



Sustainable Jersey Certification Report

This is the Sustainable Jersey Certification Report of Bay Head Boro, a Sustainable Jersey bronze certified applicant.

Bay Head Boro was certified on October 17, 2016 with 150 points. Listed below is information regarding Bay Head Boro's Sustainable Jersey efforts and materials associated with the applicant's certified actions.

Contact Information

The designated Sustainable Jersey contact for Bay Head Boro is:

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Actions Implemented

Each approved action and supporting documentation for which Bay Head Boro was approved for in 2016 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.

Community Partnership & Outreach

Green Team

10 Points

 Bronze Required

Program Summary: Resolution 2015-78 reaffirmed the establishment of Bay Head's Green Team. The resolution was unanimously approved by the Bay Head Council on June 1, 2015. A signed copy of the resolution has been uploaded. On a day-to-day basis, the Bay Head Environmental Commission (BHEC) acts on behalf of the Green Team to plan and implement

Sustainable Jersey Actions and to represent the Bay Head public on conservation matters throughout the community. The Annual Report of Accomplishment of the BHEC is included as a separate uploaded document.

WORD: [GREEN TEAM MEMBERS](#)

PDF: [RESOLUTION 2015-78](#)

PDF: [REPORT OF ACCOMPLISHMENT](#)

Community Education & Outreach

10 Points

Program Summary: The Bay Head Environmental Commission (BHEC) sponsors and works with other local organizations to provide a variety of outreach and education programs to inform the public about important issues that impact the environment and that encourage sustainable use of our resources and protection of our natural surroundings. Over the recent past, these outreach activities have included: * Bay Head Blitz Cleanup – a yearly event held in Bay Head on June 3, 2016 in conjunction with the state environmental commission * Working Our Way Back – June 17, 2015 - local garden tour and luncheon * “Go Green” Recycling Walk – August 5, 2015 - Mayor Curtis lead a community walk to our Town Recycling Center, site of our town garden, and our book exchange library. Education with a little exercise! * Low Water Use Landscaping Presentation – November 10, 2015. Great presentation on what plants to use to keep your lawn looking good, preserve water, and help the ecology at the same time. Held in conjunction with the Mantoloking Environmental Commission. * Operation Pill-drop which was held on April 30, 2016 and was planned and organized in with help from the Bay Head Police Department. * A Monthly Tip reminder prepared by the BHEC which provides information and suggested personal action that residents/individuals can take to improve and protect the Bay Head environment. A new tip is prepared and presented each month at the Council meeting. Each tip is also distributed in printed form for public educational purposes. All BHEC meetings are open to the public and include and always include an agenda item for open discussion from the public. An annual Report of Accomplishments is also published yearly by the BHEC and is available to the public for comment and feedback.

PDF: [WORKING OUR WAY BACK POSTER](#)

IMAGE: [PILL DISPOSAL DAY](#)

IMAGE: [BAY HEAD BLITZ CLEANUP](#)

IMAGE: [MONTHLY TIP](#)

IMAGE: [GO GREEN WALK](#)

IMAGE: [LOW WATER USE OUTREACH](#)

Food

Community Gardens

10 Points

Program Summary: The Patch, Bay Head’s community garden in existence since 2008, is

managed by local volunteers with assistance from Bay Head's Public Works Department. The garden features a wide variety of vegetables as well as decorative native plants and flowers. In addition to providing the land for the garden which is located at the local Recycling Center, the municipal government has generously donated mulch, access to water, and the assistance of a part-time employee to support and help maintain the garden. The layout for the garden was initially designed in 2008 with assistance from the Master Gardeners of Ocean County and the Seaweekers Gardening Club of Bay Head and Mantoloking. Each year, the Patch donates a majority of the vegetables grown at the garden to local charities including St. Gregory's Pantry and to the Joan Valentine House, a home for residents who cannot live independently. Today, the Patch also hosts a registered butterfly garden that attracts both Black and Purple Swallowtail Butterflies. In addition, the garden also serves as an education center for residents and especially young people. Students from the Bay Head School often visit the Patch to learn about the plants and vegetables that are grown in the garden. Local Eagle Scouts and the Junior Seaweekers Club assist in the garden's upkeep. The Patch maintains a list of native plants that is updated continually. In August 2015, the Mayor of Bay Head and the borough's Supervisor of Public Works led a walking tour of The Patch for interested citizens. The Patch has become a local institution of which Bay Head residents are justifiably proud.

IMAGE: [MAYOR LEADS WALK TO GARDEN](#)

IMAGE: [THE PATCH NATIVE PLANT LIST](#)

PDF: [OCEAN STAR - 09-02-2016 - GROWING GARDEN](#)

Farmers Markets

10 Points

Program Summary: The Bay Head Farmers' Market has been active in Bay Head since 2011. Organized and run as a community service by the Bay Head Business Association, the market supplies "farm to table" produce during the summer months. From July 7, 2016 and continuing through September 29th, the Farmers' Market is open from 3:00 PM to 6:30 PM every Thursday. The market features 5 vendors supported by two local farmers: * 2 Vegetable produce * 1 Egg * 1 Local Business * 1 Bakery The Borough of Bay Head supports the Farmers' Market as follows: * By allowing the market to operate on Municipal land. For the past four years, the Farmers' Market has been held on public land, either at Centennial Park in Town Center Bay Head or in the adjacent Municipal Parking. * By providing traffic management, barricade construction, and general planning assistance. Working with the Market Manager, the Bay Head Public Works department has constructed signage and wooden barricades to direct traffic and pedestrian flow to make the market more accessible. * By having a police presence. On-site police provide needed enforcement and help insure the event is safe and trouble free. * By using public email and Internet services to promote the Market. Including using the Bay Head municipal public web site, email blasts, and "GO Bay Head!" Facebook and Twitter pages. Bay Head also shares a volunteer Market Manager with neighboring Point Pleasant Beach. This "shared" manager approach allows the two shore communities to better co-ordinate their respective markets. The Farmers Market is promoted by posters around town, in the yearly Visitors Guide, by newspapers stories, via social media postings, and through announcements at Council meetings. Since the Farmers' Market is operated by independent vendors, no revenue information is available.

IMAGE: [2016 - FACEBOOK PROMO FOR FARMERS MARKET](#)

WORD: [MEMO REGARDING FARMERS MARKET](#)

IMAGE: [FACEBOOK POST RE FARMERS MARKET](#)

IMAGE: [FARMERS MARKETS POSTER - 2016](#)

Building Healthier Communities

20 Points

Program Summary: Bay Head has a popular Mayors Wellness Campaign that has been active in Bay Head since March 2010 (see file). Since its beginning in 2010, the “GO Bay Head!” wellness campaign has been staffed and run by local volunteers who report directly to Mayor Bill Curtis. The Mayor remains an active and enthusiastic participant in the wellness program and participates in many of its events. In April 2011 in recognition of Bay Head’s ongoing commitment to health and wellness, Bay Head was honored as the first NJ shore community to earn the designation of “Healthy New Jersey Town” by the NJHCQI (see file). The GO Bay Head! program continues to grow and expand. In 2015, GO Bay Head! sponsored 15 different events during the summer months (see file) ranging from the Cooking for Kids (healthy cooking) program to the Seniors “Young at Heart” Fitness classes. During the winter, GO Bay Head! in conjunction with the Bay Head Elementary School, conducted its first “Frozen” walk-to-school day building upon the success of Bay Head’s Walking Wednesday Safe Routes to School program which has been in operation since 2009. In 2016, the GO Bay Head campaign has worked with the municipality to bring Pickleball to the public town tennis courts, has implemented a Bicycle Parking Plan to bring improved bicycle parking to Bay Head, has pursued grant money to add new sidewalks in town, and has continued to work with the Bay Head School regarding the various Safe Routes to School programs as well as sponsoring Bay Head’s seniors’ fitness program and the Mayor’s Summer Walks program. The yearly status report card for GO Bay Head is provided as an upload file. The rubric analysis of GO Bay Head! for 2015 is also provided as an upload.

PDF: [BUILDING HEALTHIER COMMUNITIES DOCUMENTATION](#)

IMAGE: [01 - EXHIBIT - MAYORS WELLNESS PROCLAMATION](#)

IMAGE: [02 - EXHIBIT - BAY HEAD NAMED “HEALTHY TOWN”](#)

PDF: [03-EXHIBIT-2015 GO BAY HEAD CALENDAR](#)

WORD: [04-EXHIBIT-MWC 2014 REVIEW](#)

PDF: [05-EXHIBIT-2014 HEALTHY TOWN RUBRIC](#)

Safe Routes to School

10 Points

Program Summary: The Bay Head Elementary School has a grade range of K - 8 and today services 146 students from Bay Head and its neighboring communities. Encouraging students to walk and bike safely to the school has been a high priority since 2011. In recognition of the school’s ongoing commitment to safe walking and biking to school, the School earned a Gold Certification from the Safe Routes to School Certification Program in May 2016. In 2011, the school began its “Walking Wednesdays” Safe Routes to School program to encourage students to walk or bike to the school at least one day per week. The Bay Head School is unique in that over one half of the students live within a two-mile radius of the school and also because the municipality does not provide busing for the students. As a result, approximately 95% of the students were being driven to school each day prior to the start of the Walking Wednesdays program. Since its inception, the Walking Wednesdays program has grown in popularity and has now become part of the weekly school calendar. On any given Wednesday, 70 - 80% of the

student population participates in the weekly event. The Walking Wednesdays program is organized and run by volunteers with the active support and assistance of parents, school administrators, teachers, municipal leaders, the Bay Head Police department, local businesses, and town and country organizations. The pre-arranged route to school features a Walking Bus, crossing guards at key intersections, a police escort, guest walkers, and more. The Mayor of Bay Head typically makes the walk each week and is greeted upon arrival at the school by the Principal. The school also runs a Bike Safety Week each year which includes bike safety assemblies, bike tune-up day, plus Bike to School day.

IMAGE: [WALKING WEDNESDAYS POSTER](#)

IMAGE: [BIKE SAFETY WEEK POSTER](#)

IMAGE: [OCEAN STAR - BIKE SAFETY WEEK](#)

IMAGE: [SRTS GOLD CERTIFICATION CONGRATULATIONS](#)

IMAGE: [SUMMER 2016 BIKE SAFETY PROGRAM](#)

Smoke-Free and Tobacco-Free Public Places

10 Points

Program Summary: On August 15, 2016, the Borough of Bay Head Council unanimously passed Ordinance 2016-19 which prohibits smoking on all Public Property in Bay Head, including parks and recreational facilities and municipal buildings and grounds. The Bay Head Chief of Police and all Bay Head Council departments responsible for enforcing the ordinance were in attendance at the meeting. A signed copy of the ordinance has been uploaded. A draft of the ordinance had previously been presented for a first reading before the Council on August 1, 2015. The ordinance was also posted in the Ocean Star for public review before it was passed. The final ordinance is available for download from the Borough web site (see supporting doc). The public was further informed of the new ordinance by its inclusion in the monthly "Mayor's Memo" posted to Facebook, by mention in the monthly Bay Head Environmental Commission meeting, and also by posts to Twitter and Facebook by the "GO Bay Head" Mayors Wellness Campaign (see supporting doc). Signage to further inform the public regarding the non-smoking ordinance is presently being ordered and the signage will be posted promptly upon receipt.

PDF: [ORDINANCE 2016-19 - NO SMOKING ON PUBLIC PROPERTIES](#)

IMAGE: [ORDINANCE DOWNLOAD FROM BOROUGH WEB SITE](#)

IMAGE: [FACEBOOK POST RE NON-SMOKING ON PUBLIC PROPERTIES](#)

Land Use & Transportation

Bicycle & Pedestrian Audits

5 Points

Program Summary: In June of 2014, the Borough of Bay Head applied for a grant from the Office of Bicycle and Pedestrian Programs of the NJ Department of Transportation to conduct an audit of the roadways of Bay Head, New Jersey. The purpose of the audit was to assess the suitability of the roadways in Bay Head for walking and biking and to develop a Master Plan to

improve the accessibility and safety of the streets for walkers, bikers, and motorists. The audit would also serve as a first step in the implementation of a Complete Streets policy in Bay Head. The grant was approved in the fall of 2014 and the audit itself was conducted during the spring and summer of 2015. The review was conducted by the RBA Group, a transportation consulting company headquartered in Parsippany, NJ under the direction of the NJ DOT. Stake holders, elected officials, and volunteers from the Borough of Bay Head actively participated in the study as did representatives from NJ Transit and the Ocean County Planning Department. During the study, all the streets in Bay Head were reviewed and analyzed. The analysis included crash data, environmental conditions, and identified opportunities and constraints. Streets, sidewalks, and crossing areas were reviewed. Bicycle parking facilities, signage, ordinances, and amenities (such as benches and landscaping) were reviewed. Popular destinations in town were identified. Surveys and public meetings were held to solicit community input. The roadway audit was completed in the fall of 2015, with findings being published in a final report in December 2015 (see document). The final report highlighted existing conditions throughout Bay Head and proposed 130+ improvements. Since it's publication, a Complete Streets Policy resolution has been approved by the Bay Head Council and an Implementation Project team has been created to spearhead implementation.

PDF: [BICYCLE AND OR PEDESTRIAN AUDIT DOCUMENTATION](#)

Natural Resources

Environmental Commission

10 Points

Program Summary: The Bay Head Environmental Commission (BHEC) was established in 1989 and adopted by the Bay Head Borough Council on May 16, 1989. (Ordinance No. 19895) "...for the protection, development or use of natural resources, including water resources, located within the territorial limits of the Borough." In order to fulfill this mandate, the Bay Head Environmental Commission has been empowered to: 1. Promote the conservation and development of the natural resources of the Borough; 2. Plan, implement and inform the Public about local conservation programs; 3. Conduct research into the possible use of open areas of the Borough; 4. Recommend to the Planning Board plans and programs for its inclusion in a Master Plan and the development and use of such open areas; 5. Advertise, prepare, print and distribute books, maps, charts, plans and pamphlets, that in its judgment, it deems necessary for its purpose; 6. Manage donated or purchased lands for conservation purposes and operate conservation programs; 7. Act as the coordinating agency for the community on conservation matters and as a liaison between local conservation needs and regional, county, state and federal agencies administering to those needs. On June 15, 2015, the present members of the BHEC were appointed to a two-year term under Council Resolution 2015-78. The resolution also appointed the current members of the Bay Head Green Team. The resolution further indicated that the BHEC was responsible for directing Bay Head's Sustainable Jersey Certification activities. The BHEC is comprised of a member of the Borough Council, two members of the Bay Head Planning Board, a representative from the Bay Head School Foundation, and five (5) citizens at large. The BHEC meets every second Tuesday of the month at Bay Head Borough Hall at 7:30PM. The meetings are open to the public.

PDF: [MEMBERS OF 2016 BAY HEAD ENVIRONMENTAL COMMISSION](#)

PDF: [ORDINANCE 1989-5 - SIGNED](#)

PDF: [BHEC REPORT OF ACCOMPLISHMENT - APRIL 30 2016](#)

Public Information & Engagement

Municipal Communications Strategy

10 Points

Program Summary: The Borough of Bay Head has been deploying modern information technology for public communications purposes since early 2010 when the Borough's official web site first went live. Today, the town web site remains a primary source for both current and historic town and local government information. The site was developed and is maintained by a local third party software company. As necessary, the website is updated daily with the most current information being featured on the site's home page. Historic documents including ordinances, planning documents, budget information, meeting notes etc. may be viewed or downloaded in PDF format. Proposed content changes must be reviewed and approved by a Council liaison before changes are accepted. In addition to the town web site, the Borough also uses contemporary web-based social media to communicate with the public as well as traditional telephone and paper-based communication techniques. For example, the Mayor's Wellness Campaign "GO Bay Head" has over 700 followers on Facebook. An inventory of the various communication channels was developed with assistance from the Town Clerk, the Mayor of Bay Head, and the Bay Head Council President. The inventory is provided in a separate document. In 2011, the town passed Resolution 2011-58 which adopted a social networking policy to be incorporated into the Employee Handbook, directing the appropriate use of social media by town employees. Over the past year, the Mayor of Bay Head has added additional channels to help "get the word out." On a monthly basis, Mayor Curtis publishes the "Mayor's Memo." The memo provides a newsletter synopsis of events that have occurred the prior month and/or planned for the next month. The monthly memo is available on the town web site plus via a new Facebook page maintained by the Town Clerk.

IMAGE: [THE BOROUGH OF BAY HEAD OFFICIAL WEB SITE - HOME PAGE](#)

IMAGE: [THE MAYOR'S MEMO FACEBOOK PAGE](#)

IMAGE: [THE MAYOR'S WELLNESS CAMPAIGN "GO BAY HEAD" TWITTER FEED](#)

IMAGE: [BAY HEAD SOCIAL MEDIA NETWORKING POLICY](#)

IMAGE: [BAY HEAD POLICE DEPARTMENT HOME PAGE](#)

PDF: [BAY HEAD COMMUNICATIONS CHANNELS INVENTORY](#)

Waste Management

Prescription Drug Safety & Disposal

10 Points

 Bronze Priority  Silver Priority

Program Summary: The Bay Head Environmental Commission (BHEC), working in conjunction with the Bay Head Police Department and the Bay Head Public Safety Department, planned, organized, and executed a successful Prescription Drug Take-Back Date Initiative on Saturday,

April 30, 2016. The event had been previously promoted by posters placed around town, advertised over social media, and by “save-the-date” reminders sent via email to local residents. A “Timely Tip” on “Don’t Rush to Flush” was also prepared and disseminated and read at the monthly Town Council meeting, emphasizing the importance of safe disposal of prescription drugs. The pill-drop event encouraged local residents to turn in their unused or expired medication for safe disposal at the local Bay Head Police Station. A public nurse was also on-hand to answer health-related questions and to perform health screenings. During the pill-drop event, 3 bags of drugs weighting 34 pounds were collected. In addition, 11 blood pressure screenings were performed and 1 person with 1 elevated blood pressure was identified and recommended for medical follow up. A second pill-drop day is scheduled for October 22, 2016 to be held in conjunction with the Bay Head Police Department. A poster promoting the event has been uploaded.

IMAGE: [POSTER PROMOTING 04-30-2016 PILLO-DROP DAY](#)

IMAGE: [FACEBOOK SOCIAL MEDIA POST](#)

IMAGE: [TIMELY TIP - DON'T RUSH TO FLUSH](#)

IMAGE: [PRESCRIPTION DRUGS COLLECTED AT APRIL 30 2016 PILL DROP](#)

IMAGE: [SECOND PILL DROP DAY - 10-22-2016](#)

PDF: [PILL DROP 0-22-2016 POSTER](#)

Community Paper Shredding Day

5 Points

Program Summary: The Borough of Bay Head participated in the Ocean County 2015 Shredding Program on August 15, 2015. The purpose of the program is to provide residents and taxpayers the opportunity to recycle their old documents and files safely and securely. The event was coordinated in Bay Head by Chip Tillson, Public Works Supervisor. Mr. Tillson arranged for the Shredding Day to be held at the Bay Head Recycling Center, 214 Park Avenue. Mr. Tillson worked with the Recycling Center staff, representatives from Ocean County, the Bay Head police, and Bay Head town officials to insure the event ran smoothly. The Shredding Day was promoted in local newspapers and was advertised at Bay Head’s Borough Hall at 106 Bridge Ave. The Bay Head Police also participated in the event to insure an orderly flow of the traffic into and out of the Recycling Center. Each vehicle was allowed to bring up to six boxes of bags of documents to be shredded. The event was very successful with approximately 120 people participating and with cars lining up all morning to utilize the community recycling service. 2.85 tons of paper were collected and shredded during the 2-hour event.

PDF: [PROMOTION FOR DOCUMENT SHREDDING PROGRAM](#)

IMAGE: [BAY HEAD FLYER FOR PAPER SHREDDING DAY](#)

Recycling Depot

10 Points

Program Summary: The Borough of Bay Head Recycling Center has been in operation since 1986. Located at 214 Park Avenue on the outskirts of Bay Head, the Recycling Center is open Monday through Friday 7:00 am - 3:15 pm, and on Saturdays and Sundays from 8:00 am - 3:00 pm. The Recycling Center accepts loose paper, bottles, cans, corrugated cardboard, brush, leaves, scrap metal, and household appliance, electronics, used motor oil, car and light truck tires, old

clothing and plate and mirror glass. Residents are informed each year of the hours of operation and acceptable materials for recycling by an annual mailing and also via a link on the town web site. Residents are responsible for transporting their own materials to the center. Pick-up service is available to elderly and handicapped residents. In addition to collecting recyclables, the site also houses a Lending Library where residents can drop-off and exchange old books. In operation since 2000 and run by volunteers, the library gives around 1,000 paperback books to the US military facility in Trenton, NJ each year as well as serving local residents. During Hurricane Sandy the reading room served as the Emergency Command Center for borough recovery operations. The Bay Head Community Garden (known as "The Patch") can also be found on the west side of the depot. Maintained by the Seaweeders Garden Club since 2006, the garden grows a wide variety of vegetables, native plants, and flowers. Vegetables grown at the garden are donated to a local pantry that serves the shore community.

IMAGE: ENTRANCE TO THE RECYCLE CENTER

IMAGE: RESIDENTS LEARN ABOUT THE LENDING LIBRARY

IMAGE: THE PATCH COMMUNITY GARDEN AT THE RECYCLING CENTER

IMAGE: RECEPTACLES FOR VARIOUS RECYCLABLES

PDF: 2016 BAY HEAD RECYCLING AND WASTE DISPOSAL INFORMATION