

OPPORTUNITY

A Publication of the New Jersey Office of Economic Opportunity, Department of Community Affairs

Community Affairs Commissioner Paul N. Ylvisaker, in a recent address, stressed the need to "involve the young people of New Jersey deeply in community affairs." Referring to the Department's proposed Internship program for qualified New Jersey college students, Ylvisaker said:

"A new generation is now just coming out of college, looking for graduate schools, for wives, for houses and for neighborhoods. Within a very short time, this State will be in their hands. But more than that, their minds will be controlling our policies . . . I think we need the young people in New Jersey to help fight the battle for our minds.

"We intend to go to high schools, to guidance counselors, to the community colleges, to state colleges, and . . . to every source of fresh energy and talent we can find. And it's about time that . . . internships be created for high school and college students to work with local planning commissions, with mayors, with freeholders, with civic groups and with antipoverty agencies — to learn how it is and tell it as it is."

State's First Summer Internship Program To Train Collegians In Community Jobs

A statewide summer internship program designed to prepare New Jersey college students for careers in local and State government has been developed by the State Department of Community Affairs.

It is the first program of its kind in the nation and a high priority proposal of Community Affairs Commissioner Paul N. Ylvisaker. (See Ylvisaker comments in above box.)

The program, to be known as Interns in Community Service, will employ approximately 40 to 50 outstanding New Jersey college students pursuing undergraduate or graduate careers in fields related to community affairs. The interns will be assigned to jobs in selected local and county governments, in the Community Affairs Department or in local community action (antipoverty) agencies throughout the State.

Scheduled to begin June 26, the program will run for approximately 10 weeks. The Department's Division of Training, headed by Thomas B. Hartmann, developed and will administer the intern program.

According to Hartmann, the program is designed "to give these students practical experience in their fields of interest, in the hope that they will give serious consideration to careers in State and local government." He said the program, planned as "a limited demonstration in the creative use of summer employment," would attempt to demonstrate how "the young people of New Jersey can be effectively involved in the affairs of government through challenging, real-work experiences."

"Urbanization and population growth are putting increasing de-

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Bill Would Reclaim, Redevelop Meadows In Hudson, Bergen

The Department of Community Affairs has proposed a bill providing for the reclamation and development of some 21,300 acres of vacant and undeveloped meadowlands in Hudson and Bergen Counties.

The bill was prepared by the Department and State Sen. Alfred W. Kiefer of Bergen County, who introduced the bill in the legislature on May 8—the day of its adjournment.

According to Community Affairs Commissioner Paul N. Ylvisaker the legislation is designed to "reclaim and develop the area for industrial, residential and recreational use." He said the meadowland area is "extremely valuable in potential," stating: "I don't know of anything like it throughout the world with similar opportunities for regional development."

In a statement, Sen. Kiefer said "the meadowlands area is potentially one of the most valuable pieces of real estate in the world."

"For too long, thousands of acres of fallow meadowlands have resisted comprehensive development," Kiefer said. "Through the proposed legislation, this land could be affectively reclaimed, developed and put to practicable use by the communities in the area."

Ylvisaker and Kiefer said the meadowlands area, through redevelopment, could provide suitable space for industrial, residential commercial and recreational development, help curb and eventually eliminate air and water pollution and refuse dumping and establish additional sources of tax revenue for area municipalities.

Ylvisaker said the bill was introduced at the close of the legislative session "to get the discussion

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rolling."

"This legislation was offered at the close of the legislative session to allow sufficient time for considering its merits — through a public and private dialogue — during the coming summer months," the Community Affairs Commissioner explained. "In this way, all parties of interest will have an opportunity to carefully scrutinize the proposal, recommending changes and additions if necessary."

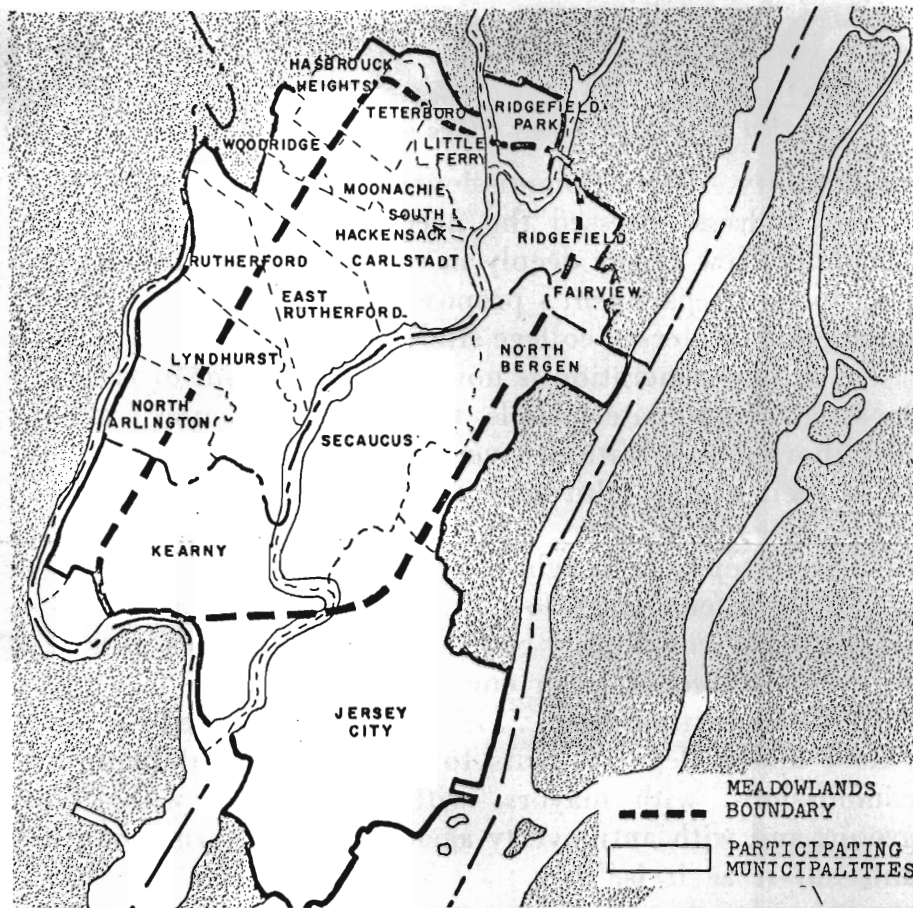
Ylvisaker said a special effort would be made to hear the recommendations of the officials in the areas affected by the legislation.

The proposed bill, known as the Hackensack Meadowlands Title and Development Act of 1967, would establish an independent, tax-exempt public agency, to be called the Hackensack Meadowlands Development Commission. The Commission would be responsible for developing and maintaining the meadowlands according to a regional master plan for the area.

In addition, the bill also would create a Meadowlands Title Board within the State Department of Conservation and Economic Development to hear and resolve all meadowlands ownership disputes. There is no present judicial or administrative forum through which ownership disputes between the State, municipalities and private owners can be heard.

The proposed Hackensack Meadowlands Development Commission would be an independent tax-exempt corporation composed of 11 members, including State, local and citizen representatives. It would be financed by revenue from its own bonds, by Federal, public or governmental grants, by revenue from its own projects, by special assessments charged against improved properties and by State appropriations.

To guarantee an orderly development of the meadowlands, the Commission would be required to adopt a regional master plan, which would include proposals for the use of land and buildings, services,



transportation, renewal housing, conservation, public and semi-public facilities, the density of population, community appearances and capital improvements.

Under the bill, a Mayor's Advisory Committee, composed of the mayors of the participating communities, could review and suggest changes in the regional master plan and all commission projects. The committee would play a major role in formulating Commission policies.

The proposed Meadowlands Title Board, composed of five members appointed by the Governor, would establish the extent of the State's claim to the meadowlands and determine conflicting ownership claims between the State and private persons. At present, about 65 per cent of the meadows is privately owned, 21 per cent is held by municipalities and 14 per cent is either railroad or other exempt property. The State claims a riparian interests in the Meadows.

According to State figures, the 1966 estimated taxable value of

Meadowlands property was approximately \$440 million. As a result of coordinated regional reclamation and development projects, however, the return from the Meadowlands could be expected to triple or quadruple, according to current estimates.

Under the proposed bill, the State would appropriate \$250,000 a year to finance the Commission's operating costs during its initial period and \$100,000 a year to finance the Title Board.

Meadowlands in eighteen municipalities — fourteen in Bergen County and four in Hudson County — would be included in the Commission's jurisdiction. The Bergen County communities are: Carlstadt, East Rutherford, Fairview, Hasbrouck Heights, Little Ferry, Lyndhurst, Moonachie, North Arlington, Ridgefield, Ridgefield Park, Rutherford, South Hackensack, Teterboro, and Wood-Ridge. The Hudson County communities are; Jersey City, North Bergen, Kearny and Secaucus.

Debt-Ridden Atlantic City Business Saved By Community Based And Financed Effort

Several months ago, a florist delivered a basket of flowers to a newly-refurbished television and radio repair shop in a depressed Atlantic City neighborhood. The inscription on an accompanying card read: "Wishing you success. Signed, Neighbors and Friends."

It was an expression of confidence from local businessmen and residents in Percy Hancock, the 41-year-old shop owner who only months before had faced some \$9,000 in debts to local creditors. For years, Hancock, confined to a wheelchair because of a polio attack, had eked out a meager living from the ill-equipped, declining repair shop, as financial judgements against him continued to mount.

Today, however, Hancock is free of all debts and operating a growing business — the result of a community based and financed assistance campaign sparked by the Small Business Development Center of Atlantic Human Resources, the antipoverty agency for Atlantic and Cape May Counties.

NEW STOREFRONT—The tiny TV and Radio Repair Shop (below), once in disrepair, has been converted into an attractive, modern store, with adequate display space and a new sign.

Significantly, the entire campaign was accomplished solely through the volunteer efforts of local businessmen and private citizens. Not a single antipoverty dollar nor federal loan was devoted to the project.

"This is an example of how a community can help pull one of its own residents up by his boot straps," said Armour G. McDaniel, director of AHR's Small Business Development Center, who first came across Hancock last November completely by accident.

"My radio went out on me one night and I brought it to Hancock because his store was the only one open late at night," McDaniel explained. "I was impressed with his work, especially in view of the shop's poor working conditions, and thought that he might be eligible for a Small Business Loan. Unfortunately, a credit report revealed his \$9,000 indebtedness to local creditors, making it impossible for him to qualify."

Convinced of the need to help

Hancock, McDaniel then began mobilizing various elements of the business and residential community.

"My first job was to reduce or eliminate entirely the umbrella of judgements against Hancock," he said. "I went to each of his creditors, urging them to reduce his obligation and extend his time to repay. In the process, we found more businessmen with hearts than people would think. All of his creditors reduced their claims against him by two-thirds — from \$9,000 to about \$3,000."

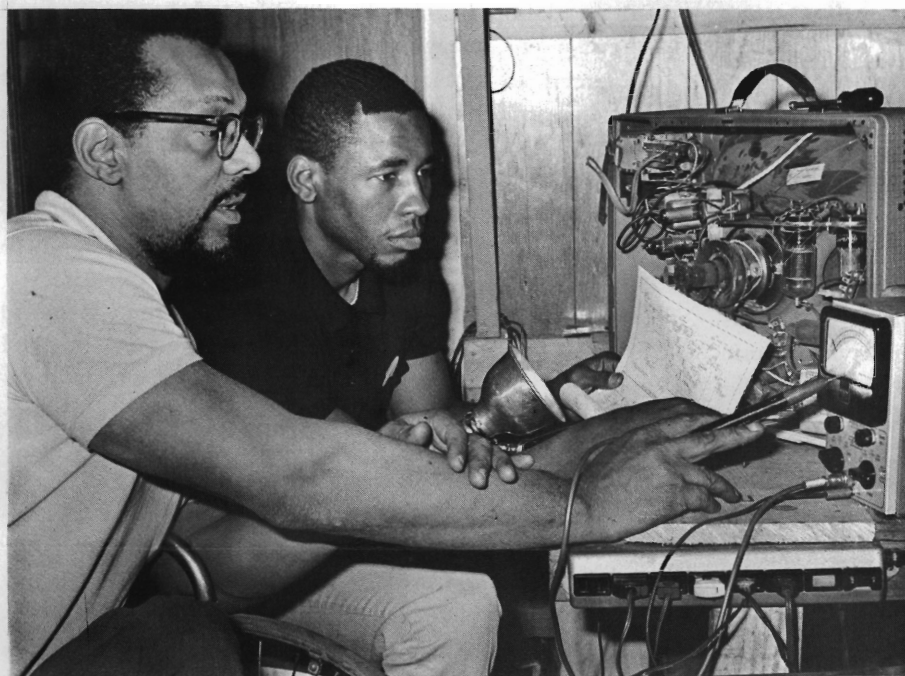
Shortly after, McDaniel sought the support of local businessmen and area residents to rehabilitate the "dingy office." Surprisingly, more than a score responded: a local lumber company donated enough paneling to completely repanel the shop; a neighborhood electrical firm contributed electrical fixtures; a plate glass company donated glass to replace several highly-placed tiny windows with one large display window; another firm donated enough paint to cover the shop and a local sign company offered a large fluorescent sign.

"Then, we mobilized all the carpenters, painters, electricians and plumbers, along with any other workers from the neighborhood, to provide — free of charge — the renovation and repair work," McDaniel added. "Among the volunteers was one local plumber who had been assisted by a Small Business Development Center loan just months before."

Soon, various other businesses and several neighbors and friends donated money to establish an escrow account so Hancock could purchase new television sets. And recently, many of his former creditors volunteered to finance his sales.

"This is significant because many small businessmen have difficulty finding any institution that will finance the sales of items such as radios and televisions, which are ordinarily bought on credit," McDaniel explained. "With this as-





TAXEATER TO TAXPAYER—Percy Hancock (left), owner of the TV repair shop that once had incurred debts of \$9,000, instructs Charles Holmes, 24, one of two on-the-job training technicians who have been hired recently. The OJT trainees are financed jointly by Hancock and the Atlantic City antipoverty agency.

sistance, Hancock no longer has to finance each 'credit' sale out of his own assets, a practice that had caused much indebtedness in the past."

The telephone company also came to his aid, by reinstalling, free of charge, the phone which it had removed when Hancock couldn't meet bills. Today, the grateful shop-owner not only can afford his bills, but also has increased his sales accordingly.

In fact, the telephone company sent workers to his shop to teach him how to use the telephone effectively in his job.

Recently, the Motorola Television Company, which was contracted to replace 450 TV sets in Atlantic City's Dennis Hotel, agreed to sell the old ones to Hancock at a nominal price. Through this sale, he should be able to realize a minimum of \$6,700—enabling him to pay his \$3,000 debt to creditors and still have enough left to purchase new television sets.

"This example of community co-operation should dispel the myth that people from ghetto areas are satisfied with life and don't wish

to progress," McDaniel added. "It also demonstrates that loans are not always the answer to business problems. In this case, a \$10,000 loan would have increased Hancock's debt by that much, because \$9,000 of it would have been used to pay off the creditors, leaving him where he began: with no capability to pay back the \$10,000 loan."

McDaniel said Hancock's success has also stirred interest among businessmen in the area to participate in other projects.

To Hancock, the help he has received has given him a new opportunity to succeed. "I'm overwhelmed by what these people are doing for my family and me. Most of them don't even know me or have never met me. With an opportunity like this, I know I will succeed."

As a result of the assistance campaign, Hancock is now employing two workers through an on-the-job training program sponsored by Atlantic Human Resources. Under the program, Hancock must meet 75 per cent of the cost of their salaries, while AHR finances the remaining 25 per cent.

N.J. Is Pacesetter In Antipoverty War Says Annual Report

The New Jersey antipoverty effort has earned a national reputation in meeting the economic needs of the State's disadvantaged residents.

How this was achieved is explained in detail in the 1966 Annual Report of the New Jersey Office of Economic Opportunity, which was released recently by the State Department of Community Affairs. The 28-page report covers the calendar year 1966 through March 1, 1967 — the day NJOEO officially became a part of the new Department.

Since its founding in 1964, the State antipoverty agency was administered by John C. Bullitt, who resigned as director in March.

In the introduction, the report states that New Jersey has become a leader in the national war on poverty by:

- ▶ establishing community action agencies (local antipoverty units) covering every municipality throughout the State. Only one other state has accomplished this.

- ▶ receiving more than \$85 million in federal antipoverty grants to assist some 58,000 disadvantaged residents. New Jersey ranks first among states in obtaining money from the Federal government for programs beyond its original allocation.

- ▶ establishing rural programs second to none in the nation, although the State is the most urban state in the nation.

- ▶ receiving more antipoverty money for each poor person in New Jersey than any other urban state in the country.

- ▶ pioneering with several statewide demonstration projects, including: the Rural Manpower Development Program, which provides a variety of services—employment, health, skills training, basic education, and counseling — to unemployed and underemployed rural youths and adults; the Career

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Country's First Known Merger Of Labor And Community Action Achieved By Middlesex CAP

The nation's first known merger of organized labor and community action took place in New Jersey recently when the Middlesex County antipoverty agency created a Labor Advisory Committee.

The committee, composed of some 75 labor leaders from at least 40 unions throughout the County, was formed in February by the Middlesex County Economic Opportunity Corporation (MCEOC), the county's official antipoverty agency. Its chairman is Charles Longo, chairman of the Middlesex County Central Labor Council (AFL-CIO).

According to Thomas Cosgrove, the AFL-CIO labor liaison to the federal Office of Economic Opportunity, it is the first such commitment by organized labor to any of the 1,200 community action agencies throughout the country.

Milton Zatinsky, MCEOC's executive director, said the labor advisory committee is designed to "solicit labor's involvement in the mechanics of the antipoverty program and to aid in policy-making decisions, especially in those areas affecting labor." He said it is based on the premise that "antipoverty agencies cannot make the full impact upon a community, without the aid of allies that also deal in human needs and social problems."

Ironically, the Middlesex labor advisory committee was formed while the AFL-CIO Executive Council, in a strong statement, was urging that antipoverty efforts by organized labor be expanded in the thousands of communities across the country. Two months later, USOEO Director Sargent Shriver, endorsed this position in a speech before the 12th Annual Convention of the Louisiana AFL-CIO.

In the speech, Shriver said organized labor should have a key role in local antipoverty programs, including, where practicable, membership on community action boards. He said labor "should have a voice and an active role in the development and operation of local antipoverty programs."

Zatinsky said the MCEOC Labor Advisory Committee had formed a steering committee to develop specific areas in which the committee could aid MCEOC and the war on poverty in general. At its first meeting last month, the group:

- ▶ adopted a resolution urging the Department of Labor to raise Neighborhood Youth Corps wages from \$1.25 an hour to \$1.40 an hour. MCEOC has already submitted an application to the Labor Department to raise the wages.

- ▶ announced that a series of letters had already been

sent by labor leaders to President Johnson and all Congressmen endorsing the antipoverty program.

- ▶ agreed to work with MCEOC's job development program, under the direction of Frank Antonini, a former business agent from the International Ladies Garment Workers Union. Under the plan, leaders of all participating unions would keep MCEOC informed of job openings for Neighborhood Youth Corps and Nelson Amendment graduates.

- ▶ unanimously voted support for the Urban Renewal program in Carteret, N.J. The committee decided to attend the public hearing in support of the proposal and urge its adoption in a letter writing campaign to all local and county officials.

- ▶ referred to a special committee the study of problems of single-parent families, where the care of children poses an economic hardship.

In addition, the Committee is also establishing courses for union leaders regarding the war on poverty, in cooperation with the New Jersey Community Action Training Institute (CATI), the state's antipoverty training arm.

Zatinsky, who is a former labor leader himself, said the committee's support for higher wages for NYC enrollees was especially significant, since laborers who earn below the minimum wage could represent unfair competition for jobs.

"Since members of the unions earn more than the minimum wage already, it is to their advantage to continue the fight anyhow," Zatinsky explained. "If they (the NYC enrollees) don't get it, they'll be a threat to labor's bargaining power and it will hurt the purchasing power for goods produced by organized labor."

He said every impoverished person "is a potential scab or strikebreaker," who should be assisted in finding "a job which pays a decent living wage." Zatinsky added that organized labor, which gained these job benefits in the past, could now "show the poor in the neighborhoods how to follow their example."

Zatinsky said there is much sentiment on the Committee for establishing with MCEOC a Day-Care Center program for working mothers. He said the antipoverty agency has been unable to receive OEO funds for the program because of cutbacks and earmarkings of anti-poverty funds by Congress.

"Under a joint MCEOC-Union proposal, some co-operative system for financing this project — including private and public sources — might be arranged," Zatinsky said.

"Our basic philosophy is that the antipoverty agency alone cannot make a full impact on the community. It needs allies who are also interested in human needs and social progress. The labor movement is a unique ally, having pioneered in social action over the years."

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mands for services on New Jersey's communities," Hartmann explained. "And government services must attempt to resolve increasingly complex community problems. In the face of these growing needs, New Jersey can afford neither mediocrity nor serious shortages in the public service. New Jersey's communities must have access to a large proportion of their talented, educated, creative young men and women."

The Intern program is under the direction of Donald B. Edwards, who said more than 300 applications had been received by May 15, the deadline. He said recruitment had been conducted through local municipalities, counties, community action agencies and the colleges and universities throughout New Jersey.

According to Edwards, the interns selected will work in local administration, planning and engineering, community relations, municipal law practice, health, welfare, manpower development, Federal grant coordination, local finance, antipoverty activities and other areas. They will receive concentrated introductory training for their jobs at the beginning of the program and will participate in seminars, conferences and other training activities throughout the summer, Edwards added.

Interns will receive salaries based

on the regular Civil Service pay scale for student assistants, ranging from \$1.75 an hour for college freshmen to \$3.00 an hour for graduate students. They will work regular 40-hour weeks.

Edwards said interns will be selected on the basis of academic achievement, interest in community problems, and involvement in local issues. He said the Division would announce the winners of internships in mid-June.

"A community affairs internship will be more than an ordinary summer job," Edwards explained. "It will give students an opportunity to fill meaningful jobs, in which they can make genuine contributions and receive practical experience in return. At the same time, the communities involved will benefit by using this untapped talent for special projects, long-deferred studies and other critical community needs."

Edwards said Interns in Community Service would do "real work, not make-work, in challenging jobs, where they will receive on-the-job training from qualified professionals."

Edwards said all local and county governments, as well as local antipoverty agencies, have been asked to make jobs available for the interns. He said these jobs would be disclosed sometime in June, after the interns had been selected.

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Employment Program, which is working with the State Civil Service Commission to help the poor qualify for jobs in government service; and the Morrow Association Program, which is attempting to prepare released prisoners of two county jails for employment.

In a message to the Governor prefacing the report, former director Bullitt said the Office of Economic Opportunity has shown "a year of accelerated progress" in New Jersey.

"In two short years, New Jersey has become a leader among states in this crucial area of human concern," Bullitt said. "Based on the number of poor people, New Jersey leads all other states in money obtained from the federal government for poverty programs."

The report examines New Jersey antipoverty programs run at the local, state and federal levels, concluding with an epilogue for the future progress of the war on poverty in this State. An appendix provides a list of all 27 community action agencies in New Jersey, lists of other antipoverty committees and a breakdown of all federal antipoverty funds that have come into the State since the Economic Opportunity Act of 1964.

Copies of the report are available upon request at the Department of Community Affairs, Box 2768, Trenton, New Jersey 08625.

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NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS

OFFICE OF ECONOMIC OPPORTUNITY

RICHARD J. HUGHES, *Governor*

PAUL N. YLVISAKER, *Commissioner*

P. O. BOX 2768 TRENTON, N. J. 08625

(609) 292-6438, 292-6439

