

September 27, 2023

BOROUGH OF BRADLEY BEACH

RESOLUTION 2023-242

RESOLUTION IN SUPPORT OF DEVELOPING STRATEGIC AND COMPREHENSIVE PARKING AND TRAFFIC ANALYSES, THAT ACHIEVE ENHANCED PARKING EFFICIENCY AND EFFECTIVENESS WITHIN THE BOROUGH WHILE BALANCING THE NEEDS OF BUSINESSES AND RESIDENTS

_____ offered the following Resolution and moved its adoption:

WHEREAS, it is widely recognized within the Borough of Bradley Beach, County of Monmouth, State of New Jersey (the “Borough”) that parking is limited for businesses and residents alike, especially during the summer season; and

WHEREAS, it is important to evaluate and ultimately implement parking enhancements that assure consistency with the Borough’s Master Plan’s objectives, including to “conduct a comprehensive parking study and inventory along Main Street”, and to “mitigate parking shortages in certain areas”, and to “promote the protection of neighborhood characteristics by enforcing buffer areas between non-residential and residential areas”, and to “encourage alternatives to driving”; and

WHEREAS, Governmental “Transparency” stems from the Doctrine of “Open Government” and promotes accountability; and Transparency provides information for citizens about what their government is doing; and Transparency allows citizens of a democracy to control their government, reducing government corruption, bribery and other malfeasance; and

WHEREAS, the Executive Power of the Municipality shall be exercised by the Mayor, including his duty to see that all laws and ordinances in force and effect within the municipality are observed; and

WHEREAS, it is the responsibility of the Governing Body to establish a long-term strategic direction and to set policy for the Municipality; and

WHEREAS, it is important to engage residents in government analysis; and to secure appropriate review and vetting by the Governing Body to assure that subsequent actions are consistent with policy direction set by the Mayor and Council; and

WHEREAS, the Governing Body wishes to assure that Administration initiatives that relate to strategic direction and policy of the Municipality are appropriately vetted by the Governing Body and are consistent with the goals of a “Transparent” government;

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Council of the Borough of Bradley Beach, County of Monmouth, State of New Jersey, that the Mayor and Council express their support for undertaking appropriate reviews of opportunities to improve parking challenges within the Borough. While these reviews can focus upon unique areas of opportunity, it is agreed that each area of review should apply a consistent process to ensure a successful outcome. The consistent process for each review shall include the following steps:

- a. ***Professional review and analysis:*** It's important that all parking and traffic-related decisions within the Borough are fact-based and supported by expert engineering resources.
- b. ***Public engagement and inclusion:*** A consistent process to promote resident and business owner engagement should be conducted once recommendations are proposed by experts. The approaches for facilitating public and business owner engagement may vary related to the unique characteristics of any particular review, but will likely include one or more of the following: "public workshop" discussion at Council meetings, and possible "Town Hall" meetings that help to educate residents and to solicit resident feedback.
- c. ***Governing Body engagement and vetting:*** The entire Council serves the public and the entire Governing Body should engage in review and discussion of recommendations proposed by Borough experts. The Governing Body should also fully vet alternative recommendations in a public forum/setting (e.g. Council meetings or Town Hall meetings) and should consider all feedback provided by the public and from business owners.
- d. ***Deliberation and Decision-making:*** Ultimately the Governing Body is responsible for determining the direction that is in the best interest of the Borough, its businesses and its residents. Once research is completed, recommendations made, residents and business owner feedback is fully considered, the Governing Body will deliberate and prepare formal recommendations in the form of Ordinances or Resolutions. It is understood that not all parties (residents, business owners, even Governing Body members) will agree in all instances with final decisions made. However, upon adoption of the related Ordinances or Resolutions, implementation of defined solutions will commence.