



THE MUNICIPALITY OF NORRISTOWN 2015 ANNUAL REPORT



VIBRANT, DIVERSE, HISTORIC.....NORRISTOWN



The Municipality of Norristown
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Norristown, PA 19401

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www.norristown.org

Crandall O. Jones, ICMA—CM
Municipal Administrator

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The Municipal Council

The Municipality of Norristown is governed by a Municipal Council of seven residents of the Municipality. The Municipal Council directs the activities of the Municipality through the appointed Municipal Administrator, who in turn supervises all departments and oversees all municipal operations.

2015-2016 Members of Council



Sonya Sanders
Council President
1st District



Derrick Perry
Council Vice President
At-Large



Heather Lewis
2nd District



Valerie Scott Cooper
3rd District



Hakim Jones
4th District



Olivia Brady
At-Large



Marlon Millner
At-Large

For more information on our Municipal Councilmembers, please visit www.norristown.org/municipal-council



A Word from the Municipal Administrator

Dear Residents,

On behalf of the Municipal Council, the management team and the entire staff of the Municipality, I am pleased to submit this annual report—to my knowledge, the first formal report that has been prepared—from the Office of the Municipal Administrator. The Office includes the Municipal Administrator, an Executive Assistant, the Public Information Officer, the Recreation Supervisor, the Human Resources Manager and the Special Assistant to the Municipal Administrator.

The Municipality of Norristown operates under a Council-Manager form of government. The Municipal Administrator is the chief administrative officer of the Municipality, responsible to the Municipal Council for the management of all Municipal affairs as provided for in the Municipal Charter. The Administrator, working with individual department directors, is also responsible for the performance of all Municipal departments. Our elected Municipal Council is led by a President, who represents the Municipality in a number of ways and is responsible for moderating Council meetings.

It is difficult, in a few words, to summarize all of the significant happenings over the last fiscal year. Primary goals of both the Municipal Council and administration in the last fiscal year were to:

- **Get our fiscal house in order—specifically, resolve the six-year backlog of Municipal audits being completed;**
- **Effectively reduce crime in the Municipality;**
- **Increase government transparency and citizen engagement;**
- **Not raise taxes in an era of diminishing resources from State and Federal sources; and**
- **Facilitate meaningful community and economic development in Norristown.**

I'm pleased to report that, through the work of the team and the support of Municipal Council we have met each of those goals! The pages ahead reflect some of the outcomes of the work undertaken to have these achievements.

It is increasingly difficult to find ways to compensate for the continued loss of state and federal revenue. While many people think grants are readily available to governments, we have seen our CDBG dollars alone shrink by 36% over the last 6 years. That, coupled with qualification and matching funding criteria challenges, has made it very difficult for Norristown to be in a position to “win” consistently at grant competitions—the exception is significant and transformational investment by Montgomery County in its County Seat via the Markley Street, Lafayette Street and County Campus Redevelopment projects. We have compensated for these challenges by making improvements in “how” we conduct our business—process improvements, elimination of waste, cost sharing, utilizing technology and, yes, staff reductions. The results have been promising, but we have a ways to go.



A Word from the Municipal Administrator

As reflected in our latest audited financial statements (please go to our website at www.norristown.org to view them), I am pleased to report that the Municipality is financially sound. However, there are challenges ahead that will require serious consideration and consequential decisions:

- **Aging and unrepaired infrastructure, equipment and Municipal facilities that have never been addressed from a capital improvement and preventive maintenance perspective;**
- **The adaptation of needed technology to how we conduct business, both internally and externally-especially because we are on the verge of growth;**
- **An effective and sustainable strategy to deal with pension debt.**

The good news is that, with the guidance of the Municipal Council, we are establishing the blueprint to address these issues. In 2015 the Council adopted Norristown's first Comprehensive Capital Roads Program and authorized an RFP for repairing the 50 worst segments of Municipality-owned roads in Norristown—a \$3.5 million project that will commence in the Spring of 2016! We are currently developing a similar project for facilities and equipment.

I have had the honor to serve as Municipal Administrator of Norristown for almost three years and would like to express my heartfelt gratitude for the support the team has received from our Council and our taxpayers during that time. I would also like to thank all Municipal employees for their hard work and dedication to this community. Finally, a special thank you goes out to individuals who engage and volunteer their time by serving on Municipal boards and committees; their service to the Municipality is greatly appreciated. I look forward to continuing to our work together.

With every good wish,

A handwritten signature in blue ink, appearing to read "Crandall O. Jones", is positioned above the printed name.

**Crandall O. Jones, ICMA-CM
Municipal Administrator
Municipality of Norristown**





Municipal Finances

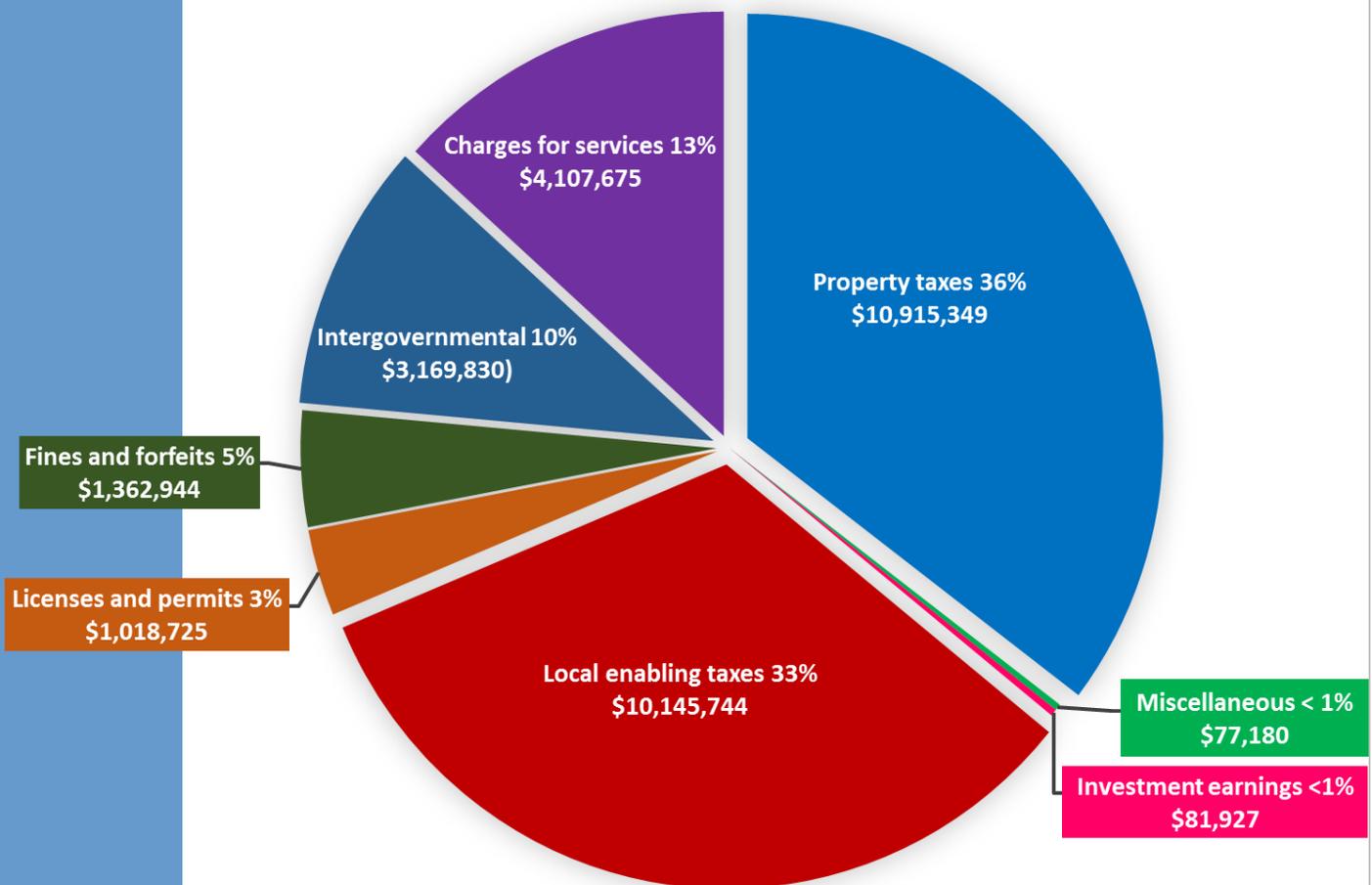
The 2014 Financial Report

Every year, the Municipal Council of Norristown adopts a budget showing where the money to operate the Municipality comes from and how it will be spent. Upon completion of the fiscal year, an official review of municipal finances is conducted. The following information is based from the audit for the fiscal year ending on December 31, 2014:

FY 2014 AUDIT/FINANCIAL REPORT

TOTAL REVENUE: \$30,879,374

2014 Municipal Revenue Pie Chart



By the end of the 2015 fiscal year, revenues for the Municipality of Norristown totaled \$30,879,374. Property tax revenues in 2014 increased by \$162,123 from prior year amounts and local enabling tax collection revenue increased by \$191,149. Intergovernmental revenues decreased by \$1,097,680 due to less



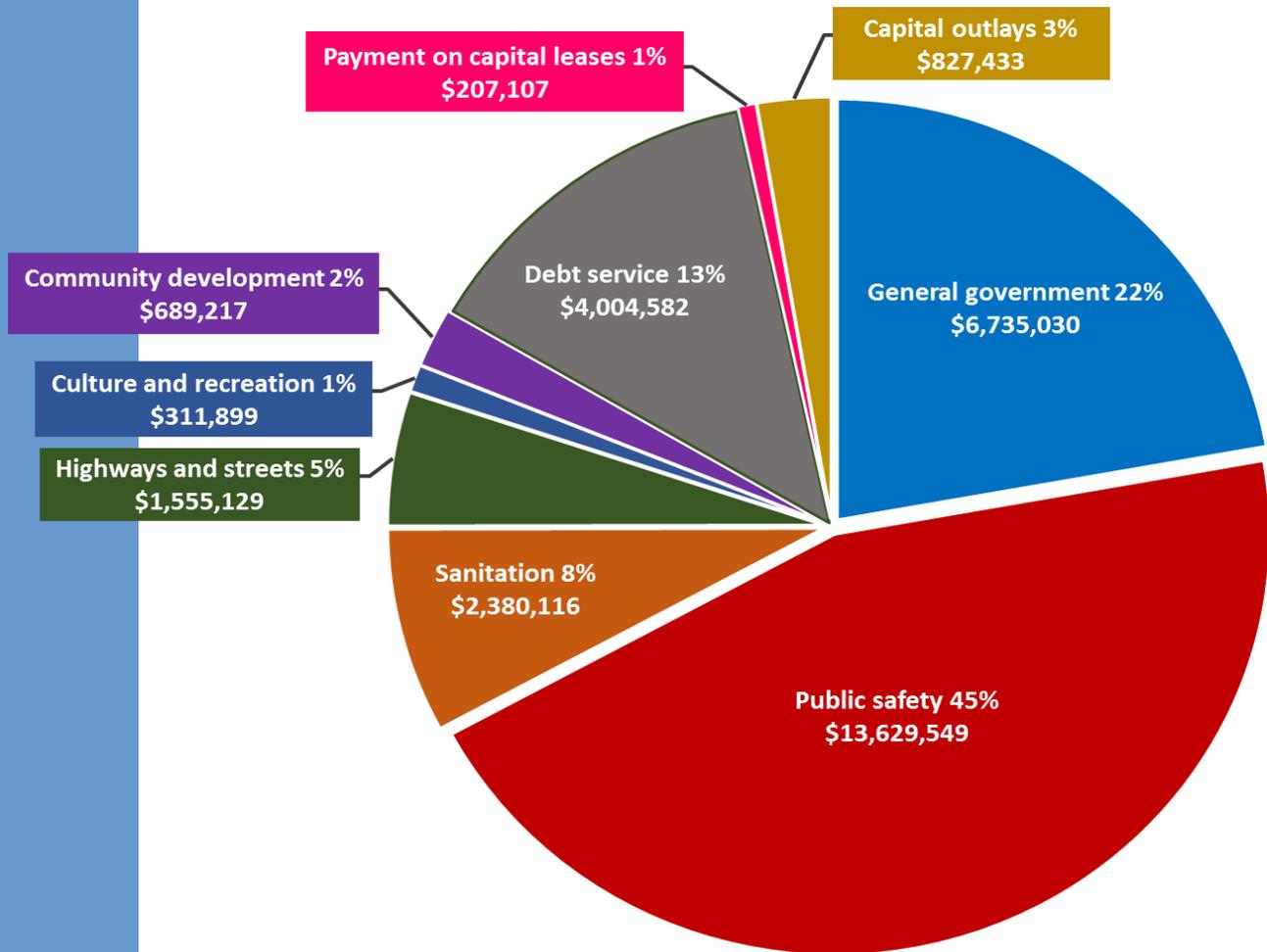
Municipal Finances

Governmental Funds expenditures totaled \$30,340,062 for the 2014 fiscal year. Significant increases were realized in the area of public safety and decreases occurred in most other areas. Public safety expenditures increased from prior year by \$348,059, which was partially funded by intergovernmental grant funding. General government expenditures in 2014 were \$642,429 less than the prior year.

FY 2014 AUDIT/FINANCIAL REPORT

TOTAL EXPENDITURES: \$30,340,062

2014 Municipal Expenditures Pie Chart

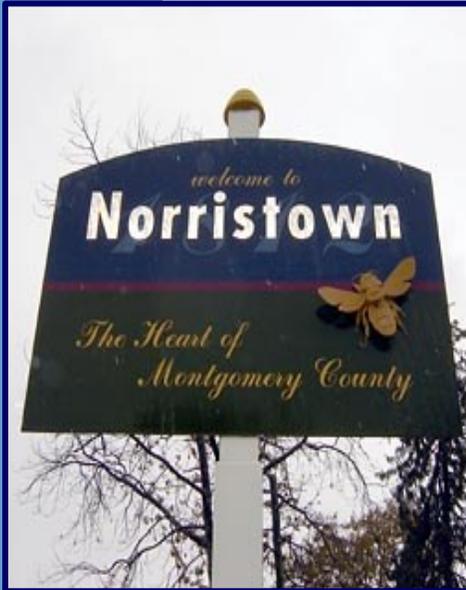




Reflecting on Challenges

Local governments face many challenges in today’s society. Too often, government publications focus only on successes and rarely mention the problems that municipal employees encounter on a daily basis.

Municipal officials believe that knowing and addressing the challenges the Municipality faces is an important first step in ensuring improved performance and guaranteeing that the residents of Norristown receive the highest quality of service. After a thorough review of our operations, as well as input from residents, the following issues have been identified as key challenges we intend to address in the coming year:



Norristown’s Perception

One of the most pressing challenges we face is the negative perception that many have about Norristown. Countering the negative perception that has been fostered over the years will not be easy and will not occur overnight.

As to how we counter the perception of Norristown, all we have to do is keep telling the truth, and that truth is that the future of Norristown looks brighter than ever! Our streets are safer than ever, our downtown is filling with businesses, residents are moving to our community, and the Municipality has never been as financially secure as it is today.



The Digital Divide

The gap that exists between those in our community with and without access to computers and other digital devices, such as smartphones, is a major challenge for the Municipality. As many of our services and processes go digital and new technologies are incorporated to improve the efficiency and effectiveness of municipal operations, we will strive in the coming year to develop strategies to bridge the gap of this digital divide.



Legacy Issues

None of the challenges facing the Municipality of Norristown is as consequential as those that exist within our own organization. From outdated departmental procedures to employees that have not yet adapted to the more open and collaborative work environment that now exists in Norristown, the Municipality is committed to tackling the problems that stem from previous administrations.

Outdated Processes & Procedures

Any discussion on improvement involves a frank and honest discussion of where the Municipality can do better. One such area marked for review and improvement are the outdated processes and procedures that have been in place without review or adaption for far too long. Municipal staff have already started the process of updating procedures and implementing new processes. The new rental application process for local landlords is a prime example of how the Municipality aims to revamp how it operates.

Cultural and Language Barriers



Norristown is a beautifully diverse community filled with vibrant cultures from around the world. The presence of so many different groups of people make Norristown a unique and culturally-rich community.

The cultural wealth of Norristown also presents a challenge, none more obvious than language differences between municipal staff and some of our residents. To address this issue and ensure that all of our resident receive the service they deserve, the Municipality vows to embrace the vast array of cultures in our community and utilize the bilingual capabilities of our employees.

Embracing Collaboration

Another key issue facing the Municipality from within is a mindset of division and isolation amongst municipal employees. The new municipal administration intends to change the way staff thinks about teamwork and intends to foster collaboration between employees and departments. Supporting one another and being able to reach out to others within the organization is vital to establishing an energetic and more effective workplace that benefits everyone, including the residents of Norristown.



About Norristown



Norristown: A History of Growth & Diversity

Beginning as a modest settlement along the Schuylkill River, Norristown grew into a vibrant and diverse community that celebrated the hard work and diverse background of its residents. During the 1800s and early 1900s, Norristown became an thriving industrial boomtown, attracting waves of people to work in its numerous forges, railways, and textile mills.

Although the late 1900s was seen as a time of uncertainty for our community, Norristown is thriving once again! Families are coming to settle here, new and existing businesses are relocating to our downtown and commercial areas, and a renewed focus on transportation is transforming Norristown back into a major transit hub for the region.

The Municipal Seal of Norristown

“Fervet Opus”, the official slogan of Norristown, is one of the prominent features on our municipal seal. Translated into English, it means **‘the work boils’**, and along with the image of a beehive on the seal, symbolizes Norristown’s dedication to hard work and productivity.



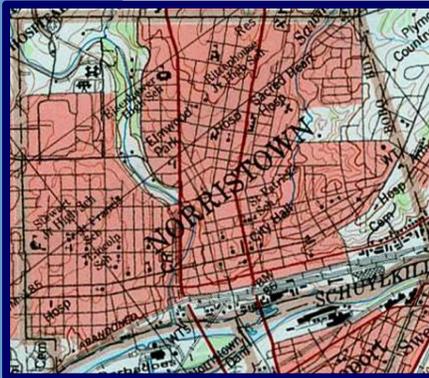
Established on March 31, 1812, one of the first acts of the Borough of Norristown was to have the municipal clerk keep and possess a common seal. Twenty-one years later, the beehive that adorns the seal we use today was created by David Kneas, an engraver for the U.S. Mint, and added to the official seal of Norristown

If interested in learning more about Norristown’s or Montgomery County’s history, visit The Historical Society of Montgomery County at www.hsmcpa.org



Infrastructure

Featuring two popular SEPTA rail-lines, the Norristown High Speed and the Norristown/Manayunk Regional Rail, and being in close proximity to almost every major highway, Norristown is a key transit hub for the entire region. Whether its roads, rails, or trails, Norristown's infrastructure continues to undergo improvements with new and exciting developments:



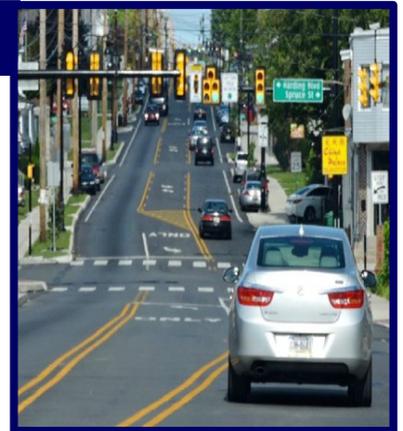
Capital Roads Improvement Project

For the first time ever, the Municipality is preparing to launch a strategic capital roads improvement program! Using the **comprehensive road assessment** that was conducted in 2015, the Municipality will be addressing and repairing the fifty (50) worst segments of road in Norristown, this initiative will go a long way in ensuring lasting effectiveness of our roadways and transit systems!

Markley Street Reconstruction

An important thoroughfare of our community, Markley Street is the focus of a State/Local partnership to restore many of its bridges, add new signals, reconstruct sections of pavement, and incorporate traffic capacity enhancements to this very popular, and busy, roadway.

**Phase II (Main to Elm Street)
is set to be completed by 2017.**



Lafayette Street/Turnpike Expansion

One of the most transformative developments in Norristown is taking place on Lafayette Street. This project will expand Lafayette to reduce traffic congestion, undertake a much needed repair of the road, add several roadside parks, and will connect Norristown directly to the PA Turnpike.

More information about these and other infrastructure project is available at www.norristown.org



Economic Growth

The Municipality of Norristown continues its revitalization effort by fostering economic growth and development. In 2015, Norristown accomplished a great deal in creating jobs, expanding businesses, and attracting new investments. Just look at a few of our achievements that say **Norristown is Rising!**



Five Saints Distillery

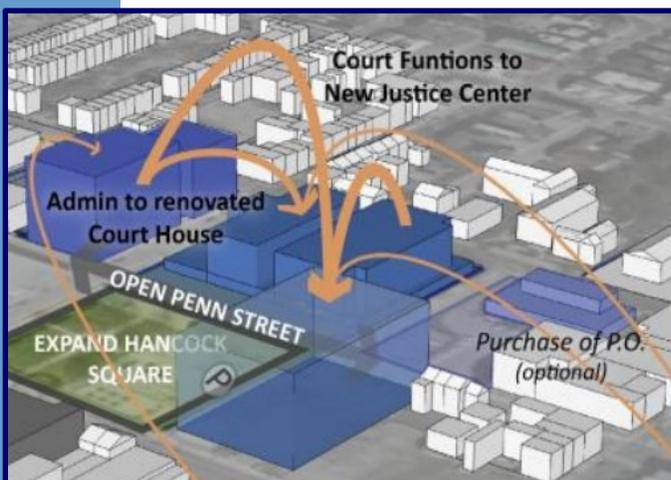
Located right on Main Street in our Business District, Five Saints Distillery is an innovative re-use of an iconic local firehouse. Municipal staff assisted securing the necessary funding for some of the Distillery's equipment.

When completed, Five Saints will produce a wide range of premium and ultra-premium artisanal spirits with a unique and high quality taste. The Distillery will also house a fully-operational bar and will host tours of its facilities.

Anticipated opening: SPRING 2016

Montgomery County Campus

As the Seat of Montgomery County, Norristown is the heart of County Government. In addition to the renovations to the historic County Courthouse, Montgomery County officials have announced an innovative and extensive redevelopment project that will occur right in Downtown Norristown.



With an estimated cost of over \$200 Million, the project will include an expansion and restoration of the public square and the construction of a new Justice Center to house the County Court.

County Administration offices will be relocated into the old Courthouse with other County Departments filling-out the current administration building.



Economic Growth

West Main Mixed-Use Project

Another major project in Downtown Norristown is the renovation of the old PNC Bank Building on the corner of Main and Swede Streets. This adaptive reuse will recondition the 4th and 5th floors to create twenty-four (24) condominiums and high-ceiling lofts. The project will also restore other floors so that they can be used for commercial purposes.



Arbor Heights and Arbor Mews

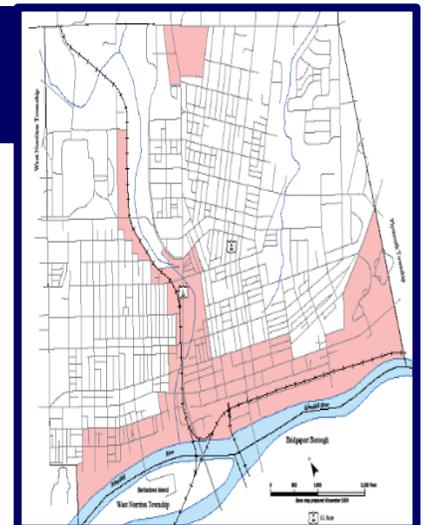
Housing developments are also occurring outside of Norristown’s business district. On DeKalb Street, Developer Sarah Peck and her company, Progressive Housing Ventures LLC., are major players in Norristown’s townhouse boom. They have already completed two prominent projects, Arbor Heights and Arbor Mews, which have resulted in the construction of thirty-six (36) luxury townhouses.

With no signs of slowing down, Sarah and Progressive are initiating a THIRD housing project that will create great new homes for current or new residents of Norristown.

Local Economic Revitalization Tax Assistance Program (LERTA)

Soon it will never be easier to redevelop in Norristown. In 2015, the Municipal Council approved the creation of a special zone to stimulate and encourage redevelopment in Norristown.

The LERTA program provides qualifying applicants with a ten (10) year graduated real estate tax abatement on any building improvements in the designated redevelopment zone.





Arts and Culture

Experience the vibrant arts & culture of Norristown:

Spectacular live theater performances, art exhibitions, cultural celebrations and exotic zoo animals, Norristown’s arts and culture scene has plenty to offer:



**Memberships Up
29% in 2015**

Elmwood Park Zoo (1661 Harding Blvd.)

Elmwood Park Zoo maintains a collection of over 100 animal species and remains a distinguished attraction in Norristown. In 2015, the Zoo announced plans to start construction for a new \$3 Million jaguar exhibit funded by the Carmen A. Danella Foundation and the Howarth Family.

Norristown Residents are able to visit the Zoo for FREE on the 1st Sunday of each month with a valid ID.

Local Theater Companies

Norristown's rich cultural life is typified by its many award-winning theater companies. Relax and enjoy **LIVE** performances in one of two venues from local groups such as:

- Theatre Horizon**
- Centre Theater**
- Iron Age Theater**
- Norristown Educational Theater**



ACPPA Community Art Center

The Artists Cooperative for Personal and Professional Advancement (ACPPA) provides a variety of classes, camps, performances, and community art programs to support local artists and promote the power of the arts and art education.



Discover Norristown Arts Hill

The Norristown Arts Council is dedicated to promoting the arts in Norristown!
Learn more by visiting www.norristownartshill.org



Quality of Life

Norristown is a great place to live! Here's why:

Recreation Abounds in Norristown

With numerous open spaces and recreational areas, there are many wonderful outdoor experiences just waiting to be enjoyed in Norristown!



Our beautiful riverfront offers fishing and boating as well as scenic views of the Schuylkill River! While you're along the river, be sure to check out the local **Dragon Boat Club**, a twenty-two member boat racing team, as they practice in our Riverfront Park!

You can also go hiking, biking, and explore nature in Norristown Farm Park, or one of our twelve municipal parks!

For sports enthusiasts, Norristown boasts an outstanding Little League, and is well known for our active bocce and softball leagues.

Norristown: Urban Feel, Suburban Setting

From Jazz Nights down on Main Street to our thriving ethnic communities, like the one on West Marshall Street, Norristown is able to offer a uniquely urban atmosphere with all the benefits of a suburban setting.



Whether its by car, bus, or train, Norristown is only a short commute from many of the area's major attractions.

Shopping at the King of Prussia Mall, learning our nation's history while touring Valley Forge National Park, and spending the day in Philadelphia are all activities that make Norristown a great place to live!





Norristown Mobile APP

The Municipality of Norristown is making customer service and citizen engagement easier than ever with the Norristown Mobile APP, a **FREE** phone App available on both Apple iPhones and Android devices.

Whether on a smartphone, tablet, or desktop, the Norristown Mobile App is an amazing tool to empowers residents, businesses, and visitors to connect with the information and services they need to live, work, and visit in Norristown.

Here are some features the Norristown App has to offer:



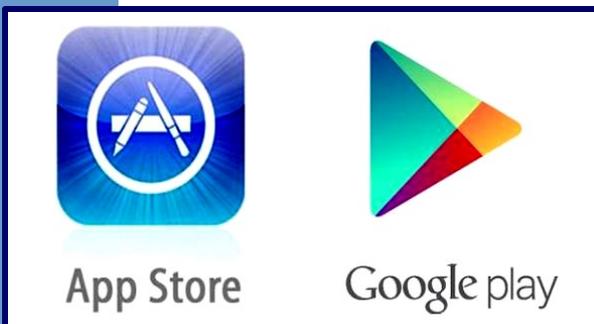
Receive up-to-the-minute news & alerts about Norristown!

Request municipal services or report a pothole!

Search for meetings and events on our community calendar!

View a listing of local eateries, attractions, and parks!

So much more...



How to Download

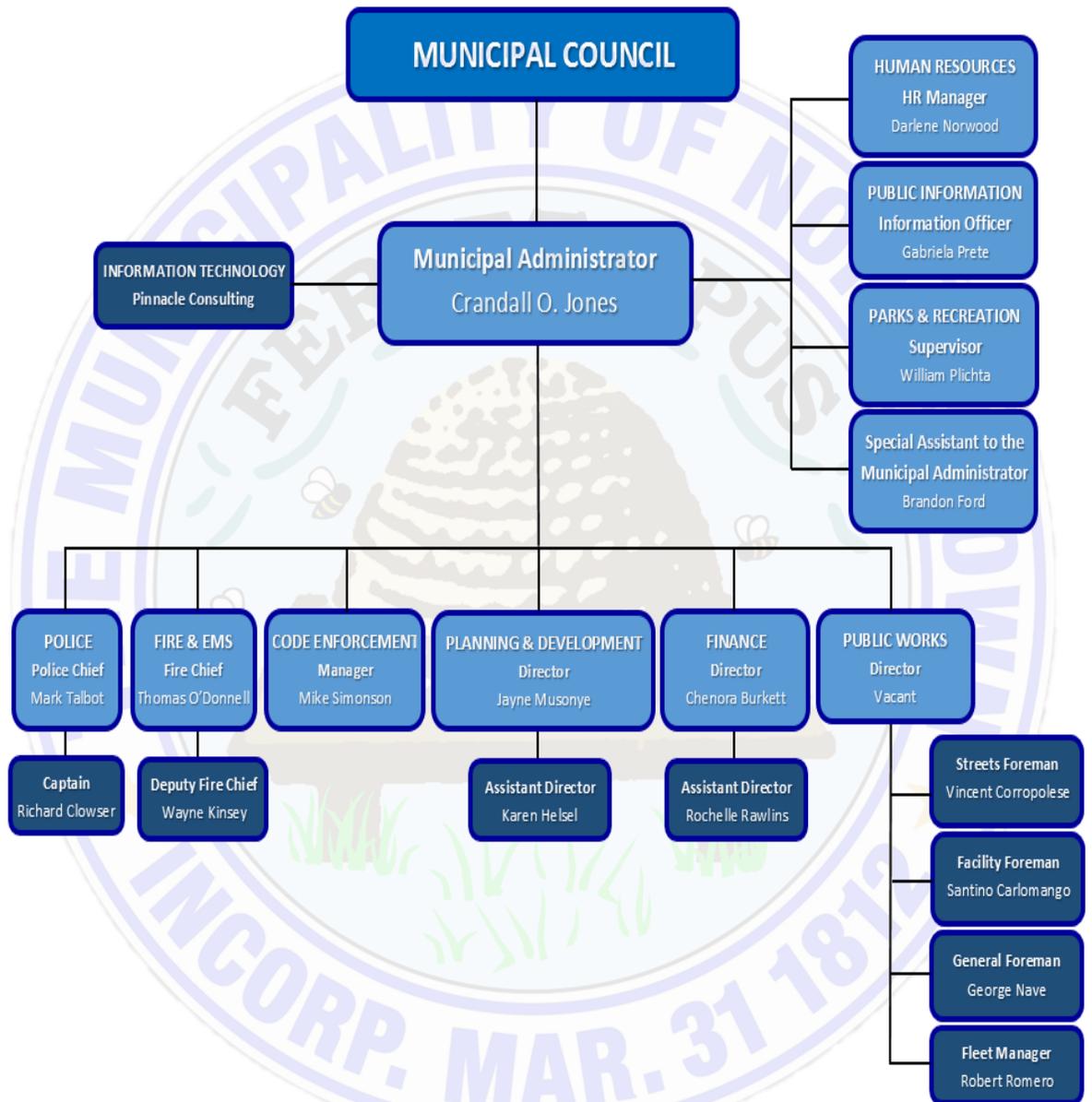
The Norristown App is available for **FREE** from your *iPhone's App Store* or your *Android Device's Google Play*

Search for "Norristown" and install the app for FREE!



Organizational Structure

The organizational structure of Norristown’s municipal government illustrates the clear-cut chain of command that ensures the efficiency, effectiveness, and ethical conduct of your local government. Learn more about how The Municipality of Norristown is organized below:



For more information on the Municipal Organizational Structure, please visit www.norristown.org



The Leadership Team

Norristown's leadership team assists the Municipal Administrator with the implementation of policies and in the daily operations of the municipal government. Each member of the team heads a department or division within the organization and is responsible for specific set of duties.

2015-2016 Leadership Team Members



Thomas O'Donnell
Fire Chief & Emergency
Management Coordinator



Jayne Musonye
Director of Planning &
Municipal Development



Michael Simonson
Building & Code
Enforcement Manager



Mark Talbot
Chief of Police



Chenora Burkett
Director of Finance



Bill Plichta
Parks & Recreation
Supervisor



Darlene Norwood
Human Resources
Manager



Gabriela Prete
Public Information
Officer



Municipal Principles

The Municipality of Norristown is dedicated to ensuring a high-quality of life for our residents through the implementation of meaningful policies and programs, the efficient and effective delivery of services, and a commitment to achieve a vision of prosperity for our vibrant, diverse, and historic community. In our efforts to ensure a better tomorrow for Norristown, the Municipality swears to act in accordance to the following values:



Effective Business Management

We pledge to make ethical, cost-effective use of the resources available to us in carrying out our duties

Advocacy for the Municipality of Norristown

We take pride in working for the Municipality of Norristown, value our service to the community and seek opportunities to show it.

Focus on Employee and Customer Safety

We pledge to value safe working conditions for ourselves, our co-workers and those we serve in the community.

Excellence in Employee Development

We pledge to continuously pursue professional excellence for ourselves and the Municipality of Norristown through fostering service, training, mentoring, coaching, teaming and leadership among all employees

Exceptional Customer Service

We pledge to deliver exceptional service to all our customers—internal & external— to continually seek ways to improve our service delivery and to foster a “Customers first” mind-set in the Municipality of Norristown



Boards & Commissions

Many residents contribute to the operations of the Municipality by serving on one of our civilian boards and commissions. These voluntary bodies provide an invaluable service by making recommendations on a variety of issues:

Current Board & Commission Members

Zoning Hearing Board

James Mullane, Chair
 Elizabeth Morrison
 Carl Weaver
 Robert Saraceni Jr.
 Kelly Devine

Christa Miller (Alternate)

Blighted Property Review Committee

Marlon Millner
 Jerry Nugent

Shade Tree Commission

Michael Davis
 Douglas Olsen

Planning Commission

Hugh McGee
 Akbar Hossain
 Jody Johnson
 Willie Anderson Sr.
 Joedy Johnson
 La Tonya Clark
 Matthew J. Edmond

Special & Cultural Events Committee

Sue Soriano, Chair
 Elizabeth Cippon
 Eileen Santori
 Sue Ann Ramirez
 Antwyne Jones
 Delores Kirkpatrick
 Mark Benjamin
 Rowan Watson
 Doris Smith Starks
 Melissa Krueger
 Grace Williams

Design Review Board

Matt Light
 Walter Wycoff
 Doug Seiler

Board of Code Appeals

Matt Light
 Walter Wycoff
 Doug Seiler

Civil Service Commission

Willie Stoudemire
 Ray Ragland
 John Sheehy

Historical Architectural Review Board

Doug Seiler
 Lynn Bixler
 Gale Bresnehan
 William Ward
 Marc DiBenedetto

Parks & Recreation Board

Cheryle Collins
 Pam Felicano
 Ken Olin
 Nancy Bangert
 Brian Bell
 John Myers
 Theresa Myers
 Bill Plichta
 Sandy Grubb

Open Space Committee

Michael Gellman
 Denise Ashe
 Scott Stilley
 Saundra Robinson
 Steve Duffy
 Bill Plichta

Municipal Waste Authority

Fernando Felicaiano
 Gregory Nester
 Jack Ochnick
 Cyril Burke Jr.
 Cathy Lawrence
 Edward Rudolph

If you are interested in serving on a board or commission, please send a letter of interest along with your resume and qualifications to:

The Municipality of Norristown,
 235 E. Airy St., Norristown, PA 19401



Advocacy Initiatives

In addition to everyday operations, Municipal officials and staff take part in several advocacy events aimed at supporting specific causes that benefit the entire community. Here are some highlights from 2015:

The Lt. Simmons Law Enforcement Food Drive



Every year, local law enforcement agencies and area businesses team up for one of the largest food collection events in the region.

The food drive will supply the Catholic Social Services in Norristown, the Eagleville Elementary School Snack Backpack Program, the Patrician Society in Norristown, the Mattie N. Dixon Community Cupboard in Ambler, and the local Salvation Army Corps with food for operations for the upcoming year.

Norristown Night Out



The annual Norristown Night Out event is hosted by the Norristown Police and Fire Departments, the Norristown Town Watch, the Norristown Community & Cops Coalition Building Team (NC3BT), and residents is part of a nationwide campaign to promote better relations between police departments and the communities they serve and protect.

Be sure to check the municipal website at www.norristown.org for information for the 2016 Norristown Night Out!



Public Outreach

The Municipality also places great emphasis on reaching out and connecting with our residents. Events are scheduled throughout the year help us get to know those we serve better, and offers residents a chance to get to know us.

Citizens' Leadership Academy



49
2015 Graduates

Have you ever wondered what it's like to be a local leader? If you have, then the Norristown Citizens' Leadership Academy is just for you.

This eight-week program offers Norristown residents the opportunity to meet and learn from Municipal officials and staff first-hand and develop the knowledge and skills essential to become community leaders.

Sessions are held in the fall and spring.
Sign up today at Norristown.org.

Coffee with a Cop



Our popular "Coffee with a Cop" program has proven to be a great way to reach out and connect with residents. Through the program, citizens are able to bring up any issue that they might have while getting to know the amazing officers of Norristown PD and enjoy a free cup of coffee.

Be sure to following the Norristown Police Department on social media or check the municipal website at www.norristown.org for info on the next "Coffee with a Cop" event!





New Horizons Collaborative



The Norristown New Horizons Collaborative is an innovative program aimed to strengthen the relationship between residents and municipal staff and seeks to **empower** citizens to address some of the most pressing issues and quality of life concerns in their neighborhood.

Working with the New Horizons Team, residents are able to assist in coordinating the actions of Municipal operations as well as state, federal and private partner organizations. Together, we can help those living and working in New Horizons target neighborhoods realize their community vision—**one block at a time**.



**25% Less
Part 1 Crimes**

**47% Less
Part 2 Crimes**

2015 Accomplishments

Reduced the crime rate!

25% reduction in Pt. 1 Crimes
47% reduction in Pt. 2 Crimes

**3 Weekend Clean-up Events
targeting over 21 areas**

This year will see an even more events from New Horizons as the collaboration grows and more residents join in on improving their communities.

**Want to get Involved?
Contact the New Horizons Collaborative Today:**
Call 610-270-0470
or email kdelorenzo@norristown.org

Police



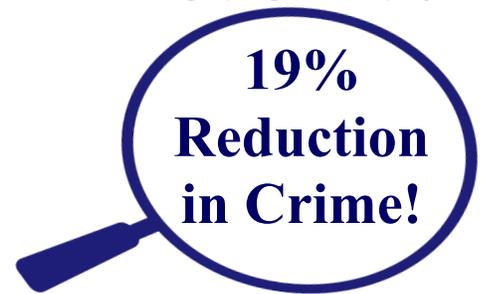
Chief of Police: Mark Talbot

The dedicated officers and civilian employees of the Norristown Police Department are dedicated to serving, protecting, and defending our great community by maintaining order, recognizing and addressing community concerns, and enforcing all local, state, and federal laws.

A Safer & More Engaged Community

The Department has continued to implement our new and innovative policing strategy, which features increased community engagement and involvement through programs & projects, such as:

- *Coffee with a Cop
- *Quarterly Public COMPSTAT Meetings
- *Seven Days Before Christmas Program



Norristown PD has also established a specialized unit called “Community Oriented Policing and Engagement (COPE) to enhance the Department’s capacity to engage with the residents and various communities within Norristown.

The Norristown HUB



Norristown PD meeting with School District truancy specialist Hakim Jones

The Norristown HUB is a collaborative model of community safety used by Norristown PD. Our Police Department works with local professionals in the fields of public health (*i.e. mental health, physical health, probation, parole, homeless outreach, schools, & domestic violence workers*) to reduce risks and prevent incidents that lead to crimes.

Sharing the Success

The success our HUB model has resulted in Norristown having been asked to present and demonstrate HUB to other communities interested in using the model, including Newark, Delaware.



2015 Police Statistics

The Norristown Police Department holds bi-weekly meeting to assess crime data and crime trends throughout the Municipality and develop plans and adjust resources to address those issues. The process provides open lines of communication and coordination of effort.

	WEEK TO WEEK (12/28-1/3)			28 DAY REPORT (11/1-11/28)			28 DAY REPORT (12/1-12/28)			YTD (1/1-1/3)		
	2015-2016	2014-2015	% Change	2015	2014	% Change	2015	2014	% Change	2015-2016	2014-2015	% Change
Part 1 Crimes												
Murder	0	0	N/A	2	0	N/A	1	0	N/A	4	2	100%
Rape	0	0	N/A	1	0	N/A	1	1	0%	6	6	0%
Robbery	4	3	33%	4	13	-69%	24	13	85%	124	141	-12%
Aggravated Assault	0	0	0%	10	7	43%	8	6	33%	92	103	-11%
Burglary	2	5	-60%	4	14	-71%	4	17	-76%	121	223	-46%
Theft	13	14	-7%	40	50	-20%	40	48	-17%	553	628	-12%
TFMV (*included in theft)	4	4	0%	12	9	33%	10	6	67%	142	134	6%
Auto Theft	1	2	-50%	2	8	-75%	3	5	-40%	52	72	-28%
Arson	0	0	N/A	1	0	N/A	0	0	N/A	6	4	50%
TOTALS	20	24	-13%	64	92	-30%	81	90	-10%	958	1179	-19%
Part 2 Crimes												
Simple Assault	10	5	100%	23	26	-12%	24	30	-20%	392	406	-3%
Drug Sale Violations	2	0	N/A	6	3	100%	5	1	400%	67	54	24%
Drug Possession Violations	2	2	0%	10	12	-17%	12	10	20%	205	278	-26%



Fire & Emergency Services

Fire Chief & Emergency Management Coordinator: Thomas O'Donnell

It is the mission of the Norristown Fire Department to save lives and protect property throughout the Municipality through prevention, preparedness, education and response to fire and emergency situations. In addition to our fifty-six (56) State Certified Firefighters, an additional 165 active members of the community support the department as probationary firefighters, engineers, fire police, and administrative officers and staff.

Prevention & Preparedness Training

One of the primary ways our Department ensures its efficiency and effectiveness is by making sure that we are prepared to respond and by preventing fires before they occur. Here are some highlights of Fire Department activities from 2015:



Pope Francis Comes to Philly

As a major transit center in the Philly Suburbs, the Department played a key role in planning and preparing for the Papal Visit to Philadelphia.

We helped ensure that everyone attending the event was safe and that procedures were in place should an emergency have occurred during the visit.

The Fire Department had many other accomplishments in 2015, including:

- Establishing an accelerant-detection canine team
- Participating in a table top exercise involving the Saw Mill Run
- Improving firefighter safety by acquiring of a machine to evaluate our Self-Contained Breathing Apparatus (SCBA) face-pieces
- Expanding our partnerships with IBEW Local 98, the American Red Cross, and Habitat for Humanity for the installation of smoke and carbon monoxide detectors throughout Norristown
- Completing our preparation for the upgrade of our existing 800mhz radios and installing a new mobile data computer program



Fire & Emergency Services

Educational Programming

In addition to planning and preparation, our Department actively engages the community through a series of educational programs available to residents:



Its never too early to learn about fire prevention & preparedness

Fire Safety House

Our Kid’s Fire Safety House is a community favorite! It is an interactive education trailer that allows children learn first-hand what to do in case of a fire.

Junior Firefighter Program

This creative and fun program gives young men and women, who are 16 or older, the opportunity to engage in training and become a junior firefighter. Many who enroll in the program serve as volunteer firefighters and assist in various administrative duties for the Norristown Fire Department.

Response & Effectiveness

The Norristown Fire Department is committed to ensuring a quick and effective response to all emergency situations. To make sure our Department is able to respond rapidly, our Department consists of four fire companies located throughout the Municipality; they are:



Norristown Hose Company

Montgomery Hose Fire Company

Hancock Fire Company

Fairmount Engine Company No. 2.



Finance



Director: Chenora Burkett

The Norristown Finance Department is responsible for administering all financial transactions for the Municipality related to cash collections and disbursements, employee benefits and payroll in accordance with Generally Accepted Accounting Principals. The Department makes sure that effective controls are maintained to safeguard Municipal assets.

Budgets & Taxes

In December 2015, the Municipal Council approved the Municipality's 2016 Budget with no new taxes! As for 2015, preliminary Municipal revenues exceeded its expenditures by **over \$180,000!**



Financial Stability & Accountability

The Municipality of Norristown is in Great Financial Condition!

Over the past year, the Finance Department ensured the integrity and stability of the municipal finances and improved the overall transparency of the Municipality by completing annual financial reports (audits) for years 2008 through 2014.



Our Norristown Finance Department also:

- Maintained the Municipality of Norristown's favorable bond rating with on-time payments of the municipal bond debt
- Collaborated with Code Enforcement officials to institute a new and easier Rental License Process for local property owners
- Enhanced the municipal payroll process through the introduction of a new biometric system that utilizes fingerprints to track the attendance and identify municipal employees.

Human Resources

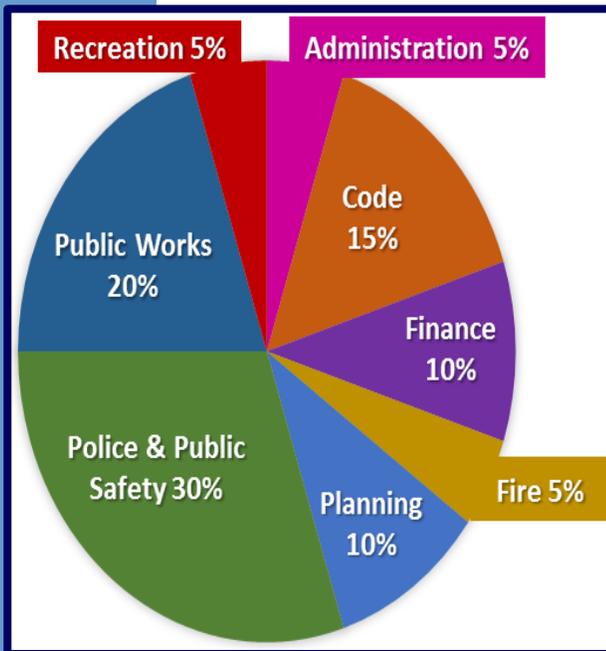


Manager: Darlene Norwood

Norristown's Human Resources Team provides quality service in all municipal personnel operations with integrity, respect and sensitivity. By establishing, administering and effectively communicating policies, rules and practices that treat employees with dignity and equality, our team fosters a work environment that is safe, healthy and in compliance with employment and labor laws, labor agreements, and municipal directives.

New Municipal Hires

In 2015, Norristown welcomed a total of eighteen (18) new personnel and two (2) student interns to the municipal staff. Below is a breakdown by department of our new hires:



DEPT.	HIRES	DESCRIPTION
Admin.	1 (5%)	1 Receptionist
Codes	3 (15%)	1 Director & 2 Inspectors
Finance	2 (10%)	1 Clerk & 1 Intern
Fire	1 (5%)	1 Firefighter
Planning	2 (10%)	1 Asst. Director & 1 Intern
Police & PS	6 (30%)	3 Police Officers, 2 PCO, & 1 Crossing Guard
Public Works	4 (20%)	3 Laborers & 1 Mechanic
Recreation	1 (5%)	Recreation Assistant
TOTAL	20 (100%)	18 staff, 2 interns

Other Accomplishments

- Workplace Safety Committee Re-certification, which resulted in a **5% cost-savings (\$29,000)** on the Municipality's Workers' Compensation Insurance
- Human Resources is finalizing the implementation of a web-based training program for employees.



Code Enforcement



Manager: Michael Simonson

The Norristown Code Enforcement Department is charged with ensuring that all properties and developments in the Municipality comply with and adhere to all codes and ordinances adopted by the Municipal Council. The Codes Department strives to meet this responsibility through effective public contact and education, by building cooperative partnerships throughout the community, and enforcing the law in a equitable and impartial manner.

New Department Head

The Municipality is proud to introduce Michael Simonson as the new Manager of the Norristown Department of Code Enforcement. Michael started in August of 2015 and brings to the position over nine (9) years of experience in code enforcement and we are glad to have him as part of the Norristown team.

Process Improvements

The Codes Department has worked tirelessly over the past year to enhance our efficiency and effectiveness. In addition to conducting over **2000 inspections** in 2015, Codes staff have:



Introduced a new streamlined rental license process for local property owners

Revamped the Code Enforcement webpage on the municipal website to offer residents a more user-friendly format to obtain info and applications for "getting a permit"

Started conducting weekly meetings with Codes staff to discuss our performance and problem-solve pertinent code issues in the community (i.e. "working without a permit")



Planning & Development



Director: Jayne Musonye

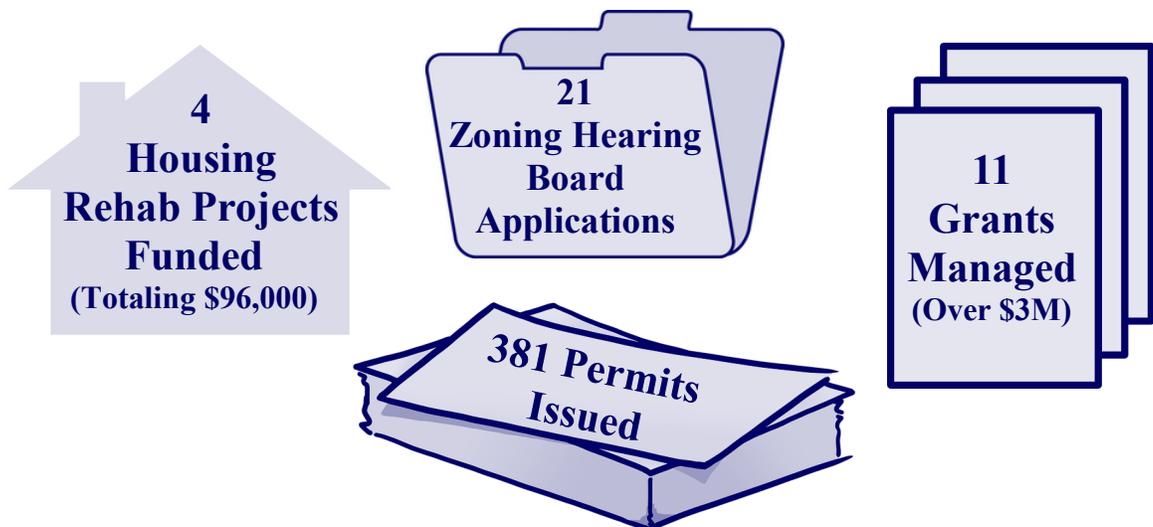
The Norristown Department of Planning and Municipal Development is responsible for ensuring that the Municipality grows and develops in ways that are consistent with the vision set forth in our Comprehensive Plan. We accomplish this task through our four main functions: zoning, subdivision and land development, grants and program administration, and strategic planning. Here are just a few of our news items and accomplishments from the past year:

New Assistant Director of Planning & Development

The Municipality is pleased to introduce Karen Helsel as the new Assistant Director of Planning and Municipal Development. Karen is a seasoned professional with over twenty (20) years of experience and a passion for local government. We are excited to have Karen working with us to ensure that the future of Norristown is both bright and prosperous.

Planning & Development Programs

As part of our effort to foster development throughout the Municipality, the Planning Department administers numerous innovative programs for future and current residents and businesses. Here are a few of our 2015 accomplishments:





Planning & Development

Norristown Goes Global: Norristown Explores a Partnership with Kenya



Welcoming the Kenyan Delegation

This past September, the Municipality hosted a delegation from the East African nation of Kenya. The visit was arranged to facilitate economic ties between Norristown and Kenya. The meeting also served to explore the opportunities to have our community serve as a vital link for the importation of Kenyan coffee to the United States.

Future meetings are planned to occur throughout the 2016

Montgomery County Trail Junction

Recently announced, the Planning Department will be working with the Montgomery County Planning Commission to redevelop the old Norristown Freight Station on the corner of DeKalb & Lafayette Streets into a beautiful new open space and Trail Junction.



New Lights on Main & Marshall

Lighting on Main & Marshall Streets

Two of our community's main roadways experienced a significant upgrade in 2015 as the Planning Department, in conjunction with other municipal departments, installed brighter and longer-lasting LED lighting along Main and Marshall Streets. The new lighting has promoted pedestrian safety and energy efficiency throughout Norristown's downtown area.

LEARN MORE!
For more information about the Planning Department's programs or to learn more about some of the exciting development projects taking place in the Municipality, visit the Department of Planning and Municipal Development's webpage at:
www.norristown.org/land-use

Norristown Small Business Assistance Center



Consultant: Bryan W. Smith

The Norristown Small Business Assistance Center (NSBAC) is a unique partnership between the Municipality and the Enterprise Center Capital Corporation of Philadelphia. Whether you are looking to start a business, solve a problem facing your current operation, or are ready to launch a new product, NSBAC is here to help for **FREE**.

Providing Vital Assistance to Local Businesses

Business Plan Reviews & Loan Applications

The NSBAC can help any businesses develop their comprehensive business plans. NSBAC staff can also assist you in preparing loan applications so your businesses can get the money they need to grow.

Financial Literacy and Credit Counseling

NSBAC provides individualized counseling to clients in financial management as well as guidance in overcoming past personal or business debt.



221 Consulting Sessions 134 Outreach Initiatives



A NSBAC Workshop

Recruitment and Screening Services

Find the right employee for your business with the help of the recruitment & screening services delivered by NSBAC. We can help you build a reliable and appropriate workforce.

Business Training

The staff at NSBAC is dedicated to helping individuals explore their business ideas, develop a business plan, and make their dreams a reality.

Financial Assistance

Financial assistance is offered through the Micro-Loan Fund to help businesses take the next step in starting/expanding their business. **Loan amounts range from \$2,500 –\$50,000.**

For more information contact the Business Consultant Bryan W. Smith at bsmith@norristown.org or by calling 610-277-1085.



Public Works

The Department of Public Works is responsible for performing as well as administering a wide range of services throughout the Municipality. Our duties include maintaining Norristown's streets and sewer system, leaf collection, snow removal, up keep on municipal parks, and routine building and vehicle maintenance.

The Next Public Works Director



The Municipality is currently searching for the ideal candidate to be Norristown's next Director of Public Works. We are looking for individuals with the knowledge and experience to address issues unique to an urban environment such as Norristown, and possesses the leadership qualities needed to lead the Department into a new era of efficiency and effectiveness.

New Municipal Trash Contract

The year 2015 also saw the start of a brand new contract between the Municipality and J.P. Mascaro & Sons for residential trash and recycling collection throughout Norristown. This new contract brings with it numerous benefits, including:



- Increased Recycling,
- Increased Resident Trash Capacity,
- A Rewards Program for Residents, and





Public Works

Enhancing Departmental Performance

In its on-going effort to enhance the efficiency and effectiveness of municipal operations, the Municipality initiated several changes and repairs, including:

Restructuring of Public Works

In 2015, Public Works was restructured to streamline operations and increase the productivity of the Department. Our reorganization resulted in the creation of two new divisions within Public Works:

Facilities - responsible for upkeep of all municipal facilities

Vehicle Maintenance - in charge of maintaining and repairing all municipal vehicles, equipment, fleet supplies, and fuels.

These two new divisions join Parks & Grounds and Streets for a total of four divisions within Public Works. Their responsibilities include:



Street Sweeping
52 miles of road!



Vehicle/Facility Maintenance!

Leaf Collection Every Fall!



Maintaining our 12 Parks!



Two New Foremen

With conjunction with our reorganization, two new foremen positions have been formed to supervise, coordinate, and maximize the efforts of the newly created Facilities and Vehicle Maintenance Divisions.

Fuel and Oil Tank Repairs

Municipal underground fuel tanks and oil storage units were repaired. The repairs not only improved the Department's storage capacity, but also resulted in cost-savings to the Municipality.

Parks & Recreation



Supervisor: Bill Plichta

The Norristown Recreation Department offers programming for residential and non-residential children and adults year round. In addition to offering amazing programs like indoor soccer and lacrosse, Zumba dance classes, and Taekwon-Do, Norristown Recreation hosts several special events for the community throughout the year:

New Recreation Specialist

This past July, Norristown Recreation welcomed Frank Pileggi as the Department's new Recreation Specialist. With a degree in Sports & Recreation Management from Temple University, Frank brings to the position years of experience from working with recreation programs from other municipalities and a life-long love of sports and the outdoors.



Program Registration Made Easy: Norristown's New Software (RecDesk)

Registering for your favorite program offered by Norristown Recreation will be easier than ever using the online RecDesk registration software. Starting in Spring 2016, residents and non-residents alike can register and pay online by visiting the municipal website at:

www.Norristown.org/norristown-parks



Volunteers and Sponsors Needed!

Norristown Recreation is looking for volunteers and sponsors for our amazing programs.

If interested, contact Norristown Recreation at **610-270-0467**, or email:

Bill Plichta (wplichta@norristown.org) or
Frank Pileggi (fpileggi@norristown.org)



Events & Programs

Throughout the year, our Recreation Department hosts several special events for residents and visitors to Norristown. Here are a few highlights from 2015:



4th of July Festivities

The 2015 Norristown Independence Day celebration was one of the largest to date, with over seventy (70) groups and four (4) bands participating in the day's activities. The festivities kicked off with a 5k run that raised \$3,600 for the Mission Kids Child Advocacy Center. Events continued at Elmwood Park with fun activities for children and ended with our annual fireworks show!

Martial Arts Tournament

The Annual Norristown Martial Arts Tournament is a joint event hosted in conjunction with Norristown Area Taekwon-Do. Local competitors of all ages and rank are able to show off their martial arts prowess in feats of extraordinary talent. This is an action-packed event full of energy that is a must-see for any local martial arts enthusiast.



Summer Concert Series

The Summer Concert Series is one of our most popular events! Free to the public due to the generous sponsorship of the *Arcadia Foundation*, our concert series features live bands every Sunday from May through September in Elmwood Park.

20 Concerts
7,000 Attendees

Check out the 2016 Concert Schedule at www.norristown.org

Recreation Programming

From Soccer and Basketball to Zumba and Taekwon-Do, Norristown Recreation offers programs to suit a variety of interests. Be sure to check out the Spring/Summer Programming Brochure this March on the Municipal Website.

Public Information



Officer: Gabriela Prete

The Public Information Office provides an effective public information and communication link between the Municipal Government of Norristown and its citizens through the municipal website, news releases, local cable television, social media and other mass media.

Norristown's New Website

The new website has a fresh look, free of clutter, and easier to navigate. Residents will be able to submit service requests, such as a Right to Know, street light outages, potholes and property maintenance complaints. Other features of the new website include:

Increased Transparency

Easy online access to meeting agendas, public notices, and municipal contact infor-

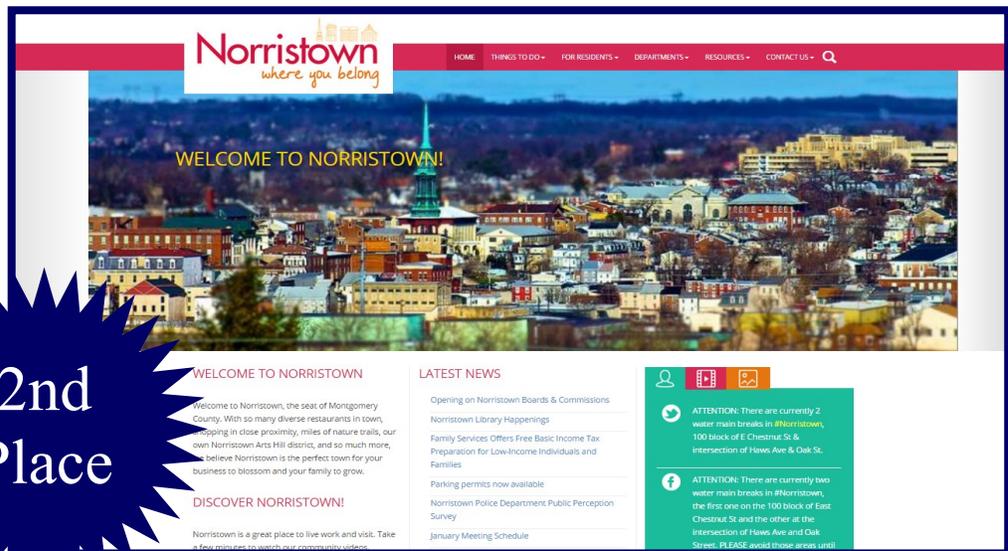
Enhanced Services

Pay parking tickets online or submit service requests at the click of a button!

Community Calendar

See what's going on in Norristown by viewing our interactive calendar!

The new municipal website was also **awarded 2nd place** at the 2015 Annual Conference of the Pennsylvania State Association of Boroughs (PSAB)!





Norristown on Social Media

With millions of people logging on everyday, social media is a vital tool in getting the word out about news, events, and programs in Norristown. The Municipality has increased its social media presence on:



Norristown's Most Popular 2015 Post



Norristown Municipality
In between trains, group sings God Bless America #papalvisit #popeinphilly #vmf2015 #norristown — at Norristown Transportation Center.
Like · Comment · Share · September 27, 2015



12 Council Meetings & 7 PSA Videos Posted Online!



Norristown's Most Popular 2015 Tweet

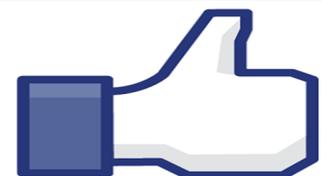


Also check us out on:



Facebook Chats with the Administrator

Our Facebook Chat initiative is an innovative way for residents to connect with our Municipal Administrator, Mr. Crandall O. Jones. On set dates throughout the year, residents have the opportunity to ask Mr. Jones about municipal services, projects, and programs via Facebook. **Be sure to check out our Facebook Page for our next chat!**



3,200 Users Reached in 2015





Contact Information



Department	Head	Phone Number
Municipal Administrator	Crandall Jones	610-270-0421
Police	Mark Talbot	610-270-0977
Fire & Emergency Services	Thomas O'Donnell	610-292-8281
Code Enforcement	Michael Simmonson	610-270-0441
Finance	Chenora Burkett	610-270-0427
Human Resources	Darlene Norwood	610-279-3673
Parks & Recreation	William Plichta	610-270-0467
Planning & Development	Jayne Musonye	610-270-0450
Public Information	Gabriela Prete	610-270-0429

