



Accomplishing Big Things with a Small Grant

NJ League of Municipalities Conference

November 14, 2016

Accomplishing Big Things with a Small Grant

Presiding Mayor:

The Honorable Chuck Cahn, Mayor of Cherry Hill

Panelist:

- Donna Drewes, Co-Director Sustainable Jersey
- Lisa Gleason, Education Program Officer, PSEG Foundation
- Edward English, Green Team Member, Bernardsville Borough
- Ila Kasofsky, Councilwoman, and Edward Mignone, Borough Assistant Engineer, Fort Lee
- Joanne Mallowney and Michael Nordquist, Co-Chairs, Ewing Green Team



Funding Your Sustainability Initiatives

LISA GLEASON, PSEG



PSEG

We make things work for you.



PSEG



Who we are

- Public Service Enterprise Group
- Founded in 1903 as PSE&G
- Parent company of four major operating companies
- Approximately 12,700 employees in New Jersey, New York and Connecticut



PSEG

We make things work for you.

PSE&G is a Leading National Solar Utility

**Approx. 750MW-dc in
PSE&G electric
service territory!**



**125MW-dc
Solar 4 All®
Program**



**177.5 MW-dc
Solar Loan Program**



**Helping to make N.J.
#3 in U.S. for solar**



**And PSE&G #5
utility for total
solar MWs in
U.S.**

PSE&G is a national leader in energy efficiency initiatives



PSE&G energy efficiency investments total ~ \$400 million.



Efforts target customer groups that tend to be underserved.



Including:

- Small Businesses
- Non-Profits
- Government Facilities
- Hospitals
- Multifamily Buildings





PSEG & Sustainable Jersey

- Providing the path *and* the means to enact change
- PSEG Foundation has provided \$1.3M in operating and small grants program funding for municipalities and schools
- Municipal small grants - \$20k, \$10k, \$2k
- Schools small grants - \$10k, \$2k
- 82 projects completed; 117 in progress



Sample Projects



Community gardens ◇ Community tree cover ◇ Water conservation ◇ Green infrastructure ◇ Natural resources protection ◇ Park revitalization ◇ Promoting healthy lifestyles ◇ Green team capacity building

A photograph of the Bernardsville Municipal Building, a two-story brick structure with a gabled roof. The building features a central entrance with a small portico and a clock face above the door. The words "MUNICIPAL BUILDING" and "BOROUGH OF BERNARDVILLE" are visible on the facade. The building is surrounded by lush green trees and a well-maintained lawn. The sky is blue with light clouds.

Accomplishing Big
Things
With a Small Grant
Bernardsville Green Team

- Link to video of Ed English's presentation on Bernardsville Green Team's Small Grant:
https://youtu.be/DLbb_U5mEvA

(Presentation was too large to fit into the combined ppt, but is available upon request)



Accomplishing **BIG** Things
with a Small **Grant**

Fort Lee Community Garden

Ila Kasofsky, FL Councilwoman
Edward J. Mignone, P.E. FL Engineer

November 15, 2016



Accomplishing BIG Things with a Small Grant

Fort Lee Community Garden



About Fort Lee



- East/Central Bergen County
- Colonial Founding/GWB
- 2015 Population 36,700 est.
- 2.5 square miles
- Daily traffic 135,000 vehicles (a.m.)
- Density - 14,215 people/sq. mi.
(1,207 people/sq. mi. NJ)
- Housing Units – 18,252 Units
4,949 (27%) 1/2 Family
13,303 (73%) 3 to > 20 Units
- Open Space 11 public parks
0.5 Acres – 5.5 Acres



Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



Borough Commitment to Preserving Open Space and Sustainability

- Establishment of Environmental and Beautification Committee
- Establishment of Borough Green Team
 - Certified Bronze 2013
 - Re-certified Bronze 2016
- Redevelopment planning includes dedicated open space
 - 2.0 acre park (2018)
 - 0.25 acre park I (2017)
 - 0.25 acre park II (2017)
- Family donation
 - 1.1 acres for public use (closing expected 2016)



Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



Why a Garden?

- Majority of population lives in multi-family dwellings
- Little/no private yard area
- Many requests by cross-section of residents
- Personal interest

What Kind of Garden Do We Want?

- Fruits, vegetables, herbs and ornamentals
- Individual/Family/Group Plots
- Raised Beds/HC/Senior Friendly
- Produce for personal use and donated Locally
- Learning tool for schools



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Lets Do it!!

We have the need, desire and interest. Now where should we build it?

LOCATION ... LOCATION ... LOCATION

- Physically suitable for a garden
- Sufficient space
- Sufficient sunlight
- Access to water
- Secure/Visible
- Accessible to the public



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Birch Park/Fort Lee Recreation Center





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Bring in the Experts!

Joel S. Flagler

Agricultural Extension Agent & County Extension Department Head,
Rutgers Cooperative Extension of Bergen County

Professor on Rutgers Faculty since 1988

Master Gardener



- Plenty of sun towards the front for various flowers and vegetables
- Suggested shade-tolerant plantings for the rear
- Concurred that above-ground beds were preferable
- Suggested other site improvements such as an independent water source
- Accessible

NOTHING TO STOP US NOW! Except ...



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Fort Lee

AUGUST 9, 2013

U.S. POSTAGE
PAID
North Jersey Media Group

SUBURBANITE

northjersey.com/fortlee

ENVIRONMENT

Officials hope to bring community garden to borough



BERNADETTE MARCINIAK/STAFF PHOTOGRAPHER

Councilwoman Ila Kasofsky shows the plot of land between the tennis courts at the Recreation Center and the Fort Lee Dog Park that would be used for a community garden.

BY SVETLANA SHKOLNIKOVA
Staff Writer

In its present state, the borough's first community garden exists only as a rendering sketched out on a legal pad.

But should the borough win a \$10,000 Sustainable Jersey grant it recently applied for, it could soon become a green reality, complete with three-foot high "Hampton-style" fencing, stone pathways and approximately ten planting beds.

The project is the borough's first major environmental initiative since becoming a Bronze-certified Sustainable Jersey community six months ago.

The Sustainable Jersey program rewards municipalities for their commitment to sustainability and every year, doles out grants of up to \$25,000 for its members to pursue projects that improve the quality of life.

More than 100 towns have used the funds to launch school food composting programs, construct rain gardens, install electric vehicle charging stations and more.

The borough believes its community garden would make a worthy addition to the mix.

Not only would it inch Fort Lee closer to "silver" certification status but it would also "serve as a source of pride" for the entire town and benefit residents both young and old, according to the borough's grant proposal.

"I want community outreach," said Councilwoman Ila Kasofsky, who led the borough's four-year effort to earn Sustainable Jersey certification and is now in charge of the community garden project.

That outreach would extend from the schools to the borough's two senior citizen and low-income housing complexes, she said.

Kasofsky hopes to see students using the plots as "open classrooms," tending to its contents and then donating the resulting fruits and vegetables to the needy.

The plots, to be located between the Fort Lee Dog Park and the Recreation Center's ten-

nis courts, will likely be divided among different schools and community groups, said Kasofsky.

"It's going to be a great joint venture," she said.

It will also show community involvement at its best.

"I can't think of anyone that [would be] omitted," said Kasofsky. "Anyone can volunteer. I can't wait to get it going."

Email:
shkolnikova@northjersey.com

"In its present state, the borough's first community garden exists only as a rendering sketched out on a legal pad."

"But should the borough win a \$10,000 Sustainable Jersey grant it recently applied for, it could soon become a green reality"

"The project is the borough's first major environmental initiative since becoming a Bronze-certified Sustainable Jersey Community"



Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



Sustainable Jersey & Walmart to the Rescue!

2013 Recipients of \$10,000 Sustainable Jersey Project Grants

1. Boonton Township: Natural Resource Inventory
2. Byram Township: Conservation Easements Commitment
3. Fanwood Borough: Sustainability Community Education and Outreach Initiative
4. **Fort Lee Borough: Community Garden**
5. Haddonfield Borough: Green Building and Sustainability Master Plan Element
6. Hamilton: Rain Garden Demo & Water Conservation Education Program
7. Lambertville: Turning Food Scraps and Biological Wastes into Green Power
8. Middletown Township: Grazing Goats for Poricy Park
9. Milltown Borough: Sustainable Education Program
10. Montgomery Township: Bicycle Safety - Pilot Program
11. Mount Olive Township: Conservation Easement Preservation Management
12. Nutley Township: Water Conservation Challenge
13. Raritan Township: 24/7 Accessible EV Charging Station Installation
14. Stratford: School & Community Environmental Education Project
15. Summit: Summit Free Market Permanent Structure



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Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



Let's Get the Garden Growing!

Councilwoman Kasofsky developed a “Garden Application” and “Agreement of Responsibility” form.

We received sixty (60) applications for space and twenty (20) memberships were granted to individual families, senior citizens, and students.



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GREEN Registration and Agreement of Responsibility

Name: _____

Other Family Members:

Participating Spouse: _____

Children: _____

Address: _____ City _____ Zip _____

Phone _____ Cell _____ E-Mail _____



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Agreement of Responsibility

To participate in the Fort Lee Community Garden, I understand and agree to the following policies and responsibilities:

1. The garden plots will be assigned starting April 20th, and I can begin planting by May 15th. It is a first come first serve basis.
2. I/We will maintain our garden plot through the end of the growing season and will have my plot cleared of debris by November 1.
3. I won't plant tall crops where they will shade neighboring plots.
4. I will pick only my crops unless given permission by another plot user.
5. I will NOT use fertilizers, insecticides or weed repellents that will in any way affect other plots.
6. I will NOT bring pets to the garden area.
7. There will be NO fencing or manmade structures other than plant supports and a sign identifying the gardeners plot name. ID Signs can be no larger than 12 X 24 on a 36" stake. Naming your garden and creative signage is encouraged.
8. If I must abandon my plot for any reason, I will notify the garden leadership.
9. I will keep trash and litter out of the plot and will participate in the fall cleanup of the garden.
10. I/We understand that the GREEN sponsors are providing the community gardens as a benefit to the residents of Fort Lee on a not for profit volunteer organization basis. I will not hold the land owner or any GREEN partner responsible for my actions. I THEREFORE AGREE TO HOLD HARMLESS THE GARDEN GROUP AND OWNERS OF THE LAND FOR ANY LIABILITY, DAMAGE, LOSS OR CLAIM THAT OCCURS IN CONNECTION WITH USE OF THE GREEN GARDEN BY ME OR ANY OF MY GUESTS.

Sign _____

Print _____

Date _____

Please return to Borough Hall: 309 Main Street, Fort Lee, NJ.

OFFICE USE ONLY: Plot Approved _____ Plot Number _____



Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



How Did Our Garden Grow?

Fort Lee Department of Public Works

- Cleared and leveled an area 35 x 90 feet
- Installed and compacted decorative stone as ground surface
- Paved first eight (8') feet of garden area for accessibility
- For 2014, installed 20 3-ft diameter donated plastic pots
- For 2015, constructed eight (8) wooden raised beds 4 ft x 8 ft
- Installed two (2) park benches

Outside contractors

- Installed new perimeter fencing and gate
- Installed dedicated water service
- Installed dedicated sprinklers for each planter



Accomplishing BIG Things with a Small Grant Fort Lee Community Garden

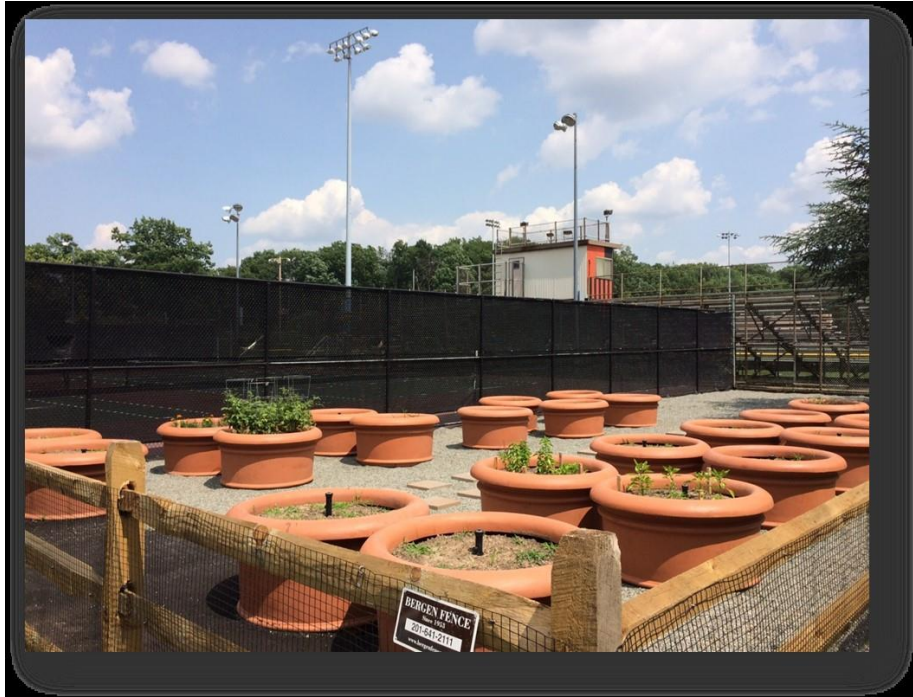


How Did we Leverage Our Grant Money?

<u>Item(s)</u>	<u>Cost</u>
Perimeter fencing	\$ 2,010.00
Irrigation system	\$ 4,410.00
Misc. hardware/materials	\$ 1,856.11
¾ inch stone	\$ 132.34
“Fort Lee Community Garden” sign	\$ 95.00
Flats of flowers, vegetables and herbs	\$ 1,144.73
Mulch	\$ 440.00
	<u>\$10,088.18</u>



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1st Season - 2014





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2nd Season- 2015

Replaced plastic pots with raised planting beds





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2nd Season- 2015

Improved landscaping



2014



2015



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2015 Ribbon Cutting

Mayor Sokolich
Councilwoman Kasofsky
Councilman Cervieri and
Councilman Sohmer





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Growing Successes from Our Garden!

- Provided opportunity for almost 100 individuals to enjoy growing their own fruits, vegetables, flowers and herbs
- Plot holders have formed their own “community” and hold mini family events at the garden
- Relationships between users transcend the garden – neighbors helping neighbors
- Bushels of fresh produce donated to local food banks, the Fort Lee Senior Center, and to needy families
- Demand for planting space continues to grow



Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



Growing Successes from Our Garden!

Social Media

The screenshot shows the Facebook profile for 'Fort Lee Community & Home Gardens' (@FortLeeGardens). The profile picture is a vibrant garden scene. The cover photo features a wooden gate with a sign that reads 'Better Tomorrow, One Community at a Time' and 'SUSTAINABLE'. The page includes a navigation menu on the left with options like Home, About, Photos, Likes, Videos, and Posts, along with a 'Create a Page' button. The main content area displays a post from April 2 with the text 'Frost advice for young plants.' and a photo of a person in a garden. On the right, there are sections for 'Community' with a search bar, '23 people like this', and 'Invite friends to like this Page'. Below that is an 'ABOUT' section with a description of the garden and its location in Fort Lee, NJ, and a 'VISITOR POSTS' section.



Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



What's Next?

Fort Lee Community Garden #2!

A local family has generously donated a 1.06 acre parcel of undeveloped land to the Borough

Closing expected by end of 2016

The Borough applied for and RECEIVED a second Sustainable Jersey grant in the amount of

\$20,000!!





Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



We would also like to acknowledge and thank those who made this project a reality

Mayor Mark Sokolich, Councilmen Joseph Cervieri, Armand Pohan, Michael Sargenti, Harvey Sohmer, and Peter Suh for their commitment to this project and for their leadership and support of our Green Team and our “green” initiatives

DPW Director Mike Maresca and Staff - without their dedication and talents, the Garden would not have been built

Borough Administrator Al Restaino for proving his support and the necessary resources for this and other projects

The enthusiastic and generous **people of the Borough of Fort Lee**



Accomplishing BIG Things with a Small Grant Fort Lee Community Garden



The great people at Sustainable Jersey and Walmart for providing this grant because without those resources the Fort Lee Community Garden would not have been constructed

The Borough intends to fund future improvements through fund-raisers, donations, Community in-kind donations and continued in-kind utilization of Borough personnel

Thank You!



A Better Tomorrow, One Community at a Time

Community Visioning as Planning: Pushing, Pulling, and Making Progress

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Michael Nordquist, Ph.D.
Joanne Mallowney, MLS
Ewing Green Team, Co-Chairs

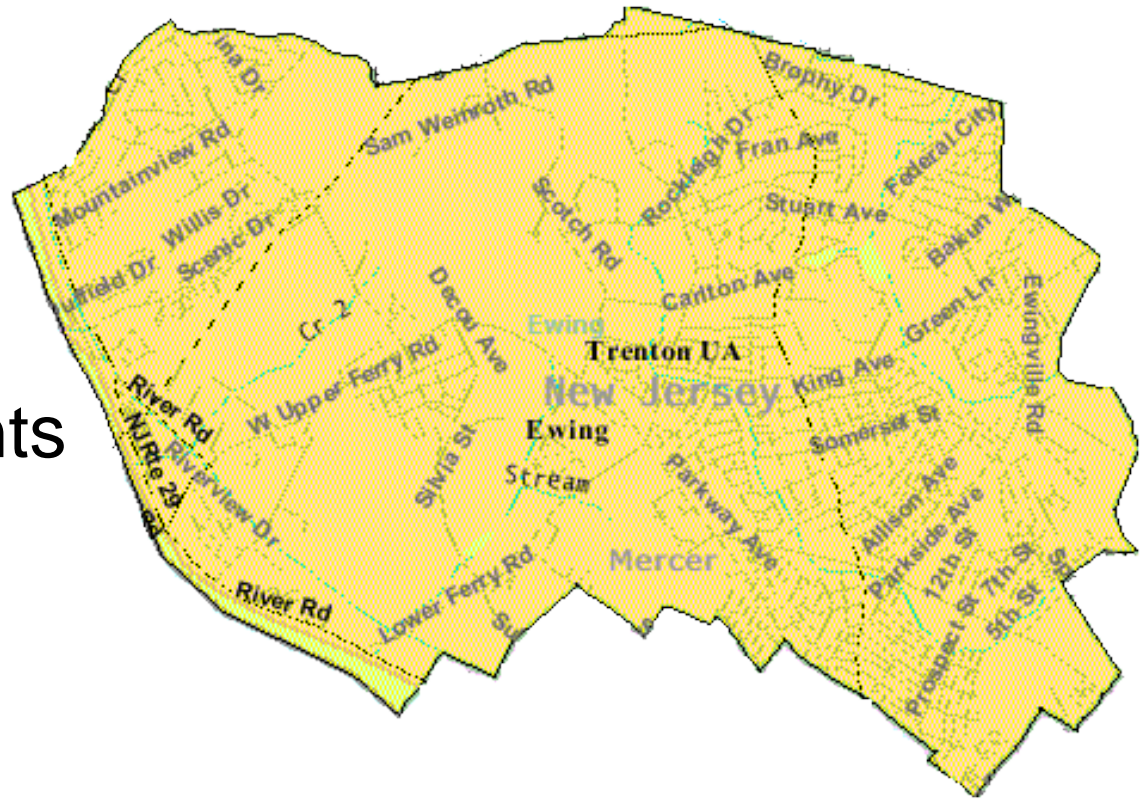
2016 New Jersey League of
Municipalities
November 15, 2016

Overview

- Ewing and EGT Background
- Visioning Process
- Connection to Planning
- Township Partnership

Ewing Township

- First-ring suburb of Trenton
- Villages
- Post-industrial economy
- 35,790 residents
- Diversity
- Transportation



EGT History

2009:
Environmental
Commission -
parent org.

2013: Bronze
Certification
with 185 points

2014:
Initiated
Community
Visioning

2015: Finalized
and Began
Implementation

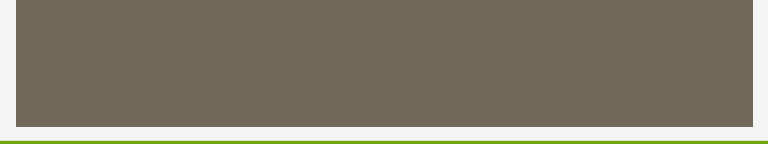
2016: Earned
SILVER
Certification
and
Sustainability
Champion for
medium sized
municipalities

Now what?....



EGT Visioning Process

- Awarded \$10k SJ/PSE&G grant to support visioning
- Grant budget:
 - Consultant (Maga Sustainability consultants)
 - Materials for visioning event
 - Seed money to support planned activities



EGT Visioning Process

- “Community Conversation”
 - Sustainable Community?
 - Situational Analysis
 - Community Priorities
 - Process and Buy-in

ACTIONS
COMMUNITY
WASTE
PRESERVATION/CONSERVATION
COMMUNITY DEVELOPMENT
BRANDING
ECONOMIC DEVELOPMENT
ENERGY.....

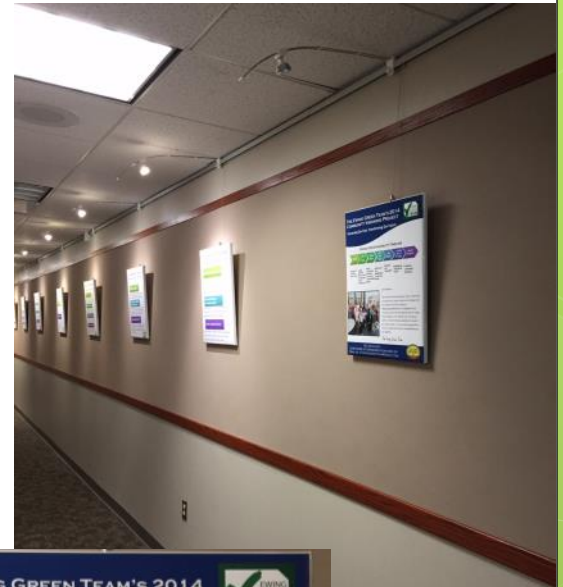


June 7, 2014



Education and Outreach

- Municipal Building display
- Presentations at civic associations/organizations
- Promotional materials



THE EWING GREEN TEAM'S 2014 COMMUNITY VISIONING PROJECT
Preserving Our Past, Transforming Our Future

EWING'S SUSTAINABILITY TIMELINE

Year	Event
2009	Formation of Ewing Green Team
2011	Ewing Achieves Bronze Level Sustainable Jersey Certification
June 2014	Ewing Visioning Process for Sustainability Begins
July 2014	Refinement and Amplification of Visioning Process for Sustainability
Jan 2015	Strategic Plan Completed
7 Action Items / 21 Tasks	Building the Future
Assess Progress	Regroup - Community Visioning 2

Dear Neighbors,

The results from the Ewing Green Team's Community Visioning Process, listed in detail in the Strategic Plan and available on the EGT website at <http://ewg.me/a2UmT2>, are highlighted in the Visioning Summary Results pages for each of 7 major action categories. EGT members are now hard at work to accomplish the tasks identified. We invite you to get involved. Journey with us as we work to create the Ewing of the Future, as identified by you, our neighbors.

The Ewing Green Team

GET INVOLVED!
LEARN MORE AT EWINGGREENTeam.ORG OR
EMAIL US AT EWINGGREENTeam@GMAIL.COM

Seed Money

- Bike Tour
- Arts & Recycling: Scarecrow Contest
- Beautify Ewing



2015 Ewing Fall Spin



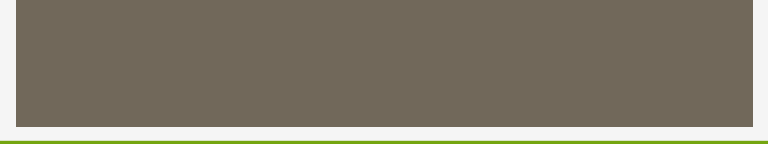


2015 Scarecrow Contest



Beautify Ewing Campaign





Grant has provided...

- Focus for Green Team's Efforts
- Roadmap for certification
- Legitimacy and Buy-in
- Leverage to Push and Pull

Completion of Ewing's Community Visioning process.....
Green Fair
Communication of Strategic Plan Results
Energy Programs.....
Waste Education.....
Beautify Ewing Campaign
Ewing Community Gardens
Bike and Pedestrian Audits
Neighborhood Associations.....
Ewing Fall Spin
2 nd Annual Scarecrow Contest
Mercer County Sustainability Coalition
Community Education and Outreach
Environmental Insights
Conclusion

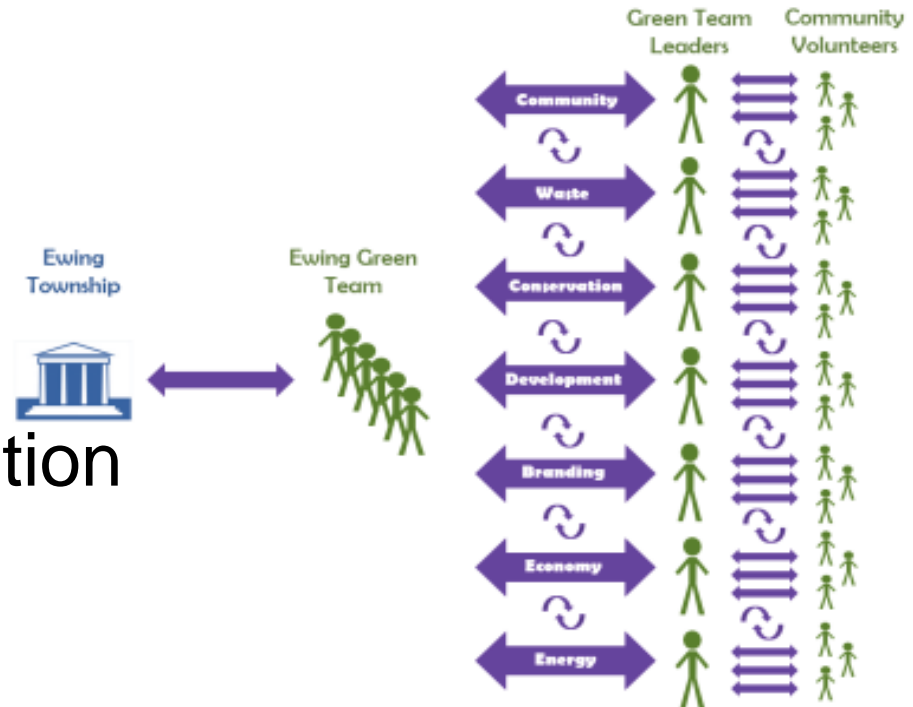
Impact on and for Ewing

- Forum for Township to gather input
- EGT Plan affirmed, but non-binding
- Substantial SJ Actions
 - ERI/NRI
 - TOD Supportive Zoning
 - Brownfields
 - Complete Streets/Bike and Ped Audits/Plans
 - Asset Inventory/Mapping



Township Government as Partner

- Administration
 - Office Staff
 - Public Works
 - Parks and Recreation
- Council
- Planner
- Environmental Commission



Overall Impact

- Clear direction and purpose for EGT
- Accomplishments already
- Built relationships and partnerships: township, business, residents, coalitions, schools
- 2016 SILVER certification
- 2016 Sustainability Champion for Medium sized municipalities



Questions?

- Michael Nordquist
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- Joanne Mallowney
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609-883-0862
- Ewing Green Team
ewinggreenteam@gmail.com
<http://ewinggreenteam.org>
Twitter: EwingGreenTeam
Facebook: Sustainable Ewing Township Green Team



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Questions?



Sustainable Jersey Supporters

Underwritten By:



Sponsored By:

Small Grants Program Underwriter



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Sustainable Jersey Support

- Technical Support
 - **Samantha McGraw:** 609-771-2938;
info@sustainablejersey.com
- Events & Trainings
 - Listed on website (Events & Training Page)
 - Ability to add your events
- Join the Sustainable Jersey Mailing List
- Attend Regional Hub Meetings in Your Area
- Follow Sustainable Jersey on Facebook, Twitter, Instagram and LinkedIn

