



2023 Annual Report



Mayor Stuart K. Patrick
Council President Richard Law
Councilor Ann Marie Morrow
Councilor David Lefkovits
Councilor Deborah Mans
Councilor Rebecca Meyer
Councilor Peter Hughes

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



Date: March 8, 2024

To: Mayor Deborah Mans
Council President Richard Law
Councilor Ann Marie Morrow
Councilor David Lefkovits
Councilor Rebecca Meyer
Councilor LoriJean Moody
Councilor Peter Hughes
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 2023 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
- Glen Ridge Library
- 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

Michael P. Zichelli, AICP, PP
Borough Administrator

MUNICIPAL FINANCE

PROPERTY TAX VALUES, RATES, & RATIOS

	2022	2023
NET TAXABLE VALUE	\$1,718,387,327	\$1,720,115,800
AVERAGE RESIDENTIAL VALUE	\$669,900	\$670,100
MUNICIPAL TAX LEVY	\$12,859,133	\$13,233,045
MUNICIPAL TAX RATE	.7483	.7693
AVERAGE MUNICIPAL PROPERTY TAX	\$4,915	\$5,154

	2022		2023	
	TAX LEVY	TAX RATE	TAX LEVY	TAX RATE
ESSEX COUNTY	\$9,106,647	0.530	\$9,391,908	0.546
COUNTY OPEN SPACE	\$308,199	0.018	\$343,084	0.020
MUNICIPAL	\$12,180,653	0.709	\$12,478,359	0.725
PUBLIC LIBRARY	\$678,479	0.039	\$754,686	0.044
BOARD OF EDUCATION	\$34,308,832	1.997	\$35,058,925	2.038
TOTAL	\$56,582,810	3.293	\$58,026,962	3.373

	TAX COLLECTIONS	% OF TAXES COLLECTED
2023	\$57,841,048	99.48%
2022	\$56,278,169	99.32%
2021	\$55,677,317	99.35%

MUNICIPAL WATER UTILITY

	2022	2023
TOTAL WATER BILLED	\$ 1,750,088	\$ 1,726,876
RENTS PAID	<u>\$ 1,630,550</u>	<u>\$ 1,314,180</u>
ACCOUNTS RECEIVABLE	\$ 119,538	\$ 412,686

SWIMMING POOL UTILITY

	2022	2023
SWIMMING POOL MEMBERS	1,452	1,443
SWIMMING POOL REVENUE	\$ 526,266	\$ 519,402

OFFICE OF VITAL STATISTICS



Under the direction of the local registrar, Kathleen Sweeney, 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 2023 the Office of Vital Statistics issued 3,147 birth certificates, 225 death certificates, 27 marriage certificates, and prepared 64 amendments to vital records.

In 2022 the Office of Vital Statistics issued 2,834 birth certificates, 238 death certificates, 55 marriage certificates, and prepared 42 amendments to vital records.

	Birth	Death	Marriage	Amendments
JAN.,2023	265	13	2	6
FEB.,2023	243	15	0	6
MARCH, 2023	291	29	2	9
APRIL, 2023	215	15	0	1
MAY, 2023	292	8	2	8
JUNE, 2023	281	20	0	4
JULY, 2023	343	21	4	4
AUG., 2023	309	30	6	5
SEPT.,2023	226	23	5	5
OCT.,2023	280	12	2	7
NOV., 2023	205	9	4	5
DEC., 2023	197	30	0	4
TOTALS:	3147	225	27	64

OFFICE OF THE MUNICIPAL CLERK

The Municipal Clerk, Tara Ventola, 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.

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 as well as block party and garage sale applications.

In order to streamline and provide expedited service to

our constituents the Borough utilizes a digital portal that allows citizens to request public records online. This portal also allows the Borough to fulfill and track all requests online. 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. 150 requests were processed in 2023 through the online portal. The portal allows for more efficient and transparent access to public records and we continue to direct users to this feature. Requests for public records are still accepted in person and via email. In 2023, the Clerk's office fulfilled approximately 560 via other means of correspondence, totaling 710 requests, which is down from 880 last year due to accident reports being filed directly through a state online portal.

**Borough of
Glen Ridge**

**Open Public Records Act
Request**

825 Bloomfield Ave
Glen Ridge, NJ 070
(973) 748-84
www.glenridgenj.c

Requestor Details

First Name *	Middle Initial	Last Name *	Business Name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Address	City	State	ZIP
<input type="text"/>	<input type="text"/>	<input type="text" value="Select..."/>	<input type="text"/>
Phone # *	Fax #	Email *	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

Dog Licenses

State Law requires the Municipal Clerk to license all dogs over the age of seven months within the Borough on a yearly basis. The Borough currently utilizes online software provided through GovPilot to track and issue dog licenses online. This software 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 2023, 302 dog licenses were issued compared to 232 licenses in 2022.



Film Permits



Due to its proximity to New York City, 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. By utilizing a streamlined application process, the Borough maintains a reputation for being film friendly by offering a quick turnaround time for approvals of film permits. The Clerk provides a yearly report of film permits to the NJ Motion Picture and Television Commission.

In 2023, the Borough issued 7 permits and collected \$8,000 in permit fees compared to 2022 the Borough issued 1 film permit and collected \$1,150.

Block Parties

Block party applications are available online. In 2023, 23 block party applications were approved and issued. In 2022, 26 block party applications were approved and issued.



Garage Sales



The Borough regulates garage sales and requires an application to 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.

24 individual garage sale permits were issued in 2023. 40 permits were issued in 2022.

PARKS & RECREATION

Athletic Field Improvements: Led by the Chair of the Parks & Recreation Committee, and with the guidance of our athletic fields consultant, Tyler Neff, continued improvements were made to Borough fields. The Borough implemented strategies such as regular aeration and in-season overseeding by our Department of Public Works. This approach has resulted in fewer rain outs and a marked upgrade in field conditions from 2022 to 2023.



Glen Ridge Senior-Community Center: By the latter part of 2022, the facility was back to serving Borough commuters, civic groups, hosting Recreation Department programs, and was available for event rentals. In 2023, it is estimated that well over 5,000 people either attended a meeting, waited for a train, came in from the cold, or made an appearance at a party at the Glen Ridge Train Station.



The Glen Ridge Community Pool: The Glen Ridge Community Pool, managed by Jodie Schnack, enjoyed a very successful 2023 season with a total of 1,627 Family, Couple, Single members. (2022: 1,537, 2021: 1,108). Highlights at the pool include the waterslide, the mushroom water feature, the kiddie pool, a dedicated lap lane for lap swimmers, adult morning swim, the swim team, group and private swim lessons.



Freeman Tennis Courts: Although Freeman Tennis Courts had a great 2023 season with 189 total permit holders (2022: 186, 2021: 204), we are saddened by the loss of long-time courts manager, Peter DeCapua. During his tenure, Peter greatly improved the quality of the courts and substantially increased membership. Peter's love of tennis was equal only to his love of social interaction. The quintessential people person, Peter never went anywhere without striking up conversations with people he didn't know. We will miss him dearly, but his spirit will live on at Freeman Tennis Courts.



Glen Ridge Summer Day Camp: With Carteret Park as home base, popular off-site activities included bus trips to Camel Beach Water Park and Medieval Times as well as weekly visits to the Glen Ridge Community Pool. Camp manager, John Dubuque led a nine person staff of certified teachers, HS and college students and had 181 resident campers (2022: 178 2021: 171).



Adult Open Gym Basketball and Softball League: The Open Gym Basketball and Softball League programs allow neighbors to participate in a competitive, friendly games of pickup basketball, and league structured slow pitch softball. 46 residents participated in Open Gym Basketball and 73 residents participated in the Softball League.



Senior Citizens Programs: Participation was strong for the Seniors programs in 2023. In addition to programs such as the monthly health screenings and luncheon at the Community Center, virtual on-line options for the weekly Yoga and Art programs were offered. The Recreation Department continued to run the very popular weekly grocery shopping trips for seniors. Bus and jitney day trips continue to be a program highlight. The year-end holiday gathering at Fitzgerald's was attended by over 30 resident seniors.



Field/Gazebo Permits: Field and gazebo permits continued to be a big part of Parks & Recreation serving the community. 32 permits were issued for use of Borough outdoor facilities in 2023 (2022: 22, 2021: 30) for occasions such as weddings, religious ceremonies, social events, and school picnics.



Glen Ridge Public Library



2023 was a busy and productive year at the Library. We debuted “Ike the Book Bike” and continued our outreach efforts to bring the Library outside of our four walls. We had a successful Summer Reading program with 297 participants reading 4,400 books and continued to offer programming for all ages.

The Community rallied around the Library when book challenges came to Glen Ridge and culminated in the largest Library Board Meeting in our 111 year history.

The Pickup Lockers debuted in March 2023 and have been so popular that the Friends of the Library are looking into adding another bank of lockers, a few years ahead of schedule.

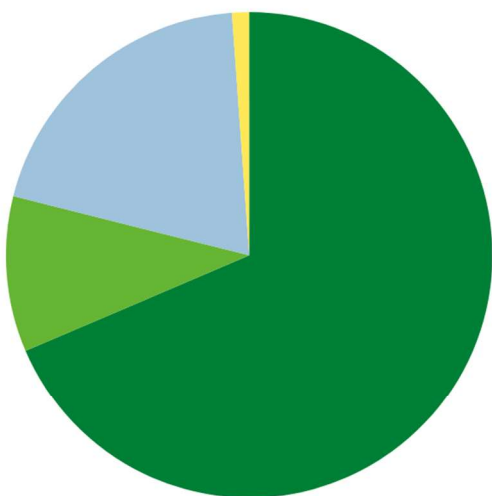
We received a Library Construction Bond Act grant from the State of New Jersey along with matching capital funds from the Borough of Glen Ridge and embarked on a renovation project to improve and enhance the patron experience.

As we look forward to 2024 we are excited to debut our new Young Adult area, a second restroom, a water fountain/bottle filler, and new study rooms!



USAGE STATISTICS

- Books & Magazines
- Movies & Music
- eContent
- Museum Passes & Library of Things



112,957

ITEMS BORROWED

With a population of just over 7,800, that averages out to over 14 items borrowed per person or 45 items borrowed per household last year alone!



481 NEW LIBRARY CARDS ISSUED

98,067 VISITS TO THE LIBRARY



450 PROGRAMS HELD

56,199 ITEMS BORROWED AND LOANED VIA BCCLS



LIBRARY HOLDINGS



Adult Fiction	7,530
Adult Non Fiction	7,125
Children's Books	14,165
Young Adult Books	3,022



DVDs & Blu-Ray	4,248
CDs	1,863



Museum Passes	19
Library Of Things	99



4,653 Library Card Holders
60% of residents, an average of just under 2 cards per household.



3,308 New Items Available



59,766 Website Page Views



5,002 Items borrowed from the 24/7 Pickup Lockers



297 Summer Reading Program Participants (all ages)

PUBLIC WORKS

The Public Works Department continues to provide essential services to our residents. The winter of 2023 was very mild. Public Works salted the Borough two times. The team only had to drop their plows one time to push slush from the roadways.

The table below depicts volume and cost of disposal or recycling for the Borough's solid waste:



Solid Waste

	2022	2023
Single Stream Recycling (tons)	1,060.04	1,006.88
\$ per year	\$66,847.91	\$101,728.39
Bulk -Type 13 (tons)	295.74	349.49
\$ per year	\$24,762.31	\$27,707.57
Household Refuse- Type 10 (tons)	3,058.00	2,811.44
\$ per year	\$241,429.10	\$208,889.99
Leaves (cubic yards)	1,120.00	1,430.00
\$ per year	\$11,760.00	\$15,015.00
Plant Material (cubic yards)	540	390
\$ per year	\$8,932.50	\$7,800.00
E Waste (tons)	16.06	10.53
\$ per year	\$0.00	\$0.00
Styrofoam (cubic yards)	232.00	186.00
	\$0.00	\$0.00

The table below depicts volume and cost for materials used to maintain our roads, including during storm events:

Materials Use

	2022	2023
Salt (tons)*	280	0
\$ per year	\$13,571.60	\$0.00
Brine (gallons)	4,000	0
\$ per year	\$2,000.00	\$0.00
Asphalt		
Hot Mix (tons)	18	19.01
\$ per year	\$2,154.00	\$2,318.55
Gasoline (gallons)	38,772	35,698
\$ per year	\$118,057.80	\$93,050.63
Diesel (gallons)	2,462	2,821
\$ per year	\$9,194.65	\$9,063.32

*Notes:

- Salt usage - Essex County provides 175 tons salt per year via shared service agreement which was stockpiled.
- Due to the mild winter there was no need to purchase de-icing products, the Borough remains well stocked.



Water System Emergencies

2023

Two distribution system repairs:

- April 3, 2023 repair supply line at 300 block of Forest Ave
- December 23, 2023 MVA hydrant hit by 15 Laurel Pl

Eight Emergency call outs:

- six locate & mark requests
- two leaks which were homeowners responsibility



2022

Three distribution system repairs:

- February 5, 2022 – 6” water main repair Victor Avenue
- March 16, 2022 – sprinkler main line repair Carteret Field House
- July 19, 2022 – replace 6” valve Herman Street & Bloomfield Avenue

Nine Emergency call outs:

- six locate & mark requests
- two leaks which were the homeowners responsibility
- In October, a 72” watermain break, owned by North Jersey Water District, failed affecting the Borough’s water supply,

Sanitary Sewer Emergencies

2023

Five emergency call outs:

- January 4, 2023 Bay Ave by new medical building - main block
- April 29 & 30, 2023 trunk line on Linden Ave surging by Bloomfield border- tree roots
- December 12, 2023 library - sanitary clog
- December 9, 2023 train station - clog main line

2022

Three emergency call outs:

- homeowner laterals
- blocked lateral at library

Tree Emergencies

2023

One emergency call out:

- June 27, 2023 tree blocking roadway Ridgewood Ave by high school

2022

Four emergency call outs:

- large limbs blocking roadway Ridgewood Avenue & Maolis Avenue
- large limb blocking High St & Belleville Avenue
- large limb blocking roadway Ridgewood Avenue & Stanford Place
- tree blocking driveway 29 Hawthorne Avenue

Additional Emergencies

2023

- January 16, 2023 remove water from library elevator shaft clean & sanitize
- March 9, 2023 illegal dumping in storm sewer industrial paint striper
- July 25, 2023 heavy rain thunder storm flooding
- September 8, 2023 heavy rain & wind localized flooding & downed limbs
- November 27, 2023 rain, flooding

2022

- fuel dispenser nozzle frozen at the Municipal Complex
- two times for separate flooding of Borough roadways
- fuel dispenser in lockout mode at the Municipal Complex
- call box cover dislodged Ridgewood Avenue & Washington Street



2023 CAPITAL PROJECTS

Deputy Administrator & Director of Planning & Development Erik DeLine continued to work with the Mayor and Council along with the entire Borough staff in overseeing the budgeting and implementation of many of the Borough's capital projects.

2023 Road Paving

Using NJDOT Municipal Aid funding from 2021 and CDBG funds, the following contracts for roadway work were completed in 2023: High Street, Hillside Avenue, Roswell Terrace, Inness Place, Oxford Street, Tuxedo Road, Ardsley Road, Mitchell Place, and Columbus Avenue. In addition, ADA ramps were be constructed on Michell, Ardsley and Columbus using CDBG funds, 2 speed humps on High Street, and new curbing along the length of Roswell Terrace.



In 2023, the Borough awarded the 2022 NJDOT Municipal Aid contract to American Asphalt and Trucking, LLC. This work will begin in Spring 2024. The roads to be paved are lower Sherman Avenue between the railroad tracks and Belleville Ave, Glenridge Avenue, and Argyle Street. On Sherman Avenue, ADA ramps will be reconstructed, and a new stormwater conveyance system with stormwater inlets and curbing will be constructed.

In the first Quarter of 2023, a temporary ADA ramp was installed to the entrance to the Police station making the station more accessible to visitors.

Using a grant provided by PSE&G, the Borough replaced the Glen Ridge Public Library's chiller with a new unit that is more efficient and cost effective. This chiller was recently installed at the end of December.



Planning for water infrastructure improvements was a primary focus for 2023, as the Borough began planning and engineering for the following projects, which will be completed in 2024.

- Water Meter Replacement Program – The project, partially funded by the NJ Infrastructure Bank includes the acquisition and installation of new water meters which have a more reliable mechanical meter and the ability to automatically upload water usage readings to an online system, providing more accurate and timely readings. In addition, the replacement of the meters will assist the Borough's inventory of residential water service line materials, required by State law to address lead water pipes.
- Hydrology Study – Suburban Engineering conducted a Borough-wide hydrology study to measure flows and water age. The results of this study included recommendations to improve service and quality to the Borough and is being used to identify infrastructure projects going forward.
- Carteret Street Water Main Replacement Program – In 2023, the Borough began engineering for the replacement of the Carteret Street Water Main between Ridgewood Avenue and Midland Avenue. The project will upgrade the existing 6" main to 8", to better convey water in the south end of the Borough and improve water age and quality. Currently at 60% design, this project will be bid in the spring of 2024, and constructed in the summer of 2024.

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 Building Department issues permits and has the duty to monitor all projects while under construction, perform final inspections, and issue Certificates of Occupancy.

Number of Inspections	2019	2020	2021	2022	2023
Building	636	531	575	534	538
Plumbing	643	501	620	548	459
Electrical	719	574	704	606	544
Fire	142	132	154	120	117
TOTAL	2,140	1,662	2,053	1808	1658

Construction Value	2019	2020	2021	2022	2023
	\$32,757,739	\$9,872,652	\$10,703,096	\$11,983,942	\$12,976,470

Permit Fees Collected	2019	2020	2021	2022	2023
Building	\$194,049.00	\$156,715.00	\$137,380.00	\$162,614	\$157,377
Plumbing	\$83,130.00	\$56,186.00	\$64,465.00	\$55,178	\$50,588
Electrical	\$100,132.00	\$50,176.00	\$62,015.00	\$50,473	\$53,778
Fire	\$27,555.00	\$17,220.00	\$14,375.00	\$12,845	\$12,255
Elevator	\$1,268.00	\$0.00	\$574.00	\$113	\$193
Zoning Compliance	\$13,985.00	\$2,400.00	\$0.00	\$8,950	\$8,165
TOTAL	\$420,119.00	\$282,697.00	\$278,809.00	\$290,173.00	\$282,356.00



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. For properties in the Historic District, all exterior changes which can be seen from any street are subject to review by the Historic Preservation Commission before a Building Permit for such change can be issued.

In 2023, 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. The number of applications the Glen Ridge Historic Preservation Commission heard decreased from 2022. In 2023, the Commission heard 58 cases; 49 cases for rehabilitation were approved including the removal of two garages, five applications were denied, and four applications were withdrawn.

Year	Number of Applications	Average per Month
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
2021	77	6.4
2022	69	5.8
2023	58	4.8



The rehabilitation of 65 Woodland Ave was completed in 2023.

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 2023, hearing one case for a minor subdivision at 20 Midland Ave with variances, which was denied. The project proposed the subdivision and construction of two single-family homes on the lot. A flag lot would have been created, and the project needed variances for lot width and rear yard setback for the rear lot, and a driveway apron width variance for the front lot.



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.

The Board of Adjustment met six times in 2023. Three applications were heard, two for residential bulk variances, and one for a use variance to convert a one-family home to a two-family. The two bulk variances were for fence height in the front yard, and for the expansion of an existing side yard setback variance. All three applications were approved subject to certain conditions.

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.

Although the Commission has been in existence for 13 years, this was a consummate year – when all the pieces seemed to fit seamlessly, particularly in terms of planting. It helped, of course, that there were no catastrophic storms and that the summer was temperate. But the key ingredient was the development within the DPW of a professional shade-tree crew – with the expertise, training, and proper equipment to undertake most of the borough's tree work.

In 2023, a total of 114 trees were planted. Glen Ridge had an epic number of tree removals this year: 55 by a contractor and 63 by the DPW. The vast majority of these were maples. The Commission oversaw the planting 114 trees, but removed 118.

Interestingly, the lion's share of the pruning budget in 2023 went toward the elevation pruning of 537 trees. As a tree grows upward in a forest, the lowest branches die off for lack of sun. But those lower branches on a street tree merely grow out, obstructing the sidewalk, while giving the sapling a poor growth structure and bush-like appearance. This elevation pruning was, therefore, timely and essential.



The Tree Service Request form on the town's website, which generates an email to the Commission, has become a very popular way to respond promptly to the tree concerns of residents. Indeed, these email requests average about 10 per month.

However, our most successful outreach tool remains the Commission's e-newsletter, *GReen Flash*. Our opening rate averages 60%. The Commission members hear many enthusiastic comments from residents. The Commissioner also continued to upgrade our small Glen arboretum. In 2023, they added informational signs. They also posted information about the spotted lanternfly invasion and featured a lanternfly trap.

A more detailed report from the Shade Tree Commission can be found at <https://www.glenridgenj.org/shadetree.htm>





Glen Ridge Environmental Advisory Committee

The mission of the Glen Ridge Environmental Advisory Committee (GREAC) is to aid Glen Ridge's efforts to build and maintain a stable, sustainable community that preserves and protects air, land, water, and working and living environments that our residents desire and expect, both now and for future generations. Recent accomplishments have included:

- Helping Glen Ridge achieve Sustainable NJ Silver Certification
- Supporting the continuance of the award-winning multi-town Energy Aggregation collaborative that allowed the municipality to conduct a "bulk purchase" of greener, cleaner energy supply on behalf of its residents
- Maintaining a website that houses sustainability information (www.goglenridgegreen.org) and producing a quarterly email newsletter in collaboration with the Glen Ridge Public Library
- Running the Borough's popular annual EcoFair, in cooperation with the Arts Festival
- Designing and awarding an annual scholarship to graduating seniors who demonstrate environmental leadership

Over the course of 2023, the GREAC activities included:

- Implementing a \$10,000 grant from Sustainable Jersey focused on waste reduction.
 - Design and distribution of an updated recycling flyer
 - Creation of a new drop-off location for residential food scraps for off-site composting, which resulted in over 30,000 pounds of food scraps being diverted from the trash incinerator in Newark
 - Educational webinars on composting, recycling, and information on how our garbage is disposed of
 - Purchase of new recycling bins for our Borough parks
 - Hosting the second annual Pumpkin Smash weekend after Halloween to highlight composting
- Working towards the continuance of the Energy Aggregation by collaborating on new bids and contracts
- Facilitating the growth of a robust townwide Pollinator Pathway by educating the public about the importance of native plants and organic gardening practices through an annual native plant sale and the addition of several pollinator demonstration gardens in town.
- Held workshops on gas leaf blowers and winter seed sowing and started a native seed library at the GR Public Library.



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.

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.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	8,435	12,447	50,839	212,490	9.19 GB
Feb 2023	10,798	20,027	102,768	325,341	15.72 GB
Mar 2023	12,411	20,537	79,325	339,609	15.92 GB
Apr 2023	9,604	14,972	68,000	264,666	14.95 GB
May 2023	10,488	16,907	48,288	277,508	16.54 GB
Jun 2023	9,879	15,264	40,971	255,108	12.77 GB
Jul 2023	11,865	17,909	48,413	299,767	13.30 GB
Aug 2023	9,572	14,554	38,679	224,135	12.66 GB
Sep 2023	8,941	14,063	39,487	220,671	13.89 GB
Oct 2023	8,641	13,748	40,369	216,073	11.37 GB
Nov 2023	8,616	13,589	33,592	190,890	10.33 GB
Dec 2023	8,675	13,855	37,056	197,189	11.18 GB
Total	117,925	187,872	627,787	3,023,447	157.84 GB

Year	Average Visits Per Month	Average Visits Per Day
2020	17,567	578
2021	15,727	517
2022	10,377	345
2023	10,251	341

Our top downloaded documents were:

- Vital Statistics Application
- Field Permit
- Citizens Leadership
- Water Quality
- Pool Employment

Our top viewed pages were:

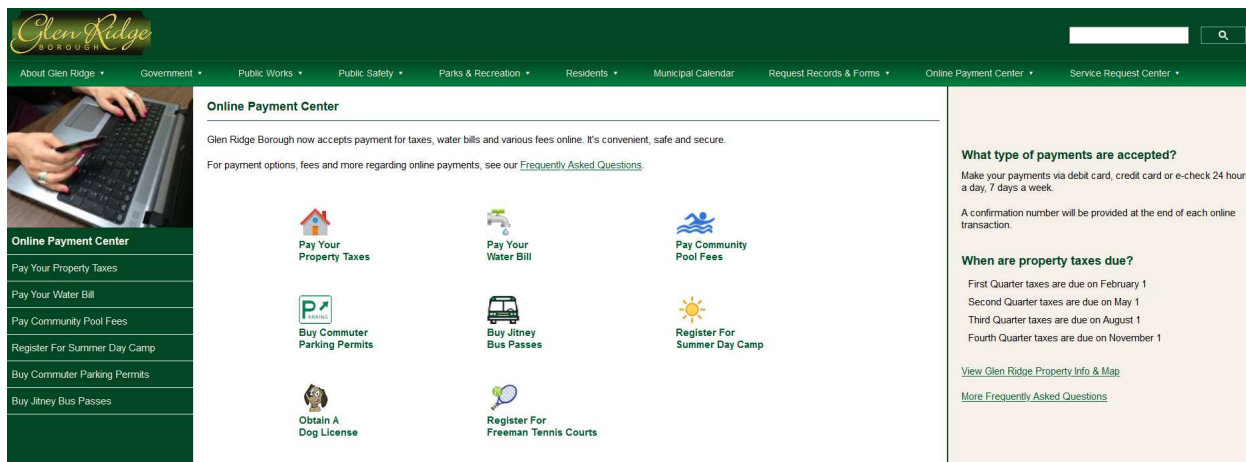
- Garbage
- Pool
- Online Payment Center

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, 1751 transactions out of a total of 1,765 were paid via credit card through Community Pass, a cloud-based recreation management software. Use of the software over paper forms continues to rise.

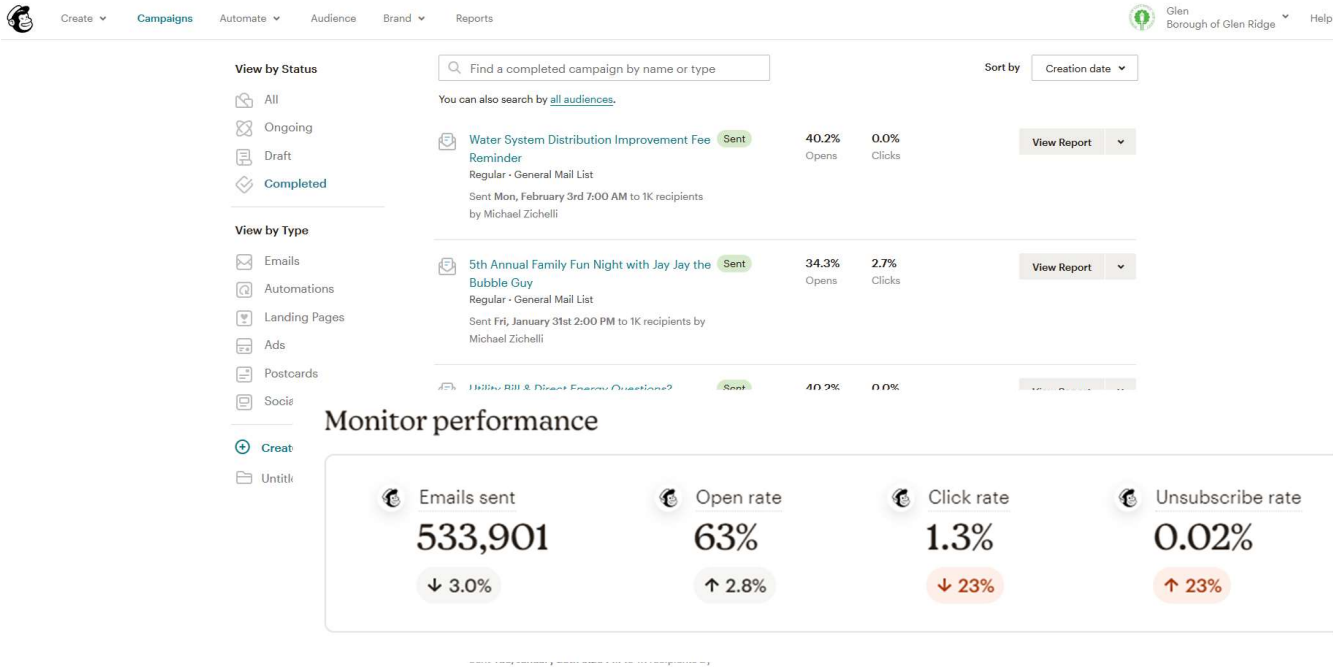
For recreation, jitney passes, parking permits and miscellaneous payments, 1,915 transactions out of a total of 2,122 were paid via credit card through Community Pass. This equates to a 90% credit card transaction collection



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. The current system uses outdated technology and is not operating to the potential required. In 2023 a contract with GovPilot was executed to provide more efficient service to our residents and is ready for a 2024 roll out.

Email Broadcast (announcement@glenridgenj.org)



The General Mailing List currently has 2,997 subscribers, up from 2,922 in 2022. We continue to utilize Mail Chimp software to manage our email broadcasts.

In 2023, 260 email broadcasts were sent out to the public.

The average open rate of broadcast e-mails was 63% up from 60% in 2022.

Announcements with the highest open rate of the 260 total broadcasted emails during 2023 were:

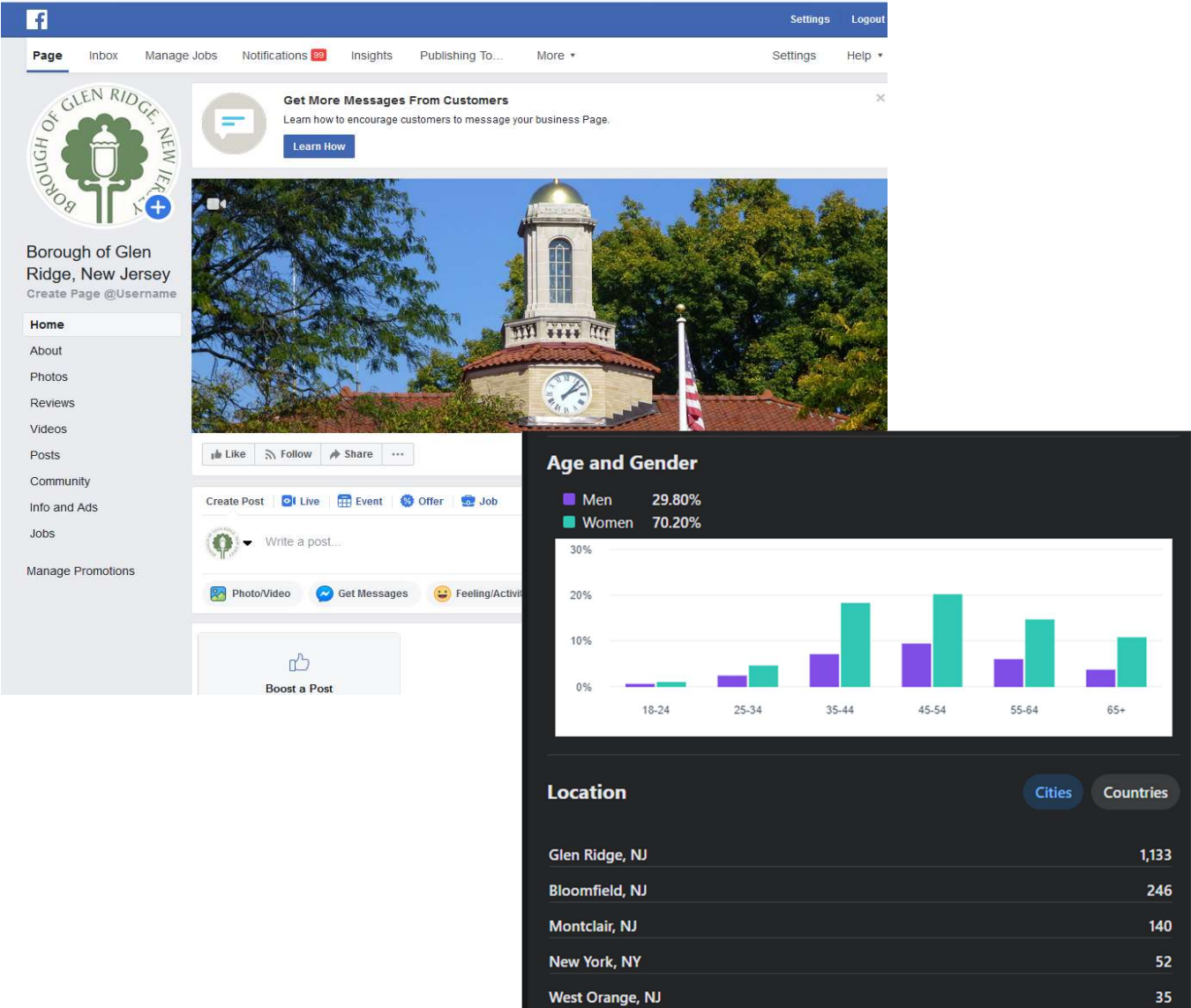
Essex Hudson Greenway Survey & Information	67.3%
The GR Mayor's Gala - Silent Auction is live!	64.3%
2023 Registration for Community Pool now available!	64%

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.

Facebook (Borough of Glen Ridge, New Jersey)

The Borough ended 2023 with 2,681 followers on our Facebook page. This is an increase from the 2,619 followers in 2022.



Twitter (@GlenRidgeNJ)

By the end of 2023, the Twitter feed had 654 followers, up from 647 followers last year.



YouTube (Borough of Glen Ridge)

Glen Ridge TV now live streams on YouTube 24 hours a day. The staff continues uploading Council meeting videos to YouTube. Our YouTube channel currently has 62 subscribers, increased from 54 subscribers in 2022.

