normally inaccessible by transit. . Bus service between Freehold Township and the City of Asbury Park now runs seven days a week from 5:30 A.M. to 10:40 P.M. with service terminating in Asbury Park at 11:50 P.M. NJ TRANSIT acknowledges that the 836 Bus Route has become one of the most successful JARC programs in the state.

In January 2015, the North Jersey Transportation Planning Authority (NJTPA), Monmouth County, and Together North Jersey completed a Bus Rapid Transit Opportunities Study. The project addresses the potential for implementing strategies and features consistent with Bus Rapid Transit (BRT) systems and encourages their development in order to improve bus service in Monmouth County.

In September 2016, NJ TRANSIT made bus route adjustments designed to improve access to Brookdale Community College's Lincroft Campus. The 833 route was combined with NJ TRANSIT's 835 route to create the new 838 route, which now operates between the Freehold Raceway Mall and Sea Bright. The 838 route runs hourly, offering a one-seat ride to Brookdale College or Freehold Township for residents traveling from Sea Bright, Rumson, Fair Haven and eastern Red Bank. The 838 also operates between Sea Bright and Lincroft on Saturdays, running every 85 minutes. The adjustments expanded access to the college's Lincroft campus, which was previously served by the 833 bus route running between Freehold Township and Red Bank. The 833 route previously ran every 70 minutes between 7:30 a.m. and 7:15 p.m. and provided no weekend service.

In February 2017, the Port Authority of New York and New Jersey approved $70 million to begin planning for a new bus terminal in Manhattan. The new bus terminal would replace the existing terminal on Manhattan's west side which is operating beyond capacity. The Port Authority also adopted a 10-year capital plan, which allocates $3.5 billion to replace the existing terminal. The terminal could end up costing as much as $10 billion and take more than 10 years to complete. Current planning efforts are taking place to evaluate whether building a new terminal on an adjacent property, building on top of the current terminal, or moving the terminal to a new location is the best option for the future Port Authority Bus Terminal.

Ferry

Terminals located in Highlands and Atlantic Highlands offer SeaStreak ferry service to Wall Street's Pier 11 and East 35th Street. NY Waterway ferry service to West 39th Street, Pier 11, World Financial Center, and Jersey City is available from Middletown's Belford Terminal. Annually, ferries shuttle 900,000 passengers between points in Monmouth County and New York City, 90% of whom are commuters. In 2017, the Belford Ferry Terminal saw an average weekday ridership of approximately 2,237 passengers; Highlands and Atlantic Highlands marina terminals served on average 1,677 and 2,149 weekday riders respectively. SeaStreak offers a variety of trips and packages to encourage non-work related trips. Between May and October, trips from Highlands to Martha's Vineyard are offered, as well as summer-season direct trips from lower Manhattan to Sandy Hook, trips involving Broadway and sports game packages, etc.

Data from the New York Metropolitan Transportation Council shows that average daily ridership from Monmouth County ports has reached a new high in 2017, with 6,063 average weekday riders. The previous average daily ridership peak was in 2006, with 5,142 average weekday riders. The graph below shows the average annual ridership for the three ports in Monmouth County. As the graph shows, the Belford port has recovered from the ridership decline that occurred between 2008 and

2009, growing 36% since. Additionally, Belford ridership is now the highest it has ever been, surpassing the previous peak in 2006. The Atlantic Highlands port also saw a new high in 2017, growing around 60% since 2004. In contrast, the Highlands port has not recovered from the ridership decline that took place after 2008. However, the Highlands port has seen growth for the past 5 years.

Annual Average Weekday Ferry Ridership, Trips to NYC Only (2004 - 2017)
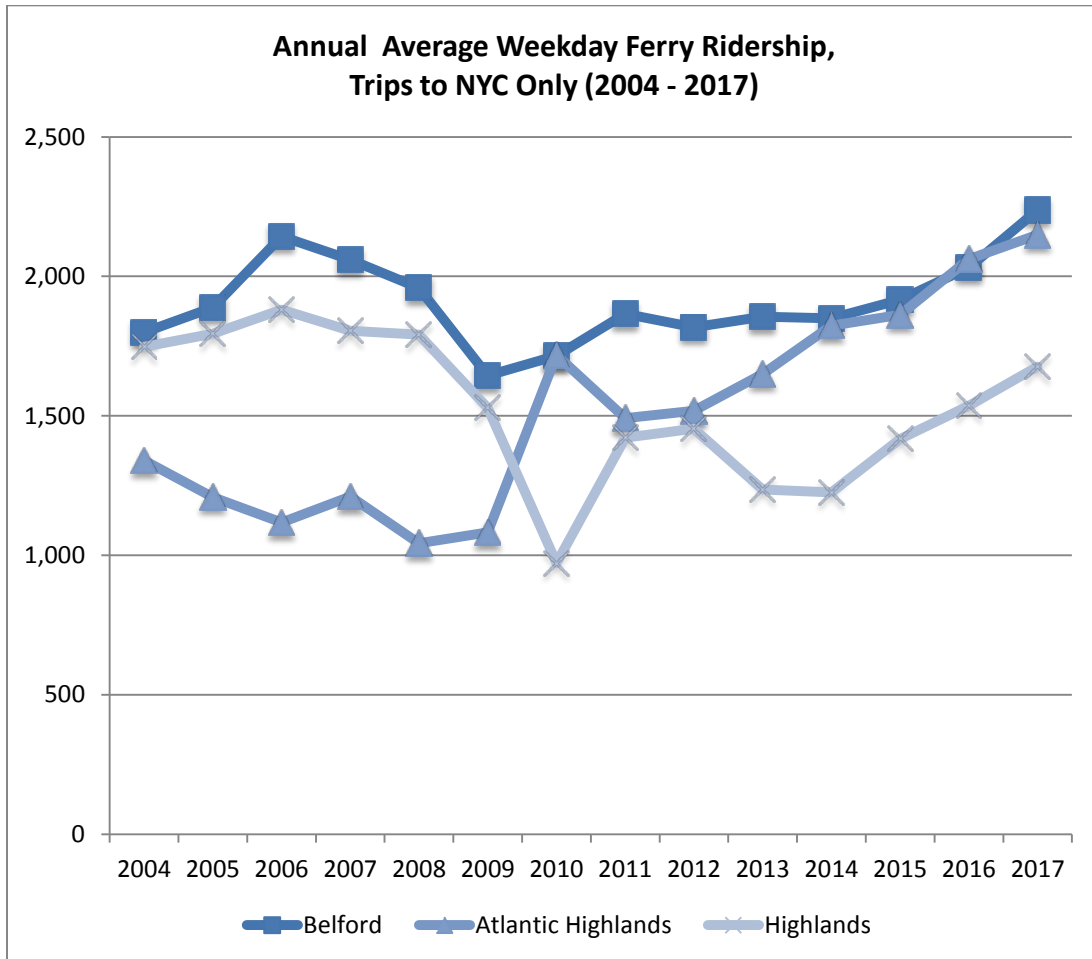
Airports

Newark Liberty International Airport is accessible by car from all regions of Monmouth County. For western Monmouth municipalities, the NJ Transit 67 bus route (connecting Toms River and Jersey City) provides direct trips to the bus courtyards at Terminals A, B, and C. The AirTrain monorail provides rail access to the airport from North Jersey Coast Line passenger trains stopping at the Newark Liberty International Airport station. AirTrain travels between the terminals, rental car facilities, hotel shuttles, and central parking lot areas. Furthermore, many residents are within a one-hour drive of Philadelphia International Airport, Trenton Mercer Airport, and Atlantic City International Airport. Private car services provide residents connections to all the major regional airports.

The Monmouth County Executive Airport (formerly the Allaire Airport) located in Wall, is available for local charter and corporate flights. The new owners of the airport, Wall Aviation, plan to turn the airport into a modern Jetport. Wall Aviation is investing millions of dollars to modernize the airport. The planned upgrades include new facilities, a new operator, new fuel provider, and installation of air traffic controllers (the airport has not had controllers since 1960). Airport safety has also been improved with new security fencing that prevents vehicles from accessing the runway area's and runway lights that are permanently on. The airport has the largest private runway in the country.

b) Roads, Bridges, and County Facilities

FY 2019 NJDOT Capital Program

The NJ Department of Transportation (NJDOT) Statewide Transportation Improvement Program (STIP) for FY 2016-2025 describes the planned capital expenditures and revenue sources supporting transportation infrastructure investments for the fiscal years starting July 1, 2016 until 2025. The table below shows the FY 2019 Capital Program for Transportation Projects in Monmouth County.

New Jersey Department of Transportation Projects FY 2019 Monmouth County		
Project Number	**Program/Project Name**	**Amount**
14422 / UPC: 144220	Route 33, Bridge over Millstone River	$1,000,000
14429 / UPC: 144290	Route 35, Bridge over North Branch of Wreck Pond	$650,000
15389A / UPC: 168080	Route 35, Old Bridge Road to Route 34 & Route 70	$1,000,000
14357 / UPC: 143570	Route 66, Jumping Brook Road to Bowne Road/Wayside Road	$1,500,000
15449 / UPC: 154490	Route 71, Bridge over NJ Transit (NJCL)	$1,000,000
HP01001 / UPC: 018080	Route 71, Wyckoff Road, CR 547	$600,000
14377 / UPC: 143770	Route 195 WB, Route 295 to CR 524/539 (Old York Road)	$9,450,000
TOTAL	-	***$15,200,000***
Source: NJDOT (2019)		

Monmouth County Capital Projects

In 2018, the Monmouth County Board of Chosen Freeholders through the Monmouth County Engineering Division advanced 24 new Capital Improvement Projects involving roadways, bridges, and facilities (buildings) with a total awarded contract value of $40,340,539.79. Among the more significant projects are the following:

Monmouth County Capital Improvement Projects 2018	
Project	**Location**
Bridge HL-59 Emergency Repairs	Holmdel
Bridge W-9 Emergency Repairs	Manasquan
Bridge R-11 Reconstruction	Hazlet/Keansburg
Bridges W-55 & W-56 Rehabilitation	Wall
CR524/CR524A/CR547 Intersection	Howell
CR21/CR524 Spur Intersection	Wall
Resurfacing Program	Various Locations
On-Call Maintenance Contract	Various Locations
Heavy Equipment Maintenance Building	Freehold Township
Veterans Memorial Building	Freehold Borough
MCC Stand-by Generator	Freehold Borough
Source: Monmouth County Division of Engineering	

To advance construction of Capital Improvement Projects, Monmouth County utilized professional engineering and architecture services for design, inspection, and contract administration. In CY 2018, County advanced 50 new consultant contracts or contract extensions, with a total award amount of $15,333,558.64.

The total Monmouth County Capital Improvement investment in roads, bridges, and facilities, including buildings, for CY 2018 is $55,674,098.43

c) Gray Infrastructure

The County's water supply is anticipated to adequately accommodate future development and population growth. According to the New Jersey Water Supply Plan 2017-2022, prepared by the New Jersey Department of Environmental Protection (2017), New Jersey has sufficient water available to meet needs into the foreseeable future provide the state effectively: increases water efficiency through conservation and resuse; promotes public education and outreach; addresses deteriorating infrastructure and ensure proper operation and maintenance of our water storage, treatment and distribution systems; pursues key water supply projects; and fully funds current monitoring efforts/assessment studies.

The Wastewater Management Plan (WMP) map for Monmouth County was adopted on April 11, 2013. This document combines municipal wastewater management planning service areas into a single cohesive plan.

NJDEP adopted new water quality management planning rules at NJAC 7:15 on November 7, 2016. The staff of the Monmouth County Division of Planning is currently in the process of developing a new Wastewater Management Plan for Monmouth County. A complete draft is was submitted to NJDEP in

November of 2018, and is currently under review. The Division of Planning continues to process site specific amendments and revisions and update the Future Wastewater Service Area map as needed while the new draft plan is under review.

d) Green Infrastructure

Monmouth County possesses a wide diversity of landscapes: the cliffs and highlands of the Bayshore Region, the shoreline and rivers of the Coastal Region, and the rolling hills and farmland of Western Monmouth. The County has 27 miles of ocean beaches, 26 miles of Raritan Bay shoreline, and numerous miles of lake and river fronts.

The natural environment is further enhanced by over 49,000 acres of protected public open spaces. According to the 2017 Annual Report, the Monmouth County Parks System managed 17,155 acres at 43 park site across Monmouth County. Another 2,777 acres are protected by easement. The county's total open space inventory is now 19,932 acres.

The Monmouth County Park System added 138 acres of land to 9 park properties in 2018. Highlights include a large new parcel at the Ramanessin section of Holmdel Park and continued growth at two of our newest parks, Freneau Woods and Swimming River. Another 470 acres of open space were protected as easements. The table below summarizes which parks acquired acres of land in 2018.

Newly Acquired Acres of Land by Park 2018 Monmouth County	
Park	New Acres
Crosswicks Creek Park	32
Fort Monmouth Recreation Area	1
Freneau Woods Park	14
Shark River Park	3
Holmdel Park	52
Metedeconk River Greenway	13
Perrineville Lake Park	6
Turkey Swamp Park	10
Swimming River Park & Greenway	2
Total Land Additions	**138**
Easements	**470**
Total	**608**
Source: Monmouth County Park System	

e) Educational Facilities

Brookdale Community College offers associate's degrees and certificates in over 50 programs. With six campuses located throughout Monmouth County, Brookdale continues to expand, currently serving over 14,000 full and part-time students. Top program completions include:

1. Business, management, marketing and related support services;
2. Education;
3. Health Professionals and Related Programs; and
4. Social Sciences.

The New Jersey Coastal Communiversity, an alliance of three New Jersey colleges and universities, offers access to over twenty-five baccalaureate and graduate degree programs at Brookdale's campuses. Participating schools include Georgian Court University, New Jersey City University, and Rutgers, the State University of New Jersey.

Monmouth University, situated on a historic 156-acre campus, is a comprehensive four-year private university, offering undergraduate and graduate degrees in over fifty majors and concentrations. In January 2018, the final phase of construction to upgrade the Science Building (Edison) was completed, which entailed removing an area of the pre-existing structure called The Link totaling 6,534 sf and replacing it with a 24,765 sf addition. The Science Building is now a state-of-the-art, fully-functioning academic space with new and improved teaching, laboratory and office spaces for students and faculty. It includes a large 90-seat Multi-Purpose Room, the School of Science Dean's office suite, the Urban Coast Institute suite, Biology and Chemistry offices, a spacious lobby and gathering areas, study rooms, and several teaching and faculty research laboratories, such as a vivarium, herbarium, and a tissue culture lab.

Over 50 private and parochial schools and 181 public schools comprise Monmouth County's educational system. In 2018, four County high schools were recognized in *U.S. News and World Report's* list of "America's Best High Schools":

- High Technology High School, Lincroft; ranked 22th nationally;
- Biotechnology High School, Freehold; ranked 66th nationally
- Marine Academy of Science and Technology ranked 349th nationally and;
- Academy of Allied Health and Science, Neptune; ranked 452nd nationally.

Only twenty-three high schools in New Jersey were granted gold status (earning national rankings within the top 500). High Technology, Biotechnology High School, Marine Academy of Science and Technology, and Academy of Allied Health and Science were granted gold status.

8) ECONOMY

a) Regional Business Outlook

Opinions of local business leaders provide insights into the regional business outlook at both state and county levels. The New Jersey Business and Industry Association (NJBIA) annually surveys business leaders in all twenty-one counties, evaluating the state's current and future business outlook. The 2019 Business Outlook Survey reported sales, profit, and employment remains strong, and represents good progress from the record results reported in the 2018 survey. Over 1,000 NJBIA members participated in the survey, which reveal that business owners are planning for a great 2019. However, despite this optimism for the year, they still report that they remain concerned about New Jersey's overall economic future, specifically the overall cost of doing business, property taxes, and the cost of health insurance. The survey showed that a majority 62% believe sales will rise in 2018; only 9% said sales would fall. In addition, 59% expect profits to increase, versus only 13% of expected them to decline. A large majority believe that most states fare better than New Jersey in most key economic areas, including taxes and fees, cost of regulatory compliance, controlling healthcare costs, and controlling government spending.

The Monmouth-Ocean Development Council (MODC) serves as an organization dedicated to advancing economic growth and enhancing the business climate of Monmouth and Ocean counties. The annual Business Outlook Survey identifies specific issues affecting local businesses and evaluates how the business climate within the bi-county region compares to other regions in New Jersey. The survey assesses local employer projections for business and economic conditions through 2018 and provides benchmark statistics and trends for future analysis. A majority, 56%, of the respondents are small business owners, who employ 1 to 25 people.

Survey results indicate that local business owners continue to have confidence in the economic stability of the area, with 87% expecting business conditions in the bi-county area to be the same or better in 2019 as compared with 2018. The survey found that 59% of businesses saw an increase in profits in 2018 compared to 2017. In addition, about 32% of businesses surveyed anticipate employment levels to increase, while 64% of respondents expect employment levels to stay about the same. Lastly, when asked if increasing the minimum wage will have a significant impact on costs and businesses 29% said it would have a significant impact, 33% said some impact, and 28% said no impact (10% were unsure).
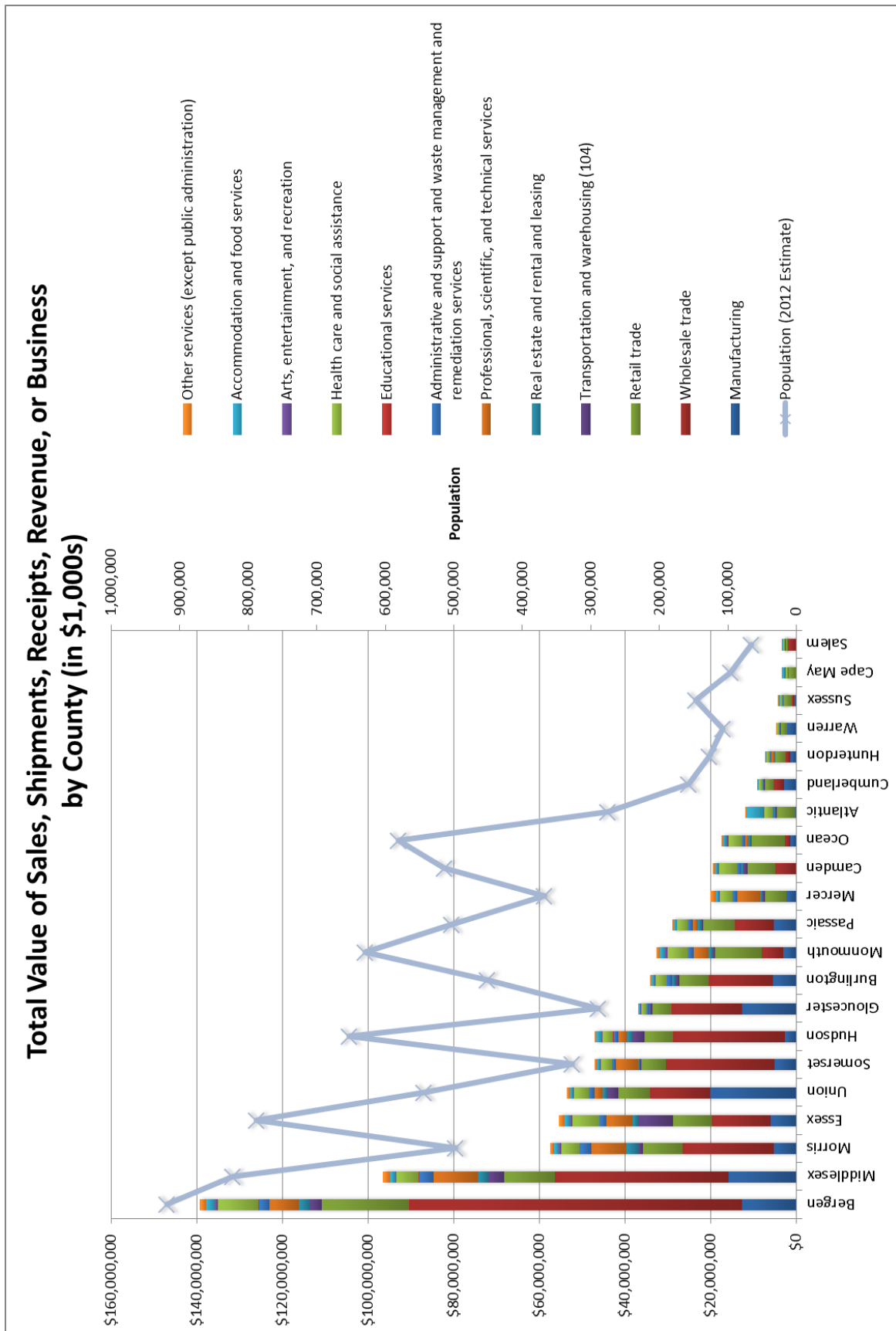
In addition, 78% of businesses project that the average pay increase in 2019 will stay the same, while 20% believe average pay increase will go up. Also, 77% of businesses anticipate that overall benefits package will stay the same, while only 17% anticipate an increase. In addition, the MDOC survey found that a majority, 67%, of those surveyed find it difficult to locate appropriate employment applicants for their business, while only 33% do not find it difficult. Overall, survey respondents had a positive outlook for 2019, but not as positive as 2018.

2012 Economic Census

The Economic Census is an official five-year measure of American business and the economy. County level data from the most recent 2012 Economic Census were released in November of 2015. The release of the 2017 Economic Census is expected to take place late 2019 through 2021. The U.S. Census Bureau is responsible for carrying out the survey and disseminating the data. The U.S. Census Bureau mailed approximately 3,900,000 forms to known business within the U.S. Respondents were asked to provide a range of operational and performance data for their companies, including sales volume, and number of employees. At the county level, data is released for all industries except: Agriculture, Mining, Construction, Management of Companies and Enterprises, and Government Owned Establishments.

Data from the 2012 Economic Census shows that Monmouth County ranks 5th in total number of people employed within New Jersey and 10th in total value of sales, shipments, receipts, revenue, or business done. The Census estimates that 197,328 people work within Monmouth County, and that the total value of sales, shipments, receipts, revenue or business totals to $32,594,338,000. The value of sales, shipments, receipts, revenue or business totals does not include the Utilities, Information, or Finance and insurance industries.

The largest sector in terms of value is the Retail sector, which has approximately 34% or $11,026,097,000 of sales annually. This sector is the 3rd largest in the state. The second largest industry in terms of value is Wholesale Trade at a value of $4,888,826,000. While this is the second largest industry in Monmouth County in terms of value, it is relatively small compared to the rest of New Jersey counties, whose average size of wholesale trade is $16,262,136,000. If this industry is removed from analysis, Monmouth County's rank moves from 10th in terms of value to 6th. The graph below summarizes this data for all New Jersey counties.
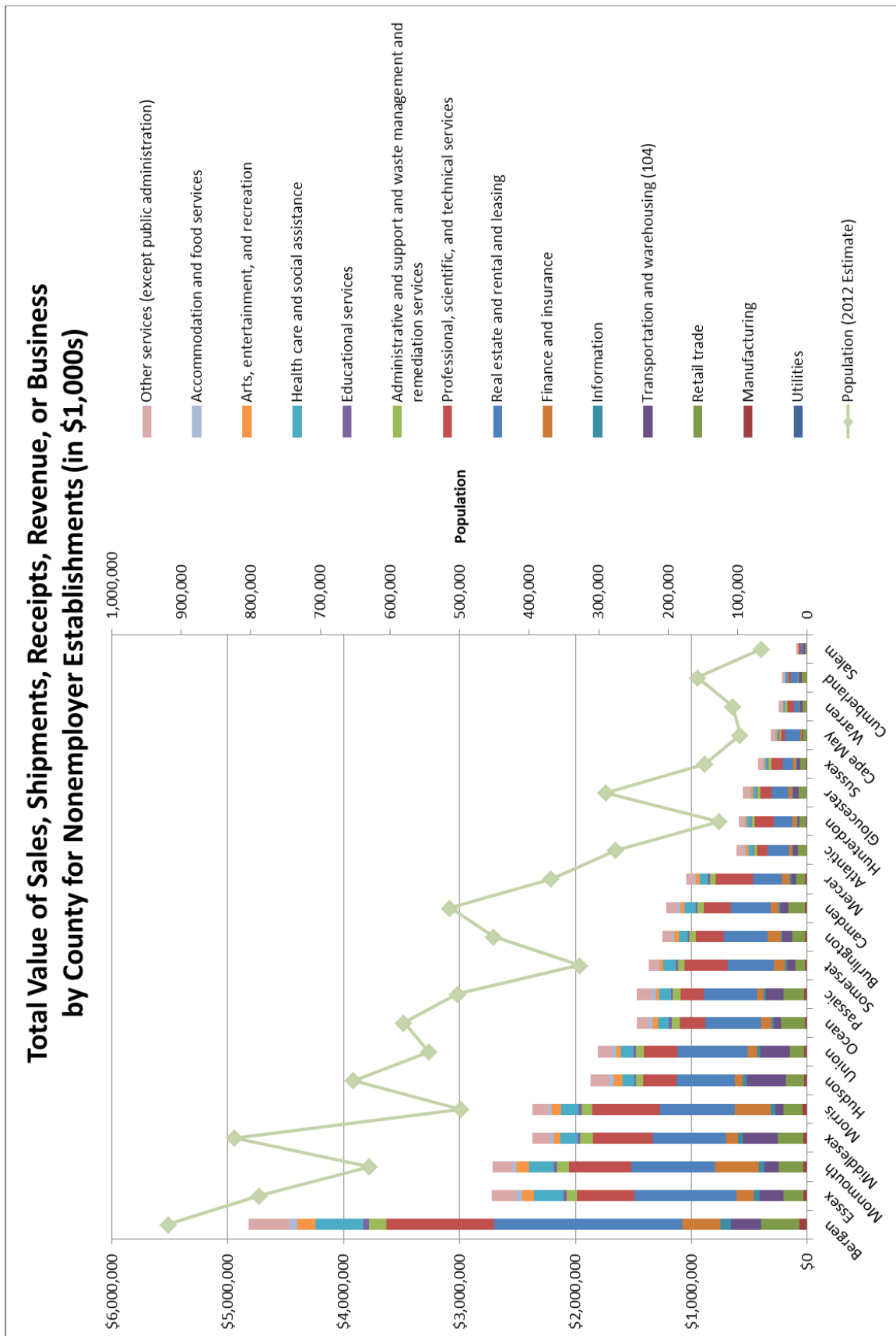
Total Value of Sales, Shipments, Receipts, Revenue, or Business by County (in $1,000s)

Legend:
- Other services (except public administration)
- Accommodation and food services
- Arts, entertainment, and recreation
- Health care and social assistance
- Educational services
- Administrative and support and waste management and remediation services
- Professional, scientific, and technical services
- Real estate and rental and leasing
- Transportation and warehousing (104)
- Retail trade
- Wholesale trade
- Manufacturing
- Population (2012 Estimate)

Comparison to the 2007 Economic Census

The 2007 Census estimated that there were 187,682 employees working in Monmouth County, and that the value of sales, receipts, revenue or business totals was $37,865,992,000. The 2007 Census's value of sales, receipts, revenue or business includes all industries in the 2012 census, with the exception of the Education and Transportation and Warehousing sector. The total value of sales, receipts, revenue or business in 2012 excluding these industries was $31,932,008,000, a 16% decline. Most of the decline was in the wholesale trade sector, which saw a 56% decline of its value from 2007 to 2012. The comparable total number of employees in 2012 was 180,825, a 2.6% decline. A potential reason for this decline is the 2008 recession which resulted in a nationwide decline in employment. Although employment in the County is lower than pre-2008 levels, according to County Business Patterns (a different employment data source), employment has been growing since its low point in 2010.

Nonemployer Industries

The Economic Census separately measures the amount and value of sales, shipments, receipts, revenue, or business done for nonemployer industries. Nonemployer industries are defined as establishments that are subject to federal income tax, but have no paid employees. Most are self-employed individuals operating businesses (known as sole proprietorships), which may or may not be the owner's principal source of income. The 2012 Economic Census finds that Monmouth County has a larger amount of nonemployer industries compared to other NJ counties. In terms of total establishments, the County ranked 4th, and in value of sales, shipments, receipts, revenue, or business done the County ranked 3rd. The value of sales per capita ranked 4th.

As is the case for a majority of New Jersey counties, the largest nonemployer sector was the Real Estate, Rental, and Leasing sector followed by the Professional, Scientific, and Technical Services sector. Real Estate, Rental, and Leasing sector had a value of $725,839,000, or 27% of the total value of nonemployer industries. The Professional, Scientific, and Technical Services sector had a value of $536,575,000, or 20% of the total value of nonemployer industries.

Total Value of Sales, Shipments, Receipts, Revenue, or Business by County for Nonemployer Establishments (in $1,000s)

Legend:
- Other services (except public administration)
- Accommodation and food services
- Arts, entertainment, and recreation
- Health care and social assistance
- Educational services
- Administrative and support and waste management and remediation services
- Professional, scientific, and technical services
- Real estate and rental and leasing
- Finance and insurance
- Information
- Transportation and warehousing (104)
- Retail trade
- Manufacturing
- Utilities
- Population (2012 Estimate)

Population axis: 0 – 1,000,000

Value axis: $0 – $6,000,000

Counties: Bergen, Essex, Monmouth, Middlesex, Morris, Hudson, Union, Ocean, Passaic, Somerset, Burlington, Camden, Mercer, Atlantic, Hunterdon, Gloucester, Sussex, Cape May, Warren, Cumberland, Salem

Monmouth County CEDS Findings

In 2012, Monmouth County received a Planning Investment Grant from the U.S. Economic Development Agency (USEDA) to support the process of establishing a Comprehensive Economic Development Strategy (CEDS). Participants from the County's public, non-profit, and private sectors provided information and input throughout the process to develop a comprehensive industry analysis and help establish a solid path for future economic development within the County.

After an analysis of demographics, current market trends, and the County's existing economic assets, the CEDS report identified the following industries as potential growth markets in both the near and long term:
- Health Care and Related Industries;
- IT/Telecommunications;
- Professional/Technical & Business/Finance; and
- Tourism and related industries

For each industry the CEDS report provided opportunities for expansion, specified strategies/action plans, and potential growth challenges. The Monmouth County Comprehensive Economic Development Strategy (CEDS) was adopted by the USEDA. The Monmouth County Division of Economic Development is in the process of developing specific projects for presentation to federal agencies, allowing for potential federal investment and funding.

Retail Trade

The 2012 Economic Census (2015 data release) reported that per capita retail trade in Monmouth County was $17,519, 18.6% higher than New Jersey at $14,453, and 31.3% higher than the United States at $13,443. The following table shows that per capita, retail spending in Monmouth County exceeds New Jersey and the United States for the majority of established retail trade categories.

Census of Retail Trade 2007 & 2012
Monmouth County, New Jersey, United States

Description	Monmouth County # of Establishments		Monmouth County $ Sales Per Capita		New Jersey $ Sales Per Capita		United States $ Sales Per Capita	
	2007	**2012**	**2007**	**2012**	**2007**	**2012**	**2007**	**2012**
Retail Trade	**2,860**	**2,627**	**$17,120**	**$17,519**	**$14,453**	**$15,079**	**$13,036**	**$13,443**
Motor vehicle and parts dealers	207	180	$4,208	$4,415	$3,271	$3,311	$2,960	$2,768
Furniture and home furnishings stores	233	162	$578	$465	$458	$348	$366	$284
Electronics and appliance stores	104	119	$414	$478	$425	$366	$369	$327
Building material and garden equipment and supplies dealers	241	203	$1,441	$1,223	$1,133	$912	$1,072	$889
Food and beverage stores	498	474	$3,015	$3,173	$2,589	$2,723	$1,794	$1,975
Health and personal care stores	239	229	$991	$1,169	$1,033	$1,115	$792	$862
Gasoline stations	169	151	$1,039	$1,323	$1,230	$1,477	$1,481	$1,766
Clothing and clothing accessories stores	506	516	$1,249	$1,496	$1,019	$1,015	$706	$745
Sporting goods, hobby, musical instrument, and book stores	150	116	$367	$302	$296	$241	$271	$247
General merchandise stores	76	79	$1,917	$2,286	$1,454	$1,582	$1,917	$2,041
Miscellaneous store retailers	283	231	$380	$333	$316	$287	$342	$311
Nonstore retailers	154	167	$1,521	$855	$1,167	$1,700	$967	$1,229

Source: 2007, 2012 Economic Census
Compiled by the Monmouth County Department of Planning

Health Services

Data from the Quarterly Census of Employment and Wages shows that employment within the healthcare and social assistance field accounts for approximately 19% of all private sector jobs within Monmouth County. In 2017, this industry accounted for 44,737 private sector jobs which broke down as follows:

- 19,437 (44%) jobs in Ambulatory Health Care Services;
- 10,894 (24%) jobs in Hospitals;
- 9,010 (20%) jobs in Nursing and Residential Care Facilities; and
- 5,397 (12%) jobs in Social Assistance

The Meridian Healthcare system recently joined together the medical services of Jersey Shore University Medical Center, K. Hovnanian Children's Hospital, Riverview Medical Center, and Bayshore Community Hospital. Combined with Monmouth Medical Center, and CentraState Medical Center, these health care facilities provide 17,360 healthcare related jobs.

In March 2015, Meridian Health announced a partnership with Rutgers Cancer Institute of New Jersey to expand personalized treatment offerings to patients. This clinical trial, which uses a genomic analysis to identify abnormal changes in the genetic makeup of the cancer, is part of the precision medicine initiative, which aims to tailor or individualize cancer treatment for patients. This technology enables specialists to move beyond the 'one size fits all' approach when it comes to treatment options for patients. This partnership will allow patients within the Meridian system access to clinical trial offerings only available at National Cancer Institute designated cancer centers and their network hospitals.

Also in March 2015, Jersey Shore University Medical Center opened a Neuro-Intensive Care Unit, a dedicated post-operative intensive unit treating patients with life-threatening neurological and neurosurgical illnesses. The first of its kind within the Monmouth-Ocean region, this new unit provides specialized, comprehensive care, and access to the region's only designated comprehensive Stroke Rescue Center.

The first phase of rehabilitation within the former Paterson Health Clinic on the Fort Monmouth Property opened in October of 2015. The AcuteCare Health systems clinic (affiliated with Monmouth Medical Center) will provide care for seniors, veterans, and other patients. This new facility will eventually net 200 new jobs for the area.

In September 2016, the final beam was placed on the Jersey Shore University Medical Center's $265 million, 10-story building called Hope Tower. Estimated to open in 2018, Hope Tower will house its cancer center, imaging technologies and academic programs. The building will include: Meridian Cancer Care center; Outpatient imaging services; Clinical academic center; Innovative simulation laboratory; and a Nine-level parking garage building with more than 1,500 new parking spaces for patients, guests and team members.

In fall 2016, Memorial Sloan Kettering opened a 285,000 square foot facility in Middletown, offering comprehensive ambulatory oncology services. This new outpatient facility offers comprehensive ambulatory oncology services delivered by Memorial Sloan Kettering clinicians. The facility also serves as Memorial Sloan Kettering's data center.

In June 2018, the HOPE Tower at Jersey Shore University Medical Center in Neptune City officially opened. As part of Hackensack Meridian Health's ongoing mission to advance medicine, the new HOPE Tower features outpatient services with leading experts in more than 15 specialties, an academic and research center to teach and pioneer lifesaving medical breakthroughs and a state-of-the-art cancer center with sophisticated technology.

High Technology

The location where a new utility patent originates is one way to potentially determine the production and establishment of innovative ideas. According to records maintained by the United States Patent and Trademark office, between 2000 and 2015, 8,055 patents originated in Monmouth County. These patents represent 14% of New Jersey's total patent applications during this specified time period. Monmouth County ranked first in patent filings followed by Morris and Somerset Counties.

There are multiple redevelopment projects that are looking to attract new technology firms to the County. Fort Monmouth, a former US Army Base, a 1,226 property located in Eatontown, Tinton Falls, and Oceanport is currently the location of the headquarters expansion project of technology firm CommVault. CommVault Systems, a data and information management software firm is working on its completed the first phase, located on a 55-acre parcel in Fort Monmouth, in October 2014. At full build out, the company anticipates up to 650,000 square feet of new office and research space in multiple buildings on the site. Once the other two phases of the headquarters expansion project are completed, CommVault could employ up to 1,500 high-tech employees at the site. More than 1,000 jobs have already been generated. In addition to CommVault, two other prominent tenants, Aaski Technology and Tetherview, are located there. Overall, Fort Monmouth is the workplace for around 1,500 employees.

Another redevelopment project, Holmdel's Bell Works Complex, formerly the Bell Labs Site, is a two million square foot structure undergoing adaptive reuse. The project is 80% leased, primarily by technology and communications firms, including iCIMS who opened their multimillion-dollar headquarters there in 2017. Other technology firms located in Monmouth County include Viz Data, Wayside Technology, RADAR, and Forefront. Approximately 3,700 people currently work at the project.

More information about Fort Monmouth and Bell Works can be found in the Redevelopment Initiatives section of this report, located on page 80.

Creative Industries

The Creative Industries are defined as arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. A new research study published by Monmouth County uses statistical data to quantify the scope and economic importance of the arts in Monmouth County. Currently, the County's creative industries range from major performing arts centers and small community based arts groups, to artist

entrepreneurs and creative businesses. This industry represents an important and growing sector of the economy as identified within Monmouth County's Comprehensive Economic Development Strategy (CEDS). The Creative Industries in Monmouth County are viewed as a significant driver of the local economy and critical to creating communities where people want to live, work, and invest.

The Monmouth County report on creative industries titled "Measuring Monmouth County's Creative Economy" found the following:

- Creative Industries in Monmouth County include 1,488 nonprofit and for-profit businesses that employ 7,441 employees and have a total sales volume of $1,918,024,000
- There are 2,664 self-employed individuals working in a creative industry, whose sales volumes totals $81,455,000
- Monmouth County has 95 nonprofit arts and cultural organizations that collectively raise $37,893,806 in revenue
- Nonprofit arts and cultural organizations along the were estimated to support 1,096 full time jobs, and generate $1,337,756 in local government revenue and $1,770,841 in state government revenue

Military

Naval Weapons Station Earle, located in Colts Neck, Howell, Middletown and Tinton Falls, provides approximately 400 civilian jobs in the clerical, administrative, industrial, law enforcement, and professional fields. Approximately 250 base personnel and dependents reside in base housing. Additionally, approximately 300 navy reservists are on-site once a month. Earle is the operational support base for five Military Sealift Command combat logistics ships. Earle's main base encompasses 10,160 acres, 15 miles west of the coastline. Twelve miles north of the main base is the waterfront pier complex stretching into Raritan Bay. Extending 2.5 miles from shore, the complex is comprised of a two mile trestle which connects to three separate piers. Ranked as one of the longest 'finger piers' in the world, the Navy Munitions Command at the Waterfront complex provides ammunition for nearly every class of ship operated by the navy and United States Coast Guard. The Division of Planning works closely with NWS Earle on projects that aim to benefit both the installation and the local community.

In September 2016, the Department of Defense awarded Monmouth County a $206,000 grant to prepare a *Joint Land Use Study* (JLUS). The JLUS is a cooperative land use planning effort between affected local government entities and a military installation. The project was completed in December 2017. The goals of the project are to:

- Encourage local governments to work closely with Naval Weapons Station Earle to seek development options that are compatible with continued utility of the base, and that preserve public health, safety, and welfare of those living near the installation.
- Improve post-storm resiliency for the military installation and surrounding communities through increased adaptation to adverse impacts from Sea Level Rise, both on base and in the neighboring communities.

- Ensure preservation, protection, and post-storm resiliency of the Strategic Highway Network (STAHNET) including the Normandy Road/Rail Corridor and the major roadways that serve NWS Earle and the surrounding communities.

These goals will be achieved by:

- Investigating ways to promote community development that is compatible with the mission of Naval Weapons Station Earle.
- Investigating ways to reduce operational impacts on adjacent lands, including the unsecure nature of the Normandy Road Rail Corridor and increased use of the Raritan/Sandy Hook Bays by non-Navy vessels.
- Investigating adaptation options for community-wide reduction of potential climate change impacts, increased storm resiliency, and prevent isolation of NWS Earle during storm events.

The study made 37 recommendations that can be grouped into the following 7 categories:

- Communication/Outreach: Efforts needed to improve communication and coordination between the base and surrounding municipalities.
- Land Use: Potential changes to land use planning, affordable housing, farmland preservation and other land-based compatibility measures within the MIA surrounding the base.
- Economic Development: Mutually beneficial economic development initiatives in the areas surrounding NWS Earle.
- Transportation: Proposed improvements to transportation facilities on land, water (Raritan/ Sandy Hook Bay), and air surrounding the base.
- Utilities: Joint and mutually beneficial utility systems projects.
- Climate Resilience: Joint efforts to reduce risk from sea level rise, storm events, and localized flooding.
- Security: Proposals to improve security around the military facilities and assets at NWS Earle.

The County spearheaded the project and sought input on the project from Freeholders, the County Administrator, NWS Earle Commanding Officer, Monmouth County Planning Director, Monmouth County Director of Public Works and Engineering, and the Mayors of the 5 Earle Municipalities: Colts Neck, Howell, Middletown, Tinton Falls, and Wall.

In January 2018, Monmouth County authorized the submission of a pre-proposal to the Readiness and Environmental Protection Integration Program (REPI) sponsored by the United States Department of Defense (USDOD). The program encourages partnerships between military departments and local governments for the purpose of preserving unique, environmentally-sensitive lands and carrying out natural resource management projects near military bases. The USDOD will provide additional funding up to 50% of the acquisition costs of an eligible property following the execution and recording of a restrictive easement to preserve the land and/or up to 50% of the cost of natural resources management activities, essentially doubling local funding. The county intends to seek $5,000,000 from the DOD as part of the REPI proposal, and the County's $5,000,000 match would derive from the Open Space and Farmland Preservation Trust Fund and other participating funding partners.

Tourism

According to Tourism Economics, Monmouth County generated $2.6 billion in tourism sales in 2018, up 2.5% from 2017. Monmouth County's seasonal rental income in 2018 was reported at $340 million, accounting for 7% of New Jersey's total seasonal rental income. With 12,555 seasonal homes, rental income accounts for 60% of the $563.2 million spent on seasonal accommodations. The following chart summarizes the breakdown of tourism spending in Monmouth County.

Tourism Spending: Percent of Total 2018 Monmouth County

Transport 12%

Food and Beverage 21%

Retail 22%

Recreation 27%

Lodging 18%

Monmouth County 2018 Tourism Spending $2.569 billion

Source: Tourism Economics
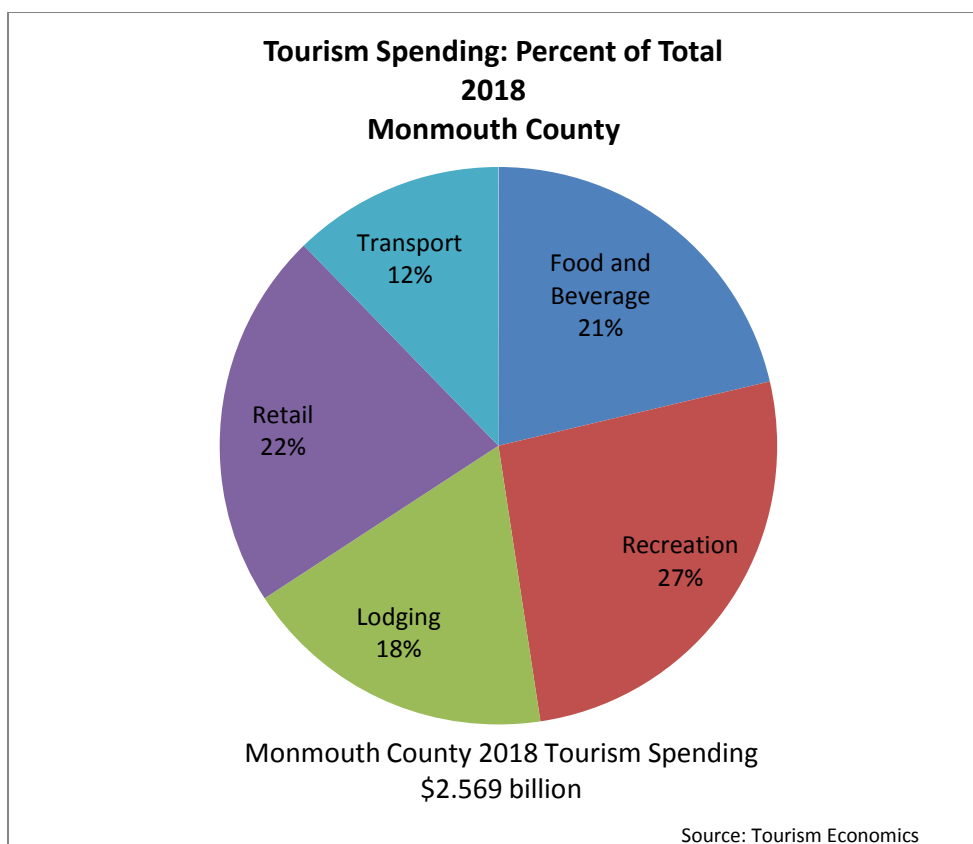
Annually, over six million visitors enjoy Monmouth County park facilities. The Manasquan Reservoir site serves as the Park System's most popular site with more than one million visitors a year. Monmouth County is also home to several notable national and state parks including Allaire State Park, Gateway National Recreation Area, Monmouth Battlefield State Park, and Telegraph Hill State Park, which includes the PNC Bank Art Center. These parks also include state-owned wildlife refuges and federally-owned habitats for endangered species.

Ferry services connecting New York City to Monmouth County coastal community transport visitors to Sandy Hook and other nearby tourist destinations. On weekends only, free bus, provided by Seastreak, service connects visitors from the pier directly to the Sandy Hook beaches. SeaStreak ferry service also has special summer schedules for tourists to utilize to access Monmouth County beach destinations.

The Monmouth County Department of Public Information and Tourism maintain a website and guidebook that provides a comprehensive list of tourism offerings. The website lists places to stay, things to do, outdoor activities, and history and heritage activities. An event calendar is regularly updated and is available to add events upon request.

Agriculture

The Census of Agriculture, taken once every 5 years, is a complete count of U.S. farms and ranches and the people who operate them. The US Department of Agriculture conducts the Census every five years, with the next count occurring in 2022. The 2017 Census of Agriculture estimates that Monmouth County has 838 farms whose land area totals to 39,198 acres. Monmouth County ranks 5th in New Jersey for the number of farms and 8th in total farm land. The estimated total asset value of land and buildings per farm for Monmouth County is $981,430; the estimated per acre asset value is $20,982 per acre. Monmouth County has the 7th highest value per farm in New Jersey and 6th highest value per acre. Lastly, Monmouth County ranks 5th in total asset value (total value is calculated by multiplying the estimated value per acre times number of acres), with a total value of $822,452,436.

Over the past 20 years, Monmouth County has seen a decline of 14% and 36% in the total number of farms and acres of farmland operated, respectively. However, between 2012 and 2017 this trend has reversed. The total number of farms has increased by 15 operations or 2%, and the total number of farm acres operated has increased by 237 acres, or 1%. This growth coincides with overall statewide growth. Over the same period New Jersey has seen growth at a faster rate, with number of farms and acres operated increasing by 8% and 3%, respectively.

Although farmland in Monmouth County grew between 2012 and 2017, the total market value of products sold saw a decrease. From 2012 to 2017 sales went from $84,411,000 (not adjusted for inflation) to $80,633,000, a 4% decrease. Conversely, New Jersey saw a 9% increase in the market value of products sold.

In terms of agriculture activity, by far the most prominent in Monmouth County is cropland. As depicted in the chart below, cropland makes up 61% of all farmland in Monmouth County. This is reflected in the total value of agricultural goods produced on crop land. In 2017, nursery, greenhouse, floriculture, and sod alone made up 66% of the total value of goods sold, with crops in general encompassing 83%. Sales related to the equine industry, which is primarily located in Upper Freehold and Colts Neck comprises the highest non-crop related industry. In 2017, the equine industry yielded a total of $8,604,000 in sales, up from $7,172,000 in 2012. Monmouth County's equine industry remains the largest in the State in terms of both sales and land use.

**Land in Farms, 2017,
by Land Use**

Other Uses,
8%

Woodland,
17%

Cropland,
61%

Pastureland,
14%

Source: 2017 Census of Agriculture
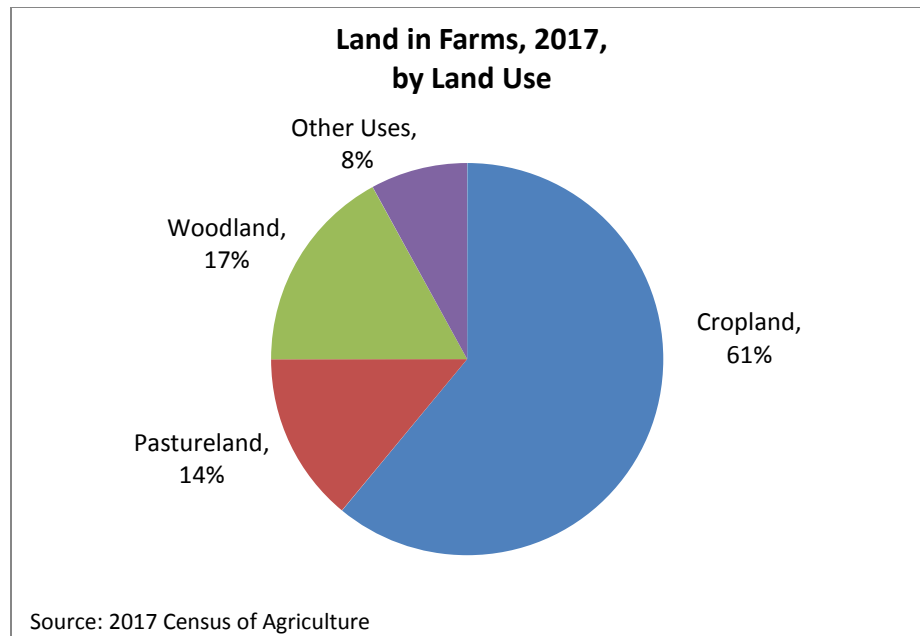
The following is a list of other top agriculture sectors in Monmouth County:

Top sectors relative to other U.S. counties:
1. Horses, ponies, mules, burros, and donkeys: Rank: 13, up from 35 in 1997.
2. Nursery, greenhouse, floriculture, and sod: Rank 52, down from 40 in 1997.
3. Cultivated Christmas trees, short rotation woody crops, Rank 164

Top sectors in total value for Monmouth County:
1. Nursery, greenhouse, floriculture, and sod: value of $53,267,000
2. Horses, ponies, mules, burros, and donkeys: value of $8,604,000
3. Vegetables, melons, potatoes, and sweet potatoes: value of $5,475,000
4. Grains, oilseeds, dry beans, and dry peas: value of $3,813,000
5. Other animals and animal products: value of $1,319,000

A majority of farm operations in Monmouth County are small farms with total value of sales less than $4,999, and of those, 79% make less than $1,000.

Starting in the 1980s Monmouth County has made a substantial investment in securing an agricultural land base for current and future generations of farmers. As of May 2019, there were 15,387 acres of preserved farmland in Monmouth County and 213 original agricultural easements under the Farmland Preservation Program. This represents 39% of the remaining 39,198 acres of Monmouth County farmland reported by the 2017 Census of Agriculture and 30% of the 51,128 farmland-assessed acres in the county. Much of this preservation activity transpired after the preparation of the Monmouth County Farmland Preservation Plan (2008). Since June 2007, the County and its partners increased the number of acres restricted by agricultural easements in Monmouth County from 10,602 to 15,387 acres, a 45% increase.

The Monmouth County Division of Economic Development, in conjunction with the Division of Planning and Rutgers Cooperative Extension, applied for a USDA Rural Business Enterprise Grant in October 2014 to obtain funding that will lay the groundwork for a marketing and branding program referred to as Grown in Monmouth. Grown in Monmouth aims to strengthen the business acumen of our agricultural producers so that they become more successful. Utilizing extensive public outreach and research, the Grown in Monmouth initiative supports the local agricultural industry of Monmouth County by identifying emerging business opportunities and critical challenges facing Monmouth County farmers. In January of 2016, a kickoff meeting occurred that brought together farmers and residents to explain the program and answer questions.

The New Jersey Division of Taxation provides the total number of acres devoted to agriculture or horticulture by municipality. According to this data source, a total of twenty-four municipalities in Monmouth County have land devoted to agriculture. However, distribution of farmland throughout the county is very concentrated, with ten of the twenty-four municipalities having 94% of all farmland. The top three municipalities combined, Upper Freehold, Millstone, and Howell, hold a majority, 58%, of Monmouth County's farmland. The graph below shows the distribution of farmland for all municipalities in Monmouth County that have some amount of farmland.

Percentage of Monmouth County Farmland Acreage by Municipality (2018)

Municipality	Percentage
Upper Freehold	32.20%
Millstone	14.01%
Howell	11.91%
Colts Neck	8.74%
Manalapan	6.93%
Freehold Twp	5.55%
Wall	4.42%
Marlboro	4.35%
Middletown	3.44%
Holmdel	1.94%
Tinton Falls	0.74%
Roosevelt	0.66%
Rumson	0.13%
Aberdeen	0.08%
Farmingdale	0.07%
West Long Branch	0.06%
Hazlet	0.06%
Ocean	0.05%
Eatontown	0.05%
Neptune Twp	0.04%
Little Silver	0.04%
Shrewsbury Boro	0.03%
Oceanport	0.02%
Allentown	0.00%

Source: NJ Division of Taxation, FA-1 Forms

b) Major Employers (Non-Government)

Employer	Location	Number of Employees	
		2017	2019
Hackensack Meridian Health	Wall, Neptune Twp, Red Bank, Hazlet	12,794	11,560
Saker Shoprites	Countywide	3,319	3,327
CentraState Healthcare Inc.	Freehold	2,646	2,681
RWJ Barnabas - Monmouth Medical Center	Long Branch	1,920	1,932
Monmouth University	West Long Branch	1,506	1,525
Visiting Nurse Association of Central Jersey	Red Bank	1,020	1,099
Commvault	Tinton Falls	892	944
Renaissance Gardens-Seabrook Village	Neptune	850	850
New Jersey Resources	Wall	1020	834
Food Circus Supermarkets	Middletown	750	800
Source: Monmouth County Division of Economic Development			

c) Largest Taxpayers 2018

Owner	Use	Location	Amount
Freehold Raceway Mall	Retail	Freehold Twp	$11,178,993
Monmouth Mall	Retail	Eatontown	$5,410,157
AT&T Corporate Park	Office	Middletown	$3,467,200
Jersey Shore Premium Outlets	Retail	Tinton Falls	$3,389,750
Assisted Living Facility	Senior Residential Facility	Tinton Falls	$2,595,402
Pier Village Development I, LLC	Commercial	Long Branch	$2,053,529
New Jersey Sports and Exposition Authority	Racetrack	Oceanport	$1,851,339
Avalon Bay Apartments	Residential	Freehold Twp	$1,475,327
Woodshire Apartments	Residential	Ocean Twp	$1,356,618
Shopping Center- Town Center	Commercial	Holmdel	$1,346,220
Shopping Center- The Grove	Commercial	Shrewsbury	$1,333,906
Seaview Square Mall	Retail	Ocean Twp	$1,279,177
Source: Monmouth County Tax Board			

d) Redevelopment Initiatives

Fort Monmouth Property: Eatontown, Tinton Falls, Oceanport

Fort Monmouth officially closed on September 15, 2011, with base functions permanently transferred to Maryland's Aberdeen Proving Ground. Comprised of 1,226 acres, the Fort property is located within the borders of Eatontown, Tinton Falls, and Oceanport. The United States Army signed a Memorandum of Agreement in June 2012, granting the Fort Monmouth Economic Revitalization Authority (FMERA) official control over the base property redevelopment. FMERA has been issuing Requests for Offer to Purchase (RFOTPs) which pave the way for redevelopment. These RFOTPs seek to attract residential units, destination retail, office and research space, and places of worship. In November 2016, FMERA purchased the remaining 560 acres for $33 million from the U.S. Army to accelerate a proactive approach in attracting developers and creating job growth in the County. The County backed the loans, allowing FMERA to take advantage of the County's AAA bond rating. FMERA currently controls the entire tract and has accelerated the closing of several pending projects. To date, nearly two-thirds of the Fort is sold, under contract, or in negotiations.

CommVault, the first company to set roots in Fort Monmouth in January 2013, was awarded the 2016 Leading Economic Development/ Redevelopment Award at the Governor's Conference on Housing and Economic Development. Radar Properties, LLC. purchased a 12.25-acre parcel located near CommVault in Tinton Falls including Building 2525, an 86,400 square foot former administrtion building. Radar has leased 30,000 square feet of space to its affiliate Aaski Technology. By consolidating its New Jersey operations and not relocating to Maryland, Aaski retained 105 jobs in the state with plans to add an additional 25 jobs. Furthering its goal of creating a technology hub, FMERA sold the Russel Hall parcel to private cloud computing company TetherView in 2017. TetherView subleased and renovated the building throughout 2016 and now has a permanent home on the third floor and several tenants in the remainder of the building including health service providers, tech companies, and a satellite Veterans' Connection office. In 2017, Vi Collaboration Hubs, a co-working venue that started at Bell Works, opened an additional space in Russel Hall.

The former Child Development Center in Tinton Falls was sold to Trinity Hall, an all-girls nonprofit school, in early 2015. Trinity Hall converted the 20,000 square foot former childcare facility into a modern educational setting for high school students and opened later that year. In early 2018, Trinity Hall received approval from Tinton Falls Planning Board to expand its campus with a two-story wing which will house additional classrooms, office space, a multipurpose room, a chapel, and an entrance lobby.

The first sale of Phase 2 property after FMERA closed with the U.S. Army and the first residential project underway at the Fort was the sale of the historic Officer Housing units in Oceanport to the RPM Development Group. RPM has historically renovated the units and are anticipated to begin leasing in 2018 as Liberty Walk townhomes and apartments.

In 2017, there were several notable advances in the redevelopment of the Fort. The 171-acre Suneagles Golf Course and Megill Housing Area were purchased by Martelli Development Group. This property includes the historic Gibbs Hall, Joe's Sports Bar/19th Hole, 21 buildings of Megill Housing

Area, in-ground swimming pool, tennis courts, maintenance facility, and pro-shop. As part of the sale, the purchaser has agreed to maintain it as a golf course for 40 years. Proposed improvements to the property include upgrades to the golf course, renovating Gibbs Hall into a banquet facility, and demolishing the vacant Megill military housing and constructing new mixed income attached housing units (Two River Times, 2017). Triumphant Life Church Assembly of God purchased the Main Post Chapel parcel in Oceanport. Triumphant Life renovated the property and is now an active house of worship and community outreach center. The Fort's padlock came down in January 2017 when County Route 537 Extension, known as the Avenue of Memories, connecting Route 35 in Eatontown to Oceanport Avenue in Oceanport was reopened to the public. In April 2017, American Properties Realty entered into an agreement with FMERA to purchase the Howard Commons for $5.9 million. The realty group has agreed to demolish the site's former military housing units and build 251 single-family residential units. A majority, 200, will be market-rate units, with the remaining 51 being affordable housing.

Momentum continued into 2018, with FMERA transferring the 6.5-acre Recreation Center property to the County. The Recreation Center features activities for adults and children such as arts and crafts, basketball, fitness classes, summer camp, and swimming among others. Monmouth County's Fort Monmouth Recreation Center, operated by the County's Park System, opened its doors in 2014 operating under a lease agreement with FMERA. In March of 2018, Regional Development Group, LLC purchased the 4.2-acre Dance Hall parcel, containing the former recreation building and parking areas. The developers are proposing an adaptive reuse of the 16,420-square-foot building for a microbrewery, coffee house and a multipurpose indoor/outdoor dining and event space. The developer has also committed to the beautification and maintenance of Van Kirk Park, adjacent to the Dance Hall, which will remain open space. Other recent sales include a 13-acre parcel for Oceanport's new Municipal Complex, the former Patterson Army Hospital, sold to AcuteCare; and a three-acre property sold to the County that will provide emergency services to the homeless.

In July 2018, the FMERA Board approved a Purchase and Sale & Redevelopment Agreement with APDP for the sale of the Marina at Oceanport parcel. The Marina at Oceanport opened at the former Fort Monmouth marina in 2015 under an operator's agreement between the FMERA and the restaurant owner, Mario Criscione of Asbury Park Development Partners (APDP).

RWJBarnabas Health is planning to build a medical campus at the former Fort Monmouth on a 36 acres property. RWJBarnabas has proposed paying $8 million to buy the property from the New Jersey Economic Development Authority. The sale has yet to close. But the EDA board has approved the agreement.

Lastly, at its September 2018 meeting, the Fort Monmouth Economic Revitalization Authority (FMERA) approved a Purchase & Sale and Redevelopment Agreement between FMERA and KKF University Enterprises, LLC (KKF). KKF proposes to renovate and construct a state-of-the-art, satellite campus in the heart of Fort Monmouth's Main Post. The property is 28.6 acres, and KKF plans to invest $10 million to renovate a 76,000 square-foot building located on the property.

Also in September 2018, Monmouth County was awarded a $100,000 grant in conjunction with the New Jersey Institute of Technology (NJIT) from the New Jersey Economic Development Authority (EDA) in the pilot round of the Innovation Challenge. The grant is being used to fund a study that will aim to facilitate the growth of an emerging technology cluster at Fort Monmouth. This grant is extremely timely, as FMERA is preparing to release a Request for Offers to Purchase (RFOTP) on the McAfee Center parcel. In keeping with FMERA's mission to create jobs and reinvigorate the regional economy, FMERA staff believes that the highest and best use for the 50-acre McAfee Center parcel is the development of a mixed-use, technology campus.

With two previous unsuccessful Requests for Offers to Purchase (RFOTP) attempts of Parcel F-1, FMERA entered into a Memorandum of Understanding (MOU) with New Jersey Economic Development Authority for predevelopment services. Parcel F-1 includes the Myer Center (673,000 square feet) and former Night Vision Lab (47,000 square feet). The predevelopment services will include environmental remediation and demolition of some buildings on the parcel.

Open RFOTPs include the Allison Hall Complex, 88,129 square feet of five buildings on a 12.6-acre parcel of land; the Lodging Area, a 15-acre parcel slated for residential, institutional, or mixed-use waterfront redevelopment; the Barker Circle Complex, consisting of seven buildings on 19.5 acres; and the Bowling Center. FMERA is seeking proposals to redevelop the largest building of the Allison Hall Complex into a boutique hotel with the remainder to be redeveloped as retail, office/research, and open space.

Part of the proceeds from the sale of property within the Fort's boundaries has been funding necessary infrastructure upgrades. The first phase of a new water supply system on the Main Post in Oceanport has been completed and will serve the North and South Post historic housing, Russel Hall, Triumphant Life Church, Family Promise, Barker Circle, the Fitness Center, and Future Development on Sherrill and Saltzman Avenues. The next phases, which will expand the service to the south and west, are in the design stage. Other infrastructure projects, such as electrical and sewer upgrades, are in various stages of planning and permitting.

Bell Works: Holmdel Township

Holmdel's Bell Works Complex, formerly the Bell Labs Site, designed by the iconic architect Eero Saarinen, housed research and development for 44 years. Formerly ranked as the largest vacant office space in the country, the two million square foot structure is undergoing adaptive reuse into a 'Work, Shop, Play' Metroburb'. Metroburb, coined by the New Urbanist movement, is an urban hub, a core, and a little metropolis in a suburban location. Somerset Development is reviving the location into an open office innovation hub once again. Surrounding the Bell Works building on the 134-acre site, The Regency at Holmdel (185 active-adult luxury townhouses) and The Reserve at Holmdel (40 luxury estate homes) opened in 2017.

Bell Works is approximately 80% leased with 38 tenants including shops, dining, and services. As of January 2019 Bell works has approximately 3,700 jobs located there. Office space is occupied

predominantly by technology and communications companies including MetTel (a New York communications company of 40 employees), WorkWave (technology company of Neptune relocating 100 employees), Vydia Inc., McCann Systems, Nicholl Field Design, iCIMS (technology company relocating from Matawan), Springboard Public Relations, etherFAX, Spirent Communications, Suttons International, and Symboloic IO.

However there are a wide variety of other tenants some of which include utility companies, law offices, and a bank. Vi Collaboration Hub operates as a co-working space where consultants teach business innovation and design. This trend can be seen throughout the County of growing technology companies relocating here to attract young workers, thus transforming suburban neighborhoods. Asbury Park is attracting smaller technology companies while Fort Monmouth holds large potential as well. The 'street', located within the quarter-mile long atrium will feature dining, shopping, and entertainment, with several businesses open and more coming soon. Bell Works also offers eight hundred thousand square feet of public space and hosts around 35 events per month. In 2017, Holmdel Public Library moved into the newly rejuvenated indoor business mall at Bell Works, quadrupling its size. In September 2018, Somerset Developers announced that a 186-room hotel on the roof of the development is being planned. According to Somerset, the hotel will be open by 2021 and will be operated by Destination Hotels.

Somerset recently announced the installation of 60,000 square feet of photovoltaic (PV) glass skylights capable of converting solar energy to power parts of the building. At a quarter mile long, this is the largest skylight in the United States. Bell Works has won several awards for excellence in development, design, and entrepreneurship, including a 2017 Monmouth County Planning Merit Award.

Long Branch City Redevelopment: Ocean Boulevard and the West End

Long Branch's 1996 Oceanfront-Broadway Redevelopment Plan comprises the area between Ocean Avenue and Ocean Boulevard from North Bath to Morris Avenue. Pier Village, a Victorian-inspired mixed-use community, was one of the first redevelopment projects, breaking ground in 2005. The first two phases are well established and have been highly successful. Phase III is currently under construction. Phases I and II consist of 536 rental units on top of 100,000 square feet of boutique retail space and restaurants. Three restaurants are situated along the private beach club, Le Club. Le Club was named one of the 20 Great American Beaches in Travel & Leisure Magazine's July 2007 issue. Pier Village as a whole has also received a New Jersey Governor's Tourism Award in 2009 and named the Project of the Year in 2006 by the Urban Land Institute. In 2012, Pier Village was designated a Great Neighborhood by the New Jersey chapter of the American Planning Association. Festival Plaza hosts regular events such as concerts, outdoor movies, and craft fairs. Phase III repaired a missing piece of the boardwalk between Morris Avenue and Melrose Terrace. The repaired boardwalk, partially funded by taxpayer-backed bonds, will feature a carousel, stage, public restrooms, and children's play area with a mist park. Boardwalk repairs were completed in summer of 2018. The remainder of Phase III, anticipated for completion in 2019, includes a 72-room boutique hotel, oceanfront condominiums, dining and retail space, parking garage, and public recreational amenities.

South of Pier Village in the Beachfront South area on Ocean Boulevard, several properties are in various stages of redevelopment. Construction is in progress for FEM Real Estate's South Beach at Long Branch project consisting of 47 luxury condominium units on 1.7 acres. Construction is expected to be completed by late 2019. On the property of the former Cabana Club, construction of Mark Built Homes' seven-story building with 57 luxury condominium residences has begun. Blackridge Realty is also planning to construct a six-story, 40-unit residential building at 345 Ocean Avenue. In 2016, Bluffs Development Urban Renewal was named redeveloper by the City for 290 Ocean Avenue, last used as Jake's Gym, and 286 Ocean Avenue, a former apartment building. The developer plans to demolish the current structures and build Seastar- Classic Living by the Sea, a 33-unit luxury condominium building. The development of Seastar has been stalled as the developer is seeking approval from the City for a PILOT (payment in lieu of taxes) for the project. The land is currently being used as a temporary parking lot.

In early 2018, the City designated Stavola Associates as redeveloper for a portion of the Beachfront North area. The developer is seeking final site plan approval for the development of 12 single-family building lots, City right of way improvements, grading and stabilization, and landscaping. Dependent upon permitting and approvals, the developer anticipates construction to begin in 2020.

For decades, the Long Branch pier has provided locals and visitors entertainment, nightlife, fishing, and arcade experiences. After a fire in 1987 and years of neglect, the remnants were torn down and Pier Village replaced them. Due to Long Branch's close proximity to New York City, Long Branch officials continue working towards the establishment of an oceanfront pier and ferry terminal. Trips between Long Branch and Manhattan take around 40 minutes, and proponents of the pier hope that it will continue expanding the City's tourism economy towards a twelve month cycle. They also hope to encourage New York-bound commuters to consider Long Branch as a year-round residential location. The Long Branch Pier and ferry terminal is still in the engineering and design phase. McLaren Engineering Group completed Phase I producing initial engineering and design drawings. In March 2016, the Federal Transit Administration awarded the City $2.4 million to draft a conceptual design for a pier and commuter ferry terminal. The City contracted Thomas Design Group-NJ Planning firm in 2016 to create a design.

Long Branch's West End district surrounding Brighton Avenue includes a mix of small businesses. Damaged by a fire in 2012, city officials adopted a design overlay for the West End District which expands permitted uses to include supermarkets, office or multifamily units above retail (under 20,000 square feet), parking structures, and conditional uses to include mixed-use buildings (over 20,000 square feet), institutional uses, above ground retail, and adaptive reuse of the West End School. In addition, it includes new height requirements, bulk requirements, and parking requirements, as well as design standards. The design standards are intended to give the West End a 'village' feel and to improve walkability.   Construction on several new mixed-use residential/retail buildings in the rebounding district is near completion.

The award-winning nonprofit professional theater company, New Jersey Repertory Company's West End Arts Center opened in Long Branch for workshops and readings in the spring of 2017. The former West End School is being retrofitted into a major cultural arts center. The center which includes two

theaters, one cinema with screening rooms, rehearsal theatre, small apartments for playwrights, directors, performers, and a visual art museum was completed in the summer of 2018.

The former heart of the City and historic main thoroughfare, Broadway, has endured years of neglect and disrepair. The City of Long Branch adopted the Broadway Redevelopment Plan in October 2002. The goal of this plan to bring about a compact and integrated ensemble of public and private places that support year-round uses related to living, working, recreation, and visitation. Virtually all of the area in the Plan is also within the state-designated Urban Enterprise Zone. Also in 2018, areas of Long Branch were designated as Opportunity Zones, which offer tax benefits to investors. While redevelopment has proceeded slowly, progress was made during 2016 and 2017. Long Branch's Lower Broadway redevelopment zone has been purchased by Long Branch Partners. In 2017, the group demolished all remaining buildings and in 2018, the Long Branch City Council gave approval to a redevelopment plan of the Lower Broadway corridor. The developer is planning on investing $200 million to build 590 rental apartments, 99,500 square feet of retail, and a parking garage. The City agreed to fund the road improvements necessary with a $5 million taxpayer-backed bond.

In 2016, Long Branch City was designated a Transit Village by NJDOT. The Transit Village designation compromises Chelsea Avenue to the north, Ocean Boulevard to the east, Bath Avenue to the south and Prospect Street to the west. This designation provides towns with grant opportunities and planning expertise to redevelop land near train or other transit facilities. Long Branch's Transit Village is centered on New Jersey Transit's North Jersey Coast Line Train Station, Monmouth Medical Center, and the waterfront. Their plan calls for mixed-use districts and bicycle routes encouraging pedestrian activity and accessibility to goods, services, and mass transit.

Asbury Park

Asbury Park's resurgence persisted during 2018 with many new residences, restaurants, bars, and retail. In 2018, areas of Asbury were designated as Opportunity Zones, which offer tax benefits to investors.

On the west side of Asbury Park, the redevelopment of Boston Way Apartments, a 104-unit mixed income rental community was completed. Just blocks away is the construction site of Renaissance, a 64-unit mixed-use affordable housing community, anticipated for a 2019 opening. In 2018, the final West Side Choice Neighborhood Transformation Plan was submitted to the U.S. Department of Housing and Urban Development (HUD). The goals of this plan are to replace distressed public housing with high-quality mixed-income housing (especially in the Lincoln Village public housing community), improve quality of life for residents through education and employment opportunities, and to create public and private reinvestment in the community. Other recent and ongoing west side projects include the 2016 opening of Springwood Avenue Park where music concerts are held all summer; the recently approved Parkview AP, a mixed-income residential property intended to provide homeownership/rental income opportunities for low to moderate income buyers, and Rights of Passage, transitional homes for young men and women, both sponsored by Interfaith Neighbors and in various stages of construction; and two new residential buildings on Memorial Drive near the train

station which will include several lofts reserved for artists. Both the Bangs Avenue playground and the Art Park playground will be receiving upgrades and new equipment in spring of 2019.

The City has been focusing efforts on infrastructure and street upgrades on the west side, with the latest completed projects being sewer replacement on Springwood Avenue and intersection improvements at Springwood and Atkins Avenues. NJDOT awarded the City a 2019 Municipal Aid Grant for improvements to Memorial Drive, which will include pavement reconstruction, concrete curb and sidewalk, drainage infrastructure improvements, and replacement of the deteriorating clay sanitary sewer trunk line from Asbury Avenue to Sixth Avenue.

Asbury Park's lead waterfront redeveloper, iStar, whose projects include the Asbury Hotel, has plans to invest more than $1 billion over the next 10 years. This will include 20 new residential and commercial developments. The former Esperanza site, now named Asbury Ocean Club Surfside Resort and Residences at 1101 Ocean, is anticipated to open in summer 2019. The 16-story mixed-use tower will be comprised of a 56 guestroom hotel, 128 residential units, 21,928 square feet of retail space, and an 11,387 square foot gym/spa. The project is expected to bring in between $2 million and $2.5 million annually in property tax revenue for the City. The iconic Asbury Lanes, purchased by iStar and closed for renovation by since fall of 2015, was reopened in spring of 2018. iStar's conceptual plan for the North End Boardwalk is currently being reviewed.

Bringing new retail and office space to the boardwalk, Madison Marquette's 5th Avenue Pavilion was completed in 2018 and the 4th Avenue Pavilion is in the design phase.

Adjacent to the successful Asbury Park Festhalle and Biergarten, historic redeveloper Sackman Enterprises, is proposing a 60-unit residential complex. This Lake Avenue project is currently under Asbury Park Planning Board review. The same developer, whose Asbury Park properties include the Steinbach Building among others, is also proposing several other development/redevelopment projects on Bangs Avenue, Summerfield Avenue, and Mattison Avenue. Also adjacent to the Asbury Park Festhalle and Biergarten, Asbury Park Distilling opened in summer of 2017. The distillery focuses on gin and whiskey production with a tasting room overlooking the 3,000 square foot production room.

The City has focused much effort on transportation projects over the last several years. Designated a Transit Village by the NJ Department of Transportation (NJDOT) in 2017, Asbury is now eligible for numerous grants that will enable the City to further realize its vision of being an accessible pedestrian and bicycle friendly city. In 2018 a $325,000 grant was awarded to fund wayfinding signage within a half mile radius of the transit center. The City was awarded a NJDOT Technical Assistance Grant for consulting services to produce a bike and pedestrian safety planning study, which was completed in 2018. NJDOT honored the Asbury Park Complete Streets Coalition as the recipients of the 2017 Complete Streets Champion Award for their grassroots efforts to make the City's streets safer for all modes of travel. The Asbury Park Bike Share program was launched in the summer of 2017 with 30 bikes available at locations throughout the City. The City's electric car share program and charging stations located on Mattison, Sunset, and Springwood Avenues, are anticipated to be active by summer of 2019.

As part of a road improvement project starting in Allenhurst, Main Street in Asbury Park will be placed on a "road diet." A new striping plan along Main Street in Asbury Park will entail cutting the number of travel lanes to one in each direction with a center turn-lane. Currently, Main Street does not include dedicated left-turn lanes, which leads to congestion, difficulty in making left turns, and a greater risk for crashes. The project, which is underway, will include repaving, curb upgrades for ADA compliance, upgrades of underground utilities and electric utility poles, drainage improvements, lighting improvements, possible sidewalk replacement, and dedicated bicycle lanes.   The project will be completed in phases along the two-mile stretch of roadway. Other recent road improvement projects include repaving and upgrades to Fourth Avenue, Heck, and Bridge Streets.

The ongoing revival in Asbury Park is also partly event and tourist driven. There are numerous annual events including a St. Patrick's Day Parade, Restaurant Tour, Jersey Pride Parade, Oysterfest, New Jersey Zombie Walk, surf competitions, concerts, SantaCon, and a Downtown Christmas Lighting. In 2018 the annual Garden State Film Festival returned to Asbury Park after spending the last 4 years in Atlantic City. Late in 2018, the Sea.Hear.Now music, arts, and surffestival had its inaugural year. The 2019 festival, which sold out, will feature Dave Matthews Band and the Lumineers as headliners.

In 2017, the City adopted its Master Plan Re-Examination Report and in 2018 its Municipal Public Access Plan was adopted. It also completed a Community Workforce Strategy report. Building on the 2006 Master Plan, of which many objectives remain relevant, the Master Plan Re-Examination Report identified several new objectives in support of its 2027 "Vision of the City", which emphasizes vibrancy and diversity. New objectives were identified in Land Use, Mobility, Economic Development, Historic Preservation, and Sustainability elements. In early 2019, the Sunset Lake Commission released it draft Master Plan for review and comment.

Glassworks: Aberdeen

In 2013, the Aberdeen Township Planning Board granted preliminary and final site plan approval allowing for the redevelopment of a 51-acre, mixed-use project on the former Anchor Glass Container Corp. manufacturing plant. Idle for the past 20 years, the residential component of the redevelopment is complete.

The Glassworks site consists of the two mixed-use residential communities of The Willows and The Forge. The project embraces new urbanism design principles to foster a "main street" appeal. The residential component consists of 500 residential units, including for-sale and rental townhouse units, and apartments with 110 affordable rental units. Residences began leasing in 2017 and are hoping to attract employees of nearby Bell Works and Fort Monmouth. The remainder of the site will include 75,000 square feet of retail space, a movie theater, and a 2-acre park. The site is located near the Matawan-Aberdeen NJ Transit station and is served by several major highways including Route 9 and the Garden State Parkway.

Fort Hancock, Gateway National Recreation Area (Sandy Hook)

Redevelopment efforts are underway at Fort Hancock in Sandy Hook. The National Park Service announced a redevelopment plan for a phased pilot program to restore the 35 historic buildings at Fort Hancock. The intent of the project is to create a viable, vital community and save historic buildings at Fort Hancock by leasing them to organizations and individuals, who will restore them through adaptive reuse. The park accepted Requests for Proposals for six of the buildings in April 2015. The park is planning on leasing two buildings as bed and breakfasts, two as residences or residential offices and two for non-profit educational organizations.

In February 2017, the Park Service issued its first lease and as of June 2018 has Letters of Intent to lease thirteen other buildings at the fort. The leases for the buildings run for 60 years and the Park Service will charge a fair market monthly rate. Any money spent by the lessee in building renovations would offset the monthly rent. The Park Service will also charge a fee for road maintenance, garbage collection, landscaping and other services. The first five lessees will not be charged the fee. Lessees will pay taxes to Middletown. Additionally, in April 2018, the Monmouth County Board of School Estimates authorized $2.9 million to advance the first phases of bidding and constructions of two buildings for additions to the Marine Academy of Science and Technology (MAST).

e) <u>County Programs and Initiatives</u>

Grow Monmouth

A long-term, community-wide initiative, Grow Monmouth serves to promote the economic health of Monmouth County. Outlined objectives include retaining and growing current County businesses, creating jobs and attracting new businesses. Input is gathered from a variety of key sectors including businesses, educational institutions, non-profits, community organizations, and state and local governments.

The Grow Monmouth initiative offers the following resources to assist municipal economic development efforts:

- Economic Opportunity Mapping;
- Identification of state and County business incentives; and
- Economic development and planning technical support

The Made in Monmouth Program, part of the Grow Monmouth initiatives, serves to promote local businesses, showcasing consumer products made in Monmouth County. Open to vendors and the public at no charge, this event began in 2012 with 130 vendors. 2019 brought the 8th annual event and featured over 250 participating vendors, attracting over 5,000 shoppers. This event allows local businesses the opportunity to network with one another and explore the possibility of establishing new business relationships.

Since 2013, the Grow Monmouth program has been using US Department of Housing and Urban Development (HUD) Community Development Block Grant funding to help improve the look of privately-held commercial structures within HUD designated eligibility areas. The Grow Monmouth Façade Improvement Program provides businesses the opportunity to apply for grants of up to $1,850 in order to upgrade exterior façade features such as new awnings, paint, doors, or signs. To date, 80 projects have been completed, reinvesting over $130,000 towards improving commercial facades in income eligible neighborhoods.

Grown in Monmouth, the newest Grow Monmouth program, aims to strengthen the business acumen of our agricultural producers so that they become more successful. Utilizing extensive public outreach and research, the Grown in Monmouth initiative aims to support the local agricultural industry of Monmouth County by identifying emerging business opportunities and critical challenges facing Monmouth County farmers. Evaluation of factors such as land availability and food distribution chains are utilized to develop strategies and recommendations tailored to the unique conditions found in Monmouth County. Grown in Monmouth also features a marketing plan that will strive to foster stronger relationships between Monmouth county farmers, residents, and local buyers, to create an awareness and preference for buying local farm products. The overall goal of Grown in Monmouth is to provide farmers and residents with the information and resources they need to ensure that farming remains an economically sustainable occupation in Monmouth County. In January of 2016, a kickoff meeting occurred that brought together farmers and residents to explain the program and answer questions.

MoCo Arts Corridor

Cohesively marketing and branding the many municipalities that comprise coastal Monmouth as an art, cultural, and entertainment destination within the County was first recommended in the 2010 Coastal Monmouth Plan. The Coastal Monmouth Plan calls for a unified marketing theme to strengthen the year-round shore economy in the coastal areas through cooperative promotional efforts. The cultural hubs of Keyport, Red Bank, Long Branch, Asbury Park, Belmar, and Manasquan are anchor communities located along NJ Transit's North Jersey Coastline, and already attract a large amount of seasonal business activity.

Monmouth County Arts Council (Monmouth Arts), with support from Monmouth County government, NJ Transit, artists, local businesses, educational institutions, and numerous tourism and cultural organizations developed a comprehensive marketing plan for the coastal area. The MoCo Partnership has created the MoCo Arts Corridor as the signature brand for coastal Monmouth. Extending from Matawan to Manasquan, this corridor encompasses 40 towns proximate to NJ Transit's North Jersey Coast Line and the Garden State Parkway.

In 2014, Monmouth Arts and NJ Transit formalized this partnership with an agreement to provide $120,000 in pro bono marketing to promote performances, exhibitions, and community arts events all along the MoCo Corridor. NJ Transit distributed 41,000 MoCo Arts Corridor rack cards on train seats in North Jersey and New York City, displayed them in major train stations, and featured MoCo on its website, its social media outlets, and on its telephone hold message. Monmouth Arts also received a $10,000 federal grant from National Endowment for the Arts to support marketing efforts for the

MoCo Arts Corridor, only one of 150 nonprofit groups to receive this Challenge America Fast-Track grant.

Shared Services

Monmouth County's Shared Services Program presents opportunities for local government entities to work together to share existing resources and a collective purchasing power. Reducing the cost of services and commodities helps to lower municipalities' annual budgets, whose savings can then be passed on to local taxpayers.

Additional benefits include:
- Economy of scale purchasing power provides opportunities for lower prices
- Broad ranges of services and commodities available
- Continuity and reliability of service
- Freeing up of local staff and resources
- Less local maintenance
- Improved up-to-date systems and equipment
- Professional and highly trained staff

Monmouth County's Shared Services program has recorded cost savings of over $20 million. In July 2011, the Board of Chosen Freeholders created the Monmouth County Office of Shared Services allowing for a streamlined process, greater cost savings, and new revenue opportunities This office acts as a customized and centralized point of contact, processing requests from shared serviced participants and identifying the best service partner. Currently, all fifty-three municipalities share some type of service with the County. Police departments, fire departments, first aid squads, authorities, commissions, public schools, and institutions of higher learning are all sharing services to positively impact budgets and deliver services to residents.

Recent Monmouth County Shared Services Accomplishments
- June 2012: The County opened an automatic truck wash facility open to municipalities with Shared Service Agreements
- June 2012: The County and the Monmouth County Sheriff's Office opened a regional 9-1-1 dispatch hub serving shore towns for police, fire, and first aid dispatching
- April 2014: The County and the Monmouth County Sheriff's Office opened Public Safety Center designed to meet increasing needs for county-wide emergency communications
- November 2016: Expanded GIS Shared Service for Arial Pictometry
- May 2017: Expanded OPRS/RIM Shared Service to County School Districts
- 2019: The Monmouth County Information Technology Services (MCITS) Department now provides technical assistance, training courses and other advisory services to Monmouth departments, agencies, school boards and municipalities

Monmouth County Improvement Authority

Created by the Monmouth County Board of Chosen Freeholders in 1986, the Monmouth County Improvement Authority (MCIA) serves to provide cost-saving alternatives to the traditional methods of public capital financing. This organization assists municipalities, boards of education, local and regional utility authorities, and other local and county government entities in the financing of large projects. Through a pooling of resources and use of the County's AAA bond rating, the Monmouth County Improvement Authority allows local government entities to achieve lower interest on loans. The County guaranty and the pooling of local government bonds and notes into a single, larger financing option make the Monmouth County Improvement Authority bonds attractive to investors. Through the programs offered by this entity, local government entities have been able to construct new schools, purchase public safety equipment, and recover from major storm events. In 2013, on behalf of 16 municipalities, the Monmouth County Improvement Authority sold $47,475,000 in pooled notes, designed to reduce the costs of financing for certain Superstorm Sandy recovery expenses and to ensure continued market access.

The Monmouth County Master Plan

After three years of research, community engagement, and outreach, the Monmouth County Planning Board adopted the first new comprehensive Master Plan in 34 years on October 17, 2016. This is the third countywide Master Plan since the establishment of the Planning Board in 1954. The new plan was created entirely in-house by the professional staff of the County's Division of Planning and builds upon the organization's successful planning legacy. Work on the new plan was initiated in response to a fundamental change in planning from one that had emphasized "growth management" during an era of suburbanization (post WWII) to one that recognizes and responds to slower growth, demographic shifts, limited resources, and 21st century markets demands. The Monmouth County Master Plan is intended to serve as the principle guiding document regarding land use coordination in the county for the next 10 years.

Led by staff from the Division of Planning, work on the Master Plan began earnestly in May 2013. The first order of business was to draft the Master Plan's Vision Statement, develop a detailed and relevant list of Goals, Principles, and Objectives (GPOs) tied to desirable community outcomes, and identify anticipated socioeconomic and demographic trends that could affect both land use and planning initiatives over the next decade. During the summer of 2013, a dedicated Master Plan project website was launched on the county's Planning Board homepage which was designated the "go to" place for community stakeholders to retrieve information and project updates. Public engagement and outreach commenced in October 2013 at a Kick Off/Public Information Event. Attendees included state agencies, county departments, municipal representatives, and community stakeholder groups, and the public.

Over the course of the next year, the Division of Planning Staff hosted over twenty Master Plan Working Group sessions comprised of workshops, exercises, and discussions organized by areas of interest which are now represented by each of the Master Plan's 12-Primary Elements. Throughout development of the Plan's Vision Statement, Goals, Principles, and Objectives (GPOs), as well as the

Recommendations and Stakeholder Strategies, Planning staff and members of the Monmouth County Planning Board led numerous discussions with issues-based Working Groups. Attendees were tasked with identifying specific interrelationships between each of the other Master Plan Elements. They also conducted SWOT analysis which identified the Strengths, Weaknesses, Opportunities and Threats confronting these resources during the Plan's lifecycle. Based on dialog and input from these Working Groups, formal Master Plan Recommendations, Stakeholder Strategies, Long Range Challenges, and Emerging Issues were established for each of the Primary Elements.

The dedication, enthusiasm, and successful gathering of information conferred during these Working Group conventions assisted Division of Planning staff in undertaking the enormous task of organizing, writing, and designing the Master Plan for final publication.

In 2018 a Reexamination of the Master Plan was completed. The Reexamination serves as a periodic supplemental report that allows the 2016 Master Plan to be maintained online as a living document. Each Master Plan element received updates to data, programs, and stakeholder actions and efforts.

Monmouth County Community Rating System (CRS) Municipal Assistance Program

The Monmouth County Board of Chosen Freeholders passed Resolution #2014-0201 in March 2014 establishing the Monmouth County Community Rating System Assistance (CRS) program. The county's program, the first in the state, established specific guidelines municipalities must follow in order to receive professional and technical assistance from the county. This program includes quarterly Monmouth County CRS Users Group meetings facilitated by the Monmouth County Division of Planning and the Monmouth County Office of Emergency Management (OEM). Users Group meetings provide a peer-to-peer learning forum for municipal representatives seeking knowledge about the CRS program. It also allows for the exchange of ideas and strategies that may lend to a community's advancement in CRS. These quarterly meetings also provide an opportunity to ask the county for professional assistance at no cost to the municipality.

The CRS program which is run by FEMA through the National Flood Insurance Program (NFIP) scores communities on their effectiveness in dealing with flood plain management and development. Towns that take action steps to increase their resiliency to future storm events are eligible for policy holder discounts. The overall goal of this initiative is to improve the ranking of those towns already in the CRS program, as well as bring more towns into CRS that might not have the resources to do so alone. Towns
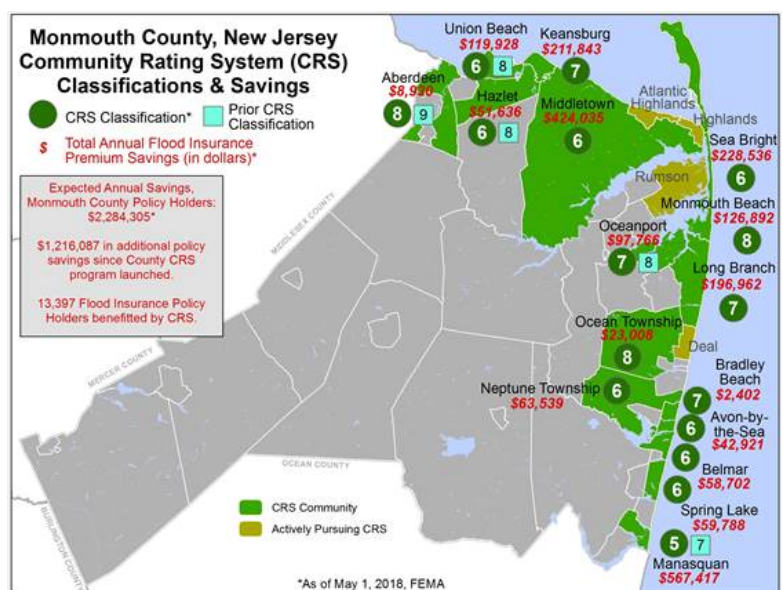
in the CRS program should see increased investment as actions taken to mitigate flood risk against future storm events combined with lower flood insurance premiums are often viewed positively by potential homebuyers and business investors, particularly in special flood hazard areas. The Monmouth County CRS Assistance Program is aimed at municipalities that may not necessarily have the technical, financial, or administrative capacity to successfully participate or advance in the NFIP CRS program.

Since initiating the county program, CRS communities in Monmouth County have increased in number from 8 to 16. Three municipalities, Atlantic Highlands, Highlands, Rumson, and Deal are currently pursuing their initial certification. Additionally, in 2018, Manasquan became the first Monmouth County community to reach a CRS classification of 5, the highest in the County. The CRS Program now saves commercial and residential flood insurance policyholder's over $2.3 million annually. Beyond financial savings from participation in CRS, municipalities in the program have improved public health and safety by implementing flood mitigation projects that improve resilience to future flood events. These measures include public awareness, higher building code standards, floodplain management, stormwater management, flood protection assistance, and hazard disclosure- all of which play an important part in protecting our towns.

Since initiating the first regional CRS assistance program in FEMA Region II, the Monmouth County CRS Municipal Assistance Program has received numerous national and state accolades including:

- Awarded the 2014 Walter B. Jones Memorial Awards for Excellence in Coastal Resource Management, an award given to individuals and organizations by NOAA's Office for Coastal Management.

- Mentioned as a case study in the National Association of Counties (NACo) November 2014 Severe Weather Adaption, Coastal Resiliency County Case Studies Volume 2 which explored approaches to reduce vulnerability and exposure through planning, technology, and collaboration tools.

- In 2014, the Division of Planning spoke about its involvement with CRS at a panel discussion with ISO Community Hazard Mitigation, New Jersey Department of Environmental Protection (NJDEP), and New Jersey Association of Floodplain Management at the American Planning Association's New Jersey Chapter (APA-NJ) annual planning conference in New Brunswick, NJ.

- Monmouth County OEM and Division of Planning presented at the 99th New Jersey State League of Municipalities Conference in Atlantic City in October 2014.

- NACo awarded Monmouth County a 2016 Achievement Award for the Monmouth County CRS Assistance Program. Monmouth County received the honor of Best of Category in the "County Resiliency: Infrastructure, Energy and Sustainability" category.

- Monmouth County Division of Planning and Office of Emergency Management staff participated on a Together North Jersey Resilient Task Force CRS workshop to make counties and municipalities in the northern New Jersey more aware of FEMA's Community Rating System and the benefits it can bring to property owners in flood plains.

- Monmouth County employees, Joe Barris, PP/AICP/CFM, Assistant Planning Director and Margaret Murnane Brooks, OEM Deputy Coordinator received the 2017 Floodplain Management Leadership Award presented by the New Jersey Association of Floodplain Management (NJAFM) for their work in CRS.

- 2018 ESRI Special Achievement Award in GIS for the Know Your Zone and High Water Park Program, both extensions of the CRS program.

Monmouth County Community Development Program

The Office of Community Development, housed in the Division of Planning, coordinates, implements, and monitors compliance for specific federal grant programs: the Community Development Block Grant (CDBG), HOME Investment Partnership Program, Emergency Solutions Grant, and HEARTH homeless assistance grants. The overall goal of these federally funded community development initiatives is to effectively develop and maintain viable urban communities. As populations change in size, age, and diversity, the effective provision of community services (e.g. housing and economic development) becomes a necessary component towards preserving a community's quality of life. Working with participating communities and various non-profit agencies, this section oversees a variety of activities that benefit low and moderate-income households.

Community Development staff prepare the Monmouth County 5-Year Consolidated Plan providing guidance on funding and investment decisions for policy and community development programs. The Monmouth County CDBG consortium consists of 49 municipalities: Howell, Asbury Park, Long Branch, and Middletown directly receive grant funding from the U.S. Department of Housing and Urban Development (HUD). The Consolidated Plan outlines affordable housing requirements over the subsequent five-year period, and presents a directed course of action the County and participating municipalities can undertake towards achieving established goals and objectives.

Current Office of Community Development initiatives and FY2019 allocations outlined within the FY2019 Annual Action Plan include:

- Provide cost assistance to low income homeowners to make improvements to owner occupied units through the County's Housing Improvement Program: $262,968

- Fair housing services to county residents: $80,000;

- Tenant-based rental assistance to low and moderate-income eligible residents : $250,000;

- Financial assistance to qualified low and moderate-income residents towards buying their first home: $255,454;

- Funding to qualified affordable housing developers towards construction of new for-sale or rental housing: $761,091

- Funding to non-profits providing necessary services to residents of Monmouth County: $296,333

- Providing assistance for construction and infrastructure projects for County municipalities and nonprofits: $1,219,470

GLOSSERY OF TERMS

Affordable Housing: Housing developed in response to New Jersey's Affordable Housing program intended to meet the regional need for low-income households (income at or below 50 percent of median family income for the county where the housing is located) and moderate-income households (income earned between 50 and 80 percent of median family income).

Age-restricted development: Housing communities that restrict residency to persons 55 or older, however, there may be instances where a lower age limit set aside is permitted for a small percentage of the housing development.

Agricultural Census: A comprehensive summary of agricultural activity conducted every five years by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). This survey provides the only source of uniform, comprehensive agricultural data for every county in the United States.

Assessed Valuation: The dollar value assigned to a specific property for purposes of measuring applicable taxes.

Average: A number expressing the central or typical value in a set of data calculated by dividing the sum of the values in the set by their number.

American Community Survey: The American Community Survey (ACS) is an ongoing statistical survey by the U.S. Census Bureau, sent to approximately 3 million addresses per year. This data set provides communities with current information need to plan future investments and services.

Big Box retail: A category of retail comprised of large stores, generally in excess of 20,000 square feet, that can offer a wide variety of consumer products and services in one location.

Boardings: Entry of passengers onto a public transportation vehicle (train or bus). In addition, passengers who take round trips would be counted for each time they enter a public transportation vehicle. If a passenger transfers for the purpose of reaching their final destination, they would still only be counted once.

Bus Rapid Transit: A bus-based mass transit system that utilizes specialized design, services, and infrastructure to improve system quality and remove delay. A bus rapid transit system will typically have a significant portion of its route within a fully dedicated right of way (i.e. a road that is separate from a public road).

CEDS (Comprehensive Economic Development Strategy): A strategy-driven plan promoted by the U.S. Economic Development Administration for regional economic development that is utilized as a guide for future federal investments.

Cohort: A group of people defined by specific criteria.

Demographics: Statistical data relating to the population and particular groups within it.

Economic Census: Conducted by the U.S. Census Bureau every five years, the Economic Census is the U.S. Government's official measure of American businesses and the economy.

Ethnicity: (From Census.gov) "The U.S. Census Bureau adheres to the U.S. Office of Management and Budget's (OMB) definition of ethnicity. There are two minimum categories for ethnicity: Hispanic or Latino and Not Hispanic or Latino. OMB considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race."

Family Household: Consists of two or more individuals who are related by birth, marriage, or adoption, although the household may also include other unrelated people.

Gray infrastructure: Traditional engineered approach to stormwater management and wastewater treatment.

Green infrastructure: Natural systems approach to water management that protects, restores, or mimics the natural water cycle.

Group Quarters: A residence with 10 or more people, who are not related. This designation does not include correctional facilities.

Heat Map: A graphical representation of data where the individual values contained in a matrix are represented as specified colors.

In-Migration: Movement of a person from outside a geographic area of interest to inside the geographic area of interest. For example, someone who moved from Ocean County to Monmouth County is considered an in-migrant.

Median: Denoting or relating to a value or quantity lying at the midpoint of a frequency distribution of observed values or quantities, where there is an equal probability of falling above or below it.

Multi-family dwelling: Multiple separate housing units for residential inhabitants are contained within one building or several buildings within one complex such as garden apartments and condominiums.

Net Migration: The total gain or loss in population to a geographic area of interest through migration when taking into account the number people who entered and left over a similar time. Net Migration is calculated by subtracting in-migration from out-migration. It can be positive (gain in population) or negative (loss in population).

Net Valuation Taxable: Refers to the total taxable value of property in each municipality, excluding those properties which tax-exempt status, such as public buildings and churches.

Nonfamily Household: Consist of people who live alone or who share their residence with unrelated individuals, and is less than 10 people.

Out-Migration: Movement of a person from inside a geographic area of interest to outside the geographic area of interest. From example, someone who moves from Monmouth County to Ocean County is considered an out-migrant.

Public Use Micro Data sample (PUMS): A set of untabulated or unaggregated records about individuals or housing units that were gathered through the American Community Survey.

Public Use Microdata Area (PUMA): Statistical geographic areas that have been defined for the release of ACS microdata. Each PUMA contains at least 100,000 residents, and their boundaries follow either County or census tract boundaries.

Ratable: Property that provides tax income.

Ridership: The number of people using a public transportation system for full trips. This number counts round trips as a single rider.

Race: (From Census.gov) "The racial categories included in the census questionnaire generally reflect a social definition of race recognized in this country and not an attempt to define race biologically, anthropologically, or genetically. In addition, it is recognized that the categories of the race question include race and national origin or sociocultural groups."

Single-family attached dwelling: Home shares a common party wall usually on both sides of the property such as a townhomes and duplexes.

Single-family detached dwelling: Home is free of any shared walls and stands alone.