



# 2018 NEW JERSEY SUSTAINABILITY SUMMIT



## Welcome to Need Help?

# Strategies & Resources to Support Local Sustainability Initiatives

Our 2018 Sustainability Sessions were made possible in part with the support of the following sponsors:



Atlantic  
Health System





# Collaborator Extraordinaires

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- **Leigh Ann Von Hagen**, AICP, PP, Senior Research Specialist, **New Jersey Safe Routes to Schools**
- **Amanda Lotto**, AmeriCorps Program Manager, AmeriCorps **NJ Watershed Ambassador Program**
- **Athena Sarafides**, Sustainability Team Lead, NJDEP Bureau of Energy and Sustainability
- **Chris Obrupta**, Ph.D., P.E., Associate Extension Specialist in Water Resources, **Rutgers Cooperative Extension Water Resources Program**
- **Carrie Sargeant**, Program Coordinator, **NJDEP Urban & Community Forestry**
- **Pat Rector**, Coordinator, **Rutgers Environmental Stewards Program**



# RESOURCES TO SUPPORT ACTIVE TRANSPORTATION ACTIONS



**NEW JERSEY**  
**Safe Routes**



# Active Transportation Actions

## Municipal Actions:

Land Use & Transportation/  
Health & Wellness:

- Adopt Complete Streets
- Institute Complete Streets
- Bicycle/Pedestrian Audit
- Bicycle/Pedestrian Plan
- Anti-Idling

## School/School District Actions:


Healthy School Environments/  
Student Safety:

- Safe Routes to School District Policy
- Pedestrian and Bicycle Safety and Promotion Initiatives
- School Travel Plan for Walking & Bicycling
- Anti-Idling Education & Enforcement





# Action Tutorials



**ADOPT A COMPLETE STREETS POLICY**

—

**INSTITUTE COMPLETE STREETS**

—

**BICYCLE AND PEDESTRIAN PLAN AND AUDIT**

—

**SAFE ROUTES TO SCHOOL**

—

**ANTI-IDLING ENFORCEMENT PLAN**

—

**NEW JERSEY Safe Routes to School**  
www.saferoutesnj.org

Contact us at  
[srts@ejb.rutgers.edu](mailto:srts@ejb.rutgers.edu)  
842-932-7901


**UTGERS**  
Edward J. Bloustein School  
of Planning and Public Policy

**SUSTAINABLE JERSEY**  
MAKING COMMUNITIES  
WALKABLE AND BIKEABLE

Action Tutorials are now available online!  
Tutorials providing guidance on how to achieve points by implementing actions under the Sustainable Jersey program to make communities more walkable and bikeable are now available online.

Implementing some of these actions also meets requirements toward certification in the NJ Safe Routes to School Recognition Program.

For more information, please visit:  
[saferoutesnj.org/SustainableJerseyActions](http://saferoutesnj.org/SustainableJerseyActions)



**SAFE ROUTES TO SCHOOL DISTRICT POLICY**

—

**PEDESTRIAN AND BICYCLE SAFETY AND PROMOTION INITIATIVES**

—

**SCHOOL TRAVEL PLAN FOR WALKING AND BIKING**

—

**ANTI - IDLING EDUCATION AND ENFORCEMENT**

—

**NEW JERSEY Safe Routes to School**  
www.saferoutesnj.org

Contact us at  
[srts@ejb.rutgers.edu](mailto:srts@ejb.rutgers.edu)  
or  
848-932-7901

**SUSTAINABLE JERSEY FOR SCHOOLS ACTIONS**  
ENCOURAGING SCHOOLS TO GO GREEN & CONSERVE RESOURCES

Action Tutorials are now available online!  
Schools that want to go green and conserve resources can achieve points under the Sustainable Jersey for Schools program by encouraging students to walk and bike instead of driving. Tutorials on these actions are available online to provide guidance on how to implement the actions.

Implementing some of these actions also meets requirements toward certification in the NJ Safe Routes to School Recognition Program.

For more information, please visit:  
[saferoutesnj.org/SustainableJerseyActions](http://saferoutesnj.org/SustainableJerseyActions)

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of Planning and Public Policy

[Saferoutesnj.org/SustainableJerseyActions](http://Saferoutesnj.org/SustainableJerseyActions)



## 2018 is the 6<sup>th</sup> year of the program!

- Recognition of municipalities and schools for commitment and support of Safe Routes to School
- Offered once per year: January 31<sup>st</sup>

### Benefits of the program:

- ▶ Gain recognition both locally and statewide for efforts towards enhancing and promoting SRTS.
- ▶ Earn Sustainable Jersey points for their municipality.
- ▶ Earn Sustainable Jersey for Schools points for their school or district.
- ▶ Earn points for SRTS Infrastructure grant applications through NJDOT.






# NJ SRTS Recognition Program earns points toward Sustainable Jersey certification!

 <p>NEW JERSEY Safe Routes to School www.saferoutesnj.org</p>	
<p>Silver level SRTS Recognition Program for the municipality</p>	<p>10 points for municipality toward the Safe Routes to School action</p>
<p>Adopt Complete Streets Policy requirement for Gold level recognition</p>	<p>10 points for municipality toward the Adopt Complete Streets action</p>

[Saferoutesnj.org/SustainableJerseyActions](https://saferoutesnj.org/SustainableJerseyActions)



# NJ SRTS Recognition Program earns points toward Sustainable Jersey for Schools certification!

 <p>NEW JERSEY Safe Routes to School www.saferoutesnj.org</p>	
<ul style="list-style-type: none"> <li>Two SRTS events and one active transportation best practice – toward Bronze Recognition </li> </ul>	<ul style="list-style-type: none"> <li>10 points toward school for Pedestrian &amp; Bicycle Safety and Promotion Initiatives action.</li> </ul>
<ul style="list-style-type: none"> <li>School Travel Plan -- toward Gold Recognition </li> </ul>	<ul style="list-style-type: none"> <li>10 points for school toward School Travel Plan for Walking and Bicycling action</li> </ul>
<ul style="list-style-type: none"> <li>Adopt SRTS/Active Transportation School District Policy - toward Gold Recognition </li> </ul>	<ul style="list-style-type: none"> <li>10 points for the school district toward SRTS District Policy action.</li> </ul>

[Saferoutesnj.org/SustainableJerseyActions](http://Saferoutesnj.org/SustainableJerseyActions)

# NJDOT Resources:

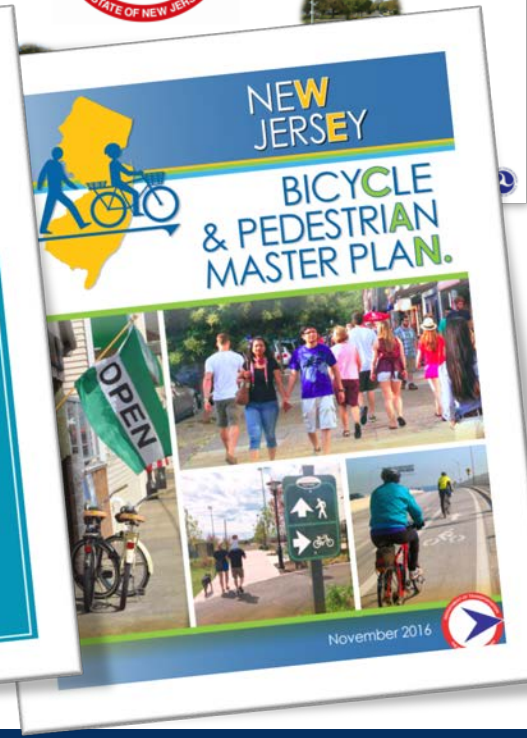
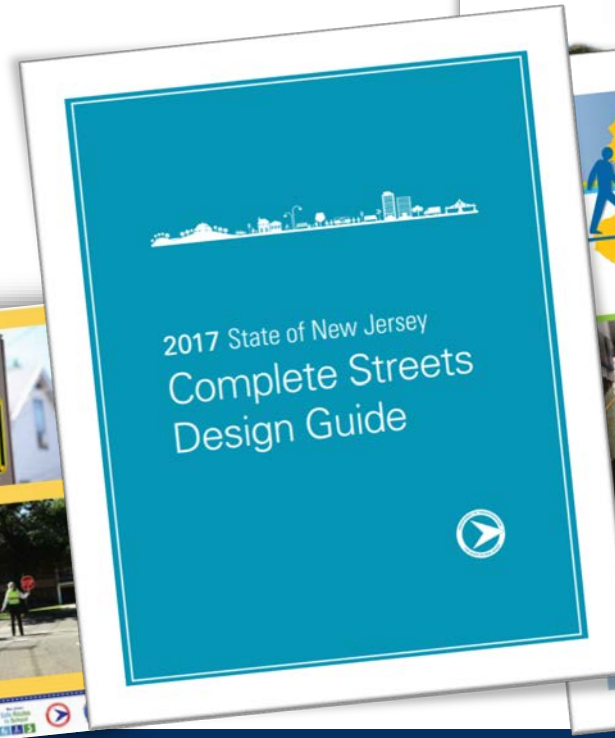
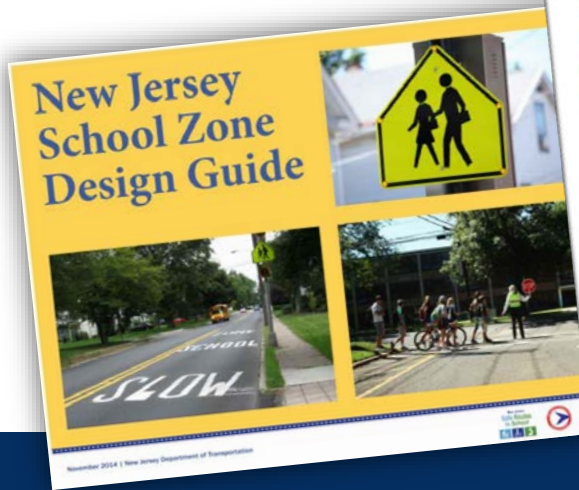
- NJ Complete Streets Guide
- NJ Bicycle Pedestrian Master Plan
- Making Complete Streets a Reality: A Guide to Policy Development
- A Guide to Creating a Complete Streets Implementation Plan
- School Zone Design Guide

[state.nj.us/transportation/eng/completestreets/resources.shtm](http://state.nj.us/transportation/eng/completestreets/resources.shtm)

**MAKING COMPLETE STREETS A REALITY:**  
A GUIDE TO POLICY DEVELOPMENT



**A GUIDE TO CREATING A COMPLETE STREETS IMPLEMENTATION PLAN**  
NEW JERSEY DEPARTMENT OF TRANSPORTATION





# Saferoutesnj.org Resources:

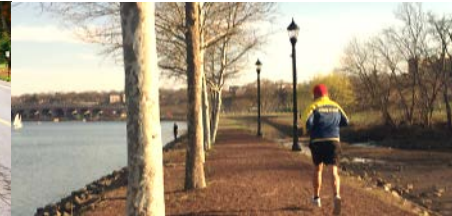
1. Videos: Walkability and Bikeability Audits, Walk and Bike events from towns across NJ
2. Coming soon: Model Complete and Green Streets Policy
3. Complete Streets Pre-Adoption Policy Review
4. Model Policies – School District Policy, Wellness Policy, Complete Streets

NEW JERSEY  
Safe Routes to School



www.saferoutesnj.org





# Saferoutesnj.org Resources (continued):

- 5. School Travel Plans
- 6. Funding/Grant Resources
- 7. Research Reports
- 8. Transportation Management Associations (TMAs) throughout NJ
- 9. Rutgers Help Desk

NEW JERSEY  
Safe Routes to School



www.saferoutesnj.org

Highland Park  
School Travel Plan



School Bike  
Parking Guide

Finding the Best Bike  
Rack for your School

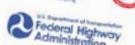
Prepared by:  
New Jersey Safe Routes to School Resource Center  
Alan M. Voorhees Transportation Center  
Rutgers, The State University of New Jersey

Prepared for:  
State of New Jersey Department of Transportation  
Federal Highway Administration

November 2016

RUTGERS

Edward J. Bloustein School  
of Planning and Public Policy



NJ Safe Routes to School  
Plainfield School District Travel Plan

April 2016





# Find Your Safe Routes to School Regional Coordinator

## TransOptions

(973) 267-7600  
[info@TransOptions.org](mailto:info@TransOptions.org)  
[www.transoptions.org](http://www.transoptions.org)

## HART

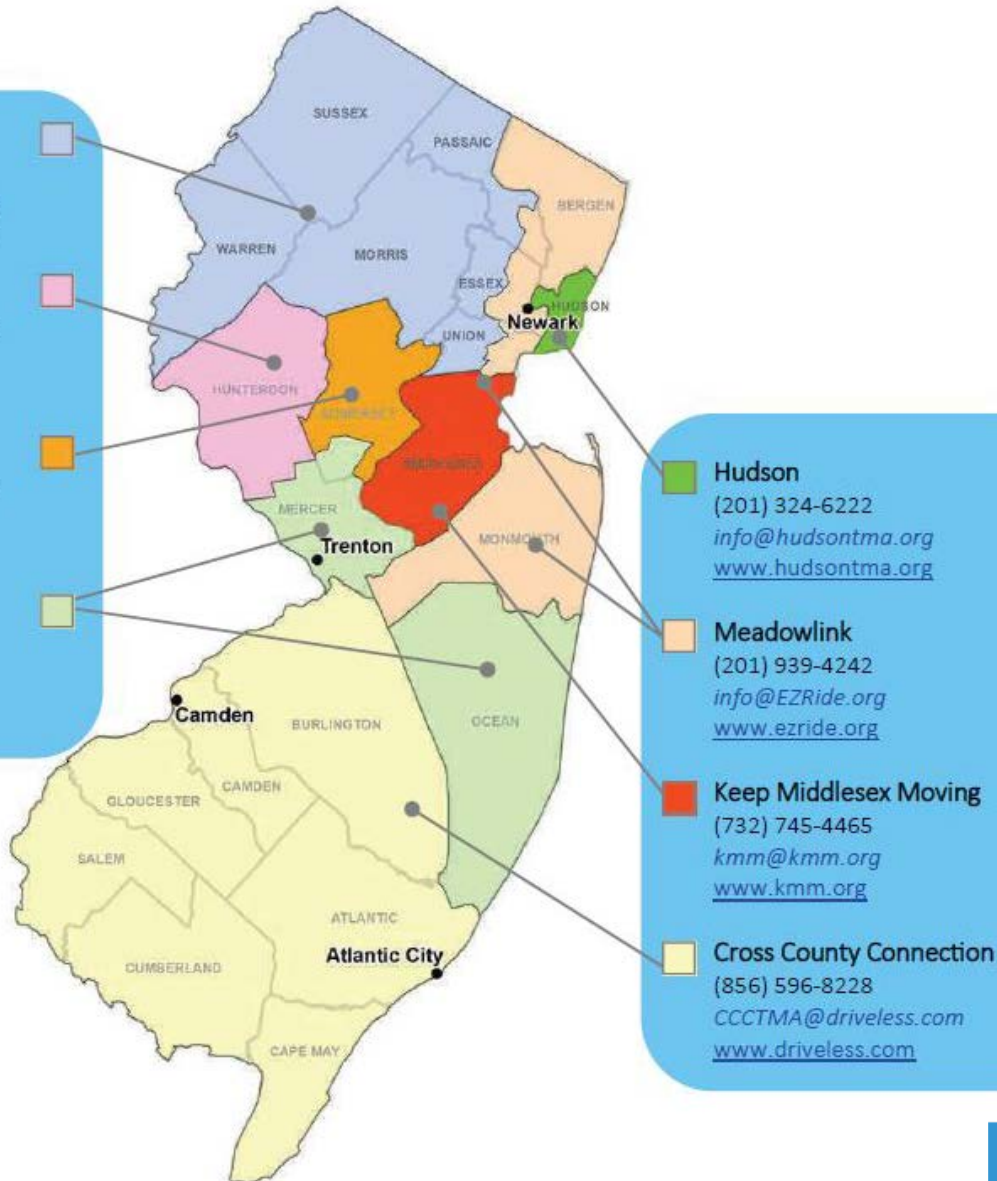
(908) 788-5553 ext. 15  
[info@HARTTMA.org](mailto:info@HARTTMA.org)  
[www.harttma.com](http://www.harttma.com)

## Ridewise

(908) 704-1011 ext. 11  
[staff@ridewise.org](mailto:staff@ridewise.org)  
[www.ridewise.org](http://www.ridewise.org)

## Greater Mercer

(609) 452-1491  
[tma@gmtma.org](mailto:tma@gmtma.org)  
[www.gmtma.org](http://www.gmtma.org)



## Hudson

(201) 324-6222  
[info@hudsontma.org](mailto:info@hudsontma.org)  
[www.hudsontma.org](http://www.hudsontma.org)

## Meadowlink

(201) 939-4242  
[info@EZride.org](mailto:info@EZride.org)  
[www.ezride.org](http://www.ezride.org)

## Keep Middlesex Moving

(732) 745-4465  
[kmm@kmm.org](mailto:kmm@kmm.org)  
[www.kmm.org](http://www.kmm.org)

## Cross County Connection

(856) 596-8228  
[CCCTMA@driveless.com](mailto:CCCTMA@driveless.com)  
[www.driveless.com](http://www.driveless.com)



# | Alan M. Voorhees Transportation Center

**NEW JERSEY**  
**Safe Routes to School**



[www.saferoutesnj.org](http://www.saferoutesnj.org)



**NJ** **BICYCLE & PEDESTRIAN  
RESOURCE CENTER**

[njbikeped.org](http://njbikeped.org)

**POET** Public Outreach &  
Engagement Team

*LET US TELL THE STORY.*

## NJTIP @ Rutgers

**RUTGERS**

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of Planning and Public Policy



## We can help you get there:

- Walk/bike audits
- Crossing guard and other training
- Community travel plans
- Grant funding big and small
- Policies (health, vision zero)
- Sustainable Jersey consultation
- and more.....







## NJ Safe Routes to School Resource Center

Rutgers University – Voorhees Transportation Center

Sustainable Jersey/Safe Routes Help Desk

[srts@ejb.rutgers.edu](mailto:srts@ejb.rutgers.edu)

848-932-7901

[saferoutesnj.org](http://saferoutesnj.org)

Leigh Ann Von Hagen, AICP, PP

[lavh@ejb.rutgers.edu](mailto:lavh@ejb.rutgers.edu)

848-932-2854



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of Planning and Public Policy



**NEW JERSEY  
Safe Routes**



# AmeriCorps NJWAP & Sustainable Jersey



# New Jersey Watershed Ambassador Program (NJWAP)

## How we “Get Things Done”

Ambassadors commit to performing a series of objectives, designed to benefit the watershed, the communities.

- **Watershed Presentations-** “EnviroScape” & other teacher training tools.
- **Partnership Projects-** Rain Barrel Workshops, Rain Garden Installation, Cleanups, Tree Plantings, Invasive Species Removal.
- **Field work-** Stream Assessments and Monitoring Trainings
- **Skills Training-** Biological and Habitat Stream Assessments, Green Infrastructure-Rain Barrels and Rain Gardens. G.I.S. GeoWeb, Project WET, Attend ANJEE Conferences, various Workshops.







# Presentations

***Watershed Presentations-*** “EnviroScape”  
& other teacher training tools.

- In School Presentations
- Festivals & Green Fair Presentations
- Project WET Curriculum

## **Scorecard Reference:**

Community Education & Outreach  
Water Conservation & Education

# Stewardship Projects: Green Infrastructure

- Rain Barrel Building Workshops
- Rain Garden Installation
- Garden Maintenance
- Planting Native Species
- Floodplain Restoration- Tree Plantings

## Scorecard Reference:

- Water Conservation Education
- Community Education & Outreach
- Tree Planting Program







# 2017-2018 NJWAP Rain Garden Plantings

- Installed a Rain Garden with Cedar Creek High School in Egg Harbor City –Lauren Cromie
- Tabernacle School District Bioswale Installation- Isabella Castiglioni
- Big Brook Park Native Planting Event with Monmouth County Master Gardener & Monmouth County Park System-Marlboro, NJ (115 Native Plants)-Amber Mallm
- West Freehold Elem. School Rain Garden- Partnership with Rutgers Water Resources (357 Plants) – Amber Mallm

# #MoreTreesPlease

## How NJ Watershed Ambassadors Greened the Scene in 2018



Alexandra Cavagrotti AmeriCorps NJ Watershed Ambassador  
WMA 1: Upper Delaware Watershed

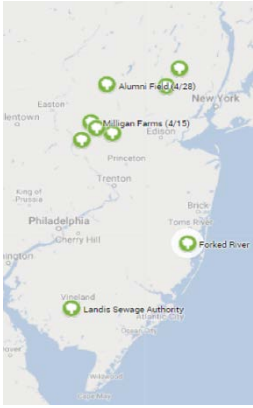


**Introduction**  
As this year's team lead, I found myself wanting to take on a larger project than I had worked on in the past. After the annual ambassador tree planting with the Walkkill Watershed Management group, I was inspired to take on a large scale tree planting initiative modeled after the Walkkill's success in the Paulins Kill watershed. I reached out to my fellow ambassadors and to my excitement just about everyone was on board with putting together the first ever ambassador state wide planting event. We agreed to work within our water regions to plant as many locations as possible.

**Our Partner**  
At the Walkkill Tree planting, we met Michelle DiBlasio who is the Paulins Kill Restoration Coordinator for the Nature Conservancy. Michelle offered to help our tree planting efforts by providing financial support through the TNC's Roots for Rivers Program. Michelle also provided background knowledge by meeting with us to discuss what makes a successful tree planting and what our steps should be. Together, we came up with a goal of 500 trees per region for a total of 2,500 trees and shrubs.

**Conclusion**  
Through hard work and dedication to the project, the ambassadors were able to surpass our original goal of 2,500 trees and shrubs by over 1,000 plants in the ground. Together, we planted over 20 acres of land.

- Steps to Tree Planting Success**
1. Meet with Michelle to discuss goals for the project.
  2. Find tree planting locations to fit Roots for Rivers criteria. Fill out application.
  3. Partner with local organizations.
  4. Research native plants and shrubs that grow well in floodplains/ river banks to minimize tree fatality.
  5. Find nurseries to provide trees and shrubs for planting.
  6. Find/ order tree protection.
  7. Schedule planting dates and advertise.
  8. Plant trees!



Region	WMA	Location	# of Trees and Shrubs
North West	1	40.85053, -74.818815	150
North West	11	40.507778, -74.818806	800
North East	3	40.94998, -74.278616	450
North East	6	40.846154, -74.3796	250
Raritan	8	40.5483, -74.77583	250
Raritan	8	40.579466, -74.887766	150
Raritan	8	40.619085, -74.932901	150
Lower Delaware	17	39.4587, -75.07557	600
Atlantic Coastal	12	39.836214, -74.227568	1,000
<b>Total</b>		9 locations	3,800







# Volunteer Monitoring Workshops

AmeriCorps Members train members of Green Teams, Environmental Commissions, School Students, Scout Troops, Organizations, etc. on how to follow NJDEP Protocol to assess the health of a stream.

## Scorecard Reference:

Community Education and Outreach



# Stewardship Projects: Community Cleanups







- WMA 19: October 8, 2017 – Rechnitz Preserve Cleanup, Rechnitz Preserve, 8 volunteers were recruited for 3 hours to clean up **30 yard dumpster was filled.**
- WMA 20: October 21, 2017 – Trenton Boat Launch Cleanup, Lambertson Road, Trenton; in partnership with Friends for the Abbott Marshlands, Rider University, and The City of Trenton; 33 volunteers were recruited for 4 hours to collect **54 bags of trash.**
- WMA 14: April 28, 2018- Absecon, NJ , 104 Volunteers collected **75 bags of Trash** for 3 Hours at Edwin B. Forsythe National Wildlife Refuge.

## Scorecard Reference:

### Community Education & Outreach




# Contact Your Watershed Ambassador!

**NJDEP AmeriCorps Watershed Ambassadors** Provide Feedback      


Introduction | **2017-2018 Ambassadors** | AmeriCorps Fact Sheet | Podcasts

### Find your Watershed Ambassador

This application is meant to be viewed as part of the NJDEP AmeriCorps Watershed Ambassadors Story Map



**Monmouth County Planning Board**

POWERED BY  Esri, HERE, Garmin, FAO, USGS, NGA, EPA, NPS

- 12 Monmouth County Planning Board
- 13 Barnegat Bay Partnership
- 14 Jacques Cousteau National Estuarine Research Reserve
- 15 Atlantic County Utilities Authority
- 16 NJ Audubon's Nature Center of Cape May
- 17 Cumberland County Improvement Authority
- 18 Gloucester Soil Conservation District
- 19 Rancocas Conservancy & Pinelands Preservation

<http://www.nj.gov/dep/wms/bears/americorps.htm>



SUSTAINABLE JERSEY SUMMIT 2018

# Moving Local Businesses Towards Sustainability





Why Businesses?





Community efforts toward sustainability cannot be successful without the active engagement of the private sector

# Why Work with Local Businesses?

## **Relationship Building**

Establishes a relationship and creates a favorable impression within the business community

## **Learning Opportunity**

Gives Green Teams the opportunity to learn the unique challenges for businesses in adopting sustainable practices

## **Gateway to Engagement**

Lays the groundwork for more meaningful engagement and partnerships in the future





SJ Green Business  
Recognition  
Action

# SJ - GREEN BUSINESS RECOGNITION PROGRAM ACTION

Action updated in  
February 2018

Action is a Bronze and  
Silver Priority Action

Points: 10, 20



# SJ - GREEN BUSINESS RECOGNITION PROGRAM ACTION

10 Points

Target local companies. Municipal criteria identified and a marketing strategy established to recognize local businesses. Program may be structured as a general program for all businesses or target specific sectors – restaurants, hotels, marinas.

20 Points

Municipal criteria incorporates the criteria established by the NJ Sustainable Business Registry (NJSBR) Program and includes business participation as a mandatory element in their Recognition Programs. A minimum of three businesses must be participating in the programs.





NJ Sustainable  
Business Registry



[registry.njsbdc.com](http://registry.njsbdc.com)

# NEW JERSEY SUSTAINABLE BUSINESS REGISTRY

The NJSBR was developed by the New Jersey Small Business Development Center with technical assistance from the NJDEP. Businesses on the registry have met the qualifications for membership and maintain renewal on an bi-annual basis.



A person wearing a dark blue V-neck shirt is seated at a wooden table. On the table, there is a glass jar containing a dark beverage with a red layer, a white notepad, and some papers. The person's arms are visible, and they appear to be in a meeting or collaborative work environment.

## Membership Requirements:

- Share information about Five Sustainable Actions/Practices your business has adopted
- Identify One Cost Savings from a Practice
- Identify One Measurable Environmental Benefit from a Practice



# Eligible Practices

## Management and Leadership:

- Adopt an Environmental Policy Statement
- Identify a Sustainability Leader / Create a Sustainability Team
- Set Annual Environmental Goals
- Develop an Environmentally Preferable Purchasing Plan
- Provide Environmentally Preferable Products and Services
- Implement an Environmental Management System
- Develop Aspirational Goals

## Community:

- Support the Well-being of your Employees
- Improve Indoor Air Quality
- Serve Customers with Disabilities
- Support Community Initiatives
- Adopt a Cause or Project in your Community
- Participate in Sustainable Jersey
- Participate in Sustainable Somerset
- Shop Local

## Other:

- Any other environmental activities not covered in the categories above

## Waste:

- Waste Reduction Practices
- Waste Reuse Practices
- Waste Recycling
- Hazardous Waste/Toxic Use Reduction

## Energy:

- Energy Efficiency Measures
- Utilize Renewable Energy

## Transportation:

- Support Employee Commuting Options
- Efficient Business Travel
- Fleet Vehicles Efficiency

## Water:

- Water Conservation Efforts
- Storm Water Management and Environmental Site Design

## Certification Programs:

- NJDEP Environmental Stewardship Initiative Recognition
- Certified by Leadership in Energy and Environmental Design (LEED)
- Participate in the New Jersey Clean Marina Program
- River Friendly Certification
- Participate in other Sustainability Certification or Recognition Programs

## Green Building:

- Apply other Green Building Practices independent of LEED

## Environmental and Community

### Restoration:

- Participate in Environmental Restoration Projects
- Share your Environmental Successes

### Industry Specific:

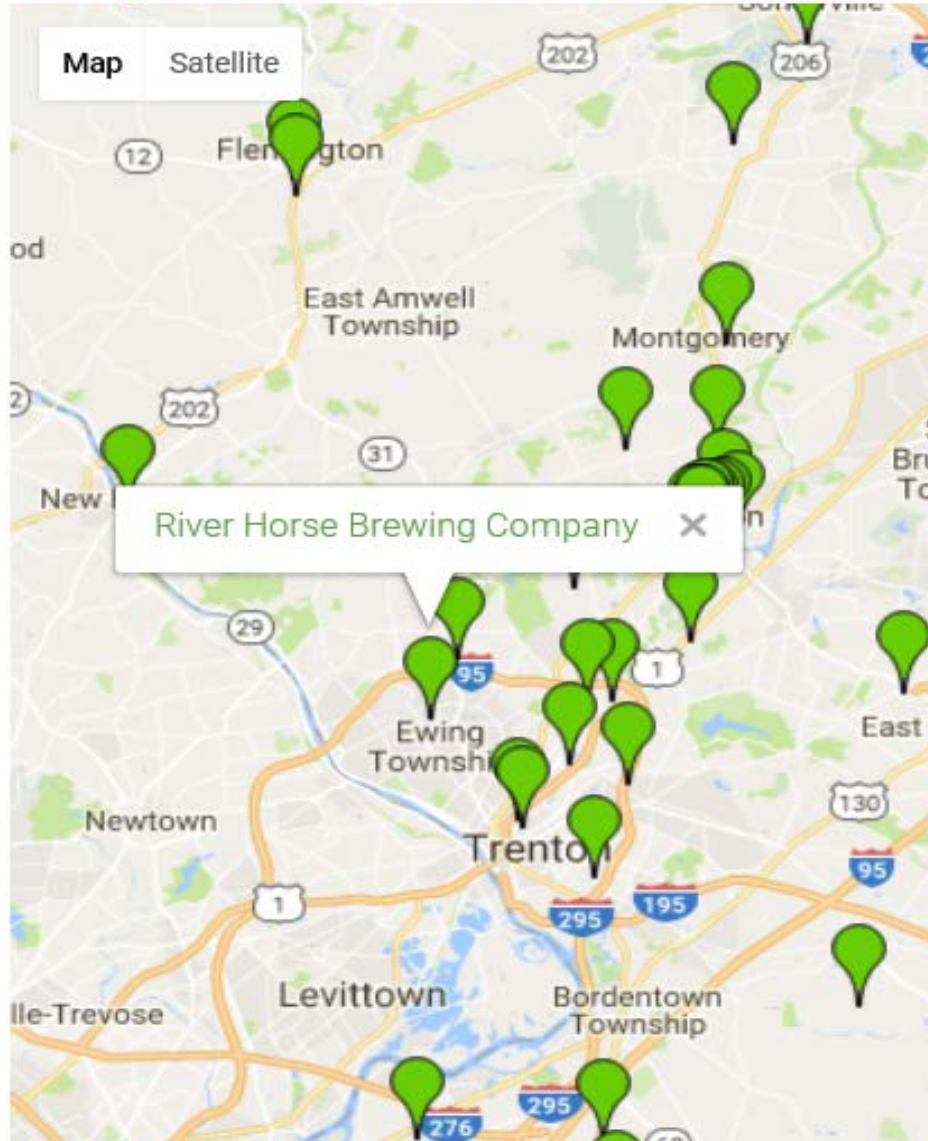
- Implement Environmental Practices specific to your Industry

### Emergency Preparedness:

- Make Preparations for Emergencies

# Website Features

## Map of Businesses



New Jersey Sustainable  
Business Registry

Save Money, Share Your Success, and Inspire Others



TESTIMONIALS NEWS & EVENTS CONTACT US

HOME ABOUT JOIN HERE REGISTERED BUSINESSES BUSINESSES MAP RESOURCES RESULTS AWARDS LOG IN

REGISTER

### River Horse Brewing Company

#### Business Information

Name of Organization:  
River Horse Brewing Company  
Business Logo:



Organization Type:  
Breweries  
Business Description:  
River Horse Brewing Company is one of the largest craft breweries in New Jersey, focusing on great beer with fresh and natural ingredients. The brewery offers weekend tours and tastings, meanwhile gives back to the local community through beer and merchandise donations, and by hosting charity events.

Contact Person:  
Andrea Whaley  
Title:  
Office Manager  
Business Location:  
River Horse Brewing Company  
2 Graphics Drive  
08628 Ewing, NJ  
United States  
40° 16' 34.9572" N, 74° 47' 45.6144" W  
See map: Google Maps  
Phone:  
609-983-0890  
Email:  
info@riverhorse.com  
Number of Employees:  
30  
Website:  
www.riverhorse.com  
Membership Date:  
Thursday, September 15, 2016

#### Renewable Energy

Description of Action:  
8000 sq. ft. of solar panels on brewery roof.  
Upload Document (PDF Only):  
River Horse Brewery Solar Panels.pdf

#### Waste Recycling

Description of Action:  
Glass and cardboard recycling dumpster.

#### Water Conservation

Description of Action:  
During the brewing process, cold water is used to cool boiled, un-fermented beer from 212 F to 70 F. This cool water is heated during the process and collected in our hot water tank for use in the next brew.  
Gallons Saved:  
800,000  
Money Saved:  
2,200

#### Identify Sustainability Leader

Description of Action:  
Chris Rakow is the lead of sustainability at River Horse. On a daily basis, Chris oversees efficiency and sustainability practices at the brewery.

#### Support the Well-Being of Your Employees

Description of Action:  
Shift scheduling does not allow any employee to work alone in case of an emergency.

#### Learn More About Sustainability

- Tips & Resources >
- Calculations >
- News & Events >
- Registered Businesses >
- Full Results >
- No Cost Consulting >
- Contact NJSBR >
- Webinars >

#### Register Your Business

Whether you're just getting started in greening your facility or are looking to push your environmental program to the next level or beyond towards the leadership level, join the New Jersey Sustainable Business Registry to demonstrate your commitment to a strong, proactive approach to environmental management.

REGISTER

# Membership Benefits

- Free publicity and **statewide recognition**
- Sustainable Business Seal
- Access to technical assistance
- Access to tips and resources
- Increased web presence
- Social Media







Community  
Programs

# Community Participation

## **Municipal Program**

Bordentown      Ridgewood Village  
Cranford          Secaucus Town  
E. Windsor        Summit City  
Ewing              Union Twp  
Haddon Twp        Ventnor City  
Haddonfield       Wall Twp  
Hammonton        W. Windsor Twp  
Hawthorn          Woodbridge Twp  
Hoboken            Woodcliff Lake  
Jersey City         Wyckoff  
Maplewood

## **NJ SBR**

Maple Shade  
Montclair Twp  
Morristown Town  
Princeton  
Red Bank Boro  
Verona Twp



# Community Pages

Developed in collaboration with Sustainable Jersey to enhance connection with local sustainability and economic advocates and serve as an incentive for business participation



**Featured:**  
Montclair  
Princeton  
Verona

## Communities



**Fostering sustainable communities,  
one business at a time.**

Community pages are your gateway into the green businesses and organizations in your neighborhood. All featured communities are certified Sustainable Jersey municipalities, who are working with their local business community to implement and promote sustainable business practices.

**Learn more about what's happening in your  
community:**

### Learn More About Sustainability

Tips & Resources

Calculations

News & Events

Registered Businesses

Full Results

No Cost Consulting

Contact NJSBR

Webinars



Welcome to the Princeton Township community page! Here you will find a list of Princeton businesses that are committed to reducing their environmental footprint through implementing sustainability initiatives. Each business featured is officially recognized as a "Sustainable Business" by the NJ Sustainable Business Registry. Princeton Township, in partnership with Sustainable Princeton also recognizes new members each year at a special municipal event.

### Search Members by Category:

Architecture & Construction

Beauty & Spas

Food & Drink

Grocery

Hospitality

Nonprofit Organizations

Printing Services

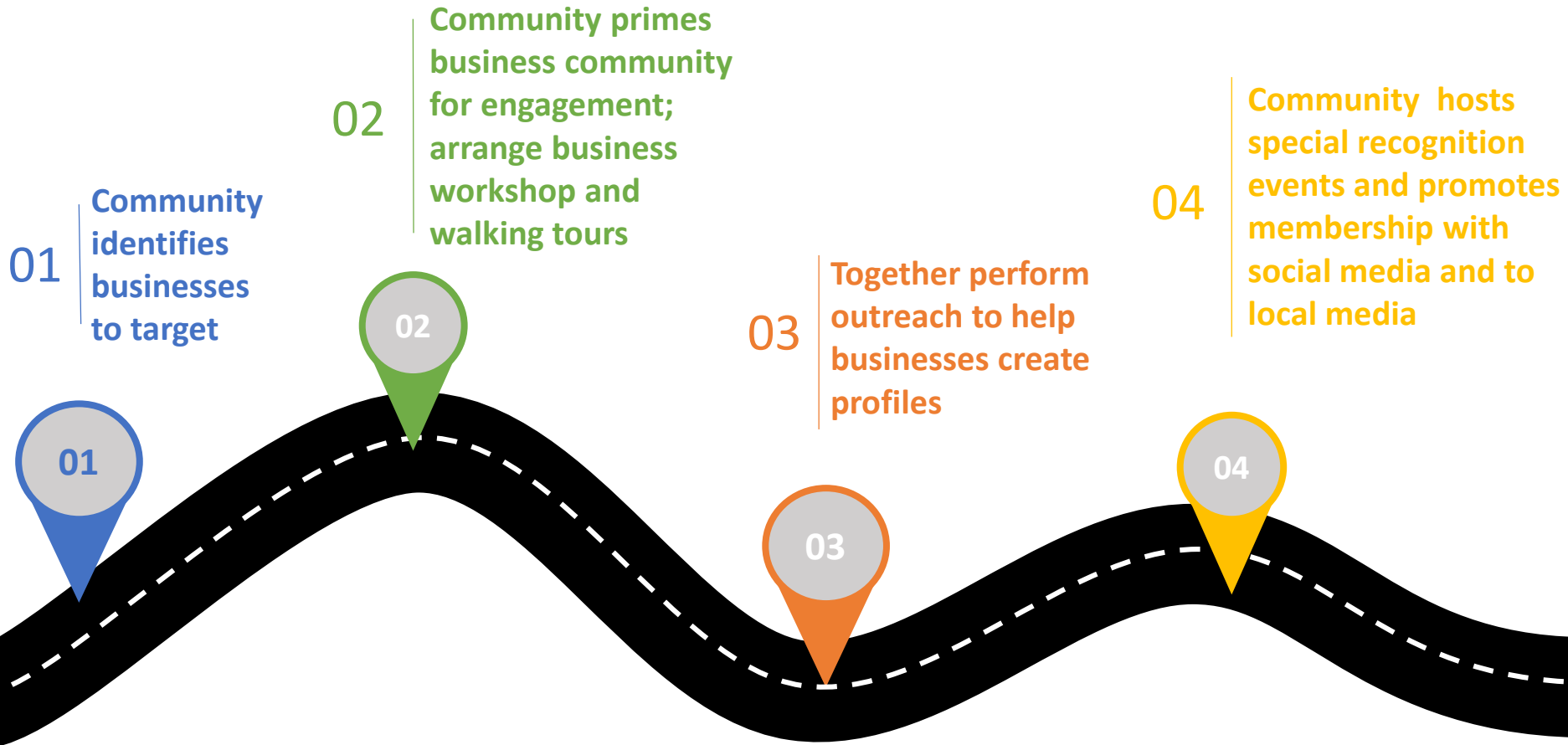
Retail



# How to find your businesses?



# Partnership – How it works



# What if a business is interested, but not sure how to Go Green?



## First

- Take advantage of FREE sustainability consultants via NJSBDC
- Create a Green Team
- Look at Business Examples from the Registry

## Next

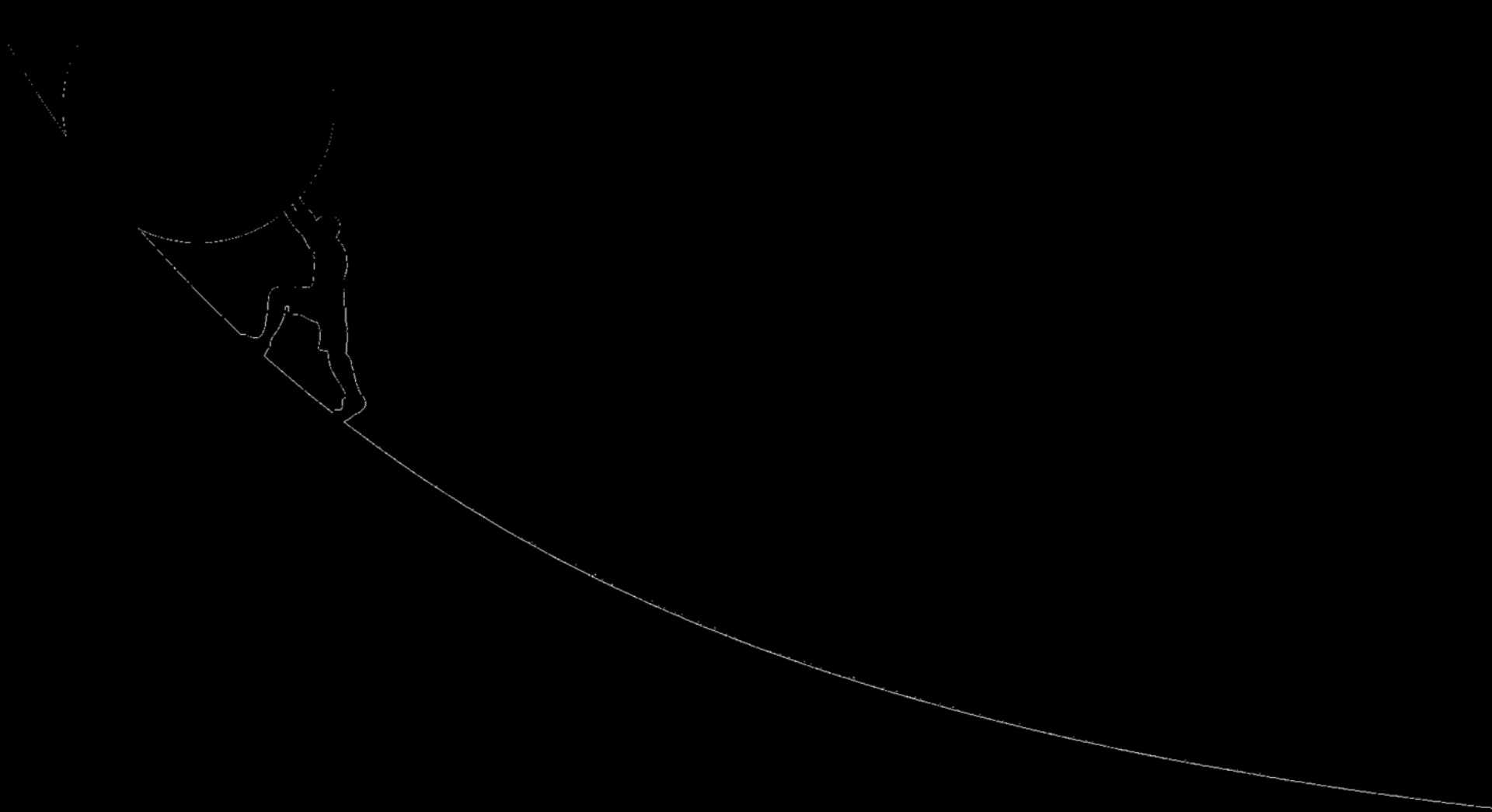
- Write an Environmental Policy/Take an Environmental Pledge
- Get an energy audit – some businesses may be eligible for NJCEP free Benchmarking Services
- Maximize Recycling

## Consider

- Replacing lightbulbs with CFL or LEDs
- Replacing appliances with energy star graded equipment
- Printing Double sided
- Using Green Cleaning Products/Biodegradable Cleaners
- Making green purchasing decisions



# Challenges



# Resources

## Green Practices

<http://registry.njsbdc.com/resources>

## Sustainable Business Guides

[http://www.nj.gov/dep/aqes/sustain\\_bus.html](http://www.nj.gov/dep/aqes/sustain_bus.html)

## Calculation Tools

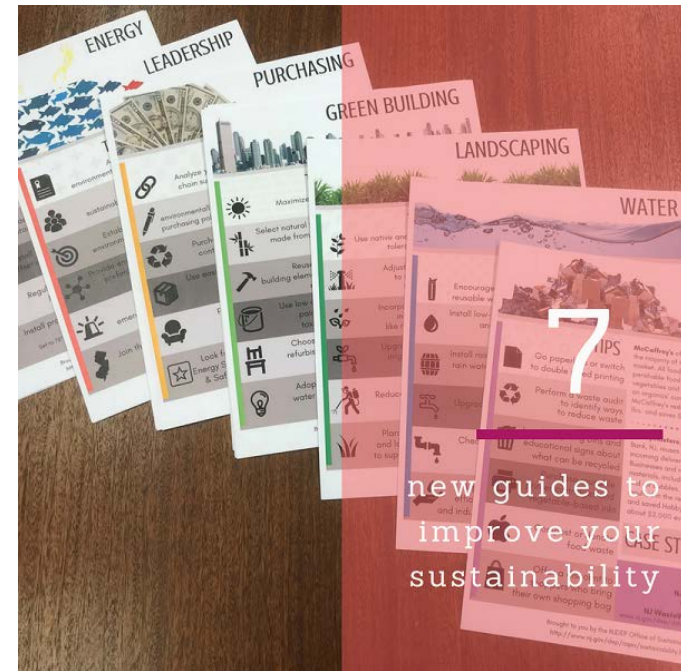
<http://registry.njsbdc.com/calculations-tools>

## Registry Handout

[http://registry.njsbdc.com/sites/default/files/Registry%20Flyer\\_New%20Revised\\_2017.pdf](http://registry.njsbdc.com/sites/default/files/Registry%20Flyer_New%20Revised_2017.pdf)

## Guide to Registering your Business

[http://registry.njsbdc.com/sites/default/files/Guide%20to%20Registering%20your%20Business\\_Fall%202016\\_V.2.pdf](http://registry.njsbdc.com/sites/default/files/Guide%20to%20Registering%20your%20Business_Fall%202016_V.2.pdf)

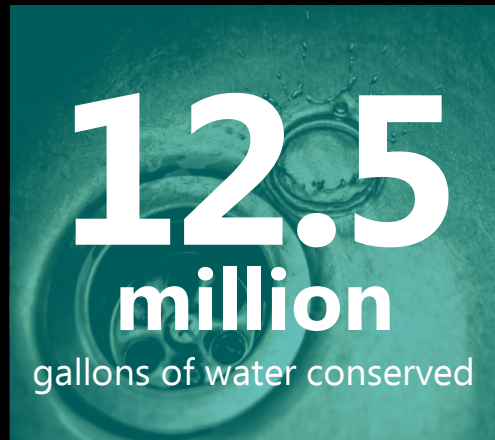


NJ SUSTAINABLE BUSINESS REGISTRY

**GUIDE TO  
REGISTERING  
YOUR BUSINESS**

# 2018 Results

Members Make a Difference – Collective Impact





# Contact

A close-up photograph of a hand with purple nail polish pointing towards the left side of the frame. The background is blurred, showing what appears to be a computer screen or a similar digital interface.

CONTACT US:

<http://registry.njsbdc.com>

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(609) 777-4211

[Helaine.Barr@dep.nj.gov](mailto:Helaine.Barr@dep.nj.gov) (609)  
633-1466

**RUTGERS**

THE STATE UNIVERSITY  
OF NEW JERSEY

# How can the Rutgers Cooperative Extension Water Resources Program help?

Presented at the  
Sustainable Jersey Summit

Christopher C. Obropta, Ph.D., P.E.

[obropta@envsci.rutgers.edu](mailto:obropta@envsci.rutgers.edu)

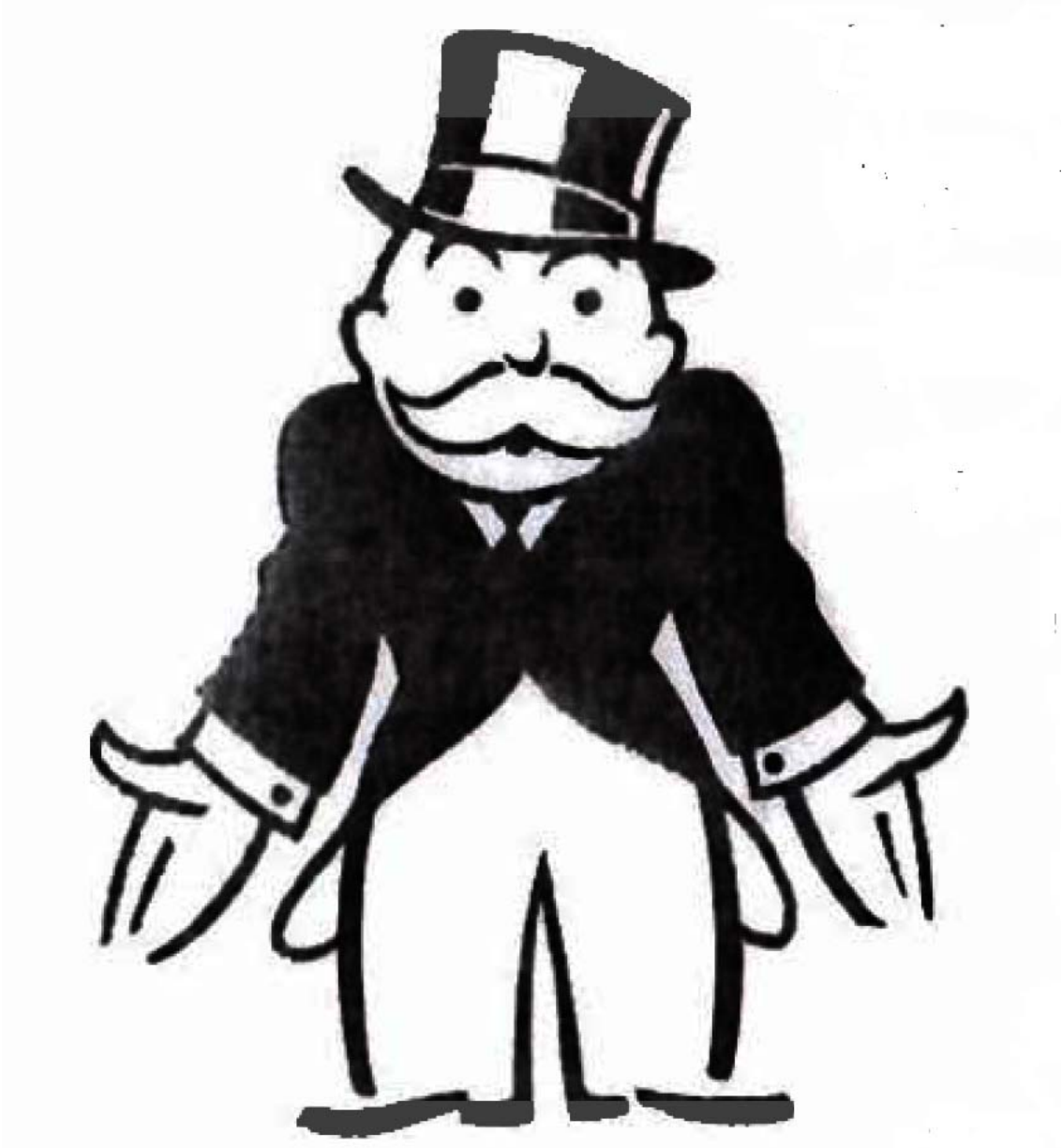
[www.water.rutgers.edu](http://www.water.rutgers.edu)

*June 21, 2018*









**Who is going to help  
communities  
implement  
sustainable actions?**

**Local Champions will  
provide leadership  
and volunteers will  
help**



























**Who will provide  
technical support to  
these communities?**

**The Rutgers Cooperative Extension  
Water Resources Program**



# Rutgers Cooperative Extension

Rutgers Cooperative Extension (RCE) helps the diverse population of New Jersey adapt to a rapidly changing society and improves their lives through an educational process that uses science-based knowledge.





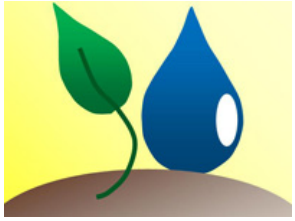


# Water Resources Program



The Water Resources Program is one of many specialty programs under Rutgers Cooperative Extension.

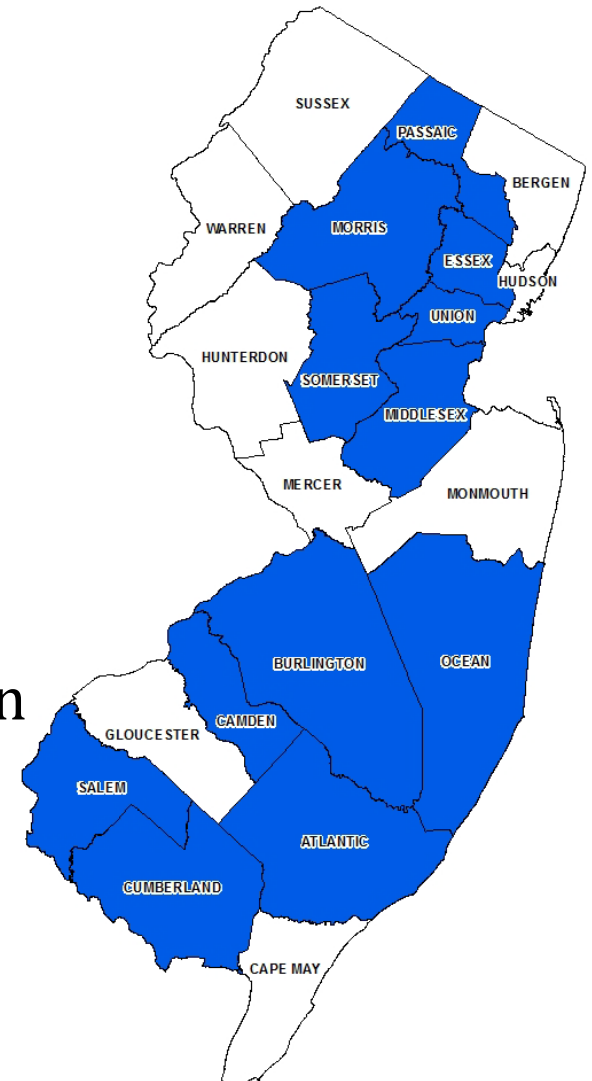
Our Mission is to identify and address community water resources issues using sustainable and practical science-based solutions.



# Environmental County Agents

The Environmental County Agents teach people new skills and information so they can make better informed decisions and improve their businesses and personal lives.

- Michele Bakacs, Middlesex and Union
- Pat Rector, Morris and Somerset
- Amy Rowe, Essex and Passaic
- Mike Haberland, Camden and Burlington
- Sal Mangiafico, Salem and Cumberland
- Steve Yergeau, Ocean and Atlantic



# Sustainable Jersey Actions

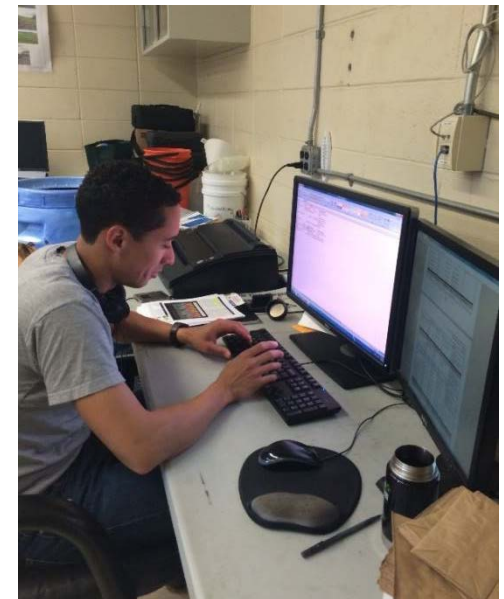
- Community Education and Outreach
- Green Challenges and Community Programs
- Innovation & Demonstration Projects
- Water Conservation Education Program
- New Green Infrastructure Actions
  - Impervious Cover Assessments
  - Green Infrastructure Feasibility Studies
  - Implementation of Projects





# Stormwater Management for Impervious Surfaces

- Conducting Impervious Cover Assessments (ICAs)
- Hosting community meetings and delivering workshops
- Developing Impervious Cover Reduction Action Plans (RAPs)
- Designing and implementing demonstration projects
- Updating ordinances, building codes, and master plans



# Stormwater Management in Your Schoolyard

- Delivering K-12 educational programs
- Engaging student in design process
- Building GI Practices on school properties
- Assisting with green certification for schools





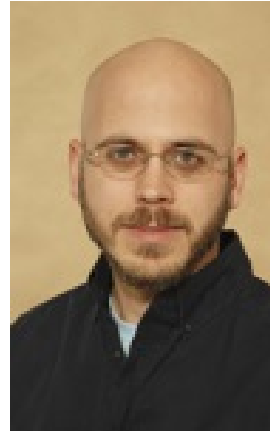
# Water Resources Program Staff



Hollie Dimuro



Lisa Galloway Evrard



Jeremiah  
Bergstrom



Sara Mellor



Chris Perez



Matthew  
Leconey



Rahman  
Rafique



Liz Pyshnik



Michelle Hartman



Lots of Student Interns



**Sign up today to be a  
Green Infrastructure –  
See me after the talk**

# RUTGERS

THE STATE UNIVERSITY  
OF NEW JERSEY

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# County Agents – Contact them!

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- Pat Rector, Morris/Somerset, [rector@njaes.rutgers.edu](mailto:rector@njaes.rutgers.edu)
- Amy Rowe, Essex/Passaic, [rowe@njaes.rutgers.edu](mailto:rowe@njaes.rutgers.edu)
- Mike Haberland, Camden/Burlington, [haberland@njaes.rutgers.edu](mailto:haberland@njaes.rutgers.edu)
- Sal Mangiafico, Salem/Cumberland, [mangiafico@njaes.rutgers.edu](mailto:mangiafico@njaes.rutgers.edu)
- Steve Yergeau, Ocean/Atlantic, [yergeau@njaes.rutgers.edu](mailto:yergeau@njaes.rutgers.edu)
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<https://njaes.rutgers.edu/county/>



# Financial Support for Tree & Woodland Management



**NJ URBAN & COMMUNITY FORESTRY**

Carrie Sargeant, NJUCF Coordinator  
Sustainable Jersey – Sustainability Summit  
June 21, 2018  
The College of New Jersey



# What is Urban Forestry?

- The art, science, and technology of managing trees and forest resources in and around urban community ecosystems for the physiological, sociological, economic, and aesthetic benefits trees provide society.

~ Helms, The Dictionary of Forestry



**NJ URBAN & COMMUNITY FORESTRY**



# What are Community Forests?

- A forest owned and generally managed by a community, the members of which share its benefits





An aerial photograph showing a coastal town with a harbor, surrounded by greenery and buildings. The sky is clear and blue.

# USFS Forest Inventory & Analysis 2015

---

- Forests cover approximately 40% of the land in NJ
- Of the forested land approximately:
  - 48% is privately owned
  - 52% publicly owned
    - 32% State
    - 14% County and Municipal
    - 6% Federal



# Benefits of Urban Trees and Forests

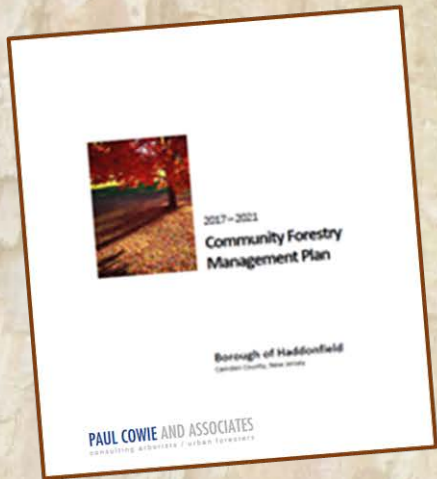
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- ❖ Improve air quality
- ❖ Temper local climate
- ❖ Reduce stormwater runoff and soil erosion
- ❖ Conserve energy
- ❖ Are good for the economy
- ❖ Improve health
- ❖ Reduce noise pollution
- ❖ Create plant diversity and habitat for wildlife





# To encourage and support the stewardship and effective management of trees and forest ecosystems in New Jersey communities.



Planning,



Training and Education,



Management.

**231 NJ Communities with current approved CFMP (2017)**

**4,638 Continuing Education Hours in 2017**

**2,790 Core trained**

**>\$3.5 million in grants available to:**

- **Develop community forest management plans**
- **Implement management plans (eg. Forest Inventories and Reforestation/Tree Planting)**



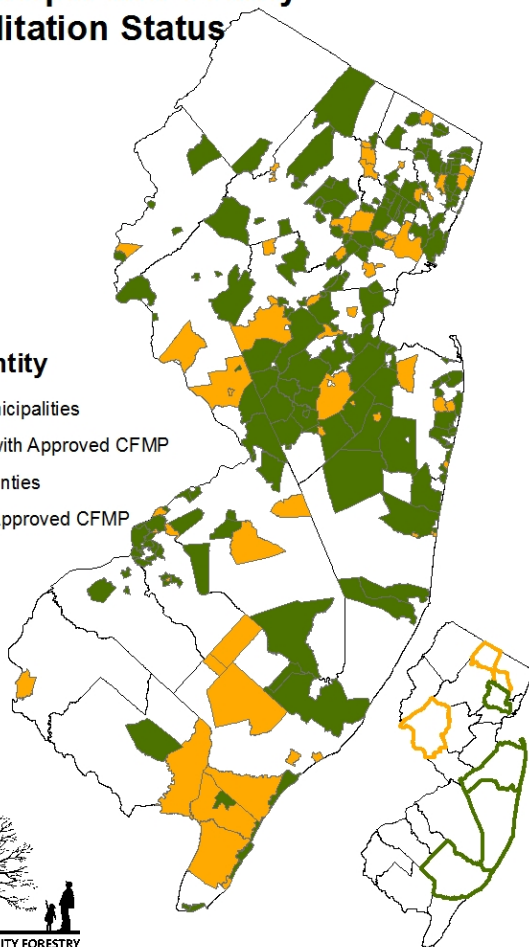
# NJUCF Accreditation

146 Fully Accredited Communities

## NJUCF Municipal and County Accreditation Status

### Government Entity

-  Accredited Municipalities
-  Municipalities with Approved CFMP
-  Accredited Counties
-  Counties with Approved CFMP



## New Jersey Urban & Community Forestry Program (NJUCF)

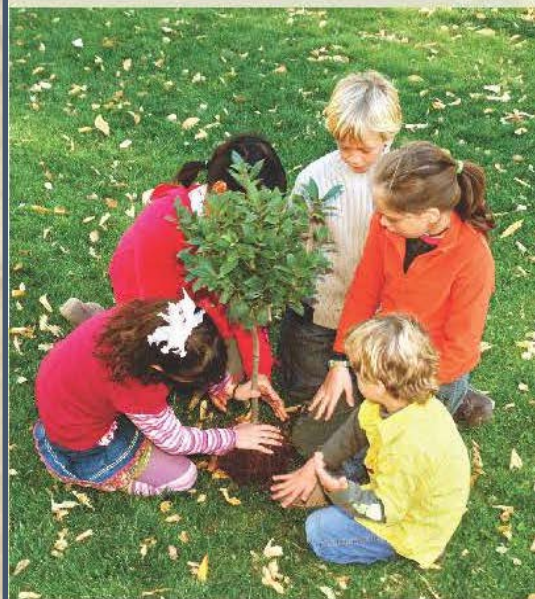
To **RECEIVE** accreditation (*approved status*) by the NJUCF, a local government must satisfy these requirements:

1. **Community Forestry Management Plan (CFMP)**
  - ♦ A five-year CFMP must be prepared according to NJUCF guidelines and approved by the State Forester.
2. **Training and Education**
  - ♦ At least two representatives (*one municipal employee and one volunteer*), active in the local Urban & Community Forestry program and the care of its tree resource must complete CORE training.

To **MAINTAIN** accreditation (*approved status*) by the NJUCF, a local government must satisfy these requirements each year:

1. **Community Forestry Management Plan**
  - ♦ An approved five-year CFMP must be in place; an expired plan will not count toward accreditation.
2. **Training and Education**
  - ♦ CORE training requirement must be maintained. If a CORE trained representative is no longer active in the local Urban & Community Forestry program another representative must be trained to fill the vacancy.
  - ♦ Eight or more continuing education units (CEUs) must be earned by at least two individuals annually.
3. **An Annual Accomplishment Report** consistent with NJUCF forms and format, must be submitted annually by February 15.

Additional details about these requirements can be found at the NJUCF website at [www.communityforestry.nj.gov](http://www.communityforestry.nj.gov)



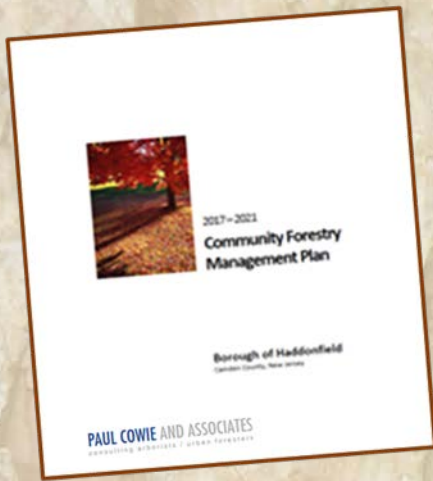
### Benefits of having a NJUCF accredited Urban & Community Forestry Program

**Grants** - NJUCF provides grants for the development and implementation of Urban & Community Forestry Management plans.

**Liability** - A basis for local governments to reduce or eliminate liability associated with local tree care programs and shade tree commissions.

A healthy, safe and resilient urban and community forest can provide environmental, economic and social benefits now and for generations to come.





# Green Communities

- Develop or update community forest management plans
- \$3,000 with 100% match required

Planning,

## NJUCF Stewardship

- Implement approved community forest management plans
- \$10,000 - \$30,000 at least 50% match required
- RFP issued at the beginning of the calendar year
- Must be fully accredited with NJUCF to be eligible to apply



Management.

<http://www.state.nj.us/dep/parksandforests/forest/community/grants.html>



# Tree & Woodlands Management

- Community Forestry Management Plan and Tree Cover Goal
  - (Pre-Requisite for ALL Tree & Woodlands Management Actions)
- Tree Hazard Inventory
- Tree Maintenance Programs
- Tree Planting Programs
- i-Tree Assessment of Municipal Trees
- Tree Ordinance (Natural Resource Protection Ordinances)



**TREE CITY USA<sup>®</sup>**





[www.treasureourtrees.nj.gov](http://www.treasureourtrees.nj.gov)

Carrie Sargeant

NJUCF Coordinator

[carrie.sargeant@dep.nj.gov](mailto:carrie.sargeant@dep.nj.gov)

609.633.2320

[www.communityforestry.nj.gov](http://www.communityforestry.nj.gov)

[www.facebook.com/NJurbanandcommunityforestry/](https://www.facebook.com/NJurbanandcommunityforestry/)



# RUTGERS

New Jersey Agricultural  
Experiment Station

## ***Rutgers Environmental Stewards Program***



Sustainable Jersey Summit

June 21, 2018

Pat Rector-Woods, County Agent II/Associate Professor

Michele Bakacs, County Agent II/Associate Professor

Amy Rowe, County Agent II/Associate Professor

Amy Cook-Menzel, Communications Manager, Atlantic County  
Utilities Authority (ACUA)

## What is Rutgers Cooperative Extension?

- Rutgers Cooperative Extension (RCE) helps the diverse population of New Jersey adapt to a rapidly changing society and improves their lives through an educational process that uses science-based knowledge.





## Overview

- What is the Rutgers Environmental Steward Program?
- A bit about internships.
- How can an RES internship help **your** municipality gain Sustainable Jersey certification?



# So what is the Rutgers Environmental Steward Program?

- Class 20 weeks (1/week) learning from Rutgers Professors, and other environmental experts at the top of their field (3-hour classes)
- Field trips to environmentally important areas of New Jersey
- Stewards gain experience working on real-world environmental problems through a 60-hour (approximately) internship that is project driven



## State and National Awards:

NJ Governor's Environmental Excellence  
Award 2007

Jefferson Award State and National (won by  
Environmental Steward) 2017

National Search for Excellence in Forestry and  
Natural Resources 2017



# 2018 Rutgers Environmental Steward Program

- Locations:
  - Somerset County, Duke Farms
  - Union County, Rutgers Cooperative Extension Office
  - Atlantic County, Atlantic County Utilities Authority
  - Burlington County, BCIT, Westampton
  - Passaic County and Middlesex County didn't run this year.
- Total enrollment for 2018 is 41 Stewards; not including Burlington which will run in the fall
- 49 out of 95 or 51.6% of our 2017 interns have already completed their internships or are actively in the process of completing their projects.

# 2017 Annual Report

<http://envirostewards.rutgers.edu/>

**RUTGERS**  
New Jersey Agricultural  
Experiment Station

## **RUTGERS ENVIRONMENTAL STEWARD 2017 ANNUAL REPORT**

Conserving and protecting our natural resources



# 2017 Internships

- **15 internship projects** in ten counties including;
- **Somerset,**
- **Middlesex,**
- **Cape May,**
- **Monmouth,**
- **Union,**
- **Cumberland,**
- **Morris,**
- **Essex,**
- **Ocean, and**
- **Atlantic Counties.**
-

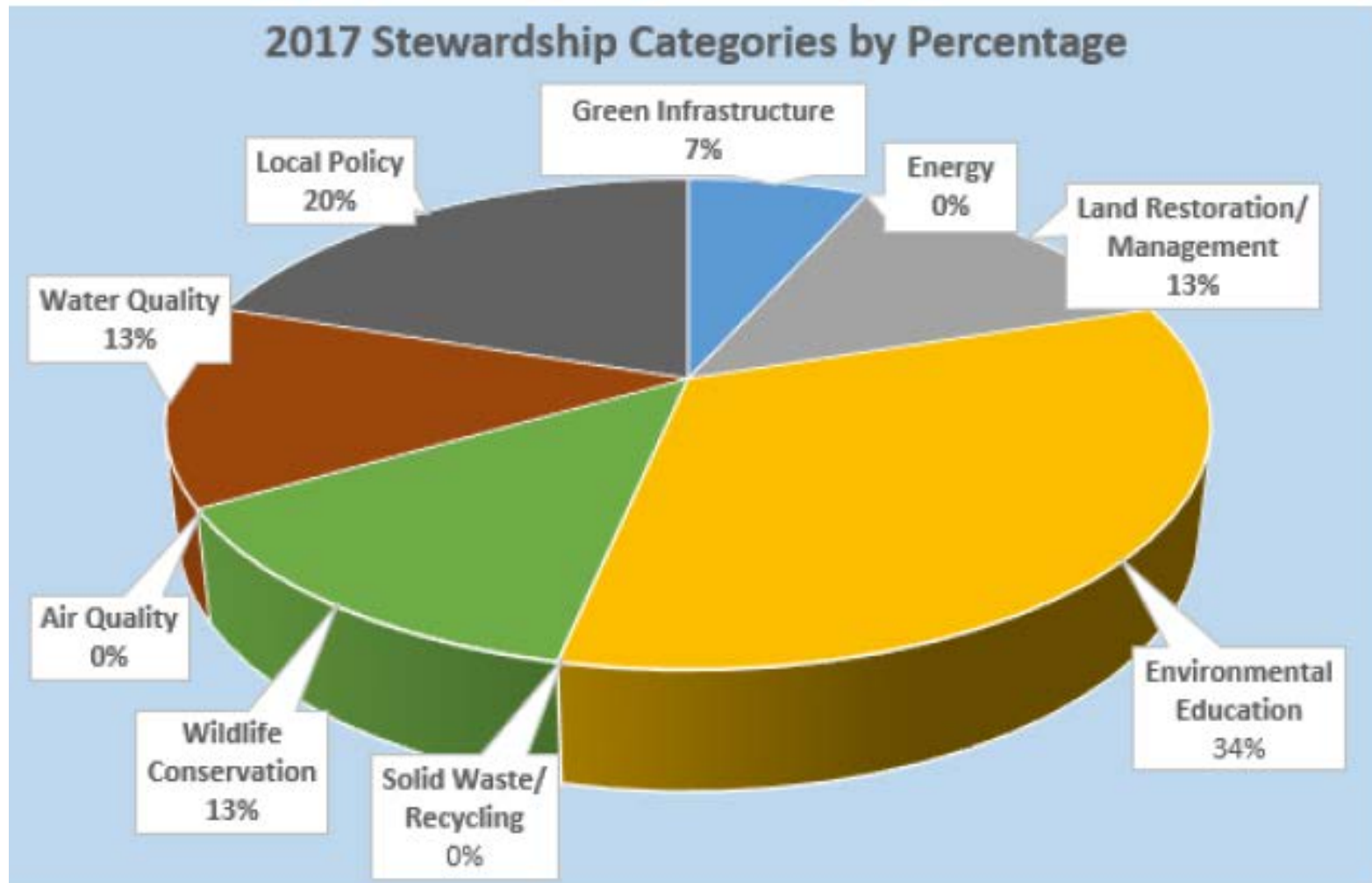


# People teaching People

- **Rutgers Environmental Stewards spent 2,190 hours** training **65** additional volunteers, and
- educating **316** members of the public through outreach



# What does a “typical” internship look like?



# Internships and Sustainable Jersey

- By 2016 a total of 17 internships were directly connected to the Sustainable Jersey Program
- Of the internships that were focused on Sustainable Jersey
  - 62% provided component(s) of action necessary to the municipality to be certified
  - 25% actually fulfilled the requirements for certification
  - 13% worked directly with Sustainable Jersey
- In 2017 the total increased to 21 Internships conducted that were directly connected to the Sustainable Jersey Program.





# What does a “typical” internship look like?



Garry Annibal  
Passaic 2016



- Surveyed trees in 11 municipally owned parks
- Dbh, damage to sidewalks, conflict with overhead lines, pest infiltration
- Provided recommendations for tree selections and maintenance
- Garry spent 146 hours & surveyed 5,626 street trees of 102 different species

# What does a “typical” internship look like?

**Take the Berkeley Heights  
*Green Community Challenge*  
Pledge!**

Let us know that you are committed to protecting the environment by filling out this survey. You don't have to pledge to take every action, but we are counting on you to follow through with pledges you do make!

This is one of several initiatives put forth by the Environmental Commission in pursuit of **Sustainable Jersey Silver Certification**. We need at least 241 residents\* to fill out this pledge, so please help us spread the word!

You can find the pledge here: <https://tinivuri.com/gut6mc4>  
Please submit by May 1st, 2017  
\*Residents must be above the age of 18 to participate

 Keep up with **Berkeley Heights Environmental Commission** on Facebook for updates!



Kinan Tadmori  
Somerset 2016

- To obtain points for her Town towards **Sustainable Jersey Silver Certification**
- Town-wide survey what residents were doing or would pledge to do
- 241 residents willing to undertake actions to become more sustainable.

- John created Green Business program w/entry criteria and benefits
- Conducted door-to-door canvassing of businesses to recruit core business group
- Compiled database of town's >300 businesses
- Partnered w/Montclair University. 36 students volunteered and assisted
- John spent 100 hours on project + additional

15 SJ points





## What does a “typical” internship look like?

- Obviously there is no “typical”;
  - Must be environmental
  - Must be approximately 60-hours
  - Must be project driven; not hour driven
  - Can not be for personal gain –
  - Must have an impact
  - Needs to be approved prior to initiation

## Do you have an internship?

- We would love to have internship ideas
- Internships are voluntary and these are volunteers
- Many Stewards come to class with ideas, many gather ideas as they go through the class, but there are still a good number of Stewards who are looking for ideas as the semester begins to close.
- It is helpful to have ideas early in the semester so we can “pitch” them in the beginning and give Stewards a chance to think about the idea as the class moves forward.

## Better yet – Be Active Not Passive

### Partnership with Rutgers Environmental Stewards and Sustainable Jersey

If a Township sponsors a Rutgers Environmental Steward (\$250) they can use the \$2,000 Small Grants funding to pay the tuition and the remainder can be used towards the SJ project.

The Township gains a Green Team member, with a much deeper and broader scientific based environmental understanding. This person is now dedicated to completing a project for Sustainable Jersey points, while the Township is reimbursed for the tuition costs and has \$1,750 towards that project.



# Questions?

Contact information:

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Burlington)

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Professor

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Union)

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Amy Rowe (Passaic,)

County Agent II/Associate  
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Amy Cook-Menzel (Atlantic)

Communication Specialist

Atlantic County Utilities Authority  
(ACUA)

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# Current Annual Sustainable Jersey Municipal Sponsors

## Program Underwriters



## Grants Program Underwriters



**PSEG**



## Corporate Sponsors

PLATINUM



SILVER



BRONZE



# Current Annual Sustainable Jersey for Schools Sponsors

## Sustainable Jersey for Schools Underwriters



## Small Grants Underwriters



## Corporate Sponsors

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GOLD



SILVER



BRONZE





# Q&A

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