



Fall 2018

Municipalities Certified: 210, Participating: 448 ♦ Schools Certified: 242, Participating: 819 ♦ Districts Participating: 319

## SUSTAINABILITY IN ACTION: SIX SUCCESS STORIES

### Hightstown Borough Forges an Artistic Town Identity (Mercer County)

Hightstown Borough established the [Hightstown Cultural Arts Commission](#) to encourage artistic awareness, participation and expression. The Cultural Arts Commission developed a Public Art Master Plan and Hightstown's Planning Board adopted it as part of the Boroughs Municipal Master Plan. Included in the plan is a requirement that a percentage of all redevelopment efforts be dedicated to the inclusion of public art. The purpose of the Hightstown Cultural Arts Commission is to identify and promote Hightstown's creative potential. Over the past two years, the commission has worked with the greater community to establish pop-up art galleries throughout the Borough and dramatic arts and theater performances with children of all ages at the local parks. Hightstown Borough completed four of the Sustainable Jersey Arts and Creative Culture actions to achieve silver-level certification: [Creative Assets Inventory](#), [Establish a Creative Team](#), [Municipal Commitments to Support Arts](#) and [Creative Culture and Utilizing Your Creative Assets](#). Learn more in the [Hightstown Borough certification report](#).



### Lambertville City Helps Businesses Improve Energy Efficiency (Hunterdon County)

In 2011, the City of Lambertville converted its municipal facilities to more energy efficient practices and equipment under the [Direct Install](#) component of [New Jersey's Clean Energy Program](#), with an estimated saving of \$10,000 in the first year. Because the program worked well for the City, they implemented an outreach program to promote the Direct Install program to local small businesses. Direct Install will pay for up to 70 percent of the cost to do energy savings upgrades to buildings. It provides a free, no obligation energy assessment and a participating contractor to work with the business to cut the facility's energy costs by replacing lighting, HVAC and other outdated operational equipment with energy efficient alternatives. As of June 2018, 7,840 projects across New Jersey have been completed with approximately \$170 million in incentives paid. Lambertville City sent a letter from the mayor to all of the small businesses in town and the Chamber of Commerce shared the information with their audience. Lambertville City is strengthening the local economy by helping to reduce small business' operating expenses and reducing the community carbon footprint at no cost to local taxpayers. Lambertville City received ten points toward their Sustainable Jersey certification application with this outreach because it satisfies the action: [Commercial Energy Efficiency Outreach](#).



## Eight Towns Join to Form Friends Along the Mullica (Atlantic County)

The Mullica River Watershed's natural and historic resources are fragile. Eight towns on the Atlantic County side of the Mullica River have come together to build local awareness and appreciation of the Mullica River with a goal to protect the region. The collaboration, called Friends Along the Mullica, will include: Absecon, Atlantic City, Brigantine, Egg Harbor City, Galloway, Hammonton, Mullica Township and Port Republic. Using a Sustainable Jersey grant awarded to the [Atlantic-Cape May Sustainable Jersey Hub](#), the towns will present educational opportunities regarding interaction with the Mullica River, its tributaries and associated water features. These towns share common challenges from climate change, wetlands loss, stormwater issues, invasive plants, wildlife management and habitat, litter, illegal dumping, damage from off-road vehicles and more. Partners in the project will include Rutgers University Marine Field Station, New Jersey Department of Environmental Protection, the U.S. Fish and Wildlife Service, Stockton University, the Edwin B. Forsythe National Wildlife Refuge, the Jacques Cousteau National Estuarine Research Reserve Foundation, the Audubon Society, the Native Plant Society of New Jersey and more.



## Ewing Township Activates Defense for Emerald Ash Borer (Mercer County)

The Ash trees in Ewing Township have been invaded by an invasive Asian Beetle, the Emerald Ash Borer, which attacks and kills the native ash trees. The Emerald Ash Borer was identified in nineteen New Jersey communities. The [Ewing Township Green Team](#) realized that a coordinated response was necessary. A survey of the township confirmed that more than 890 infected ash trees were on public property. With the support of a \$20,000 Sustainable Jersey grant funded by the PSEG Foundation, Ewing Township was able to develop the partnerships needed to create a treatment and removal plan for this pest. It also allowed the town to implement the plan and conduct the replanting efforts necessary. The well-planned strategy provides a template for other municipalities to use. The town did a public education and outreach program, including two advertised public presentations on the Emerald Ash Borer intended to educate private landowners of the risk posed by the pest and the need to take appropriate action. This information helped the residents make responsible decisions on their own property. Ewing Township has a web page dedicated to the campaign: [Emerald Ash Borer Information](#).



## Readington Township Public Schools Saves Energy and Costs (Hunterdon County)

Five years ago, [Readington Township Public Schools](#) in Hunterdon County took the ambitious step to create an Energy Efficiency Program to serve its four schools and approximately 1,700 students. With the combination of operational and behavioral changes initiated by staff and students, the District has reduced its energy use. The estimate of avoided costs, based on the usage savings over the five years that the program ran, is \$421,000. Jodi Bettermann serves as the energy



efficiency coordinator for Readington Township Public Schools where she administers the District's behavior-based Energy Conservation Program. Her work to achieve energy savings through changes in culture, behavior and decision-making is delivering measurable results that serve as a model for New Jersey school districts. Jodi said, "Behavioral changes are the unsung heroes of our results. Turning off lights and electronics, setting moderate heating and cooling setpoints and operating our building efficiently all added up to big energy savings." Students are actively involved in the energy efficiency program. The green teams in each school participate in the program and the middle school students can also participate in an Energy Club, which monitors classrooms to ensure lights and electronics are turned off at the end of the day as well as investigates renewable energy sources.



## AtlanticCape May Sustainable Jersey Hub Holds Lecture on the Science and Effects of Climate Change

Over 100 people attended a climate change presentation that was arranged by the [Atlantic-Cape May Sustainable Jersey Hub](#) at the Ocean City Free Public Library. Ralph Cooper, co-chair of the Atlantic-Cape May Sustainable Jersey Hub and the event coordinator said, "C-Change Primer has been widely hailed as an intelligent, dispassionate introduction to climate change." This hub event was sponsored by the Ocean City Free Public Library in collaboration with the Upper Township Green Team, the Ocean City Green Team and the Ocean City Environmental Commission. The presentation was developed by the C-Change Conversation group in consultation with scientists, business leaders and public policy experts working on climate change.



## Sustainable Jersey Honored with 2018 Recycling Award for Leadership

The New Jersey Department of Environmental Protection honored Sustainable Jersey for its leadership in recycling. Sustainable Jersey received a 2018 Recycling Award in the Leadership category for supporting communities as they pursue sustainability initiatives, including recycling programs, and creating a "[Gold Standard](#)" for the Municipal Waste Management action area.



## More Sustainability Stories

Take a moment to read about three people doing impressive work in their communities. Catch up on the monthly Sustainable Jersey blog for the Geraldine R. Dodge Foundation.

- September Hero: [Dr. Diane C. Bates, Professor of Sociology, The College of New Jersey](#)
- September Blog: [Sustainable Jersey: Getting college students involved in community service](#)
- October Hero: [Jodi Bettermann, Energy Efficiency Coordinator, Readington Township Public School District](#) (Hunterdon County)
- October Blog: [Sustainable Jersey: Planting Trees to Restore NJ's Floodplains](#)
- November Heros: [Tara & Tim Kenyon, Co-Chairs, Sustainable Manville](#) (Somerset County)



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