



2020 Annual Report



Mayor Stuart K. Patrick
Council President Daniel T. Murphy
Councilor Peter A. Hughes
Councilor Richard Law
Councilor Paul A. Lisovicz
Councilor Deborah Mans
Councilor Ann Marie Morrow

John Malyska, Esq.
Michael P. Zichelli, Borough Administrator
Erik I. DeLine, Director of Planning & Development / Deputy Administrator
Tara L. Ventola, Borough Clerk



Date: February 18, 2021

To: Mayor Stuart K. Patrick
Council President Councilor Peter A. Hughes
Councilor Richard Law
Councilor David Lefkovits
Councilor Paul A. Lisovicz
Councilor Deborah Mans
Councilor Ann Marie Morrow
John Malyska, Esq.

In effort to provide useful data to our citizens, elected officials and members of the various boards and commissions, please find our 2020 annual report.

Included are summaries and statistics regarding:

- Finance
- Office of Vital Statistics
- Office of the Municipal Clerk
 - Open Public Records
 - Dog Licenses
 - Film Permits
 - Block Parties
 - Garage Sales
- Recreation
- Department of Public Works
 - Solid Waste
 - Materials Used
 - Water & Sewer Emergencies
- Capital Projects
- Building Department
- Boards and Commissions
 - Historic Preservation Commission
 - Planning Board
 - Board of Adjustment
 - Shade Tree Commission
- Public Outreach
 - Website
 - Online Payment Center
 - Service Request Center
 - Email Broadcasts
 - Social Media

Respectfully submitted,

Michael P. Zichelli, AICP, PP
Borough Administrator

MUNICIPAL FINANCE

Property Tax Rates, Ratios, And Collections:

	2019	2020
Net Taxable Value	\$1,701,070,200	\$1,703,366,100
Average Residential Value	\$664,600	\$665,800
Municipal Tax Levy	\$11,339,832	\$12,234,319
Municipal Tax Rate	0.667	0.7182
Average Residential Municipal Tax	\$4,430	\$4,782
*Boroughwide revaluation 2019		

	2019		2020	
	Tax Levy	Tax Rate	Tax Levy	Tax Rate
County	\$8,374,480	0.492	\$8,762,201	0.514
County Open Space	\$268,819	0.016	\$280,567	0.016
Municipal	\$11,339,832	0.667	\$11,615,594	0.682
Library Tax	\$588,934	0.035	\$618,725	0.036
School	\$32,000,530	1.881	\$32,997,188	1.937
	\$52,572,595	3.091	\$54,274,275	3.186

	<u>Total Taxes Collected</u>	<u>% of Taxes Collected</u>
2020	\$54,124,424	99.32%
2019	\$52,411,797	99.66%
2018	\$51,434,197	99.47%

2020 Results of Operations:

*These figures are draft financials and unaudited at this time

Analysis of Fund Balance	
Fund Balance as of January 1, 2020	\$2,980,982
Utilized in 2020 Municipal Budget	(1,550,000)
Excess Tax Revenue	453,189
Excess Anticipated Revenue	60,863
Miscellaneous Revenue Anticipated	147,558
Lapsed 2019 Budget	514,488
Cancelled 2020 Budget	215,000
Inter-funds and Other Operations	<u>20,085</u>
Fund Balance as of December 31, 2020	\$2,842,165

OFFICE OF VITAL STATISTICS

Under the direction of the local registrar the Office of Vital Statistics processes and maintains all births, marriages, civil unions, and deaths which take place within the city limits of The Borough of Glen Ridge. This includes all births and deaths which occurred at Hackensack UMC Hospital previously known as Mountainside Hospital. This office also ensures that all vital records are properly filed with the State Office of Vital Statistics in Trenton. Certified copies of these records are available through this office.

In 2020 the Office of Vital Statistics issued 2,166 birth certificates, 197 death certificates, 37 Marriage certificates and prepared 20 amendments to vital records.

2020	Birth	Death	Marriage	Amendments
Jan	310	23	2	2
Feb	307	7	0	2
March	203	3	1	5
April	92	59	1	0
May	147	2	2	0
June	129	20	3	0
July	164	10	3	2
Aug	145	15	7	2
Sept	185	19	13	1
Oct	165	17	4	2
Nov	180	13	1	3
Dec	139	9	0	1
2020 totals	2,166	197	37	20

2019	Birth	Death	Marriage	Amendments
Jan	328	15	1	4
Feb	228	23	0	4
March	288	6	2	5
April	255	23	3	8
May	291	41	1	5
June	248	20	1	4
July	302	22	4	5
Aug	341	4	0	2
Sept	233	8	7	3
Oct	304	10	2	2
Nov	207	7	3	5
Dec	221	8	2	1
2019 totals	3,246	187	26	48

OFFICE OF THE MUNICIPAL CLERK

The Municipal Clerk serves as secretary to the governing body, secretary to the municipal corporation, Chief Administrative Officer of all elections, custodian of all minutes, ordinances, resolutions, contracts, deeds and archival records of the municipality. The Municipal Clerk serves as the liaison between the Mayor and Council and members of the public.

COVID-19

Due to the ongoing COVID-19 pandemic the Clerk's office was faced with many challenges in navigating and adapting to the changes required to keep employees and residents safe while still providing the level of service our residents deserve. Work from home policies and social distancing measures were implemented and equipment necessary to continue daily functions from home were acquired as we monitored the effects the virus had on our Borough and beyond. The Municipal Building was closed to the Public. The Borough Clerk played a vital role in tracking down supplies and PPE for several departments.

The Clerk's office was charged with quickly researching and implementing a protocol for virtual meetings. The Essex County Clerks worked closely together to outline several options for virtual meeting platforms. Glen Ridge opted to use and upgraded version Free Conference call and has hosted over 100 meetings on the software.

COVID-19 restrictions in place during the Primary and General Elections required Municipal Clerks to manage and adapt to vote by mail elections and reduced polling places with social distancing, provisional ballots and mask requirements. Critical Election information needed to be relayed to voters as we navigated the changes to the election process. Overall, both the Primary and General Election ran smoothly despite the challenges of COVID-19.

Open Public Records

The Municipal Clerk serves as custodian of records. The Clerk's office is responsible for overseeing requests made under the Open Public Records Act. The Clerk also issues dog licenses and film permits and oversees block party and garage sale applications.

In order to streamline and provide expedited service to our constituents the Borough utilizes an online portal that allows citizens to request public records online. This portal also allows the Borough to fulfill and track all requests online as well. The use of the Open Public Records portal continues to grow. The portal allows electronic requests of public records from all departments throughout the Borough. 355 requests were processed in 2020 through the online portal. This portal allows for more efficient and transparent access to public records. Requests for public records are still accepted in person and via email as well. In 2020 the Clerk's office fulfilled approximately 750 additional requests in these formats.

The screenshot shows the 'Open Public Records Request' form from the Borough of Glen Ridge. The form is divided into two main sections: 'Requestor Details' and 'Record Request'. The 'Requestor Details' section includes fields for First Name, Middle Initial, Last Name, Business Name, Address, City, State (a dropdown menu), ZIP, Phone #, Fax #, and Email #. The 'Record Request' section includes a dropdown menu to select the type of record (Motor Vehicle Record, Building Permit, or General Request), a text area for the request description, and a checkbox for 'Expedited Service'. A footer note states: 'A public record under the common law is one required to be kept, or necessary to be kept in discharge of a duty imposed by law, or directed by law to serve as a memorial and evidence of something written, said, or done, or a writing that in a public office. The elements essential to constitute a public record are that it be a written memorial, that it be made by a public officer, and that the officer be authorized by law to make it.'

Dog Licenses

State Law requires the Municipal Clerk to license all dogs over the age of 7 months within the Borough on a yearly basis. The Borough currently utilizes software provided through GovPilot to track and issue dog licenses online. This allows residents to apply for their license online and make payments via credit card. We also accept applications in person and through the mail.

In 2020 355 dog licenses were issued compared to 385 licenses in 2019.



Film Permits



Due to its distinct Historic Designation and beautiful gas lamp and tree lined streets, the Borough of Glen Ridge offers unique opportunities to scouting agents looking to film commercials, TV shows and Major Motion Films as well. By utilizing a streamlined application process the Borough maintains a reputation for being film friendly by offering a quick turnaround time for film permit approvals. We provide a yearly report of film permits to the NJ Motion Picture and Television Commission.

Due to the COVID-19 pandemic the Borough did not issue film permits from mid-March through September 15, 2020.

In 2020 the Borough issued 8 film permits and collected \$7,000 in permit fees compared to 2019 where 7 permits were issued and \$4,025 was collected.

Block Parties

Block Party Applications are available online at <http://www.glenridgenj.org/blockparty.htm>. In 2019, 19 block party applications were approved. In 2020, 1 block party application was approved and issued prior to restrictions due to COVID-19. At this time, we are currently not issuing any block party permits.



Garage Sales

The Borough regulates garage sales and requires an application be submitted for each sale that takes place within the Borough with the exception being the Annual Town Wide Yard Sale hosted by the Friends of the Library.

In 2020 the Annual Friends of the Library Town Wide Yard sale was cancelled due to the COVID-19 Pandemic. 10 individual permits were issued in 2020 when regulations allowed.

PARKS & RECREATION

The Parks and Recreation Department has been able to adapt and adjust on a moments notice. The Recreation Department was able to provide virtual yoga classes and keep the senior newsletter going. They also produced the Music Bridge, a virtual platform that allows residents to share a video of a song performance and build a bridge to neighbors during. The department also produced Curbside Concerts and Stress Management Videos.



Recreation Programs	2019	2020
Senior-Community Center (total number of events including rentals)	227	70
Tennis Permits (total number of permit holders)	159	180
Summer Day Camp (total number of participants)	79	51
Pool Memberships (total number of Family, Couple, Single memberships)	1,474	679



PUBLIC WORKS

During this entire pandemic Public Works continued to provide essential services to our residents. The department remained operational while maintaining the staff's safety. DPW implemented enhanced cleaning procedures and safety protocols in public buildings and parks in response to the pandemic.

2020 also brought the Borough a tropical storm and a snowstorm. In the Glen Ridge Public Works tradition, the crew had the Borough cleaned up in short order and far ahead of the surrounding communities.

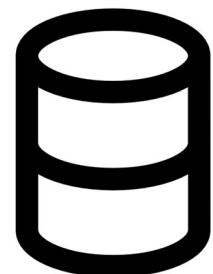
Solid Waste

	2019	2020
Single Stream Recycling (tons)	1,074.50	1,192.92
\$ per year	\$52,219.18	\$57,221.16
Bulk -Type 13 (tons)	107.62	146.41
\$ per year	\$9,338.19	\$12,777.20
Household Refuse- Type 10 (tons)	3,177.44	2,702.57
\$ per year	\$268,589.00	\$229,961.68
Leaves (cubic yards)	1,660.00	1,550.00
\$ per year	\$17,430.00	\$16,275.00
Plant Material (cubic yards)*	540.00	1,695.00
\$ per year	\$6,750.00	\$20,790.00
E Waste (cubic yards)	17.10	20.07
\$ per year	\$0.00	\$0.00



Materials Use

	2019	2020
Salt (tons)*	440	60
\$ per year	\$15,839.05	\$3,598.20
Brine (gallons)	4,500	0
\$ per year	\$2,250	\$0.00
Asphalt		
Winter Mix (tons)	2	0
\$ per year	\$424.35	\$0.00
Hot Mix (tons)	40	13.13
\$ per year	\$3,507.47	\$1,222.32
Gasoline (gallons)	32,148	30,000
\$ per year	\$61,650.14	\$39,107.17
Diesel (gallons)*	2,190	2,439
\$ per year	\$4,461.02	\$4,698.84



*Notes:

- Plant material was higher in 2020 due to significant tree damage from Tropical Storm Isaias.
- Salt usage - Essex County provides 175 tons salt per year via shared service agreement which was stockpiled.

Water System Emergencies

2020

Two main repairs

- February 19, 2020 – 6” cement lined main and 6” valve repair/replacement
- April 14, 2020 – 6” main repair

Fourteen emergency call outs

- five locate & mark requests
- nine leaks, four of which were Borough responsibility

2019

No main repairs

Eight emergency call outs

- two locate & mark requests
- four leaks, two of which were Borough responsibility
- one dirty water calls



Sanitary Sewer Emergencies

2020

Five emergency call outs

- two main clogs
- three homeowner laterals

2019

Three emergency call outs

- two main clogs
- one emergency locate & mark request to repair homeowner's lateral



Tree Emergencies

2020

Seven emergency call outs

- four trees down blocking roadway
- one dangerous hanger
- one tree in danger of falling, emergency removal

2019

Four emergency call outs

- tree down blocking roadway
- large tree limb broken blocking traffic lane
- multiple trees blocking roadways and driveways (November 1st storm)
- multiple downed limbs due to ice storm

Additional Emergencies

2020

- fuel spill clean up
- flooding Borough roadways

2020 CAPITAL PROJECTS



New Salt Shed at Public Works Yard

In 2020, the Borough constructed a new road salt storage facility next to the public works building. The existing shed was limited in storage capacity and suffering from deterioration. The new shed contains approximately 18,000 cubic feet of salt storage capacity for winter operations and ensures protection of the environment by eliminating any polluted stormwater runoff when it rains.

Lead Service Water-line and Fire Hydrant Replacement Project

In a significant project to protect public health, all the remaining drinking water service lines owned by the Borough consisting of lead material were replaced in 2020. More than 550 lead lines were replaced with copper lines, along with the replacement of 15 fire hydrants.

Sewer Cleaning and Lining Change Order #2

Following the completion of the sewer cleaning and lining Phase I and II, remaining funds were used in a change order to clean, line and complete trenchless repair for an additional 2,867 feet of 8" sewer pipe on Yantecaw Avenue, Winsor Place, Astor Place Spencer Road, and Hawthorne Avenue. This type of preventative maintenance reduces the need for costly emergency repairs.

Road Paving

Using NJDOT Municipal Aid funding from 2018 and CDBG moneys from 2018 and 2019, the following roadways were repaved: Winsor Place, Appleton Road, Appleton Place, Clark Street, Glen Park Road, Victor Avenue, Sommer Avenue, Chestnut Hill Place, Reynolds Road, Cross Street, Cross Place, Willow Street, and Astor Place. Using CDBG funds, curb ramps were improved or added to Reynolds/Chestnut, Astor Place/Maolis Ave, Cross Street/Willow Ave, and Willow Street/Brooklawn Ave. Spot improvements to the Borough's cobblestone gutters were also made along certain roads being repaved, and new high visibility crosswalks painted in strategic locations.

Hurrell Fieldhouse Girls Bathroom and Locker Room Floor Lining

The girl's bathroom was fully updated, and new colored flooring installed for both locker rooms.

Glen Ridge Public Library

The library roof rehabilitation was completed. New underlayment was installed and the clay tiles were removed, salvaged, and reinstalled. The rehabilitation also included the installation of new copper flashing and repairs to the roof drainage.

BUILDING DEPARTMENT

The Building Department is responsible for ensuring that all construction documents are in compliance with New Jersey State Building Code and all applicable local codes. Additionally, the Department issues permits and has the duty to monitor all projects while under construction, perform final inspections and issue Certificates of Occupancy.



Construction values and fees collected increased in 2019 due to development of a new apartment building that includes critical affordable housing units.

In 2020, the Building Department implemented policies and procedures to keep the Building Department up and running during COVID-19 restrictions. As many of you know, the Glen Ridge real-estate market has been booming over recent years and our Building Department has risen to the challenge and remained operational. However, our revenue and value of construction decreased from 2019 and most of the permits generated are for work on single family homes.

In 2021, we anticipate a further decrease in the number of permits and value of construction.

Number of Inspections	2016	2017	2018	2019	2020
Building	727	698	672	636	531
Plumbing	631	611	629	643	501
Electrical	562	647	720	719	574
Fire	100	109	121	142	132
Zoning Compliance	192	154	165	151	142*
TOTAL	2,212	2,219	2,307	2,291	1,764

Construction Value	2016	2017	2018	2019	2020
	\$10,243,441	\$13,693,897	\$16,368.08	\$32,757,739	\$9,872,652

* 26 in person inspections and 116 self-certifications

Permit Fees Collected	2016	2017	2018	2019	2020
Building	\$151,658.00	\$141,973.00	\$137,962.00	\$194,049.00	\$156,715.00
Plumbing	\$56,440.00	\$57,442.00	\$58,166.00	\$83,130.00	\$56,186.00
Electrical	\$51,105.00	\$65,060.00	\$50,610.00	\$100,132.00	\$50,176.00
Fire	\$11,435.00	\$10,070.00	\$13,410.00	\$27,555.00	\$17,220.00
Elevator	\$545.00	\$366.00	\$3,805.00	\$1,268.00	\$0.00
Zoning Compliance	\$14,085.00	\$11,130.00	\$16,500.00	\$13,985.00	\$2,400.00
TOTAL	\$285,268.00	\$286,041.00	\$280,453.00	\$420,119.00	\$282,697.00

BOARDS AND COMMISSIONS

Historic Preservation Commission

The Historic Preservation Commission is charged with conserving, protecting, enhancing and perpetuating the landmarks, properties and improvements within the Glen Ridge Historic District. All exterior changes which can be seen from any street to the house and properties in the Historic District are subject to review by the Historic Preservation Commission before a Building Permit for such change can be issued.



In 2020, the Historic Preservation Commission continued to engage the services of a Preservation Consultant to review applications, interface with the public and to consult with the Commissioners. This continued throughout the year despite the impact from COVID-19 on the ability to meet in person. The number of applications the Glen Ridge Historic Preservation Commission heard decreased from 2019.

Year	Number of Applications	Average / Month
2012	55	4.5
2013	59	4.9
2014	64	5.3
2015	85	7
2016	101	8.5
2017	90	7.5
2018	64	5.8
2019	73	6.0
2020	61	5.1

The Commission heard 61 cases; 53 cases for rehabilitation were approved, and 6 applications for the construction of a new garage was approved. Two applications were withdrawn. In 2020, the Historic Preservation Commission received a \$24,999 grant for the development of design proposals that will be bid and awarded in 2021. The design guidelines will be used by the Borough staff and the HPC in their dialogue with Glen Ridge residents and their architects and contractors, guiding them on acceptable and preferred design treatments to sustain the historic character of the homes and properties in the Borough.

Planning Board

The Planning Board receives and hears applications for major and minor subdivisions, site plan approvals, conditional use applications, and bulk variances in conjunction with subdivision, site plan or conditional use applications, and appeals of Historic Preservation Commission decisions.

The Planning board held four meetings in 2020, hearing zero cases. Like other meetings in 2020, three of the meetings were held virtually because of COVID-19.

In July 2020, The Planning Board adopted its 2020 [Master Plan Re-examination Report](#), which acts as a “blueprint” for the Borough. The reexamination report reviewed:

a. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.

b. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.

c. The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.

d. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.

e. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L.1992, c.79 (C.40A:12A-1 et al.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

The Board also reviewed for Master Plan Consistency, and recommended changes to the Planned Residential Development (PRD) zone based on feedback from the special master affecting the Unmet Need portion of the of the Borough’s Fair Share Plan for affordable housing. Changes to the existing ordinance included:

1. Explicitly lists stacked townhouses as permitted uses.
2. Increases maximum permitted density from 14 units per acre to 18 units per acre.
3. Reduces tract setback from 50 feet to 25 feet on all exterior property lines and from 50 feet to 45 feet on all interior single-family property lines.
4. Reduces front yard setback on townhouses from 25 feet to 20 feet.
5. Increases rear yard setback on townhouses from 15 feet to 20 feet.
6. Reduces required distance between buildings from 50 feet to 40 feet.

GLEN RIDGE MASTER PLAN REEXAMINATION REPORT



The Board found the proposed ordinance was consistent with the Master Plan, with the recommendation a definition for stacked townhouses be included in the ordinance. The ordinance was subsequently adopted by the Council.

Board of Adjustment

In accordance with the State Municipal Land Use Law, the Borough of Glen Ridge has established a Board of Adjustment. Buildings and structures of various types are limited to specific districts and are regulated with respect to type, nature and extent of their use. The Zoning Board of Adjustment is empowered to grant exceptions to the zoning ordinances in cases where the literal and rigid interpretation and enforcement of the zoning laws would impose a hardship.

In 2020, the Board of Adjustment held five meetings and heard four cases. Two meetings were held in person, and three were conducted virtually. Two applications were for residential bulk variances, where both were approved. Two cases concerned the expansion of a driveway for a home on Washington Place, which was originally withdrawn at a hearing in November, then re-noticed and approved in December.

Shade Tree Commission

The Shade Tree Commission is charged with developing a flexible strategic plan, practical goals and defined steps to ensure that Borough shade trees are planted, maintained and monitored over time. This commitment to healthy trees represents a long-term investment in the beauty, biodiversity and historic character of Glen Ridge.

In 2020, in addition to the traditional projects of overseeing, planting, pruning and removals, the Commission oversaw the completion of an internet based tree inventory that comprehensively catalogues the species, size, and condition of all our public street trees.



The Commission is endeavoring to preserve the borough's mature trees by means of systematic maintenance pruning. Although emergency and expedient prunings were undertaken throughout the year, 2020 marked the second year of "zone" maintenance pruning. 521 trees were systematically

inspected and pruned. Additionally, 91 trees were planted in the spring. 84 trees had to be removed, 57 by a contractor and 27 by the GRDPW.

In 2020, the Commission members attended annual training classes and filed necessary reports. The 2020 Annual Accomplishments Report was written and submitted along with the 2020 Shade Tree City USA report.

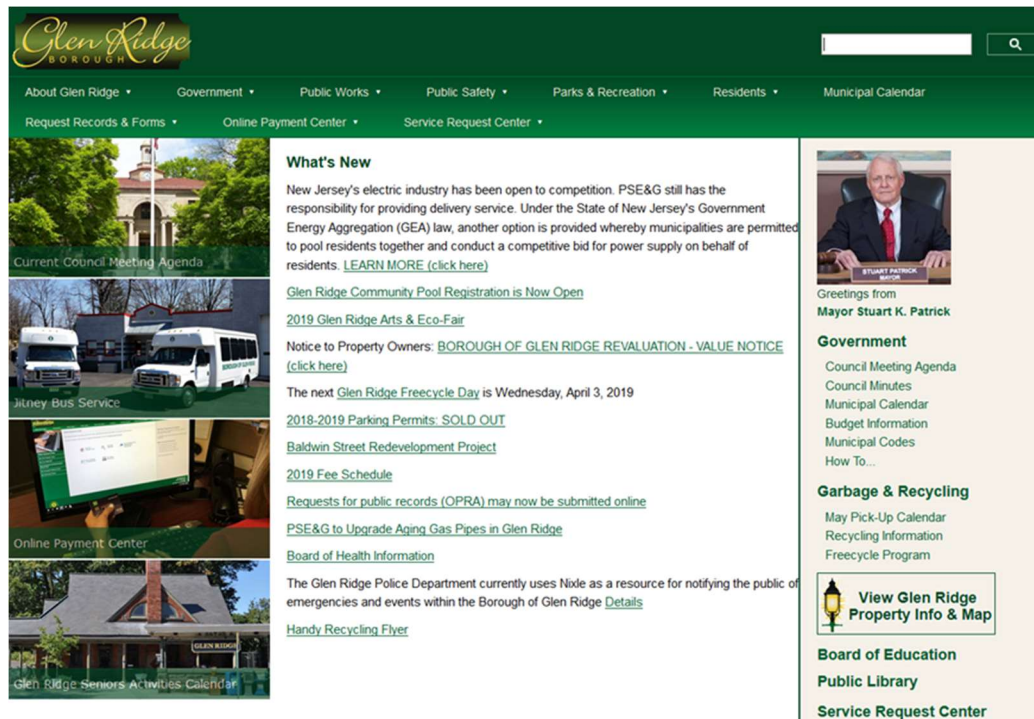
A more detailed [2020 Year End Report](#) was prepared separately by the Shade Tree Commission.

PUBLIC OUTREACH

The use of social media and interacting with our constituents electronically continues to grow. While the dissemination of information is increasing using email broadcasting and social media, we continue to develop the website to improve the convenience for our residents. The information below depicts an increase in usage of the Borough Website during the COVID-19 pandemic.

Website (www.glenridgenj.org)

We continue to monitor website usage and adjust to address the needs of visitors. Website usage continues to decrease as the use of social media platforms increases.



Year	Average Visits Per Month	Average Visits Per Day
2017	18,660	622
2018	16,269	543
2019	15,083	496
2020	17,567	578

Duration of Visits	Number of visits
0s-30s	175,232
30s-2mn	12,961
2mn-5mn	6,512
5mn-15mn	5,904
15mn-30mn	3,565
30mn-1h	4,261
1h+	2,307
TOTALS	210,742

Most popular entry pages

/	Main page of the site
/request/index.php	Search our Help Desk
/pool.htm	Community Pool
/onlinepaymentcenter/	Online Payment center
/boards.htm	Boards, Agencies & Commissions
/rfp.htm	Request for Proposals
/gcalendar	Municipal Calendar
/hpc.htm	Historic Preservation Commission
/permits.htm	Easy Access Forms
/parks	Parks Page
/public.htm	Public Safety

Most Downloaded Documents

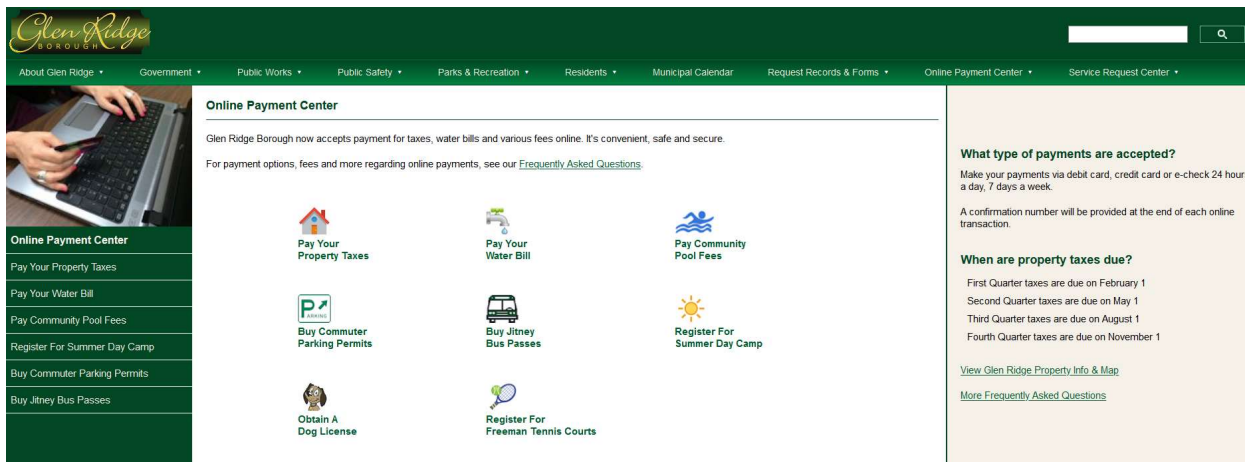
/pdfs/Fees_Dues%20and%20Registration_2018.pdf	Community Pool Registration
/pdfs/vitalstatsapplication.pdf	Application for Birth Certificate
/pdfs/poolemploymentapp01.28.13.pdf	Town Pool Employment Application
/doc/citizenleadership.doc	Application to Volunteer on a Committee
/pdfs/SantasRoute2020.pdf	Map of Santa's Route through Glen Ridge
/pdfs/fieldgazebopermit.pdf	Field Permit
/docs/building.doc/pdf	Application for Building Permits
/pdfs/StyrofoamRecyclingFlier201911.pdf	Styrofoam Recycling Flyer
/pdfs/2016waterqualityreport.df	2016 Water Quality Report

Top 10 Key Phrases Searched
Glen Ridge NJ
request center
COVID-19
freecycle nj
glen ridge community pool
borough of glen ridge
glen ridge vital statistics
site www.glenridgenj.org dog
glen ridge nj diversity
Covid
other phrases

Online Payment Center

The Online Payment Center on the Borough website allows residents to complete financial transactions via the web. This webpage provides access to several different portals in one convenient location.

Regarding the Glen Ridge Community Pool, 943 transactions out of a total of 967 were paid via credit card through Community Pass. For recreation, jitney passes, parking permits and miscellaneous payments, 2,293 transactions out of a total of 2,675 were paid via credit card through Community Pass.



Service Request Center (SRC)

The Service Request Center provides us with another way to resolve issues and improve customer service. It also allows us to track the internal performance of our staff. In 2019 we added two additional department categories; Tax Assessment Information and Public Safety Requests.

Department	2019 Tickets	2020 Tickets
General	9	12
Administration	2	2
Building	11	13
Tax & Water	5	11
Vital Statistics	1	4
Tax & Water	5	16
Garbage & Recycling	44	51
Public Works	67	42
Tax Assessment	0	1
Public Safety	5	9

Email Broadcast (announcement@glenridgenj.org)

Create

Campaigns

Automate

Audience

Brand

Reports

Glen
Borough of Glen Ridge

Help

View by Status

All

Ongoing

Draft

Completed

View by Type

Emails

Automations

Landing Pages

Ads

Postcards

Social Posts

Create Folder

Untitled

0

Find a completed campaign by name or type

You can also search by [all audiences](#).

Water System Distribution Improvement Fee Reminder

Regular - General Mail List

Sent Mon, February 3rd 7:00 AM to 1K recipients by Michael Zichelli

40.2%

0.0%

Opens

Clicks

View Report

5th Annual Family Fun Night with Jay Jay the Bubble Guy

Regular - General Mail List

Sent Fri, January 31st 2:00 PM to 1K recipients by Michael Zichelli

34.3%

2.7%

Opens

Clicks

View Report

Utility Bill & Direct Energy Questions?

Regular - General Mail List

Sent Thu, January 30th 1:23 PM to 1K recipients by Michael Zichelli

40.2%

0.0%

Opens

Clicks

View Report

2020 Film Fund Grant Application (copy 01)

Regular - General Mail List

Sent Wed, January 29th 7:15 AM to 1K recipients by you

32.0%

0.9%

Opens

Clicks

View Report

SAVE THE DATE: Retirement Party for Michael J. Rohal

Regular - General Mail List

Sent Tue, January 28th 3:23 PM to 1K recipients by

42.7%

0.0%

Opens

Clicks

View Report

The General Mailing List currently has 1,9336 subscribers, up from 1,726 in 2019. We continue to utilize Mail Chimp software to manage our email broadcasts. This broadcast system was also used to send daily health check evaluation forms to all Borough Employees each morning in an attempt to track possible COVID-19 symptoms and/or possible exposures.

The average open rate of broadcast e-mails is 34.6%.

The average click rate (on urls contained in broadcast e-mails) is 1.5%

Announcements with the highest open rate of the 277 total broadcasted emails during 2020 were:

Sign Up for NIXLE	54.71%
Construction Work Reminder	47.96%
Water Fee	47.81%
Save the Date: Retirement Party for Michael J. Rohal	42.72%
Water Line – Glen Ridge Avenue	41.11%
Water System Distribution Improvement Fee Reminder	40.36%
Utility Bill & Direct Energy Questions?	40.28%

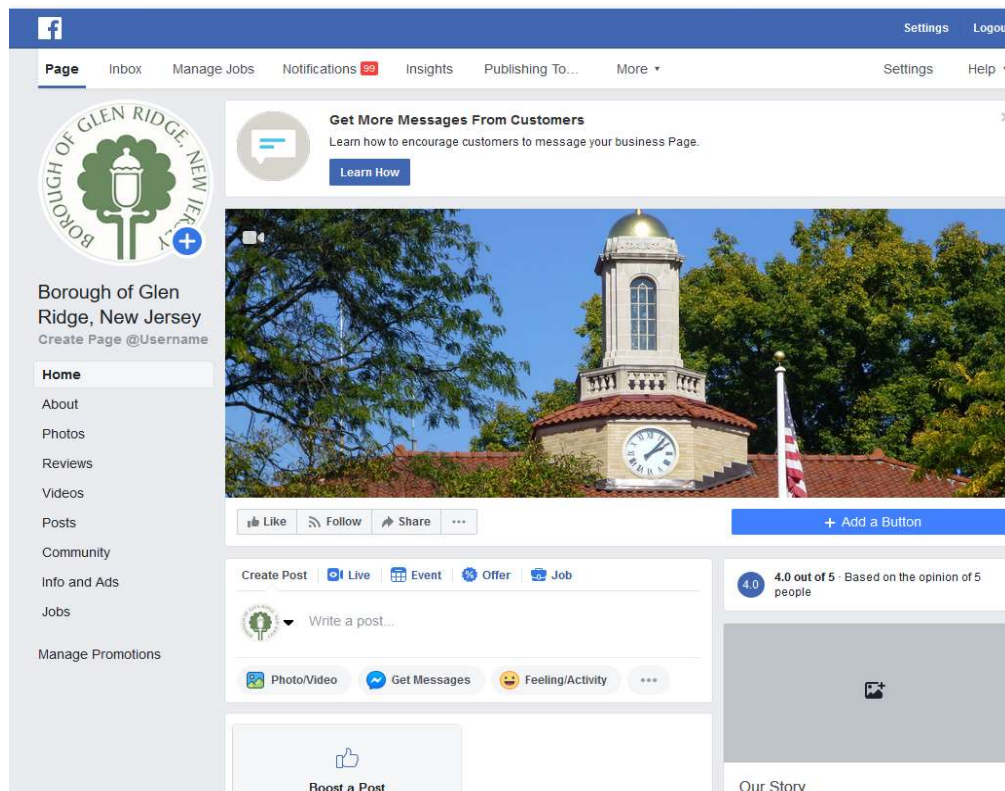
Video Broadcasting & Social Media

Glen Ridge TV live streams the Borough's Council meetings on YouTube and Facebook while also broadcasting on Channel 36 on Comcast and Channel 38 on Verizon FIOS. The Glen Ridge TV webpage <http://www.glenridgenj.org/grtv.htm> allows all non-profit organizations to submit announcements and events online to be included on the GRTV bulletin board.

Facebook (Borough of Glen Ridge, New Jersey)

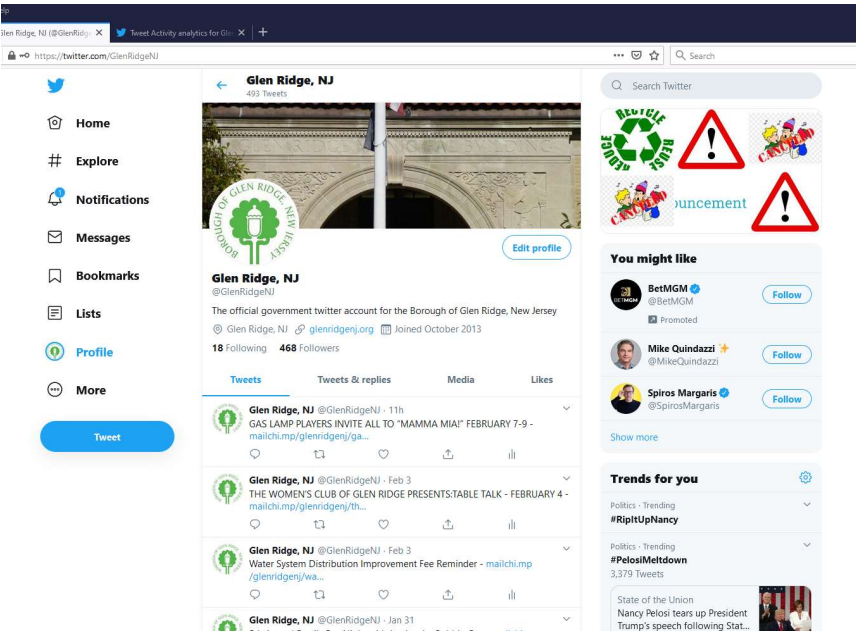
Social media has been an integral part of community with our residents in 2020.

We ended 2020 with 2,382 followers on our Facebook page. This is an increase of 1,139 followers from last year. We almost doubled the amount of followers with this platform.



Twitter (@GlenRidgeNJ)

Our twitter feed has 570 followers up from 468 followers last year.



YouTube (Borough of Glen Ridge)

Glen Ridge TV now live streams on YouTube 24 hours a day. We continue uploading Council meeting videos to YouTube and link to them on both Facebook and Twitter. Our YouTube channel currently has 43 subscribers increased from 34 subscribers in 2019.

