



Welcome to

Makin' Green by Goin' Green!

Presenter: Joe Grillo, Sustainable Jersey
Development Director

New Jersey League of Municipalities Conference

November 14, 2018



Session Presenters



Presiding Mayor: Hon. Jon Hornik, Marlboro Township

Giuseppe (Joe) Grillo

Development Director, Sustainable Jersey

Helaine Barr, AICP

New Jersey Department of Environmental Protection
Bureau of Energy & Sustainability

Denise Venuti Free, Director of Communications
NJ American Water (Voorhees/Camden)

Robert (Bob) Prout, Director
Prout Funeral Home (Verona)

Gray Russell, Sustainability Officer, Montclair Township &
Lisa Johnson, Business Owner, Culture Couture

Kate Triggiano, Chair, Red Bank Environmental Commission & Green Team
Kristina Bonatakis, Store Manager, Double Take Consignment

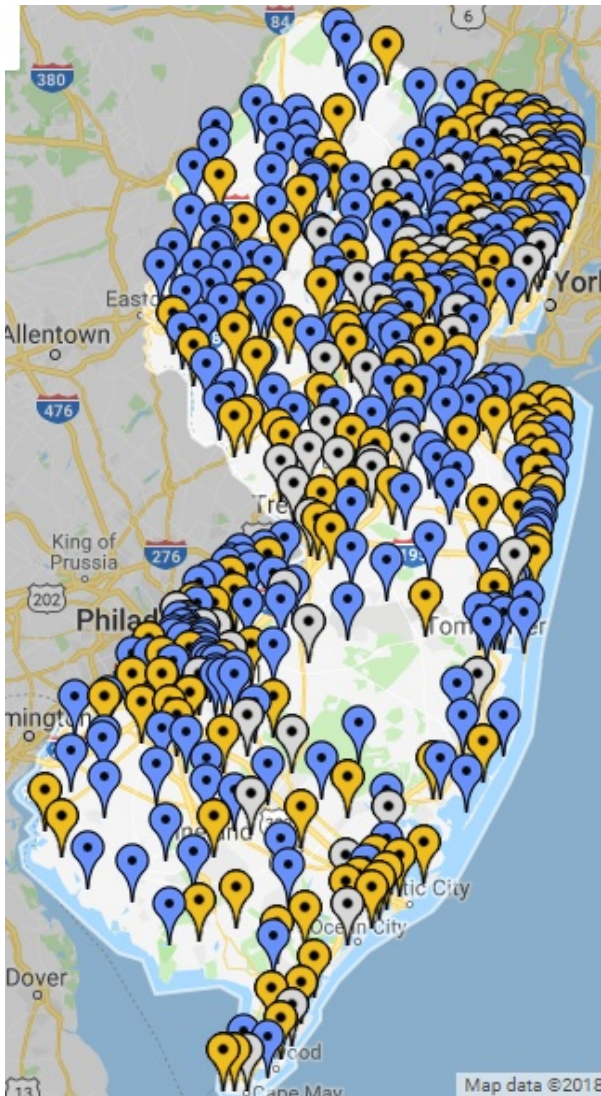
Sustainable Jersey

- Identifies actions municipalities and schools can take to meet the needs of the present without compromising the future
- Develops tools, resources, and guidance
- Provides access to grants and technical assistance
- Recognizes accomplishments

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Municipal

Schools



448 towns, 210 certified



314 Districts, 806 Schools,
242 schools certified

Program
Participants

Municipal Grants Available

Roots for Rivers Reforestation Technical Assistance Program

Partnership with The Nature
Conservancy and The Watershed
Institute for floodplain
reforestation initiatives

Application Deadline:
December 14



Annual PSEG Foundation Funded Cycle

Four (4) \$20,000 grants
Eight (8) \$10,000 grants
Twenty (20) \$2,000 grants

Application Deadline:
February 15



For more information visit: www.sustainablejersey.com/grants-resources

@SJ_Program | #sustainablejersey | #njleague





[Sign in or sign up.](#)



[ABOUT](#) [ACTIONS & CERTIFICATION](#) [EVENTS & TRAININGS](#) [GRANTS & RESOURCES](#) [MEDIA & COMMUNICATIONS](#) [SUPPORT US](#) [REGISTER](#)



NOVEMBER SUSTAINABILITY HEROES: TARA & TIM KENYON, SUSTAINABLE MANVILLE
Monthly recognition program for heroes in the Sustainable Jersey program

ABOUT SUSTAINABLE JERSEY

Sustainable Jersey is nonprofit organization that provides tools, training and financial incentives to support communities as they pursue sustainability programs. [Learn More](#)



PROGRAM AREAS

- [MUNICIPAL CERTIFICATION PROGRAM](#)
- [SCHOOLS CERTIFICATION PROGRAM](#)
- [ENERGY PROGRAM](#)

PARTICIPATING COMMUNITIES

View the map of Sustainable Jersey communities. Search the completed actions database and sort by county, actions and certification status! [View Now](#)

Or download the [poster here](#).



SUSTAINABLE JERSEY MUNICIPAL CERTIFICATION PROGRAM

448	210
TOTAL PARTICIPATING	CURRENTLY CERTIFIED

HEADLINES

-  **Sustainability Efforts Earn 53 NJ Towns Recognition**
NOV 05, 2018
-  **North Jersey Municipalities Encouraged to Take Action on Complete Streets-Related Solutions**
JUN 20, 2018

UPCOMING EVENTS

-  **2018 Sustainable Jersey Annual Luncheon**
Sheraton Hotel Atlantic City, Crown Ballroom
NOV 13, 2018 - 12:00 PM TO 02:00 PM

NEW! GOLD STAR STANDARD

View the new Gold Star Standards in **Energy and Waste** - A new level of recognition for silver certified communities.

[LEARN MORE](#)

See the towns that have

Businesses Goin' Green!

Sustainability

- Integral part of business philosophy, corporate culture, and talent retention
 - Bike Share (iCims/Bell Works)
 - Plastic Straw Reduction Programs (Atlantic Health Systems)
 - Professional Development Days as Volunteerism (Starbucks)
- Corporate Green Teams
 - Tasked to find ways to be greener internally and to involve in civic/community efforts to go green.
 - Town Bike Share Sponsorship

Green Business Recognition Program Action

Green Business Recognition Program

10 Points

20 Points

Bronze Priority

Silver Priority

Updated February 2018

Community efforts toward sustainability cannot be successful without the active engagement of the private sector. A Green Business Recognition Program provides marketing and promotional support to encourage local businesses to implement sustainable practices. Companies can adopt environmentally friendly strategies to increase energy efficiency, conserve resources, reduce waste, and prevent pollution. Beyond ecological impacts, recognition programs can also encompass social responsibility and commitments to the local economy. A simple Green Business Recognition Program might acknowledge companies that implement green practices while a more comprehensive certification effort could outline a specific set of sustainable business practices and conduct inspections to verify implementation.

Why is it important?

- Participation by the business community is essential for achieving sustainability.
- Engages the private sector as a partner in achieving goals.
- Promotes “Good Neighbor” local businesses
- Strengthens local economy.
- Green business practices can save money
 - Energy efficiency practices frequently offer long term cost savings
- Many consumers demand green products and services
- Business actions ultimately influence public policy.

Primary Actors in Creating GBRP

- Municipal Employees and Administrators
- Municipal Green Team
- Environmental Commission
- Local Chamber of Commerce
- Economic Development Commission

Two Options to Get Points

- Option 1
 - Municipalities can earn 10 points for establishing a Green Business Recognition Program for local businesses that includes criteria for participation and a marketing strategy to recognize participants.
 - To be eligible, municipality must serve as a partner in development and implementation. Program must be administered directly by the municipality or through local Chamber of Commerce/Main Street program.
 - Minimum – 2 businesses in the program.

Two Options to Get Points

- Option 2
 - Municipalities can earn 20 points if the GBRP incorporates criteria established by NJDEP's New Jersey Sustainable Business Registry Program (NJSBR) and includes membership in the NJSBR as a mandatory element of the municipal recognition program.
 - NJSBR – an online registry where businesses can promote their sustainability initiatives and receive resources to help them grow greener.
 - Minimum – 3 businesses must be participating in the GBRP and NJSBR

7 Steps to create a GBRP

- **Step 1: Assemble Project Committee** - The Green Team should bring together representatives from the Environmental Commission, Economic Development Commission, and local Chamber of Commerce to scope the project.
- **Step 2: Establish Participation Criteria, Support Mechanisms, and Incentives** - The committee should review the criteria of the NJSBR and determine if it wants to develop its own program or leverage the NJSBR.
- **Step 3: Develop a Marketing Strategy** - The recognition program will need an official name and logo.
- **Step 4: Use Social Media**

7 Steps to create a GBRP

- **Step 5: Determine Admin Responsibility and Program Budget**
 - **Option 1:** The project committee should determine who will administer the Green Business Recognition Program on an ongoing basis.
 - **Option 2:** The project committee must reach out to the NJSBR to coordinate administrative responsibility.
- **Step 6: Implement Program**
- **Step 7: Renewals and Evaluation** - Businesses should renew their participation on an annual basis or another established time frame.

NJDEP & Sustainable Business

The NJ Department of Environmental Protection is ideally positioned to encourage and promote sustainable practices and behaviors in the business community.



NJDEP Business Programs

Educational & Networking

- [Sustainability Speaker Series \(S3\)](#)
- [NJ Wastewise Business Network](#)
- [Small Business Assistance Program](#)
- [Sustainability Case Studies, Guidance Documents & Infographics](#)

Awards & Recognition

- [NJDEP Recycling Awards](#)
- [Governor's Environmental Excellence Awards](#)
- [NJ Sustainable Business Registry](#)



Wastewise Meeting

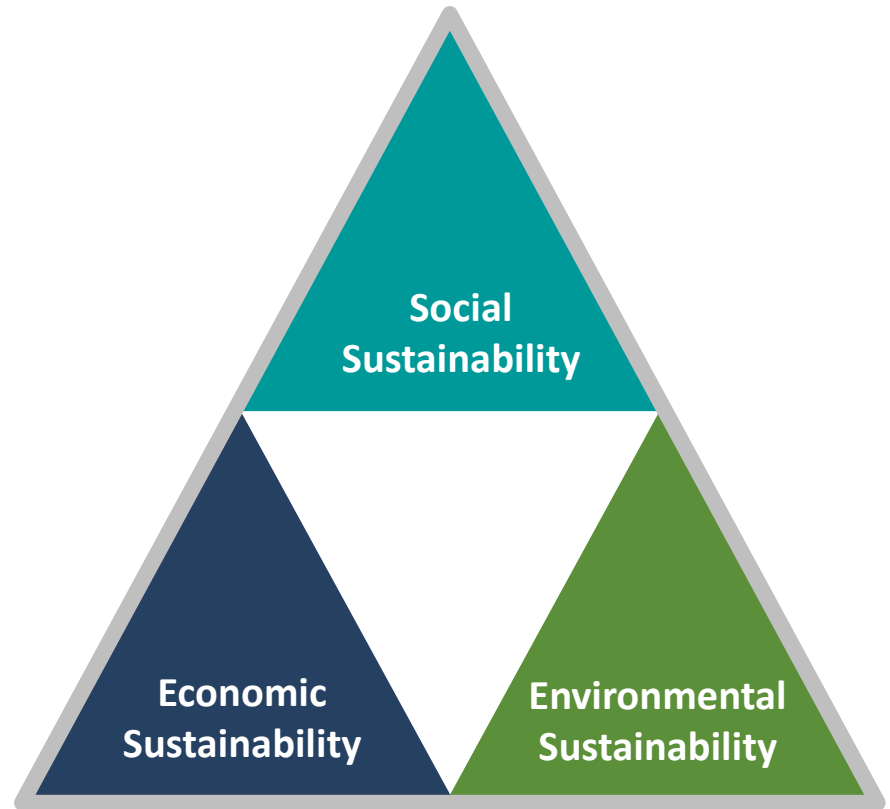


Recycling Award Winners

What is a “Green Business”?

Green Businesses

Adopt principles, policies, programs, products, and practices built around environmental and social considerations, which often lead to better financial performance

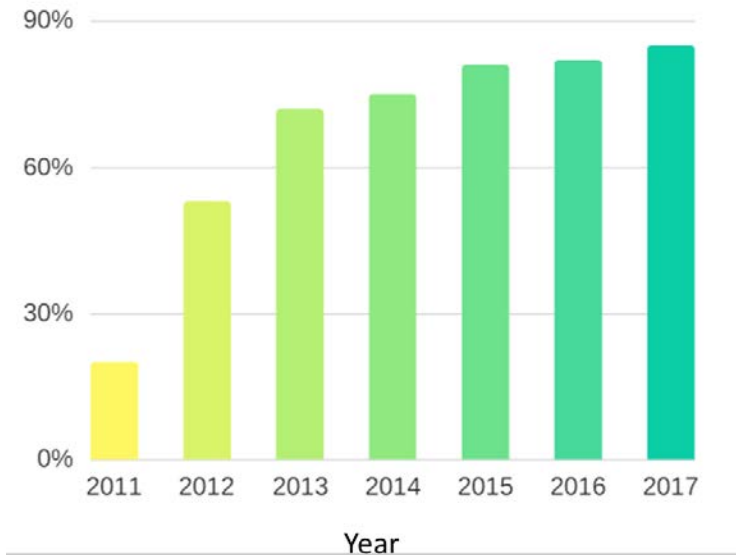


Goal of Sustainable Business

To create strategies that preserve the long-term viability of the People, Planet & Profit

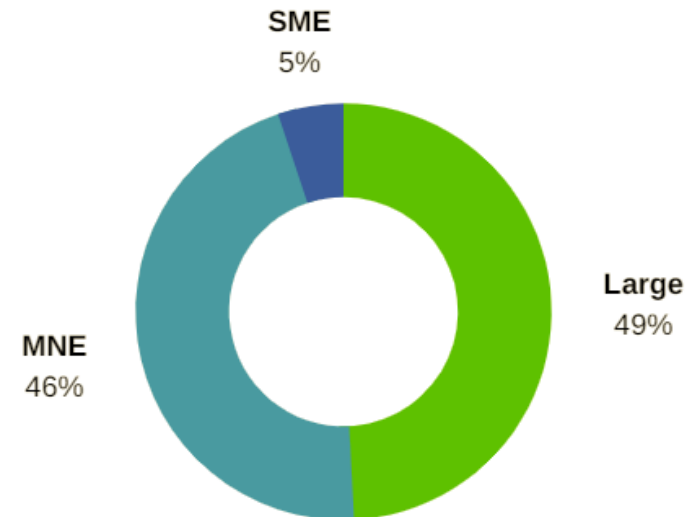
Sustainability is for all types and sizes of Businesses

- 85% of S&P 500 Companies reported on Sustainability in 2017
- Sustainability Reporting is becoming the norm for large, multinational corporations
- Sectors with the highest reporting presence are Energy and Energy Utilities, Food and Drink and Financial Services
- 51% of Small Businesses are interested in Expanding Sustainability



Percent of S&P 500 Companies Reporting on Sustainability

Source: Governance & Accountability Institute

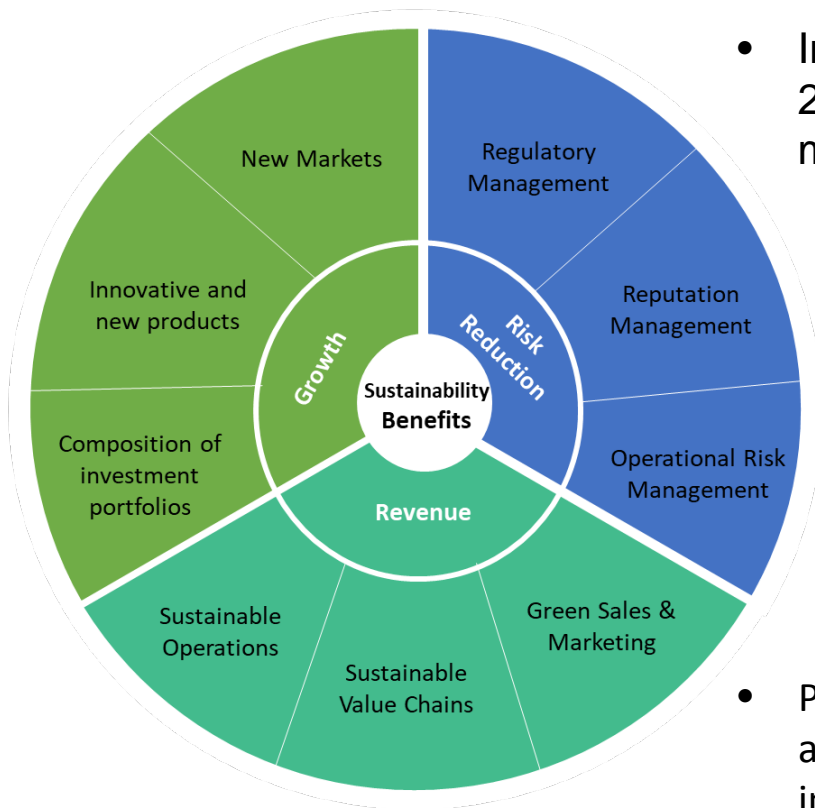


Size of the U.S. companies that published a sustainability report for the 2015-2016 reporting period

Source: Center for Sustainability and Excellence (2017)

Companies are finding value in sustainability

- Companies with high Environmental, Social and Governance Ratings outperform the market in the medium (3-5 years) and long (5 -10 years) term!



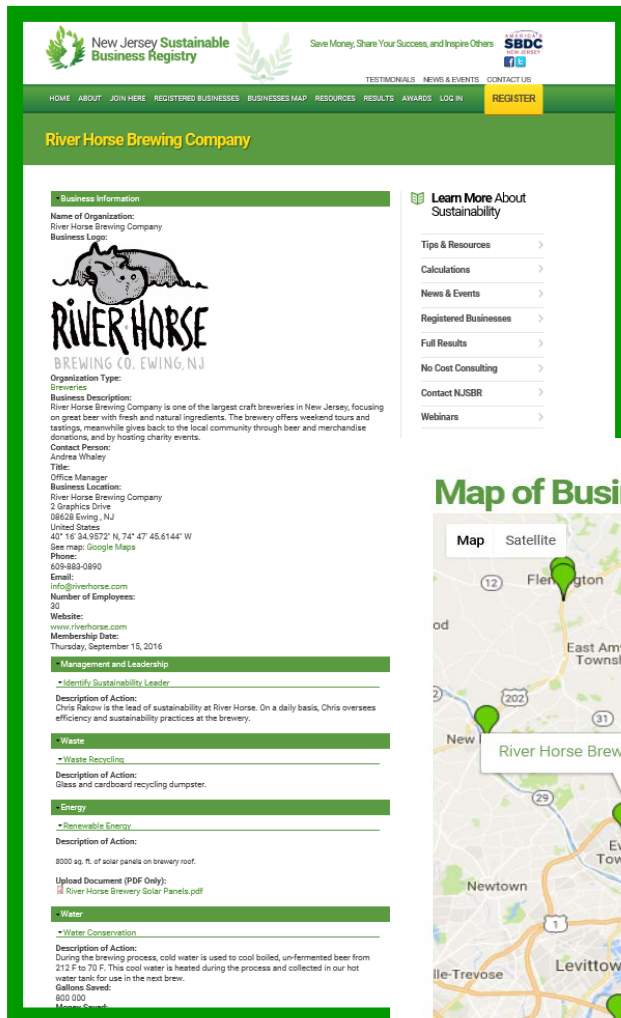
- In 2016 sustainable investments constituted 26% of assets that were professionally managed – worth \$22.89 trillion in total!
- 55% of US consumers are willing to pay more for products from socially responsible companies
- 72% of Millennials are willing to pay more for products and services from companies committed to positive environmental and social change
- Products that promote sustainability through marketing and packaging claims have an average annual sales increase of 5%, compared to conventional products

Sources:

- Sheila Bonini and Stephan Görner, "The business of sustainability: McKinsey Global Survey results," Oct 2011, mckinsey.com
- Bernow, Sara, Klempher, Bryce and Magnin, Clarisee, "From 'why' to 'why hot': Sustainable investing as the new normal, Oct 2017, mckinsey.com
- Hozik, Michael, "Making the Green by Going Green: Increased Demand for Green Products and the FTC's Role in a Greener Future" Feb 2016 Georgetown Environmental Law Review

NJ Sustainable Business Registry

Online Directory for Sustainable Businesses in NJ




New Jersey Sustainable Business Registry
Save Money, Share Your Success, and Inspire Others

HOME ABOUT JOIN HERE REGISTERED BUSINESSES BUSINESSES MAP RESOURCES RESULTS AWARDS LOG IN REGISTER

River Horse Brewing Company

Business Information

Name of Organization: River Horse Brewing Company
Business Logo: 

Organization Type: Brewery
Business Description: River Horse Brewing Company is one of the largest craft breweries in New Jersey, focusing on great beer with fresh and natural ingredients. The brewery offers weekend tours and tastings, meanwhile gives back to the local community through beer and merchandise donations, and by hosting charity events.
Contact Person: Andrea Whaley
Title: Office Manager
Business Location: River Horse Brewing Company
2 Graphics Drive
08628 Ewing, NJ
United States
40° 16' 34.9572" N, 74° 47' 45.6144" W
Site map: Google Maps
Phone: 609-883-0890
Email: info@riverhorse.com
Number of Employees: 20
Website: www.riverhorse.com
Membership Date: Thursday, September 15, 2016

Management and Leadership

Identify Sustainability Leader
Description of Action: Chris Fallon is the lead of sustainability at River Horse. On a daily basis, Chris oversees efficiency and sustainability practices at the brewery.

Waste

Waste Recycling
Description of Action: Glass and cardboard recycling dumpster.

Energy

Renewable Energy
Description of Action: 8000 sq. ft. of solar panels on brewery roof.
Upload Document (PDF Only): [River Horse Brewery Solar Panels.pdf](#)

Water

Water Conservation
Description of Action: During the brewing process, cold water is used to cool boiled, un-fermented beer from 212 F to 70 F. This cool water is heated during the process and collected in our hot water tank for use in the next brew.
Gallons Saved: 800,000
Money Saved:

Learn More About Sustainability

- Tips & Resources
- Calculations
- News & Events
- Registered Businesses
- Full Results
- No Cost Consulting
- Contact NJSBR
- Webinars

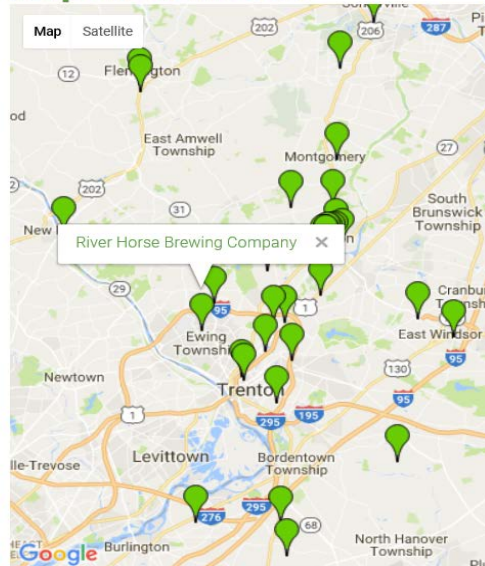


Businesses on the registry have met the qualifications for membership and maintain renewal on an bi-annual basis.

Membership Requirements:

- Share information about Five Sustainable Actions/Practices your business has adopted
- Identify One Cost Savings from a Practice
- Identify One Measurable Environmental Benefit from a Practice

Map of Businesses

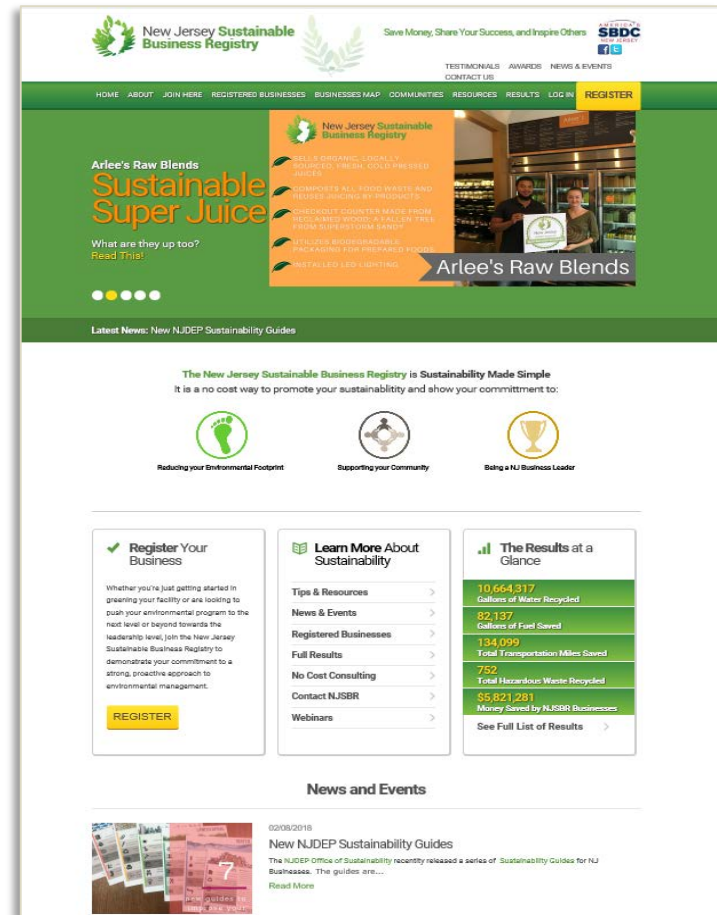


Goals of the NJ Sustainable Business Registry

1 Recognize and
Promote NJ
Sustainable
Businesses

2 Encourage all
NJ businesses
to adopt green
practices

3 Increase
Transparency for
NJ Consumers



SJ Green Business Recognition Action

Incentivizes Integration with the NJ Sustainable Business Registry

Provides more points to communities adopting the NJ Sustainable Business Registry as the criteria for Recognition

Why the Registry?


- Increased transparency
- Captures Metrics
- Provides baseline for comparison across towns
- Allows towns to focus on recruiting businesses, marketing and recognition events

Requirements

10 Points	Develop municipal criteria for participation and a marketing strategy to recognize local business participants. Program may be general, or sector specific. Promote program and have 2 businesses successfully participate.
20 Points	Adopt the New Jersey Sustainable Business Registry Program as the municipal criteria. Promote, assist and market to participating businesses – have 3 businesses successfully join the Registry.

Community Pages

Developed in collaboration with Sustainable Jersey to enhance connection with local sustainability and economic advocates and serve as an incentive for business participation



New Jersey Sustainable Business Registry


Save Money, Share Your Success, and Inspire Others

AMERICA'S SBDC NEW JERSEY

TESTIMONIALS AWARDS NEWS & EVENTS CONTACT US

HOME ABOUT JOIN HERE REGISTERED BUSINESSES BUSINESSES MAP COMMUNITIES RESOURCES RESULTS REGISTER

Communities




Fostering sustainable communities, one business at a time.

Community pages are your gateway into the green businesses and organizations in your neighborhood. All featured communities are certified Sustainable Jersey municipalities, who are working with their local business community to implement and promote sustainable business practices.

Learn more about what's happening in your community:

Learn More About Sustainability


- Tips & Resources >
- Calculations >
- News & Events >
- Registered Businesses >
- Full Results >
- No Cost Consulting >
- Contact NJSBR >
- Webinars >



Welcome to the Princeton Township community page! Here you will find a list of Princeton businesses that are committed to reducing their environmental footprint through implementing sustainability initiatives. Each business featured is officially recognized as a "Sustainable Business" by the NJ Sustainable Business Registry. Princeton Township, in partnership with Sustainable Princeton, also recognizes new members each year at a special municipal event.

Search Members by Category:

- Architecture & Construction
- Beauty & Spas
- Food & Drink
- Gifts
- Hospitality
- Nonprofit & Social Enterprise
- Printing & Design
- Real Estate

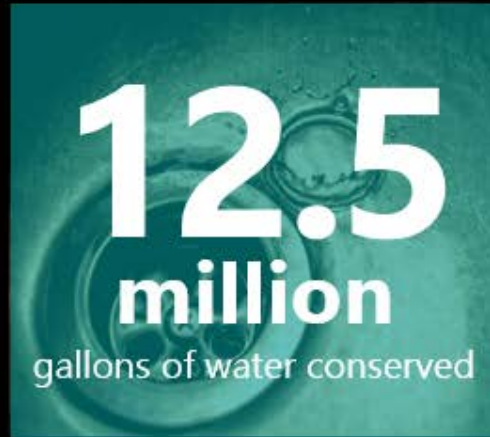


Welcome to the Montclair community page! Here you will find a list of Montclair businesses that are committed to reducing their environmental footprint through implementing sustainability initiatives. Each business featured is officially recognized as a "Sustainable Business" by the NJ Sustainable Business Registry and is also certified as a Sustainable Business Leader by the Montclair Green Business Program.

Search Members by Category:

- Architecture
- Food & Drink
- Higher Education

Our Members Make a Difference



Thank You!



Helaine Barr, AICP

New Jersey Department of Environmental Protection

Bureau of Energy & Sustainability

401 East State Street

Trenton, NJ 08625

(609) 633-1466

Helaine.Barr@dep.nj.gov





Water is a Green Business

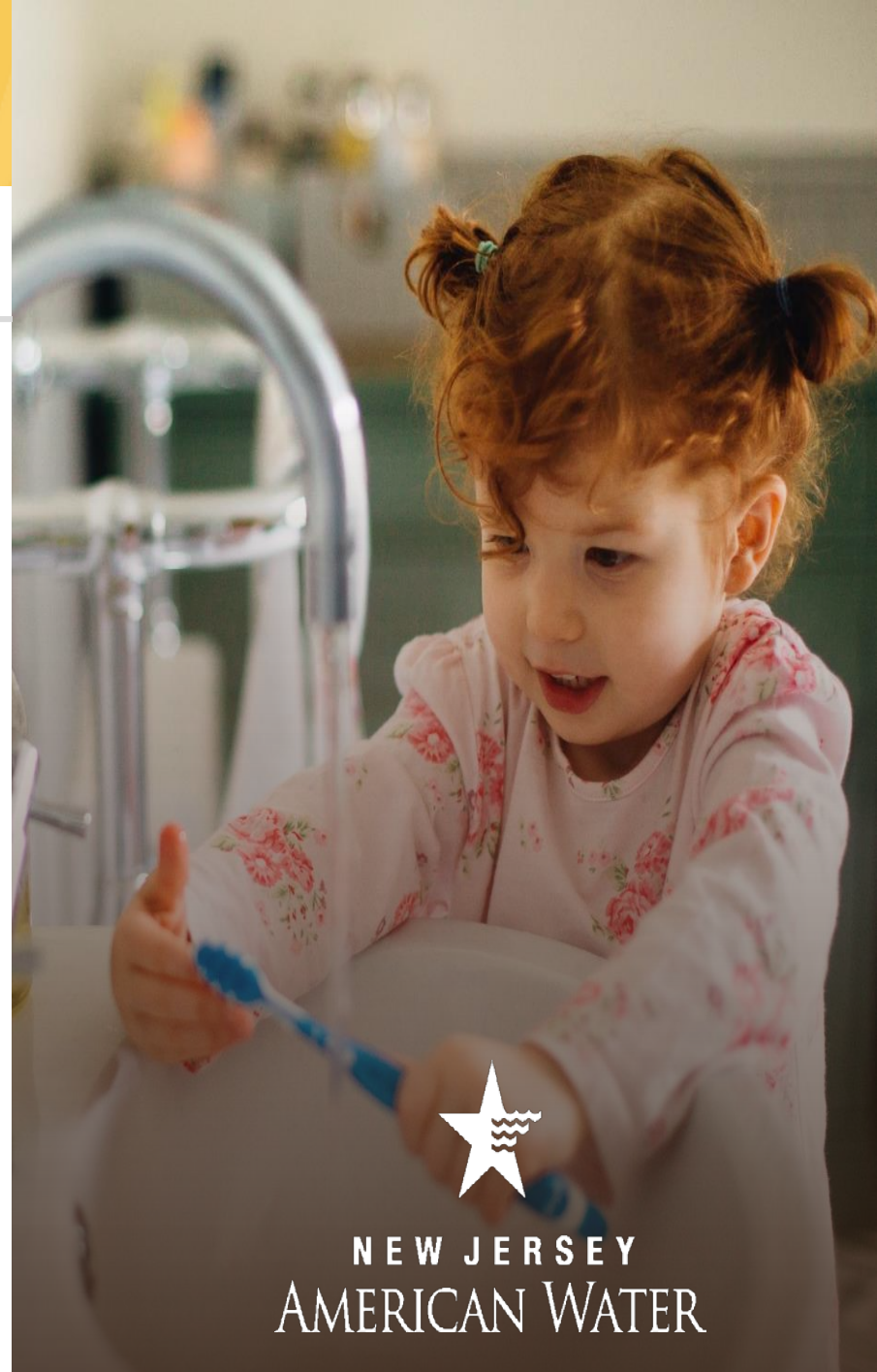


NEW JERSEY
AMERICAN WATER

WE KEEP LIFE FLOWING™

OUR COMPANY

- Subsidiary of American Water Works Co. Inc.
- Roots date back to early 1800s, Incorporated in 1915
- Largest regulated water and wastewater service provider in NJ
- More than 800 employees

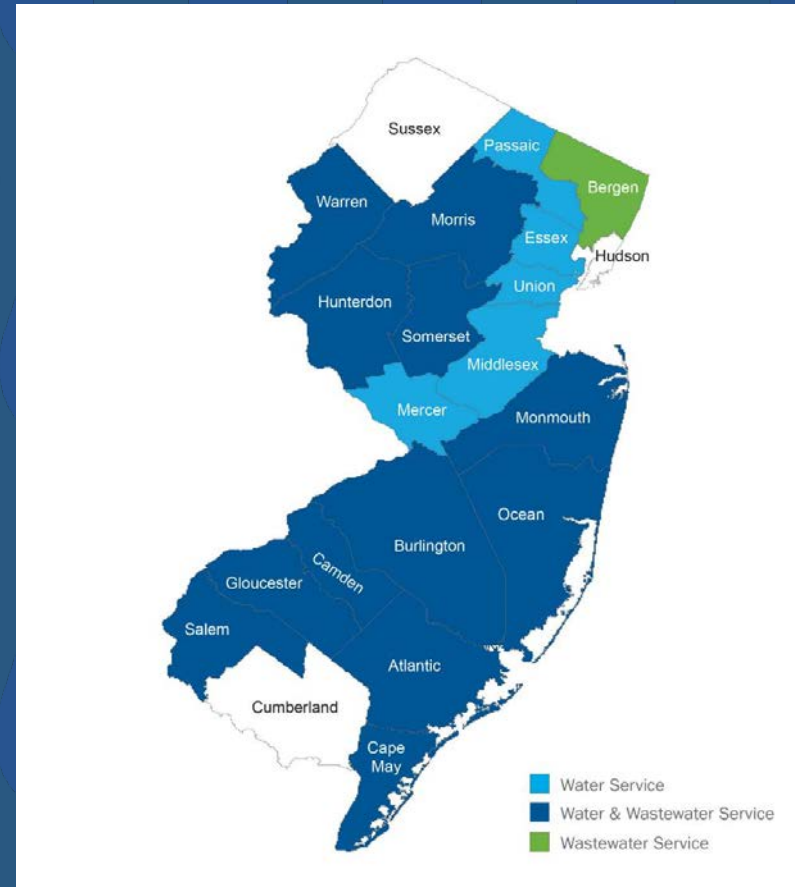


NEW JERSEY
AMERICAN WATER

OUR SERVICE AREA

WE SERVE

- Approx. 2.7 million people in 191 communities (1 out of every 3 people)
- 631,000 water customers:
 - 93% residential
 - 7% commercial and industrial
- 46,000 wastewater customers



NEW JERSEY
AMERICAN WATER

OUR WATER SYSTEMS



We serve 191 communities in the following counties:

- Atlantic
- Burlington
- Camden
- Cape May
- Essex
- Gloucester
- Hunterdon
- Mercer
- Middlesex
- Monmouth
- Morris
- Ocean
- Passaic
- Salem
- Somerset
- Union
- Warren

OUR INFRASTRUCTURE

SOURCE OF SUPPLY

- 72% surface water
- 23% groundwater
- 5% purchased water

TREATMENT FACILITIES

- **7 surface water plants**
 - 5 Directors Awards from the EPA's Partnership for Safe Water
 - Combined capacity: 350 MGD
- **247 wells** (combined capacity: 110 MGD)
- **20 wastewater plants** (combined capacity: 7.2 MGD)



TRANSMISSION & STORAGE

- 8,900 miles of water and sewer pipe
- 158 water storage tanks
- 121 water booster pumping stations
- 60 sewer lift stations



OUR WASTEWATER SYSTEMS



BERGEN COUNTY

- Oakland Twp. – Ramapo River Reserve

BURLINGTON COUNTY

- Mansfield Twp. (Mapleton) - Mansfield Farms; John Hydock Elementary School Northern Burlington School
- Homestead – County Walk

CAMDEN COUNTY

- Haddonfield Borough

CAPE MAY COUNTY

- Middle Twp. – Avalon Country Club
- Ocean City

GLOUCESTER COUNTY

- Elk Twp.

HUNTERDON COUNTY

- Bloomsbury Borough - Fawn Run
- Clinton Twp. - Brass Castle, Twin Oaks and Glen Meadows
- Tewksbury Twp. - Crossroads at Oldwick
- Union Twp. - Village Square and Lookout Pointe
- Tewksbury Twp. (Pottersville) Brass Castle

MONMOUTH COUNTY

- Howell Twp. (Adelphia)
- Upper Freehold Twp. – Four Seasons & Beacon Hill Clubhouse

MORRIS COUNTY

- Chester Twp. – Four Seasons
- Jefferson Twp. – Jefferson Peaks
- Mount Olive Twp. – Country Oaks & Morris Chase

OCEAN COUNTY

- Lakewood
- Plumsted Twp. – Jensen’s Deep Run

SOMERSET COUNTY

- Hillsborough Twp. – Hillsborough Chase

WARREN COUNTY

- Washington Twp. - Hawk Pointe





NJ's INFRASTRUCTURE REPORT CARD



DRINKING WATER



Much of New Jersey's drinking water infrastructure has now aged significantly and has not received adequate capital spending for a long time. The ability of these systems to provide adequate services is threatened by age, lack of reinvestment, and a short-term focus.

New Jersey will need to overhaul a lot of its existing drinking water infrastructure in the next two to three decades.



WASTEWATER

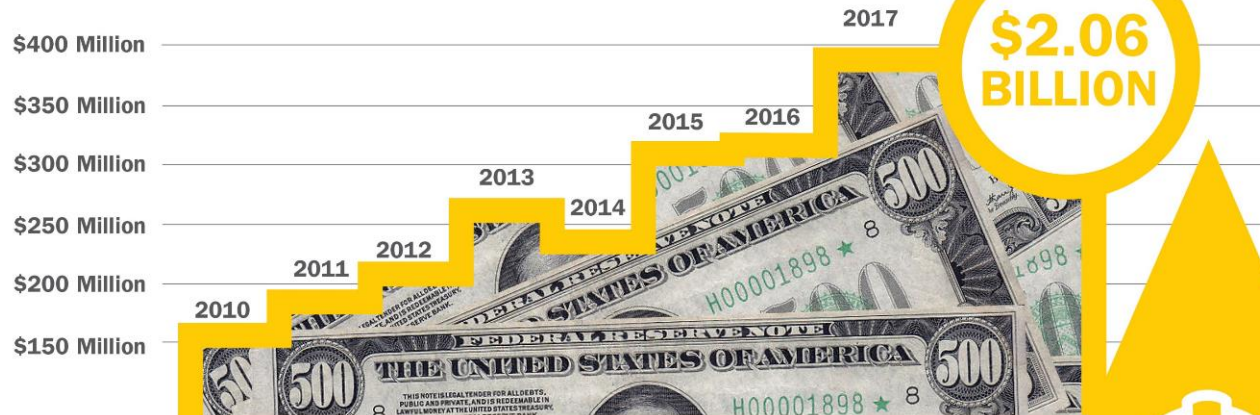


National studies and anecdotal evidence indicate that New Jersey wastewater infrastructure has not received adequate capital spending for many years. While some improvements have been made, progress on improving wastewater infrastructure has been offset by new and continued problems. Much of New Jersey's existing wastewater infrastructure will need to be overhauled in the next two to three decades, along with billions of dollars for control of combined sewer overflows.



WE'RE INVESTED IN NEW JERSEY

MAKING NEEDED CAPITAL INVESTMENTS ACROSS NEW JERSEY



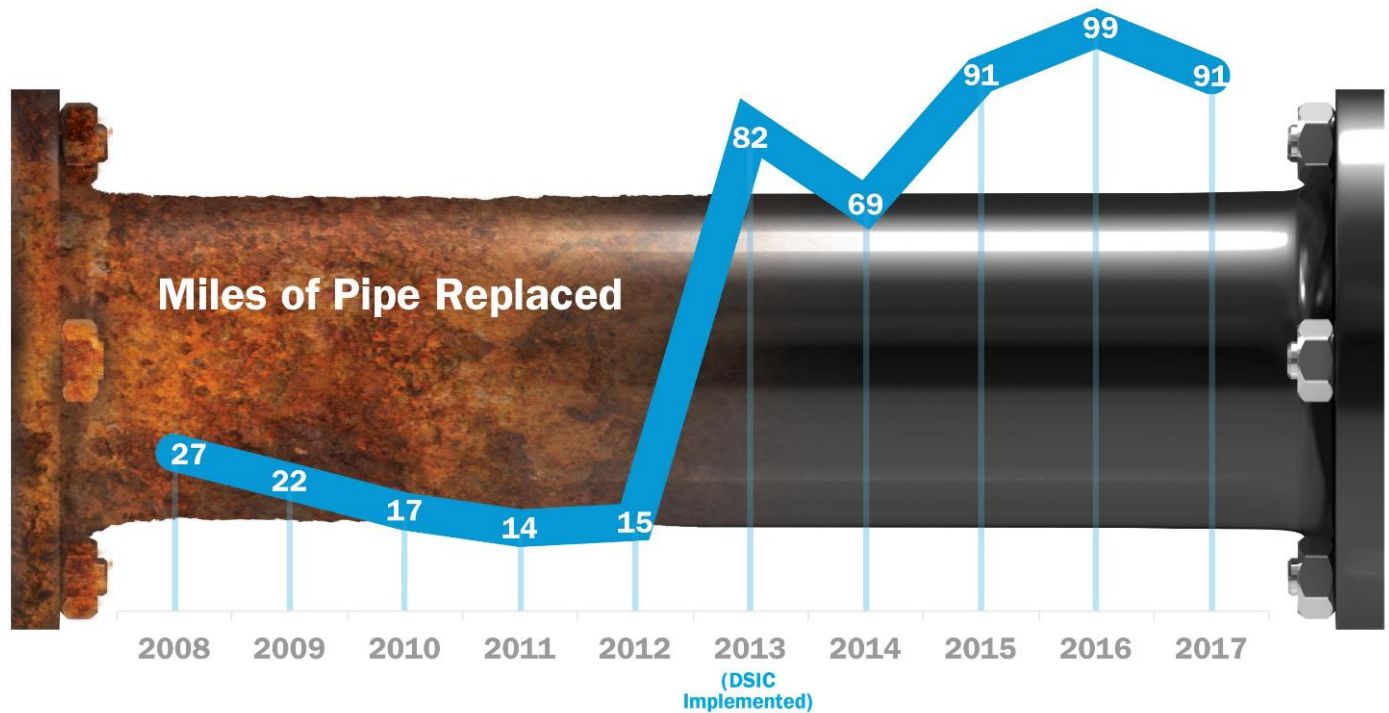
CAPITAL INVESTMENTS

New Jersey American Water invested more than \$2.06 billion for system improvements since 2010.



OUT WITH THE OLD

We've replaced 527 miles of main since 2008.



Water Quality Accountability Act Compliance



On July 21, 2017, the Water Quality Accountability Act (WQAA) was signed into law – setting new operational standards for all water utilities across the state of New Jersey. The overall goal is to “improve the safety, reliability and administrative oversight of water infrastructure.”

The WQAA sets a new standard of requirements for areas such as:

- Asset Management
- Water Quality Reporting
- Hydrant and Valve Maintenance
- Cybersecurity
- Notice of Violation and Remediation



WHAT ARE THE NEW REQUIREMENTS UNDER THE WQAA?

- 1. Asset Management:** The WQAA requires purveyors of public water, like New Jersey American Water, to create and implement an asset management plan designed to inspect, maintain, repair and renew its infrastructure.
- 2. Hydrant & Valve Maintenance:** Purveyors are also required to routinely inspect, maintain and repair valves and fire hydrants throughout the system. Additionally purveyors are required to obtain GPS coordinates for these assets.
- 3. Cybersecurity Program:** Purveyors that utilize Internet connected control systems are required to create a formal cybersecurity program, in accordance with requirements established by the New Jersey Board of Public Utilities (BPU).
- 4. Mitigation Plan for Safe Drinking Water Act Violations:** As a supplement to the Safe Drinking Water Act, purveyors who exceed a certain number of violations within any 12-month period are required to submit a formal mitigation plan to show how the specific violation will be addressed and a timeline for implementation of the plan.

NEW JERSEY AMERICAN WATER'S CERTIFICATION

In accordance with WQAA guidelines, New Jersey American Water has submitted certifications for all 17 of its systems that serve more than 500 service connections to the State of New Jersey. Those systems include:

- Atlantic County (Atlantic County)
- Belvidere (Warren County)
- Cape May Courthouse (Cape May County)
- Delaware River (Burlington County)
- Harrison (Gloucester County)
- Homestead (Burlington County)
- Little Falls (Passaic County)
- Logan (Gloucester County)
- Monmouth (Monmouth County)
- Mount Holly (Burlington County)
- Ocean City (Cape May County)
- Short Hills (Essex County)
- Penns Grove (Salem County)
- Raritan (Union County)
- Shorelands (Monmouth County)
- Union Beach (Monmouth County)
- Washington/Oxford (Warren County)



QUALITY. ONE MORE WAY WE KEEP LIFE FLOWING.



LEARN MORE

Mary Campbell
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Manager,
Business Development
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11/2018

Overseen by our Vice President of Operations, New Jersey American Water professionals responsible for the processes relevant to the requirements of the certification examined each requirement at their designated system and certified compliance with those requirements. Completed certifications were submitted to the state in October 2018.

As reflected in the certification submissions, New Jersey American Water is compliant in the following areas, as required by the Department of Environmental Protection – Division of Water Supply & Geoscience:



COMPLIANCE REQUIREMENT	YES	NO
FEDERAL SAFE DRINKING WATER REGULATIONS	✓	
NEW JERSEY SAFE DRINKING WATER REGULATIONS	✓	
LICENSING OF WATER SUPPLY & WASTEWATER OPERATORS	✓	
WATER SUPPLY ALLOCATION PERMITS	✓	
WATER QUALITY ACCOUNTABILITY ACT*		
Hydrant & Valve Maintenance: New Jersey American Water has routinely inspected and maintained valves and fire hydrants throughout our system.		
Violations & Mitigation: New Jersey American Water has no systems with an NOV that requires a mitigation plan.		
Infrastructure Improvement Investment: New Jersey American Water completes regular long-term comprehensive planning studies that drive our capital investments. We have a long track record of planning and managing needed system improvements. Each one of the individual systems as identified is on track with completion of an updated Asset Management Plan as required by the WQAA by April of 2019.	✓	

*Several elements of the WQAA have phased in compliance timelines over the next four years. The above requirements were due on October 1, 2018.

All certifications were further supported by the inspection results of the annual New Jersey Department of Environmental Protection Water Supply Sanitary Survey and New Jersey American Water's own internal auditing process.

New Jersey American Water not only meets the certification criteria, but has also implemented various internal corporate safety and efficiency standards that go beyond what the WQAA requires. This reinforces our commitment to the safe and reliable delivery of quality water service to all of our customers around the state.

LEARN MORE

- **New Jersey American Water:** newjerseyamwater.com, Under Water Quality, select Water Quality Accountability Act
- **New Jersey Department of Environmental Protection:** www.state.nj.us/dep/watersupply/g_reg-wqaa.html



QUALITY. ONE MORE WAY WE KEEP LIFE FLOWING.



Environmental Stewardship

Key sustainability goals established by American Water:

- Reduce GHG emissions by 40% by 2025
- Reduce annual water use by 3.5 billion gallons through conservation efforts
- Prioritize R&D efforts in water quality and technology

Renewable Energy

- Solar installations at four surface water treatment facilities and two groundwater treatment facilities
- Over 3 million kWh of solar energy annually in the past four years, reducing CO2 emissions by more than 5,000 metric tons total.

Minimizing Water Loss

- Detecting and fixing leaks before they become large breaks
- 17 percent lost water average, compared to state averages of 25-30 percent.

Maximizing Efficiency

- Pump replacement and pressure management to increase efficiency





We're making a splash

Move with us to **One Water Street**



AMERICAN WATER



Community Outreach and Education

- Speaking engagements
- Community fairs and festivals
 - Puddles Water Van
 - Tabling
- Plant Tours
- Partnerships
 - Hopeworks
 - Future City Competition
 - Scholastic
 - Clean-ups, Volunteer engagement
- Grants
 - Environmental Grant Program
 - Firefighter/Emergency Responder Grants
 - Toughbook donations



newjerseyamwater.com/community



A Partnership with Purpose

Since 2011, New Jersey American Water has had a great partnership with Scholastic creating a math and science program educating students on the value of water.

- Updated the go-to portal for teachers that house all program information including:
 - Lesson plans and activities
 - Poster teaching guide
 - Video clips
 - Interactive and educational games
- Over 8,000 teachers kits were mailed throughout New Jersey American Water's service territory.



Visit www.scholastic.com/njaw to Learn More



Free Educational Resources

- New Jersey American Water & Scholastic Partnership: www.scholastic.com/njaw
- Water Information Center located on New Jersey American Water website
- Water Basics Book – available online (<http://bit.ly/waterbasicsbook>) and in print. For printed copy request, please email puddles@amwater.com.
- Wise Water Use Tips: <https://amwater.com/njaw/water-information/wise-water-use>
- Detecting Leaks (English & Spanish): <https://amwater.com/njaw/water-information/detecting-leaks>
- Watershed Protection Tips: <https://amwater.com/njaw/water-information/watershed-protection>
- Water Treatment (How a treatment plant works) <https://amwater.com/njaw/water-quality/water-treatment>
- Lead & Drinking Water: <https://amwater.com/njaw/water-quality/lead-and-drinking-water>



QUESTIONS

Denise Venuti Free

Director of Communications & External Affairs

New Jersey American Water

856-782-2316

Denise.Free@amwater.com



NEW JERSEY
AMERICAN WATER

THANK YOU

Prout Funeral Home



Robert Prout, Director

STAR-LEDGER

FRIDAY, JUNE 18, 2004

shop owner

y mask the gunshot noise from the neighbors, police said. When Jason Monsell returned, his father was dead and his mother was covered in blood, police said.

Patricia Monsell showered, changed clothes and left the house to dispose of the evidence, police said. Phone records show she and her son spoke 46 times by cell phone during a 24-hour span following the shooting, police said.

Patricia Monsell then arranged to meet up with Jason Monsell and her daughter, Jennifer Monsell, 26, at a local theater to watch "Taking Lives," a movie about a serial killer. When Patricia and Jennifer Monsell returned to the Bridgewater home, they called 911, police said.

Jennifer Monsell has not been implicated in her father's death. In addition to murder and weapons offenses, the indictment yesterday against Jason Monsell included charges of hindering apprehension, obstruction of justice and false swearing.

999

d can't days."

v400

999

will in rebate with



Solar panels have resulted in a 40 percent electricity cost savings for homeowner and state BPU Commissioner Connie Hughes.

Power to the people and then back again

Solar panels generate plenty of electricity

BY JOE TYRRELL
STAR-LEDGER STAFF

In state government, you can never have too much power, so utility Commissioner Connie Hughes is generating some at home.

Taking advantage of improved technology and the state's own rebate program, Hughes of the state Board of Public Utilities and her husband Jim had solar panels installed across the roof of their East Amwell home five weeks ago.

Bringing the power of the sun down to the domestic level, they have already cut the utility bill for their largely electric house by 40 percent from last year. In a larger sense, they are highlighting the state incentives intended to "transform" the energy marketplace.

"When we built this house in 1986, we had it designed as a passive solar home," with two stories of south-facing windows to let in the rays, Hughes said. "We would have liked to install solar panels, but it wasn't cost-effective then."

But that has changed so much that Hughes can point to a set of utility meters on her outside wall that can spin backward as well as forward. Along with another array in her basement, they show that at times, the house generates more electricity than it uses. Such surpluses go to the power grid, bringing reimbursement from Jersey Central Power & Light.

That's just one of the provisions that enable the Monsells to

shine fell on them, you got 60, 70 watts of electricity," he said. "Now, they're 14 percent efficient, some, 16 percent."

The difference, he said, is the involvement of major Japanese manufacturers, such as Sharp Electronics, which produces the panels used at the Hughes home.

New Jersey's initiative may accomplish the same thing on the consumer side, said Colin Murchie, director of government affairs for the Solar Energy Industry Association in Washington, D.C.

Solar power worldwide has gone from less than 100 megawatts in 1996 to 750 last year, he said. But there have been only a few spots on the globe where it is a significant alternative to fossil fuels, he said.

"Worldwide, the leaders in residential solar energy have been Germany, Japan and California," he said, but in the space of three years, "it's now Germany, Japan, California and New Jersey."

Simply by changing government policy, the state "is creating a solar industry in New Jersey really out of nowhere." The 171 customers who have taken advantage of the rebate program since 2001 represent the majority of New Jerseyans with solar power, he said.

Across the country, there are "tens of thousands" of small residential solar systems, said Brad Collins, a spokesman for the American Solar Energy Association of Boulder, Colo., an engineering and

June 2005



June 2005



June 2005



June 2005





2009



Natural Burial

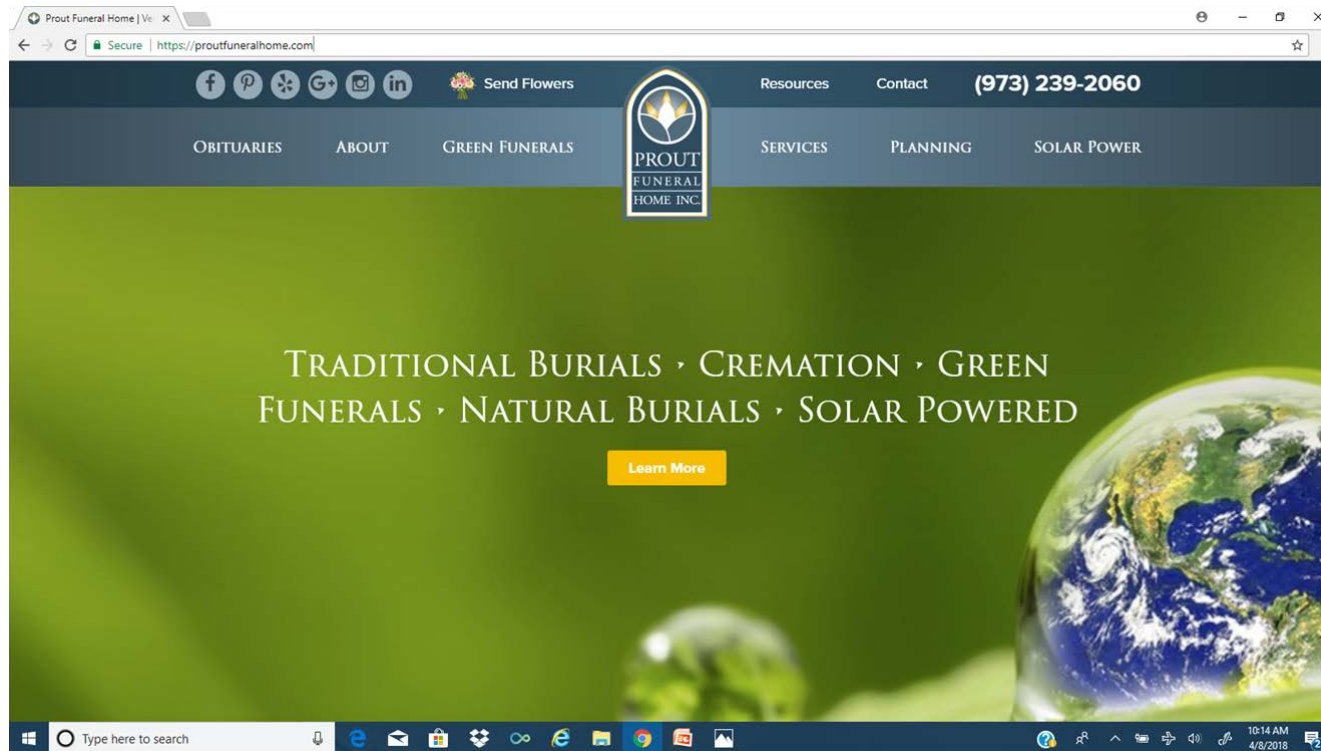


Natural Burial





Thank you...and let folks know!



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Township of Montclair

A large, vibrant green leaf with a detailed vein structure is centered on a white background. The leaf is oriented vertically with its stem pointing downwards. Overlaid on the leaf is the text "This is a Certified Montclair Green Business" in a white, serif font. The words "Green" and "Business" are significantly larger and bolder than the others.

This is a
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**Green
Business**

Montclair Green Business Recognition Program

General “green” practices are recognized by taking simple actions across several sustainability categories. Participants must fulfill (or pledge to fulfill) a number of steps selected from the Green Business Actions List:

- Waste Management
- Water Conservation
- Green Building and Landscaping
- Transportation
- Pollution Reduction
- Social Responsibility
- Commitment to Local Economy
- Goals and Reporting for: Green Business Leaders (*NJ Sustainable Business Registry*)



The Montclair Office of Environmental Affairs
and The PSEG Institute for Sustainability Studies

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2018

GRAY RUSSELL
MONTCLAIR SUSTAINABILITY OFFICER



Culture Couture, Montclair, NJ



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Made in USA * Cottage Industry



Thank you!

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Borough of Red Bank



Dear Business Owner,

Welcome to the Red Bank Green Business Recognition Program. I am pleased to honor the role your business plays in improving the environment and health of our municipality. In 2007, I signed the US Mayor's Climate Protection Agreement in recognition of the unprecedented challenge that climate change poses to our community and to the world. The challenge is great, but not insurmountable. I believe that we can have substantial impact here at the local level- not just as citizens but as businesspeople, as families, and as members of a resilient community. It is critical that we take every opportunity to minimize our environmental impact, and thereby encourage our neighbors to do the same. Our future rests on the integration of "triple bottom line" values into our thoughts and actions. Thank you for making this noble effort a priority for your business.



Pasquale Menna, Esq.
Mayor, Red Bank Borough

Program Overview

- Based on NJSBR participation and criteria
- Initial outreach focused on local business groups
 - Red Bank Business Alliance and RiverCenter (SID)
- Partnered with NJDEP to work with businesses



Use social media to promote and “nudge”



Red Bank Environmental Commission

August 2, 2017 · 🌐

When Howard at [The Spice & Tea Exchange of Red Bank](#) gets packing peanuts he doesn't throw them away. Alan at [Hobbymasters](#) takes them and reuses them for shipments! We love our business community and the ways they connect with one another. Pictured: Left: Howard opening a new package at The Spice & Tea Exchange on Monmouth Street. Right: Alan of Hobbymasters on White Street holds up two large bags of packing peanuts he picked up from Howard. [#Community](#) [#Reuse](#) [#Recycle](#) [#RedBank](#)

Key Takeaways

- Unite various stakeholder groups in the community
- Official recognition by borough leadership
 - Mayor & Council
- Seek outside resources and opportunities
- Cross-promote environmental efforts



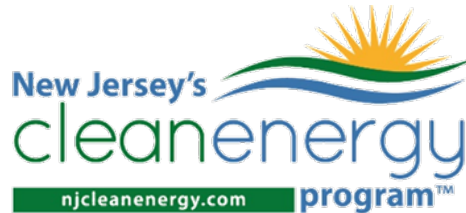
Thank you!

- Kate Triggiano, Red Bank Environmental Commission & Green Team
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