



W I N T E R 2 0 2 0

Municipalities Certified: 204, Participating: 455 ♦ Schools Certified: 241, Participating: 913 ♦ Districts Participating: 350

SUSTAINABILITY IN ACTION: SIX SUCCESS STORIES

3 Towns Collaborate for Greener To-Go Take Out Packaging Campaign (Essex County)

The Millburn Green Team, in collaboration with the South Orange and Maplewood green teams, implemented an educational campaign and two Greener To-Go weekends to help residents reduce plastic and Styrofoam consumption by putting more sustainable take-out options into the hands of local restaurants. Working together, the three Essex County towns maximized outreach to residents for their volunteer-led efforts. The program helped raise awareness of the plastic and Styrofoam waste problem and aided all three towns, with a combined population of 62,000, in reducing plastic pollution. Depending on the food order, the customer got their take-out food in the Greener To-Go containers along with a bright green reusable bag and informational insert. By participating, community members showed restaurateurs that sustainability is a factor in their purchasing decisions. An

extensive outreach campaign included a website, daily social media posts, display ads, live Facebook videos, school posters, media outreach and [coverage](#), train station tabling and coordination with the chambers of commerce. The project raised awareness of the waste created by take-out containers and bags in all three towns. It also made restaurant owners aware that many of their customers do care about the safety of the containers for their food as well as the amount of waste those containers create. From the Greener To-Go survey, 85 percent of participants said that it is important to them to get "green" or more sustainable packaging options when they order take-out food. Ninety-three percent of responders confirmed that they are willing to pay more for take-out food packaging that is more environmentally friendly. The Greener To-Go initiative was made possible through a \$10,000 Sustainable Jersey grant funded by the PSEG Foundation. All three towns are Sustainable Jersey certified municipalities.



Watershed Management Plans Make Ventnor, Margate and Longport More Resilient (Atlantic County)

Coastal resiliency is a major issue facing green teams in the Downbeach communities of Ventnor, Margate and Longport. The City of Margate used a \$10,000 Sustainable Jersey grant, funded by the PSEG Foundation, to assess and create a plan of actions needed to make the barrier island community more resilient against natural disasters like Superstorm Sandy, which caused devastation in 2012. Three Watershed Management Plans (WMPs) for the Downbeach area were completed. The WMPs provide a tool to make decisions that will reduce flooding from development on a watershed-wide basis. The plans include a unified description of municipal rules, policies and practices designed to maximize citizen safety and protection from natural disasters related to severe weather events. A WMP goes beyond stormwater regulations to reduce the future flood threat by predicting the rainfall and runoff relationships within the watershed and locating and dealing with existing problems while identifying potential future problems. Only a few communities in New Jersey have completed a WMP. The plans are a pre-requisite to designate these communities with a class 4 rating on the Community Rating System (CRS). The CRS is a voluntary program for communities participating in the National Flood Insurance Program. The CRS offers flood insurance policy premium discounts in communities that develop and execute extra measures beyond minimum floodplain management requirements to provide protection from flooding. The WMPs were completed by the Stockton Coastal Research Center and Rutala Associates.



Black Horse Pike Regional School District Excels in Composting and Recycling (Camden County)

A group of concerned students in the Black Horse Pike Regional School District have helped boost composting and recycling, significantly reducing the level of waste going to the landfill. At a district green team meeting that included the Superintendent of Schools, Dr. Brian Repici, students said that their three high schools should recycle better and compost more. The superintendent agreed to financially support the green team's efforts. All classrooms were checked for recycling cans. Receptacles were purchased so each classroom now has separate cans for recycling and trash. Students also added recycling and trash cans to the athletic facilities and fields. Signs were created and sent to staff to eliminate confusion by labeling their trash cans. The district also composts food

waste off-site through a contract with Organic Diversion, LLC for monthly food waste pick up. The school green team presented the benefits of composting to the staff and students and created a video for morning announcements. Meetings were held with the staff, including maintenance and cafeteria workers, to explain the materials that can be composted and strategies to make it effective in the schools. The high schools use custom-made mobile carts to help students and staff make the correct choices when discarding waste. The schools purchased compostable food trays to reduce contamination in the compost can. The district also composts on-site through composters used by the horticulture classes. The Black Horse Pike Regional School District added recycling to its Green Initiatives Policy; it reads: "Wherever possible and economically practical, the Black Horse Pike Regional School District Board of Education will seek to reduce the consumption of consumable materials, fully utilize all materials before disposal and minimize the use of non-biodegradable products." All three of the schools in the Black Horse Pike Regional School District are U.S. Department of Education Green Ribbon Schools and have achieved Sustainable Jersey for Schools certification.



NJ Municipalities, Counties and Schools Engage in 2020 U.S. Census

Municipalities, counties, schools and other organizations across New Jersey are actively engaged in 2020 Census outreach. There are a number of Complete Count Committees, volunteer committees established to increase awareness and motivate residents to respond to the 2020 Census, throughout the state. "Sharing accurate Census information is a vital part of ensuring that all towns receive adequate funding for disaster planning and mitigation. The green team is using our established communications network to spread the word on the importance of the Census," said Upper Township Green Team Chair Ralph Cooper. Municipalities are also participating in the [Somerset County Complete Count Committee](#). Walter Lane, Director of Planning for Somerset County said, "In order to ensure everyone in Somerset County counts, our Board of Chosen Freeholders formed the county's Complete Count Committee to raise awareness about the importance of the 2020 Census and assist our municipalities with their Census outreach efforts." The Somerset County committee has held regular meetings and has a number of outreach events planned. Freeholder Director Shanel Y. Robinson said, "Our Complete Count Committee is an excellent example of the culture of collaboration that exists in Somerset County. The county works hand-in-hand with our municipalities in conjunction with our public, private and non-profit partners to ensure our County's success." To raise awareness for the 2020 Census, the Somerset County Planning Division is co-sponsoring local cultural events with the county Cultural and Heritage Commission. [Culture Counts](#) is a comprehensive series of programs designed to showcase the diverse cultures living and thriving in Somerset County. Residents will enjoy free events and can also learn more about the census. Municipalities and schools engaged in census education and outreach can also earn Sustainable Jersey certification points: <http://bit.ly/SJCensusFlyer>.



Policy Team Receives Award for Complete and Green Streets for All

The New Jersey Bike and Walk Coalition presented the Marty Epstein Advocate of the Year Award to the Complete and Green Streets for All Policy and Guide Team. The award is named after Marty Epstein who was an advocate for safer roads for cyclists. In 2019, the New Jersey Department of Transportation released the [Complete and Green Streets for All: Model Complete Streets Policy and Guide](#) to encourage municipalities and counties to adopt and implement complete streets policies. The guide was developed in

collaboration with a wide range of government and nonprofit partners led by Tri-State Transportation Campaign and the Alan M. Voorhees Transportation Center at Rutgers University, and included New Jersey Future, Sustainable Jersey, American Heart Association, Transportation Management Associations and many other stakeholder organizations. The award also recognizes the policy, a compendium of best practices of Complete Streets policy, as a model for other states, municipalities and counties and sets the standard for implementing complete streets across the nation.



Started as a grassroots effort, the team grew to include important stakeholders at the governmental level as well as non-profits. The team's collective efforts set an example for advocates everywhere.

Register Today: New Jersey Clean Energy Conference

As New Jersey endeavors to implement its new Energy Master Plan and reach Governor Murphy's statewide goal of 100% clean energy by 2050, the New Jersey Board of Public Utilities (NJBPUB) has announced the return of the "New Jersey Clean Energy Conference: Charting the Path to 2050." This event, to be held at Harrah's Resort in Atlantic City from April 6 to 7, will convene hundreds of attendees from a variety of sectors including local government, energy services, solar and wind infrastructure, green building design, energy project financing, community engagement, electric vehicles,

energy storage, and public policy to discuss the most pertinent issues in climate and clean energy in New Jersey. With nineteen sessions to choose from, the Clean Energy Conference will feature engaging discussions on the most relevant topics in clean energy. This event's speakers are on the leading-edge of policy and technology, bringing expert knowledge to our energy and climate dialogue. You won't want to miss these sessions on Women and Climate, the new Energy Master Plan, offshore wind, and electric vehicles, to name a few. Join us as we work together on our clean energy future! To register, please visit:

<https://www.njcleanenergy.com/2020conference>.



More Sustainability Stories

Take a moment to read about the people doing impressive work in their communities.

- December Hero: [The College of New Jersey](#)
- January Heroes: [Cathy Elliott-Shaw & Sruti Desai, Bordentown City, Burlington County](#)
- February Hero: [Deborah Goodman, Camden High School, Camden County](#)

Our Sponsors

Sustainable Jersey is Underwritten by:





Platinum Sponsors:



Gold Sponsor:



Silver Sponsors:



Bronze Sponsors:



Click [here](#) to unsubscribe to the Sustainable Jersey e-newsletter