

# Mayor's Office Strategic Goals: Community Engagement & Civic Pride

City of Paterson | Office of Mayor André Sayegh

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## Strategic Goal

### **Strengthen Community Engagement and Civic Pride Across Paterson**

Foster a culture of civic participation, shared responsibility, and neighborhood pride by connecting residents, businesses, and organizations to city programs, public services, and community-driven initiatives that improve quality of life and promote Paterson's identity as a vibrant, inclusive, and resilient city.

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## I. Vision & Guiding Principles

### **Vision:**

A cleaner, safer, and more connected Paterson—where residents take pride in their neighborhoods, celebrate their culture, support local businesses, and work together with the city government to build a stronger community.

### **Guiding Principles:**

- **Equity:** Every resident has a voice and an opportunity to participate.
  - **Transparency:** Open communication builds trust and collaboration.
  - **Partnership:** Community progress requires cooperation between residents, government, and private partners.
  - **Pride:** Civic identity and local culture drive engagement and stewardship.
  - **Sustainability:** Initiatives are designed for long-term impact and community ownership.
  - **Innovation:** Digital tools improve accessibility, responsiveness, and transparency.
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## II. Strategic Pillars & Objectives

### **1. Keeping Paterson Clean**

**Lead Partners:** Mayor's Office, Clean Communities, DPW, Quality of Life Team

### **Objectives:**

- **Neighborhood Cleanups:** Implement monthly ward-based cleanups that engage residents, schools, and faith-based groups.

- **Public Education:** Launch citywide campaigns to encourage recycling, proper waste disposal, and anti-dumping awareness.
- **Beautification & Pride:** Expand community-driven greening projects, mural programs, and park adoption initiatives.
- **Enforcement & Innovation:** Strengthen use of mobile cameras and data tracking to target illegal dumping and improve response coordination.

#### Key Outcomes:

- Increased volunteer participation in cleanups.
- Reduction in illegal dumping sites citywide.
- Enhanced public perception of neighborhood cleanliness.
- Strengthened community pride and shared ownership in maintaining a cleaner Paterson.

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## 2. Economic Development, Small Business, & Tourism

**Lead Partners:** Mayor's Office, UEZ, Economic Development, Business Administrator's Office, Communications

#### Objectives:

- **Support Local Businesses:** Strengthen partnerships through the *Urban Enterprise Zone (UEZ)* by providing technical support, networking opportunities, and business incentives.
- **Promote Entrepreneurship:** Launch small-business spotlights, storefront revitalization efforts, and provide access to procurement opportunities.
- **Shop Local Campaigns:** Enhance marketing and seasonal events to encourage residents to support local neighborhood businesses.
- **Tourism Promotion:**
  - Develop an *"Explore Paterson"* initiative showcasing the city's attractions—from the Great Falls and Hinchliffe Stadium to Vista Park, local eateries, and cultural corridors.
  - Collaborate with the State Division of Travel and Tourism and regional partners to promote day-trip and weekend visitation.
- **Roads & Infrastructure:**
  - Implement citywide road resurfacing and safety improvements, including the *River Street Revitalization Project* — a multi-million-dollar investment addressing chronic flooding, sewer upgrades, and roadway rehabilitation to enhance mobility and business access.
  - Communicate roadwork schedules through coordinated outreach to residents, businesses, and stakeholders to minimize disruptions and ensure transparency throughout construction phases.

## **Key Outcomes:**

- Increase in new business registrations and UEZ participation.
  - Improved access and infrastructure supporting business growth.
  - Rise in local shopping and tourism activity.
  - Strengthened partnerships among city departments, businesses, and investors.
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## **3. Public Safety & Emergency Preparedness**

**Lead Partners:** Police, Fire, OEM, Health & Human Services, Mayor's Office Communications

### **Objectives:**

- **Community Policing:** Expand neighborhood patrols, community meetings, and youth engagement programs to strengthen relationships between residents and law enforcement.
- **Fire Safety Education:** Increase outreach through school visits, fire prevention campaigns, and home safety inspections.
- **Emergency Preparedness:** Conduct OEM training sessions and promote resident awareness for severe weather and crisis response.
- **Data-Driven Safety:** Utilize real-time data and city cameras to support proactive crime and fire prevention strategies.

## **Key Outcomes:**

- Strengthened community-police relations.
  - Reduced fire incidents and improved emergency response times.
  - Enhanced public confidence in safety and preparedness.
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## **4. Health & Human Services**

**Lead Partners:** Health Division, Human Services Division, Paterson Reentry Program, REALFIX, Financial Empowerment Center, Opioid Response Team

### **Objectives:**

- Public Health & Wellness
  - Host health fairs, vaccination drives, and wellness events across neighborhoods.
  - Partner with local clinics, hospitals, and nonprofits to expand access to preventive care.

- Integrate mental health awareness and social services at major city events.
- Financial Stability
  - Expand the services of the *Paterson Financial Empowerment Center* to help residents reduce debt, improve credit, and build savings.
  - Expand the *Paterson Guaranteed Income Program* to reach more residents and help working families achieve financial stability and economic mobility.
- Opioid Crisis Response
  - Support the *RealFix* program to connect residents battling substance use disorder with treatment and recovery programs.
  - Expand training and educational opportunities for Opioid Response Team members to enhance coordination, improve response outcomes, and strengthen the City's ability to support residents and families affected by Opioid Use Disorder (OUD).
- Reentry & Justice Reform
  - Strengthen the *Paterson Reentry Assistance Program* to support formerly incarcerated residents with housing, employment, and education. Collaborate with law enforcement and nonprofits to reduce recidivism.
  - Expand the *Community Solutions Program* to provide residents with access to restorative and community-based justice solutions. Collaborate with justice partners and community organizations to strengthen participation and ensure successful outcomes for individuals seeking a second chance.

### Key Outcomes:

- Improved public health indicators and access to care.
- Increased number of residents achieving financial milestones.
- Measurable reduction in opioid overdoses and relapse rates.
- Successful reintegration of reentry participants into the workforce.

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## 5. Digital Transformation & Smart City Engagement

**Lead Partners:** Innovation & Technology, Mayor's Office of Communications, Paterson Plus Team, DPW, Clean Communities

### Objectives:

- Paterson Plus 2.0 – Civic Engagement App
  - Expand adoption of the *Paterson Plus* app as the primary digital platform for residents to:
    - Report issues such as illegal dumping, potholes, and missed trash pickup.
    - Provide feedback on city services and community priorities.
    - Track resolution status and response times.

- Train city staff and departmental “Owners” and “Assignees” to ensure timely follow-up and improved accountability.
- Publish monthly open-ticket reports to increase transparency and resident confidence.
- **Recycle Coach – Waste & Recycling Access**
  - Promote the *Recycle Coach* app and web platform as the city’s one-stop resource for all waste and recycling information.
  - Provide residents with:
    - Weekly collection schedules by zone.
    - Guidelines for bulk pickup, electronics recycling, and hazardous waste.
    - Push notifications for holiday schedule changes and citywide cleanups.
  - Integrate Recycle Coach with *Keeping Paterson Clean* outreach campaigns to strengthen resident participation.
- **DataRise Paterson – Smart City Integration**
  - Utilize data dashboards to track performance metrics across public works, safety, and engagement programs.
  - Develop data-sharing protocols across departments to support evidence-based decision-making.
  - Highlight key progress publicly through quarterly “Community Impact Reports.”

### Key Outcomes:

- Increased resident engagement and feedback via Paterson Plus.
- Reduction in duplicate or unresolved service requests.
- Higher resident awareness and participation in recycling and cleanup initiatives.
- More data-driven decision-making and public accountability.

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## 6. Cultural Affairs & Community Identity

**Lead Partners:** Mayor’s Office, Cultural Affairs, Community Organizations

### Objectives:

- **Celebrate Diversity:** Continue expanding flag-raising ceremonies, heritage month events, and cultural festivals that reflect Paterson’s multicultural fabric.
- **Arts Integration:** Incorporate local artists into public events, community spaces, and beautification projects.
- **Youth & Family Engagement:** Host intergenerational cultural programming to strengthen belonging and civic pride.
- **Cultural Tourism:** Highlight Paterson’s landmarks, parks, and arts scene as regional destinations for visitors.

## **Key Outcomes:**

- Growth in cultural events and participation.
  - Increased visibility for local artists and heritage communities.
  - Enhanced the city's reputation as a cultural hub.
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## **III. Implementation Framework**

### **Cross-Departmental Coordination:**

The Mayor's Office will convene monthly interdepartmental coordination meetings to align messaging, monitor progress, and track engagement metrics across all community initiatives.

### **Community Partnerships:**

Collaborate with faith-based organizations, nonprofits, neighborhood associations, schools, and local media to co-host events and amplify outreach.

### **Communications & Transparency:**

Leverage the Mayor's Office Communications Team to share progress updates, success stories, and upcoming engagement opportunities through press releases, newsletters, and the Paterson Plus app.

### **Data & Evaluation:**

Integrate measurable indicators into the *DataRise Paterson Dashboard* to evaluate participation rates, satisfaction levels, and program outcomes across all focus areas.

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#### IV. Success Measures

FOCUS AREA	KEY PERFORMANCE INDICATOR	TIMEFRAME FOR REVIEW
Keeping Paterson Clean	# of community cleanups, # of volunteers, tonnage collection after cleanups, % reduction in dumping complaints	Quarterly
Economic Development & Tourism	# of new UEZ businesses, % increase in local sales, # of tourism campaigns launched	Semiannual
Public Safety	Reduction in incidents, # of community policing events, resident trust survey results	Quarterly
Health & Human Services	# of FEC clients served, # of residents completing reentry programs, # of roads resurfaced	Quarterly
Digital Transformation	# of Paterson Plus users, average service resolution time, # of Recycle Coach downloads	Quarterly
Cultural Affairs	# of cultural events, attendance rates, community participation metrics	Semiannual

#### V. Long-Term Impact

By embedding community engagement and digital innovation into every department—from environmental stewardship and cultural celebration to public safety and economic empowerment—the Mayor’s Office will ensure that Paterson’s residents are not just recipients of services but active partners in shaping their city.

Paterson’s future will be defined by **connection, collaboration, and civic pride**—powered by people and supported by technology.

## Paterson 2025 Strategic Goals – Metrics & Timelines

### Mayor's Office Strategic Goals: Community Engagement & Civic Pride City of Paterson | Office of Mayor André Sayegh

Strategic Goal / Pillar	Key Metrics / Targets	Timeline	Supporting Initiatives / Notes
<b>1. Keeping Paterson Clean</b>	<ul style="list-style-type: none"> <li>- 7 monthly ward-based cleanups annually</li> <li>- 100+ volunteers engaged annually</li> <li>- 25% reduction in illegal dumping complaints</li> <li>- 50+ community partnerships established</li> <li>- Lower the Litter Index to 1.5 by 2029</li> </ul>	2025-2029	<i>"Paterson is Picking Up"</i> Campaign (part of Keep America Beautiful - <i>Greatest American Cleanup</i> ); weekly DPW fleet operations; new beautification partnerships
<b>2. Economic Development, Small Business &amp; Tourism</b>	<ul style="list-style-type: none"> <li>- 40+ new UEZ business registrations</li> <li>- 2 "Shop Local" campaigns per year</li> <li>- "Explore Paterson" tourism initiative launched</li> <li>- 35-50 roads resurfaced citywide;</li> <li>- River Street Project completed by 2027</li> <li>- Increase the number of restaurant week participants to 35 by 2026</li> </ul>	2025-2029	UEZ incentives, storefront revitalization, tourism collaboration with NJ Division of Travel & Tourism; infrastructure investments supporting business access



<b>3. Public Safety &amp; Emergency Preparedness</b>	<ul style="list-style-type: none"> <li>- 10 community policing events annually</li> <li>- 100+ residents trained in OEM/emergency readiness</li> <li>- Fire prevention outreach in 20+ schools per year</li> </ul>	2025-2029	<i>Connect &amp; Protect</i> initiative; Fire Department school outreach; OEM emergency readiness campaign
<b>4. Health &amp; Human Services</b>	<ul style="list-style-type: none"> <li>- 450+ FEC clients served annually</li> <li>- 100+ residents enrolled in Guaranteed Income Program</li> <li>- RealFix and ORT to provide services to 2,000+ clients by 2026</li> <li>- 200 reentry participants completing program</li> </ul>	2025-2029	Financial Empowerment Center expansion; Guaranteed Income Program (with MSU, UPenn, Dodge); REALFIX & Opioid Response Team; Paterson Reentry & Community Court Programs
<b>5. Digital Transformation &amp; Smart City Engagement</b>	<ul style="list-style-type: none"> <li>- 5,000+ Paterson Plus users</li> <li>- 10,000+ Recycle Coach downloads</li> <li>- Quarterly DataRise dashboards published</li> <li>- Increase Bulk Pickup scheduling to 50% in 2025</li> <li>- Get affiliated with research institutions to use AI to address illegal dumping in 2025</li> </ul>	2025-2029	Paterson Plus 2.0 civic app, Recycle Coach integration, DataRise Paterson performance dashboard, paperless modernization initiative

<b>6. Cultural Affairs &amp; Community Identity</b>	<ul style="list-style-type: none"> <li>- 25+ flag-raising and heritage events annually</li> <li>- 15+ public art or mural projects</li> <li>- 20% increase in cultural event attendance</li> <li>- 10 new cultural tourism partnerships</li> </ul>	2025-2029	Cultural Affairs programming, Arts Integration in public spaces, “Discover Paterson” cultural tourism, youth/family heritage engagement
<b>7. Community Engagement Implementation</b>	<ul style="list-style-type: none"> <li>- Monthly interdepartmental coordination meetings</li> <li>- 4 quarterly community impact reports published</li> <li>- Annual Community Engagement Report (December each year)</li> </ul>	2025-2029	Paterson Plus reporting, Mayor’s Office coordination with departments, community partnerships with schools, nonprofits, and faith-based leaders

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#### Review & Reporting Framework

- **Quarterly Reviews:** Department leads submit progress updates and KPIs to the Mayor’s Office for dashboard publication.
- **Semiannual Reviews:** Cross-department progress sessions to evaluate performance and adjust strategies.
- **Annual Report:** A *Citywide Community Engagement Report* released each December summarizing outcomes, lessons learned, and priorities for the next year.