



5 Goals for the City of Trenton

(And How We Measure Their Success)

Beautiful Trenton is committed to sparking interest and enthusiasm in the future of our city and working with our residents to foster and articulate new visions of progress. We're challenging the mayoral and council candidates and decision-makers to commit to specific solutions that address the most critical issues facing Trenton. We are working with voters by broadly publicizing these goals and the corresponding responses from mayoral and council candidates.

We support serious and civil dialogue about Trenton's future, but we will not endorse any specific candidate for public office or any political party.

These **Goals and the Objectives** to achieve them emerged from a series of community meetings we held and from outreach with numerous Trenton residents and activists. We believe these goals and objectives are within our reach, provided we can generate and sustain sufficient political will to advance a winning vision for our city.

We draw a subtle but important distinction between goals and objectives. We define a goal as an intended outcome for our city, based on consensus among Trenton residents. The objectives are specific and measureable steps, based on data, which will lead us towards each goal. Reaching these objectives may be difficult, but we believe that it is possible – and if Trenton is to be a better place for all of us, we must move forward with a definite plan and clear objectives.

1. A Safe City

Goal Residents, business owners, commuters, visitors, pedestrians and bicyclists feel safer and are safer.

Objectives for Mayor and Council

- Decrease violent crime in Trenton by at least 20% each year
- Decrease property crime in Trenton by at least 10% each year

2. A Clean City

Goal Properties are occupied and well maintained and sidewalks, streets and public spaces are free of litter and unsanctioned graffiti.

Objectives for Mayor and Council

- Reduce the number of vacant and abandoned properties in Trenton by at least 10% each year.
- Adopt anti-bligh regulations for off-site landlords

3. A Destination City

Goal Downtown Trenton is a vibrant hub of restaurants, shops, entertainment venues and housing for a wide range of people, hosting cultural exhibitions, events and artistic gatherings that serve the city and the region.

Objectives for Mayor and Council

- Increase the number of people who participate in local cultural events or visit cultural institutions and historic landmarks by 5% each year
- Increase the number of residents living in downtown Trenton by 5% each year for the next ten years

4. A Growing City

Goal

Trenton is alive and growing in many dimensions including population, educational achievement, stability and wealth.

Objectives for Mayor and Council

- *Increase median Trenton household income by 2% each year*
- *Increase the number of high school graduates living in Trenton by 2% each year*
- *Increase municipal revenue in Trenton by at least 5% each year, without increasing the burden on residents or local businesses*
- *Increase participation in youth recreational and after school activities*

5. An Engaged City

Goal

Citizens are actively committed to and involved in the success and growth of Trenton. Diverse business and resident constituencies recognize the benefits of collective and collaborative participation across all levels, from neighborhood to city to county to state.

Objectives for Mayor and Council

- *Limit municipal property tax increases to no more than 2% in any year*
- *Increase collaboration between the City and the County that benefits Trenton*
- *Increase and stabilize the State's payments in lieu of taxes so the State pays its fair share*
- *Increase participation of newly arrived and immigrant Trentonians in municipal boards, commissions and governance*

Instructions to Candidates

These Goals and Objectives will be furnished to all Mayoral and City Council candidates, and are currently available at our website www.TrentonVotes.com.

Each candidate is asked to respond to each Platform Goal and its respective Objectives in less than 250 words. Responses exceeding 300 words for any Goal will be shortened. Please state: (a) whether you agree with each specific goal, and if not, how you would restate the goal; (b) whether you agree that the measureable objectives are relevant and attainable, and if not, what measureable objectives do you believe are appropriate; and (c) what specific, concrete steps you will take, if elected, to achieve the measurable objectives. Please be specific in your response. If additional municipal funds are to be spent, where will the money come from? If changes in municipal ordinances are required, what specific changes do you advocate? If changes in state law are required, what specific changes do you advocate?

Responses will not be edited for spelling or grammar. If a candidate does not return the questionnaire by March 24, 2014 or does not answer a question, "No Response Received" will appear next to his or her name on www.TrentonVotes.com.

Please also provide the following information:

Your name as it will appear on the ballot: _____

The position for which you are a candidate: _____

A telephone contact number
(used **only** for verification purposes): _____

Optional: You may provide the following information, which will be made publicly available:

Your campaign website: _____

Your campaign telephone number: _____

Your campaign office(s): _____