



# Navigating the Sustainable Jersey Grants Program

2019 NJLM Conference

November 19, 2019



# Speakers

**Samantha A. McGraw**, Program Manager,  
Sustainable Jersey

**Maria Spina**, PSEG Foundation Program  
Manager, Corporate Citizenship & Culture

**Mike Stanzilis**, Mayor, Mount Arlington Borough

**Rachelle Gizinski**, Green Team Chairperson,  
Burlington Township

**Kaitlyn Vollmer**, Grants Program Coordinator,  
Sustainable Jersey



# What is Sustainable Jersey?

- Voluntary certification program for municipalities and schools in sustainability
- Provides framework for action
- Positive impact on the community
- Move toward a sustainable future
- Recognize and reinforce progress



# Benefits of Participation



2019 Trenton receives a \$20,000 grant

Actions

Tools,  
resources,  
guidance

**\*Grants\***



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# Program Participants

Municipal



**450 towns, 212 certified**

Schools



**339 Districts, 884 Schools,  
241 Schools certified**

Collaborate!!

# Municipal Grants

<u>Sponsor</u>	<u>Announcement</u>	<u>Application Deadline</u>
Gardinier (Energy)	Late Summer	End of October
The Nature Conservancy	Mid-October	Mid-December
PSEG	Mid-November	End of February

Since 2009 nearly \$3 million in municipal grants have been provided

## Funding Levels & Usage

- **\$2,000 grants** - general operating support and direct expenses for green teams
- **\$10,000 and up** - fund all or part of a project that will score points for an action in the Sustainable Jersey program

*\*Please note funding cycles are subject to change and an official announcement will be made when funding cycles become available*

# Grants Available

Roots for Rivers Reforestation  
Grant and Technical Assistance  
Program

Partnership with The Nature  
Conservancy and The Watershed  
Institute for floodplain  
reforestation initiatives

**Application Deadline:**  
**December 13**



The PSEG Foundation is  
contributing \$200,000 to support  
the Sustainable Jersey Grants  
Program

Four (4) \$20,000 grants  
Eight (8) \$10,000 grants  
Twenty (20) \$2,000 grants

**Application Deadline:**  
**February 14**



*For more information visit: [www.sustainablejersey.com/grants-resources](http://www.sustainablejersey.com/grants-resources)*

# Eligibility Requirements

- Registered with Sustainable Jersey
- Active green team
- Use funding to implement an action eligible for points in the program



**\*\*COLLABORATE\*\* with your schools!!!**



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# Visit our Website!

The screenshot shows the Sustainable Jersey website homepage. At the top, there is a navigation bar with an RSS icon, the Sustainable Jersey logo (a large '10' with 'SUSTAINABLE JERSEY' and 'A Decade of Impact' inside), and social media icons for Facebook, Twitter, Instagram, and LinkedIn. Below the navigation bar is a yellow banner with the text 'You are signed in. [mcgraws@tcnj.edu]' on the left, a search bar on the right, and the tagline 'Celebrating Progress, Envisioning the Future' in the center. A red navigation bar contains the following menu items: ABOUT, ACTIONS & CERTIFICATION, EVENTS & TRAININGS, GRANTS & RESOURCES, MEDIA & COMMUNICATIONS, SUPPORT US, and a yellow 'REVIEW' button.

The main content area features a large photo of a group of people at a meeting. Below the photo is the text: **NOVEMBER 2019 SUSTAINABILITY HERO: SUSTAINABLE JERSEY REGIONAL HUBS** and 'Monthly recognition program for heroes in the Sustainable Jersey program'. To the right of the photo is a 'HEADLINES' section with two items: '82 Towns Earn Sustainable Jersey Certification in 2019' (dated NOV 12, 2019) and 'ChargEV Coalition to Electrify 2019 NJ Sustainability Summit' (dated JUN 13, 2019). Below the headlines is an 'UPCOMING EVENTS' section with two items: 'Sustainable Jersey Annual Luncheon' (Sheraton Hotel, The Crown Ballroom, 2nd Floor, NOV 19, 2019 - 12:00 PM TO 01:45 PM) and 'Residential Energy Efficiency Outreach Campaigns: A Guide for Municipalities and Green Teams Webinar' (Online, DEC 04, 2019 - 01:00 PM TO).

At the bottom of the main content area, there are two columns. The left column is titled 'ABOUT SUSTAINABLE JERSEY' and contains the text: 'We are celebrating our 10th Anniversary with a year-long program that will include special events to educate and engage the Sustainable Jersey community as we celebrate how far we have come and look into the future.' Below this text is a small version of the Sustainable Jersey logo. The right column is titled 'PARTICIPATING COMMUNITIES' and contains the text: 'View the map of Sustainable Jersey communities. Search the completed actions database and sort by county, actions and certification status! View Now → Or download the poster here.' To the right of this text is a map of New Jersey with several yellow location pins.

[www.sustainablejersey.com](http://www.sustainablejersey.com)

# Funding Your Sustainability Initiatives

MARIA SPINA FOUNDATION PROGRAM MANAGER - PSEG



**PSEG**

*We make things work for you.*



# PSEG

*We make things work for you.*



## Who we are

Public Service Enterprise Group

Founded in 1903 as PSE&G

Parent company of four major operating companies

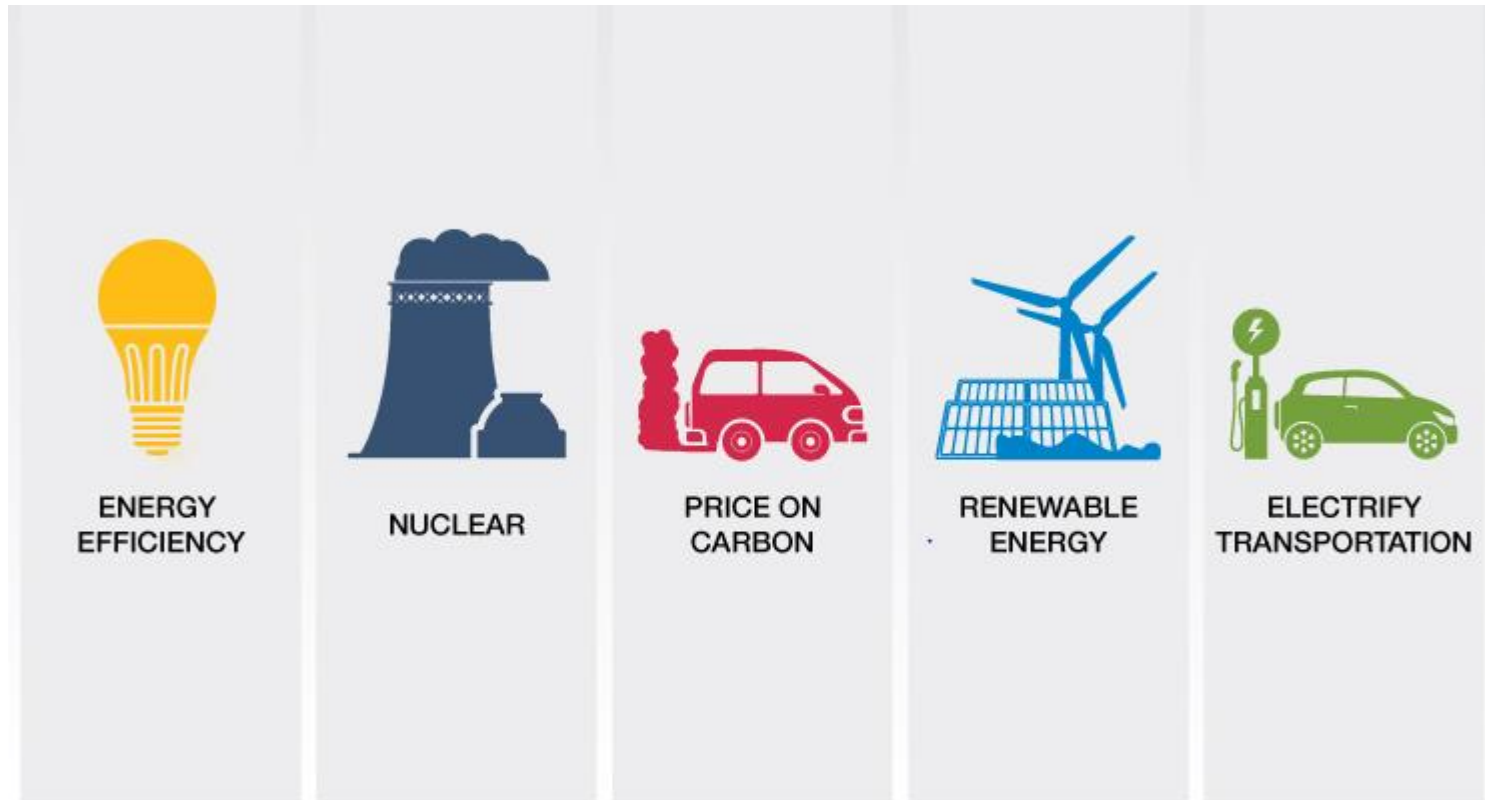
Approximately 13,100 employees in New Jersey, New York and Connecticut

# PSEG Vision

Being a recognized leader for:

- People providing
- Safe, reliable
- Economic and
- Greener...Energy

# 5 Things to Tackle Climate Change



# PSEG CLIMATE LEADERSHIP & ACTIONS

We make things work for you. Energizing communities and empowering people, we are [Powering Progress](#).

## Accomplishments



### CLIMATE LEADERSHIP

PSEG Power's carbon emissions rate already is one of the lowest among the nation's largest power producers, and we recently announced a goal to further cut PSEG Power's generation fleet carbon emissions by 80% by 2046, from 2005 levels, with a vision of attaining net-zero carbon emissions from our generation fleet by 2050.



### PRESERVING NUCLEAR IN N.J.

PSEG worked alongside New Jersey's legislative leadership in support of the state's Zero Emissions Certificate program that helps preserve nuclear power – which provides more than 90% of the state's carbon-free electricity.



### RENEWABLES

PSEG is New Jersey's No. 1 developer of solar energy, investing nearly \$2 billion in solar generation, and a supporter in the state's recent offshore wind project, Ocean Wind.



### BEST-IN-CLASS INFRASTRUCTURE

PSE&G is consistently recognized as the most reliable utility in the Mid-Atlantic region with top rankings for minimizing outages and restoration times. PSE&G's Gas System Modernization and Energy Strong programs are helping to make our infrastructure even better.

## We Want To Do More



### ENERGY EFFICIENCY

PSE&G has proposed 22 energy efficiency programs that will help curb carbon emissions and save customers money on their utility bills.



### ADVANCED METERING INFRASTRUCTURE

Smart meters enable real-time communication that supports faster restoration times and helps customers save money and shrink their carbon footprint.



### ELECTRIC VEHICLES AND ENERGY STORAGE

PSE&G's proposals contain programs that will encourage the adoption of electric vehicles and energy storage technologies that in turn enable the adoption of renewable energy.

## In the Community



### Providing More Than Just Power

At PSEG, we believe in energizing the communities we serve – and that means going beyond providing electric or gas. Find out what we're doing to uplift and invest in New Jersey.

# Corporate Citizenship

## Corporate Citizenship





# Corporate Citizenship and the PSEG Foundation



## Resources for Teachers and Supporting STEM

From our emergency preparedness partnership with Sesame Street, Energy & Environmental Resource Center and STEM education, we support programs that engage, excite and inspire students.

[LEARN MORE](#)



**PSEG**

*We make things work for you.*

# Energy & Environmental Resource Center

LI Customers: (1-800-490-0025)

NJ Customers: (1-800-436-7734)

NJ Gas Leak / Power Outage

Corporate Citizenship / Education & Outreach

## Energy & Environmental Resource Center

Energy & Environmental Resource Center

Let's Get Ready Program

STEM Education



An exciting learning center focused on building a greater understanding of energy, environmental challenges and strategies for balancing energy demand with environmental stewardship.

[Learn more >>](#)

[Learn more >>](#)

[Learn more >>](#)

# PSEG & Sustainable Jersey

- Providing the path *and* the means to enact change
- PSEG Foundation has provided \$2.9M in operating and small grants program funding for municipalities and schools
- Municipal grants - \$20k, \$10k, \$2k
- Schools grants - \$10k, \$2k
- 211 Sustainable Jersey Certified Municipalities – 162 at Bronze & 51 Silver level, 1 Gold Star (Woodbridge Township)
- PSEG is the grants underwriter

# Why Municipalities?

- Promote environmental stewardship
- Sustain and strengthen communities where we serve customers
- Create next generation of informed, concerned citizens

The image shows a brochure titled "Protecting Invertebrates" with a subtitle "A bee and butterfly conservation guide". The brochure is divided into several sections:

- Special thanks to:** Sustainable Jersey, PSEG Foundation, Environmental Commission, Town & Country Garden Club, Engineer and Community Service Department, Department of Public Works, Chatham Borough Volunteer Fire Department.
- Logos:** PSEG and Sustainable Jersey logos.
- Images:** A bee on a yellow flower, a monarch butterfly on a purple flower, a monarch butterfly on a red flower, and a monarch butterfly on a purple flower.
- Why Bees Matter:** Bees are a vital part of the environment, and play an extremely important role in agriculture. There are over 20,000 known species of bees in the world, and their pollination contributes hundreds of billions of dollars to the global economy each year. Bees are also necessary to produce many foods we enjoy everyday. In order to protect bee populations from the many threats they face, we must demonstrate increased awareness of their habitats, and make an effort to create more suitable bee habitats.
- Why Monarchs Matter:** Monarch butterflies are an iconic species in nature, and are often indicators of healthy ecosystems. In addition to their intrinsic value on Earth, they also have educational and scientific benefits to us in fields such as evolution, navigation, and genetics. However, monarch butterflies have declined in population by nearly 90% in the last 20 years. By taking care of monarch habitats, and planting new butterfly friendly plants, we can slow down population decline and prevent the loss of this unique invertebrate species.

Brochure by Harrison Forrugia,  
2018 Chatham Borough Intern

# Sample Projects

**EWING EAB PARTNERSHIP** and Mayor Bert Steinmann present...

## An Emerald Ash Borer (EAB) Information Session

Come to the Ewing Environmental Commission's March meeting to learn from the experts about the EAB threat, how it will affect your property, options for managing your ash trees, and potential solutions.

**Tues, March 20th at 6:30 p.m.**  
Ewing Senior and Community Center  
999 Lower Ferry Rd, Ewing

**EAB FACTS**  
The EAB is a non-native invasive pest that attacks our native ash trees. It will kill 99% of them. It is active in Ewing.

**EWING GREEN TEAM** **MORE INFORMATION**  
ewingec.org/ewinggreenteam.org

Ewing Township  
\$20,000 Grant  
Restoration of the  
Community Forest Project

## Township of Hope

ENVIRONMENTAL RESOURCE INVENTORY UPDATE

COUNTY OF WARREN

**February 2018**

THE LAND CONSERVANCY OF NEW JERSEY **HOPE TOWNSHIP**

Hope Township  
\$10,000 Grant  
Environmental Resource  
Inventory Update

**MONDAY, AUGUST 6, 2018**  
Borough of Stone Harbor

**Free Event!**

## Green Fair

Water Tower Plaza | 95th St & Second Ave | 5PM-8PM

**Who's Here**

- Atlantic City Electric
- South Jersey Gas
- Cape May County MUA
- South Jersey Summer Foundation
- Wetlands Institute
- Stone Harbor Police Department
- Alex & Lemonsade Stand
- Go Green Committee
- Shells Top Committee
- Mocktail Agency
- John's Farms
- Marine Mammal Stranding Center
- NI Water Association
- Tennis Stars
- Cape May County Library
- Clifford Cooper Action

**Food**

- Busy Bees
- Jack's Shack
- Good Boy Biscuit and Bones
- Captain Produce
- Just Delicious Kettle Corn
- Stone Harbor Police Department
- Alex & Lemonsade Stand

**Fun**

- Crafts & Face Painting
- The Wetlands Institute Touch Tank
- Appearance by Scute the Turtle!
- 6:00pm Eyes of Wild Animal Show
- 7:00pm 3 K's Magic Show

**Local Roots**  
Sustainable Jersey Certified

Thank you to our sponsors for making this event possible!

atlantic city electric SOUTH JERSEY GAS PSEG

Stone Harbor Borough  
\$2,000 Grant  
Green Fair & Recycling  
Education

Community Forest Restoration ◇ Community Garden ◇ Watershed Management ◇  
Outdoor Classrooms ◇ Wildlife Habitat Development ◇ Community Outreach ◇  
Bicycle Network ◇ Green Business Program ◇ Green Team Support

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the page, framing the central text. The overall aesthetic is clean and modern.

# Mount Arlington Community Garden

# Background

- ▶ As a Green Team initiative, members were able to work with the Borough in proposing the repurpose of the underutilized tennis courts that were in disrepair into a Community Garden.
- ▶ The Green Team petitioned to obtain a \$20,000 grant from PSE&G to offset growing costs of materials.
- ▶ To maximize the grant dollars, the majority of construction activities was performed by the Borough's Department of Public Works. While a contractor will be utilized to construct an ADA compliant sidewalk from the garden to the existing parking lot, a significant portion of the grant funds was used to acquire the materials such as water pipe, drain pipes, and top soil. The rest went to costs such as recycling the asphalt.

# Cost Savings

- ▶ Were able to use the DPW to offset construction costs . Public Works employees worked to dig up and set the beds for the garden itself.
- ▶ The location itself was already situated with a perimeter fence to protect the gardens that needed minimal repairs and reinforcements.
- ▶ Location provided a paved parking area in good standing.
- ▶ The water line hook up was easily accessible and was set up by the DPW with 3 access points for the gardeners.



# Budget

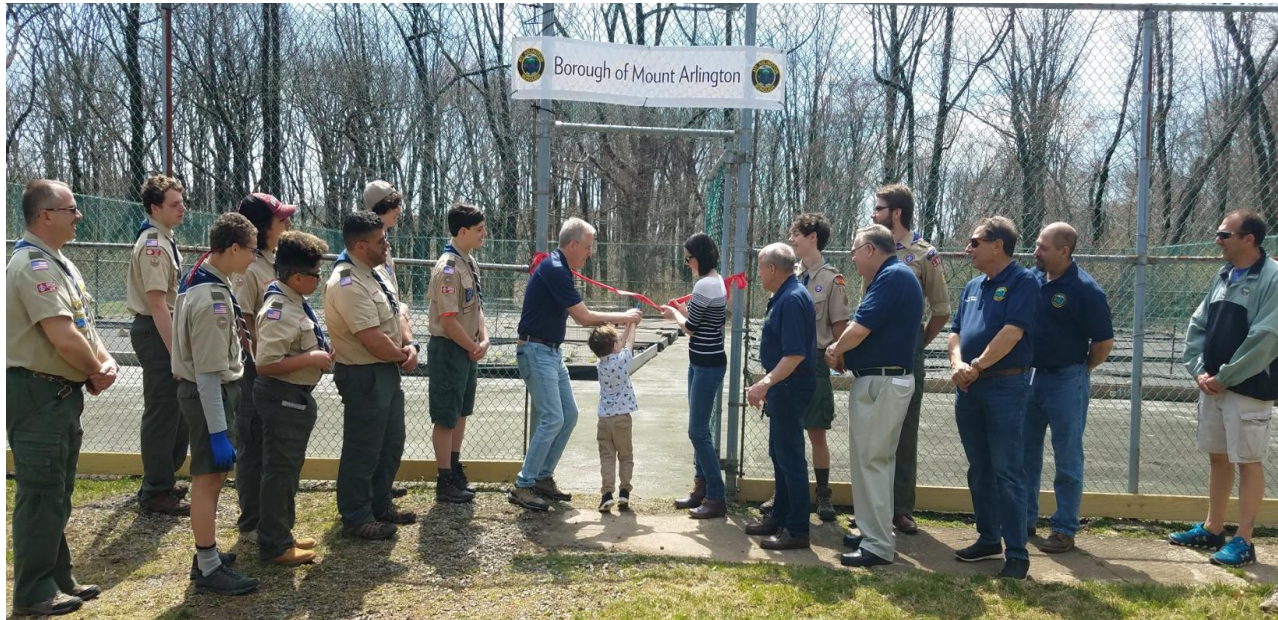
- ▶ Original estimate of cost for the project to be completed greatly exceeded the \$20,000 grant.
  - ▶ Estimated \$79,411.75 according to 2016 costs
- ▶ Keeping work in house with employees and volunteers lowered cost
- ▶ Phase 1 work was estimated to be \$42,200
- ▶ All of the \$20,000 grant was spent:
  - ▶ Materials (i.e. top soil, piping etc)
  - ▶ Recycling of asphalt
- ▶ Phase 2 will add in the cost of a contractor to create an ADA complaint pathway, sidewalks, and paving.

# Lessons Learned... You Will Never Have Enough Time!

- As Phase 1 of the work was done by the DPW, it happened around the daily work performed around the Borough.
- Mother Nature was not always cooperative with the time frame
- We were able to get the Garden open for the inaugural season, but still had work to finish (i.e. not all the beds were sectioned out for their plots), but in working along side the DPW, all sold plots were completed in time for the gardening season!

# How the Garden Helped with Our Certification

- ▶ We were recertified Bronze, but will proudly receive Silver this year!





In one year we were able to grow our garden from a simple idea to a thriving location of resident participation and a stronger sense of community!



# Partners on our Project

- ▶ Green Team
- ▶ DPW
- ▶ Governing Body
- ▶ School
- ▶ Scouts
- ▶ Residents



# Publications about the School's Work

## MCCEA Community Line



### GREEN THUMBS

Mount Arlington sixth graders Caitlyn Kalafut, left, and Colleen Gordon-Mara get ready to prep a garden bed and weed other plots at the Mount Arlington School garden demonstration plot in the Mount Arlington Borough Community Garden on Sandra Drive. Students at the school are involved in a "Carton to Garden" program and start seedlings in the classroom and school's greenhouse.

### Mount Arlington STEM Activities Thrive Via NJEA & SJS Grants



Mount Arlington School students now have several opportunities to spend time learning how to balance the triad of sustainability (community/society-economics-environment) through a number of electives and programs. These opportunities were implemented using a \$10,000 grant funded by Sustainable Jersey for Schools (SJS) and the NJEA. These programs focus on modeling how data and research are used by scientists, engineers and community leaders on issues such as stream management, airport management, alternative energies, climate change and satellite imaging, carbon emissions control, and bridge building. Through these hands-on projects, students are able to apply their research and math skills to understand how they can use their skills to make career connections. The programs reflect the District's motto "Mount Arlington School District - The Heart and Future of our Community." Some of these programs were presented in June 2019 to the NJ First Lady, Tammy



Murphy, who has launched a #NJGREEN social media campaign aimed to educate others about sustainable actions that can make a difference.

The District applauds the efforts and contributions of SJS and NJEA through their grants initiatives and certification process. Most recently, Team Integrity developed a unit on Natural Disaster Emergency Planning program. By studying the socio-economic impact of recent disasters worldwide, students used data to predict the impact if the disaster occurred locally; they also developed an Emergency Plan for the borough which was evaluated by local police. Thanks to the grant, teachers have the tools to use local resources to create programs which are built on PBL pillars: sustained inquiry, authenticity, student voice and choice, reflection, critique and revision, and public product.

<- Roxbury Register

## Mount Arlington's Community Garden Ripe for Growth

Story by Justin Decker  
Photos by Karen Fucito

Just as an old pair of shoes is better recycled than left to a landfill, a small plot of land in the borough of Mount Arlington has been recently refurbished into a new community garden. The land was formerly the site of two community tennis courts that fell into disrepair.

Renovations for the garden, located down a long, winding driveway off Sandra Drive, was a collaborative effort between the borough and Boy Scout Troop 188. Two Eagle Scouts and more than a dozen volunteers were at the center of the project, which took 102 hours to complete.

The organic garden contains 64 rentable plots in eight beds inside the already fenced area of the former tennis courts. Plots can be purchased for \$25 for the season and include some communal gardening equipment. There are fewer than 50 plots currently available.

The project was conceived by Mount Arlington Mayor Mike Stanzilis and Mike Mangano, the former scoutmaster of Troop 188. Christina Chismar, administrative clerk for the borough's recreation department, oversees the day-to-day operations of the garden itself, but any changes to the space are supervised by the Mount Arlington Green Initiatives Committee (M.A.G.I.C.), of which Stanzilis is a member.

"For many years, we had been pondering what to do with the old tennis courts," Mangano said. "The interest kind of fell out of the tennis



Mount Arlington Public School students Allison Hand, Colleen Gordon-Mara and Olivia Cardona sow a row of seeds for new plantings.

programs, so it was entirely cost-prohibitive to think about remarking those courts."

Mangano is also a member of Sustainable Jersey, a nonprofit group that assists towns in creating new environmentally friendly areas in the community, which allowed him to help plan and organize parts of the project with Stanzilis and other community members. The borough received a \$20,000 Sustainable Jersey PSEG Grant that allowed the project to move forward, said Stanzilis. The grant covered all costs for the renovations and construction, he added.

During Mangano's tenure as scoutmaster, two of his scouts—Bobby Lazarov and Dylan

Coons—used the proposed idea for the garden as part of their Eagle Scout projects.

Both worked from October to April, helping the borough DPW remove some of the blacktop (blacktop was strategically left in place as paths between garden beds), building a compost box and building tables and benches for a picnic area just outside the garden. Coons also created the sign that welcomes visitors to the garden.

"It didn't take too long to accomplish," Lazarov said. "It was surprising to see the transformation in such a short time."

"It's a great green initiative," said Stanzilis, who noted that the elimination of blacktop helps the borough's flood and stormwater management plan by allowing rainwater to seep back into earth.

The garden officially opened to the public with a ribbon-cutting ceremony in mid-April. Troop 188 and members of the Mount Arlington Department

of Public Works were on hand, according to Coons.

"The Boys Scouts were able to do a lot of the physical work without burdening the town economically, so that's a huge win," Mangano said. "I really hope it'll become a community gathering spot as plots start to fill up."

Patti DiGeronimo and Bernie Goodman are among the residents who rent space at the garden. The couple lives on Bertrand Island. DiGeronimo said she has wanted to grow vegetables but lack of space and a shady yard have prevented that. When she heard about the community garden she jumped at the chance to



Bernie Goodman uses a watering can to water the tomato plants he and his wife planted.

participate, despite her husband's initial lack of enthusiasm. "He's come around," she said. "They have two plots and have planted tomatoes and a variety of hot and sweet peppers."

"There's more and more popping up every day," DiGeronimo said of the number of people utilizing the garden.

"I think there aren't that many people who know about it," Goodman said. "But this is the first year it's been open. I think next year it'll fill up for sure."

The garden is also being integrated into the curriculum at the Mount Arlington Public School thanks to Julie Crawford, a teacher and coordinator of STEM activities, and fellow teachers Tanya Occhuzzo, Megan Hahn and Michelle Smith.

"We're trying to expand the (existing) program this year," Crawford said. "We're also doing some social studies and history integration by having the kids look back to the Victory Gardens of World War II. It's about opening the door for kids and letting them explore."

Not only are students learning how to grow food organically, but Crawford's classes also used the garden for geometry and mathematics exercises, such as calculating the flow of water from the garden's spigots by measuring the volume and the time it takes to fill buckets. According to Crawford, they've also used field measurement tapes to find the length, width and height of garden beds so that they could determine the volume of soil required to fill each of the three plots being used by the students.

"It's a way of doing math, and it's hands on," Crawford said. "So, it's a lot of fun for the kids."

When school commences in the fall, Chismar and Crawford will team up with the art department at the school to get a mural painted on a large concrete wall that overlooks the garden, said Crawford.

In the meantime, students have been coming weekly to tend to the garden and to harvest the crops.

Eighth-grader Allison Hand especially likes picking the flowers from the squash plants—she's allowed one flower from each plant—which she fries in olive oil after dipping them in an egg and panko bath.

Colleen Gordon-Mara, a sixth-grader, is more romantic.

"I've been gardening since I was little and because of that I've found a hobby and a passion for it," she said.

Stanzilis thinks the addition of the garden is having a positive impact on the community and is excited to see it grow.

"This is a great use of public land, it's a great use of grant money," he said.

For more information or to sign up for a plot, go to <https://mountarlingtonnj.org/community-garden/>.



Christina Chismar with her children, Alayna and Joseph, picking the very first grape tomatoes of the season.



# Burlington Township Green Team

## Free Exchange



# What is a Free Exchange and why we choose it.

- ▶ A free Exchange is like a yard sale but everything is Free, You bring your “stuff” and take home other peoples “stuff” for Free
- ▶ Our team wanted a way to keep items out of the landfill and reduce cost of disposal

# Pictures



# What was acceptable bring

- ▶ Toys and games
- ▶ Bicycles, exercise and sports equipment
- ▶ Furniture (small items that one person can carry)
- ▶ Household and kitchen items
- ▶ Costume jewelry
- ▶ Books, records, CDs and DVDs
- ▶ Shoes and boots
- ▶ Power and hand tools and gardening tools
- ▶ Camping equipment
- ▶ Musical instruments
- ▶ Small appliances (coffee maker, mixer, can opener, etc.)

# What not to bring

- ▶ Tires, car batteries, motor oil or gasoline powered machines
- ▶ Hazardous chemicals, explosives or highly flammable items
- ▶ Food or liquids of any kind
- ▶ Electronics, including computers, printers, fax machines, monitors and TVs
- ▶ Clothing
- ▶ Mattresses
- ▶ Medication or medical devices of any kind
- ▶ Large appliances and furniture
- ▶ Pets or live animals of any kind
- ▶ Cribs and child car seats/boosters
- ▶ Illegal items of any kind

# How we held our event

- ▶ The originally proposal was to hold one free exchange event on October 13, 2018 at a target neighborhood on a Township owned athletic field. The event was publicized through focused direct mailings to residents of that community, lawn signs and an electronic message board. Rainy weather impacted the event with an estimated 15 participants and 1,000 pounds of material reused. The local Habitat Restore Store collected items that were able to be donated at the end of the event.
- ▶ After evaluating the first event, the Township decided to hold a second event on April 13, 2019 which coincided with Townships Clean-up Day. This event was open to all residents of the Township. The name was change from Free Exchange to Free Stuff It was publicized in conjunction with Clean-up Day and held in the Green Acres Park adjacent to the closing and prize ceremony for clean-up day. Information on the event was included with all the clean-up day materials, and on the Township website. An estimated 100 residents participated and 3,000 pounds of material avoided disposal. For both swap events, information regarding acceptable items and non-acceptable (e.g., hazardous and flammable materials) items, was provided on the Township website and a handout provided on the day of the event. Any items not taken by participants at the end of both events were donated to the local Habitat for Humanity ReStore, except for books which were taken to the Book Exchange at the Township recycle center.

# Who were our partners

- ▶ Burlington Township (Police, Handled finances expenditure of project, dumpster for broken items, electronic sign for event at clean up day.) Grant was used to offset the expenses.
- ▶ Habitat for Humanity (Took items not taken for free)
- ▶ Burlington County Parks System (Ranger handed out park system material)
- ▶ Whitesell Construction Company (donated signs for both events)

# How was budget developed

The budget was developed based on our October 13, 2018 event

- ▶ Cost of one police officer required by the Township for public events
- ▶ Public works driver and laborer for a dumpster to remove any broken items and debris
- ▶ Dumpster rental fees
- ▶ Event signs posted around the neighborhood
- ▶ Mailing to the Targeted neighborhood
- ▶ Electronic sign advertising

# Pictures





# Lessons learned

- ▶ When holding an event for the first time there needs to be a concerted effort to promote and explain the event.
- ▶ Bad weather and confusion with the meaning of “Free Exchange” resulted in a modest turnout at the October 13, 2018 event.
- ▶ For the April 13, 2019 event name changed to “Free Stuff”
- ▶ Holding the event the same day as Clean-up Day gave the event more exposure than it would have had on its own

# Contribution to SJ Certification

- ▶ This will go towards the Materials Reuse Program as we have helped to keep materials out of landfills.

# Pictures



# GRANT WRITING TIPS

## 3 Takeaways for a Good Grant Proposal

- **Collaboration**
  - Project capitalizes on partnerships with community groups
- **Innovation**
  - Project has unique elements and follows best practices
- **Community Engagement**
  - Opportunities for community engagement throughout the process, including proposal creating and sharing the success of the project following its completion



# PROPOSAL SECTIONS

## Both 2K and 10K Proposals

Project  
Description

Budget

Action Plan &  
Timeline

## 10K Proposals Only

Community  
Engagement

Project Impact  
and Evaluation

Project Team  
Members



# COLLABORTATION

- Work with school green team on actions that can gain points for certification
  - Community Education & Outreach
  - Civic & Stewardship Activities
  - Green Fair
  - Green Your Green Fair
  - Green Challenges
  - Anti-Idling Programs
  - Community Asset Mapping
  - Safe Routes to School
  - Waste Audit



# COLLABORTATION

- Consider partnerships with...
  - Interested residents
  - Local schools
  - Local organizations and businesses
  - Government agencies (local, state, federal)
  - Volunteer groups (boy/girl scouts)
  - Academic Institutions
  - Faith-based groups
- Include stakeholders of these groups in project team
- Assign roles in your action plan and timeline

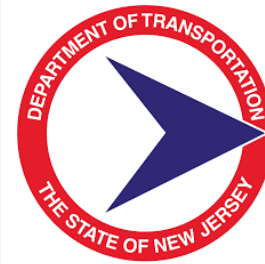


# COLLABORTATION

- Utilize available state programs
  - Rutgers Cooperative Extension and Master Gardeners
  - Transportation Management Associations
  - NJCEP and utility incentives
  - NJDEP programs
  - Tonnage and Clean Communities grant
  - Regional Health Partners
- Include this funding/resources in project budget
  - Indicate what funding is already secured
- Can help achieve intended impacts and reach intended audiences



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# INNOVATION

- Think outside the box when choosing a project
  - Can use the innovative project action
  - Can also consider innovative approaches to more common projects
  - Research best practices and other examples across the state



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[ewingec.org/ewinggreenteam.org](http://ewingec.org/ewinggreenteam.org)

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**BUY LOCAL FIRST!**

Sustainable Winslow Township

Download the "GORequest" app today!  
[www.WinslowTownship.com](http://www.WinslowTownship.com)

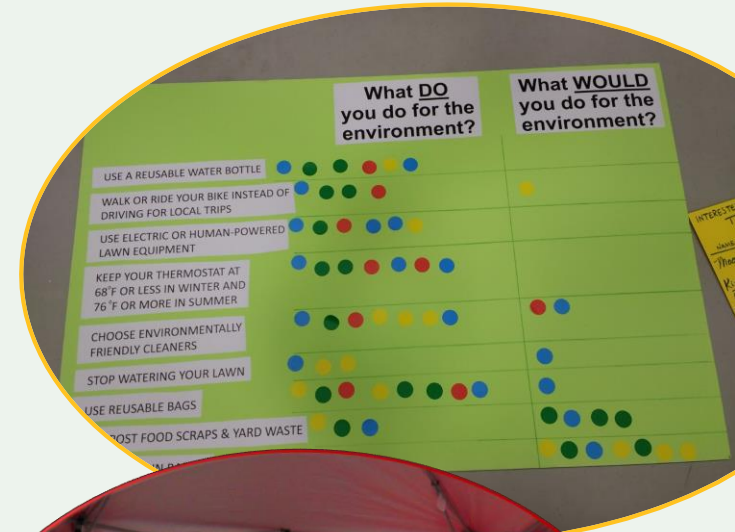
# MUNICIPAL PROJECTS FOR POINTS

- Wildlife Interaction Plans
- Creative Placemaking Plan
- Brownfields Inventory & Prioritization
- Build-Out Analysis
- Green Your Green Fair
- Coastal Vulnerability Assessment
- Community Asset Mapping
- Community Wildfire Protection Plans
- Municipal On-Site Solar System
- Employee Health & Wellness Initiatives
- Farmers Market
- Green Building & Environmental Sustainability Element
- Green Business Recognition Program
- Green Roofs/Cool Roofs
- Materials Reuse



# INNOVATION

- Explain how the project developed from an idea to a grant application
  - What innovative approaches were taken during each step?
- Consider how the project can be improved upon in the future plans
  - This initiatives will lead to..
- Develop an evaluation process that collects data
- Utilize new technology



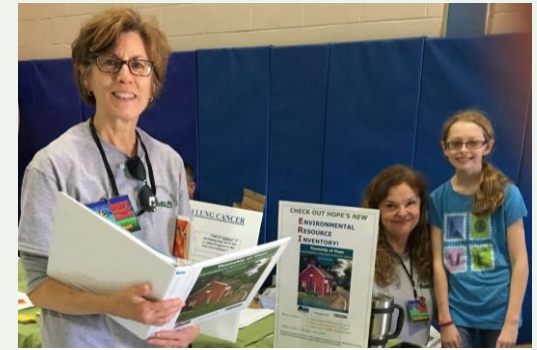
# COMMUNITY ENGAGEMENT

- Engage the community when...
  - Creating the proposal
  - Completing the project
  - Celebrating the project success
- Host public forums to get the input on the issues surrounding the project
  - Students
  - Teachers
  - Administration
  - Facilities
  - Cafeteria staff
  - Physical education teachers



# COMMUNITY ENGAGEMENT

- Create promotional materials to inform the community of the project
  - Flyers and informational handouts
  - Informational videos
  - Social media posts
  - Posters and presentations



**Hope Township NJ Environmental Commission**  
 May 22, 2017

Congratulations to Hope Township for receiving a \$10,000 Sustainable Jersey Project Grant to update the Town's Environment Resource Inventory (ERI). The ERI lists natural and cultural data as a resource towards more informed planning and policy decision-making.

[http://www.sustainablejersey.com/media-c.../news-single-view/...](http://www.sustainablejersey.com/media-c.../news-single-view/)

**SUSTAINABLEJERSEY.COM**

**Innovative NJ Sustainability Projects at the Local Level Receive Funding**

Grant recipients from 16 New Jersey counties: Atlantic, Bergen, Burlington, Camden, Cape May, Cumberland, Essex, Gloucester, Hunterdon,...

👍👍👍 You and 31 others

7 Comments



# COMMUNITY ENGAGEMENT

- Share the success of the project with...
  - Student presentations to BOE
  - Ribbon cutting ceremonies
  - Press releases
  - Newsletter articles
  - Project Signage



Jack Fichter/CAPE MAY STAR AND WAVE  
**Coffee, cops and a drug drop**  
 Police Chief Anthony Marino with Emelia Oleson of the Cape May Point Environmental Commission during Coffee-with-the-Cops and a prescription drug safety program July 8 at the Cape May Point Fire Hall. The program provided an opportunity for residents to discuss community issues, build relationships and have a relaxed discussion with Cape May police. The event included a prescription drop off.



6 The COASTER, May 10, 2018

## \$20,000 Grant to Ocean Environmental Group

By DON STINE

A \$20,000 grant from the 2018 Sustainable Jersey Grant funded by the PSEG Foundation has been awarded to the Environmental Commission of Ocean Township.

"We are very proud of it and very excited," Commission Chairman Ray Pogwist said.

He said the grant reflects the collective efforts of the commission over the past few years. Pogwist specifically cited commission member Mike Davenport for writing the grant.

"He was truly instrumental in making it possible and we are very happy he took this on," he said.

The grant money will go towards producing an Environmental Resources Inventory. An inventory gives a municipality an understanding of

the capacity and limitation of natural resources.

Pogwist said two areas of special concern will be the township's declining tree canopy and the current status of its watersheds.

He said the ERI will serve as an important tool for the township's Master Plan and to educate the public. Copies will be distributed to the public library and to the Intermediate School and High School libraries.

Pogwist said that the commission hopes to hire a consultant to prepare the ERI as soon as possible and, once that happens, estimates it will take about a year to complete.

"We have a lot of footwork to review to do but it should take about a year, start to finish," he said.



# PROJECT SIGNAGE

**THINK Before You THROW**

**YES!** **NO!**

**PLASTIC BOTTLES & CONTAINERS**  
Coded #1, #2, #4, #5 only  
Empty and Rinse Free of Food/Liquid  
Bottle Caps Recycled in Trash

**GLASS BOTTLES & JARS**  
Empty and Rinse Free of Food/Liquid  
Labels and Lid OK

**METALS**  
Tin, Steel and Aluminum Cans  
Aluminum Foil and Foil Food Trays  
Rinse Free of Food/Liquid

**CARDBOARD, CHIPBOARD & PAPER**  
Newspaper, Junk Mail, Loose Leaf Paper,  
Magazines, Paperback Books, Chipboard  
Boxes, Jute/MLK Carbons (Rinse and  
Dry), Soda Cans, & 9-packs, Cardboard  
Egg Cartons, Gift Wrap

**FLATTEN ALL Cardboard Boxes**

**SHREDDED PAPER**  
Place All Shredded Paper in Clear/White  
Plastic Bags. Tied at the Top. Place in the  
ONLY Free when using a Plastic Bag for  
Recycling is Acceptable

**THANK YOU For Recycling Responsibly**



The Borough of Morris Plains

**Guide to RECYCLING**

Please Take One

**Margate City Native Species Demonstration Garden**

This garden was made possible through a grant from Sustainable Jersey for the purpose of educating the community on the importance of incorporating native species in local landscape plantings.

Native species require less water and fertilization since they are adapted to local conditions.

They also play an important role in supporting wildlife by providing food and shelter. Native plants also help maintain the health of our waterways.



**BELLMAWR COMMUNITY GARDEN**

**SUSTAINABLE JERSEY**  
CERTIFIED

Tracy Anderson  
Project Leader

BELLMAWR SENIOR HOUSING  
Property Owner

PSEG  
All other things need to be done

Established May 22, 2018

Sponsored by

Sustainable  
Jersey and  
PSEG

**Mahwah's First Rain Garden**

Nature's Beauty Cleansing our Environment  
Est. Sept. 2017

Funding Provided by:

Special Thanks to:  
Mahwah's Dept. of Public Works & Environmental Commission

**MONDAY, AUGUST 6, 2018**

Borough of Stone Harbor

**GO Green Fair**

Water Tower Plaza | 95th St & Second Ave | 5PM-8PM

Who's Here

- Atlantic City Electric
- South Jersey Gas
- Cape May County NJA
- South Jersey Wildlife Foundation
- Wildlands Institute
- Stone Harbor Police Department
- Alex's Lemonade Stand
- Dr. Steven Combs
- Shade Tree Committee
- Mahwah Agency
- John's Farm
- Morris Natural Strand Center
- NJ Home Association
- Travis Bell
- Cape May County Library
- Clifford Chase Artisan

Local Roots

Thank you to our sponsors for making this event possible!



# GENERAL TIPS

- If a **consultant** is writing your application, your proposal should be customized to your town
- A proposal should tell the whole “**story**”
- Use **uploads** to provide more details on the project
- Take advantage of the guidance opportunities
- Research your project and the available resources
- **Make use of the different sections of the action that relates to your project**
- Use the **grants portal** and other **resources**







# GRANT WRITING

## GRANTS & RESOURCES

### Sustainable Jersey Grants Program

PSEG Cycle

Grant Writing Resources

Grant Terms & Conditions

Reporting Requirements

Previous Grant Cycles

Complete Streets Technical Assistance Program

Regional Hubs

### Resource Opportunities

Roots for Rivers Reforestation

Grants Portal

Green Team Resources

Publications

Conference, Training & Webinar Presentations

## Additional SJ Resources

- 2018 NJLM Presentation: The Grass is Greener with a Sustainable Jersey Grant
  - <http://bit.ly/2018NJLMGrantsPresentation>
- 2018 Sustainability Summit Presentation: Turning Projects into Points
  - <http://bit.ly/2018SummitGrantsPresentation>



### Conference & Webinar Presentations

Conference Presentations

Training & Workshop Presentations

Webinar Recordings & Presentations



Celebrating Progress, Envisioning the Future

## Resources for Participating Municipalities and Schools

Besides the Sustainable Jersey and Sustainable for Schools Grants Programs, there are other resources available to New Jersey municipalities and public school districts to aid in the completion of actions in the certification programs. These resources should be utilized when creating a budget for a grant proposal and can be included as in-kind contributions. This is a live document—everything that is green and underlined is a link.



= Technical Assistance



= Grant Funding



= Eligible for Schools



= Eligible for Municipalities

# Sustainable Jersey Supporters & Sponsors

## Program Underwriters



## Grants Program



## Corporate Sponsors

\* 10<sup>th</sup> Anniversary Sponsors

### PLATINUM



### GOLD



### SILVER



### BRONZE



# Sustainable Jersey for Schools Supporters

## Program Underwriters



## Grants Program



## Corporate Sponsors

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### Silver Sponsor



### Bronze Sponsors



# Questions? Call Us!



## Grants Program

- Kaitlyn Vollmer, Grants Program Coordinator
- 609-771-3189 or [grants@sustainablejersey.com](mailto:grants@sustainablejersey.com)



## Municipal Program

- Maureen Jones, Program Assistant
- 609-771-2938 or [info@sustainablejersey.com](mailto:info@sustainablejersey.com)