Green Team 2.0

Building Your Capacity & Promoting Your Team

March 4, 2020
Presenter

Samantha A. McGraw
Program Manager
Agenda

1. Green Team 101
2. Recruiting, Training & Retaining Volunteers
3. Promoting the Work of Your Team
4. Staying Active During Transitions
5. Pros and Cons of Starting a 501©3 Non-Profit

**Much of the discussion is based off the results of a survey completed by 46 certified New Jersey municipalities**
Green Team 101
Can your green team be an existing body within the municipality?

YES!!!
# Municipal Green Team Candidates

<table>
<thead>
<tr>
<th>Department</th>
<th>Responsibilities</th>
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</thead>
<tbody>
<tr>
<td>Agriculture &amp; Open Space</td>
<td>• Food, Natural Resources</td>
</tr>
<tr>
<td>Arts &amp; Recreation</td>
<td>• Arts &amp; Creative Culture, Community Education &amp; Outreach, Health &amp; Wellness (earn up to 25 points for Building Healthier Communities)</td>
</tr>
<tr>
<td>Department of Public Works</td>
<td>• Waste Management (earn up to 60 points for recycling non-mandated materials, Clean Communities Funding, NJDEP Recycling Tonnage Grant Funds)</td>
</tr>
<tr>
<td>Economic Development</td>
<td>• Local Economies</td>
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<tr>
<td>Environmental Commission</td>
<td>• Community Education &amp; Outreach, Natural Resources (contact ANJEC for resources to support Environmental Commissions)</td>
</tr>
<tr>
<td>Health &amp; Welfare Boards</td>
<td>• Health &amp; Wellness</td>
</tr>
<tr>
<td>Historic Preservation</td>
<td>• Land Use &amp; Transportation</td>
</tr>
<tr>
<td>Planning &amp; Zoning</td>
<td>• Brownfields, Energy, Green Design, Land Use &amp; Transportation, Natural Resources, Sustainability &amp; Climate Planning</td>
</tr>
<tr>
<td>Shade Tree Commission</td>
<td>• Natural Resources</td>
</tr>
</tbody>
</table>
Other Green Team Candidates

- Academic Institutions
- Civic Organizations
- Faith-Based Groups
- Volunteers/Interested Citizens
- Local High School Alumni home for the summer or other school students
- Neighboring municipalities
Working with your School Green Team

- Anti-Idling Programs
- Community Education & Outreach
- Civic & Stewardship Volunteer Initiatives
- Green Challenges
- Green Fair/Green Your Green Fair
- Pedestrian and Bicycle Safety & Promotion Initiatives
- Safe Routes to School District Policy
- School Travel Plan for Biking and Walking
- Community Asset Mapping
- Recycling Non-Mandated Materials
- Waste Audit

Download the Sustainable Jersey for Schools Brochure [here](https://example.com/)

Tag Team Action Partners

These are some of MANY organizations that can help with actions. View the **Resources** section of all actions for more information.

Also consider:

- [Transportation Management Associations](#)
- [Recycling Coordinators](#)
- Local boy/girl scout troops

<table>
<thead>
<tr>
<th>NJ Prevention Network</th>
<th>ANJEC</th>
<th>NJ Bicycle &amp; Pedestrian Resource Center</th>
<th>Rutgers Cooperative Extension</th>
<th>Watershed Ambassadors</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Prescription Drug</td>
<td>• Sustainable Land Use Pledge</td>
<td>• Complete Streets</td>
<td>• Food</td>
<td>• Water-related actions</td>
</tr>
<tr>
<td>• Anti-Idling</td>
<td>• Natural Resources Inventory</td>
<td>• Bicycle and/or Pedestrian Plan</td>
<td>• Green Infrastructure</td>
<td>• Tree planting</td>
</tr>
<tr>
<td></td>
<td>• Environmental Commission &amp; Site Plan Review</td>
<td></td>
<td>• Water Conservation Education</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Single-Use Plastics</td>
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**Helpful Hint**

Look at the “Who Should Lead and Be Involved,” “Project Costs and Resource Needs,” and, “Resources” sections of the action you are completing.
Green Team Questionnaire Responses

Insight from 46 certified towns
What do Green Teams Look Like?

- Different for each town
- Most had at least one municipal rep and one volunteer on the team
- Consider having “green team friends”
Has your Municipal Green Team Undergone Leadership Change?

- No: 59%
- Yes: 41%
Navigating Green Team Leadership Change

- Establish co-chairs
- Develop a plan
- Partnerships with other municipal/community groups
- Stay active by
  - Remembering the cause/mission
  - Having an energizing vision
  - Building a winning team spirit – ice breakers
Strategies to Recruit, Train & Retain Volunteers

1. Recruit
   - Word of mouth
   - Events, farmers markets
   - Bring a friend
   - Online platforms (ex. [Ewing Twp Volunteer Application](#))
   - Community groups
   - Department announcements/recommendations
Strategies to Recruit, Train & Retain Volunteers

- **Train**
  - Develop a “welcome packet”

- **Retain**
  - THANK YOUR VOLUNTEERS & share credit for accomplishments
  - Encourage members to find their passion
  - Provide regular program content training – Sustainable Jersey Regional Hubs
  - Make meetings accessible

**Princeton Community Works Conference**
Annual educational conference in January for nonprofit boards, staff and volunteers
Sharing Information While Working on Certification

Google Drive  Dropbox  Freedcamp  Slack

Other Options:
• Basecamp
• Monthly meetings/calls – Free conference line services available
Is the Work of the Green Team Promoted in Town?

- Green team needs to be its strongest advocate
- Develop communications plan template
- Speak regularly at council/staff meetings
- Banners hung in City Hall
- Certification plaque displayed in town hall
- Postcards mailed to residents

83% Yes
What are the Benefits?

- Town pride
- Save Money/Reduce Energy Consumption
- Increased attendance at green fairs, interest in green team work
- Better working relationship with town and schools
- Proposals receive more weight with municipal officials (credibility)

**Access to grants**

- Contributing to the overall carbon footprint reduction goals for the state of New Jersey
- Action documentation is useful for other honors, certifications, and grant applications.

Bloomfield Township receiving a 2018 PSEG $10k grant.
Spotlight

Washington Township (Gloucester)
$2,000 Sustainable Jersey Grant
• 2017 grant for green team capacity building and water conservation education

• Promotional items purchased/created: display board, table cover, banners, reusable totes, seed-card bookmarks with their logo.

• 40 people signed up to learn more
• Updated Water Conservation Guide

• Sustainable Washington Township Brochure

Washington Township receives bronze recertification

Council Vice President Sean Longfellow announcing new Water Conservation Education Guide during televised council meeting
Green Team Swag

- Business cards
- Cinch sacks/reusable bags/earth-friendly jute tote with town logo
- Coloring books about recycling
- Hats
- Poster displays
- Recycled pens w/logo
- Recycled rubber jar grippers
- Table skirt w/logo
- Window cling
Green Team
Nonprofits

Things to consider
- How will this benefit your cause?
- How will you raise your money?
- Will it be a membership or non-membership organization?
- Who will be on your Board of Directors/Trustees?
- Who will run the non-profit – volunteers or staff?
- Restrictions on lobbying activities
- Barred from political campaign activities

Visit The [Center for Nonprofits](#) for more information

NJ Nonprofits
- Go Green Galloway
- Sustainable Lawrence
- Sustainable Princeton
- Sustainable South Jersey
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>May 17</td>
<td>Initial Application Deadline • Indicate actions you plan to earn credit for by marking “Completed”</td>
</tr>
<tr>
<td>Early-July</td>
<td>First round review comments provided</td>
</tr>
<tr>
<td>September 11**</td>
<td>Revision deadline to be eligible for recognition at the 2020 Sustainable Jersey Luncheon during the NJLM Conference</td>
</tr>
<tr>
<td>Mid-October</td>
<td>Second round review comments provided</td>
</tr>
<tr>
<td>November 22</td>
<td>FINAL application deadline</td>
</tr>
<tr>
<td>Mid-December</td>
<td>Final decision on pending applications</td>
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**NOTE:** If the majority of your actions do not have documentation, only mark enough actions completed to meet the minimum requirements for bronze certification. Additional actions can be added throughout the cycle.
New Website
Need Funding? Sustainable Jersey Grants Available
Applications due Friday, February 14, 2020

Sustainable Jersey Municipal Certification Program

80% of municipalities are participating and 85% of NJ's population lives in these communities

437 Participating Municipalities
205 Certified Municipalities
15,218 Actions Approved

152 Bronze Certified
53 Silver Certified
1 Total Gold Stars Awarded

View participating communities and their supporting documentation for certification.
Municipal Dashboard

Listed below is the municipal account(s) for which you are an identified user. To gain access to additional accounts, you must be invited by a current user.

Need Help?

If you have questions about what to do next now that you have access to your municipal dashboard, download and review the Application User Guide or visit the FAQs page.

If you have additional questions contact us at info@sustainablejersey.com or 609-771-2938.

Test Muni

- Update Application
  Update your existing certification application

- Update Gold Star Application
  Update your existing Gold Star application

- Update Municipal Profile
  Update the primary contact, secondary contact, and certification report "introduction"

- Manage Municipal Users
  Manage municipal owners and contributors

- Download Resolution
  Click to download the municipal resolution
### Test Muni Certification Application

**Status:** SUBMITTED  
**Reviewer Feedback:** 0 comments

#### Search Actions

Type in a word(s) to identify all actions with that word(s) in the title

- Planned
- Completed
- Must Revise
- Not Approved
- Approved
- Expired
- Mandatory
- Priority

To identify actions by status, check the desired box or boxes above. The Action Totals box at right will also reflect only those actions selected. Click on the Clear Search button to return to the full action listing.

#### Animals in the Community

#### Arts & Creative Culture

#### Brownfields

#### Community Partnership & Outreach

#### Diversity & Equity

#### Emergency Management & Resiliency

#### Energy

#### Food

### Certification Criteria

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Required</td>
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<tr>
<td>Priority</td>
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<tr>
<td>Points</td>
<td>150</td>
</tr>
<tr>
<td>Categories</td>
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</table>

**Show requirements for:**

- BRONZE
- SILVER

### Action Totals

- (Completed, Approved)
2020 Census Complete Count Initiative
Why An Accurate Census Count is Important

$23 billion in federal funding for New Jersey depends on Census counts, like SNAP, transportation planning, Environmental Programs, and more.

Two fewer representatives in Congress and two fewer electoral votes than in 1990.

Important to improve the count, especially in hard-to-count communities, across the state for full representation so communities can plan and manage public goods.

Information annotated from Advocates for Children of New Jersey
Role of Green Teams & Getting Started

As a trusted community voice, green teams can help improve participation rates by sharing information about the importance of an accurate and complete count.

Get Started!
• Download the flyer
• Work with or establish a Complete Count Committee
• Become a Census Partner
• Review Advocates for Children of New Jersey’s Census Ambassador Toolkit
Earning Sustainable Jersey Points

**Community Education & Outreach**: Census 2020 outreach efforts performed by municipal elected or appointed officials and/or staff or green team volunteers.

**Innovative Community Project**: Implement a comprehensive Census 2020 education and outreach effort that includes multiple communications strategies and establishes a site, referred to as Census Kiosk, where people can complete the census.

**Census Webinar**
Recording and presentation are available on the Sustainable Jersey [website](http://www.sustainablejersey.org).
Upcoming Event & Technical Assistance Opportunity
Registration Opens this Week!
2020 New Jersey Sustainability Summit

Friday, June 12, 8:00am – 4:30pm
Bell Works, Holmdel, NJ
FREE Technical Assistance for Energy Initiatives

Environmental Defense Fund Fellows

Sustainable Jersey is partnering with the Environmental Defense Fund (EDF), New Jersey Natural Gas (NJNG) and Jersey Central Power & Light (JCP&L) on a program to assist municipalities and school districts with energy initiatives. The program provides FREE direct technical assistance to improve building performance through energy efficiency analysis, planning, and upgrades. A highly qualified and trained EDF Fellow will work onsite for 9 to 10 weeks in the summer of 2020. Applicants must be in the NJNG or JCP&L service territory.

Application Deadline: Wednesday, April 8, 2020 at 11:59pm
Sustainable Jersey Support

• Technical Support
  – **Maureen Jones:** 609-771-2938; info@sustainablejersey.com

• View Upcoming Events & Trainings

• Attend Regional Hub Meetings in Your Area
  – Contact **Lauren Skowronski,** skowronl@tcnj.edu or 609-771-3129

• Follow Sustainable Jersey on Facebook, Twitter, Instagram and LinkedIn
Thank You!