



TOWNSHIP OF MAPLE SHADE





VISION

Maple Shade will combine volunteerism, community events, and history of the town, with great neighborhoods, people and opportunities for all.

MISSION

The Township of Maple Shade is dedicated to delivering exemplary municipal services responsive to our entire community and consistent with our history, culture and unique character

VALUES

The Township of Maple Shade values: Fiscal Responsibility; Transparency; Honesty and Integrity; Accountability; Dedication to Excellence; Open Communication; Innovation, Diversity & Inclusiveness

Township of Maple Shade Council



Nelson Wiest
Mayor



Sandy Nunes
Deputy Mayor



Chuck Kauffman



Claire Volpe



Steve Schmidt



It is my pleasure to present the 2021 Annual Report for the Township of Maple Shade. This report highlights major accomplishments and initiatives over the past year along with key financial information for the Township of Maple Shade.

2021 began much like the previous year left off. Our local government and community were forced to contend with the ongoing pandemic and the effects it has had on our economy, both nationally and locally, while improving upon and maintaining the level of services our residents have become accustomed.

There is no public or private organization that has not continued to be affected by COVID-19. We have all shifted our daily lives to include remote working and online meetings, including Town Council, and this has proven to be an adjustment for many. In our municipal setting however, most of the services we provide, including law enforcement, fire protection, street and park maintenance, and water and sewer services cannot be provided remotely. Consequently, much of our focus over the past year has been ensuring the continued safety of our employees in the workplace while continuing to meet the needs of our community and deliver a consistent level of services while improving on services at the same time.

The impact of COVID-19 on our community and local economy has been significant, sharply reducing important sources of revenue, increased costs of goods and services and continued cancellation of much loved annual events. Even more critically, the pandemic has threatened the existence of many businesses. The Township has supported local business through a variety of continued efforts, including the allowance of converting sidewalks and parking lots to support outdoor dining in accordance with health orders, we expanded our efforts of promoting the Shade Bucks Program, instituted a JobCrawl and created the webpage MapleShadeJobs.com to help our struggling businesses and job seekers. The Township also delivered for our residents, passing a 0 increase budget, holding the line on spending, while improving upon services that directly impact the daily lives of our residents.

Although it may have felt as if COVID-19 was the only story of 2021, as you will see in reviewing this report, your Township Government was busy throughout the year continuing our mission of improving upon and delivering exemplary municipal services responsive to the entire community and consistent with our history and unique character.

Sincerely,

Susan Danson, MPA, QPA
Township Manager



TOWNSHIP CLERK



FTE'S: 1

Budget:

\$151,615.00

- Supported 21 Township Council Meetings
- Provided Primary Support to the Township Manager and Council
- Processed over 244 OPRA Requests
- Planned the organization and retention of years worth of old records
- Implemented new elections procedures, including early voting and

The Office of the Township Clerk handles a wide range of responsibilities to assure the orderly functioning of our municipal government. The Township Clerk serves as the secretary of the municipal corporation, as the local election administration and as secretary to the governing body, providing a variety of administrative and resident services. This office receives, distributes and assigns correspondence on behalf of Township Council, prepares Township Meeting agendas, public meeting minutes resolutions and ordinances. The Clerk also oversees a variety licenses, including raffle licenses, liquor licenses and business licenses in addition to maintaining all official township records. The Municipal Clerk role is so important to municipal government that in New Jersey the position is a statutory one and Municipal Clerks attain tenure in office after achieving their certification and being appointed to two consecutive terms.

As the Township's custodian of records, the Township Clerk is responsible for maintaining and preserving official Township records, which are stored and archived in a physical records center; currently our township records are undergoing a complete makeover to improve access and organization of older files. The Township Clerk has also spent a great deal of time digitizing old records into a virtual management system. In 2021, the Township Clerk oversaw the return of over 200 cartons of old records that were being stored off-site for a fee. The return of these records will save the municipality an average of \$3,000.00 annually.

Looking ahead to 2022, the Clerk's Office will be instrumental in additional archiving of old records and helping to coordinate the updating of outdated municipal ordinances.

Maple Shade Township Clerk

Andrea T. McVeigh, RMC, CMR
(856) 779-9610, ext . 166
tmcveigh@mapleshade.com



MANAGER'S OFFICE

FTE'S: 2

Budget:

\$166,390.00

- Improvement and Addition of services while maintaining 0% increase to budget
- Expanded the Department of Recreation
- Continued Improvements to the Municipal Building and other assets
- Maintained full operations throughout the pandemic

The Township Manager serves as the Chief Executive and Administrative Officer of the Township and is responsible for the day-to-day operations. This position is similar to the chief executive of a corporation. This businesslike form of government reflects a desire for a strong, professional administration and helps to ensure a well-run government. The Manager also ensures that all ordinances, policy decisions of the Council, and laws promulgated by the State of New Jersey subject to enforcement by the municipality are enforced and executed.

The job of the Township Manager is complex since that individual must be a policy advisor, planner, and dollar-stretcher. The manager addresses complaints and is directly involved in the preparation of the municipal budget. Some of the other general duties of the Township Manager are to:

- Make recommendations to the council concerning the affairs of the Township including plans for short and long-range improvement projects,
- Keep the council advised about the financial conditions and future needs,
- Prepare and submit reports as may be required by the council,
- Keep the public informed, through reports to the governing body, of the operations of the town government.

In 2021, the Township Manager's office continued to manage the effects of the COVID-19 pandemic with outreach efforts to the business community, which included the launch of MapleShadeJobs.com, JobCrawls and the hosting of Wednesday's on Main. The office also implemented the monthly newsletter for residents.

Increasing services provided by the Department of Public Works, adding to the workforce, collecting over \$100,000.00 in vacant and abandoned property fees to help fight blight in town, along with instituting a Household Clean-Up initiative where residents were encouraged to properly dispose of bulk and hazardous waste were just a few of the ways the Manager's office improved upon services while holding the line on spending and introducing a zero increase budget.

The Manager continued to work with Department Heads to bring more efficient and effective services to the municipality while finding ways to maintain compliance with local, county and state laws.



FINANCE DEPARTMENT

FTE'S: 3

Budget:

\$147,770.00

- Processed and issued payments for more than 2,500 accounts payable invoices
- Managed and maintained relationships with 1500 vendors
- Updated outdated and inaccurate records

The Finance Department develops, monitors and implements fiscal policies and procedures in partnership with the Township Manager to ensure a financially strong and effective municipal government. The department maintains the financial integrity of the town and complete all financial transaction necessary for the town to do business, manage its investments and pay its employees.

Since the onset of COVID-19, the Finance Department has shifted significantly to help support the town's response to the pandemic. The department oversees the every day spending of the departments and has worked tirelessly to support every department as we continued to respond to their needs. Additionally, the Finance Department handles all payroll, pension and insurance payments.

The beginning of a new calendar year traditionally signals a time when the Finance Department prepares for the upcoming cycle of budget meetings that culminate with the adoption of a budget in April of each year. The 2022 budget cycle, while challenged by revenue losses, along with the need to maintain and improve upon municipal services for our residents, will continue to have a focus on ways to increase revenues, reduce costs while continuing to develop a financial forecast that includes a funding plan for infrastructure while rebuilding adequate reserves to ensure the township's overall long-term fiscal health.

More detailed information about the town's budget can be found online at www.mapleshade.com and in the charts included in this year's annual report.



INSPECTIONS & ENFORCEMENT

FTE'S: 1

PTE'S: 6

- Responsible for the enforcement and inspections of all Township and State Codes
- Construction Office oversees issuance of proper Construction Permits and the collections of fees
- Code Enforcement enforces property maintenance code
- Fire Officials Office is the local enforcing agency for the State Uniform Fire Safety Code. Its members provide fire code assistance, technical inspections and enforcement of municipal fire/life safety ordinances to include the New Jersey State Fire Prevention Code.

In 2021, the Construction Office issued 691 permits, 386 certificates and collected \$306,389.00. The department underwent a staffing fluctuation with the loss of inspectors, which resulted in many permits remaining open at the end of 2021. A staffing audit was performed in the department by the NJ Division of Community Affairs, which resulted in a new plan and design for the office in 2022.

The Code Enforcement Office saw the retirement of its long time Enforcement Officer. With the help of a part-timer, the office maintained operations and implemented new technology to enhance the department and ensure proper follow-up and record keeping. Ongoing work in the office continued as ordinances and past policies and procedures were updated.

The Office of the Fire Official also underwent a transition in 2021, with the assumption of duties being taken over by the State of New Jersey.



PARKS & RECREATION

PTE'S: 1

Budget:

\$120,300.00

- Introduced 17 new programs and classes for all ages
- Organized the Halloween Parade and Holiday Festival
- Purchased an outdoor movie screen for movies in the park
- Successful Lego Collection Drive that were distributed to children in local hospitals

The Recreation Department welcomed a new Director on May 3rd, 2021. At that time, the department underwent a complete re-structuring that began to improve service delivery and efficiency. While the first few months were used for our Director to get acclimated, the department continued to advance its mission of providing a wonderful place to live, work and play and preserving and improving the physical, social and economic health of Maple Shade neighborhoods.

The Department introduced newly created in-house programs for residents of all ages. Cooking Classes, Paint and Pizza Night and kickboxing classes were just a few of the new offerings. The Department played an integral role in the town by developing and administering programs that addressed the wide-ranging needs of the community at a time when the pandemic was still lingering.

Key projects and programs included cooking classes, kickboxing for kids, line dancing for Seniors, music classes, Movies in the Park, the Halloween Parade and a last minute throw together Holiday Festival.

In addition to implementing new programs, the aged Recreation Center and equipment underwent a complete renovation. Cleaning, paint and repairs were all completed soon after the Director's arrival.

2022 will bring new online registration options, additional programs and facility rental opportunities, not to mention, enhanced programming for every age group!



POLICE

FTE'S:

37 Sworn Officers
4 Civilian
12 Crossing Guards

Budget:

\$4,844,210.00

- Answered 24,712 calls for service
- Disposed of 207 pounds of household drugs through Project Medicine Drop
- Promoted first female officer to become a Corporal
- Investigative Unit was recognized with a Unit Citation from the Burlington County Prosecutor's Office for solving a murder,

The Maple Shade Police Department answered 24,712 calls for service in 2021. In addition to the calls for service Team MSPD, partnered with the Volunteers of America to bring services to those residents in need, determine what those needs are and help navigate residents towards the appropriate services to fill the gaps in care.

The Volunteers of America of Delaware Valley (VOADV) has a motto of “meeting the people where they are in life.” So often the most vulnerable are often contacted by law enforcement first, so a partnership with the police is the most effective way to reach those in need. Our PD agreed and moved full speed ahead to create the partnership.

Unfortunately, COVID-19 continued to wreak havoc on large scale events, so the Annual National Night Out was once again postponed, however the Chief of Police along with his team successfully pulled off another Fill The Truck Food Truck Event, supplying 1000's of cans of food and non-perishable items to the Maple Shade Food Bank.

2021 also brought new employees to the Police Department. In 2021, the Department welcomed 4 new full-time officers and began preparations for the start of a new Community Policing Unit with the hiring of Special Law Enforcement Class I Officers (SLEO's). These additions to the PD Staff will allow the department to continue to ensure public safety and continue to provide and enhance resources throughout the community.





FTE'S: 12

Budget:

\$878,100.00

DEPARTMENT OF PUBLIC WORKS

- Acquisition of a bucket truck
- Instituted a program to repair and replace inlets
- Maintained Public Property, instituting a tree trimming progressive program
- Removed Graffiti from Public Parks

The Township Department of Public Works continued their efforts to put new procedures in place in effort to maintain an efficient operation. Our DPW performs a variety of duties, which include, but are not limited to maintenance, repair, and installation of roads, storm sewers, parks, recreation fields, facility maintenance, grounds maintenance, transportation, vehicle maintenance, solid waste, and recycling.

In 2021, DPW oversaw and improved upon the implementation of an enhanced curbside collection of brush and debris. The program originally implemented in mid 2020, continued the efforts of ensuring a timely more cost efficient way of collecting brush, leaves and debris from residential curb lines. Additionally, with the purchase of a new bucket truck, the department has been able to save the Township thousands of dollars in tree trimming and removing hazardous trees along public streets.

One of the more noteworthy DPW accomplishments in 2021 was the start of storm-water inlet repairs that have gone unmanaged. DPW crews repaired more than 25 inlets in

[Township of Maple Shade Annual Report 2021](#)

2021, again saving the taxpayers thousands of dollars in contractor fees as well as ensuring the proper operation of our inlets. In addition to the inlet program, the department also began a Miscellaneous Road Repair program that added years to the lives of roadways that were in need of milling and paving. This approach to repairing roadways that need more than just a patch allowed the department to extend the life of 8 different roadways throughout town.

Operationally the Department of Public Works continues to strive to improve efficiency and staff management of resources. Hiring of additional staff, increased training and instruction are just some of the ways the Department has been able to bring additional services to the residents. Focus on street repairs, forestry management and building and equipment maintenance will continue to be a top priority.

WATER & SEWER



- W & C replaced 14 valves under emergency conditions
- 8 valves replaced as part of ongoing capital
- Increased and updated procedures for reliability, security and regulatory compliance
- Updated safety enhancements at all facilities
- Implemented a cloud-based asset management system

Maple Shade's water and wastewater utilities are operated, maintained, and managed by Woodard & Curran. In 2021, Woodard & Curran completed their 1st year of their new 10 year contract with the Township of Maple Shade.

In coordination with Utility Engineer, Remington and Vernick, W&C helped to get 6 projects under construction including, a North Coles Water Main Replacement, Lenola Pump Station Replacement, Upgrades to the Water Treatment Plants SCADA System, Collins Lane Sewer Project and updating the electric at the Main Street Water Plant. Additionally, continued work under the Capacity Assurance Plan was handled and the beginning phases of new work to the Grit System, Pump Station Improvements, a Valve & Hydrant Replacement Program and South Lippincott Ave Resurfacing were all undertaken.

Woodard & Curran's staff resumed full time operation in 2021 while continuing to monitor the COVID-19 pandemic status and CDC guidance. Company policy was modified regarding personal contact, travel and facility access, and guidelines were posted at the entrance to the Administration Building and at other key locations inside the WTP & WWTP.

WATER

Maple Shade's water utility consists of five groundwater supply wells and two treatment plants—the Main Street plant with a 3.4-MGD capacity and the Kings Highway plant with a 2.0-MGD capacity.

The distribution system runs through approximately 53 miles of pipe, with 351 fire hydrants and 500 valves. Providing consistent pressures and storage for fire flow is accomplished with a 1-million-gallon elevated tank.

SEWER

The Township also has a wastewater facility with a capacity to treat 3.4 million gallons of wastewater per day. This system includes nine pumping stations and 55 miles of collection lines.

FINANCIAL DATA AND INFORMATION

For the Year Ended 12/31/2021

General Fund

Assets	\$29,045,233.90
Liabilities	\$29,045,233.90
Fund Balance	\$10,045,134.34
Revenues	\$20,330,306.30
Expenditures	\$19,142,644.39
Change in Fund Balance	\$ (94,334.06)

Current Fund Surplus

Balance @ 1/01/2021	\$10,139,468.40
Used in 2021 Budget	(\$3,584,500.00)
Replenished Surplus	+ \$3,490,165.94
Current Fund Surplus Balance @	\$10,045,134.34

Utility Fund Surplus

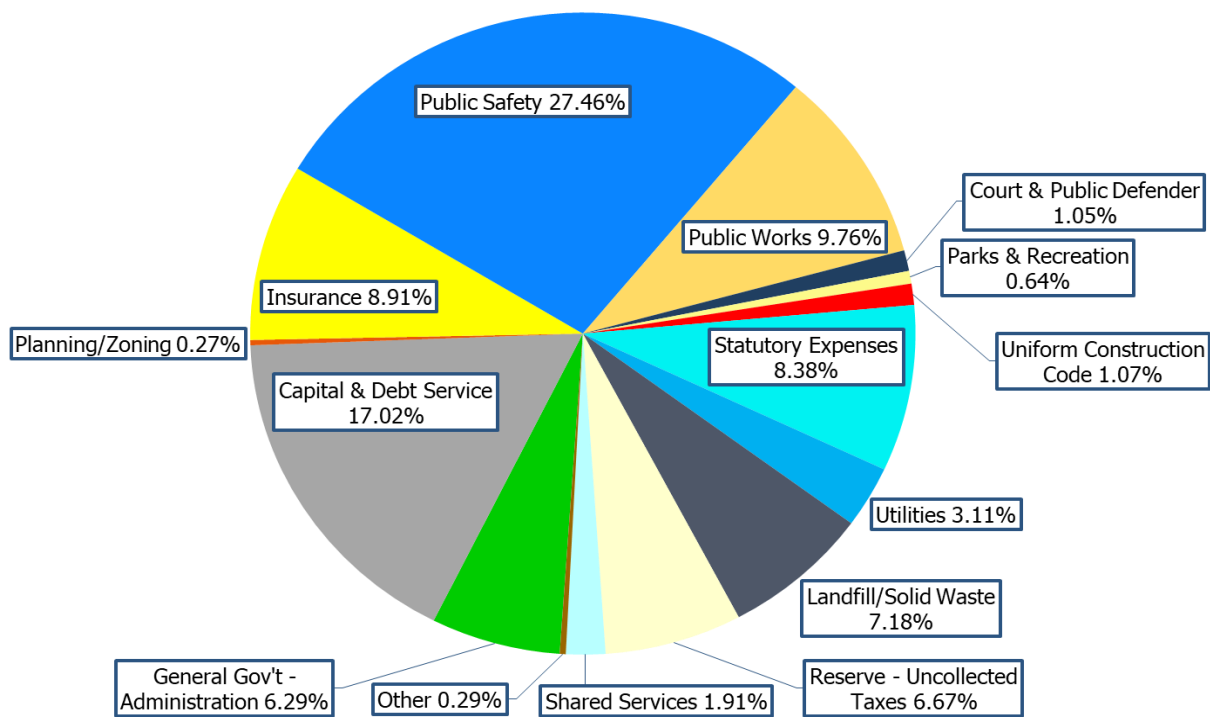
Balance @ 1/01/2021	\$1,069,609.91
Used in 2021 Budget	(\$900,000.00)
Replenished Surplus	+ \$1,400,025.12
Utility Fund Surplus Balance @ 12/31/2021	\$1,569,635.03

Realized Revenues - 2021

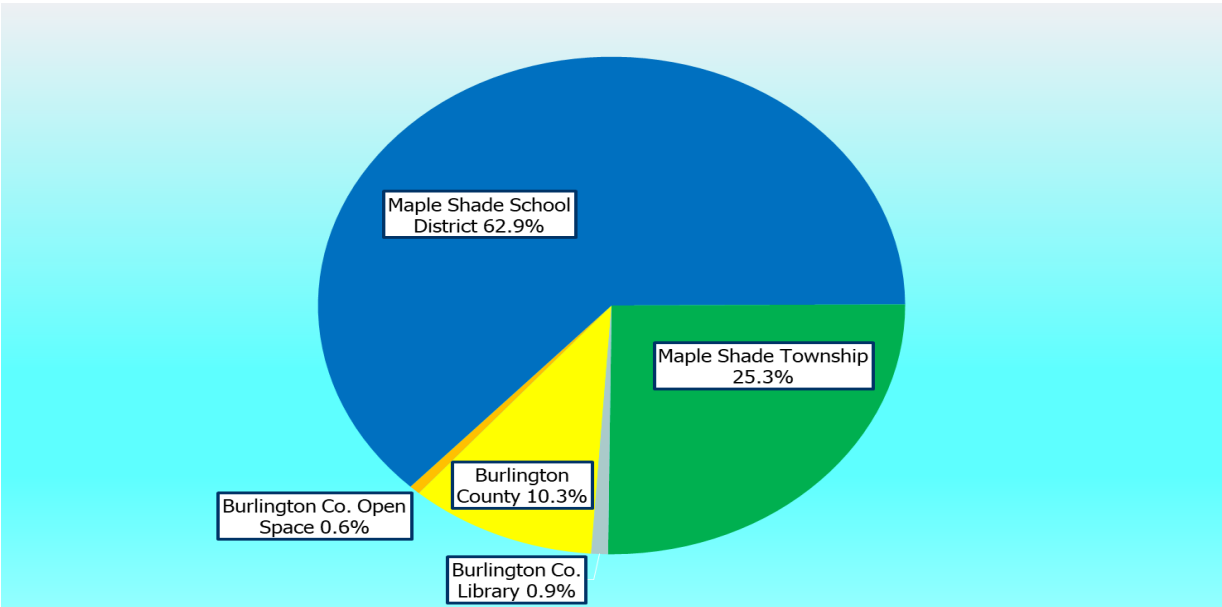
Fund Balance Anticipated	\$3,584,500.00
Anticipated Revenues	+ \$3,421,629.09
Receipts from Delinquent Taxes	+ \$515,262.09
Amount Raised by Taxes (2021)	+ \$12,808,915.12
Non-Budgeted Revenue	+ \$546,465.61
Total Realized Revenues	\$20,876,771.91

FINANCIAL DATA AND INFORMATION

2021 Budgeted Appropriations



2021 Tax Rate Allocation





MAPLE SHADE FACTS - 2021

Location: Burlington County, New Jersey

Square Miles: 3.8 square miles

Average Temperature: 66 degrees across 12 months

Established: 1688 as Chester Township

Population: 19,980 (April 1, 2020)

Average Household Size: 2.2 people

Median Household Income: \$64,666.00

Number of Households: 8,332

Number of Housing Units: 9,091

Owner Occupied Housing Unit Rate: 45.9%

Median Gross Monthly Owner Costs: \$1,835.00

Median Gross Rent: \$1,245.00

