

2025 City of Atlantic City Goals by Department

Prepared for Mayor Small's 'State of the City' address delivered on January 23, 2025

Revenue and Finance Department

Announce a 6th straight tax decrease for Atlantic City taxpayers

Additional rating agency increases

Continue to bring in money through smart investments

Focus to improve internal controls (revenue, grants, etc.)

Cross-train employees

Atlantic City Fire Department

Complete Rope Rescue Competencies

Recertification of all firefighters for bailout training

Complete phase 1 exterior work for Fire Station 2

Place two new apparatus in service (Ladder and Boardwalk Mini Pumper)

Atlantic City Police Department

Enhanced patrols on Atlantic Avenue, Pacific Avenue and Renaissance Plaza

Begin a Take Home Car Program

Add five new Polaris vehicles

Introduce new Safety Optimized Handguns for all officers

Add a branded mat for the Police Athletic League (PAL) Wrestling program

Public Works Department

Add visually impaired signs in front of all elementary school intersections

Install water filling stations on the Boardwalk (at least 4), Pop Lloyd, Chelsea Heights and Dolphin Field

Clean and pave section of yard for buses, trucks and EV charging stations, w/ improved lighting

Add visually pleasing signage at City Yard pump station

Upgrade and replace snow emergency fleet

Balloon recycling to create benches for designated parks

Place 'Little Free Libraries' in multiple parks

Municipal Court

Expansion of outreach (hold one major event at Soldiers Home)

Add TV Monitors in the Municipal Court

Add translation equipment

Place new monitors in the courtrooms

Implementation of a third judge

Solicitors Office

Continue trend of staying under budget

Streamline OPRA requests

Litigation & Mitigation of Litigation (Decrease Liability)

Conduct Training on Civil Service, Grievances for Directors

Licensing & Inspection Department

Develop regulations for property maintenance regarding low-voltage wires and unused satellite dishes

Institute upgrades to parking meters/enforcement system

Amend Flood Prevention Ordinance (City Code Chapter 132)

E-filing of Construction Applications to expedite issuing of permits

Develop process for hotel/motel Inspections w/ less than 100 rooms to improve city image

Bring Landlord/Tenant affairs City Code Chapter 41 up to standards

Information Technology

Cybersecurity Redesign

Commercial WIFI- upgrade system

Citistat Process Improvement for all

Infrastructure Replacement

Server CPU Replacement

Enhance Web Presence via city website, Great Day Atlantic City website and City Hall intranet

Public Information Office

Take 'Great Day Atlantic City' website to new heights

Rebrand the 'Great Day Gazette'

Make 'Your Tax Dollars at Work' section of the website the ultimate residential resource

Keep staff better informed on city news and happenings through revamped intranet

Digitalize the city's Media Kit for easier access

Health & Human Services Department

Create a monthly departmental newsletter

Introduce a Health and Human Services week for staff

Share a monthly Health Awareness Campaign

Organize a citywide Health and Wellness Fair

Improve health and wellbeing of people with disabilities

Bring awareness to Black infant mortality rate in Atlantic City

Develop a 'Stop Addiction' website

Develop a mental health advisory committee

Develop a smoking sensation program

More accessibility to healthy foods

Reentry Services Division (under Health and Human Services)

Get 250 total current and active clients within the division

Complete ten training/apprenticeships

Introduce a 'Raising Kings & Queens' mentorship program

Use casebook management application to allow staff to transfer clients from paper to online

Multicultural Services Division (under Health and Human Services)

Launch an Emergency National Disaster Information Seminar for diverse communities

Introduce cultural dance and exercise classes

Introduce diabetic cooking and nutrition classes

Increase programming/partnership with the ACBOE parent resource center

Add to Intro to Language classes (Creole, Bengali, Mandarin, intermediate Spanish)

Increase LGBTQIA+ outreach programs and services to the under 35 community and residents suffering from substance abuse

Hold a Multicultural Parade in Atlantic City

Youth Services Division (under Health and Human Services)

Create a Youth Ambassadors program

Start a martial arts program

Start a STEM robotics program

Start a gymnastics program

Hold a Celebration of Youth parade (include schools and youth organizations)

Environmental Health Division (under Health and Human Services)

Inspect all non-casino Boardwalk food establishments before the summer

Inspect all recreational bathroom establishments within the Atlantic City

Participate in more community events within the Health and Human Services department

Anti-Violence Division (under Health and Human Services)

Utilize a data-based platform app for real-time incident response

Host a violence prevention conference

Hold more community events in specific Atlantic City neighborhoods (partner w/ Special Events)

Offer new programs – fatherhood initiative, financial literacy, Polish and Poise (female etiquette) and a barbering course

Senior Services Division (under Health and Human Services)

Hold 'Lunch and Learn' sessions offering educational opportunities in relaxed settings

Start a senior pottery class

Host a 'Senior en Blanc' all white affair for seniors (similar to Diner en Blanc)

Organize a senior theatre classes (spring and holiday production)

Form a 'One City, Many Stories' program to explore Atlantic City's history

Hold a 'Ms. And Mr. Senior Atlantic City Pageant'

Expand the city's 55+ Work Program

Vital Statistics (under Health and Human Services)

Hold a citywide Wedding Event

Offer outreach services via community events to help fathers add names to child's birthright records

Contribute to city's social media presence

Recreation (under Health and Human Services)

Start Mini Hoops Basketball program for kids (K-2)

Start adult and youth Pickleball program

Start adult billiards program at Lucky Snake Arcade

Launch 'Fish School' – a weekly swim lesson program for kids and adults

Reintroduce Recreation games (kickball, basketball, dodgeball, etc.)

Human Resources Department

Find a new dental plan for active employees

Bring back Microsoft Office Training for employees at Stockton

Promote Employee Assistance Program (EAP)

Format a list with each title in the correct union collective bargaining unit

Create an organizational flow chart for the entire city

Create a Human Resource Information System

Work with department directors so individual employees can get training specific to their job responsibilities

Planning and Development Department

Initiate Master Plan elements (land use, housing, relationship with other MPs, Urban agriculture, health)

Designate developer for Belfield, Weekes Park, Block 19, Rotunda Neptune Fire Station 7, AOSW Facility

Study for citywide commercial zones

Next phase of Housing Lottery program

Update/Create new redeveloper package

Phase II Government Related Municipalities NJEDA Grant

Planning and Development (Environmental)

Activate stakeholder committees for Brownfield Development Area

Obtain funding to create a community-owned solar energy cooperative

Identify potential developers for Duck Island

Create an environmental commission populated with at least five Atlantic City individuals
Assist Shade Tree Committee and Public Works to meet goals of Forestry Management Plan
Increase crop yields and engagement at Green Collation of Atlantic City community gardens
Create an Adopt-a-lot Pilot program to transform vacant lots into green spaces

Planning and Development (Zoning)

Zoning and land use assessments of city neighborhood areas
Formulate land-use amendment to permit food trucks to operate as a permitted use in central location
Create a Tiny House Village offering simplicity, sustainable living and affordability

Planning and Development (Economic Development)

Build upon Small Business Academy – 2025 Cohort
Start a Supplier Diversity Programming Series to educate private companies how to do business with the city
Start a Small Contractor Development Program to educate smaller contractors on ways to work with the City
Small Business Micro Loan program for small business community
Start an Atlantic Avenue Business Attraction program to encourage business growth on Atlantic Avenue
Augment ‘How to do Business with the City of Atlantic City’ into different seminars
Start a Developers Workshop w/ CRDA and NJEDA to educate regional developers how to develop in Atlantic City
Draft a new local hiring and Economic Opportunity Plan Ordinance
Start a Workforce Development Program w/ AtlantiCare
Come up with innovative ways to highlight National Small Business Day (May 10th)
Fair Chance Pledge/Call to Action to local employers in hopes of hiring more returning citizens from Atlantic City
Bring back Credit Repair Program, Investment Cohort and Financial Planning Program

Planning and Development (Workforce Development)

Recruit more strategic partners/stakeholders
Create weblink for workshops and tips to connect with CDBG programs/forms
Synergize clients with other city departments
Organize additional stakeholder workshops to solidify partnerships

Better market current workforce development resources offered

Community Block Development Grant (CDBG)

Reimbursement for \$385K

Formulate a 5-year Plan

Hold a Community Awareness Week campaign highlighting CDBG projects

Create interactive project plaques

Form a Health Awareness Partnership w/ Health and Human Services

Contribute \$469K into the First-Time Homebuyer Lottery program

Contribute \$1.8-million to homeless intervention