



## Sustainable Jersey Certification Report

This is the Sustainable Jersey Certification Report of Long Branch City, a Sustainable Jersey silver certified applicant.

Long Branch City was certified on September 18, 2024 with 395 points. Listed below is information regarding Long Branch City's Sustainable Jersey efforts and materials associated with the applicant's certified actions.

### Contact Information

The designated Sustainable Jersey contact for Long Branch City is:

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|------------------------|--|
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### Actions Implemented

Each approved action and supporting documentation for which Long Branch City was approved for in 2024 appears below. Note: Standards for the actions below may have changed and the documentation listed may no longer satisfy requirements for that action. Additionally, points associated with actions prior to 2013 certifications may not be accurate.

#### Arts & Creative Culture

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##### Municipal Commitments to Support Arts and Creative Culture

20 Points

**Program Summary:** The City of Long Branch is strongly committed to the Arts, and has consistently demonstrated this both by creating and expanding arts and cultural facilities in the city and by sponsoring a wide array of programs and events throughout the year. Support for art and cultural activities is captured in the Community Facilities and Historic Preservation elements of the 2010 Master Plan found at <https://www.longbranch.org/DocumentCenter/View/699/Adopted->

Master-Plan-03-16-10-PDF, which are confirmed in the attached 2020 Master Plan reexamination report (see highlights). In 2015, the redevelopment plan of the West End Section of the city specifically assigned the defunct West End School to be reused as an arts center. Owned by New Jersey Repertory Company, the West End Arts Center now has several pop-up theaters, classroom/rehearsal/studio spaces, and an auditorium suitable for concerts, recitals and readings. The building currently hosts an art gallery, photography exhibition, acting classes and dance classes. NJ Rep also has a location on Broadway in the city. Program information for NJ Rep is available on the NJ Rep website at <https://njrep.org/>. In 2020, the city created the Long Branch Arts & Cultural Center in a building donated to the city by Bank of America. The building was refurbished by the city and is utilized as a space for art gallery events, poetry, music and dance performances, arts education events, cultural events, and more. Initially open only part-time, the LBACC is now open Monday - Friday, as well as evenings and weekends for special events. Programming continues to expand. Current programs are listed on the city's website at <https://www.longbranch.org/158/Arts-Cultural-Center> and publicized regularly through LBACC community emails, the city's weekly email blast, social media posts, and press releases. More recently, the city purchased the defunct Oliver Byron Firehouse with the support of a grant from the NJ Department of Community Affairs and created a Fire History Museum. The museum opened in March 2024 on the lower level of the building while the city's DPW continues working on the upper floor. More information is available at <https://www.longbranch.org/528/Long-Branch-Fire-History-Museum>. Two new city initiatives will continue to expand Long Branch's cultural offerings. First, the city is acquiring the historic 175-year old First Reformed Church via a \$1 lease from a local developer. The city plans to preserve the church and to create a historic gallery dedicated to Garrett Hobart, a 19th century US Vice President who grew up nearby and worshipped there. The location will also house a performance space that will be used for lectures, classical music nights, and other small events by the city. Next, the city is constructing a new Health, Wellness and Technology Center, which will add cultural amenities including a new park, TV studio, and yoga and dance classes, among others. See attachment Long Branch Arts and Culture Additional Spaces 2022+ for more information on these three initiatives. In addition to these major investments, and the aforementioned programming at the Long Branch Arts & Cultural Center, Long Branch continues to sponsor and host a wide variety of arts and entertainment programs annually. The Long Branch Program & Events Department hosts community cultural events throughout the year, including "Bands by the Beach" in the bandshell at West End Park, "Tuesdays on Broadway" concerts at the Broadway Bandshell, "Thursdays by the Sea" music in Pier Village, classic car shows both on the Long Branch Promenade and in West End, a Poetry Festival, "Art in the Park" art show, and a Jazz & Blues Festival, to name just a few. The current list of city sponsored programs is posted on the city website at <https://www.longbranch.org/departments/ProgramsEvents>. These popular programs are also advertised through the city's weekly email blast and on social media. The city also helps publicize other community-led arts events to residents (e.g. local theater performances) and offers Special Event Applications and Wedding Applications for resident use. A comprehensive calendar of all city events is available on the city website at <https://www.longbranch.org/calendar>. See attachment Long Branch Arts and Events Support - Mayor Interview and Summer Event Schedule for a statement by the mayor and example of the city's cultural event programming commitment. The city has created and utilized a variety of spaces for these events. The two bandshells were erected with Urban Enterprise Zone Funds (UEZ), one at West End Park, the other at Third Avenue off Broadway. Events are also hosted on a stage at the "Great Lawn" on the Beach Promenade and a in a Gazebo entertainment area on the Pier Village boardwalk, even on the beach itself. In addition, the city utilizes public lots for large entertainment and has agreements and permission from a few private entities to use their outdoor space for events. When there is inclement weather the city has used the Long Branch High School auditorium. See attachment Long Branch Arts Locations, Photos for more information on these event sites.

**PDF: [ADAPTIVE REUSE OF WEST END SCHOOL FOR ARTS](#)**

**PDF: [LB ORDINANCE 21-19 BOA DONATES BANK BLDG TO LB FOR ARTS & CULTURAL CENTER](#)**

**PDF: [OCTOBER 2020 MASTER PLAN REEXAMINATION REPORT \(PDF\).PDF](#)**

**PDF: [LONG BRANCH ARTS LOCATIONS, PHOTOS.PDF](#)**

**PDF: [LONG BRANCH ARTS AND CULTURE ADDITIONAL SPACES 2022+.PDF](#)**

## Brownfields

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### Brownfields Reuse Planning

5 Points

**Program Summary:** A 17 acre site is located on Long Branch Avenue parallel to Ocean Boulevard and within 1 mile from the Atlantic Ocean. The site was formerly a coal gasification factory from about the 1940's and prior to that other polluting factories. The local library has documents pertaining to the history and remediation of the site which will be available to the GT once the library is allowed to open to the public. Several years ago, a group formed "Concerned Coastal Citizens" for the purpose of taking legal action against NJNG for medical damages. A settlement was reached. Remediation of the site has just been completed by NJNG following DEP guidelines Caps have been installed and ongoing monitoring initiated such that the site may now be repurposed. Green Team has engaged residents and businesses adjacent to the site and gotten their input in order to draft a resolution (attached) advancing a proposal to develop a solar farm and rain gardens on this site. This resolution was also fully endorsed by the Environmental Commission. Negotiations are silt in progress with the city and NJNG.

PDF: [RESOLUTION FOR LB MANUFACTURED GAS SITE SOLAR.DOCX.PDF](#)

## Community Partnership & Outreach

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### Green Team

10 Points

 Bronze Required

**Program Summary:** The Green Team is a group of 18 volunteers from the community who are interested in joining citywide efforts to create a sustainable environment. The group is led by a Chair and Co-Chair. The number of volunteers is not limited. Attached is the re-authorizing resolution for the current team through 2024. The GT works closely with the Long Branch Environmental Commission to raise awareness about sustainability topics. While they partner closely, the EC drives changes to ordinances, handles site plan reviews, and manages the ERI, while the GT creates and operates programs along with doing outreach, hands on activities (e.g. park restoration work, supplemental recycling programs) and educational events. This year the EC and GT have prepared a joint report on accomplishments and requests for presentation to and discussion with the Mayor and Council -- see attached. Accomplishments include the completion of an ERI, a Bike & Pedestrian Plan and a Street Tree Inventory/Tree Canopy Study, as well as the launch of a Green Business Recognition Program, and the expansion of several non-mandated material recycling programs in partnership with our DPW. The GT also partners closely with two other volunteer groups in restoring two of the city's largest natural parks (one is 13 acres), and

participates actively in community events (e.g. Long Branch Day), as well as holds our own community event each Arbor Day. Our meetings are held monthly (except for summer). Our last 6 months of minutes are uploaded. Minutes are also now being posted on the city website at <https://www.longbranch.org/AgendaCenter/Green-Team-4>.

**WORD: [LONG BRANCH EC GT PRESENTATION OUTLINE TO COUNCIL SPRING 2024.DOCX](#)**

**: [LB GREEN TEAM MEETING MINUTES 2023-06 TO 2024-01.ZIP](#)**

**PDF: [GREEN TEAM CITY COUNCIL RESOLUTION](#)**

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## Community Education & Outreach

15 Points

**Program Summary:** Here are three recent events that encapsulate the Green Team's and the City's efforts at community outreach. Collectively, these events engaged the community around becoming more 'green' by encouraging the planting of trees in the community, gardening with native plants, and growing your own vegetables. In addition to these kinds of events we are a local presence at the city's Long Branch Day in the fall as well as at the High School's Earth Day event in April. We also post content regularly on the Green Team Facebook page and once a month update the EC/GT webpage on the city website at <https://www.longbranch.org/332/Environmental-Commission-Green-Team> with a "spotlight" article on a sustainability topic. Previous spotlight articles are moved to a sidebar and remain available on the page. The three featured events are: 1. Arbor Day "Celebration of Trees" - April 28, 2024 - This event was set up as a family-friendly resource fair, with an expert speaker (Dr. Catherine Duckett, Associate Dean, School of Science, Monmouth University) who discussed the benefits of trees. We also gave away ~170 tree seedlings and ~ 8 flats of milkweed plants to residents for planting at home and collected feedback on where and what kinds of public trees residents would like to see which will help guide us on public tree planting efforts. 2. Wild in the Garden State - April 26, 2024 - This inspiring documentary by filmmaker Sarah Galloway chronicles Sarah's and her husband Dave's 10-year journey to turn their own yard into a native garden for wildlife. After the film, Sarah and Dave took audience questions and shared their strategies and resources with attendees in a highly interactive session. We think this will inspire and educate people to plant more natives in their yards. 3. Grow What You Eat - April 9, 2024 - This program featured local organic gardener, Alice Kessler, and Carol Wright, a certified Master Gardener who runs the Long Branch Community Garden. Alice showcased some of her container gardens, all created from recycled materials and Carol offered expert advice in response to audience questions. We had good attendance and active participation, and hopefully encouraged some new gardeners while raising awareness of the city's community garden.

**PDF: [LONG BRANCH ARBOR DAY 2024 EVENT PHOTOS & FLYER.PDF](#)**

**WORD: [LONG BRANCH ARBOR DAY 2024 - COMMUNITY EDUCATION IN PERSON EVENT CHECKLIST.DOC](#)**

**WORD: [LONG BRANCH GROW WHAT YOU EAT 2024 - COMMUNITY EDUCATION IN PERSON EVENT CHECKLIST.DOC](#)**

**WORD: [LONG BRANCH WILD IN THE GARDEN STATE 2024 - COMMUNITY EDUCATION IN PERSON EVENT CHECKLIST.DOC](#)**

**PDF: [LONG BRANCH WILD IN THE GARDEN STATE 2024 EVENT PHOTOS, FLYER AND HANDOUT.PDF](#)**

**PDF: [LONG BRANCH GROW WHAT YOU EAT 2024 EVENT PHOTOS & FLYER.PDF](#)**

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## Emergency Management

## Emergency Communications Planning

15 Points

**Program Summary:** Through various major storms such as Hurricanes Sandy and Ida, Hard hitting winter storms, or various other natural disasters, the City of Long Branch had time to perfect it's Emergency Communications Planning with the various parties that come into ensuring all residents of the City can be secured and information in the event of a disaster. Our plan includes annual trainings for all Emergency Operations Team Members, ensuring all communications methods are tested and working, and confirming that the residents of Long Branch are aware of the methods of communication in the event of an emergency.

**WORD:** [CHECKLIST](#)

**WORD:** [FEMA LETTER](#)

## Energy

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### Wind Ordinance

10 Points

**Program Summary:** In an effort to forward the city-wide "Green Initiatives" in Long Branch, the city applied for and received a 2010 Wal-Mart no-match grant through Sustainable Jersey (SJ) to develop a "master plan" of Green Ordinances. The City contracted with Van Cleef Engineering for the work to draft policies that are important elements in the City's efforts for natural resource protection, energy resourcefulness, and green design elements. One of the Ordinances prepared was to further the prior wind analysis and studies by creating a Small Wind Energy System Ordinance. City Green Team staff presented this ordinance to Council which was adopted on May 27, 2014. Prior to this ordinance, the City studied the effect and potential of wind in its community and explored cutting-edge technologies. Two things unfolded: 1. The Environmental Commission presented the city with multiple opportunities to test small wind turbines at the oceanfront. 2. The city included a Wind section and generated mapping in its 2011 adopted Environmental Resource Inventory. The ARC study report supporting that study is included herewith along with the wind-generated mapping from the ERI. A wind demonstration project was implemented and is listed below under Wind demonstration Project and not included here. Each one of these wind energy technologies and documents are cutting-edge and one-of-a-kind.

**PDF:** [LONG BRANCH ERI WIND STUDY MAP](#)

**PDF:** [LONG BRANCH WIND STUDY](#)

**PDF:** [LONG BRANCH WIND ENERGY ORDINANCE](#)

## Food

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## Community Gardens

20 Points

**Program Summary:** The mission of the Long Branch Community Garden is to promote organic gardening practices and healthy eating, provide fresh produce to local food pantries and nurture and encourage a love of gardening among its members and community partners. The garden is located on a right-of-way (ROW) that extends from Seventh Avenue to Lippincott Avenue. Various utility companies have conduits, poles and wiring that run through the ROW. The NJ Natural Gas Company installed new laterals through the site in 2020. The ROW is approximately 635 feet long and 60 feet wide. The site has approximately 55 individual plots and 5 raised container gardens for gardeners with special needs. Families or individuals can request plots. There is no charge. There are also two larger community garden sites on the property. Gardeners maintain their individual plots and assist with the community beds. Various vegetables, herbs, and some flowers are planted. The site has a utility/service building which was previously used as a modular classroom building at the Gregory Elementary School located on Seventh Avenue and Joline Avenue. It was donated to the city, rehabilitated and moved to the garden site. The building is used for community meetings, nutrition classes, training sessions, yoga and meditation and other purposes. Tools, equipment, furniture, supplies, recently purchased personal protection equipment (for Covid-19 protection), seeds etc., are all stored in the building. There is also a greenhouse on the property where seedlings are raised and kept prior to planting. A handicap port-a-john has been placed on the site and is left on site, excluding the winter season. The site has outside water service to accommodate the gardens. A combination lock is placed on the gate so gardeners can have free access. The site also has video monitors that were installed in 2020. The Office of Community and Economic Development (OCED) monitors the activities along with the garden manager who is compensated from CDBG funds. Through a partnership with the Monmouth County Job Bank, in 2023 an individual assisted the garden manager 12-15 hours a week in tending the large community beds. OCED provides the gardeners with mushroom compost and organic soil. Wood chips are provided for weed suppression. Only organic fertilizers and pest treatments are permitted in the garden. In 2023 the garden operated from April 22 through October 31, 2023. Over 100 families were served from the site and more than 8,000 pounds of produce weighed at the garden. About 1/3 was from individual plots, 2/3 was donated, much of it to St James Episcopal Church's food pantry and Jersey Shore Food Not Bombs. Fresh produce was also given to the city workers in LB including the police and public works department, as well as to local residents. New in 2024, the garden plans to create a partnership with Lunch Break in Red Bank where the garden will reserve a section for Lunch Break to harvest for their food distribution center.

**WORD: [2024 7TH AVE COMMUNITY GARDEN RULES.DOCX](#)**

**WORD: [LONG BRANCH COMMUNITY GARDEN OMRI SIGN PHOTOS 2024.DOCX](#)**

**WORD: [LB COMMUNITY GARDEN ADDITIONAL PHOTOS - 2023.DOCX](#)**

**PDF: [LETTER FROM ST JAMES CHURCH THANKING LONG BRANCH FOR COMMUNITY GARDEN DONATIONS 2023.PDF](#)**

**WORD: [LONG BRANCH COMMUNITY\\_GARDEN\\_SUBMISSION\\_QUESTIONNAIRE 2023.DOCX](#)**

**WORD: [LB COMMUNITY GARDENS 2023 REPORT.DOC](#)**

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## Farmers Markets

10 Points

**Program Summary:** The City of Long Branch partners with the Farmers Market Manager, Jesse Novak, to ensure residents of the City have access to fresh produce. The City handles the majority of the organizing worries, such as having the Police Department set up no parking signs (so the vendors can have a place to park), paying for public restrooms, granting permission for the Farmer's market to use the West End Park location for the market, and advertising the market on social media, bi-weekly to all citizens.

**IMAGE:** [FARMERS MARKET - CITY SOCIAL MEDIA POST](#)

**IMAGE:** [FARMERS MARKET MANAGER REPORT](#)

## Green Design

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### Create a Green Development Checklist

10 Points

**Program Summary:** The recertification analysis includes checklists received from December 2018 to December 2023. Attachments include: - Recertification Questionnaire - Data Analysis on Applications Submitted from Dec '18 to Sep '23 - Draft revised Green Development Checklist which is being vetted with the city for possible replacement of legacy document

**PDF:** [LB GREEN DEVELOPMENT CHECKLIST - DRAFT UPDATE - 01.02.2024.PDF](#)

**EXCEL:** [LB GREEN DEVELOPMENT CHECKLISTS - DATA ANALYSIS - 9.14.2023.XLSX](#)

**WORD:** [LONG BRANCH GREEN DEV CHECKLIST RECERTIFICATION - REVISED.DOCX](#)

## Health & Wellness

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### Safe Routes to School

10 Points

**Program Summary:** The municipality of Long Branch and five elementary schools have been awarded GOLD STATUS in the NJ Safe Routes to Schools Program. Two schools and the municipality were certified in 2022, a status that remains active into 2025. The other three schools were certified in 2021 and will recertify again in 2024.

<https://www.saferoutesnj.org/current-safe-routes-to-school-recognition-program-winners/>

## Innovative Projects

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## Innovative Community Project 1

10 Points

**Program Summary:** In 2011 volunteers from all five towns on the Whale Pond Brook watershed got together and formed an association, with members of the Long Branch EC and Green Team in the lead. Our vision is to restore the eroded banks and improve water quality in our watershed. We are dedicated to the restoration of this resource through neighborhood projects and education. Over time all five municipalities, through their City Councils and Mayors, signed resolutions of support for the restoration effort. The following is a list of the activities we have done since our last SJ update. See attached for further details. • Garden Friends of Ross Lake Park was established and meets every week to work in the garden. The group includes Master Gardeners, Native Plant Society members and local volunteers. The garden was certified as a place that Master Gardeners can receive their hours towards certification. • A local resident on the southern side of Ross Lake has indicated that she would hold a neighborhood meeting to talk about the value of rain gardens. She is also commissioning a sculpture for the garden in memory of her mother. • The stone hut was again repointed, and the roof cleaned from new vegetation. • Several trees were removed from the water that were blocking the way for the ferry to take people to the island. • A new EZ Dock ferry made of recycled plastic was donated to bring people back and forth to the island. We are now designing a pulley system like what would have been used in the Gilded Age of Long Branch. People will appreciate how life was in the early 1900's. • The Ross Lake Garden was chosen as a stop on the Monmouth County Native Plant Society tour of native gardens in our county. Unfortunately, the weather did not cooperate and it has been postponed until 2024. • A young volunteer who faithfully comes to the garden from 30 miles away every week designed an arbor for the butterfly garden entrance. He and his father built it and installed it at the park. • Rutgers Water Resources Program, in partnership with the Whale Pond Brook Watershed Association, designed two rain gardens with a connecting bioswale for the south side of Ross Lake. We are waiting for the City to approve the plans so we can start installation.

**WORD: [LONG BRANCH INNOVATIVE PROJECT 1 - WHALE POND BROOK - ROSS LAKE PARK - PHOTOS.DOCX](#)**

**WORD: [LONG BRANCH INNOVATIVE PROJECT 1 - WHALE POND BROOK - ROSS LAKE PARK - FULL BACKGROUND.DOCX](#)**

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## Innovative Community Project 2

10 Points

**Program Summary:** Jackson Woods Park was created in the 1990's when a 13 acre former farm property that had been slated for development was preserved as open space. The largely wooded tract contained a half acre pond, some open grassy area and abundant wetlands, with a series of unmarked trails. Although preserved, the area was left unattended becoming overgrown with many invasive plants and vines, and then was further damaged by Super Storm Sandy. Members of the public were often reluctant – or afraid – to enter the park. In April 2018, a group of concerned citizens – the Friends of Jackson Woods (FOJW) – formed to revitalize the park to benefit the community. With support from the City of Long Branch, Monmouth Conservation Foundation (MCF), the city's Green Team, and many other local volunteer organizations, that transformation is now well underway. The park sits within a North Long Branch neighborhood that includes two early elementary schools, and has six entrances, making it easily accessible to the community. Our vision is to turn it into a unique and beautiful space for passive recreation and education, a place where nature and the arts thrive together making a visit to Jackson Woods an

experience to remember. The City of Long Branch, especially Mayor John Pallone, the City Council, Office of Community and Economic Development and Department of Public Works, has been a huge supporter of park restoration efforts, as have the Long Branch Environmental Commission and Green Team. Kathy Buchan, founder and leader of Friends of Jackson Woods, met Nan Simon, now the FOJW co-leader (and current GT chair) through their joint work on the Long Branch Green Team. Several regular volunteers at the park have since become Green Team members and other GT members will often volunteer at the park. Monmouth Conservation Foundation provides FOJW with 501(c)(3) status, allowing the group to fundraise, and provides assistance with grant opportunities and applications. In addition to these key players, a diverse group of local organizations, individuals, and businesses have assisted or supported this restoration project. It is truly a community effort. Park restoration efforts have ramped up each year since 2018, and in 2023 we had volunteer crews in the park twice weekly from mid-March through November, supplemented by periodic group workdays with corporate, student or other local groups. Initially focused on trash and debris removal, the groups now work on removing invasive plants and vines, planting, mulching and weeding tree plantings and other garden spaces. Investments made by the city, from donations to Friends of Jackson Woods, and through grant support have funded major capital improvements, from installation of a new gazebo, fencing, entrance signs, message center, and boardwalk in wet areas, to an outdoor classroom space, solar aerator for the pond and educational signage. Unique benches, sculptures and garden spaces have been created or donated, and useful items like a new shed and tools for volunteers, new trash and recycling containers, dog waste stations and a bike rack and repair station have been added. The park which people were afraid to enter five years ago, is now regularly used by dog walkers, bird watchers, school children and other local residents. It was even used recently for a wedding. The city has now held several events in the park, the most popular being our "Jack-O-Lantern Woods" Halloween haunted trails event. Launched in 2022, the family event attracted over 500 people. In 2023 nearly 1,000 attended, a milestone accomplishment for this once neglected park. This is now an annual event on the city calendar. While there is certainly more restoration work ahead, we are proud of our accomplishments over the last 5 years and truly excited about the future possibilities. Please see the attachments for a full list of accomplishments and partner organizations, as well as our trail map and sample newsletters with photos.

**WORD: [LONG BRANCH INNOVATIVE PROJECT 2 - JACKSON WOODS PARK RESTORATION - DETAILS.DOCX](#)**

**PDF: [JACKSON WOODS UPDATE NOV-DEC 2023.PDF](#)**

**PDF: [JACKSON WOODS UPDATE SEPTEMBER 2023.PDF](#)**

**PDF: [JACKSON WOODS UPDATE JULY 2023.PDF](#)**

**PDF: [JACKSON WOODS TRAIL BROCHURE.PDF](#)**

**PDF: [JACKSON WOODS UPDATE OCTOBER 2023.PDF](#)**

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## Innovative Community Project 3

10 Points

**Program Summary:** The Seven Presidents Heritage Trail, which runs mostly along the Long Branch beachfront, highlights the remarkable past events of historical significance during the Golden Age of Long Branch: 1860 – 1920. The Whale Pond Brook Watershed Association (WPBWA) partnered with the Long Branch EC and Green Team for this project which was officially launched in 2023. Markers are placed at the various historic locations. A pamphlet with a trail map including information about each marker is located in a kiosk at the southern end of the boardwalk in the historic West End section. This heritage trail is intended to increase visitation to historic sites, build civic pride and be used by our now diverse population as an opportunity to connect to our local history. The trail is dedicated to local resident Beth Woolley who created the beautiful bronze plaques on jetty rock you will find along the boardwalk. An expansion of the trail is now under way, which will also include our historic fire houses, the historic Ross Island Stone Hut and the

beautiful Elberon Memorial Church. The Heritage Trail was promoted at the Green Team's Arbor Day event in 2023 and will be featured again in 2024, as well as at the city's Long Branch Day event, along with a fun historic trivia game to engage the public. See attached for some historical background, photos of the kiosk, and a copy of the current Historic Trail map.

**WORD: [LONG BRANCH INNOVATIVE PROJECT 3 - 7 PRESIDENTS HERITAGE TRAIL.DOCX](#)**

**PDF: [7PRESIDENTSHERITAGETRAIL\\_3-26-23.PDF](#)**

**IMAGE: [7 PRESIDENTS HERITAGE TRAIL KIOSK AND TRAIL MAPS.JPG](#)**

## Land Use & Transportation

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### Sustainable Land Use Pledge

10 Points

 Bronze Priority  Silver Priority

**Program Summary:** The City of Long Branch has put forth many programs and policies over the last few years regarding sustainable land use which are in effect and projected for the future. The original Sustainable Land Use Pledge resolution was passed on by the City Council of Long Branch on April 22, 2014. The original pledge was reaffirmed in 2018 as part of the recertification process. At the City of Long Branch's August 10, 2022 Council Meeting, the council voted to again affirm the original Sustainable Land Use Pledge that was passed in 2014. The attached document shows the following: - The affirmation, as well as the original Land Use Pledge was sent to Environmental Commission Chairperson Catherine Duckett to be distributed to the Environmental Commission of Long Branch, Secretary of the Planning Board and Secretary of the Board of Adjustment Courtney Lopez to be distributed to both the Planning Board and the Zoning Board of Adjustment. (The whole package was sent to both persons mentioned above) - Resolution R-208-22 - The Affirmation to the original Land Use Pledge - A Document signed by Business Administrator George Jackson stating that he has distributed the resolution to the necessary boards. - Resolution 213-18 - The 2018 Affirmation of the original land use pledge) - The original signed affirmation by Business Administrator Jackson in 2018 - Resolution 95-14, the original Sustainable Land Use Pledge from 2014.

**PDF: [SUSTAINABLE LAND USE PLEDGE](#)**

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### Bicycle & Pedestrian Audits

10 Points

**Program Summary:** The road from Seven Presidents Park to the Church of the Presidents is widely used by both Long Branch residents and visitors to the city. It is a popular place to bike and walk with historical sites along the way and is referred to as the 'Seven Presidents Historic Trail'. This route also includes the city/county beaches and Pier Village Town Center. It is heavily trafficked with vehicles, especially during the summer months, and has increasingly become less comfortable for pedestrians and bikers alike. In order to identify opportunities for improvement, the Long Branch Green Team commissioned a sub-team to conduct a bike and pedestrian audit. Training on how to conduct the audit was provided by Lisa Lee, Deputy Director, Bike & Pedestrian Programs, Regional Safe Routes to School Coordinator, and EZ Ride. Several GT

members met w Lisa for mutual introductions and discussion of how to work together. This meeting was followed by a virtual training on bike & pedestrian audits conducted by Lisa and her interns. Feedback from a variety of Long Branch City personnel and other community stakeholders was incorporated into the final report

**WORD: [LB BIKE AND PEDESTRIAN AUDIT MAY 2020 VERSION 4.0.DOCX](#)**

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## Bicycle and/or Pedestrian Plan

10 Points

**Program Summary:** \*\*At the April 16th, 2024 Long Branch Planning Board Meeting, a motion to incorporate the Complete Streets Implementations Plan into the City Master Plan was unanimously approved. The associated resolution was memorialized on May 21 and is attached\*\* The New Jersey Department of Transportation’s Bureau of Safety, Bicycle and Pedestrian Programs (NJDOT-BSBPP) provides interested and qualified communities with technical assistance as part of the Local Bicycle and Pedestrian Planning Assistance (BPPA) Program. The City of Long Branch requested technical assistance to develop a Complete Streets Implementation Plan that details recommendations to improve access to the downtown, waterfront, schools, transit, and recreational facilities. NJDOT-BSBPP assigned a consultant, Sam Schwartz Consulting, LLC to provide technical planning, engineering, and outreach assistance in developing the Plan. The plan was developed in conjunction with key Long Branch, county, and state stakeholders including: Long Branch GT/EC, LB Business Administrator, LB City Council liaison to the EC, LB Traffic Control Officer, LB Bike Committee, Monmouth County Engineering, NJTPA, EZ Ride, NJ Transit, NJ DOT. In addition, outreach sessions and surveys were shared with the community to gather feedback from LB residents. The final report was submitted on November 30th and recommendations are under discussion by Long Branch to prioritize for implementation.

**PDF: [LONG BRANCH LTA REPORT\\_112823.PDF](#)**

**PDF: [FULL APPENDIX\\_11.28.23.PDF](#)**

**PDF: [COMPLETE STREETS FE RESOLUTION 5.22.24.PDF](#)**

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## Green Infrastructure Planning

10 Points

**Program Summary:** The Whalepond Brook Watershed Association (WPBA) on behalf of the city of Long Branch(LB) partnered with Chris Obrapta of the Rutgers Cooperative Extension Water Resources Program in February 2016 to offer solutions for flood management in certain locations. The Branchport Creek Watershed neighbors the WPBA and flooding there impacts the sub watersheds. Since so much of the LB area is urban, paved and built up, we were seeking green infrastructure solutions, including cost estimates, to mitigate runoff and pollution. The report identifies the Municipal Building, the Long Branch Free Public Library, and the Long Branch Covenant Church as locations where green infrastructure solutions are offered and easily implemented. The Tier 2 Action Plan cites 10 LB locations where rain gardens, downspout planter boxes, rain barrels, bioswales, pervious pavement, tree filter boxes, stormwater planters and disconnect downspouts could be implemented to filter stormwater and slow drainage. Both the Environmental Commission and Green Team will need to collaborate on a Strategic Plan identifying the top three projects to bring to the administration for implementation.

**PDF: [TIER1IMPERVIOUSCOVERASSESSMENT](#)**

## Green Infrastructure Implementation

10 Points

**Program Summary:** The Green Infrastructure Plan done by Rutgers' Chris Obrapta identified a local church where flooding in the parking lot impeded entrance to the building. His presentation to the Environmental Commission included members of the public and a young Girl Scout chose this project for her badge and a service to her church. Two rain gardens were installed and pictures are attached. They have mitigated the flooding problem and are an attractive addition to the parking lot.

IMAGE: [IMG\\_1004.JPG](#)

IMAGE: [IMG\\_1005.JPG](#)

WORD: [LONG BRANCH DPW INVITE FOR OCT 23 2020.DOCX](#)

## Local Economies

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### Green Business Recognition Program

10 Points

 Bronze Priority  Silver Priority

**Program Summary:** In September of 2023, the Long Branch Mayor and City Council approved the start of a Green Business Recognition Program. This program was developed over the course of 2023 by a team including members of the LB Green Team, representatives from the LB Office of Community and Economic Development (OCED), and the owners/managers of three local businesses. The announcement of this program went out on all of the city's social media platforms (see attached announcement flyer.) A hard copy brochure was also created (see attached) and a GBR page (<https://www.longbranch.org/471/Green-Business-Recognition-Program>) launched under the official city website. The GBR application (attached) can be downloaded directly from the website. Several applications have been received to date, Upon receipt, an interview is setup with each applicant and is attended by the Assistant Director of OCED and a member of the Green Team. The interview serves to confirm how the submitted actions are being accomplished and to determine if the business will in fact qualify. Also during the interview, additional data is collected in order to in create a profile for each businesses. The profile for green business recipients will be posted on the GBR website and included in press releases. The recognized businesses also will receive a visit from the Mayor who presents them with a framed certificate and a window medallion (both attached). To date, three businesses have been recognized: Griffy;s Organics, Beach Grill, and Wild Honeysuckle and are listed as recipients on the GBR website. The full press release as it was published by TAPinto can be found here: <https://www.tapinto.net/towns/long-branch/sections/green/articles/long-branch-announces-green-business-awards>.

IMAGE: [GREEN BUSINESS RECOGNITION PROGRAM ANNOUNCEMENT FLYER - FINAL.JPG](#)

PDF: [GBR BROCHURE - FINAL.PDF](#)

PDF: [LONG BRANCH GBR PROGRAM APPLICATION - FINAL.PDF](#)

IMAGE: [LONG BRANCH GREEN BUSINESS RECOGNITION CERTIFICATE - UPDATE IN CANVA.PNG](#)

## Buy Local Campaign

10 Points

**Program Summary:** The "Shop Long Branch" Tax Reward Program allows Long Branch homeowners to earn property tax credits as they shop at participating businesses by utilizing the program rewards card. The tax credits offset the homeowner's annual property tax bill. It functions like a coupon except the consumer receives the discount off their property taxes instead of the discount being applied at the register. On Tuesday April 2nd of 2019 there was an information session at City Hall that was advertised on flyers and city social media sites in English, Spanish, and Portuguese. Assistant Director of OCED, Roberto Ferragina, informed the business community. The program was adopted by city ordinance 18-18. The city promotes the program through email blasts in partnership with the LB Chamber of Commerce and local newspaper. A third-party company operates the program, [www.propertytaxcard.com](http://www.propertytaxcard.com). The "Shop Long Branch" program supports local shopping to municipality residents, strengthens local merchants through additional / new customers / repeat business, builds community, encourages residents to shop local versus traveling long distances outside of the municipality thus effecting gas consumption, and allows residents to walk to some of the participating merchants who are in walking distance thus indirectly promoting healthy active lifestyles. There are currently 622 active card holders, 25 participating businesses and 9 locations within the city where individuals may obtain a Shop Long Branch card. The participating businesses, card pickup locations and a short video from Mayor Pallone promoting the program may be seen on the city website at <https://www.longbranch.org/departments/OCED/shop-long-branch>. Each participating business has a decal on their storefront window identifying themselves as a participating business. The Long Branch Office of Community Development offers custom large Shop LB window signs for those businesses that wish to have them, such as Bell Liquors, Max's Bar and Grill, and Long Branch Distillery.

**PDF:** [SHOP LONG BRANCH ORDINANCE \(2018\)](#)

**IMAGE:** [SLB-CITYSOCIALMEDIAPOST](#)

**IMAGE:** [SLB 2023 RECAP](#)

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## Support Local Businesses

10 Points

**Program Summary:** Being part of the New Jersey Department of Community Affairs' Urban Enterprise Zone, the city can access unique tools that allow us to address business needs and concerns. Through these tools, the city was able to continue the Greater Long Branch Business Meetings to understand the needs of local businesses and establish a UEZ Marketing Project, which allowed for funds to be used to bring residents and those out of town into the Long Branch UEZ and patronize businesses. Attached is the Qualitative Assessment, Greater Long Branch Meeting Flyer and Example minutes from a Zone Development Corporation Board of Directors meeting for the Long Branch UEZ.

**WORD:** [QUALITATIVE ASSESSMENT](#)

**IMAGE:** [LONG BRANCH MEETING FLYER](#)

**PDF:** [EXAMPLE ZONE DEVELOPMENT CORPORATION MEETING MINUTES](#)

## Natural Resources

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### Natural Resource Inventory

20 Points

 Bronze Priority  Silver Priority

**Program Summary:** \*\*The full ERI fails when loading due probably to size. Attached is a document without the large map files. The full ERI can be downloaded from the Long Branch website link: <https://www.longbranch.org/DocumentCenter/View/2033/Environmental-Resource-Inventory-10172023> \*\* The ERI is now current as of 2023 with the support of a \$10,000 SJ grant that was awarded to the Long Branch Green Team in 2021. The 2023 ERI document is posted on the Long Branch website here -->

<https://www.longbranch.org/DocumentCenter/View/2033/Environmental-Resource-Inventory-10172023> Attached is a Resolution dated 10/17/23 incorporating the ERI into the Long Branch Master Plan and noting it is a resource to be reviewed and amended periodically by the Administration as events and conditions change. It is the responsibility of the Environmental Commission to review the ERI and assign a staff member, volunteer or consultant to identify changes. A proposal to review the plan every 5 years is on the agenda for the February 2024 EC meeting on 2/26/24. The agreed review frequency will be recorded in the meeting minutes and referenced directly on the Environmental Commission website at

<https://www.longbranch.org/332/Environmental-Commission>. The minutes from the meeting are available here: [https://www.longbranch.org/AgendaCenter/ViewFile/Minutes/\\_02262024-449](https://www.longbranch.org/AgendaCenter/ViewFile/Minutes/_02262024-449)

**WORD:** ERI WITHOUT MAPS

**PDF:** RESOLUTION TO INCLUDE ERI IN MASTER PLAN

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### Environmental Commission

10 Points

**Program Summary:** The Long Branch Environmental Commission (LBEC) was established by ordinance (see link at <https://ecode360.com/6278797> or attachment below). All members are appointed by the Mayor. The list of current appointees is posted on the LBEC website page at <https://www.longbranch.org/332/Environmental-Commission>. A small budget for ANJEC membership is in place while the city's budget for "green" outreach can also be utilized by the LBEC. The LBEC works collaboratively to advise and educate local government, businesses, and residents on environmental issues, laws, and programs. Activities include: - Drafting and amending ordinances - Inventorying and advocating for the preservation of open space - Responding to the public regarding local environmental concerns - Reviewing and commenting on building and development applications - Creating and updating the Environmental Resource Inventory (ERI) At the Environmental Commission's monthly meetings members discuss goals and prioritize actions for projects, education, and development review. The EC works closely with the Green Team (several EC members are also GT members) and this year have prepared a joint report on accomplishments and requests for presentation to and discussion with the Mayor and Council -- see attached. Minutes and agendas of EC meetings are kept and posted on the Environmental Commission's webpage on the city website.

## Environmental Commission Site Plan Review

10 Points

**Program Summary:** A member of the Long Branch Environmental Commission was appointed to the Long Branch Planning Board in 4Q 2022 and reappointed for a full term beginning 1/1/23 (see attached appointment letter). As such, this member receives all relevant Planning Board development applications and shares them with the rest of the EC for review and comment. Specific areas that the EC focuses on include: assessing compliance with the city's stormwater management and tree preservation ordinances, identifying non-native and invasive species on landscape plans and recommending replacements, checking for EV charging stations (where applicable), ensuring open space is provided (where required by zoning), and making sure that measures are taken during construction to protect mature trees and avoid unnecessary soil disruption. In addition Green Development Checklists are thoroughly reviewed in order to ensure evidence of green design claims are fully detailed. Upon completion of the EC review, a letter is sent to the Planning Board Secretary to be forwarded to the developer. Either prior to or during the actual Planning Board meeting, the developer is required to respond to all points mentioned in the EC letter and their responses become part of any resolutions made by the Board if the plans are approved. Attached is a list of applications reviewed by the EC during 2023 along with the EC letters for two of those applications

WORD: [PLANS SUBMITTED TO LONG BRANCH EC.DOCX](#)

PDF: [20221230 RICHARD CATANESE PLANNING BOARD.PDF](#)

WORD: [LBEC COMMENTS FOR PB 23-7.DOCX](#)

WORD: [LBEC COMMENTS FOR PB 23-8.DOCX](#)

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## Community Forestry Management Plan & NJUCF Accreditation

20 Points

**Program Summary:** Long Branch has an approved Community Forestry Management Plan with the NJ Forest Service and is currently NJUCF accredited. Attached below are a copy of the current approved CFMP and a screenshot that confirms our accreditation status. Three EC/Green Team members have taken CORE training and are part of a Tree Committee. Two members of the Tree Committee attended the Shade Tree Conference. We are planning to become an official Shade Tree Committee in the future. Recent accomplishments and community impact: The EC/Green Team applied for and won an NJUCF Tree Resiliency grant. Davey Resource Group (DRG) conducted a street tree inventory and has just provided us with a Forest Management Plan, including a Tree Canopy Study and a 5-year maintenance plan, as well as software to use to manage our tree maintenance. DRG also identified a number of additional planting locations. We are planning to apply for grants that will allow us to plant trees where they will help the most with stormwater management, heat island effects and especially improving tree cover in environmental justice areas. We plan to hold several public meetings to educate the public about our tree planting goals. Each year the EC sponsors an Arbor Day event with a tree giveaway with trees seedlings provided through the NJ Tree Recovery program of the NJ Forest Service. In 2023, 350 seedlings were distributed. Any not taken by residents are planted and cared for by EC/Green Team members in our local parks. One of our EC members is a PhD entomologist and is

knowledgeable about tree habitat. Residents are provided with reliable information about planting and caring for their tree seedling. In 2023, working with the Green Team, the tree giveaway event was expanded into a broader educational event, hosted at the city's Arts & Cultural Center. The event included information on trees and native plants, local parks, our new historic trail, exhibits on sustainability by several local teachers and students, and hands on activities for kids. There was also a milkweed plant giveaway, along with a butterfly trail map where residents could mark where they planned to plant the milkweed. Attached is our 2023 program flyer, as well as some photos of the event. The Arbor Day event will again be held at the Arts Center on April 28, 2024, followed by a Tree Walk in Jackson Woods Park in May.

**IMAGE: [2023 NJUCF ACCREDITATION STATUS - LONG BRANCH - SCREENSHOT 2024-02-24.PNG](#)**

**PDF: [LB FORESTRY PLAN 2015 APPROVED ALL.PDF](#)**

**IMAGE: [ARBOR DAY FLYER 2023 V2.JPG](#)**

**WORD: [LB ARBOR DAY EVENT 2023 - PHOTOS.DOCX](#)**

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## Tree Hazard Inventory

10 Points

**Program Summary:** In 2022, the EC/Green Team applied for and won an NJUCF Tree Resiliency grant to conduct a tree inventory. The grant included \$50,000 for vendor services, with the city contributing an estimated \$6K in city resource hours and the EC/GT volunteers contributing ~200 hours to the project. Following a vendor selection process with the city, Davey Resource Group (DRG) was engaged for the effort. Beginning in August 2023, DRG conducted a street tree inventory of 2,505 street trees and planting locations, representing a large portion of the city, and encompassing most of our Environmental Justice areas. Due to budget constraints, a portion of the streets -- mostly in the upscale Elberon section of the city -- along with parks, were not able to be included. The results of the inventory are recorded in DRG's TreeKeeper software, for which the city now has a 5 year license. TreeKeeper training was also provided. The concept is that residents can report a tree hazard or an infestation or any issue and that tree would be in the inventory and remedial action could quickly be taken. In addition to the tree inventory, DRG conducted a Tree Canopy Assessment, and provided a five-year Tree Management Plan, as well as a Tree Planting Plan and associated maintenance and planting budget for the areas surveyed. As of February 2024, DRG has provided us with a final copy of their deliverable, a Community Forest Management Plan, detailing their recommendations. DRG assessed 1,864 street trees and identified an additional 641 street tree planting locations. From the Tree Canopy Assessment, they also provided data on the neighborhoods where additional tree cover would be most beneficial. As a next step, we plan to apply for grants that will allow us to plant trees where they will help the most with stormwater management, heat island effects and especially improving tree cover in environmental justice areas. We plan to hold several public meetings to educate the public about our tree planting goals. Attached are: 1) Davey Resource Group's proposal outlining the scope of work, 2) DRG's final deliverable, their Community Forest Management Plan, including a summary of the tree inventory results, a 5-year tree management and planting plan, and the tree canopy assessment, 3) Tree inventory screenshots from TreeKeeper, showing an overall tree inventory map and the type of information recorded about trees and planting sites. The URL for Long Branch in TreeKeeper is <https://longbranchnj.treekeepersoftware.com/index.cfm/>.

**PDF: [FINAL- LONG BRANCH, NJ TREE INVENTORY PROPOSAL - 2023.PDF](#)**

**PDF: [THE CITY OF LONG BRANCH'S COMMUNITY FOREST MANAGEMENT PLAN - FINAL COPY.PDF](#)**

**WORD: [LB TREE INVENTORY SCREENSHOTS FROM TREEKEEPER 2024.DOCX](#)**

## Operations & Maintenance

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### Recycled Copy Paper

15 Points

**Program Summary:** The City of Long Branch is committed to using recycled content in all purchases; notably for recycled copier paper. Throughout the period of January 2023 through January 2024, Long Branch purchased 180 cases of copier paper with a minimum of 30% recycled content. The WB Mason product specification and purchase history are attached for review. Yolando Jones, the Purchasing Account Clerk from the City of Long Branch, provided this, and this accounts for all paper purchased by the City.

**PDF:** [SJ-RECYCLINGPAPER](#)

## Public Information & Engagement

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### Municipal Communications Strategy

10 Points

**Program Summary:** Information was supplied from the Public Information Officer from the Long Branch Police Department (Kelly Hughes) and the Department of Information Technology (Will Bahamonde), as well as the City's Assistant Business Administrator Lindsey DeAngelis. The City strives to be as open and communicate any and all information it can to its citizens. Utilizing tools such as social media, digital signboards and community apps has been at the center of the City's concerns. The inventory was completed most recently on October 5, 2023. Business Administrator Charles Shirley and Assistant Business Administrator Lindsay DeAngelis. All forms of communication (in non-emergencies) that the city uses to communicate with residents, business owners, and visitors alike, such as; Facebook (Mayor, City, and Police Department), Twitter (Now called X) (Police Department and City), Instagram (City), YouTube (City), Next-door (Police Department) and Neighbors by Ring (Police Department). All links for the above-mentioned social media can be found on page 1 and 2 of the checklist.

**WORD:** [CHECKLIST](#)

### Improve Public Engagement in Municipal Government

10 Points

**Program Summary:** Mayor John Pallone has committed to transparency in the City of Long Branch. During his tenure, he has ensured all City Council Meetings are broadcasted live to the City's Youtube page, in which they are archived for further review by residents. Additionally, all information for upcoming meetings can be found on the City's homepage under the calendar

section. Agendas and meeting minutes can be found in the agenda center, by selecting the government tab at the top of the website. Rules for public engagement are clearly stated under "Public Comment" on the City Clerk's portion of the website. Attached is: - How to sign up for public meeting notifications - The required checklist - an Example Meeting Agenda

**IMAGE:** [PUBLIC ENGAGEMENT NOTIFICATIONS](#)

**WORD:** [CHECKLIST](#)

**PDF:** [EXAMPLE MEETING AGENDA](#)

## Waste Management

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### Prescription Drug Safety & Disposal

10 Points

 Bronze Priority  Silver Priority

**Program Summary:** The City of Long Branch offers a Prescription Safety Disposal Drop Off Site located in the lobby of the Police Department. The location is monitored by a camera, as well as an on-duty officer 24/7. The Drop Off Site (Titled Prescription Drop Off Container 1 + 2) allows for anyone to safely dispose of medication leftovers and containers 24 hours a day, 7 days a week at the Police Station (Located at 344 Broadway, Long Branch, NJ 07740). Members of the public are also encouraged to drop off leftover pet medications. Syringes and Liquids are not accepted materials. The service is promoted through the social media page of the police department (<https://www.facebook.com/LongBranchPolice>) as well as a web page on the city website being dedicated to information regarding the service (<https://www.longbranch.org/280/Project-Medicine-Drop>). Due to the diverse ethnic background of the residents of Long Branch, the City is dedicated to making information available in the languages that our community speaks, which is why a Spanish version of the flyer is also available in all social media posts, as well as the webpage. Because of the marketing of the service, the City of Long Branch, in cooperation with Project Medicine Drop, the City has been able to dispose of over 300 pounds of unwanted Prescriptions and Medicines. The attached file "Report From Police Department" is a report from Jeanelle Reyes, the Non-Sworn Police Department Employee responsible for the Project Medicine Drop Off. The City also partners with the Drug Enforcement Agency (DEA) to host a City wide take back day, which took place on October 28, 2023 at the Bucky James Community Center in Long Branch.

**IMAGE:** [PICTURE OF DROP BOX \(1\)](#)

**IMAGE:** [SOCIAL MEDIA POST FOR COLLECTION EVENET](#)

**IMAGE:** [REPORT FROM POLICE DEPARTMENT](#)

**IMAGE:** [SOCIAL MEDIA POST FOR BOX](#)

**IMAGE:** [PICTURE OF DROP BOX \(2\)](#)

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### Community Paper Shredding Day

5 Points

**Program Summary:** On April 22, 2023, Long Branch participated in the Monmouth County Paper Shredding Events. The event was held at the community pool parking lot. It was attended by over 400 residents, and open to both Long Branch and Monmouth County. Over 7 tons of paper was

shredded on the day of the event. The event was promoted via, Monmouth County's webpage, Long Branch Facebook page, Recycle Coach, and flyers. The event was staffed by employees of Long Branch DPW. - The above narrative was provided by Jaye Simms, Long Branch's Recycling Coordinator.

**IMAGE: [2023 MONMOUTH COUNTY PAPER SHREDDING EVENT](#)**

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## **Non-Mandated Materials Recycling**

**15 Points**

**Program Summary:** The Green Team runs two non-mandated materials recycling programs in collaboration with DPW. One is for the collection of sneakers, which are recycled with a company called 'gotsneakers?' and the second is for plastic film which we recycle with Trex via regular drop-off at Home Depot. Sneakers: During 2H 2021, Long Branch partnered with 'gotsneakers?' to pilot a program where LB residents could drop off old sneakers at several locations in the city including the LB recycling depot. The program was successful and LB turned the pilot into a permanent program which remains ongoing. The LB Green Team takes responsibility for collecting sneakers from the drop-off locations and mailing them to 'gotsneakers?'. In 2023 the number of pickup locations was expanded to 12 and 58 bags containing 780 pairs of sneakers were recycled. 'Gotsneakers?' pays us a nominal amount for good quality (reusable) sneakers, and recycles the rest. In 2023, approximately \$525 was raised and contributed toward an effort to restore a local park (the recipient organization is Friends of Jackson Woods which has a dedicated 501(c)(3) account at Monmouth Conservation Foundation -- see Innovative Project #2). 'Gotsneakers?' also tracks CO2 and H2O savings from the effort. Plastic Film: The plastic film recycling effort was launched several years ago by the LB Environmental Commission. During Covid, the drop off locations around the city were eliminated (except for one bin at City Hall) and collections centralized in a large bin at the Atlantic Ave recycling depot. DPW collects and bags the film, puts it in a van and delivers it to Home Depot which packages it for shipping to Trex. The GT or city maintenance workers collect the film from the City Hall bin and periodically drop it off at the recycling depot. During a changeover in EC leadership in 2022, someone dropped the ball on the process for tracking and reporting the collections to Trex, but the recycling program continued to operate. In spring 2023, the newly appointed Green Team leader investigated and was able to restart the program tracking with Trex. In the last half of 2023, over 500 pounds were recorded, entitling the city to one Trex bench. Trex has since modified the tracking process and changed the requirements for a free bench to 1,000 pounds over 12 months. However, in less than 3 months, Long Branch has collected nearly 400 pounds, so we are well on track for meeting the target of 1,000 pounds of film recycled in a year. Since the program is by now well understood by residents, publicity has been minimal, but we did post a year end 'thank you' message and will continue to share reminders about both programs occasionally on social media and through city email channels. Attached are: 1 & 2) two excel files with program metrics on the different programs, 3) a copy of the email from Trex confirming we delivered 500+ pounds last year, 4) a copy of one of the monthly gotsneakers? notices that supports the sneaker metrics, 5) a document containing snapshots of a few social media posts reminding people about both the sneaker and the plastic film programs, 6) the required checklist.

**EXCEL: [TREX POUNDAGE.XLSX](#)**

**EXCEL: [SNEAKER RECYCLING METRICS.XLSX](#)**

**PDF: [TREX EMAIL - COMMUNITY RECYCLE PROGRAM COMPLETED! - 2023.PDF](#)**

**PDF: [GOTSNEAKERS 2023-10.PDF](#)**

**WORD: [LONG BRANCH NON-MANDATED RECYCLING SOCIAL MEDIA POSTS 2023-2024.DOCX](#)**

**WORD: [LONG BRANCH NON-MANDATED\\_MATERIALS\\_CHECKLIST 2024.DOCX](#)**

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## Recycling Depot

10 Points

**Program Summary:** The Long Branch Public Works Department is a multifaceted and diverse organization within the city's overall structure. The Voluntary Recycling Drop Off Center is located at 378 Atlantic Ave. opposite the Pleasure Bay ball field/playground. Its operational hours are Monday- Friday, 7:30 AM to 3PM and Saturday, 9AM to 1PM. A picture is included below with a RED SIGN showing the address in the city. Residents may bring the following items to the Drop Off Center: Commingled metal cans, bottle glass and #1 and/or #2 plastic bottles, and # 5 containers. These items are not to be placed in a plastic bag for disposal at the yard, since they are dumped into a container. Mixed paper consisting of newspaper, junk mail, office paper, magazines, advertisements. Cardboard- flattened and tied in bundles of not more than 50 Lbs. Public Works provides services in the critical areas of maintenance to city roads, storm drains, boardwalk, city buildings and parks, street sweeping, snow removal and the collection and removal of garbage, recycling, leaves and branches. The Depot is one more convenience for residents. The Recycling Depot is located in the northern section of the city opposite a ball field, a playground and a boat launch and has been there for 15 years. The depot was extended to accept electronic items in conjunction with the NJ Electronics Waste Management Act. All of the normally acceptable recyclables can also be dropped off at the depot. Brush and leaves are collected or can be dropped off. Brush is placed at the center of the depot and transported out quarterly. Leaves are transported out semiannually. The Depot is a convenience for residents who may be away for business or vacation. Since the depot accepts tires, metal, bulk, electronics, latex paint dried in cans this keeps residents from disposing of them in an inappropriate manner that would harm the environment. In addition, furniture, rugs, appliances, air conditioners, and dehumidifiers may be dropped off rather than left at the curb. Drop offs also decreases the volume it is necessary for the DPW to collect. According to DPW staff, small business owners in town can either leave their recyclables at their location or or drop off at the Recycle Depot. According to DPW staff, an attendant is present to answer questions about proper recycling. The depot helps reduce operating costs for neighborhood collections since it's less to collect. Permits were issued to multi-family & condos to bring items to the depot. DPW also added a cardboard compactor which has reduced costs to transport it to county recycle center.

**IMAGE:** [RECYCLING DEPOT WEBPAGE](#)

**WORD:** [PICTURES FROM RECYCLING DEPOT](#)

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## Grass - Cut It and Leave It Program

5 Points

**Program Summary:** A resolution has been passed by the City government since our last submission and is attached to the application for review. The City of Long Branch has consistently posted on Facebook as well as the City website a notice informing residents that grass clippings may be left on their lawns. A copy of the post is attached. On the city website there is a grass clippings section under public works <https://www.longbranch.org/departments/PublicWorks/GrassClippings> . A pic of that city website information is attached. In addition, Long Branch code 293, referenced on the city website, is attached and highlighted where grass / grass clippings are referenced and noted.

**IMAGE:** [GRASS CLIPPINGS SOCIAL MEDIA POST](#)

**IMAGE:** [WEBSITE PAGE](#)

**PDF:** [GRASS CUT IT AND LEAVE IT ORDINANCE \(FROM CITY CLERK\)](#)

