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## **Long Branch Mayor and City Council Put Forward 100 Day Plan**

*"From Promises to Action"*

### **Long Branch, New Jersey, July 23, 2018**

Mayor John Pallone and the Long Branch City Council today put forward their 100 Day Plan and posted it on the City's website. Pallone introduced the Plan saying, "We were elected on a mandate for CHANGE to an administration with a new vision for Long Branch as a vibrant, thriving, friendly city that celebrates its magnificent beachfront, its business community, the arts, and the beauty of its unique diverse communities, and CHANGE to an administration that is inclusive, respectful, and responsive to all of Long Branch. We will be a hands-on team of local leaders who represent the strength and diversity of Long Branch and who will be actively involved in the community. Civic engagement, open communication, collaboration, and an enthusiastic 'we can' spirit will be the hallmarks of this administration."

With input from several Transition Teams, this 100 Day Plan "From Promises to Action" describes how the administration will fulfill its campaign promises with actions to improve the quality of life and make Long Branch a better more affordable place to live. This plan seeks to cut costs, increase revenue, and make government more efficient and responsive to the community by focusing on initiatives to improve city services, beautify the city, promote economic and workforce development, control taxes by controlling spending, and bring City Hall to the people.

"Going forward, there will be many opportunities for all residents to have their voices heard and respected along with periodic Town Meetings for progress reports on the Plan. In partnership, together, we will move Long Branch forward" Pallone concluded.