

Bradley Beach Strategic Plan Report

Town Meetings April 2019

STRATEGIC PLAN FRAMEWORK (2019-2023)

MISSION
VISION
VALUES
INTERNAL/EXTERNAL ASSESSMENT
GOALS/STRATEGIES
FINANCIAL PROFORMAS
MEASURES OF SUCCESS
IMPLEMENTATION

BRADLEY BEACH STRATEGIC PLAN SURVEY March 2019

PROPOSED MISSION

Bradley Beach is a unique oceanfront and family community, home to residents and welcoming to visitors and businesses. As a small but diverse town, (our)Bradley Beach (municipality) seeks to offer (offers) the best quality of life, civic engagement, services for tax dollars and financial stability in a caring, inclusive and transparent environment.

PROPOSED VISION

By 2023, Bradley Beach will continue to be (will strive to be) a vibrant, desirable, affordable and inclusive community for residents and visitors to our oceanfront town, recognized for its family character, efficient municipal services and strong financial health. Forward thinking (and strategic) governing will successfully develop and evolve residential growth, the beachfront, and Main Street with smart (balanced) land use, positive tourism, environmental and coastal stewardship, achieving (embracing) diversity and unity of year-round residents, summer residents/visitors and businesses.

() Revisions based on Survey Inputs

SURVEY RESULTS

Distribution: 2700 Bradley Beach Addresses

466 Total Responses
Full Time Residents 273
Part Time Residents 175
Business Owners 8
Other 10

On Line Responses 346
Paper Responses 120
Anonymous Responses 20

Mission:

Agree 406 (87 %)

Disagree 60 (13 %)

Key Reasons for Disagreeing with Mission:

Affordability, Main Street, Shared Services and Alternative Mission Statement

Vision:

Agree 401 (86 %)

Disagree 65 (14 %)

Key Reasons for Disagreeing with vision:

Overbuilding, Affordability, Main Street, Alternative Vision Statement

Goals/Issues: (# Rank Order and % Selection)

#1 Controlling Taxes (60%)

#2 Main Street- Business Attraction, Right Size Development (45%)

#3 Beach and Oceanfront Development (30%)

#4 Addressing Parking- Main Street, Residential, Beach (25%)

#5 Addressing Aging Infrastructure (25%)

#6 Planning for Climate Change (18%)

#7 Code Enforcement - Residential, Commercial (17%)

#8 Real Estate Value/Investment (16%)

#9 Public Safety (15%)

#10 Attracting Young People/Families (10%)

#11 Streamlined Operations (10%)

#12 Housing Development, Diversity and Affordability (10%)

#13 Education Options (8%)

#14 Identity/Marketing (5%)

#15 Governance Systems (5%)

Satisfaction Survey Rating: (Average – 5 Highest Rating)

4.4 Beachfront

3.6 Code Enforcement

3.9 Communications

3.5 Education/School

4.2 Garbage Pick Up

3.5 Main Street

4.3 Public Safety

4.3 Storm/Emergency Management

3.9 Street Maintenance

BRADLEY BEACH FACTS compared to our neighboring JERSEY SHORE TOWNS (Asbury Park, Ocean Grove/Neptune, Avon, Belmar, Spring Lake, Manasquan, and Sea Girt)

Size: BB .6 Square Miles; 1.5 Square Miles Neighboring Town Average

Population: BB 4300 (2010 Census); 63,000 Neighboring Town Totals

Households / Units: BB 2152/3172

2018 Tax Rate: BB 1.384; 1.3 Neighboring Town Average

Financials: BB Positive Financial Position - Budget Achievement, Fund Balance, Cash, Debt

Debt: BB \$4.6M vs \$41M Allowable by State of New Jersey

Municipal Expense/Resident (Census): BB \$2100; \$3000 Neighboring Town Average

Beach Badge: BB Daily \$9; \$7- 10 Neighboring Towns- \$9 Average

Beach Badge: BB Adult Season \$75; \$85 Neighboring Town Average

STRATEGIC PLAN TIMELINE

November-January: Strategic Planning Guide; Council and Staff Interviews

February-March: Strategic Plan Framework (Council/Town Meeting 2/3); Survey

March-April: Strategic Plan Survey Analysis and Public Engagement; Strategic Plan Goals/Development

May: 2019-2023 Strategic Plan Approval by Bradley Beach Council

- Mission
- Vision
- Values
- Internal/External Assessment
- Goals/Strategies
- Financial Preforms
- Measures of Success
- Implementation

