



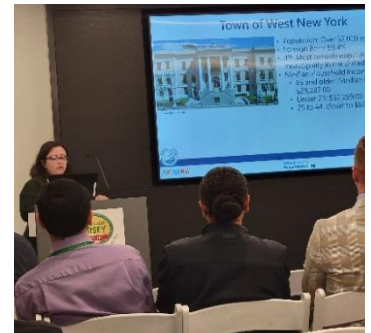
Rosemarie Avallone

**Sustainability Coordinator; Clean Communities Coordinator
Town of West New York, Hudson County, New Jersey**

With over a decade of experience in local government, Rosemarie Avallone serves as the Sustainability Coordinator for the [Town of West New York](#), where she leads transformative initiatives in food waste diversion, fleet electrification, and energy efficiency. Managing sustainability in a densely populated urban community of more than 52,000 residents presents unique challenges—making her accomplishments all the more impressive. Through her leadership, Rosemarie bridges environmental action with community engagement, positioning West New York as a model of sustainability in Hudson County.

Rosemarie’s approach to sustainability is rooted in empathy and respect for all people. She views her work through the lens of social sustainability, connecting environmental progress with education, health, and community well-being. The programs she implements ensure that residents are informed, empowered, and included to participate in shaping West New York’s greener future.

Her passion for environmental work began early. The daughter of Cuban and Spanish parents, Rosemarie learned resourcefulness from a young age. As a child, she accompanied her father on weekend trips to recycling centers in Jersey City and Newark, helping to translate and negotiate tonnage rates for aluminum and construction scraps—and earning \$5 for her efforts. Those experiences taught her the value of hard work and service, principles that continue to guide her career. Through her innovative projects and community-driven leadership, Rosemarie is helping West New York advance environmental action, social equity, and civic pride.



Electrifying the Municipal Fleet and Expanding EV Access: Rosemarie led West New York’s \$1.9 million Electrify Fleet Upgrade project, a cornerstone of the town’s transition toward a cleaner, more sustainable future. Under her direction, the municipality secured funding from the [Volkswagen \(VW\) Mitigation Trust, administered by the New Jersey Department of Environmental Protection \(DEP\)](#). Rosemarie noted that the former West New York Chief Financial Officer Jonathan DeJoseph helped make this project possible. The grant supported the purchase of two battery-electric Mack LR (Class 8) garbage trucks and two ADA-compliant Ford E-Transit senior shuttle buses. Once fully operational, this initiative will reduce greenhouse gas emissions, lower fuel costs, and improve local air quality. Municipalities interested in purchasing electric fleet vehicles, EV charging equipment, or other sustainable products can explore the [Sustainable Jersey Purchasing Resource Center](#) for vetted suppliers and cooperative purchasing options.



Beyond municipal operations, Rosemarie has expanded West New York’s broader electric vehicle (EV) infrastructure to benefit residents. In 2022, two new public parking garages opened with charging stations, making

sustainable transportation more accessible. Plans are underway to power these stations with renewable energy sources.

Rosemarie also oversaw a pilot program testing an electric garbage truck model on regular waste collection routes. The demonstration gathered valuable data on range, payload, and charging efficiency showing a 90-minute charging time at 150 kW and up to 70 miles of range per charge. The findings proved the feasibility of electric heavy-duty vehicles in municipal operations and helped Mack refine battery specifications to better meet the town's needs.



“We’re proud of the addition of electric garbage trucks and senior shuttle busses,” Rosemarie said, “Although the process took longer than we had planned, the result shows that a densely built urban community can successfully integrate clean transportation and renewable energy solutions.” West New York received 25 Sustainable Jersey certification points for completing the actions: [Purchase Alternative Fuel Vehicles](#) and [Public Electric Charging Infrastructure](#).

Sustainable Jersey Leadership and Advocacy: This fall, Rosemarie will share her expertise at the New Jersey League of Municipalities Annual Conference in Atlantic City, speaking on [Sustainable Jersey’s panel “Planning & Funding for Fleet Electrification” on November 18, 2025](#). “Sustainable Jersey has been instrumental in my work,” Rosemarie said. “The data and technical assistance the staff provide have been the bridge that makes these projects possible. I’ve learned so much from their workshops and now, as a speaker, I’m excited to share what I’ve learned about building green fleets.” Rosemarie has been a session presenter at two New Jersey Sustainability Summits in 2022 ([Technical Assistance Spotlight: Expert Hands For Energy Projects](#)) and 2025 ([Addressing Food Security at the Local Level](#)). Review the [Town of West New York’s 2024 Sustainable Jersey Certification Report](#) to see all of the actions they have completed.

Energy Tracking and Efficiency Improvements: As a member of the Sustainable Jersey Energy Task Force, Rosemarie reviews energy actions and helps advance best practices across municipalities and schools. In 2020, West New York upgraded lighting in all three municipal buildings through the Direct Install program, replacing outdated fixtures with efficient LEDs. At Town Hall, the town went further, installing a new HVAC system and smart lighting controls to enhance comfort and performance. These upgrades reduced both energy use and operational costs. Rosemarie said “We just got our [Local Government Energy Audit \(LGEA\) Program](#) energy audit reports back and we’re already looking into more ways to improve our facilities and reduce our carbon footprint. We hope to add an energy management program for all our municipal buildings.” Building on this progress, West New York has applied for a U.S. Department of Energy Block Grant to install a dual HVAC system and advanced sensory lighting, further optimizing energy management and efficiency. West New York received 10 Sustainable Jersey certification points for completing the action: [Energy Tracking and Management](#).

Growing Community at Miller Park Community Garden: Rosemarie played a key role in creating West New York’s first community garden at the newly renovated Miller Park. As the driving force behind the project, she managed every aspect—from community outreach and volunteer coordination, to Spanish translation to ensure inclusivity. “This garden is near and dear to my heart, it’s my passion project,” Rosemarie said. “It took ten years, but it was so worth it. I wish I had a garden like this when I was a kid. Seeing neighborhood children and seniors enjoy it means the world to me.”

The [Miller Park Community Garden’s](#) inaugural season featured 40 plots, including four wheelchair-accessible beds, giving residents the opportunity to grow their own food and connect with nature. West New York received 15 Sustainable Jersey certification points for completing the action: [Community Gardens](#).

Rosemarie has also shaped the garden’s educational and community mission. She established partnerships with local environmental organizations and Hudson County’s 4-H program to offer workshops and educational activities. Working with Rutgers University and a volunteer Master Gardener, she launched Community Garden Workshops that teach residents sustainable gardening techniques while strengthening local food security.

In collaboration with the Senior Department and Rutgers Family and Community Health Sciences, Rosemarie organized Senior Cooking Classes throughout the winter of 2024, teaching older adults how to prepare healthy, affordable meals while promoting independence and nutrition education.

In addition to the garden, Rosemarie helped plant more than 100 native species along Boulevard East through the Mayor’s Native Plant Campaign, in partnership with [Wild Ones New Jersey Gateway](#), enhancing biodiversity and beautifying public spaces.



Food Waste Recycling and Composting: Rosemarie designed and launched [West New York’s food waste recycling program](#), a free initiative that makes it easy for residents to reduce landfill waste. In partnership with [Neighborhood Compost](#), the town established five drop-off sites. Open daily from 9 am to 7 pm, the sites accept fruit and vegetable peels, coffee grounds, and other compostable materials. Collected scraps are transported to a farm in Warren County and returned as nutrient-rich soil. To date, the program has diverted nearly 51,000 pounds of food waste from landfills and incinerators. Rosemarie also introduced a Worm Compost Workshop with the Hudson County Improvement Authority, teaching children and families how composting supports a healthier planet. West New York received 10 Sustainable Jersey certification points for completing the action: [Food Waste](#).



Creating a Roadmap for the Future: In partnership with her alma mater, the Stevens Institute of Technology, Rosemarie guided graduate students in developing the [Town of West New York’s Sustainability Management Plan](#). The plan outlines measurable goals to reduce pollution, improve air quality, decrease energy consumption, and strengthen waste management. Drawing on best practices and case studies, it provides a roadmap for building long-term social, economic, and environmental resilience.

For four years, Rosemarie volunteered as the Special Projects Director for Climate Action and Sustainability Initiatives at the [United Nations Association of Northern New Jersey](#). In this role, she worked on Vision New Jersey 2030, a project aimed at localizing the United Nations Sustainable Development Goals (SDGs) for municipalities across eight counties in Northern New Jersey by the year 2030. “I worked with an amazing group of people. Everyone took the lead in their own areas making it a great collaborative effort,” Rosemarie explained. Her work included developing an SDG index and dashboard to track and measure local progress toward these global goals.

More about Rosemarie: The first in her family to earn a college degree, Rosemarie graduated from Stevens Institute of Technology with a Master of Science degree in Sustainability Management and a BA in Psychology from Saint Peter’s University. She and her husband, Michael, an expert in native plants, like to spend weekends visiting Lima Family Farms in Hillsborough to support local agriculture and enjoy fresh produce. Together, they are raising their 19-month-old son, Michael Jr., instilling in him the same appreciation for nature and community that shaped Rosemarie’s own upbringing.