



Sustainable Jersey Certification Report

This is the Sustainable Jersey Certification Report of Margate City, a Sustainable Jersey bronze certified applicant.

Sustainable Margate is made up of volunteers and city personal that has an interest in protecting the environment and making the City more sustainable. We accomplish this through innovative actions and promoting environmental awareness.

Contact Information

The designated Sustainable Jersey contact for Margate City is:

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Actions Implemented

Each approved action and supporting documentation for which Margate City was approved for in 2021 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: Sustainable Margate was established July 30th 2013. The Green Team has been very active working with environmental concerns with the city administration and the respective departments. Our current scheduled meeting time is the first Monday of the month 4 pm at the Public Library. Since Covid we meet virtually by Zoom. We have 12 members

recognized by resolution as the official Green Team with several others supporters who are involved with our projects. We often work on projects involving our neighboring towns of Ventnor and Longport. When we combine forces we go by the name Sustainable Downbeach. All 3 towns are small, so working together allows us to share resources and all three communities get to benefit as a whole from the educational work we do.

PDF: [GREEN TEAM RESOLUTION](#)

WORD: [2019 SUSTAINABLE MARGATE REPORT AND MEMBER LIST](#)

PDF: [MEETING FLYER](#)

WORD: [2020 SUSTAINABLE YEAR END REPORT](#)

PDF: [2021 LETTER OF GREEN TEAM SUPPORT](#)

Community Education & Outreach

10 Points

Program Summary: Census Action Plan. The goal was to encourage everyone to fill out the 2020 Census On February 3rd 2020 a meeting was held with Lori Carlin, Census Bureau Partnership Specialists, Green Team members and Margate Librarians at the Margate Library. The meeting was convened to establish local assistance to encourage everyone to fill out the census so there is a complete accounting of the population. Sustainable Downbeach created a Complete Count Committee (CCC) Census Materials- fliers, posters, handouts, were distributed at the municipal complexes, libraries, community buildings and senior centers. Assistance would be available at the library. To enhance promotion, we created a video and uploaded it to our “You Tube channel” and posted the video on various websites. The Covid pandemic closed down buildings so outreach was shifted to social media websites, Facebook and our reverse 911 system to encourage people to “Be Counted”. Earth Day Event With many Earth Day Events Cancelled due to Covid 19, the Margate Business Association and Sustainable Margate teamed up to host a mini Earth Day event with a Poster Contest and “Find the Duck Scavenger Hunt”. The poster contest gave the children an opportunity to get involved and display their art with how they view the environment. The posters were put on display in many of the Margate shops and restaurants where patrons had a chance to see the art. A Find the Duck Scavenger Hunt was held where plastic ducks were hidden around the Business districts with an environmental message inside including a coupon for a slice of pizza from Bocca’s Bistro. Sustainable-Margate had a table set up where people received information and learned more about Sustainable-Margate and the local environment. A ‘Check Your Knowledge environmental quiz’ was presented where participants could earn a chance to win a WaWa coupon.

WORD: [CENSUS MEETING MINUTES](#)

IMAGE: [CENSUS VIDEO SCREENSHOT](#)

WORD: [CENSUS YOU TUBE AND ARTICLE LINKS](#)

WORD: [EARTH DAY COMMUNITY EDUCATION CHECKLIST](#)

WORD: [CENSUS COMMUNITY EDUCATION CHECKLIST](#)

IMAGE: [ARTICLE SCREEN SHOT](#)

Diversity & Equity

Lead Education & Outreach Programs

10 Points

Program Summary: Lead is considered the nation's number one preventable environmental health problem facing young children today, yet there hasn't been much publicity alerting the public on this dangerous neurotoxin. To bring this to the public's attention, the Sustainable Downbeach Team created a lead educational outreach program to educate the community about the hazards of lead. Kelly McLaughlin of the Southern Regional Lead and Healthy Homes Coalition agreed to take the lead and created a program to educate the community about this environmentally preventable problem. Because of Covid 19, our planned public presentation and displays of material were shifted to a Virtual presentation. We reached out to the Atlantic-Cape May County Hub and together we worked on a Zoom Presentation. This allowed us to expand our outreach from the Downbeach area to a larger audience. The program was publicized on community websites, press articles and flyers. The program, "Take the Lead on Lead" explained what lead is, who is vulnerable, where it is found, health risk, and prevention. Free lead testing kits are available by request for anyone to test their home for lead. The presentation was held July 17, 2020. The program was recorded and is accessible through the Atlantic-Cape May County Hub -You Tube channel. https://www.youtube.com/watch?v=qqZ_A28yvpE&t=112s People unable to be part of the meeting can now view the program at their convenience. Kelly's program is designed and can serve as a template for other Green Teams who are pursuing a lead education program. Kelly was happy to work with us as we have all benefited by combining our efforts to reach more people on the hazards of lead. During "Lead Prevention Week" we continued our outreach by posting articles and flyers on our websites and Facebook pages throughout the week.

WORD: LEAD EDUCATION AND OUTREACH PLAN

PDF: LEAD PRESENTATION FLYER

WORD: ARTICLE FOR PRESENTATION

WORD: KELLY'S FISHING LEAD FLYER

IMAGE: LEAD POISONING PREVENTION WEEK SCREEN SHOT

WORD: LEAD PREVENTION OUTREACH ARTICLES

Food

Farmers Markets

10 Points

Program Summary: Two of the most popular weekly events in the Downbeach area are the 2 local Farmers Markets. This is one of the collaborative events where Margate and Ventnor Green Teams work together in supporting both markets. The Margate Community Farmers Market hosts 43 vendors that sell farm produce, seafood, breads, plants and flowers, prepared foods, and condiments. Each week a non-profit is allowed to set up a booth as well as the Community Food Bank. The city supports the market by providing traffic control and trash removal. Large banners advertise the market throughout the summer. Advertisement is posted through social media (websites, Facebook, newsletters), posters and fliers. The Green teams cost for promotional material is minimal. Materials are provided through the Utilities Authority and Public Works. Reusable Bags and the Water-station were purchased through a grant. Every week Sustainable Downbeach delivers and sets up a portable filtered water bottle refilling station to the market and removes it at the end of the day. Signage is set up that promotes using personal water bottles over plastic water bottles while the station provides unlimited fresh filtered water for the patrons.

This service helps “Green” the market through the promotion of not using plastic bottles. 2020 was a difficult year with the Covid 19 pandemic creating all sorts of new guidelines needed to protect merchants and consumers. To help the Markets with consumer confidence Sustainable Downbeach created a video of the Ventnor Market to showcase the safeguards taken by the organizers and merchants. The video was promoted through the various community websites and Facebook pages. It was also linked to the Sustainable Atlantic-Cape May County Hub’s “You Tube channel” so other communities could access and use as a helpful guide for their market.

WORD: [LINK TO FARMERS MARKET VIDEO](#)

IMAGE: [FARMERS MARKET SCREEN SHOT](#)

IMAGE: [FARMERS MARKET RESOLUTION](#)

WORD: [MEETING MINUTES 2020-05-05](#)

WORD: [FARMERS MARKET PHOTOS](#)

WORD: [LINKS TO ARTICLES](#)

Health & Wellness

Safe Routes to School

10 Points

Program Summary: The City of Margate recently completed a Safe Routes to School project that has been in the making for nearly five years. The new traffic patterns and designs are based on the 2015 Margate School Travel Plan, the 2016 Margate- Ventnor Bicycle and Pedestrian Plan, input from various consultants and public meetings, the New Jersey Department of Transportation, the Federal Highway Administration, State and Federal regulations, and engineering standards for safety and mobility. The improvements are intended to improve walking and bicycling routes to the William H. Ross Elementary School and Eugene A. Tighe Middle School in Margate. The New Jersey Department of Transportation awarded the City a Safe Routes to School (SRTS) grant which was funded through the Federal Highway Administration, to improve infrastructure on routes to William H. Ross Elementary School and Eugene A. Tighe Middle School. In addition to the engineering aspect — making improvements to the designated safe walking routes, the SRTS Initiative focuses on encouraging kids to walk and bike to school more often; educating kids and parents on pedestrian safety; evaluating the program; and enforcing safe driver, walker and bicyclist behavior as they travel together along the road. Margate is recognized at the silver achievement level with the Safe Routes to School Program

IMAGE: [PRESS RELEASE](#)

WORD: [ARTICLE ROAD IMPROVEMENTS](#)

IMAGE: [BIKE RODEO MARGATE PAGE](#)

IMAGE: [SILVER RECOGNITION](#)

WORD: [MARGATE POLICE LETTER](#)

Innovative Projects

Innovative Community Project 1

10 Points

Program Summary: Innovative Community Project - Water Filter Tower To help reduce the use of single use water bottles and encourage people to bring their own reusable water bottles, the Ventnor, Margate and Longport Downbeach green Teams collaborated to purchase a portable, filtered water bottle refilling station. The water station was purchased through a \$4500 Sustainable Jersey grant. The unit cost \$3700. Five additional replacement filters were also purchased at \$200 each. A kickoff event was held at a local restaurant where commissioners, businesses, and event leaders were introduced and demonstrated how the device is used. Set up and use is very easy, transport the device to the site and attach a hose to a water supply. The water is filtered to remove any impurities that might be in the water and helps to improve taste. The apparatus has two spigots, one at the top and another lower on the tower that is handicapped accessible. The unit comes with a colorful graphics panel that creates awareness and promotes environmental sustainability Everyone including surrounding towns are welcomed to borrow the station for their event, however people need to register to use it. Some of the events that have benefited from the use of this water bottle refill station include: Chef's Night Out, Memorial Day Run, lifeguard races in all towns, Margate Beach Bash, Longport Mile, Ventnor, Mile, Nights in Ventnor-Go Green Parade, Movies on the Beach, Beach Concerts, National Night Out, Margate Fun Fest, Beach Stock, Farmers Markets in all towns, craft shows, surfing contests, etc.

WORD: [WATER TOWER PHOTOS](#)

WORD: [WATER LAUNCH ARTICLE](#)

IMAGE: [WATER TOWER FLYER](#)

IMAGE: [DETAILED BUDGET](#)

WORD: [ARTICLE WATER STATION](#)

Innovative Community Project 2

10 Points

Program Summary: Only Rain Down The Drain Project. Margate Students conducted an educational/awareness project to bring attention that only storm water should go down the storm drains. The project included the Sustainable Margate green Team, Public Works and the city Police Department. The objective was to bring attention to non-point source pollution and the effects that storm water runoff has on the environment. The project involved creating posters, creating 3 D storm drainage systems, performing skits and stenciling storm drains. Nothing but rain in the drain is to educate everyone about the function of storm drains and that what goes in them ends up in the bays and ocean. Keeping trash, fertilizers, pesticides, dog waste, everything but water from entering the storm drains is important if we are to have a healthy ecosystem. The Public Works Department worked with the school system by providing maps and suitable locations for the children to work. The police provided safety and traffic control, Sustainable Margate promoted the project and provided additional volunteers to help monitor the children and do a little stenciling themselves. Posters and dioramas of storm drains were put on display at the library.

WORD: [ARTICLE STORM DRAIN](#)

WORD: [SCHEDULE FOR STENCILING PROJECT](#)

WORD: [RAIN IN THE DRAIN PHOTOS](#)

IMAGE: [DB STORM DRAIN POST](#)

Innovative Community Project 3

10 Points

Program Summary: Beach Clean Up Basket Kiosk. An innovative project to help people clean the beaches was developed by a Downbeach senior high school student and coordinated with Margate's Clean Community Recycling Coordinator. The idea was to install 2 kiosk stations where several baskets would be hung and available for beach goers to use while walking the beach to pick up litter. Beach walkers can grab a basket, pick up trash deposit it in the appropriate trash or recycling container, and return the basket when they are through. The Margate Public Works Department manufactured and installed a Beach Basket Tree at Huntington Ave. Beach and another at Washington Ave. Beach. 6 baskets hang from the tree with instructions posted at the top of the poles. The instructions basically state: please take a basket to pick up and dispose of litter and return the basket for others to use. The idea seems quite popular and is a good reminder that we like to keep our beaches clean. We think this is a great idea and would like to see it spread to other communities.

WORD: [PRESS ARTICLE LINK](#)

IMAGE: [SCREEN SHOT ARTICLE](#)

Land Use & Transportation

Bicycle and/or Pedestrian Plan

10 Points

Program Summary: In September 2015, NJDOT undertook the first joint bike and pedestrian for two contiguous cities: Ventnor and Margate. The final plan was completed by Urban Engineers of Philadelphia in October, 2016. The Margate Planning Board passed a resolution on August 2017 to formally adopt this plan and make it part of the city's master plan. The SJTPO is budgeting funds for 2018 to conduct a traffic study of Atlantic Avenue in Ventnor and Margate.

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

PDF: [BICYCLE AND OR PEDESTRIAN PLAN RESOLUTION](#)

Local Economies

Support Local Businesses

10 Points

Program Summary: The City of Margate has a close relationship with the Margate Business Association (MBA). The Margate webpage and the “The Margate Has More” website promotes local businesses’ and their activities. The home page of the City of Margate website has links to shopping, dining and real estate opportunities, listing every single business in these categories that maintain a mercantile license. The city provides city resources and financial support for the many activities such Beachstock, Fall Funfest, Thrilling Thursdays and other civic activities that promote businesses. In addition, the City annually passes an ordinance to permit and promote a Sidewalk Sale program that allows retailers to display in front of their establishments Sustainable Margate supports local businesses with articles through our “Sustainable Downbeach” column. We also participate with the business community by providing an environmental educational element in their many civic and promotional activities. This past Covid year the city passed an ordinance that closed some streets to allow restaurants to have seating outside.

IMAGE: [SHOP LOCAL](#)

WORD: [SUPPORT_LOCAL_BUSINESSES_QUALITATIVE_ASSESSMENT.DOC](#)

IMAGE: [RACK PARADE](#)

IMAGE: [MARGATE FACEBOOK PAGE](#)

IMAGE: [WEB PAGE SCREEN SHOT](#)

WORD: [LINKS TO PAGES AND ARTICLES](#)

Natural Resources

Water Conservation Education Program

10 Points

Program Summary: Sustainable Margate has presented a variety of educational programs depicting the importance of water conservation and water education. For World Water Day Atlantic – Cape May County Sustainable Hub held the “Our Water Conference” Zoom presentation. This was a 2 day -1 hr each session on a variety of water related topics- see attached flyer. The Sustainable Margate Chair was part of the steering committee that assembled this program. This program was promoted on all social media sites. In May 2020 The Hub in conjunction with the Amercorps Egg Harbor River Water shed Ambassador hosted a Zoom rain barrel workshop. To complement the workshop we created a video with the South Jersey Surfrider Chapter on “How To Make A Rain Barrel”. Other zoom sessions included a meeting with this year’s Watershed Ambassador who also conducted several educational cleanup sessions along our waterways. All of the zoom presentations can be accessed on the You Tube Channel

IMAGE: [OUR WATER FLYER SCREENSHOT](#)

IMAGE: [RAIN BARREL VIDEO ARTICLE](#)

IMAGE: [RAIN BARREL VIDEO SCREEN SHOT](#)

WORD: [WATER EDUCATION LINKS TO ARTICLES AND VIDEOS](#)

WORD: [WATER_PROGRAM_WORKSHEET -RAINBARRELS](#)

WORD: [WATERPROGRAM WORKSHEET](#)

Community Forestry Management Plan & NJUCF Accreditation

20 Points

Program Summary: In 2016 Sustainable Margate secured a grant from the NJ Forestry Service to develop a Community Forestry Management Plan. Micky Riggan of Arbor Care Resources, created the plan, which was accepted by the city Commissioners for the years 2018 to 2022. An intern was hired to make an inventory of street and city property trees, which was completed in December 2017. City employee, Pat Schell and Sustainable Margate member, Bob Blumberg are our core trained representatives. For 2020, five members earned a total of 10 CEU credits Sustainable Margate sent an updated preferred tree and plant species list to the planning board. The Bradford Pear, once a recommended tree is now off the list. Prior to the pandemic shut down, on March 10, 2020. Sus. Margate hosted the film "12 Invasive Species" including a panel discussion about Invasive tree and plant species in the school auditorium. Every Arbor Day, we have a tree seedling giveaway. Unfortunately, the 2020 giveaway was cancelled do to the pandemic. On September 24-2020 The Planning Board accepted the CFMP as a guide for future ordinances. In November 2020 A master plan update was passed that stating trees with calipers greater then 12 inches shall not be removed unless in poor condition. OrdinanceNo.12-2020 a revision of the master Plan Section 2 175-26 As part of the Forestry plan we placed educational materials about trees at the municipal complex. To increase awareness we write articles for the paper relating to he benefits of trees several times a year.

PDF: [COMMUNITY FORESTRY MANAGEMENT PLAN](#)

PDF: [INVASIVE SPECIES EVENT FLYER](#)

IMAGE: [ARTICLE PLANNERS ACCEPT COMMUNITY PLAN](#)

IMAGE: [10/10/20 PROTECTION ST.TREE ARTICLE](#)

IMAGE: [2020 ACCREDITATION STATUS](#)

IMAGE: [TREE ORDINANCE 1](#)

Tree Planting Programs

10 Points

Program Summary: In an effort to promote the planting of trees, Sustainable Margate held an Arbor Day event 4/30/2021 where a variety of trees were planted to display the difference between tree species. The site selected is an area next to the city's Dog Park. The idea is to start a showcase of a variety of trees. This will serve as an education aspect of the different tree species and will aid residents in deciding which trees are available and how they will look. We will continue to add trees to the park in the future to increase the diversity. During the tree planting, the Mayor read a proclamation at the event recognizing Arbor Day and the promotion of the planting of trees. Potted trees and Barberry shrubs were given away at this event. According to our Building Code, new housing structures are required to plant 2 street trees in the governors' strip in front of their homes. This has been on the books to increase and maintain Margate's tree canopy. (Building Code 175-26)

IMAGE: [CITY CODE SCREEN SHOT](#)

WORD: [MARGATE CELEBRATES ARBOR DAY](#)

PDF: [ARBOR DAY FLYER](#)

WORD: [MARGATE ARBOR DAY PHOTOS](#)

Waste Management

Prescription Drug Safety & Disposal

10 Points

 Bronze Priority  Silver Priority

Program Summary: In 2014 the City of Margate established a permanent, 24 hour, Prescription Drug Drop Box' that is located in the foyer of the Margate City Police Department, 111 N. Decatur Ave. in Margate, NJ. The Prescription Disposal box program is run by the Margate Police Department. The Drugs are disposed of once a year at a facility in Camden. The police feel that the program is a success because it is a safe way to remove medications from the home keeping them off the street and out of the environment. Last year, 120 pounds of prescription drugs were collected. The program is promoted on social media, City newsletters and placed on the city's community calendar, which is distributed to all households each year. Information on the drop-off is available on the Margate City website at: <http://www.margate-nj.com/home/news/dispose-of-old-medications-properly>

IMAGE: [PHOTO](#)

IMAGE: [DRUG DISPOSAL FLYER](#)

IMAGE: [PRESCRIPTION DROP BOX FACEBOOK](#)

IMAGE: [POLICE WEB SITE SCREEN SHOT](#)

IMAGE: [SCREEN SHOT CITY PAGE2](#)

Recycling & Waste Reduction Education & Compliance

15 Points

 Bronze Priority  Silver Priority

Program Summary: Margate is constantly reminding residents about the importance of recycling through their website, newsletter mailings and social media. To enforce our recycling ordinance, the Recycling Coordinator makes random curbside inspections to monitor compliance. City employees are also trained to look for noncompliance. When improper recycling and/or trash disposal is noted, The City Recycling Coordinator contacts the resident to educate them on the proper way to recycling or dispose of that material. When the owner isn't available the container gets tagged with what is not proper so the owner can make the corrections. The recycling ordinance is available here: <https://ecode360.com/10325293> Margate, being a summer resort, has residents from many districts that have different recycling mandates. To help clarify the mandates, Sustainable Downbeach, as part of the Atlantic-Cape May County Hub, presented a program to discuss the latest changes in recycling. Margate followed up on this presentation with a curbside recycling assessment program. The Recycling Coordinator, Sustainable Margate, the ACUA and Environmental Steward volunteers formed a team to see where the short falls of recycling occur. The team made weekly recycling inspections of a targeted area to gage how well residents recycled. "Tags" were left on the recycling containers to provide information to the residents on how well residents recycle and to point out common recycling mistakes. Improvements through the weeks were noted as residents learned how to properly recycle in Atlantic County. After the 4-week program, Margate noticed a 20% contamination decrease in the targeted area.

IMAGE: [RECYCLING PROGRAM NEW TRENDS PROGRAM NEWS SCREEN SHOT](#)

WORD: [MARGATE RECYCLING ASSESSMENT EDUCATES PUBLIC ABOUT LOCAL RECYCLING REGULATIONS](#)

PDF: [TAGGING MAILER](#)

IMAGE: [RECYCLING INSPECTION RESULTS](#)

WORD: [RECYCLING WAST REDUCTION TEMPLET](#)

PDF: [NEWSLETTER PAGE](#)

Community Paper Shredding Day

5 Points

Program Summary: Program Summary: To promote proper recycling and to assist the residents of Margate to properly and safely dispose of their personal records, the City of Margate conducts 2 shredding events a year. These events are held in November and April. This year Margate and the Borough of Longport shared services for this event. Margate's Recycling Coordinator, Anthony Edge, promoted and organized the bi-annual shredding events. The company, "Shred-it" brings a truck to the city yard where residents are able to see their documents shredded on the spot. The events are held from 9 am - 12 noon at the public works facility, which has convenient in and out access. The city advertised the event through its facebook page, posted flyers and articles in the regional news media. Approximately 80 residents participated in the last event that was held, Nov. 16-2019. This is fairly consistent with all shredding events. Next event is scheduled for April 25th 2020.

IMAGE: [SHREDDING EVENT ARTICLE](#)

IMAGE: [PHOTO LOADING BIN](#)

IMAGE: [WEB PAGE SHRED EVENT](#)

PDF: [ENVIRONMENTALDETAIL REPORT](#)

PDF: [SHREDDING EVENT FLYER](#)

Recycling Depot

10 Points

Program Summary: To help residents manage their recycling and household waste, the city of Margate established the Margate City Convenience Center (MCCC) in 1992. Although Margate City provides weekly trash and recycling collection, the MCCC provides an opportunity for residents to discard their trash and recyclables at the yard if they are unable to place their trash and recycling cans at the curb on collection day. Staff is on hand to help residents dispose of their waste in the proper containers. The MCCC has containers for single stream plastics, metal, trash and yard waste. Information about the MCCC is posted on the city's website, Facebook page and periodic newsletters throughout the year.

IMAGE: [TRASH REGULATIONS FROM WEBSITE](#)

IMAGE: [MARGATE NEWSLETTER](#)

WORD: [MCCC PHOTOS](#)

Reusable Bag Education Program *Retires 12/31/25*

5 Points

Program Summary: Sustainable Downbeach is a frontrunner with Longport and Ventnor being the first and second towns in Atlantic County to adopt a bag ordinance. The 3 towns of Margate , Ventnor and Longport worked together to educate the public about the single use plastic bags and to promote reusable bags. Margate is a holdout on an ordinance but education still continues. Beginning in 2019, Sustainable Margate chair met with a member of the Margate Business Association to discuss a possible ordinance. Out of the meeting an educational idea arose and Margate's "Bag Share "Program was born. A campaign was launched to promote the use of reusable bags in a "Bag Share Program". The Margate Business Association (MBA) purchased and distributed 20,000 reusable bags to the city retailers. The intent is to have bags on hand if customers need a bag and to encourage patrons to return a bag at the next visit. A big rollout was announced with plenty of advertising on the city webpage, the MBA webpage and local news source. Margate's Green Team has a close relationship with the MBA and together we work to promote environmental awareness.

IMAGE: [MBA WEB SITE BAG SHARE SCREEN SHOT](#)

IMAGE: [ARTICLE MARGATE STARTS BAG IT FORWARD](#)

IMAGE: [ARTICLE BAG IT FORWARD HELP ENVIRONMENT](#)

IMAGE: [SUS. MARGATE BYOB WEBSITE SCREEN SHOT](#)