

BRADLEY BEACH STRATEGIC PLAN FRAMEWORK 2025-2030

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, Bradley Beach seeks to offer the best quality of life, civic engagement, services for tax dollars and financial stability in a caring, inclusive and transparent environment.

VISION

Bradley Beach 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. Strategic governing will successfully manage the development of our Main Street and the protection of our residents, our businesses, and our natural resources through balanced land use, positive tourism, environmental and coastal stewardship that embraces diversity and innovative solutions.

VALUES/OPERATING PRINCIPLES

**Honesty
Transparency
Financial Stewardship
Inclusive Public/Civic Engagement
Forward-thinking, Innovative Leadership
Welcoming and Excellent Town Services for Residents, Businesses and Nonprofits**

TASK FORCE “GUARD RAILS”

**Research and Recommendations (Advisory Role to Council)
Collaborate / coordinate with other Task Forces where redundancies exist
Commitment to at least one meeting per month
Periodic (quarterly?) public updates to Council and residents**

Strategic Task Force Topics and Objectives

1. Financial Health

- Strengthen budget management of Current Fund, Beach and Sewer Utilities**
- Strong Fund Balance position**
- Manage Taxes through efficient operations and potential Shared Services**
- Payroll services effectiveness**
- Effective and goal-aligned Banking depositories**
- Strengthen budget monitoring processes**
- Strengthen internal controls and Requisition / Purchase Order processes**
- Develop Six Year Capital Plan (Estimates for Structures, Sewers, Streets, Coastal, Lakes, Municipal Facilities/Technology) ****

2. Bradley Beach Development, Capital Improvement, and Asset Management

- **Independent review of Master Plan for Zoning, Development, and Density standards**
- **Fair Share Housing/ Housing creative options and funding ***
- **Recreation Center and fields property enhancements ****
- **Possible Borough Hall property development**
- **Property acquisition considerations**
- **Potential borough-wide parking enhancements**
- **Possible DPW Relocation ***
- **Due Diligence / Evaluation of pros and cons for sale of Sewers***
- **Identification and evaluation of “other” Capital Expenditures (e.g.: Enhancements for parks/playground equipment**
- **Coordination with other “task force” work (e.g.: Main Street, Beach, etc.)**

3. Main Street Excellence

- **Main Street Short- and Long-Term Improvement Plan (Streetscape, Standards, Parking)**
- **Main Street Business Opportunities**
- **Main Street Engineering/Funding Plan and standards for enhanced aesthetics and streetscape functionality ****
- **Main Street Traffic Safety, including crosswalks, site triangles, delineated parking spaces, etc. (Include review of Rutgers Study) ***
- **Tree Maintenance for Main Street ***

4. Beachfront and Oceanfront Development

- **Develop Beachfront Management Plan Beachfront (North to South) to enhance and protect (Improvements, Attractions, Amenities, Concessions, Entertainment), balancing resident interests and attraction of beach visitors**
- **Develop Policies and Procedures recommendations to protect beaches and ocean from damage, abuse, pollution**
 - **Tourism Plan to support annual goals for daily badge seasonal badge sales**
 - **Borough legal planning for possible approach of 5G Towers****
 - **Ocean Avenue/ Beach Handicap Access ****
- **Possibility for Bike lanes on Ocean Ave (interconnected with other municipalities) ****

5. Environment

- **Environmental Sustainability and Coastal Resiliency/Protection Plan (Beaches, Lakes, Trees, Walkable Town)**
 - **Tree Maintenance - residential/right-of-way ***
 - **Invasive Plant, Animal and Insect prevention and enforcement ***
 - **Potential to introduce a Community Garden and/or composting ***
- **Expansion of sustainable initiatives, e.g.: Electronic vehicles (and charging stations), ride-share, shuttle services, restaurant valet parking, bicycles, foot traffic, etc.**

6. Strengthen Civic Engagement

- **Volunteerism and Volunteer Plan (including Fire, First Aid, Boards/Commissions)**
- **Non-Profit Support**

- **Holiday activities (e.g.: Veterans’ Day, Memorial Day, 4th of July, etc.)**
- **Fallen Heroes ****
- **Seniors’ programs ***
- **Veterans’ programs ***
- **Social services programs ***
- **Recommendations to enhance communications and engage residents (Collaborate with “Communications Task Force”)**

7. Create Impactful Communications

- **Internal/ External Communications Plan**
- **Borough Community Events and Promotion Plan**
- **Specialized / customized population segments (e.g.: Seniors, Veterans, etc.)**
- **Single Bradley Beach Identify/ BB Branding ***
- **Evaluate opportunities to utilize bi-lingual communications**
- **Evaluate paper vs electronic delivery (or both)**
- **Develop “Connectivity Plan” for leveraging**
 - **Library Support**
 - **Bradley Beach Elementary School Support ****
 - **Arts**
 - **Recreation**

8. Enhance Municipal Services

- **Goal is to Maintain and enhance high quality services and develop performance measures**
- **Identify opportunities to enhance existing public services, e.g.:**
 - **Zoning,**
 - **Code Enforcement,**
 - **DPW,**
 - **Police,**
 - **Online access to services and information,**
- **Develop or enhance “Business-support” services / Potential Business Liaison**
- **Enhance and expand “Senior services” and “Veterans’ Services” ***
- **Identify solution(s) for Dog Park ***

*** Year One Priorities**

**** Immediate Priorities for Action**

01/03/25