

Sustainable Jersey Certification Report

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This is the Sustainable Jersey Certification Report of Westfield Town, a Sustainable Jersey silver certified applicant.

Westfield Town was certified on December 18, 2020 with 360 points. Listed below is information regarding Westfield Town's Sustainable Jersey efforts and materials associated with the applicant's certified actions.

Contact Information

The designated Sustainable Jersey contact for Westfield Town is:

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Actions Implemented

Each approved action and supporting documentation for which Westfield Town was approved for in 2020 appears below. Note: Standards for the actions below may have changed and the documentation listed may no longer satisfy requirements for that action.

Arts & Creative Culture

Establish a Creative Team

10 Points

Program Summary: The Westfield Public Arts Commission (WPAC), established in the attached resolution, is committed to making the town more beautiful, more beloved, and more economically productive through public art. Recent initiatives have been: murals located in the NJ Transit underpass painted by local artist and gallery owner Ricardo Roig; "Art Takes Flight" - an exhibit of 30 fiberglass butterflies scattered throughout the downtown and representing each decade of Westfield's 300-year history; "Replace the Hate" - in collaboration with the Westfield Human Relations Advisory Committee (HRAC), WPAC is designing a shade garden, painting an existing bench with art completed by local Girl Scouts, and designing a plaque at the site of a hate speech incident; planning a "Diverse Histories Mural" in collaboration with the Westfield Martin Luther King, Jr. Association.

WORD: [007 ESTABLISH A CREATIVE TEAM - WESTFIELD REPORT](#)

PDF: [007 WESTFIELD PUBLIC ARTS COMMISSION RESOLUTION](#)

Municipal Commitments to Support Arts and Creative Culture

5 Points

Program Summary: The Town of Westfield has: (1) adopted a Master Plan element that includes a recommendation for public arts to maintain and enhance the viability of the various business districted by offering placemaking opportunities including public art, open space, pedestrian nodes, and community gathering spaces, (2) adopted land use regulations with a municipal resolution that explicitly promote artistic activities, and (3) adopted a general ordinance that promotes and protects cultural and creative expression.

WORD: [010 MUNICIPAL COMMITMENTS TO SUPPORT ARTS - CHECKLIST FOR POLICIES AND REGULATIONS](#)

PDF: [007 WESTFIELD PUBLIC ARTS COMMISSION RESOLUTION](#)

Community Partnership & Outreach

Create Green Team

10 Points

 Bronze Required  Silver Required

Program Summary: The Mayor and Town Council established the Westfield Green Team in January 2018, via municipal resolution, comprised of a Town Councilman as liaison and 15 members from the community. There was an inclusive, transparent and open application process so any resident could apply for the position. The Team works closely with the Department of Public Works, the Town Engineer and the Town Administrator. The Green Team meets once a month, with subcommittees meeting more frequently in that time period, depending on active projects. For the 2019 fiscal year, the Team was allocated a \$10,000 budget for events (such as an Earth Day festival), environmental studies (such as for

impervious surfaces), purchases (such as re-usable straws and bags) and activities (such as workshops and documentary viewings). There is yearly renewal of current Green Team members and an open call for new applications every November to keep the team fresh as well as expand membership as interest grows in the community.

WORD: [016 CREATE GREEN TEAM - SUMMARY OF ACTIVITIES 2019-2020.DOCX](#)

PDF: [016 CREATE GREEN TEAM - RES. 07-2020-GREEN TEAM RESOLUTION.PDF](#)

Community Education and Outreach

20 Points

Program Summary: The Westfield Green Team has attempted to reach a wide swath of our community by holding free workshops on a variety of topics from “Detoxing Your Home” to “Composting” and “Building Rain Gardens”. We have worked with church groups to present ways to become more sustainable in your home and multiple boy/girl scout troops in small settings to engage children with age appropriate activities such as building mason bee houses or learning how to “garbage garden”. Other youth centric activities included a showing of the Lorax at our local movie theatre and making an “Endangered Species Display” for the town’s Trunk or Treat event. We have held a number of documentary screenings (Bag It, The Story of Plastic, Climate Change: The Facts) both live and on line with good participation and robust discussions. As a result, we believe Westfield residents are more aware, more engaged and more actively involved in conservation and protection of the environment. - Workshop on Rain Gardens by Chris Oberta of Rutgers Coopera.ve Extension, October 7th 2019

<https://www.westfieldnj.gov/greenteampresentations>) Tapinto:

<https://www.tapinto.net/towns/westfield/sections/green/articles/in-westfield-climate-week-activities-spill-over-into-october> - Workshop on Home Compos.ng by Michelle Bakacs of Rutgers Coopera.ve Extension, October 3rd 2019

(<https://www.westfieldnj.gov/greenteampresentations>) TAPinto:

<https://www.tapinto.net/towns/westfield/events/back-yard-composting-workshop> - School Assemblies in 4 elementary schools on the “3 Rs” and crea.ve ways to Recycle, Reuse and Reduce - Loom Presentations to 4th Graders at Elementary schools during April 2020 on Energy Phantoms (Lois)

<https://www.loom.com/share/9bdd9e3baf4844bd8c0d5bbd0c88089e> and Solar Energy (Amarish) <https://www.loom.com/share/6c8014e0d3234b099845425bcb750c61>

PDF: [017 COMMUNITY EDUCATION AND OUTREACH - BACK YARD COMPOSTING - PROMO MATERIAL.PDF](#)

WORD: [017 COMMUNITY EDUCATION AND OUTREACH - IN PERSON EVENT CHECKLIST COMPOSTING.DOC](#)

WORD: [017 COMMUNITY EDUCATION AND OUTREACH - IN PERSON EVENT CHECKLIST RAINGARDEN.DOC](#)

WORD: [017 COMMUNITY EDUCATION AND OUTREACH - IN PERSON EVENT CHECKLIST RECYCLING ASSEMBLIES.DOC](#)

PDF: [017 COMMUNITY EDUCATION AND OUTREACH - RAIN GARDENS - PROMO MATERIAL.PDF](#)

PDF: [017 COMMUNITY EDUCATION AND OUTREACH - SCHOOL ASSEMBLY E-MAILS.PDF](#)

Hold a Green Fair

10 Points

Program Summary: An Earth Day fair was held by Green Team on Saturday, May 4th from 9-3pm. Despite a very wet day, we had over 400 people attend. Free giveaways included 600 re-usable bags and 200 metal straws. We had dozens of people sign our "No Idling" pledge as well as write out postcards to corporations to reduce their use of plastic. We brought together different community members as volunteers from HS kids, local rock bands, boy and girl scouts, Town Council members, and local businesses who donated free food items to attendees. Additionally, we gave away 200 native tree saplings and were supported by over 30 local downtown businesses who went "green" for the day by reducing their energy usage or going plastic free for the day. Green vendors including energy auditing companies, solar power and zero waste businesses also attended. Finally, we kept over 2 tons of goods from the waste stream by holding a simultaneous Free Market event powered by volunteers and donating remaining goods to Green Drop at the end of the day. All cardboard boxes and plastic film were recycled by the Department of Public Works post event. <https://www.tapinto.net/towns/westfield/sections/giving-back/articles/westfield-sheds-two-tons-of-goods-at-free-market-saturday>
<https://www.tapinto.net/towns/westfield/sections/giving-back/articles/can-t-get-enough-of-earth-day-westfield-green-team-plans-full-month-of-events>
<https://www.tapinto.net/towns/westfield/events/free-market-with-fun-family-activities-green-ven>
<https://www.tapinto.net/towns/westfield/sections/giving-back/articles/earth-month-earth-day-top-5-ways-westfield-is-celebrating> on on this action shortly.

PDF: [021 HOLD A GREEN FAIR - PROMO MATERIAL.PDF](#)

PDF: [021 HOLD A GREEN FAIR - FLYER.PDF](#)

PDF: [021 GREEN FAIR EARTHDAYMAY4 FLYER.PDF](#)

PDF: [021 HOLD A GREEN FAIR QUALITATIVE ASSESSMENT.PDF](#)

[021 SCREENSHOTS OF GREEN FAIR OUTREACH.ZIP](#)

"Green" Your Green Fair

10 Points

Program Summary: An Earth Day Fair and Free Market Swap was held by Green Team on Saturday, May 4th from 9-3pm. In summary, the following are ways that we "greened" our Green Fair as an example of the community of how to enact sustainable actions: 1. Curtailing Energy Use: fair is outdoors/acoustic performers so we did not need AMPs, utilized a train station bathroom so we didn't have to truck in a Port A John. 2. Alternative transportation: Encouraged biking (with free giveaway) and held fair in center of town to allow easy walking for attendees 3. Support Local Economy: Coupons to local restaurants to encourage people to pay a visit during fair. Over 150 people earned a free cookie or soda and in turn purchased more items from vendors. Vendors did not use any plastic to provide food for the day. 4. Waste Reduction: All vendors used reusable tents, tablecloths. We gave out reusable bags and boxes for people to take away items from FREE MARKET, used re-usable signs on tables, gave out metal straws, and recycled all cardboard and plastic film that was left over at our Conservation Center. We collected used markers and mascara wands to recycle. KEPT 2 TONS of goods out of landfill by holding a FREE Market

event. Screenshots promoting or recording the greening of Westfield's Green Fair can be accessed at the following links:

<https://www.facebook.com/TownOfWestfield/posts/2484558451576874>

<https://www.facebook.com/TownOfWestfield/posts/2462942727071780> (VIDEO)

<https://www.facebook.com/TownOfWestfield/posts/2477664442266275>

<https://www.facebook.com/MayorBrindle/videos/411673696082410> (VIDEO)

<https://www.facebook.com/MayorBrindle/posts/3123139097716404>

PDF: [022 GREEN YOUR GREEN FAIR - QUALITATIVE ASSESSMENT.PDF](#)

PDF: [022 GREEN YOUR GREEN FAIR - PROMO MATERIAL.PDF](#)

Energy

Municipal On-Site Solar System

10 Points

Program Summary: The Westfield Memorial Library – located at 550 E. Broad Street in Westfield – uses solar electricity from a 15.84kW rooftop solar photovoltaic system that was commissioned on October 29, 2010. This system produces 17,266 kWh annually, which the library acquires for TBD as part of a Power Purchase Agreement, offsetting approximately 10% of the facility's electricity usage. Information about the impact of the solar panels is made available to the general public via a link link on the library's website (<https://www.sunnyportal.com/Templates/PublicPageOverview.aspx?plant=477945ab-f54c-4c8e-9bbf-dcad1fee9435&splang=en-US>) The following documents are attached in support of this action: • Power Purchase Agreement (Attachment 041-1) • Letter of Certification signed by a Town Councilman (Attachment 041-2) • Pricing Exhibit from the Power Purchase Agreement (Attachment 041-3) • Westfield Memorial Library Utility Bills (Attachment 041-4) • Westfield Memorial Library Solar Production and Displacement (Attachment 041-5)

PDF: [041-1 MUNICIPAL ON-SITE SOLAR SYSTEM - WESTFIELD LIBRARY PPA AGREEMENT.PDF](#)

PDF: [041-2 MUNICIPAL ON-SITE SOLAR SYSTEM - WESTFIELD LIBRARY SOLAR CERTIFICATION LETTER 6-8-20.PDF](#)

IMAGE: [041-3 MUNICIPAL ON-SITE SOLAR SYSTEM - PPA PRICING AGREEMENT.JPG](#)

PDF: [041-4 MUNICIPAL ON-SITE SOLAR SYSTEM - PSE&G 2018.PDF](#)

EXCEL: [041-5 MUNICIPAL ON-SITE SOLAR SYSTEM - WML SOLAR PRODUCTION & DISPLACEMENT.XLSX](#)

Renewable Government Energy Aggregation

5 Points

Program Summary: The Town of Westfield is establishing a Renewable Government Energy Aggregation (R-GEA) Program pursuant to state law that permits the aggregation of all residential customers within the Town to competitively purchase electricity at rates lower

than currently available from our electric utility. The electricity consumption of all Westfield residential customers currently taking default electricity supply from PSE&G will be combined and used to receive competitive bids from NJBPU-licensed suppliers to procure this electric supply service and provide savings to Westfield residents. If the result of the competitive bid process is a rate that is lower than what PSE&G currently charges for the energy supply portion of our bill, then all residents in Westfield will be automatically included into the R-GEA program at no cost and with no action required. Each resident can opt-out of the program at any time by going to a website managed by the Town's Energy Consultant. In contrast to other Third Party Supplier variable rate contracts, this program offers a fixed rate which is set below the current utility rate and carries no risk of rate increases. This means the rate will remain fixed for the entire term of the contract - which is expected to be 18 months. A R-GEA ordinance was adopted on June 30, 2020. Subsequently, the Town prepared and distributed an RFP for an R-GEA consultant, selected a consultant (Gabel), and formalized that selection via a Town Council resolution. The ordinance and resolution are attached, along with the contract between the Town and PSEG. As requested, a letter signed by the consultant and Mayor or Town government official confirming their agreement will be emailed to the reviewer by Dec 11, 2020.

PDF: [ADOPTED R-GEA ORDINANCE](#)

PDF: [ADOPTED R-GEA CONSULTANT SELECTION RESOLUTION](#)

PDF: [R-GEA CONTRACT BETWEEN TOWN AND PSEG](#)

Residential Energy Efficiency Outreach

20 Points

Program Summary: Westfield issued an open RFP and selected CIEL Power to offer a Town-wide Home Energy Assessment program. For a special rate of \$49.99, Westfield homeowners can get a comprehensive home energy assessment and qualify for up to \$4,000 in cash rebate(s) and/or up to \$15,000 in zero interest loans to cover the costs of energy-saving improvements to their home. This is an exclusive program of Westfield and CIEL to promote the Home Performance with ENERGY STAR program along with other energy efficiency programs. Through mailings, flyers, representatives at Town events, emails, joint marketing with the Green Team, and the Town website, we informed residents that the Assessment program can help them achieve up to 30 percent savings on their energy bills, while reducing environmental impact. The Green Team have helped spread the word on various environmental (Home Energy audits, recycling initiatives, etc.) issues. In most cases, the monthly savings on energy bills will far exceed the zero interest loan payments. The assessment program covers insulation, windows, doors, heating and cooling, and hot water systems, among other energy-saving additions and home repair. The Home Energy Assessment program allows homeowners to improve the value, comfort, health, and safety of their home while saving money. The program is possible at no cost to local taxpayers via aggressive leveraging of federal and state incentives and utilizing the Town's group negotiating powers. To date, 23 assessments have been completed. Westfield has developed two additional outreach programs to promote the home energy assessments program. These include an educational video and a sweepstakes program. The video screenshot is attached. The sweepstakes will provide a randomly drawn winner with a free energy assessments. Attachments: Ciel Power Agreement (Attachment 046-1) Mayor's Letter to Residents (Attachment 046-2) Program Brochure (Attachment 046-3&4)

Program Video Screen Shot (Attachment 046-5) Program Video:
<https://www.westfieldnj.gov/index.asp?SEC=1861AD9B-9766-481B-814E-5B6C59E89EFB&DE=8B350F5F-DA3A-459D-A815-311B54C09B23>

PDF: [046-3 RESIDENTIAL ENERGY EFFICIENCY OUTREACH CP-TRI-FOLD-INSIDE-WESTFIELD.PDF](#)

PDF: [046-4 RESIDENTIAL ENERGY EFFICIENCY OUTREACH CP-TRI-FOLD-OUTSIDE-WESTFIELD.PDF](#)

PDF: [046-1 CIEL POWER AGREEMENT](#)

POWERPOINT: [046-5 SCREENSHOT OF HOME ENERGY SAVINGS VIDEO ON TOWN WEBSITE](#)

WORD: [046-2 MAYOR'S LETTER ON TOWN LETTERHEAD](#)

IMAGE: [046-6 SCREENSHOT OF HOME ENERGY ASSESSMENTS FACEBOOK POST](#)

Purchase Alternative Fuel Vehicles

10 Points

Program Summary: The Town of Westfield purchased a hybrid police pursuit vehicle which was received in May 2020. The purchase order is attached. The town is awaiting registration when the MVC offices reopen after the crisis.

PDF: [054 PURCHASE ALTERNATIVE ENERGY VEHICLE - HYBRID LETTER & ATTACHMENT.PDF](#)

PDF: [054 PURCHASE ALTERNATIVE ENERGY VEHICLE - WINNER FORD HYBRID POLICE CAR PO.PDF](#)

Food

Farmers Markets

10 Points

Program Summary: The Westfield Farmers Market (“WFM”) has operated for years to provide farm fresh foods and organically grown options to the community. In 2018 it moved from the South to the North Train lot, both locations are steps from the train and bus, and provide ample parking and easy access. This move reinvigorated WFM and create greater synergy with shopping local in town. Highlights: • Saturdays June – October. 8:30am – 1: 30pm, Saturdays. • 2019 had 24 Vendors brought the following: organic and local produce, honey, eggs, baked goods, pickles, meats, pasta, bread, olive oil, granola, snacks, prepared foods, humus, coffee, kombucha, flowers, sustainable zero waste home goods, soaps, plus WFM has weekly music. • WFM had ads in local TAP and Edible Jersey, an active FB page, and hired a Sign Truck to draw attention to the market on opening Day 2019. While WFM is run by the Greater Westfield Area Chamber of Commerce, it is significantly supported by the Town: • When WFM was losing attendance and vendors in 2017, the Town worked diligently to reinvigorate WFM with the move to the North lot and with marketing support. • The Town provided the resources to create a new logo and a series of videos to promote WFM. • Mayor Brindle posts Facebook Live videos to promote WFM. • The location is Town property, provided at no cost. The Town forgoes parking meter

revenue. The Town also provides barricades to prevent cars from driving through. The barricades and tables/tents are stored on Town Land. The Town allows signage to be placed throughout the town, including banners on lights in the downtown and on some of the main streets. The Town also allows signage at WFM and in the Town circle. • The Town provides the electricity for the bands, and trashcans used by patrons. TAP Article: <https://www.tapinto.net/towns/westfield/articles/westfield-farmers-market-kept-fresh-with-live-music-wine-empanadas-games?fbclid=IwAR0JbTAKiSOFZBBR8U32rdBmiyxdw-vUZUcAfCZakmfnn2GNYNt5e4AYKyY>

PDF: [065 FARMERS MARKETS - WFM MANAGER MEMO FROM CD 2020.PDF](#)

Making Farmers Markets Accessible

5 Points

Program Summary: While Westfield Farmer's Market ("WFM") is run by the Greater Westfield Area Chamber of Commerce it is significantly supported by the Town: • When WFM was losing attendance and vendors in 2017, the Town worked diligently to reinvigorate WFM with the move to the North lot and with marketing support. • The Town provided the resources to create a new logo and a series of videos to promote WFM. • Mayor Brindle posts Facebook Live videos to promote WFM. • The location is Town property, provided at no cost. The Town forgoes parking meter revenue. The Town also provides barricades to prevent cars from driving through. The barricades and tables/tents are stored on Town Land. The Town allows signage to be placed throughout the town, including banners on lights in the downtown and on some of the main streets. The Town also allows signage at WFM and in the Town circle. • The Town provides the electricity for the bands, and trashcans used by patrons. WFM is an accessibility focused market as demonstrated below: • WFM is located at 217 North Ave West, Westfield, NJ – within feet of the train station and several bus stops, located in the Westfield Train Station Parking lot. See Map. • There are, as required, handicap accessible parking at the lot, and we allow anyone with a need, to park alongside the vendors to help accommodate all mobility needs. Old Village Farm is one of our anchor produce farms that has always accepted (FMNP) vouchers as well as WIC and Senior Vouchers. See Eric's email and Website attached.

PDF: [066 MAKING FARMERS MARKETS ACCESSIBLE - FARMER'S MARKET ACCESSIBILITY MAP.PDF](#)

PDF: [066 MAKING FARMERS MARKETS ACCESSIBLE - PICS.PDF](#)

Green Design

Green Building Policy/Resolution

5 Points

Program Summary: Westfield's Green Building Policy was adopted at the Town Council's September 8, 2020 meeting. The resolution commits the Town to incorporating green building measures into the design, construction, operation and maintenance of municipal

buildings and facilities, and to encourage green design for commercial and residential buildings. In addition, the Resolution sets the policy stage for implementation of the Green Development Checklist for which the implementation ordinance was adopted on September 22, 2020. Further, the Green Building Policy is consistent with the sustainability provisions of our recent Master Plan Reexamination Report and our Sustainable Land Use Pledge. The adopted and signed Green Building Policy / Resolution (No. 200) is attached. It is posted on the Green Team's page on the Town website

(<https://www.westfieldnj.gov/green>) with direct link at:

[https://www.westfieldnj.gov/vertical/Sites/%7B57704CD8-22F3-44AB-BC43-](https://www.westfieldnj.gov/vertical/Sites/%7B57704CD8-22F3-44AB-BC43-B0B1CE80A3BB%7D/uploads/Res_200-2020-Green_Building_Practices.pdf)

[B0B1CE80A3BB%7D/uploads/Res_200-2020-Green_Building_Practices.pdf](https://www.westfieldnj.gov/vertical/Sites/%7B57704CD8-22F3-44AB-BC43-B0B1CE80A3BB%7D/uploads/Res_200-2020-Green_Building_Practices.pdf). The text of the resolution is also included on page 29 of the September 8, 2020 Council Meeting Minutes posted on the Town's website at: https://www.westfieldnj.gov/vertical/sites/%7B57704CD8-22F3-44AB-BC43-B0B1CE80A3BB%7D/uploads/MINUTES_OF_REGULAR_MEETING_09-08-2020.pdf. A screen shot of that posting is attached. Also attached is a memorandum distributing both the Green Building Policy Resolution and Green Development Checklist Ordinance to relevant Town Department and Division heads.

PDF: [RES 200-2020-GREEN BUILDING PRACTICES](#)

WORD: [GBPR & GDCO DISTRIBUTION MEMO](#)

IMAGE: [SCREENSHOT OF GREEN BUILDING POLICY RESOLUTION IN COUNCIL MEETING MINUTES](#)

Create a Green Development Checklist

10 Points

Program Summary: The Green Building Checklist was adopted at the Town Council's September 22, 2020 meeting. The adoption process included referral to the Planning Board where it was enthusiastically endorsed at their September 9, 2020 meeting. In developing the Checklist, the Green Team worked with the Town Construction Officer, Town Zoning Officer and Town Planner, who have experience in other towns with checklists for permitting and approvals. In addition to our Master Plan Reexamination Report and our Green Building Policy/Resolution (adopted at the Town Council's September 8, 2020 meeting), we have worked with SJ's Model Checklist and Sample Enabling Ordinance in developing the Checklist. There was considerable discussion at the Planning Board meeting about the future potential for also using the Checklist in combination with developer incentives, as well as in redevelopment regulations and competitions, and in digitizing the checklist as part of an ongoing process of digitizing the overall permitting process. The adopted and signed Implementing Ordinance, which includes the Checklist as an attachment, is attached. This has been incorporated into Article 9 of Submission Requirements for Development Regulations of the Land Use Ordinance which can be found at <https://ecode360.com/WE3973/laws/LF1214687.pdf>. A screen shot of that posting is attached. It is also posted on the Green Team's page on the Town website (<https://www.westfieldnj.gov/green>) with direct link at https://www.westfieldnj.gov/vertical/Sites/%7B57704CD8-22F3-44AB-BC43-B0B1CE80A3BB%7D/uploads/GO_2189_Green_Development_Checklist.pdf. Also attached is a memorandum distributing both the Green Development Checklist and Green Building Policy to relevant Town Department and Division heads.

PDF: [GO 2189 GREEN DEVELOPMENT CHECKLIST.PDF](#)

WORD: [GBPR & GDCO DISTRIBUTION MEMO](#)

IMAGE: [SCREENSHOT OF GREEN DEVELOPMENT CHECKLIST ORDINANCE IN WESTFIELD E-CODE](#)

Health & Wellness

Building Healthier Communities

5 Points

Program Summary: Please see the attached checklist for information for the senior population segment in support of this action.

PDF: [BUILDING HEALTHIER COMMUNITIES SUBMISSION FORM WESTFIELD.PDF](#)

Smoke-Free and Tobacco-Free Public Places

10 Points

Program Summary: The Town of Westfield has banned smoking in public parks, the town pool, at sidewalk cafes and at public events downtown (which was a new ordinance that was passed in 2019). We have included pictures of “no smoking” signs in our town parks and pool as well as local newspaper articles covering the new ordinance and inclusion on the town website. Here is the link to the smoking ordinance in the town's e-code:

[https://www.ecode360.com/34831176?](https://www.ecode360.com/34831176?highlight=smoke,smoking&searchId=20814299816625839#34831176)

[highlight=smoke,smoking&searchId=20814299816625839#34831176](https://www.ecode360.com/34831176?highlight=smoke,smoking&searchId=20814299816625839#34831176)

IMAGE: [083 SMOKE-FREE AND TOBACCO-FREE PUBLIC PLACES - NO SMOKING SIGN MEMORIAL POOL.JPG](#)

IMAGE: [083 SMOKE-FREE AND TOBACCO-FREE PUBLIC PLACES - NO SMOKING SIGN TAMAQUES PARK.JPG](#)

POWERPOINT: [083 SMOKE-FREE AND TOBACCO-FREE PUBLIC PLACES - SMOKING BAN ARTICLES AND PUBLICITY.PPTX](#)

IMAGE: [083 SCREENSHOT OF ECODE FOR SMOKE-FREE ORDINANCE.PNG](#)

PDF: [SMOKE-FREE ORDINANCE - ADOPTED & SIGNED](#)

Innovation Projects

Innovative Community Project 2

10 Points

Program Summary: The purpose of the New Jersey Adopt-a-Drain (AAD) program in Westfield, NJ is to help protect the Rahway River watershed from pollutants that flow into the

Rahway River from its 2,750 storm drains. AAD is a voluntary program for residents to adopt a storm drain in their neighborhood and keep it clear of leaves, trash, and other debris which are carried by storm water runoff from residential properties onto streets and gutters and ultimately into storm drains. AAD will also prevent local flooding and road erosion and help keep streets attractive. Signup, cleaning and reporting are simple and may be safely completed at or near the citizen's yard. NJ.Adopt-A-Drain.org is being done in partnership with Hamline University in St Paul, MN which developed it. The Westfield Adopt-A-Drain program is the first and only AAD program in New Jersey. Westfield is measuring results by the number of residents participating and the amount of trash/leaves/debris removed from storm drains reported by participants. In the first year the goal is to recruit "adoptees" for at least 300 drains who commit to regularly clean and report cleanings on the AAD app at least annually. Program marketing is through social media posts, the municipal website green team page, local press, flyers and word of mouth. Virtual and live presentations have been made to groups (e.g., Scouts / Environmental Groups) within and outside of the community. AAD soft-launched on June 8, 2020 with broader promotion to correspond with Fall leaf clean-up communications. As of October 17, 2020, 154 drains had been adopted by 115 residents. Licensing and enhancement costs for the program (\$2000 annually; \$900 one-time) were borne by Westfield DPW who projected that cleaned drains would save staff hours resulting from clogged drains. For more information please refer to: nj.adopt-a-drain.org <https://www.westfieldnj.gov/adoptadrain>

<https://www.facebook.com/groups/1334463273342561/permalink/2830168780438662>

<https://www.facebook.com/groups/179587308869394/permalink/1589853897842721>

<https://www.facebook.com/groups/179587308869394/permalink/1664179263743517>

PDF: [ADOPT-A-DRAIN WELCOME CARD & SAFETY TIPS](#)

PDF: [ADOPT-A-DRAIN FLYER](#)

IMAGE: [ADOPT-A-DRAIN EXAMPLE SOCIAL MEDIA POSTING BY GREEN TEAM MEMBER](#)

Innovative Community Project 3

10 Points

Program Summary: The Westfield Green Team (WGT) is supporting the Town in preserving Brightwood Park as a nature preserve for education and enjoyment of nature for present and future generations. Following acquisition of housing on park land in the 1960s, the town built a dam with a 6-acre lake, fenced the area and laid out nature trails. A town schoolteacher researched and published a short book about the nature he found in the park (Attachment 1). Brightwood has since been invaded by white tailed deer denuding native undergrowth and invasive plants taking over large areas with previously disturbed soils. In conjunction with the Town DPW, volunteers established the Westfield Parks Invasive Plants strike team (WPIP) which subsequently initiated control measures for invasive plants in Brightwood. In 2020, in response to a privately funded proposal to establish a mountain bike trail in the park, the WGT took a neutral position opting to undertake an ecological study of Brightwood to help inform the Town's decision-making, including whether there are high-value natural areas that could feasibly be restored and preserved, i.e. if, where and how the proposed mountain bike trail could be established compatibly with the park's natural ecology and associated passive recreation uses. The WGT surveyed NJ conservation organizations to identify two of NJ's top restoration ecologists to conduct ecological tours of the park and prepare ecological reports and maps. The Town funded

the consultants and the WGT prepared the consultants' scopes of work, supervised their work, and reviewed their reports. Both consultants concluded the park had significant areas of unique and valuable native forest and wetlands that could feasibly be restored and protected (Attachments 2 and 3). The WGT's work has helped catalyze volunteer and DPW staff to clear invasive plants, cleanup litter, plan deer fencing, and develop educational programs.

PDF: [ATTACHMENT 1: SHORT BOOK ON BRIGHTWOOD PARK BY NOEL A. TAYLOR](#)

WORD: [ATTACHMENT 2: ECOLOGICAL CONSULTANTS' REPORTS ON BRIGHTWOOD PARK](#)

WORD: [ATTACHMENT 3: ECOLOGICAL MAP REPORT FOR BRIGHTWOOD PARK](#)

Land Use & Transportation

Sustainable Land Use Pledge

10 Points

 Bronze Priority  Silver Priority

Program Summary: The Town has worked collaboratively with the community to develop an inspirational vision and achievable goals; key provisions include encouraging quality and sustainable development; and striving to be a model for energy efficiency and environmental sustainability. The Master Plan Reexamination Report's guiding principles include a commitment to the three pillars of sustainability, and the goals include minimizing the environmental impact of development, promoting energy conservation and recycling. More specifically, the Reexamination Report recommends 36 actions that explicitly address sustainability and elaborate on the seven sustainability elements required by SJ for this action. These actions have been mainstreamed throughout the Reexamination Report across most of the plan elements, including: Land Use, Circulation, Housing, Community Facilities, and Historic Preservation. The resolution adopting the Westfield Sustainable Land Use Pledge is provided in Attachment 089-1, while Attachment 089-2 provides a separate listing of Reexamination Report recommendations that are explicitly about sustainability and Attachment 089-3 presents the evidence of distribution of the adopted resolution to relevant Town departments, boards and commissions. The Westfield Green Team was instrumental in getting the majority of these recommendations included in the Reexamination Report. The Town of Westfield resolves to apply the seven land use principles required by SJ for this action – regional cooperation, transportation choices, natural resource protection, mix of land uses, housing options, green design, and municipal facilities siting, as well as the Reexamination Report sustainability recommendations in Attachment 089-2, to guide the development of future Master Plan Elements. This application will begin with the stakeholder engagement and public participation process supporting the preparation of a Unified Land Use and Circulation Element to the Westfield Master Plan (updating the existing Land Use Element and Circulation Element). It also includes updating our land-use zoning, natural resource protection, and other ordinances accordingly. The adopted Sustainable Land Use Pledge resolution has been distributed to the Planning Board, Zoning Board, Green Team and other relevant boards and commissions.

PDF: [089-1 SUSTAINABLE LAND USE PLEDGE - RES. 127-2020-SUSTAINABILITY LAND USE PLEDGE.PDF](#)

WORD: [089-2 SUSTAINABLE LAND USE PLEDGE - SUSTAINABILITY RECOMMENDATIONS OF WESTFIELD MPRR.DOCX](#)

PDF: [089-3 DISTRIBUTION EVIDENCE SUST LAND USE PLEDGE RESOLN](#)

Bicycle and Pedestrian Audits

10 Points

Program Summary: Bicycle and pedestrian audit completed in summer 2019 as part of the scheduled Master Plan reexamination and funded through a NJDOT local planning assistance grant. Type: Review of town data on bicycle infrastructure, community survey, community workshops Study area: entire town Results compiled and incorporated as an appendix in Master Plan reexamination Results to be used to prioritize bicycle/pedestrian improvements in Master Plan Additional pedestrian audit of a specific section of downtown completed in March 2019 as part of the NJTPA Complete Streets Technical Assistance Program Type: walking tour of the North Avenue Corridor by invited participants (Town Council, Green Team and Planning Board members and town engineering and planning staff) Study area: North Ave. corridor Results compiled and incorporated as an appendix in Master Plan reexamination Results to be used to prioritize bicycle/pedestrian improvements in Master Plan

PDF: [091 BIKE AUDIT REPORT MASTER PLAN APPENDIX D COMPRESSED.PDF](#)

Bicycle and or Pedestrian Plan

10 Points

Program Summary: The bike/pedestrian plan was published as part of the town Master Plan in Nov. 2019. Recommendations in the Plan included: Enhanced pedestrian crossings with improved pavement markings and signage Traffic calming measures Addressing gaps in sidewalk network Bicycle network improvements including bicycle lanes and storage facilities downtown and at the train station Previous efforts toward implementation of bicycle lanes were unsuccessful due to resident opposition to on-street parking prohibitions. The current bicycle/pedestrian plan aims to address these concerns primarily by implementing the lanes on streets wide enough to accommodate parking on at least one side along with the bicycle lanes. The Green Team is planning a demonstration project in August 2020 consisting of approximately 3 miles of temporary bicycle lanes on streets identified in the bicycle/pedestrian plan. The project consists of presentations to town officials and staff in early June 2020 followed by open meetings of residents on affected streets to explain the project. The goal is to demonstrate to residents that bicycle lanes and on-street parking can safely coexist on their streets. If the demonstration project is successful the Green Team will develop a comprehensive strategy for implementing the bicycle network recommendations in the bike/pedestrian plan. Copy attached as separate file (092-1). Planning Board minutes attached as separate file (092-2).

PDF: [092-1 BICYCLE AND OR PEDESTRIAN PLAN - BIKEWALK WESTFIELD FINAL REPORT 11.7.19.PDF](#)

PDF: [092-2 BICYCLE AND OR PEDESTRIAN PLAN - PLANNING BOARD ADOPTION OF BICYCLE AND PEDESTRIAN PLANS AS PART OF MASTER PLAN.PDF](#)

Green Infrastructure Planning

20 Points

Program Summary: The Rutgers Cooperative Extension Water Resources Program (RCE) has prepared an Impervious Cover Assessment (ICA, Attachment 096-1), Green Infrastructure Action Plan (GIAP, Attachment 096-2) and Green Infrastructure Strategic Plan (GISP, Attachment 096-3). The ICA includes an introduction to municipality and community context, pervious and impervious surfaces, water resources issues, and the need for an ICA. They also compiled GIS data-generated tables, maps, and pie charts illustrating general land use types and urban land uses in the municipality; impervious cover analysis for each sub-watershed; and stormwater runoff volumes from impervious surfaces by watershed. The GIAP identifies potential sites in Westfield, NJ for short-term green infrastructure implementation (page 16). RCE conducted research and field visits at these potential sites and determined their feasibility for green infrastructure implementation (pages 20-69). Their concept plans for the selected sites and the associated information sheets can be found in those sections. The estimated costs are below each selected site and summarized on pages 74-77. The GISP identifies a variety of green infrastructure practices (page 19), as well as potential sites to implement these practices (pages 35-95). Both the GIAP and GISP include final sections relating to implementation, including discussions on funding strategy, policy recommendations, short and long-term goals and community engagement strategies. See Attachments 096-4 and 096-5 for our updated versions of those two sections in stand-alone Word documents. The Green Team has organized, and RCE has delivered, separate trainings for PWD staff and residents, and sponsored a meeting of RCE staff with the Town's Public Works Committee. Further stakeholder engagement is planned for the near future, possibly virtually, to leverage the municipal GI program into the schools, churches, businesses and residents. Attachment 096-6 provides an overall stakeholder engagement concept plan.

PDF: [096-1 GREEN INFRASTRUCTURE PLANNING - WESTFIELD SJ ICA.PDF](#)

PDF: [096-2 GREEN INFRASTRUCTURE PLANNING - GREEN INFRASTRUCTURE WESTFIELD SJ ACTION PLAN COMPRESSED.PDF](#)

PDF: [096-3 GREEN INFRASTRUCTURE PLANNING - GREEN INFRASTRUCTURE WESTFIELD SJ STRATEGIC PLAN COMPRESSED.PDF](#)

WORD: [096-4 GREEN INFRASTRUCTURE PLANNING - LAST PAGES OF SJ GI ACTION PLAN.DOCX](#)

WORD: [096-5 GREEN INFRASTRUCTURE PLANNING - LAST PAGES OF SJ GI STRATEGIC PLAN.DOCX](#)

WORD: [096-6 GREEN INFRASTRUCTURE PLANNING - GI PLANNING STAKEHOLDER ENGAGEMENT.DOCX](#)

Green Infrastructure Implementation

10 Points

Program Summary: In Westfield's most used and visible public place, in the center of Tamaques Park, a system of three linked rain gardens was installed during October-November 2020 to capture stormwater runoff from east of the parking lot and to provide visual interest along the walkway. The rain gardens were designed and construction was

supervised by the Rutgers Cooperative Extension Water Resources Program (RCE-WRP) utilizing grant money. Although the three rain gardens are linked hydraulically, they can operate independently and are therefore considered as three separate rain gardens (according to personal communication by Zoom call on October 15, 2020 with Dr. Chris Obropta, Director of RCE-WRP). The Westfield Department of Public Works provided the excavation equipment and operator, and the Westfield High School Girls Track Team raised a portion of the funds needed for the planting materials. The detailed design drawings and four photos taken during installation are provided in the attachments. Installation has taken somewhat longer than planned due to COVID-19 impacts on Town DPW staff capacity and to having encountered compacted soils slowing drainage out of the rain garden. We may be able to send additional photos soon.

PDF: [WESTFIELD TAMAQUES PARK RAIN GARDEN DESIGN PLANS](#)

IMAGE: [WESTFIELD TAMAQUES PARK RAIN GARDEN PHOTO 2](#)

IMAGE: [WESTFIELD TAMAQUES PARK RAIN GARDEN PHOTO 1](#)

IMAGE: [WESTFIELD TAMAQUES PARK RAIN GARDEN PHOTO 3](#)

IMAGE: [WESTFIELD TAMAQUES PARK RAIN GARDEN PHOTO 4](#)

Local Economies

Green Business Recognition Program

10 Points

 Bronze Priority  Silver Priority

Program Summary: The Green Westfield Medallion Program is a free and voluntary program designed and implemented in to recognize local businesses taking actions to reduce single-use plastic use, recycle and take other actions towards a more sustainable business model. Businesses meeting the program requirements are awarded a medallion to display, promoted through the WestfieldNJ.gov Green Team website, the Downtown Westfield Commission (DWC) website and social media account, and recognized by the Mayor and Town Council in a Town Council meeting. The program was developed by the Westfield Green Team in partnership with the DWC. Prior to implementing the Green Westfield Medallion Program, the Green Team surveyed businesses to gage interest in a “green” recognition program. With enthusiastic interest in the program, the Green Team and DWC then developed a list of actions that, if taken, would qualify a business for a medallion. An email outlining the program and containing a link to the Green Team on-line application was sent out to over 400 Westfield businesses through the DWC ‘s business district email distribution list.

PDF: [103 GREEN BUSINESS RECOGNITION PROGRAM - WESTFIELD GREEN MEDALLION SUSTAINABLE NJ SUBMISSION.PDF](#)

Natural Resources

Open Space Plans

10 Points

Program Summary: Westfield's 2019 Parks and Recreation Master Plan was prepared jointly with its Master Plan Reexamination Report (MPRR) (see Attachments 112-1 and 2). The Parks Plan contains all of the sections required by the Open Space Plans Action. The Executive Summary addresses the need for a plan; existing conditions; public engagement; resident feedback; vision, mission and values; goals and objectives; systemwide recommendations; and action plan. Chapter 6 presents the Plan's vision, mission and values, and goals and objectives. Chapter 3 presents the inventory of parks, facilities and programs, including nature parks or preserves. There is a core value relating to History and an Objective relating to Access to Nature. Chapter 5 addresses parkland and recreation area needs, standards, and guidelines; facilities needs and level of service standards; geographic distribution of parks, recreation areas, facilities and service areas; and trends in parks and recreation. Chapter 7 recommends more trails both within and between parks; new parks or enhancement of existing parks, including school properties; and enhancing Brightwood Park's natural attributes. Chapter 9 presents an action plan listing 165 strategies and, for each strategy, provides the priority, timeframe, action type, responsible parties and funding. Figure 3.1 shows existing parks and trails and Figure 5.1 shows park service areas, including school properties and other types or owners of open space. Figures 3.1 and 5.1 show existing and potential open spaces. Potential new park development is constrained to improving and expanding existing park and school functionality. Chapter 4 and Appendix C describe the public participation process and summarize the input provided. The MPRR recommends the Parks Plan be implemented, and a Town Council has resolved that the Parks Plan be retained as a MPRR appendix to inform future Master Plan updates (see Attachment 112-3).

PDF: [112-2 OPEN SPACE PLANS - MASTER PLAN REEXAMINATION CONDENSED SUMMARY \(1\).PDF](#)

PDF: [112-3 OPEN SPACE PLANS - PB RESO INCORPORATING PARKS PLAN INTO REEX.PDF](#)

PDF: [112-1 OPEN SPACE PLANS - FINAL DRAFT - WESTFIELD PARKS AND RECREATION MASTER PLAN 18157 WITH COVER COMPRESSED.PDF](#)

Tree Protection Ordinance

10 Points

Program Summary: On September 20, 2002, the Town Council of the Town of Westfield adopted General Ordinance No. 1806, an ordinance entitled "Tree Preservation" governing the preservation, protection and removal of trees within the town of Westfield, creating Chapter 29A of the Code of the Town of Westfield. This measure intended to "promote the general welfare of the people of the Town by protecting, regulating, planting and cutting trees in such a way as to preserve the environment in the town." The Tree Preservation Ordinance can be accessed at <https://www.ecode360.com/33920587>.

Public Information & Engagement

Municipal Communications Strategy

10 Points

Program Summary: The town revamped its municipal communications beginning 2018 under the leadership of new Mayor Shelley Brindle. This included the hiring of the town's first Public Information Officer. Since then, the Town has continued to strengthen its communications using all media channels available to it including existing ones like local print and online newspapers, and direct mail while embracing new ones including social media such as Facebook and Twitter, Nixle, town emails, the Board of Education newsletters, and social media and emails by members of the Council. As a result, residents feel much more knowledgeable about town news and events, which is critical to running a successful town. This contributes to a much more engaged citizenry who cares more about the town and wants to get more involved. And this communications effort has dovetailed with a significant increase in residential involvement on town boards, committees and commissions. The town's effort to continue expanding its communications to reach as many residents as possible as frequently as possible will continue as the town moves forward.

WORD: [141 MUNICIPAL COMMUNICATIONS STRATEGY - CHECKLIST WESTFIELD 5-4-20.DOC](#)

Online Municipal Public Service Systems

15 Points

Program Summary: The Town of Westfield strives to make routine, non-emergency public services as accessible and easy-to-use as possible. The Town's main website contains various links to such services. The Civic Rec platform allows residents to register for recreation activities for youths and adults, the public pool, conservation center permits, park facility rentals, and to submit donations for Westfield's 300th anniversary and public arts programs. Westfield Connect - via the SeeClickFix platform - allows residents to report issues to the DPW such as pothole repairs and downed trees. Nixle is used by the Police Department to issue non-emergency advisories and emergency alerts to mobile devices. Parking tickets, property taxes, and sewer fees may be paid online via links on the main town website. OPRA requests and access to accident reports are also found on the website. The Town is continuously improving these platforms and engaging residents by spreading the word in various ways such as via social media.

WORD: [WESTFIELD ONLINE MUNICIPAL PUBLIC SERVICE SYSTEMS.DOC](#)

Digitizing Public Information

10 Points

Program Summary: The Town of Westfield utilizes both the Town of Westfield Website and our four social media outlets (Facebook, Twitter, Instagram and Twitter) to promote everything from events, homeowner activities, children's recreational videos and green programs. We also have programs residents can join including Adopt-a-Drain and Curbside Clutter to allow residents to get more involved. We also plan activities around Town events such as AddamsFest and school technology programs with a green focus. Overall, we have seen a positive response on social media, more residents and children attending events and activities, and increased traffic to our green pages on the website. This is attributed to both a very active Green Team and ongoing communication from Town officials. Residents are more aware and extremely willing to participate in the numerous programs available.

WORD: [147 DIGITIZING PUBLIC INFORMATION -CHECKLIST-1.DOC](#)

Sustainability & Climate Planning

Community Visioning

10 Points

Program Summary: Westfield underwent an extensive stakeholder and public participation process and developed a vision statement for the community in its 2020 Master Plan Reexamination process. The statement is broad and lays out the economic, social and environmental vision for Westfield, and is being implemented through a variety of approaches. The statement and updated goals and objectives have been included in the Master Plan Reexamination Report and incorporated into the Master Plan document. As the Master Plan is the land use policy umbrella upon which land use decisions are based, the Governing Body and Board of Adjustment are bound by that policy. The Reexamination Report, including the vision statement, is being distributed by memo to the Town boards, commissions and committees, including the Green Team, who participated in the initial stakeholders meetings associated with the Master Plan Reexamination process. See Attachment 153-1 for the Vision Statement and Goals and Objectives section of the Master Plan and Attachment 153-2 for documentation of its distribution by the Green Team to other relevant Town departments, boards and commissions.

PDF: [153-1 MP VISION STMT & GOALS & OBJS 2020](#)

WORD: [153-2 COMMUNITY VISIONING DISTRIBUTION MEMO](#)

Waste Management

Prescription Drug Safety and Disposal

10 Points

Bronze Priority Silver Priority

Program Summary: Westfield has been participating in a prescription drop off program since 2014. Residents can drop off prescriptions in the lobby of the police station every day throughout the year. It is a safe and secure location with video camera surveillance. The Westfield Police Department maintains control of the deposited prescriptions and disposes of them monthly at a designated site (Covanta Union, 1499 US Highway 1, Rahway, NJ 07065). This program is free for Westfield and sponsored by the New Jersey Office of the Attorney General in the Consumer Affairs Department. They report the quantity of discarded drugs to the Division of Consumer Affairs on a quarterly basis. The last few collection dates and weights reported: December 20, 2019: 32 lbs. January 27, 2020: 39 lbs. March 2, 2020: 30 lbs. April 18, 2020: 23 lbs. May 28, 2020: 14 lbs. Currently, Detective DeSilva of the Westfield Police Department manages the program. His direct line is 908-789-6085. Below is the press release from then Police Chief Wayman. <https://www.westfieldnj.gov/index.asp?SEC=7924DA18-4EA2-451A-8F43-43AC44887626&DE=5195C5ED-807A-42F5-80D9-4ABBB6AC6BE8> Project Medicine Drop – Dispose of prescription medications safely By Police Chief David Wayman (October 2014) Police Chief David Wayman announced that prescription medications, including pet medications, can be dropped off anonymously in a drop box located in the lobby of the Westfield Police Department, 425 East Broad Street, 24/7, 365 days a year. Project Medicine Drop is part of a national effort to help prevent abuse and diversion of prescription drugs. An article about the program: <https://patch.com/new-jersey/westfield/drop-your-unused-medicine-0> The prescription drug program is on the Westfield website here: <https://www.westfieldnj.gov/index.asp?SEC=7924DA18-4EA2-451A-8F43-43AC44887626&DE=5195C5ED-807A-42F5-80D9-4ABBB6AC6BE8>

PDF: [158 PRESCRIPTION DRUG SAFETY AND DISPOSAL- DROP OFF YOUR UNUSED MEDICINE WESTFIELD, NJ PATCH.PDF](#)

WORD: [158 PRESCRIPTION DRUG SAFETY AND DISPOSAL- PRESCRIPTION DROP OFF SJ 2020 - PHOTO OF LOCATION.DOCX](#)

PDF: [158 PRESCRIPTION DRUG SAFETY AND DISPOSAL- PRESCRIPTION DRUG WESTFIELD WEBSITE.PDF](#)

IMAGE: [158 SCREENSHOT OF WESTFIELD WEBSITE FOR PRESCRIPTION DROP-OFF.PNG](#)

Community Paper Shredding Day

5 Points

Program Summary: Community Paper Shredding Day The Town of Westfield has hosted paper shredding events in partnership with Union County Recycling Programs. Mobile paper shredding takes place at 713 Cumberland Street at the Westfield Memorial Pool complex in Westfield, NJ. The following has been collected for 2018, 2019 and 2020 as provided by Joann Gemenden: September 21, 2018: 456 participants, 18,800 pounds collected September 20, 2019: 519 participants, 12,160 pounds collected September 25, 2020: 7.1 tons collected Documentation Included: 1. 2020 Certificate from UC Recycling Department 2. 2018 and 2019 Pounds Collected from UC Recycling Department 3. Paper Shredding Marketing 1 4. Paper Shredding Marketing 2

PDF: [2020 CERTIFICATE FROM UC RECYCLING DEPARTMENT](#)

WORD: [2018 AND 2019 POUNDS COLLECTED FROM UC RECYCLING DEPARTMENT](#)

IMAGE: [PAPER SHREDDING MARKETING 1](#)

WORD: [PAPER SHREDDING MARKETING 2](#)

Food Waste

10 Points

Program Summary: On November 1, 2019, The Town of Westfield started collecting residential food waste at its Conservation Center. All types of food are collected in designated bins when the Center is open. The Town of Westfield has a contract with Waste Management (WM), who picks up the food scraps once a week. Many food businesses in town also have contracts to have their food collected by WM. WM then transports the food waste to their processing facility in Elizabeth, NJ. At the facility, the food scraps are made into an engineered bio-slurry (EBS). The EBS is then taken to Rahway Valley Sewerage Authority's anaerobic digester. The gases that are captured in the digester are used to help power the sewage facility. The program was initiated by the Westfield Green Team a year earlier. The program was promoted on Facebook, at the Conservation Center with a poster and at a town Council meeting.

<https://www.tapinto.net/towns/westfield/sections/green/articles/westfield-first-in-union-county-to-feed-into-new-food-waste-process>

WORD: [164 FOOD WASTE - DESCRIPTION AND ANALYSIS OF PROGRAM.DOCX](#)

PDF: [164 FOOD WASTE - COMMUNITY PROMOTION - TAPINTO.PDF](#)

PDF: [164 FOOD WASTE - WEBSITE - CONSERVATION CENTER - WESTFIELD, NEW JERSEY.PDF](#)

Household Hazardous Waste

5 Points

Program Summary: 1. Description of Implementation: The Town of Westfield has operated the Westfield Conservation Center, located at 1300 Lamberts Mill Road, for over thirty years. At the Conservation Center, all residents are able to recycle free of charge curbside fluorescent light bulbs, and household electronics which fall under the Household Hazardous Waste category, as well as household alkaline batteries. Batteries and electronics are collected by the SAMR company and broken down into component parts. Lightbulbs are collected by Union County. Please see the attached 2019 NJDEP tonnage report. 2. Examples of promotional materials: Residents are informed of HHW collection program using: a. Town-wide mailings (see attachment "165 Household Hazardous Waste 1 - merged.pdf"). b. Westfield Conservation Center website which is part of the Westfield municipal internet site: <https://www.westfieldnj.gov/conservation> (see attachment "Household Hazardous Waste_2 Westfield Conservation Center internet site") c. Social media posts like these posts from the Town of Westfield Facebook page: <https://www.facebook.com/TownOfWestfield/posts/3031027313596649> which are also shared to the Westfield, NJ Facebook group via the Westfield Green Team Town Councilman liaison David Contract and Green Team Education and Outreach chair Kirti Malik (see attachment "Household Hazardous Waste_3 Town of Westfield Recycling updates" and "Household Hazardous Waste_4 Town of Westfield Recycling updates"). d. Example of PDF highlighting the electronics that can be recycled at the Westfield

Conservation Center (see attachment “Household Hazardous Waste_4 Household Hazardous Waste Electronics”).

IMAGE: [165 HOUSEHOLD HAZARDOUS WASTE 2 WESTFIELD CONSERVATION CENTER INTERNET SITE.PNG](#)

IMAGE: [165 HOUSEHOLD HAZARDOUS WASTE 3 TOWN OF WESTFIELD RECYCLING UPDATES.JPG](#)

PDF: [165 HOUSEHOLD HAZARDOUS WASTE 1 - MERGED.PDF](#)

IMAGE: [165 HOUSEHOLD HAZARDOUS WASTE 4 TOWN OF WESTFIELD RECYCLING UPDATES.PNG](#)

EXCEL: [WESTFIELD 2019 RECYCLING TONNAGE.XLSX](#)

Non-Mandated Materials Recycling

10 Points

Program Summary: Bulky Rigid Waste: Westfield partners with Second Chance Toys to collect and clean toys donated by the community and then distribute them to community service organizations that service children in need. The plastic toys collected are picked up by Second Chance Toys, cleaned and then transported to local organizations. There were 1,131 toys collected and kept out of the landfill from October 2018-November 2019. 1.

Attachment: Non Mandated Materials_Bulky rigid waste Toys 1_Amounts 2.

<https://www.facebook.com/TownOfWestfield/posts/2168672306498825> 3.

<https://www.facebook.com/CouncilmanContract/posts/789533708210609> 4.

<https://www.facebook.com/CouncilmanContract/posts/955761644921147> 5.

<https://www.facebook.com/CouncilmanContract/posts/485210431976273> 6.

<https://patch.com/new-jersey/westfield/second-chance-toys-westfield-recycling-center> 7.

<https://www.tapinto.net/towns/westfield/sections/green/articles/westfield-conservation-center-taking-more-items-for-recycling-reuse-including-toys-for-kids-in-need> Textiles:

Westfield offers 2 methods for recycling clothing and shoes, one with USAgain LLC and another with Retrievr. Westfield has a contract with USA Again for 3 bins for clothing and shoes at the Westfield Conservation Center. USAgain picks up donations then processes them for distribution to wholesalers, graders and second hand stores. These donations will not enter the landfill and provides a benefit to communities around the world where used clothing is the only option. Westfield also has a contract with Retrievr to offer residential curbside pick-up of clothing and electronics. The clothing is then sold to processors who re-use the material, re-manufacture it into new clothing or shred it into home insulation or stuffing for sofas and seat cushions. Electronics are sold for parts. These organizations continue to partner with the Town of Westfield to continue these services until new contracts are in place. 1.

Attachment: Non Mandated Materials_Clothes 1_Textiles Retrievr Curb My Clutter Agreement 2.

<https://retrievr.com/location/town-of-westfield-nj/> 3.

<https://www.facebook.com/TownOfWestfield/posts/3289628704403174> 4.

<https://www.facebook.com/TownOfWestfield/posts/2311645135534874> 5.

<https://www.facebook.com/TownOfWestfield/posts/2463552547010798> 6.

<https://www.facebook.com/TownOfWestfield/posts/2746591208706929> 7.

<https://www.tapinto.net/towns/westfield/articles/clothing-and-electronics-recycling-pickup-coming-to> Mattresses: Westfield offers mattress recycling where residents can bring

mattresses to the Conservation Center to be recycled for a fee. There have been 200 mattresses recycled in 2019. 1. Attachment: 167 Tonnage Report 2.

<https://www.facebook.com/TownOfWestfield/posts/3031027313596649> Other Attachments: Non-Mandated Materials Checklist

PDF: [NMM TONNAGE REPORT \(PAGE 19 - MATTRESSES\)](#)

WORD: [NMM BRW TOYS AMOUNTS](#)

PDF: [NMM TEXTILES CLOTHES RETRIEVR CONTRACT](#)

PDF: [WESTFIELD TOWN NON-MANDATED MATERIALS CHECKLIST.PDF](#)

Recycling Depot

10 Points

Program Summary: The Town of Westfield has operated the Westfield Conservation Center, located at 1300 Lamberts Mill Road in Westfield, NJ, for over thirty years. The Center is classified by the State of New Jersey as a transfer facility for organic waste and recyclable materials. The Center serves as a staging area until the materials can be transported to a subsequent facility for proper disposal or disposition. At the Conservation Center, all residents are able to recycle free of charge fluorescent light bulbs, batteries and household electronics, curbside recycling items, Styrofoam, scrap metal, cardboard, Christmas trees, leaves and books. There are several free programs which have been temporarily suspended due to Covid 19: plastics bags, plastic toys, clothing/shoes and food waste. Residents may dispose of “biodegradable organic waste material of plant origin produced on Westfield premises” at the Conservation Center. For those residents who chose to use the Center for such a purpose, the Town charges an annual flat fee of \$60 to offset its costs. Additional fee-based services are also offered for household bulk waste and mattresses. The 2020 Conservation Center hours are as follow: April 30 until further notice (due to COVID-19 restrictions): Thursday and Friday: 9:00am to 2:30pm; Saturday: 9:00am to 3:00pm October 26 to December 13: Monday through Friday 9:00 a.m. to 2:30 p.m.; Saturday and Sunday 9:00am to 3:00pm 1. Please see attachment Recycling Depot_3 List of materials collected for the list of materials collected 2. Please see attachment Recycling Depot_1 Westfield Conservation Center Services, Schedule, and Information for the list of materials collected, location near town with map of bins, services offered, hours of operation and fees. 3. Please see attachment Recycling Depot_2 Westfield Conservation Center internet site which is a copy of the Westfield Conservation Center’s internet site. 4. Please see PDF of Conservation Center pics 5. Please see attachment Westfield Tonnage Report

PDF: [167 RECYCLING DEPOT 1 WESTFIELD CONSERVATION CENTER SERVICES, SCHEDULE, AND INFORMATION COPY.PDF](#)

IMAGE: [167 RECYCLING DEPOT 2 WESTFIELD CONSERVATION CENTER INTERNET SITE COPY.PNG](#)

IMAGE: [167 RECYCLING DEPOT 3 LIST OF MATERIALS COLLECTED.PNG](#)

PDF: [167 RECYCLING DEPOT - WESTFIELD TONNAGE REPORT.PDF](#)

PDF: [167 RECYCLING DEPOT - CONSERVATION CENTER PICS.PDF](#)



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