

Year in Review

2025



AFFORDABLE HOUSING

- Activated Affordable Housing Trust: Authorized Residential and Commercial Development fee collection effective February 1, 2025. Trust proceeds from construction initiated in 2025 should exceed \$100,000.
- Joined Round 4 of Affordable Housing: Met all administrative deadlines for compliance in 2025. Completed 10-Year Plan and reached settlement agreement with Affordable Housing.
- \$200,000 Funding of AH Trust: In support of the 10-Year plan submitted to Affordable Housing, the Bradley Beach Council committed to fund an additional \$200,000 into the trust, helping to achieve a settlement with Affordable Housing. Also passed resolution urging State representatives to protect "Home Rule" governing Affordable Housing.

BEACH

- Park Mobile: Converted to "cashless", app-based beach parking using Park Mobile in time for Memorial Day, adding approximately \$20,000 in annual savings for the Beach Utility.
- Created handicapped pick-up and drop off locations: In coordination with the County, our DPW worked tirelessly to create "pick-up" and "drop-off" areas for wheelchair bound beach visitors at Evergreen and Cliff beach entrances, building wheel-chair accessible showers while saving the Borough an estimated \$60,000 in contractor costs.
- Introduced 10-foot wide Mobimats: Added 10-foot wide Mobi-mats to three beach entrances in 2025 with plans to expand to additional beaches in 2026.
- Resident Beach Lockers. Passed legislation to provide beach locker access to Bradley Beach residents, beginning in 2027, consistent with policy permitted under the "Public Trust Doctrine".

BEACH (CONT)

- Environmental enhancements to our beaches. The Bradley Beach Environmental Commission spearheaded two separate days of Japanese Knotweed removal with a dumpster's worth of this invasive weed was successfully removed from the Maritime Forest.
- Beach Sweeps to remove trash and pollution. BB Environmental Commission members provided crucial support for two "Clean Ocean Action" Beach Sweeps in 2025, removing thousands of pieces of plastic from the beach.
- Water Bottle Filling Stations added to Beach: The BB Environmental Commission partnered with the Bradley Beach Fire Company to install water bottle filling stations on the beachfront.
- Lifeguard Excellence and Safety: Our lifeguards spent the summer as the #1 Public Safety Team, with 8,300 total interactions ensuring a safe beach experience.
- North-end Bathrooms and Concession: Completed design and approved funding to complete the renovation of the defunct sewer pump station on Ocean Avenue (near the children's playground) into bathroom and concession space in early 2026.

COMMUNITY

- Expanded Public Parking: Worked with the Fire Company and the State of NJ to expand public parking in and around Borough Parking lot by 10+ spaces.
- Methodist Church Demolition and Sale: Completed demolition of Methodist Church on LaReine Avenue, property grading, and subdivision of property into four conforming lots, and auction sale to private homeowners. Generated over \$4.8 million in revenue to retire existing debt and fund future capital projects.
- Sylvan Lake Restoration: Established Technical Advisory Committee of Engineers and Legislators to develop a strategy for the restoration of Sylvan Lake and to secure funding. Completed testing of siltation in lake for contaminants and prepared for potential dredging. Held ongoing communications with residents and the NJ DEP. Sylvan lake - ocean outfall pipe under construction; replacement of lake control gate added to contract. Bradley Blvd bulkhead replacement submitted for permits.
- Recreation Department: Registered 150 summer campers and provided over 100 programs, including summer camp, senior club, and year-round activities for residents.
- Recreation Center Enhancements: Substantially completed Rec Center improvements, including adding new playground equipment, ground cover, fencing, pavers, and resurfacing of basketball, tennis, and pickleball courts. Secured a \$100,000 legislative grant earmarked for building new pickleball courts in 2026.
- BBES Shared Service: Worked in collaboration with the Bradley Beach Elementary School to create a shared service in which DPW will provide lawn maintenance support, saving taxpayers \$4,000 annually.

COMMUNITY (CONT)

- Creation of Sharing Shed: The BB Environmental Commission created a "Sharing Shed" at the North Yard Recycling area, initially to mitigate costs related to bulk trash disposal fees. The community has embraced it as a means to reuse bulk items and save families the cost of purchasing new bulk items such as furniture and appliances.
- Hired Full-Time Code Enforcement: In mid-2025, the Borough hired a full-time Code Enforcement Official who has actively identified code violations and achieved compliance. An example of success are the 16 property owners along Main Street that have already completed "trip hazard" repairs of pavers.
- Borough Hired Communications Director: The Borough has previously operated without a Communications Director. This new role has already begun a full upgrade of the Borough website and coordinated with a resident committee to design a new Borough logo (gazebo illustration).
- Expanded tourism events: The Tourism Commission attracted over 125,000 visitors in 2025 and held over 60 events town-wide.
- Launch of New Cultural Event. The Tourism Commission successfully founded and scaled a major cultural anchor event. The Bradley Beach Jazz Festival is officially entering its second year in 2026. Events throughout 2025 featured over 75 distinct bands, groups, or musicians.
- Bradley Beach Library Enhancements: The Library successfully held over 300 programs this year (aka "The 300 Program Playlist") and achieved total attendance of almost 3,000! We successfully launched a new website and a new logo, giving the library a fresh, modern digital presence to better serve our community online.
- Bradley Beach School "Dual Language Expansion": Our school successfully expanded Pre-K and Kindergarten dual language programs (The Engagement Mix) in 2025, achieving significant early-literacy gains for both English-dominant and Spanish-dominant learners. We received state-level recognition from the "New Jersey Safe Routes to School Program".
- Bradley Beach Arts Council: Reinstated the Bradley Beach Arts Council, broadening the realm of "Arts" programming, and recognized our historic leadership by renaming the Arts Council "A Legacy of Julia Sandra Rand".
- Implemented Short-Term Rental Controls: Introduced a 3% municipal tax on short-term rental revenues, initiated monitoring of short-term rental properties, and required lengths of stay to reduce "turnover."

FINANCIAL

- Neptune City Court: Lobbied NJ Court system to approve, and created a new shared service in collaboration with Neptune City, increasing revenue by \$80,000.
- Neptune City Recreation Director: Created new shared service in collaboration with Neptune City to share our Rec Director, increasing revenue by roughly \$50,000.

FINANCIAL (CONT)

- Introduced Medical Plan Waiver for Borough Employees: For the first time, Bradley Beach introduced a \$2,500 incentive for employees to waive medical coverage if they have alternative coverage available. Net savings are estimated to exceed \$150,000.
- Increased Revenue from Court Fines. Court fine schedules had not been increased in 20 years. Increased levels of fines should add approximately \$80,000 to borough revenue in 2026.
- Fire Truck Purchase: Our Bradley Beach Fire Company purchased a used fire truck for \$80,000, funded entirely by the Fire Company and saving taxpayers this amount.
- Secured Sewer Grant Funding and Completed Infrastructure Repairs: Completed sewer infrastructure repairs on Fifth Avenue and Ocean Park Ave. Secured grant funding of \$2 million to complete system design, with opportunities to expand to \$6 million in principle forgiveness related to bonding for construction.
- Renewed Shared Service Agreements: Renewed existing shared services agreements with Avon, Allenhurst, and Neptune City, increasing annual revenues by roughly \$15,000.

OPERATIONS

- Settled a 2-year labor contract. After two years of labor negotiations, the Borough was able to reach a settlement with our Local 152 labor union, establishing fair wages and retroactively paying "back pay" for 2023, 2024, and early 2025.
- Resolved Lawsuits. The Borough Council settled four lawsuits originating prior to 2025 for back pay, hostile work environment, and discrimination claims.

SAFETY/TRAFFIC

- 25 MPH: Collaborated with Avon and Neptune/Ocean Grove to secure state approval to establish a "25 MPH Corridor" connecting to the 25 MPH Asbury and 25 MPH Belmar speed limits.
- Sight Triangles on Ocean Ave: Expanded "sight-triangle" space at five "east-west" street entrances onto Ocean Avenue.
- Memorial Drive Intersection: Worked with Neptune City to secure County approval to add a flashing "warning" light at the intersection of Memorial Ave and Fourth Ave, where 60 accidents over 5 years had been documented by Neptune City police.

