

Educational Experiences of Sustainable Jersey

Debris Free Sea Conference
November 11, 2015

Samantha A. McGraw
Program Coordinator, Sustainable Jersey



What is Sustainable Jersey?



Sustainable Jersey is a certification program with 3 key components, designed specifically for municipalities and public schools in New Jersey.

- Identifies actions to help towns/schools become more sustainable
- Provides tools, resources, and guidance to make progress
- Provides access to grants and funding



Sustainable Jersey Supporters

Underwritten By:



Sponsored By:

Small Grants Program Underwriter



Platinum Sponsors



Silver Sponsor



Bronze Sponsors



Municipal Program Partners

- Atlantic County Utilities Authority
- Association of New Jersey Environmental Commissions
- Association of New Jersey Environmental Educators
- Barnegat Bay Partnership
- Camden County Municipal Utilities Authority
- Clean Ocean Action
- Cloud Institute for Sustainability Education
- Greenfaith
- HART (Hunterdon Area Rural Transit)
- NJ Association of Counties
- NJ Audubon
- NJ Climate Adaptation Alliance
- NJDEP
- New Jersey Future
- New Jersey League of Municipalities
- NJSBA
- Sustainable Cherry Hill
- Together North Jersey
- Transportation Management Associations



Sustainable Jersey for Schools Supporters

Underwritten By:



Sponsored By:

*Sustainable Jersey
for Schools Small
Grants Program
Underwriters*



Founding Sponsors



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Program Partners



Participating Communities



- Program start: February 2009
- 430 (76%) NJ municipalities participating
- 88% of NJ's population lives in these communities
- 191 municipalities certified:
 - 158 towns at bronze level
 - 33 towns at silver level



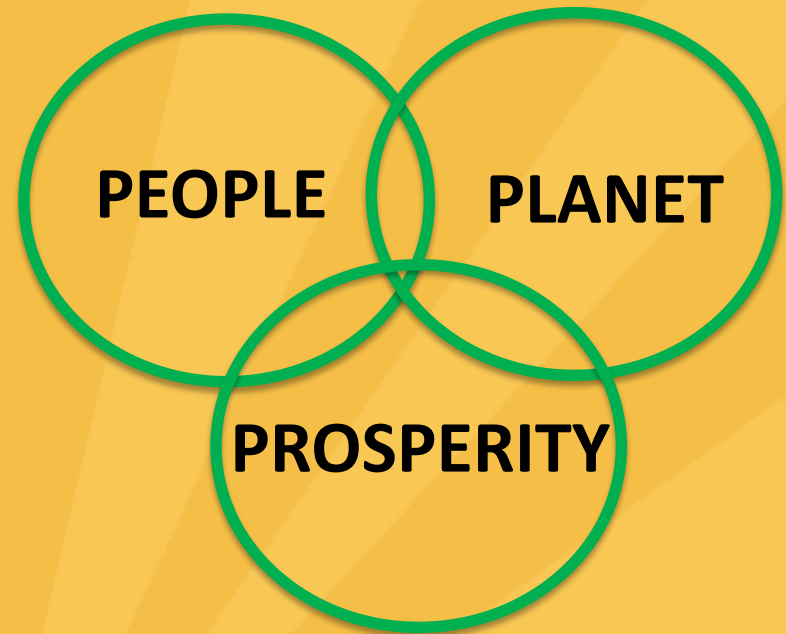
Participating Schools and Districts



- Program start: October 2014
- 127 districts & 319 schools participating
- 59 schools certified:
 - 54 schools at bronze level
 - 5 schools at silver level



Components of Sustainability



Actions: Prosperity, Planet, People

PROSPERITY

ENERGY EFFICIENCY	POINTS
Energy Audits for Municipal Facilities*	20-50
High Efficiency Municipal Buildings	10-20

PEOPLE

Farmland Preservation
Food Production
Planning for Local Food Production
Support Local Food
LOCAL ECONOMIES
Buy Local Programs
Green Business Recognition Programs
Green Jobs/Economic Development
OPERATIONS AND MAINTENANCE
Green Fleets*
Adopt Behavioral Policies
Green Purchasing Program
Grounds and Maintenance
ARTS/CULTURE/HISTORIC PRESERVATION
Historic Preservation
Strengthening School Arts Programs
COMMUNITY PARTNERSHIP AND OUTREACH
Create Green Team*
Community Education and Outreach
Energy Outreach and Incentives
Education for Sustainability Programs
School-Based Energy Conservation

PLANET

GREEN DESIGN	POINTS
Green Building Policy/Resolution	5
Green Building Training	5
Green Design Commercial and Residential Buildings	5-20
Green Design Municipal Buildings	10-20
GREENHOUSE GAS	
Municipal Carbon Footprint*	10
Community Carbon Footprint	10
Climate Action Plan	10
Wind Ordinance	10
INNOVATIVE DEMONSTRATION PROJECTS	
Geothermal	10
Green Roofs	10
Raingardens	10
Solar	10
Wind	10
Other	10
LAND USE & TRANSPORTATION	
Sustainable Land Use Pledge*	10
Complete Streets Program	20
Municipal Planning & Zoning Self-Assessment	10
Sustainability Master Plan Revision	20
NATURAL RESOURCES	
Natural Resource Inventory*	20
Water Conservation Ordinance*	20
Conservation Easements	10-15
Environmental Commission	10

- Menu of actions to accumulate the required points
- All actions have detailed guidance on how to complete them
- Actions created by issue-based Task Forces
- Task Forces comprised of relevant experts, local leaders, state and federal agencies, and stakeholders
- Task Forces meet regularly to add and amend actions



Certification Steps

1. Pass a resolution; register municipality/district & school online
2. Form Green Team
3. Implement actions to score 150/350 points
4. Submit documentary evidence for each action
5. Certification awarded after review and verification



Certification Benefits

- Save money. Get money.
 - Implement actions that lead to cost savings (energy, water, garbage bills)
 - Improve efficiency, cut waste, stimulate local economy
 - Access to incentives and grants
- Gain access to training, tools and expert guidance.
- Get recognized. Promote your town/school.
- Conserve valuable resources. Protect the environment.



Small Grants Program

Approximately 350 projects funded in both programs!

- Can be used for any of the actions listed in the program including the innovative category. Examples:
 - Wind turbines, school food composting, water conservation education, edible school gardens, etc.

Current Funding Opportunity: Sustainable Jersey for Schools

- \$100,000 available to districts and schools for projects related to program actions. We will award:
 - Four (4) \$10,000 grants to school districts and schools
 - Thirty (30) \$2,000 capacity building grants to schools



PSEG

We make things work for you.

- ***Application Deadline: Sunday, January 24, 2016 at midnight***
- More information: <http://www.sustainablejerseyschools.com/grants-resources/sustainable-jerseys-small-grants-program/pseg-cycle/>



Education-Related Actions

Majority of the actions have an educational component to them, including outreach, press, development of promotional materials, etc., to make the public, municipal staff, school officials, etc., aware of what is going on

Municipal Education Actions

- Animals in the Community Education
- Community Education and Outreach
- Education for Sustainability Programs
- Energy Education and Outreach
- Green Building Education
- Lead Education and Outreach Programs
- Recycling Education & Enforcement*
- Water Conservation Education Program*

School Education Actions

- Civic & Stewardship Volunteer Initiatives
- Community Education and Outreach
- Education for Sustainability actions in different curriculum areas



Education-Related Actions

The City of Bordentown Is Sponsoring a Rain Barrel Workshop

Make your own rain barrel
Saturday, April 20, 2013
10:00 A.M. to 12 Noon



- Carslake Community Center, Senior Room 209 Crosswicks Street, Bordentown City
- Registration is required, \$45.00 per person.
- Learn about local water issues and how to make your own rain barrel.
- Maximum of 40 Participants.
- Sponsored by Rutgers Cooperative Extension and The Bordentown City Environmental Commission



Garden for Cleaner Water

What is stormwater runoff?
Stormwater runoff is the water that runs over and off the land during a rainstorm or snowmelt, rather than soaking in.

What's the problem?
As stormwater runs over streets, parking lots, and lawns it can pick up and carry many kinds of materials that get washed into nearby streams and lakes. This leads to stormwater pollution!

Where do these pollutants come from?
Stormwater picks up contaminants that come from all of the following:
• Fertilizers
• Pesticides
• Bacteria from pet waste
• Eroded soil
• Road salt
• Grass clippings
• Litter

Just to name a few!
These pollutants wash into streams & down storm drains, and end up in local waterways.

Rain gardens store and filter stormwater

Rain gardens are a beautiful and beneficial addition to any landscape.

By capturing rain water, they help to reduce stormwater pollution and protect local streams, lakes, and rivers.

BUILD A RAIN GARDEN OF YOUR OWN!

For more information and technical assistance, contact:
Christopher Obregon, Ph.D., PE
Extension Specialist, Cooperative Extension
Water Resources Program
(732) 932-9800, ext. 6209
cpe@nja.nj.gov
Your Cooperative Extension County Agent by visiting: <http://njca.nj.gov/countyagent.asp>

Photo of a stormwater rain garden at the Bordentown County Courthouse North Services Building in Clayton, NJ 10 months after planting.

Cooperating Sponsor: Rutgers, The State University of New Jersey, NJ Department of Agriculture and Aquaculture, Cooperative Extension Program. Rutgers Cooperative Extension is a part of the Rutgers New Jersey Agricultural Experiment Station.

RUTGERS
The State University of New Jersey
Cooperating Sponsor

Originaly developed by Cornell University Cooperative Extension

An Introduction to Rain Gardens

Published by Rutgers The State University of New Jersey

RECYCLE

njgov.com/recycling

CANS, BOTTLES & GLASS

PLASTIC BOTTLES, TUBS, JUGS & JARS

CONTAINERS & CARTONS

PAPER & CARDBOARD

NO THANKS!

City of Fort Collins
All items must be empty and clean.

NORTH BERGEN RECYCLING GUIDELINES

WRONG WAY TO RECYCLE

Never put recyclables of any kind in clear or black plastic bags!

Do not put un-wrapped bottles & glass in a cardboard box. These are two different kinds of recyclables.

Nunca coloque los materiales reciclables de ningún tipo en bolsas de plástico transparentes o negras.

No ponga botellas envueltas y vidrio en cajas de cartón. Estos son dos tipos diferentes de materiales reciclables.

CORRECT WAY TO RECYCLE

Corrugated paper should be either placed in brown bags tied with cord, tied in 12 inch bundles or placed in cardboard boxes (not flat).

Recicla el papel corrugado en bolsas marrones atadas con la cuerda o en paquetes de 12 pulgadas o en cajas de cartón.

Botellas envueltas de vidrio deben colocarse en un recipiente hecho de cartón o plástico.

CONVENIENT ANYTIME DROP-OFF RECYCLING

North Bergen BIA, 6200 Tremble Ave, North Bergen, NJ 07047 Monday-Friday, 9am - 3pm

GLASS - PLASTIC - ALUMINUM	CARDBOARD - PAPER	CLOTHING - PAINT	APPLIANCES - OIL	WHEEL TIRE
WINE - PLASTIC - ALUMINUM	CARTON - PAPER	ROBES - PAPER	REFRIGERATORS - AC	WHEEL TIRE

What CAN be recycled / Qué PUEDE ser reciclado:

Corrugated paper (newsprint, magazines, newspapers, writing paper, junk mail, etc.)
Corrugated plastic and glass mixed glass bottles, plastic bottles, and all metal cans.
Paper (multiple generations, news, books, paper of multiple etc.)
Bottles (recyclable) & other bottles (e.g. wine, milk, beer, soda, etc.)
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What CAN'T be recycled / Lo que NO PUEDE ser reciclado:

Paper contaminated by food waste, solvents, oil, grease, etc.
Plastic (e.g. plastic cups, plastic toys or items, white plastic, etc.)
Styrofoam or other foam (EPS) can be recycled.
Paper (contaminated by food waste, solvents, oil, grease, etc.)
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IF YOU'RE NOT SURE, CALL THE MUA AT 201-422-0100 AND ASK! SI TU NO ESTÁ SEGURO, LLÁMAME A MUA 201-422-0100 Y PREGUNTA!

Residential Guide to Single Stream Recycling

NO NEED TO REMOVE:
Paper clips, stamps, address labels, staples, metal fasteners, cellophane address windows, rubber bands, spiral bindings, plastic tabs

Please flatten all cardboard boxes. Empty and rinse all containers.

Please follow these guidelines carefully.

Questions? Please contact:

camden county
Making It Better. Together.

AIM FOR MAXIMIZED RECYCLING

Re COOPERATION

Successful Education Strategies

Sustainable Jersey has a diverse strategy for reaching out to participants and those interested in the program:

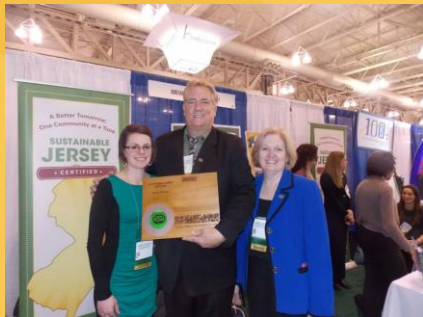
- Monthly webinars on a variety of topics - all recordings and presentations are posted online.
- Bi-weekly updates from both programs with information about upcoming events, trainings, resources, and funding - archived online
- Regional Hubs provide resources, training, mentoring, technical assistance and networking opportunities. Interested? Contact Lauren Skowronski at skowronl@tcnj.edu or 609-771-3129



Successful Education Strategies

Sustainable Jersey has a diverse strategy for reaching out to participants and those interested in the program:

- In-person meetings either at conferences, or presentations to municipalities/districts & schools
- Expert staff and program partners to answer questions and provide guidance



- Social media presence on Twitter, Facebook, Instagram, LinkedIn



/SustainableJersey



@SJ_Program
@SJ_Schools



@sustainable_jersey



/sustainable-jersey



Areas for Improvement

- How to engage those that registered with the program, but are not yet certified
- How to make sure a town stays on track when there is a change in green team leadership
- Higher open rate of bi-weekly emails/other important program notifications
- How communities and schools can better publicize their efforts/certification to the community
- Assisting green teams with identifying all the different sectors of the community that can be targeted



Contact Us

Sustainable Jersey

Samantha McGraw

609-771-2938

info@sustainablejersey.com

www.SustainableJersey.com



Social Media

 /SustainableJersey

 @SJ_Program; @SJ_Schools

 @sustainable_jersey

 /sustainable-jersey

Sustainable Jersey for Schools

Veronique Lambert

609-771-3427

schools@sustainablejersey.com

www.SustainableJerseySchools.com

