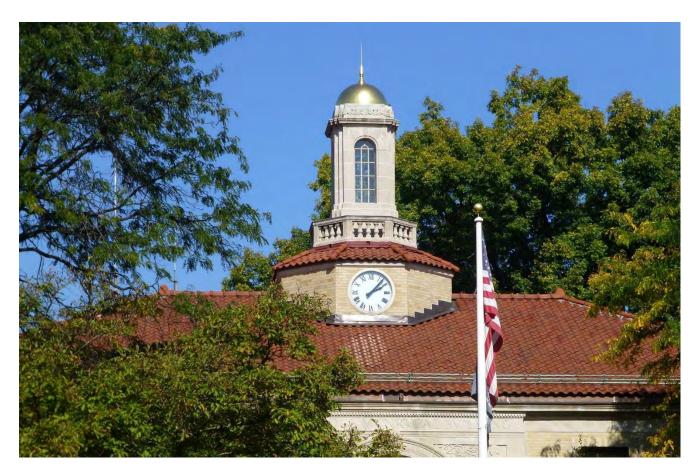


2024 Annual Report



Mayor Deborah Mans
Council President Rebecca Meyer
Councilor LoriJeane Moody
Councilor David Lefkovits
Councilor Richard Law
Councilor Steve Zimet
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: April 24, 2025

To: Mayor Deborah Mans

Council President Rebecca Meyer Councilor LoriJeane Moody Councilor David Lefkovits Councilor Steve Zimet Councilor Richard Law Councilor Peter Hughes John Malyska, Esq.

In effort to provide useful data to our residents, elected officials and members of the various boards and commissions, please find our 2024 annual report.

Included are summaries and statistics regarding:

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

Respectfully submitted,

Michael P. Fichelli

Michael P. Zichelli, AICP, PP Borough Administrator

MUNICIPAL FINANCE

PROPERTY TAX VALUES, RATES, & RATIOS

NET TAXABLE VALUE
AVERAGE RESIDENTIAL VALUE
MUNICIPAL TAX LEVY
MUNICIPAL TAX RATE
AVERAGE MUNICIPAL
PRODERTY TAY

2023	2024
\$1,720,115,800	\$1,724,169,000
\$667,200	\$672,540
\$12,478,359	\$12,892,258
.726	.748
\$4,840	\$5,029

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ESSEX COUNTY
COUNTY OPEN SPACE
MUNICIPAL
PUBLIC LIBRARY
BOARD OF EDUCATION
TOTAL

TAX LEVY	TAX RATE	TAX LEVY	TAX RATE
\$9,391,907	0.546	\$9,070,098	0.526
\$343,084	0.020	\$370,961	0.022
\$12,478,359	0.726	\$12,892,258	0.748
\$754,686	0.044	\$818,411	0.047
\$35,058,925	2.038	\$35,773,879	<u>2.075</u>
\$58,026,961	3.374	\$58,925,607	3.418

	TAX COLLECTIONS	% OF TAXES COLLECTED
2024	\$58,737,193	99.41%
2023	\$57,841,459	99.48%
2022	\$56,417,198	99.56%

MUNICIPAL WATER UTILITY

	2023	2024
TOTAL WATER BILLED	\$ 1,722,621	\$ 2,058,946
RENTS PAID	<u>\$ 1,451,580</u>	<u>\$ 1,782,247</u>
ACCOUNTS RECEIVABLE	\$ 271,041	\$ 276,699

SWIMMING POOL UTILITY

	2023	2024
SWIMMING POOL	1,443	1,595
MEMBERSHIPS		
SWIMMING POOL REVENUE	\$ 498,942	\$ 527,964

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 municipal 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 2024 the Office of Vital Statistics issued 3,455 birth certificates, 214 death certificates, 53 marriage certificates, and prepared 88 amendments to vital records.

2024	Birth	Death	Marriage	Amendments
January	233	24	0	9
February	292	56	6	8
March	264	6	2	8
April	255	21	5	25
May	285	14	0	6
June	309	14	9	6
July	284	31	5	6
August	285	4	4	3
September	317	3	6	4
October	370	16	4	6
November	252	8	5	3
December	309	17	7	4
TOTALS:	3,455	214	53	88

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 people 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. 247 requests were processed in 2024 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 2024, the Clerk's office fulfilled approximately 510 requests via other means of correspondence, totaling 757 requests, which is up from 710 last year.

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 2024, 266 dog licenses were issued compared to 302 licenses in 2023.

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 2024, the Borough issued 2 permits and collected \$3,500 in permit fees compared to 2023, the Borough issued 7 film permits and collected \$8,000.

Block Parties

Block party applications are available online. In 2024, 24 block party applications were approved and issued. In 2023, 23 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.

29 individual garage sale permits were issued in 2024. 24 permits were issued in 2023.

PARKS & RECREATION

Glen Ridge Senior-Community Center: It is estimated that each year 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. Total reservations in 2024: 81



Senior Citizens Programs: In addition to programs such as the monthly health screenings and luncheons 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.



Athletic Fields: The Borough continued implementation of strategies such as regular aeration and inseason overseeding by our Department of Public Works. This approach has resulted in fewer rain outs and a marked upgrade in field conditions over the past 3 years. The Borough is proud to have natural grass fields that are among the best in the County.



The Glen Ridge Community Pool: The Glen Ridge Community Pool, managed by Jodie Schnack, enjoyed a very successful 2024 season with a total of 1,739 Family, Couple, and Single members. 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: The installation of a brand new HarTru (clay) court on court #7 was a welcome addition in 2024 and provided more space and opportunity to play for permit holders and the GRHS tennis teams. Total permit holders in 2024: 165 permit holders



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, high school, and college students and had 187 resident campers



Adult Open Gym Basketball and Softball League: The Open Gym Basketball and Softball League programs allow neighbors to participate in competitive, friendly games of pickup basketball and league structured slow pitch softball. 50 residents participated in Open Gym Basketball and 69 residents participated in the Softball League.



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. Total permits issued in 2024: 13



GLEN RIDGE PUBLIC LIBRARY



2024 was a year where we focused on how the "inside" of the Glen Ridge Public Library (the physical space) can be used to impact the greater community or the "outside". By improving our internal spaces to meet the current needs of the community we are fulfilling our vision to provide an ever-evolving and engaging public library that strives to deliver an optimal user experience to patrons of all ages.

This year, we completed the majority of the Library Construction Bond Act (LCBA) projects which

culminated in the May 2024 opening of the new Young Adult area and study rooms on the 3rd floor, in addition to a new restroom and water fountain on the 1st floor.

Additional building projects included upgraded flooring and painting the meeting room, new carpet by the public computers, and colorful chairs/stools and new tables in the Children's Department back reading room. And due to popular demand, an additional locker bank was added to the locker pavilion in April thanks to the Friends of the Library!

Even among all this work, the Library continued to serve community patrons in over 100,000 visits, host programming across the range of ages, and add new services and items -- physical and digital -- to enhance the Library's offerings.



We executed a successful community survey with over 900 respondents. We thank you for your participation and will be working this year to develop the Library's 2026-2030 strategic plan.

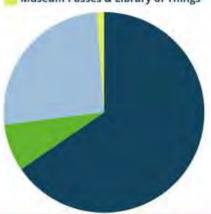






USAGE STATISTICS





112,890 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!



105,106 VISITS TO THE LIBRARY





59,321 ITEMS BORROWED AND LOANED VIA BCCLS



LIBRARY HOLDINGS



 Adult Fiction
 7,960

 Adult Non Fiction
 7,085

 Children's Books
 15,256

 Young Adult Books
 3,728



DVDs & Blu-Ray 4,081
CDs 1,986
Museum Passes 16
Library Of Things 101



4,377 Library Card Holders 56% of residents, an average of just under 2 cards per household.



3,458 New Items Available



83,094 Website Page Views



8,003 Items Borrowed from the 24/7 Pickup Lockers



500 Summer Reading Program Participants (all ages)

DIGITAL COLLECTIONS & RESOURCES

DIGITAL COLLECTIONS

WE CONTINUED to invest in eBook and digital audiobook collections this year in response to user trends. We are utilizing new lending models to reduce wait times and purchase recommended titles. We added music streaming and downloads (Freegal) and comics, graphic novels, manga, and picture books (Comics Plus) to our digital collection this year.



29,116

eBooks, Audiobooks, & Digital Magazines Checked Out via Libby/Overdrive

Patrons can check out a kindle for access to 800+ digital titles with no wait times.

1,433
Music
Downloads and

1,855

Films and Documentaries Streamed on Kanopy

ONLINE DATABASES

WE OFFER access to a variety of databases provided by the State of New Jersey such as Academic Search Premier, data axle (formerly Reference USA), Heritage Quest, and Peterson's Test Prep. The Library provides Mango Languages to Glen Ridge patrons in addition to the statewide databases to provide a language learning option and to replace Rosetta Stone which the State Library discontinued in 2022.



88,900

Newspaper articles read via the Library's subscriptions



The Library provides digital access to the Wall Street Journal and New York Times, FREE OF CHARGE, with your library card.

LIBRARY OF THINGS

NEW ITEMS were added to the Library of Things including a battery powered leaf blower, a new power washer, portable CD and DVD players, and a variety of replacement pieces.

This program is sponsored by the Friends of the Glen Ridge Library.



1,208

Library of Things and Museum Passes Were Checked Out

PUBLIC WORKS

The Public Works Department continues to provide essential services to our residents. The winter of 2024 produced seven storms of varying intensities. Two of the storms required plowing while the remaining storms were combated with salting and de-icing responses.

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





Solid Waste

	2023	2024
Single Stream Recycling (tons)	1,006.88	929.02
\$ per year	\$101,728.39	\$64,008.95
Bulk -Type 13 (tons)	355.93	253.47
\$ per year	\$28,218.13	\$20,437.29
Household Refuse- Type 10 (tons)	2,811.44	2,906.75
\$ per year	\$208,889.99	\$215,099.50
Leaves (cubic yards)	1,430	1,550
\$ per year	\$15,015.00	\$17,360.00
Plant Material (cubic yards)	390	540
\$ per year	\$7,800.00	\$10,210.00
E Waste (tons)	10.53	11.06
\$ per year	\$0.00	\$0.00
Styrofoam (cubic yards)	186	192
	\$0.00	\$0.00

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

Materials Use

	2023	2024
Salt (tons)*	0	349
\$ per year	\$0.00	\$11,860.20
Brine (gallons)	0	0
\$ per year	\$0.00	\$0.00
Asphalt		
Winter Mix (tons)	0	0.25
\$ per year	\$0.00	\$425.68
Hot Mix (tons)	19.01	15.05
\$ per year	\$2,318.55	\$1,568.69
Gasoline (gallons)	35,698	38,382
\$ per year	\$93,050.63	\$94,868.59
Diesel (gallons)	2,821	2,495
\$ per year	\$9,063.32	\$6,602.25

*Notes:

• Salt usage - Essex County provides 175 tons of salt per year via shared service agreement, which offsets cost by \$11,530.75.



Water System Emergencies

2024

Three hydrant replacements:

- 58A North dead end of Sherman Ave
- 50A Baldwin St between Ridgewood Ave & Forest Ave
- 62A Laurel Pl

Six emergency call outs:

- four locate & mark requests
- one leak inside residence
- one leaking water meter





2023

Two distribution system repairs:

- April 3, 2023 repair supply line 317 Forest Avenue
- December 23, 2023 MVA hydrant hit 15 Laurel Place

Eight emergency call outs:

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

Sanitary Sewer Emergencies

2024

Three emergency call outs:

- January 31, 2024 homeowner lateral
- May 28, 2024 homeowner lateral
- November 24, 2024 business lateral

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 boarder roots
- December 12, 2023 library sanitary clog
- December 9, 2023 train station clog main line

Tree Emergencies

2024

Five emergency call outs:

- January 9, 2024 downed limbs, various locations
- June 4, 2024 t-storms tree down & large limbs
- June 22, 2024 large limb down Midland Ave
- June 26, 2024 heavy rain tree down Wildwood Terrace
- August 26, 2024 t-storms tree down & large limbs Freeman Bridge, Baldwin St & Clinton Rd

2023

One emergency call out:

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

Additional Emergencies

2024

- February 27, 2024 MVA Glen Ridge Ave & Highland Ave temporary stop sign needed
- August 6, 2024 heavy rain causing manhole surge at Belleville Ave
- August 18, 2024 t-storms flooding

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 T-storms flooding
- September 8, 2023 heavy rain & wind localized flooding & downed limbs
- November 27, 2023 rain, flooding



2024 CAPITAL PROJECTS

Deputy Administrator and Director of Planning & Development Erik DeLine continues 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.

2024 Road Paving

Using NJDOT Municipal Aid funding from 2022 and CDBG funds, the following contracts for roadway work were completed in 2024: Lower Sherman Avenue, Glenridge Avenue, and Argyle Street. As part of the project, a stormwater system was constructed on Sherman Avenue, ADA ramps were reconstructed, and new striping was located along Glenridge Avenue to slow vehicular speed at the bend.



In 2024, the Borough awarded the 2023 NJDOT Municipal Aid contract to DLC Contracting, LLC. This work will begin in Spring 2025. The roads to be paved are upper Sherman Avenue between the railroad tracks and Bay Avenue and Laurel Place. On Sherman Avenue, the ADA ramps will be reconstructed.

Planning for water infrastructure improvements was a primary focus for 2024, as the Borough began planning and engineering for the following projects, which will be completed in 2025.

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.

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 100% design, this project will be bid in the spring of 2025 and constructed in the summer of 2025.

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	2020	2021	2022	2023	2024
Building	531	575	534	538	513
Plumbing	501	620	548	459	467
Electrical	574	704	606	544	591
Fire	132	154	120	117	107
Zoning Compliance	142*	0**	0***	0****	117
TOTAL	1,662	2,053	1808	1658	1795

Construction Value	2020	2021	2022	2023	2024
	\$9,872,652	\$10,703,096	\$11,983,942	\$12,976,470	\$12,110,335



Permit Fees Collected	2020	2021	2022	2023	2024
Building	\$156,715.00	\$137,380.00	\$162,614	\$157,377	\$178,441
Plumbing	\$56,186.00	\$64,465.00	\$55,178	\$50,588	\$56,812
Electrical	\$50,176.00	\$62,015.00	\$50,473	\$53,778	\$59,839
Fire	\$17,220.00	\$14,375.00	\$12,845	\$12,255	\$11,480
Elevator	\$0.00	\$574.00	\$113	\$193	\$2,576
Zoning Compliance	\$2,400.00	\$0.00	\$8,950	\$8,165	\$25,650
TOTAL	\$282,697.00	\$278,809.00	\$290,173.00	\$282,356.00	\$334,798

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 2024, 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 remained on point from 2023. In 2024, the Commission heard 59 cases.



20 Hillcrest	Road	restored	their	slate	roof from	asnhalt

Year	Number of Applications	Average per Month
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
2024	59	4.9

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 only one meeting in 2024. In 2025, the Planning Board will be undertaking the adoption of an updated Housing Element and Fair Share Plan (HEFSP) in compliance with the State's 4th Round of Affordable Housing.

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 2024. Four applications were heard, three for residential bulk variances, and one for accessory structure side yard setback in the PRD zone by the Glen Ridge Country Club. One residential bulk variance was for an accessory structure (HVAC) in the front yard, which was approved. A second residential bulk variance was for an accessory structure within the required side yard setback which was withdrawn. The third residential bulk variance was for building coverage requirements and was approved. The Country Club application was not heard and ultimately withdrawn without prejudice by the applicant.

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.

2024 was a year of challenges, largely due to weather extremes. In spring, there was relentless rain. Summer was extremely hot and dry, but the near catastrophic drought came in fall. These conditions hampered our planting

endeavors and hastened the demise of many declining trees. Nonetheless, on balance, 2024 was a successful year for shade trees in the borough.

The total tree management cost for 2024 was \$29,482.03. The total cost of new trees was \$21,467. In the spring, the Commission oversaw the planting of 57 trees, mostly on Burnet, Oakwood, Yantacaw, Oxford, and Sherman. In the fall, 52 trees were planted. However, 11 of those were replacements for saplings from previous plantings that hadn't survived. The focus of the fall planting was on Chestnut Hill Place, Spencer, and Ferncliff Terrace. As in 2023, all the planting was done by our highly efficient

and capable DPW tree crew, led by Adam Dentato. Not only did these men plant the trees, but they cared for them afterward. In the process, the borough easily saved \$15,000. And the trees received consistent and expert care.

The total cost of contractor removals was \$50,275. In 2024, there were 42 contractor removals, 28 of which were maples. The GRDPW removed 19 trees, 8 of which were maples.

The total cost of contractor pruning was \$66,065.

- \$36,780 for zone maintenance pruning.
- \$14,985 for structural and elevation pruning of saplings.
- \$14,300 for emergency pruning.

In 2024, the zone designated for maintenance pruning ran all the way from Baldwin north, encompassing some 520 trees. When zone maintenance pruning was begun in 2018, the town was preliminarily divided into 5 zones. Maintenance pruning has significantly reduced storm damage to our trees, reducing public risk and saving money in the process. Structural pruning and elevating young trees continue to be a major endeavor as well.

As part of the commission's community outreach, they had a table at the Eco-Fair. However, the Tree Service Request form on the town's website and our e-newsletter, GReen Flash, continue to be our most successful means of community outreach. The Commission receives between 12 and 15 "requests" each month from residents who have an immediate concern about a tree. The Commission GReen Flash to educate residents about trees. The email list includes 1,869 addresses and each issue has at least a 60% opening rate. To become a subscriber, click here.

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 New Jersey Silver Certification
- Maintaining a website that houses sustainability information (<u>www.goglenridgegreen.org</u>) 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 2024, the GREAC activities included:

• Hosting Repair Cafes to repair and refresh torn or damaged items to reduce waste.

- Holistic update of the <u>www.goglenridgegreen.org</u> website a great resource for residents to learn about tips, town information and events.
- Supporting clean-ups at Toney's Brook, Benson Street Garden, and Freeman Garden
- Hosting the third annual pumpkin smash after Halloween to highlight composting.
- 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.

Glen Ridge is Green

RECYCLING GUIDE



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.



Year	Average Visits Per Month	Average Visits Per Day
2021	15,727	517
2022	10,377	345
2023	10,251	341
2024	19,630	654

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	8,837	15,217	42,892	235,683	12.14 GB
Feb 2024	9,232	14,689	38,379	209,871	11.04 GB
Mar 2024	11,326	18,644	43,318	243,786	16.69 GB
Apr 2024	12,645	20,003	49,045	292,398	15.60 GB
May 2024	14,764	22,403	51,165	323,571	22.12 GB
Jun 2024	15,053	23,408	51,990	325,227	16.82 GB
Jul 2024	15,413	23,397	53,511	309,431	16.59 GB
Aug 2024	11,942	18,874	54,435	238,213	16.17 GB
Sep 2024	9,666	17,557	51,875	237,388	12.15 GB
Oct 2024	10,323	19,599	51,214	237,489	13.60 GB
Nov 2024	11,530	20,510	52,182	246,488	20.20 GB
Dec 2024	12,043	21,265	46,709	229,131	19.61 GB
Total	142,774	235,566	586,715	3,128,676	192.73 GB

Our top downloaded documents were:

- Vital Statistics Application
- Field Permit
- March 2024 Newsletter
- Water Quality
- Pool Employment

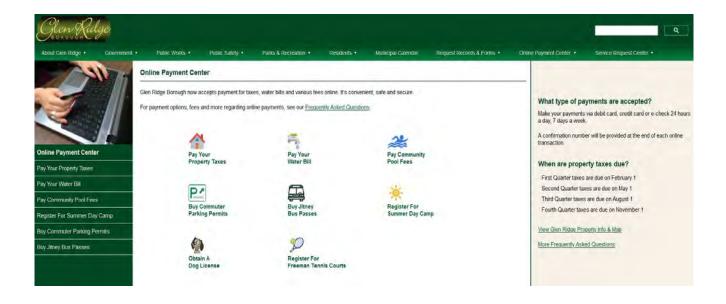
Our top viewed pages were:

- 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.

Nearly 90% of all payments for Recreation, Community Pool, Summer Day Camp and Jitney were paid via credit card through the online portal hosted by 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. 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 was ready for a 2024 roll out. In 2024 the soft roll out of the software initiated approximately 40 requests.

Email Broadcast (announcement@glenridgenj.org)

The General Mailing List currently has 2,039 subscribers, down from 2,997 in 2023. We continue to utilize Mail Chimp software to manage our email broadcasts. Please register for town emails by visiting our Borough website at www.glenridgenj.org and signing up through the portal in the lower right of the webpage.

In 2024, 265 email broadcasts were sent out to the public.

The average open rate of broadcast e-mails was 66% up from 63% in 2023.

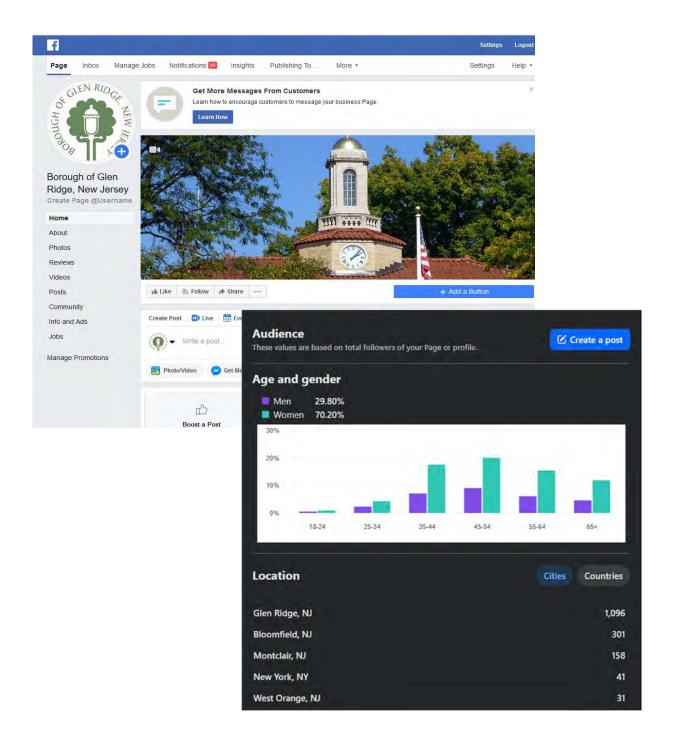


Video Broadcasting & Social Media

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 2024 with 2,848 followers on our Facebook page. This is an increase from the 2,681 followers in 2023.



Twitter (@GlenRidgeNJ)

By the end of 2024, the Twitter feed had 638 followers, down from 654 followers last year.



YouTube (Borough of Glen Ridge)

Glen Ridge TV streams on YouTube. The staff continues uploading Council meeting videos to YouTube. Our YouTube channel currently has 68 subscribers, increased from 62 subscribers in 2023.

