

Borough of Franklin Lakes Performance Management



NEW JERSEY LEAGUE OF MUNICIPALITIES CONFERENCE

DATA BASED DECISION MAKING: A BEST PRACTICE

WEDNESDAY, NOVEMBER 17, 2021

- Ambulance Corps
- Board of Health
- Borough Clerk
- Car Charging Stations
- Child Care Center
- Code Enforcement
- Communications
- Court
- COVID-19 CASES - 2020
- Documents and Procedures
- DPW
- Employee Wellness
- Fire Department
- Fire Prevention
- FLCC
- Garbage and Recycling
- Planning
- Police
- Police - Drug Data - REACH
- Property Maintenance
- Recreation
- Sewers
- Tax Assessor
- Tax Collection
- Tree Specialist
- Zoning

Who is Reporting Data? What is Being Measured?



- Borough now has 24 “departments” recording data in its performance management system
- Each department has performance measures – monthly or quarterly and annual data that measures departmental performance

Measure Name

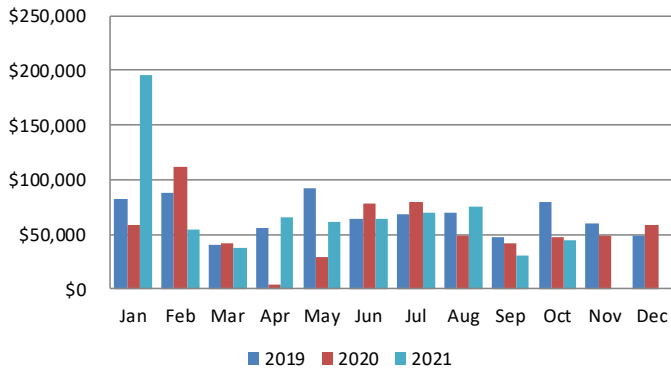
Amount to Borough
Amount to County
Amount to POAA
Public Defender Fees Collected
Amount to other agencies
Amount Collected (Total Income)
Criminal backlog - D.P. & P.D.P. offenses
Criminal backlog - Ordinance offense
D.P. & P.D.P. offenses added
Total Criminal offenses disposed
Indictable offenses added
Total Criminal offenses added
Ordinance offenses added
Ordinance offenses disposed
Traffic backlog - DWI
Traffic backlog - moving violations
Traffic backlog - parking
Traffic violations added - DWI
Traffic violations added - moving violations
Traffic violations added - parking
Traffic violations added - total
Traffic violations disposed - DWI
Traffic violations disposed - moving violations
Traffic violations disposed - parking
Traffic violations disposed - total
Number of Cases Heard
Number of Court Sessions
Length of Court Session
Number of Cases Disposed by Affidavits
Number of Cases/Traffic violations disposed
Plea by mail - sent
Plea by mail - returned

Reports

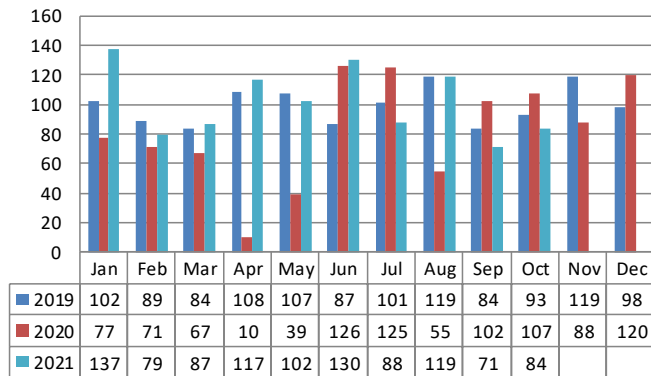


Code Enforcement Monthly Report - As of October 31, 2021

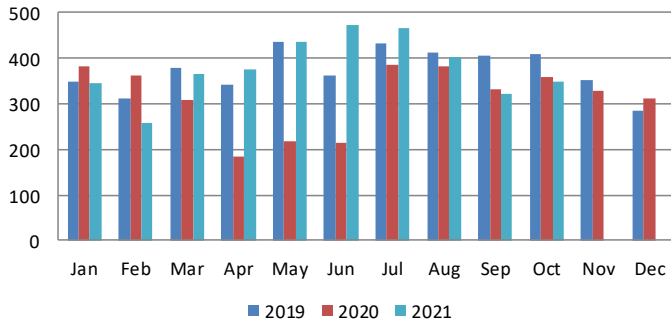
Total Permit Fees



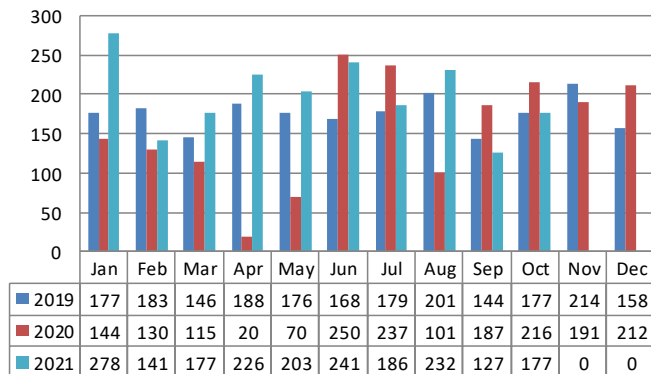
Permits Issued - Total



Inspections completed - total (all subcodes)



Total subcode permits issued

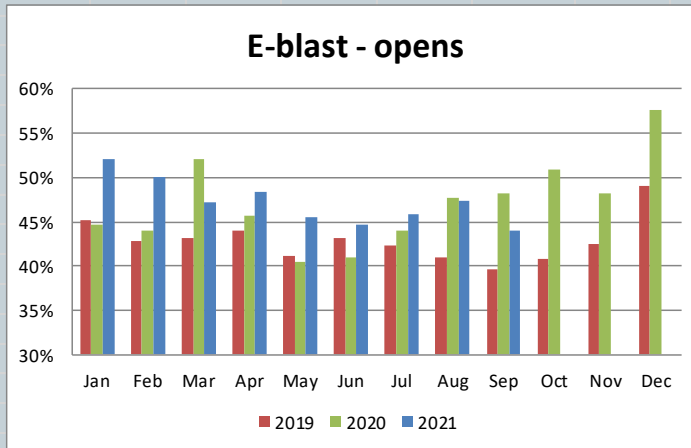


- Reports which visually show performance through graphs are prepared by department heads on a monthly or quarterly basis and provided to the governing body.
- Department head chooses which measures to feature.

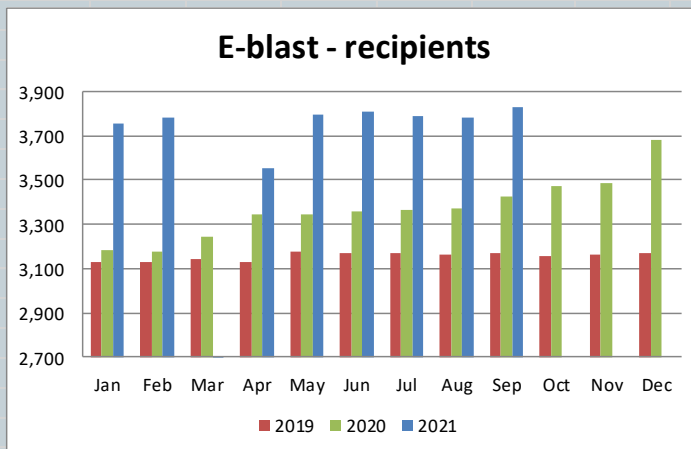
Quarterly Reports



Communications Department - As of September 30, 2021



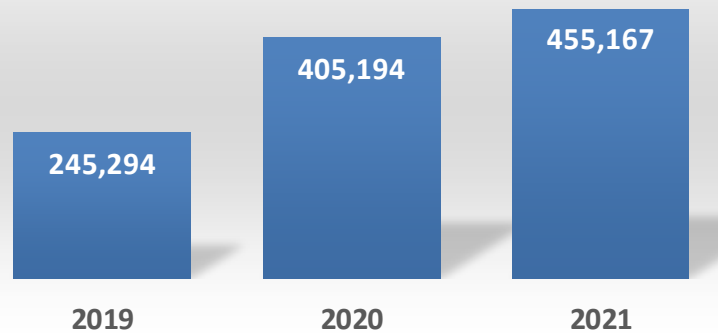
E-blast : The average percentage of recipients who opened the e-blast compared to how many contacts were sent the eblast.



E-blast Recipients: The number of unique e-blast e-mail addresses that receive Borough Happenings, Latest Buzz and important e-mail announcements. (Does not include Mayors Wellness Campaign and Recreation e-blasts recipients.)

Quarterly Reports

Communications - Website - Page views Total Jan-Sept

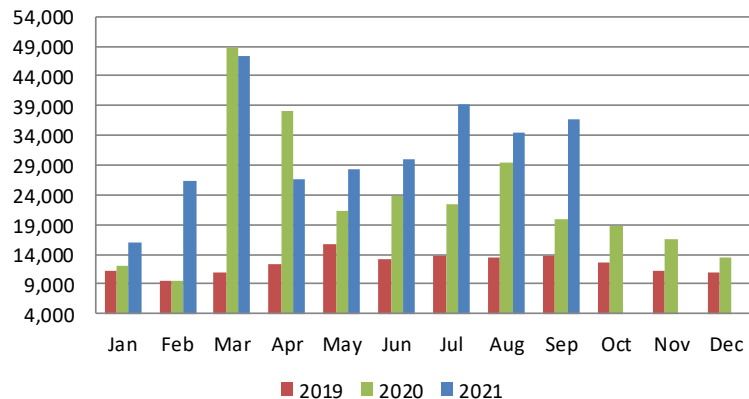


Website - Pageviews: The total number of pages viewed. (Note: Repeated views of a single page are counted.)

The top ten webpages viewed 3rd Quarter 2021:

- *Borough of Franklin Lakes - Home page*
- *FAQs*
- *Franklin Lakes Nature Preserve*
- *Franklin Lakes Day and Franklin Lakes-Wyckoff Lion's Club Carnival*
- *Franklin Lakes Day 2021*
- *Forms & Applications*
- *2021 Recreation Schedule*
- *COVID-19 Testing & Helpful Links*
- *Recreations and Parks*
- *Jobs and Bids*

Website - sessions



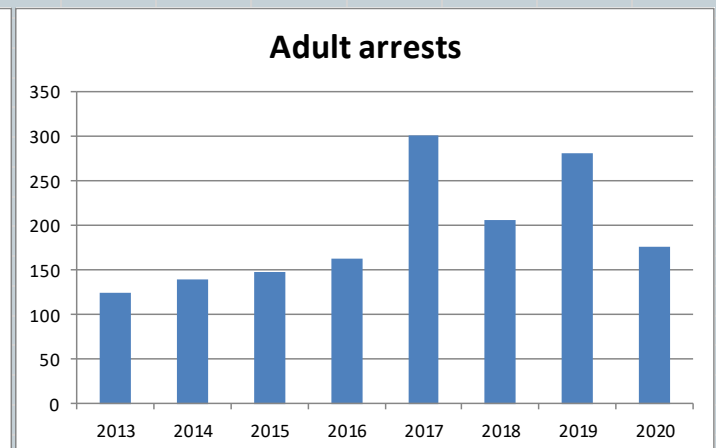
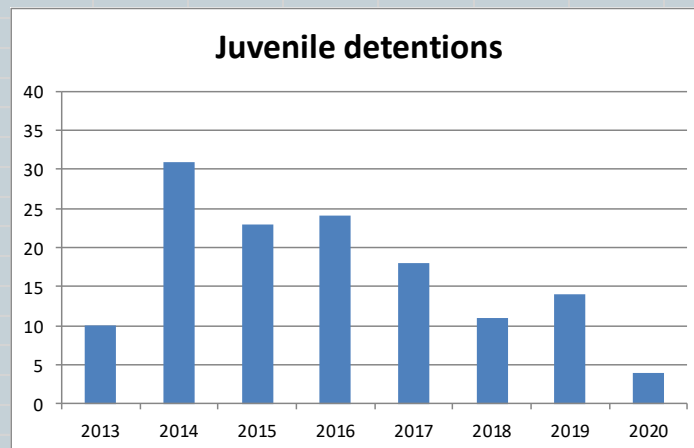
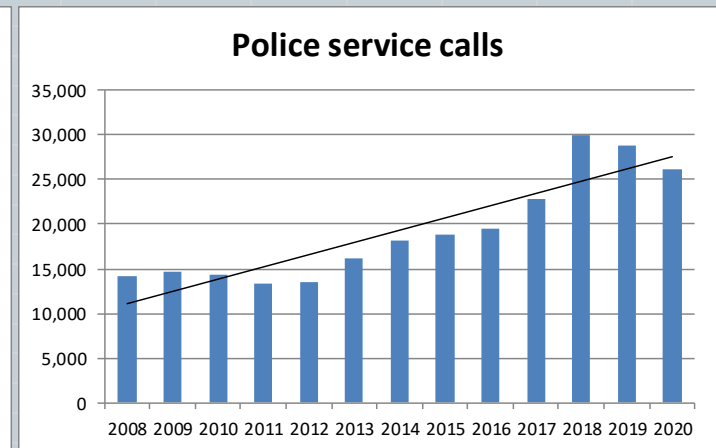
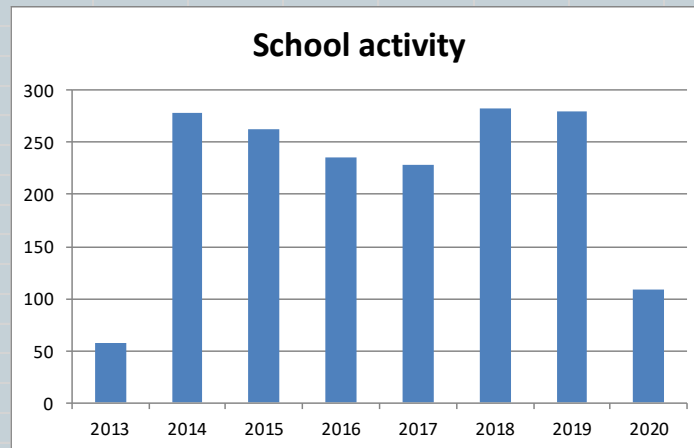
Website Sessions: Total number of sessions within the date range to www.franklinlakes.org. A session is the period time a user is actively engaged with your website.

Annual Reports



- Annual Reports show performance over time.
- Demonstrate trends
- Use of trend lines make it easy to visualize

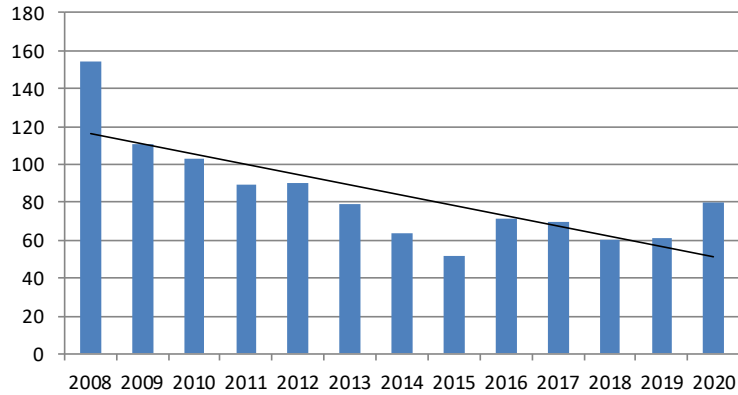
Police Department Annual Reports as of December 2020



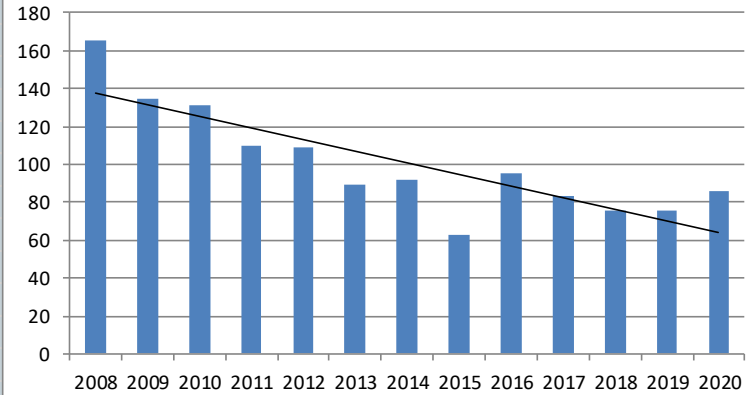
Annual Reports



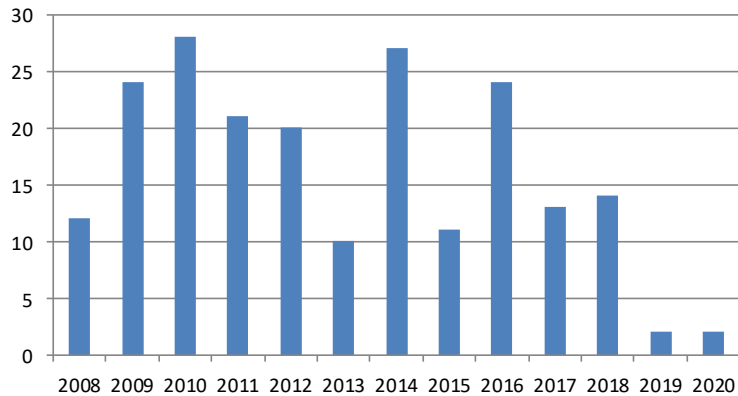
Property crimes



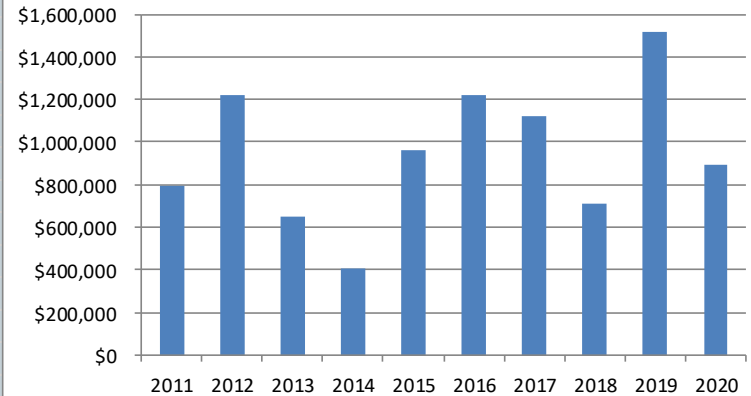
Total crimes



Violent crimes



Value of stolen property



Performance Dashboard



- Selected reports are posted on the Performance Dashboard on the Borough website for the public to learn about the department and its performance
 - 18 “departments” are currently posting reports on Performance Dashboard
 - Performance Dashboard shows Quarterly and Annual Reports

Welcome to Franklin Lakes Performance Dashboard

The Franklin Lakes Performance Dashboard is designed to help Departments assess departmental performance and provide managers with information to assist in making more informed, data driven decisions.

Performance data enables managers to make decisions based on facts - not business as usual. Data creates a culture of accountability and continuous improvement. When you spot trends you can identify and solve problems fast, before they become costly to fix.

Monitoring today's performance compared to past performance helps managers to understand "why?", and then the Department can target resources to solve that exact problem.

"Tracking departmental performance is essential to effective management. From the data that we are now tracking within our performance management system, we are able to develop efficiencies which bring us closer to our performance goals."

Mayor Frank Bivona Borough of Franklin Lakes



BOROUGH OF FRANKLIN LAKES *New Jersey*

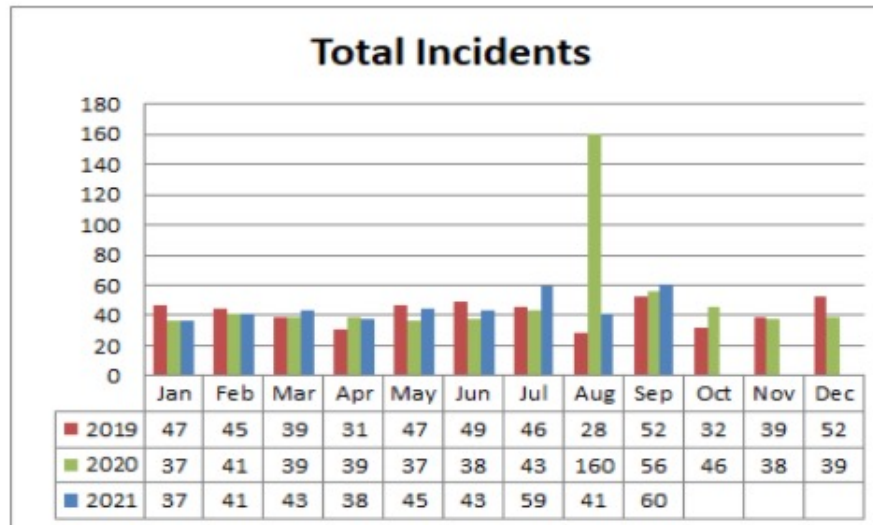
Fire Department

Mission Statement

As first responders to fires, public safety emergencies and disasters, FLFD protects the lives and property of Franklin Lakes residents and visitors. The timely delivery of these services enables the FLFD to make significant contributions to the safety of The Borough of Franklin Lakes.

Quarterly Fire Department Data

Below is a quarterly graph showing comparative performance data for the Fire Department through the most recent quarter for the measure entitled "Total Incidents."



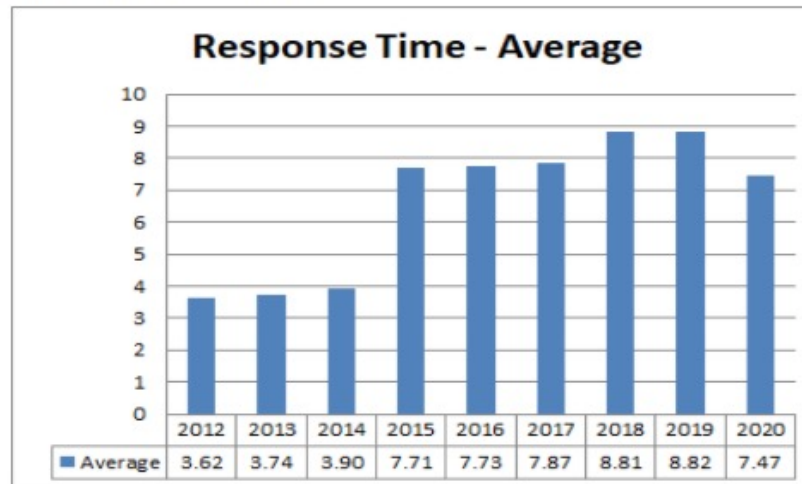
[Click here for Quarterly Data](#)



BOROUGH OF FRANKLIN LAKES *New Jersey*

Annual Fire Department Data

Below is one of the annual reports showing comparative performance data for the Fire Department, for the year ending in 2020, for the measure entitled "Response Time." Click the Annual Data link below to view the comprehensive annual reports for 2020.



[Click here for Annual Data](#)

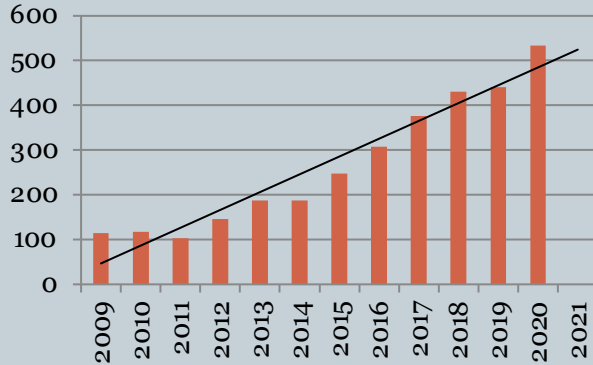
Performance Measures Currently Tracked by the Fire Department:

- Active Members
- Calls Made
- Response Time
- Calls by Incident Type
- Structure Fires
- False Alarms
- Mutual Aid

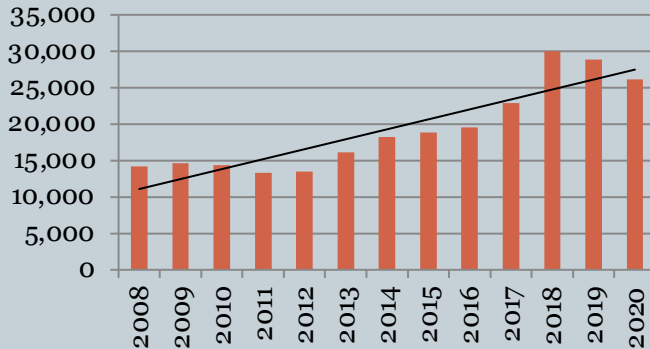
Managing With Data



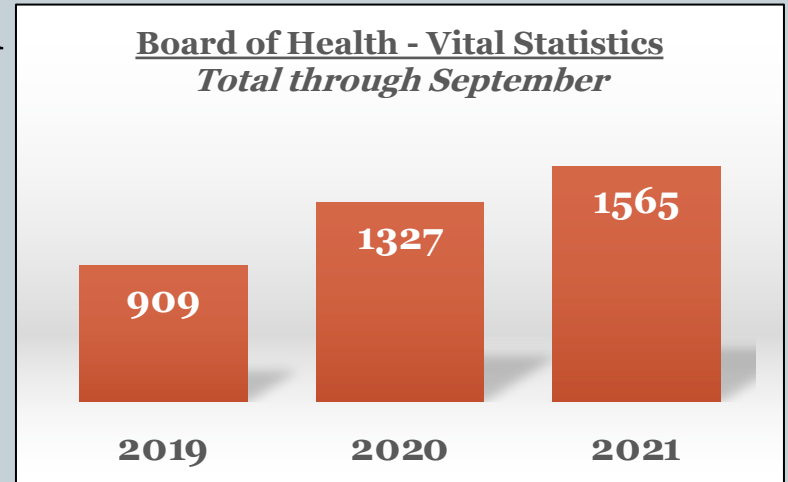
- Budget Decisions - Personnel
OPRA Request**



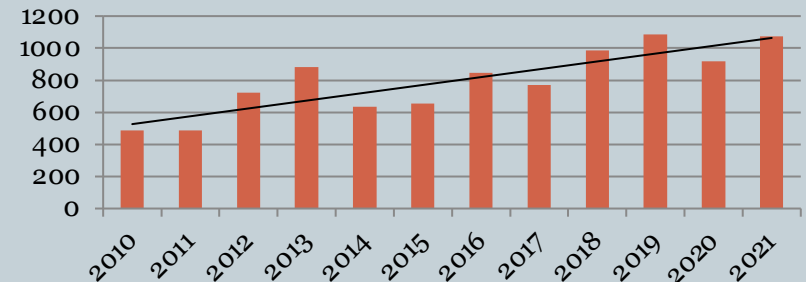
Police service calls



Board of Health - Vital Statistics *Total through September*



Plumbing inspections completed

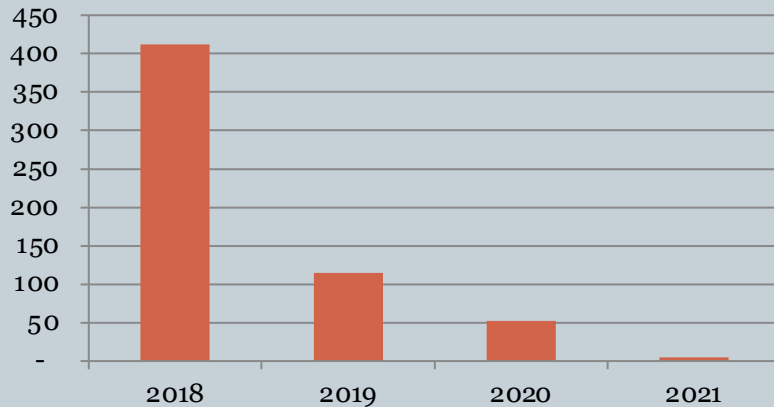


Managing With Data



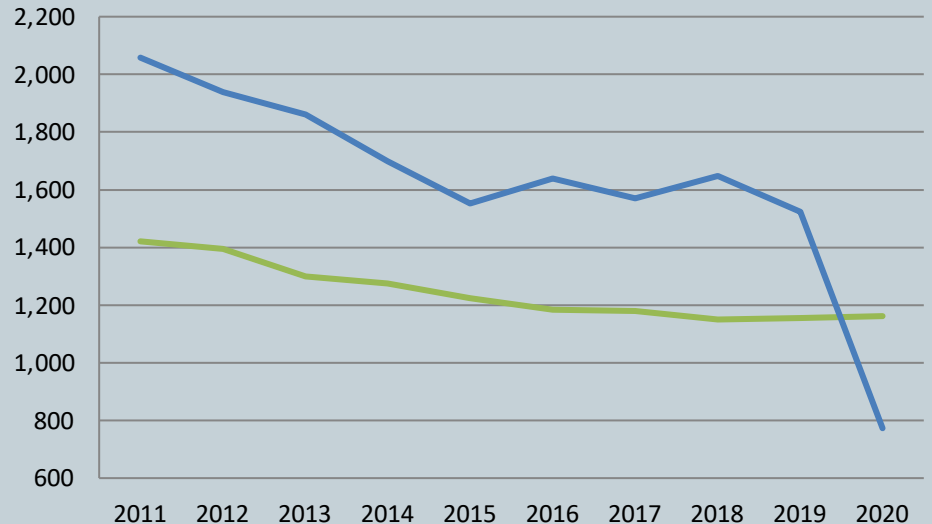
Measuring Success

Number of Garbage Related Questions and Complaints



Understanding Issues

Student enrollment vs. Recreation Sports Participants

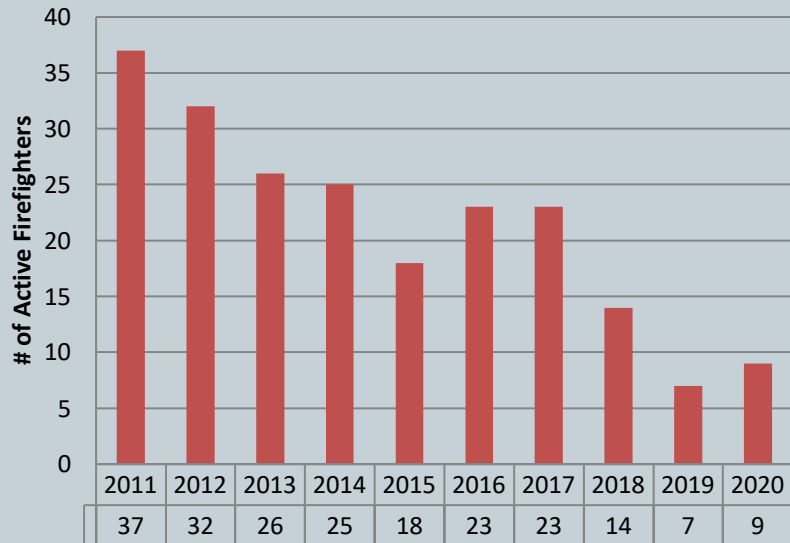


Managing with Data

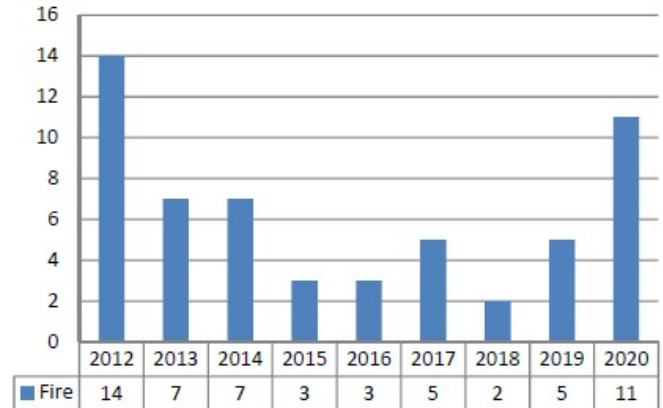


- Identifying Problems

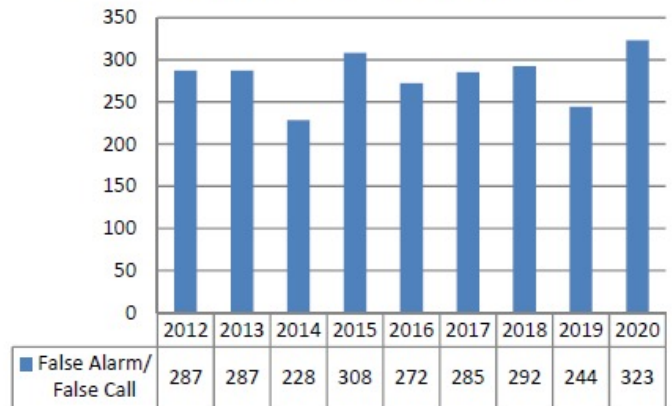
Active Firefighters 2011-2020
Active means >50% participation



Structure Fires - Total By Year



False Alarm/Call - Total By Year

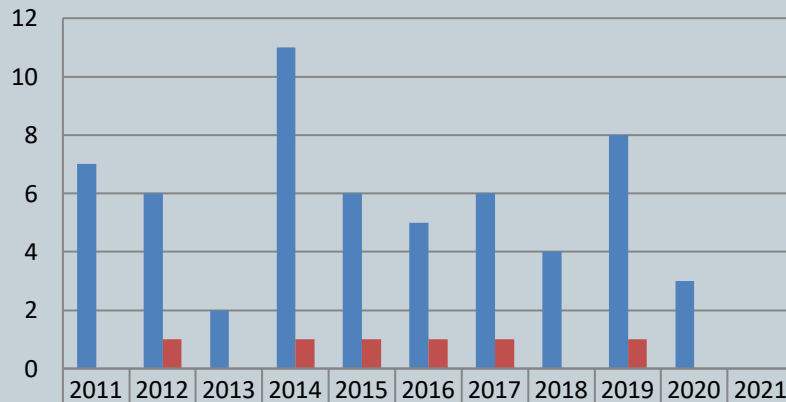


Managing with Data



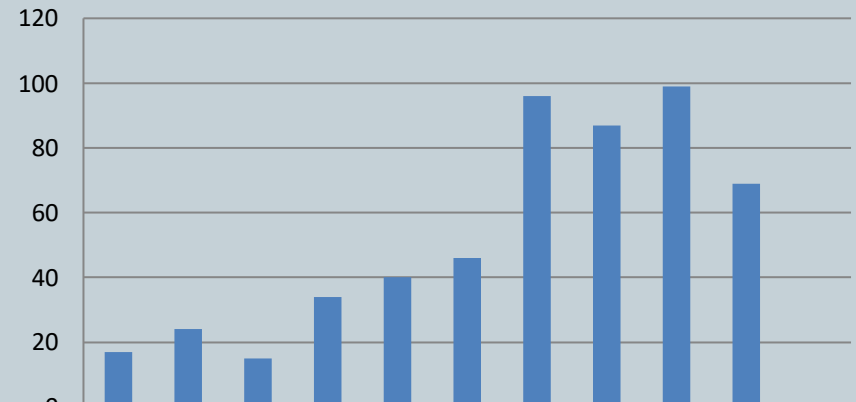
Dimensioning Issues

Overdose Total and Fatalities



Total	7	6	2	11	6	5	6	4	8	3	
Fatalities	0	1	0	1	1	1	1	0	1	0	

Drug arrests



Total	17	24	15	34	40	46	96	87	99	69	
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Public Information & Engagement



- As managers, we must measure performance
 - Use data to more effectively management
- As public managers, we must share that performance data with the public
- Educate and inform the public
 - Good governance and they like it
- Picture tells the story (don't it?)
- Don't be afraid
 - Constructive tool to help department heads and governing body's manage
- Embrace the “Why” questions

Thank You



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