

A Different Kind of Mayor:

**A New City Hall:
Built on Trust, Transparency & Fiscal
Responsibility**

**A Tested, Trusted
Leader for Hoboken**



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A Different Kind of Mayor: **A New City Hall: Built on Trust,** **Transparency & Fiscal Responsibility**

INTRODUCTION

Hoboken's future depends on a government that listens, acts with transparency, manages finances responsibly and holds itself accountable to the people it serves.

From closed doors at City Hall to rising taxes, from backroom deals to a lack of transparency in decision-making, these are the issues I hear about from residents that erode trust and prevent Hoboken from realizing its full potential.

"I believe that Transparency = Trust and Financial Responsibility is Fundamental to a 'Residents First' government."

- Tiffanie Fisher, Councilwoman and Candidate for Mayor

These values drive my commitment to leading a government that works for you. Because a government that operates openly, fairly and responsibly with your tax dollars is one that earns the trust of its people. **As Mayor, I will ensure that Hoboken's City Hall is open, transparent, financially disciplined and fully accountable to residents.** This is not just about political promises—it's about making government work for the people, every day.

That is the promise I will bring as **A Different Kind of Mayor:** to gain your trust by **delivering transparency and fiscal responsibility every day.**

Thank you for reading.

I welcome your feedback.



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1/Introduction →



FINANCIAL RESPONSIBILITY: LOW HANGING FRUIT

As Mayor, my goal is to ensure your tax dollars are spent wisely. Full stop.



As a former CFO, I'll use my 23+ years in finance to bring discipline, transparency and efficiency to Hoboken's budget. Most of these common-sense practices aren't happening today. That's why change is needed – and why I will put accountability first.

- ☑ **Return to a Collaborative and Transparent Budget Process**, working with the City Council to approve the budget on-time, by April each year.
- ☑ **Create a Five-Year Financial Forecast**, guiding long-term strategic and financial decisions to ensure Hoboken's financial stability.
- ☑ **Find Sustainable Sources of Revenue** without relying on ever-increasing property taxes or taking unnecessary risks.
- ☑ **Eliminate Wasteful Spending** by bidding out contracts, ending frivolous lawsuits, and stopping the "corruption tax" residents pay when city contracts go to political allies.
- ☑ **Reduce Cost of Employee Healthcare** through better plan design and administration, ensuring fair coverage while lowering expenses for both employees and taxpayers.
- ☑ **Limit the Use of Debt** for only long-term investments that carry generational benefits and seek offsetting grants or other sources of funding for community benefits.
- ☑ **End PILOTS & Tax Breaks** for market-rate housing.
- ☑ **Demand More from Hudson County** especially in public safety and return on Open Space Trust contributions.



- ☑ **Require Budgets and Future Impact Analyses** for all capital projects and acquisitions before they are approved.
- ☑ **Negotiate Better Development Deals** that prioritize Hoboken over special interests and stop giving away city properties at fire-sale prices.
- ☑ **Grow the Tax Base Strategically** by getting already-approved developments built.
- ☑ **Restructure City Hall** so that resources align with city priorities, we have the right people in the right seats across all departments, and they are inspired to perform at their best and highest - and most efficient - level.
- ☑ **Maintain Fair Labor Contracts** for public safety professionals and municipal workers, with reasonable compensation and mutual respect for both workers and taxpayers.
- ☑ **Review and Tighten Financial Controls** to ensure taxpayer dollars are spent wisely and protected from abuse or fraud.

"This moment is filled with financial challenges and calls for new leadership - **A Different Kind Of Mayor** with financial acumen and proven experience—who is ready to step in on day one, bring order to the chaos, and restore accountability to City Hall."

- ☑ **Reduce Duplication of Services** - work closely with the Hoboken Business Alliance, Stevens and our local schools for more shared services.
- ☑ **Complete Long-Overdue IT Upgrades** to create a more efficient operating system to improve services and reduce costs.
- ☑ **Bring More Activities In-House** like financial forecasting and planning to cut unnecessary costs while creating better engagement from our current staff.

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3/Platform →



Proven Results: A Track Record of Saving Taxpayer Dollars

As Councilwoman, I've drawn on my experience as a former CFO, executive, and real estate finance professional to bring private-sector discipline to City Hall – delivering stronger budgets, smarter contracts, better results, and always putting residents first. A few examples:

- ✓ **Led the City Council in Cutting Waste Year After Year**, saving taxpayers and residents over \$35M



Year	Mayor's Budget	Council Changes	Approved Budget	Annual \$ saved (mil)	Cumul \$ saved (mil)	My Vote
2019	3.4%	-1.2%	2.2%	(0.6)	(0.6)	Yes
2020	9.8%	-2.3%	7.5%	(1.3)	(2.6)	Yes
2021	0.0%	-2.8%	-2.8%	(1.7)	(6.3)	Yes
2022	5.7%	-3.3%	2.4%	(1.9)	(11.9)	Yes
2023	7.2%	-0.8%	6.4%	(0.5)	(18.0)	No
2024	6.3%	-2.5%	3.8%	(1.6)	(25.7)	Yes
2025	6.9%	-2.4%	4.6%	(1.6)	(35.0)	Yes
Total				(35.0)		

Councilwoman Fisher Calls On Mayor Bhalla To Conduct Formal Search For Most Qualified Business Administrator For Hoboken, And Delay Tonight's Vote On Bhalla Aide

October 7, 2020, 1:36 pm | in

- ✓ **Restructured Hoboken's Water Contract**, saving taxpayers \$33 million to be used for infrastructure investment.
- ✓ **Advocated for Strong Financial Leadership** by calling for a transparent, competitive search for Business Administrator – instead of appointing inexperienced political hires to the most important role in City Hall.
- ✓ **Hired Real Estate Finance Advisors** to help us negotiate stronger deals with developers and securing higher community benefits from development agreements.
- ✓ **Voted Against Projects** without proper planning that would have cost taxpayers millions like "Garage B" and the "\$300 million Municipal Palace".



"On every major budget decision, I didn't just cast a vote – I led my council colleagues, cut waste, and shaped outcomes that saved residents and taxpayers millions. **The difference between leaving a fingerprint – and leaving a handprint.**"

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4/Track Record →



Trust & Transparency **Policy & Priorities**

As Mayor, on day one, I will ensure Hoboken's government **works for the people** and foster a **strong partnership with the City Council**:

- ☑ **Open City Hall** and ensure it is a place where residents feel welcome. I'll hold monthly office hours and be available for face-to-face meetings, making sure that government is accessible to all.



- ☑ **Create Joint Public Forums & Town Halls** streamed live and held at convenient times to offer residents a platform to ask questions and engage directly with the Mayor and City Council.
- ☑ **Rebuild Community Engagement.** Unlike the current practice of limiting engagement to online tools and restricted Zoom meetings, I will ensure that community meetings are fully interactive and inclusive.
- ☑ **Maintain Reliable Communication Channels,** as I have done for a decade, to prioritize transparency over spin, and deliver accurate, timely, and useful information you can rely on.
- ☑ **Avoid Conflicts & Disclose Donations:** As Mayor, I will lead by example by disclosing any political donations that could relate to legislation – and ask the City Council to do the same, ensuring transparency and preventing conflicts of interest.
- ☑ **Empower Residents with Information** by ensuring all city documents, reports, and records are made easily accessible to residents, both through OPRA and by proactively providing information online and at City Hall.
- ☑ **Update Hoboken's Website for Better Access** so people can easily find the information they need, from city services to upcoming legislation.



THE MAYOR & THE CITY COUNCIL: A NEW ERA

- ✓ **Partner with the City Council** so they are all fully involved in key decisions and public events, working together for the benefit of Hoboken.



- ✓ **Attend All City Council Meetings** supporting the City Council, not working against them, and fully participating in the decisions that impact our community.
- ✓ **Ensure Legislative Transparency:** Every item on the City Council agenda will include a simple, clear summary, so residents know exactly what is being voted on, in advance of every meeting.
- ✓ **Hold a Public Caucus** prior to each City Council meeting to review the agenda with Council members and answer any questions.
- ✓ **Support City Council Initiatives** even if they aren't directly aligned with my own priorities, as long as they benefit the community. This encourages teamwork and recognizes the importance of the Council's role in serving the public.
- ✓ **Work with All Elected Officials,** promote the best ideas regardless of the source, give and share credit when it is due, and help them be the best public servants they can be.



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6/Platform →



Communication: The Foundation of Transparency & Trust

“We regret voting for you.” That was the subject of an email cc’ing 90, 2nd Ward neighbors I received a month after being elected in 2015. **What?!**

They believed something that wasn’t true. My neighbors were frustrated and deserved answers. So, I wrote back with the facts and reassured them I was advocating for them, not against them. That response became the start of my **newsletters** and drove my mission to deliver **transparency and accountability**.

B. Thanks for sending these... I find them very informative and interesting. - R. Love these emails!! this must take you forever to write!! the... Comprehensive and well-stated perspective on every... Another excellent, upbeat, and informative... more info... valuable information and well put... J. Terrific email. Great... your e-mails and continued engagement with residents. - M. I find your... - L. ... for keeping us informed! - R. Love your newsletters. - M. Thank you so much for this thoughtful... Thank you providing this detailed background. - J. Thank you for proactively staying on top of things and for your timely (and positive) communications!!! - M.

Over **400 newsletters** later, I’ve kept our community informed on everything from development and budgets to schools, transportation, and safety. **I lean into the tough issues - the ones many of my City Council colleagues choose to avoid** - because silence breeds rumor, fear and frustration. Over time, this approach hasn’t just informed our community – it has **raised the bar for how City Hall communicates**.

Stay informed - subscribe by emailing me: tiffanie@tiffanieforhoboken.com

“When people discuss you, it’s said **you changed how City Hall communicates with its constituents....others now all do the same, which has made us a more involved, transparent community.”**

- Hoboken neighbor, July 2025



Standing Up to for Hoboken Residents



From the start, I've taken on both **corruption** and the **special interests** that put themselves ahead of Hoboken residents. I've spoken out, taken political risks, and even gone to court – because our community deserves leaders who will always put residents first.

- ✓ **Calling Out Misleading Statements by Elected officials.** Dishonest politics destroy public trust – which is why I always set the record straight for Hoboken.

- ✓ **Exposing Developer-Backed Campaigns**

I called out developer-funded campaigns and demanded accountability and an Election Law Commission investigation into improper contributions.



- ✓ **Protecting Election Integrity** In 2015, challenged suspicious Board of Education election results that pointed to vote-buying and went to a recount to safeguard the process.

- ✓ **Defending Transparency & Fairness** Testified in Trenton to preserve OPRA and protect fair ballot design, ensuring no candidate gained an unfair advantage.

- ✓ **Fighting Pay-to-Play Politics** when Team Bhalla broke laws to weaken Hoboken's pay-to-play laws and let big-money donors back into our elections, I went to court to fight back.

FISHER SEEKS COURT ACTION TO STRIKE DOWN ORDINANCE WEAKENING HOBOKEN'S CAMPAIGN FINANCE REFORM LAWS

By Insider NJ | February 2, 2022, 1:29 pm

A Safer Hoboken Starts with A Different Kind of Mayor

CONCLUSION

Hoboken deserves more than politics as usual. It deserves a mayor who leads with trust, transparency, fiscal responsibility, and results. That's what I've delivered as your Councilwoman – and that's what I'll deliver as your Mayor.

I haven't just cast votes – **I've led efforts, shaped policy, fought corruption, and saved taxpayers millions.** My record is one of **substance, not slogans:** standing up to special interests, driving financial discipline, and ensuring residents always have the facts they need.

As Mayor, I'll build on that record and bring:

- **Transparency that restores trust** – open government, honest communication, accountability.
- **Financial leadership that protects taxpayers** – disciplined budgets, smarter contracts, stronger negotiations.
- **Community-first decision-making** – always putting residents ahead of politics or special interests.
- **Leadership that unites** – bridging Council and Mayor to focus on residents, not politics.

A new government, for a new era – one that listens, acts, and delivers for Hoboken.

The promise I will bring as A Different Kind of Mayor – to put residents first, restore trust in City Hall, and deliver a safer, stronger, and more affordable Hoboken..