



Advanced EC Management





Agenda

Creating a High-Performing Environmental Commission

- Goal Setting & Implementation
- Getting Support
- Grants
- Keeping Score & Job Well Done

Lisa Jackson

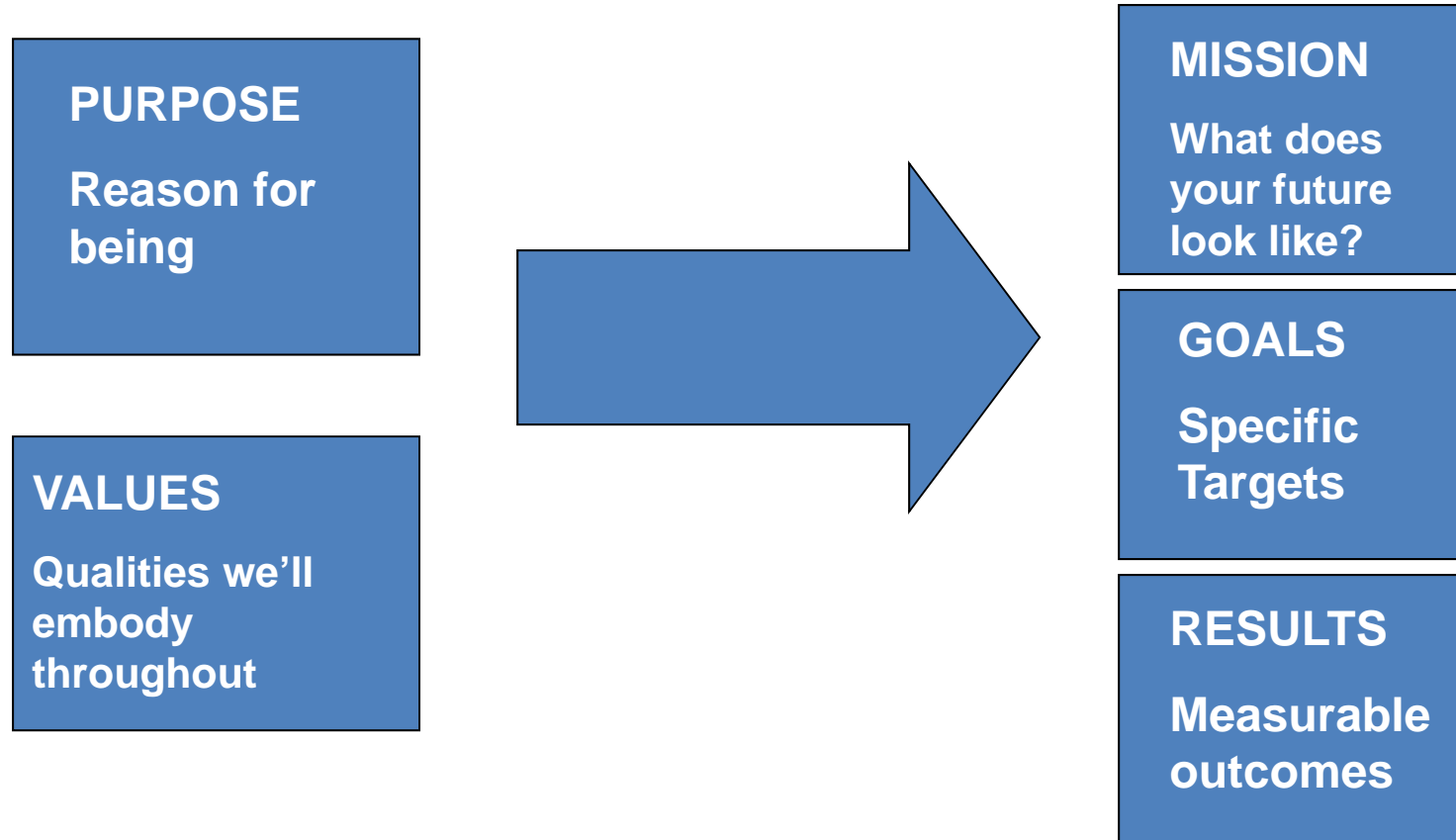
“All environmentalism begins locally somehow. Most people don’t wake up in the morning and go, “You know what? I think, I really want to fight for clean air today.”

They do it because they’ve seen the impact of dirty air or they’ve seen a favored fishing hole or favored place that they love to go become foul by pollution....and so, you have to respect that and recognize that. Environmental issues may have a common nexus, but they can be very, very localized.”



<http://www.green-talk.com/2013/04/03/lisa-jackson-former-epa-admin-interview-reflects-on-her-role/>

FRAMEWORK





Setting Goals

When, Where, How, Why?

- Great way to start a new year
- Helps acclimate new members
- Gets project ideas defined
- Produces measurable outcomes





But, HOW??

You can do it!

- Make sure goals are clear, worthwhile and realistic
- Elicit key stakeholders input
- Use the opportunity to use member's skills
- Involve community groups
- Plan a strategy for goals and communicate often!



Key Stakeholders

- EC Members
- Township Committee Members/Governing Body
- Township Administrator
- Town Engineer
- Planning and Zoning board members
- Police Chief
- Recycling coordinator, Local watershed
- School superintendent, environmental club advisor, school board
- Local community group leaders such as Garden Clubs, Scouts, Little League
- Others?

Wall Township Environmental Posters, Poetry, and Essay Education Interactive Awards





Gaining Support

TRUST





Guidelines for Influencing Without Authority

FUNDING

CHARACTER

NETWORK

INFORMATION

EXPERTISE

COLLABORATION



Dealing with a Challenging Administration

Don't take it personally

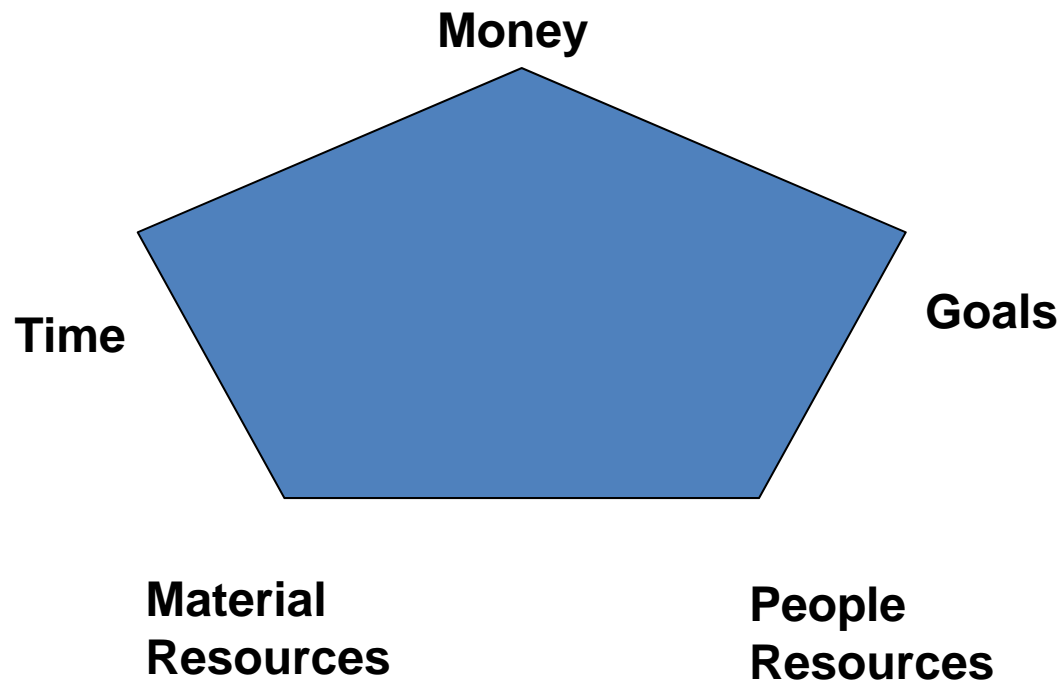
Offer Solutions For example, if funding is an issue – offer other funding options such as grants when proposing projects

Build base of support – involve the community in commission activities; use publicity

Work on projects that are of interest to the governing body (e.g., park cleanups, tree planting)



Goal Implementation Staying Organized...



**Post project
Management
&
Review**



Grants

General Grant Guidelines:

- Understand the program – Is it a fit?
- Before you apply – have the people resources? Time? Support? Match?
- Details count and numbers matter! Accurate estimates and quotes, contact information, supporting materials
- Once you receive grant money – schedule, delegate, keep records and celebrate!



Grants

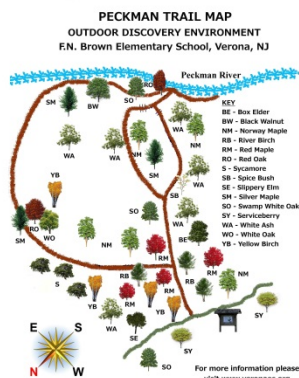
ANJEC 2017 Open Space Stewardship Projects – April 7th
Up to \$1500 for projects such as trail building, management of invasive species, restoration of riparian areas within open space lands and so much more...

Other Funders: Sustainable Jersey Grants, NJ American Water, Home Depot, Local Organizations



Verona Environmental Commission

The Commission used posters, Facebook, newspapers, websites and local TV to attract 40 volunteers, including Verona residents and Montclair University students, to participate in a cleanup and restoration of Peckman Woods, a park behind the local elementary school. They removed fallen trees, spread mulch on the trail, removed invasives, and planted 40 sweetgum saplings and a dogwood tree. They also placed a geocache container on the trail and registered it on a geocaching site.



Keeping Score

- Official meeting minutes provide legal record of votes on spending of public funds, and documents the issues commission considers and acts on.
- Clear minutes provides institutional memory, brings new commissioners up to speed, tracks grants/projects/assignments.
- Annual reports are your bragging rights. Stress the relationship of spending your budget to results. If threatened of decreased budgets or dismantling, reports help commission defend.
- Request time at council meeting to present report and share with community
- **Celebrate your accomplishments**

