



# Green Team 2.0

Building Your Capacity & Promoting Your Team

March 4, 2020

# Presenter

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Program Manager



# Agenda

1. Green Team 101
2. Recruiting, Training & Retaining Volunteers
3. Promoting the Work of Your Team
4. Staying Active During Transitions
5. Pros and Cons of Starting a 501©3 Non-Profit

*\*\*Much of the discussion is based off the results of a survey completed by 46 certified New Jersey municipalities\*\**



# Green Team 101

Can your green team be an existing body within the municipality?

**YES!!!**



# Municipal Green Team Candidates

## Agriculture & Open Space

- Food, Natural Resources

## Arts & Recreation

- Arts & Creative Culture, Community Education & Outreach, Health & Wellness (earn up to 25 points for Building Healthier Communities)

## Department of Public Works

- Waste Management (earn up to 60 points for recycling non-mandated materials, Clean Communities Funding, NJDEP Recycling Tonnage Grant Funds)

## Economic Development

- Local Economies

## Environmental Commission

- Community Education & Outreach, Natural Resources (contact ANJEC for resources to support Environmental Commissions)

## Health & Welfare Boards

- Health & Wellness

## Historic Preservation

- Land Use & Transportation

## Planning & Zoning

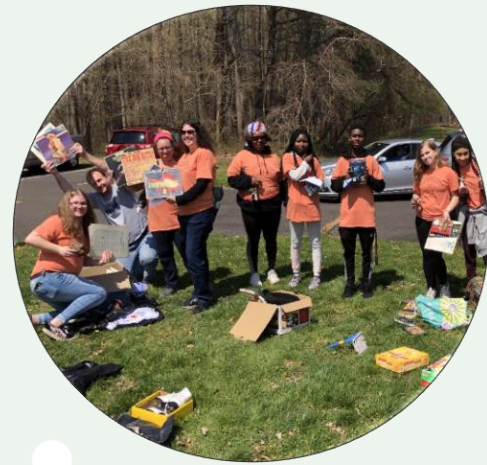
- Brownfields, Energy, Green Design, Land Use & Transportation, Natural Resources, Sustainability & Climate Planning

## Shade Tree Commission

- Natural Resources

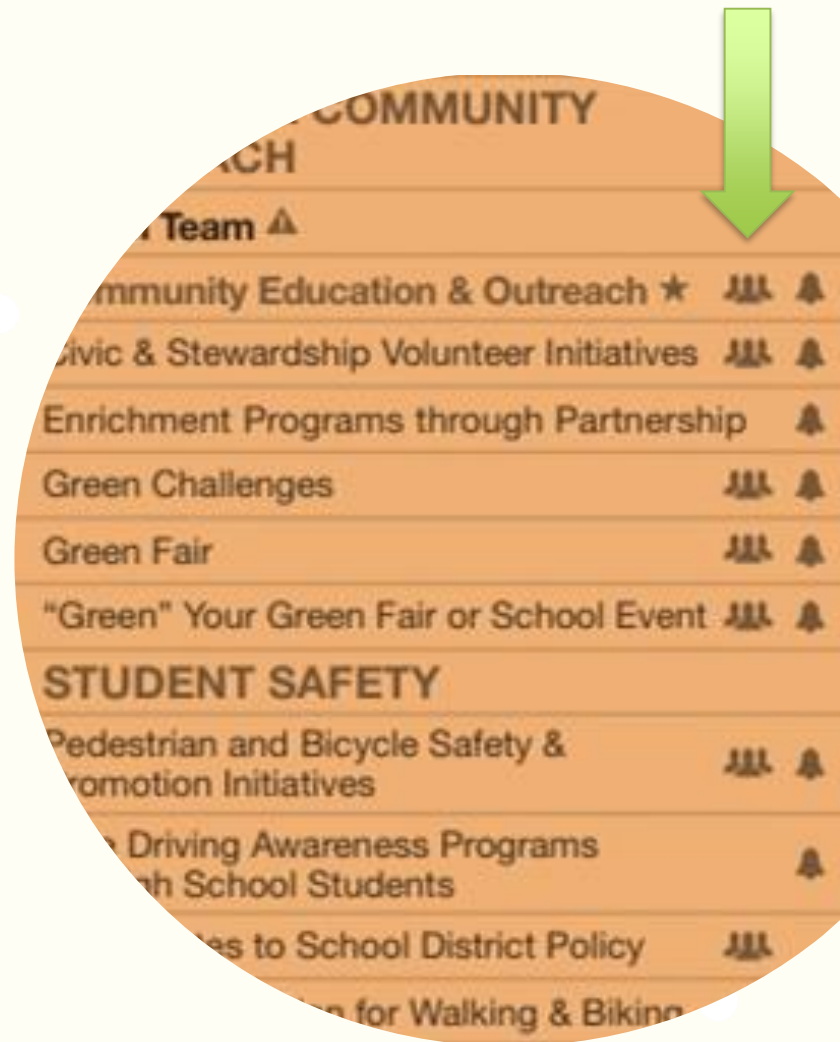
# Other Green Team Candidates

- Academic Institutions
- Civic Organizations
- Faith-Based Groups
- Volunteers/Interested Citizens
- Local High School Alumni home for the summer or other school students
- Neighboring municipalities



# Working with your School Green Team

- Anti-Idling Programs
- Community Education & Outreach
- Civic & Stewardship Volunteer Initiatives
- Green Challenges
- Green Fair/Green Your Green Fair
- Pedestrian and Bicycle Safety & Promotion Initiatives
- Safe Routes to School District Policy
- School Travel Plan for Biking and Walking
- Community Asset Mapping
- Recycling Non-Mandated Materials
- Waste Audit



Download the Sustainable Jersey  
for Schools Brochure [here](#)



# Tag Team Action Partners

These are some of MANY organizations that can help with actions. View the **Resources** section of all actions for more information

Also consider:

- [Transportation Management Associations](#)
- [Recycling Coordinators](#)
- Local boy/girl scout troops

## NJ Prevention Network

- Prescription Drug
- Anti-Idling

## ANJEC

- Sustainable Land Use Pledge
- Natural Resources Inventory
- Environmental Commission & Site Plan Review
- Single-Use Plastics

## NJ Bicycle & Pedestrian Resource Center

- Complete Streets
- Bicycle and/or Pedestrian Plan

## Rutgers Cooperative Extension

- Food
- Green Infrastructure
- Water Conservation Education

## Watershed Ambassadors

- Water-related actions
- Tree planting

### Helpful Hint

Look at the “Who Should Lead and Be Involved,” “Project Costs and Resource Needs,” and, “Resources” sections of the action you are completing



# Green Team Questionnaire Responses

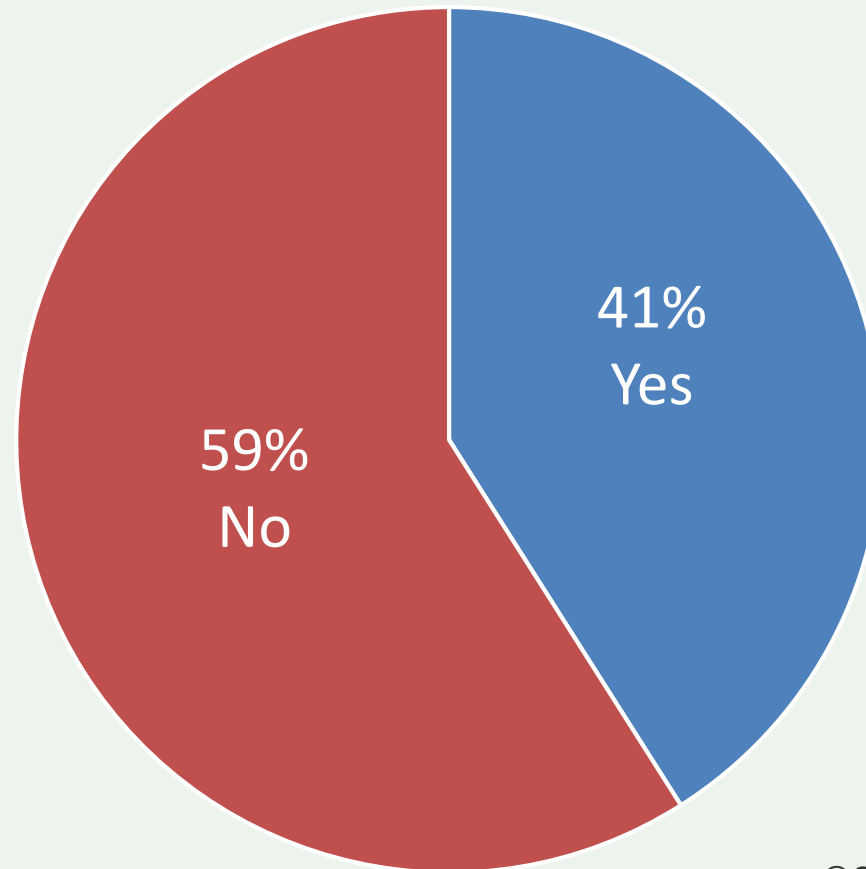
Insight from 46 certified towns

# What do Green Teams Look Like?

- Different for each town
- Most had at least one municipal rep and one volunteer on the team
- Consider having “green team friends”



# Has your Municipal Green Team Undergone Leadership Change?



# Navigating Green Team Leadership Change

- Establish co-chairs
- Develop a plan
- Partnerships with other municipal/community groups
- Stay active by
  - Remembering the cause/mission
  - Having an energizing vision
  - Building a winning team spirit – ice breakers



Tri-County Sustainability  
Alliance Meeting

# Strategies to Recruit, Train & Retain Volunteers

- Recruit
  - Word of mouth
  - Events, farmers markets
  - Bring a friend
  - Online platforms (ex. [Ewing Twp Volunteer Application](#))
  - Community groups
  - Department announcements/recommendations



*Ewing*

Township of Ewing Volunteer Application  
2 Jake Garzio Drive, 2nd Floor, Ewing, NJ 08628  
(609) 538-7609

If you are interested in volunteering your time to serve your community, please complete the form below and send it to the Township Administration office, via email at or by mail to the above address. Please enclose your resume or any additional information that you think might be helpful to the Mayor in making his appointments.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Town: \_\_\_\_\_ Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Office: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Occupation: \_\_\_\_\_ (If retired, indicate former occupation)

#### Areas of interest for service (Please rank in order of interest):

- |  |  |
|--|--|
| <input type="checkbox"/> Arts Commission                     | <input type="checkbox"/> Sustainable Ewing Green Team                              |
| <input type="checkbox"/> Board of Condemnation               | <input type="checkbox"/> Municipal Alliance Committee on Alcoholism and Drug Abuse |
| <input type="checkbox"/> Board of Recreation                 | <input type="checkbox"/> Patriotic Committee                                       |
| <input type="checkbox"/> Ewing-Lawrence Sewerage Authority   | <input type="checkbox"/> Planning Board  |
| <input type="checkbox"/> Ewing Township Redevelopment Agency | <input type="checkbox"/> Rent Control Board  |
| <input type="checkbox"/> Ewing Environmental Commission      | <input type="checkbox"/> Senior Citizens Advisory Committee                        |
| <input type="checkbox"/> Historic Preservation Commission    | <input type="checkbox"/> Zoning Board  |
| <input type="checkbox"/> Site Review Board                   |  |

#### Background Information

Description of why you are seeking this appointment

Education Background

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

# Strategies to Recruit, Train & Retain Volunteers

- Train
  - Develop a “welcome packet”
- Retain
  - THANK YOUR VOLUNTEERS & share credit for accomplishments
  - Encourage members to find their passion
  - Provide regular program content training – [Sustainable Jersey Regional Hubs](#)
  - Make meetings accessible



**[Princeton Community Works Conference](#)**  
Annual educational conference in January for nonprofit boards, staff and volunteers

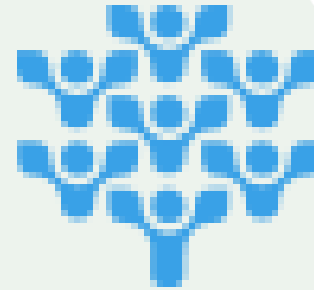
# Sharing Information While Working on Certification



[Google Drive](#)



[Dropbox](#)



[Freedcamp](#)



[Slack](#)

Other Options:

- [Basecamp](#)
- Monthly meetings/calls – Free conference line services available



# Is the Work of the Green Team Promoted in Town?

83%  
Yes

- Green team needs to be its strongest advocate
- Develop communications plan template
- Speak regularly at council/staff meetings
- Banners hung in City Hall
- Certification plaque displayed in town hall
- Postcards mailed to residents



# What are the Benefits?

- Town pride
- Save Money/Reduce Energy Consumption
- Increased attendance at green fairs, interest in green team work
- Better working relationship with town and schools
- Proposals receive more weight with municipal officials (credibility)
- **Access to grants**
- Contributing to the overall carbon footprint reduction goals for the state of New Jersey
- Action documentation is useful for other honors, certifications, and grant applications.





# Spotlight

Washington Township (Gloucester)  
\$2,000 Sustainable Jersey Grant

- 2017 grant for green team capacity building and water conservation education
- Promotional items purchased/created: display board, table cover, banners, reusable totes, seed-card bookmarks with their logo.
- 40 people signed up to learn more



*Display in Municipal Building Lobby*



*Super Saturday Event*



*Seed-Card Bookmark*

- Updated Water Conservation Guide
- Sustainable Washington Township Brochure



Washington Township receives bronze recertification



Council Vice President Sean Longfellow announcing new Water Conservation Education Guide during televised council meeting

Includes representatives of

- Planning Board
- Board of Education
- Municipal Utilities Authority
- Chamber of Commerce
- Public




## Sustainable Washington Township

people • planet • prosperity

[www.twp.Washington.nj.us/478/sustainable-township](http://www.twp.Washington.nj.us/478/sustainable-township)

We have achieved certification from the Sustainable Jersey Program at the Bronze Level, and will continue to work toward building a better future through collaboration, creativity and community



In October 2017, Washington Township was certified as a Sustainable Community—one of only 200 in the State. Certified towns are an outstanding group of municipalities that are making important contributions toward the long-term goal of a sustainable New Jersey and world. The certification recognizes Washington Township as a municipality that seeks to:

- Go green by conserving energy, reducing waste and saving money
- Continuously improve the quality of life in our community
- Improve and maintain a vital local economy
- Engage the public in meaningful participation in government

*Making a great community even better*

### What makes Washington Township a Sustainable Community?

**Going green—reducing waste, conserving energy**



Single stream recycling of paper, cardboard bottles, cans, plastics (1-7)

Residents can bring

**Being responsible stewards of our natural resources**



Improved energy management in public buildings



Protecting our drinking water supply



Washington Lake Park



Grenloch Lake

# Green Team Swag

- Business cards
- Cinch sacks/reusable bags/earth-friendly jute tote with town logo
- Coloring books about recycling
- Hats
- Poster displays
- Recycled pens w/logo
- Recycled rubber jar grippers
- Table skirt w/logo
- Window cling



# Green Team Nonprofits

- Things to consider
  - How will this benefit your cause?
  - How will you raise your money?
  - Will it be a membership or non-membership organization?
  - Who will be on your Board of Directors/Trustees?
  - Who will run the non-profit – volunteers or staff?
  - Restrictions on lobbying activities
  - Barred from political campaign activities
- Visit The [Center for Nonprofits](#) for more information
- NJ Nonprofits
  - Go Green Galloway
  - Sustainable Lawrence
  - Sustainable Princeton
  - Sustainable South Jersey

# 2020 Certification Cycle Timeline

May 17	Initial Application Deadline <ul style="list-style-type: none"><li>Indicate actions you plan to earn credit for by marking “Completed”</li></ul>
Early-July	First round review comments provided
September 11**	Revision deadline to be eligible for recognition at the 2020 Sustainable Jersey Luncheon during the NJLM Conference
Mid-October	Second round review comments provided
November 22	FINAL application deadline
Mid-December	Final decision on pending applications

**NOTE:** If the majority of your actions do not have documentation, only mark enough actions completed to meet the minimum requirements for bronze certification. Additional actions can be added throughout the cycle.





# New Website



Certification

Actions

Grants

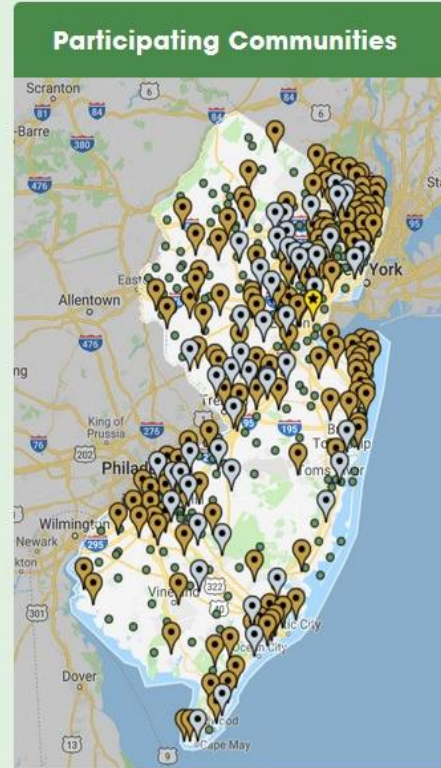
Events

Resources

Get Involved



Need Funding? Sustainable Jersey Grants Available  
Applications due Friday, February 14, 2020



### Sustainable Jersey Municipal Certification Program

<p><b>80%</b></p> <p>of municipalities are participating and 89% of NJ's population lives in these communities</p>	<p><b>437</b></p> <p>Participating Municipalities</p>	<p><b>205</b></p> <p>Certified Municipalities</p>	<p><b>15,218</b></p> <p>Actions Approved</p>
	<p><b>152</b></p> <p>Bronze Certified</p>	<p><b>53</b></p> <p>Silver Certified</p>	<p><b>1</b></p> <p>Total Gold Stars Awarded</p>

View participating communities and their supporting documentation for certification.

[View Map](#)



> Review

**Municipal Dashboard**

> Certification Overview

**Why Get Certified?**

**2019 Certification Cycle**

> Participating Communities

> Register a Municipality

> Annual Certification Awards

**Resources**

**FAQs**

## Municipal Dashboard

Listed below is the municipal account(s) for which you are an identified user. To gain access to additional accounts, you must be invited by a current user.

### Need Help?

If you have have questions about what to do next now that you have access to your municipal dashboard, download and review the Application User Guide or visit the [FAQs page](#).

If you have additional questions contact us at [info@sustainablejersey.com](mailto:info@sustainablejersey.com) or 609-771-2938.

### ! Test Muni

**Update Application**

Update your existing certification application



**Update Gold Star Application**

Update your existing Gold Star application



**Update Municipal Profile**

Update the primary contact, secondary contact, and certification report "introduction"



**Manage Municipal Users**

Manage municipal owners and contributors



**Download Resolution**

Click to download the municipal resolution





←Return to Dashboard

# ! Test Muni Certification Application

Status: SUBMITTED

Reviewer Feedback: 0 comments

Details And History

Help

## Search Actions

Type in a word(s) to identify all actions with that word(s) in the title

- Planned
- Completed
- Must Revise
- Not Approved
- Approved
- Expired
- Mandatory
- Priority

To identify actions by status, check the desired box or boxes above. The Action Totals box at right will also reflect only those actions selected. Click on the Clear Search button to return to the full action listing.

Search Actions

Clear Search

↑ BACK TO TOP	EXPAND ALL ∨	COLLAPSE ALL ∨
● <b>Animals in the Community</b>	∨	
● <b>Arts &amp; Creative Culture</b>	∨	
● <b>Brownfields</b>	∨	
● <b>Community Partnership &amp; Outreach</b>	∨	
● <b>Diversity &amp; Equity</b>	∨	
● <b>Emergency Management &amp; Resiliency</b>	∨	
● <b>Energy</b>	∨	
● <b>Food</b>	∨	

### Certification Criteria

Required	1
Priority	2
Points	150
Categories	6
Show requirements for:	
<input checked="" type="checkbox"/> BRONZE	<input type="checkbox"/> SILVER

**Action Totals**  
(Completed, Approved)



# 2020 Census Complete Count Initiative

# Why An Accurate Census Count is Important



**\$23 billion** in federal funding for New Jersey depends on Census counts, like SNAP, transportation planning, Environmental Programs, and more.



**Two fewer** representatives in Congress and **two fewer** electoral votes than in 1990.



Important to **improve the count**, especially in hard-to-count communities, across the state for full representation so communities can plan and manage public goods

Funding

Representation

Everyone counts!



# Role of Green Teams & Getting Started

As a **trusted community voice**, green teams can help improve participation rates by sharing information about the importance of an accurate and complete count.

## Get Started!

- Download the [flyer](#)
- Work with or establish a [Complete Count Committee](#)
- Become a [Census Partner](#)
- Review Advocates for Children of New Jersey's [Census Ambassador Toolkit](#)

Complete  
Count  
Committee

Census  
Partner

Ambassador



# Earning Sustainable Jersey Points

[Community Education & Outreach](#): Census 2020 outreach efforts performed by municipal elected or appointed officials and/or staff or green team volunteers.

[Innovative Community Project](#): Implement a comprehensive Census 2020 education and outreach effort that includes multiple communications strategies and establishes a site, referred to as Census Kiosk, where people can complete the census.



## **Census Webinar**

Recording and presentation are available on the Sustainable Jersey [website](#)







# Upcoming Event & Technical Assistance Opportunity

# Registration Opens this Week!

## 2020 New Jersey Sustainability Summit

Friday, June 12, 8:00am – 4:30pm  
Bell Works, Holmdel, NJ



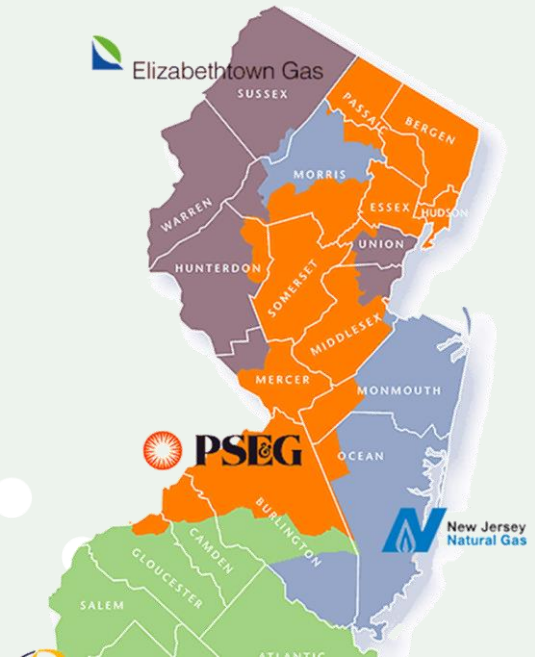
# FREE Technical Assistance for Energy Initiatives

## Environmental Defense Fund Fellows

Sustainable Jersey is partnering with the Environmental Defense Fund (EDF), New Jersey Natural Gas (NJNG) and Jersey Central Power & Light (JCP&L) on a program to assist municipalities and school districts with energy initiatives. The program provides FREE direct technical assistance to improve building performance through energy efficiency analysis, planning, and upgrades. A highly qualified and trained EDF Fellow will work onsite for 9 to 10 weeks in the summer of 2020. Applicants must be in the NJNG or JCP&L service territory.

**Application Deadline: Wednesday, April 8, 2020 at 11:59pm**

*Sponsors*



# Sustainable Jersey Support



- Technical Support
  - **Maureen Jones:** 609-771-2938;  
[info@sustainablejersey.com](mailto:info@sustainablejersey.com)
- View Upcoming Events & Trainings
- Attend Regional Hub Meetings in Your Area
  - Contact **Lauren Skowronski,**  
[skowronl@tcnj.edu](mailto:skowronl@tcnj.edu) or 609-771-3129
- Follow Sustainable Jersey on Facebook, Twitter, Instagram and LinkedIn



Thank You!