

#### Inside:

- ANJEC Congress highlights
- Ripples of Ida
- Environmental justice and land use



#### **Director's Report**

You did it! Thanks in no small part to Environmental Commissions (ECs) across New Jersey, the strongest plastic pollution reduction law in the country goes into full effect this May!

The first phase of the new plastics law became effective in November when plastic straws became available "upon request only" at restaurants and bars. And in May, all single-use plastic bags will be banned for all retailers. In an effort to get shoppers to bring their own reusable bags, single-use paper bags are also banned at stores of over 2,500 sq ft. except for those that ONLY handle prepackaged food that does not require time or temperature controls for food safety (e.g., Bed Bath & Beyond).

The new law also bans polystyrene foam food service products, commonly known as Styrofoam, that are used for selling or serving food and beverages; that includes, but is not limited to, food containers, plates, hot or cold beverage cups, meat or vegetable trays, made-to-order sushi and deli sandwich trays, cutlery and egg cartons. This material CANNOT be recycled, does NOT breakdown and has serious human health concerns associated with it.

We get a lot of questions about why the plastics law also bans paper. Paper bags take three times the amount of energy and four times the amount of water to produce compared with plastic bags and, collectively, paper bags are quite heavy to transport. All that adds up to a big carbon footprint. When ANJEC was advising on draft language in the law, we consulted

partners in California, Oregon, and Washington State who had been down this road before. We learned that when plastic bags are banned, paper bag use increases. So, we are proud that New Jersey's new *Plastic Pollution Reduction Act* prioritizes action to end both plastic pollution and climate change.

We know ECs worked really hard to get 130+ municipal plastic ordinances adopted, which helped convince State officials to pass our groundbreaking law in the face of multibillion-dollar industry opposition, but the even harder work begins now.

We all need to communicate more than ever about the new law, what it does, and when it goes into effect. You need to reach out to your local chambers of commerce, local restaurants and food markets to let them know what's coming in May.

As you do so, please be kind. These pandemic years have been rough, especially for our beloved local restaurants and essential workers, who kept store shelves stocked. Be patient – compliance with the new law will take time, perhaps compounded by lingering supply chain issues. We'll get there, and progress is the name of the game.

Get the facts! ANJEC is leading the NJ NO Plastics Coalition with NJ League of Conservation Voters, NJ Audubon, Coalition for the Delaware River Watershed and more. Look for resources for municipalities, residents and businesses at NJNOPlastics.org. We have great educational videos posted on YouTube @ANJECViews and we'll be

hosting more workshops in 2022, both virtually and in-person. If you have questions, need resources, or want to brainstorm about compliance, contact us at info@anjec.org and a staff member will reach out.

Together, we helped to usher in the nation's strongest plastic pollution reduction law. Because of our dense population, New Jersey's influence is greater than our size suggests. Working with other states and major metropolitan areas such as Chicago, we have and will continue to shift national markets and make tremendous strides on ending plastic pollution.

Happy New Year!

**Executive Director** 

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#### 565 MUNICIPALITIES ..... ONE ENVIRONMENT

Executive Director......Jennifer M. Coffey Editor ...... Julie Lange Groth

The Association of New Jersey Environmental Commissions is a private, non-profit educational organization serving environmental commission and open space committee members, concerned individuals, non-profits, and local officials. ANJEC's programs aim to promote the public interest in natural resource preservation, sustainable development and reclamation and support environmental commissions and open space committees working with citizens and other non-profit organizations.

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On the cover: Jersey City across a frozen Hudson River. Photo by François Roux



## Ripples of IDA

By Randi Rothmel, PhD, South Jersey Project Director

looding, tornados, loss of life – that is what Tropical Storm Ida brought to NJ. Eleven counties were declared disaster areas: Morris, Essex, Hudson, Mercer, Union, Bergen, Gloucester, Hunterdon, Middlesex, Passaic and Somerset.

In Gloucester County, an EF-3 tornado touched down, destroyed homes, flattened barns and tumbled silos. In parts of the State nearly 11 inches of rain fell, resulting in flooded roads and homes, mudslides, rockslides and drownings. The Raritan River rose to twice its flood height. Basement apartments in Elizabeth became death traps. These are the ripples of Tropical Storm Ida.

In Mullica Hill, Wally and Marianne Eachus are rebuilding the Wellacrest Dairy Farm, the largest in the State. "We have no choice. Will we just walk away? We can't, this is our home."

In Lambertville, living near the bank of the Mill Brook Creek in Highland Park, Susan Edmunds has received FEMA funding after four feet of water inundated her basement. She fears other homes in her neighborhood may be a total loss as sewerage-contaminated water filled their first floors. In Lambertville, more than 50 percent of the homes suffered moderate to severe flood damage. Lambertville Mayor Julia Fahl said the storm quickly turned into something that no one was prepared for: "Every single one of our waterways, every creek, every river breached its banks. We were watching water pour over major bridges."

#### Call to action

Eight inches of rain over six hours, as seen in Central Jersey, is essentially a 1,000-year storm event, according to David Robinson, the NJ State Climatologist, and NJ's infrastructure is not built to handle that volume of rain so quickly. The problem is that historical calculations that determine 1,000- and 100-year storm and flood volumes are based on past data of observed storms. We know that with climate change, the past is not a predicter of the future. So how are we to respond and prepare for the next inevitable storm? As the NJ Department of Environmental Protection (DEP) Commissioner Shawn LaTourette said in his featured address at ANJEC's 48th Environ-



mental Congress, "There is always a door that opens in the wake of a tragedy, and it is up to us whether we walk through it."

We need to reexamine our land use regulations and how and what we build. A rockslide in West Orange is displacing 45 residents as the apartment complex is being razed. Residents are asking whether installing the artificial turf on top of the steep slope (felling 1,000 trees), increased the stormwater runoff, destabilizing the slope.

It is time for a call to action, as noted by Commissioner LaTourette. Is your municipality in compliance with its MS4 permit; have they thought about a stormwater utility? "All of our homes exist in a flood plain together, a watershed together ... and if we don't make our land use planning and permitting decisions with that in mind, then we are damning one another because what you do upriver matters downriver."

#### Tools are available

In October, the State's Interagency Council on Climate Resilience released its final version of the Climate Change Resiliency Strategy (www.nj.gov/dep/ climatechange/resilience-strategy.html), which outlines six priorities to guide State and local government climate action; it includes over 100 recommendations to strengthen New Jersey against climate impacts, including sea-level rise, chronic flooding, rising temperatures, and more frequent and intense storm events.

The 2019 Flood Defense Act allowing municipalities, counties or utilities to form a stormwater utility is yet another tool in the toolbox. Fees collected equitably, based on the amount of stormwater generated on a property, are dedicated to fund the community's stormwater management program, including planning, operation and maintenance, capital improvement projects such as green infrastructure, and asset management. See https:// stormwaterutilities.njfuture.org/for complete resources on stormwater utilities.

Municipalities are now required to include a climate resiliency assessment as part of their land use element in their master plans. Prepare now and conduct that assessment right away - don't wait until the master plan review is due, echoed Commissioner LaTourette.

#### Updating land use rules

One of the initiatives under the pending NJ Protecting Against Climate Threats (NJPACT) rules will modernize NJ's environmental land use rules to respond to climate change by considering risks such as sea level rise and chronic flooding, and facilitating climate resilience by supporting green infrastructure and renewable energy. ANJEC is and will continue to be a stakeholder and advisor on developing the NJPACT rules that DEP is expected to publish early in 2022.

Consider the policy and project ideas explored by experts in the "An Anthology of



Ideas After Hurricane Ida" (http://www.rebuildbydesign.org/our-work/research/ideas-for-ida), which includes: resilience planning; investing in projects to capture, detain, infiltrate or transport stormwater; protecting and creating new open spaces and wetlands; and building back better using nature-based solutions. Building resiliency might be costly up front but has been proven effective – Hoboken was spared the worst of Ida's wrath, receiving eight inches of rain, thanks to their flood risk reduction investments of green infrastructure, storm sewer modifications and the PSEG substation elevation.

The new stormwater management rules that took effect in March 2021, require green infrastructure as the primary mechanism for major developments to achieve stormwater management objectives, and can also be used to retrofit older developments without stormwater management.

As proposed by Professor Christopher Obropta (Rutgers University) during the 48th ANJEC Environmental Congress: "what if every time we repave a parking lot, let's convert it to a stormwater management system. For every acre of parking lot, we can capture stormwater runoff from the 100-year storm from four to five acres of impervious surfaces (and) when we include a rain garden, we can further increase the benefit."

The time to act and become more resilient is now. There is no more time to wait.

# Land use and environmental justice

By Meishka L. Mitchell, AICP, PP; Vice President, Camden Community Partnership; and ANJECTrustee

et's do a quick visualization exercise.

Picture the "ENVIRONMENT." Now, picture "ENVIRONMENTAL INJUSTICE."

While "environment" is a word with a definition so broad that it is interpreted in vastly different ways depending on one's circumstances, the abstract vision of "environment" for most people will have similar characteristics - pristine open spaces, wildlife, fresh air. The "environment" is a place to be cherished and protected. So, then, is the place that you pictured for "environmental injustice" a place absent of "environment" and not worthy of protection? What are the conditions that create and perpetuate communities that are given an unfair burden of environmental hazards?

The answers to these questions are our present reckoning. As environmental commission members, planners, engineers, architects, developers, and politicians, we must understand how our daily decisions impact land use, and how those decisions impact environmental justice for New Jersey communities.

Where you live, the length of your daily commute, the distance to your preferred grocery store, and where your teenage children hang out on the weekends are influenced by land use patterns - historical and new – that were decided upon by appointed boards and commissions and elected officials.

It is no accident that historical decisions rooted in racial bias have resulted in disproportionate negative environmental impacts on communities of color. While it is easier to fathom the siting of polluting industries in poor neighborhoods, we must delve further to understand how the location of transportation infrastructure,

businesses that attract nuisances, or the lack of parks and open spaces perpetuates the cycle of environmental injustice. Furthermore, the interconnectedness of society ensures that local land use decisions have impacts beyond political jurisdictions. For example, your local zoning commission may not be directly responsible for siting Polluting Factory X adjacent to a

lower-income community, but the town's new zoning ordinance and legal team made it so difficult for Polluting Factory X to open that the lower-income community became the likely option.

#### Correcting a legacy of unjust land use

How can we begin to correct the legacy of environmental injustice? First, we must shed our allegiance to jurisdictional boundaries. When it comes to the environment, air, water, and waste do not adhere to our manmade boundaries. Let's adopt a collective mindset with an understanding that our interconnectedness is a value.

Secondly, we must include people in the environmental equation. Environmental decisions are more than an algorithm of impacts to vegetation, endangered species and water. We must balance our environmental decisions and their impact to the people that call these spaces home. Environmental decisions can be used not only to mitigate negative impacts, but also to encourage positive benefits for overburdened communities in the State. And an examination of the cumulative impacts will demonstrate that many communities have much more than their fair share of environmental burdens

Next, let's be proactive instead of reactive. Incorporate inclusionary zoning laws, plan for more open space in overburdened communi-

> ties, enact policies to prevent green gentrification, proactively engage residents of impacted communities when passing ordinances, and/or recruit residents to serve on local boards and environmental commissions.

We must also advocate for laws that protect people from assumed hazards, rather than shield questionable operations to continue until undeniable proof of a hazard is shown. We can no longer afford to

sacrifice communities as we research and study. Environmental justice communities have already had to wait too long.

And, lastly, ACT today! The time is now to think differently about the "environment" who has one, whose needs protecting and whose is worth protecting. Every citizen and every place is entitled to an environment that supports a healthy life.



Meishka L. Mitchell, AICP, PP



By **Michele Gaynor**, ANJEC Resource Center; and **Vinesh Gujral and Stephen Carroll**, ANJEC volunteers

#### Ida inspires action in Highland Park

Middlesex county was particularly hard hit by Tropical Storm Ida with loss of lives, destroyed homes, flooded streets and disrupted public transportation. In Highland Park, over eight inches of rain fell, causing severe flooding in some places.

As storms become more severe and unpredictable, it is imperative that municipalities follow through with their MS4 stormwater education requirements. Highland Park took the initiative to educate residents by collaborating with the Lower Raritan Watershed Partnership (LRWP) and community partners such as Sustainable Highland Park. Together they created a municipal educational stormwater webpage to inform residents of the severe

make changes that can contribute to the mitigation of future flooding. The educational resources on the website include graphics, mapping, and analysis to inform residents about Highland Park's waterflow and stormwater management system (https://www.hpboro.com/departments/water-sewer/stormwater-management).

Also new is Highland Park's "Soak Up the Rain" newsletter, which provides homeowners with information to manage stormwater on their property (www.hpboro.com/home/showpublisheddocument/3784/637679217533030000).



Municipalities in the Lower Raritan River watershed are encouraged to look into the LRWP's MS4 Municipal Stormwater Management Assistance Program. Highland Park was the first to join the program. It is designed to help municipalities in the Watershed meet their federally mandated stormwater management education and outreach requirements under the Clean Water Act. Watershed towns can also visit the NJ Department of Environmental Protection website for templates, educational brochures and handouts pertaining to stormwater management (https://www.nj.gov/dep/dwq/ msrp\_example\_website\_resources.html).

All NJ municipalities can spend up to 25 percent of their New Jersey Clean Communities allocated funds to support required stormwater education.

#### More info

Lower Raritan Watershed Partnership (LRWP) - https://lowerraritanwatershed.org/ – Michele Gaynor

#### A new tradition in **Paterson**

On September 18 the Paterson Green Team along with Mayor André Sayegh put on Paterson's 1st annual Green Fair. ANJEC staff participated in the fair and focused on informing Paterson residents about the combined sewer overflow problem, the Long-Term Control Plan and possible fixes to the stormwater infrastructure, which was well received in the wake of recent flooding. The main draw at this event was the Paterson Department of Public Works (DPW) distributing more than 350 free recycling bins. Multiple lines wrapped around the tennis courts and out of sight as people, who hadn't planned on getting bins, decided they wanted one and the DPW kept bringing more. The town's Adopt-A-Catch-Basin program swelled as 45 additional residents volunteered to keep their basins clear of debris (in addition to 80 already participating).

The fair also featured a raffle, artwork on display, music performed by youth and recycled arts and crafts. Staff from the Paterson Museum brought out a cardboard car, and poets read their works. Michael Sherman, the Garcia family and the Travieso family displayed recycled and eco-themed art and ran art workshops using recycled bubble wrap, paper plates, cardboard, bottle caps, soda cans, plastic lids and donated paint.

The Mayor also addressed the crowd. The event is expected to be the beginning of a strong tradition of Paterson Green Fairs.

– Vinesh Gujral



#### Storm drains up for adoption in Berkeley Heights

A properly functioning stormwater drainage system is important for Berkeley Heights. The major portion of its land lies on the western slope of the first ridge of the Watchung mountain chain with a smaller area bordering the Passaic River at the base. It has an extensive drainage system with multiple drain basins maintained by its Department of Public Works (DPW), which cleans all drains on a rotational basis.

Early in 2021, the Berkeley Heights Environmental Commission (BHEC) began studying ways that residents could pitch in between the DPW's cleanings to help keep drains in town cleaner and clear of litter. BHEC learned of the Adopt-A-Drain program (AAD) which was developed by Hamline University's Center for Global Environmental Education. AAD has been used by approximately 40 communities in the Minneapolis/St. Paul, MN, area, as well as Seattle, WA, and Braintree, MA. Berkeley Heights and Westfield are among the first municipalities on the East Coast to implement the program.

Using GIS, Hamline mapped every storm drain location in Berkeley Heights so that each drain appears on a street map, with a marker showing its location. Markers for drains available for adoption appear in yellow. Once a drain is adopted, its marker turns blue.

Through the AAD, any Berkeley Heights person or entity can sign up to "adopt" one or more storm drains anywhere in the community. Sign up is easy to do by following the directions and safety guidance on the BHEC's website at: https:// berkeleyheights.gov/1492/Adopt-a-Drain.

The AAD program launched in Berkeley Heights on August 7 and by August 23, 100 drains had been adopted and 69 pounds of debris had been collected.

– Stephen Carroll

#### A stream buffer planting grows roots of restoration and learning

By Cheryl Reardon, ANJEC Project Director

NJEC's ongoing work continues in the Upper Salem River Watershed as part of the Delaware River Watershed Initiative funded by The William Penn Foundation and National Fish and Wildlife Foundation (NFWF) with a recently installed green infrastructure project in collaboration with Rutgers Cooperative **Extension Water Resources** Program and the Woodstown

Regional School District. Protecting the water resources of the Upper Salem is especially important as the people living there largely rely on groundwater for their drinking water.

A stream buffering project at Woodstown High School continues the success of several green infrastructure projects installed in

Woodstown students at work on green infrastructure project

Photos by Michelle Williams

the Upper Salem River Watershed over the past five years. The restoration work has included rain gardens at both the Woodstown Borough and Pilesgrove Township municipal complexes, Friends Home senior living community, Garrison Veterans Park, Auburn Road Vineyard & Winery, various agricultural locations, Woodstown-Pilesgrove Library and the Mary Shoemaker Elementary School located just across the waterway.





ANJEC and Rutgers worked with the Board of Education and administration of the school district designing a vegetative stream buffer (approximately 1000 feet encompassing both sides of the waterway) to capture and naturally filter stormwater runoff coming from the middle and high school buildings, athletic fields and parking lot before entering the Chestnut Run stream. Chestnut Run is a tributary of the Upper Salem River that has received special designation by the NJ Department of Environmental Protection as a Category 1 waterway due to critical habitat for State and federal listed species.

For decades, runoff in this area has been a serious issue causing significant erosion along the stream banks. Prior to planting, the school's grounds management team helped to clear the banks of overgrown brush containing invasive species. Once clearing was complete, the High School's environmental science classes participated in a week of planting the stream buffer with more than 4,000 plants and shrubs.

Woodstown High's environmental sciences teacher Michelle Williams, honored as last year's Teacher of the Year, is highly respected for hands-on outdoor classrooms, where students do onsite stream sampling, water quality monitoring/recording and habitat studies.

The stream buffer design includes a designated fishing area at a footbridge leading to the adjacent athletic complex, along with educational signage.

ANJEC is looking forward to seeing the roots of this green infrastructure project grow deep and strong, protecting the waterway and downstream areas from sediment and contaminants carried in stormwater runoff as

environmental science students learn the benefits of natural infrastructure in protecting water quality and restoring habitat. Perhaps the project will even inspire career paths for these students and classes to come.

For more information on the work being done as part of the Delaware River Watershed Initiative, please visit us online at www.4states1source or contact ANJEC's Resource Center at info@anjec.org.



## Planning & Policy Wpdates

## A sweeping environmental agenda envisioned

Focus on environmental justice and goal of 100 percent clean energy by 2035

By Ed Potosnak, Executive Director, New Jersey LCV

New Jersey League of Conservation Voters (LCV) Education Fund has announced a bold program designed to once again put the State at the forefront of environmental protection. Its *Environmental Policy Guide: Green in '21* was developed with more than 25 partner organiza-

tions representing constituencies from across NJ. This process was meant to center the concerns of groups often left out of the traditional environmental policy agenda, such as health organizations, environmental justice groups, student organizations and racial iustice voices. At the center of each topic in the over 140page education document are equity, justice, public health,

and jobs.

The *Green in '21 Policy Guide* provides resources for all elected leaders on the State, local, and national levels on the topics of clean water, clean energy,

transportation, built environment, open space and land use, waste and toxins, and governance.

The policy guide seeks to keep New Jersey as a national leader in the fight against climate change, calling for the State to adopt a 100 percent clean

electricity standard by 2035 - a goal

that is significantly more aggressive than the NJ's current 2050 target date – and is in line with President Biden's green energy agenda.

New Jersey continues to face severe environmental challenges, including threats to safe drinking water from lead pipes and contaminants like PFAS, as well as challenges to modernize and electrify New Jersey Transit into a clean transportation option

that reduces congestion and improves air quality and the expanding fossil fuel pressures in our state. Green in '21 will be our North Star as we work with elected



officials to create a safe and healthy environment for all New Jerseyans, no matter their zip code.

Find the Green in '21 Policy Guide at www.njlcvef.org/programs/green-in-21.

The following partner organizations collaborated on this initiative:

American Littoral Society Atlantic Climate Justice Alliance ANJEC Camden Community Partnership Coalition for the Delaware River Watershed Environmental Defense Fund Isles Latino Action Network M&M Consulting

Monmouth Conservation Foundation NAACP New Jersey State Conference The Nature Conservancy Newark Science and Sustainability Inc. New Jersey Audubon New Jersey Conservation Foundation New Jersey Clean Cities New Jersey Future New Jersey Highlands Coalition NJ Student Sustainability Coalition Physicians for Social Responsibility Pinelands Preservation Alliance Regional Plan Association Raritan Headwaters Tri-State Transportation The Watershed Institute The Trust for Public Land

#### Check out the latest **ANJEC Resource Papers**

Evolving issues, emerging trends, new laws and regulations - the environmental landscape in New Jersey is ever changing. To help satisfy your need to know, ANJEC Resource Papers provide authoritative information on a wide variety of topics important to local governments.

Some of our new or recently updated publications include:

- Open Space Plan: Charting a course for your town's green assets
- Site Plan / Subdivision Review: Protecting the environment during develop-
- Remediating & redeveloping brownfields in New Jersey
- Stormwater Management for Municipalities: Green infrastructure designs and options
- Municipal Techniques: Long term control plans, stream

- daylighting and combined sewer overflow programs
- Septic Systems, Clean Water and Your Municipality

Most ANJEC Resource Papers can be downloaded from our website free of charge at https://anjec.org/publications/. They're also available for purchase in printed form by contacting us at info@anjec.org. 🥑



# Commissioner LaTourette spotlights climate change planning

"There is no greater imperative than planning for climate resilience"

By Alex Ambrose, ANJEC Policy Associate

Just over one month after Tropical Storm Ida ravaged New Jersey, Department of Environmental Protection (DEP) Commissioner Shawn LaTourette delivered a stark message to local officials: "No one is coming. There is only us to solve this problem."

It was clear in his call to action during

ANJEC's 48th Environmental Congress that it is up to the local officials and decisionmakers to plan for the effects of a changing climate. While climate change can feel abstract at times, it's hard to imagine anything more concrete than loss of life and property after a natural disaster. Commissioner LaTourette said, now is the time to bring the issue of climate and stormwater management to your local councils and commissions,

who may not want to hear it, and urge them to "do the right damn thing."

## The cost of doing nothing

The tragedy of Ida and the countless other flooding events of the past summer are indications of what could happen if local governments continue to ignore climate change in their planning decisions.

New Jerseyans are suffering under business-as-usual, and it's time for land use decisions to reflect the reality of increased storm events.

In addition to a terrible loss of life, New Jersey suffered severe economic losses from damages that could cost up to \$95 billion. The economy and the environ-

ment are not binary choices, Commissioner LaTourette stated, and are inextricably linked. When we take care of the environment, the environment takes care of us. Many of the priorities that would help mitigate the worst of flooding due to climate change, such as requiring better stormwater management in redevelopment, replacing infrastructure with visually pleasing

rain gardens and preserving land, are also projects that improve community development. Every opportunity to improve the environment is also an opportunity to create more community. What we do is not just about trees, he said, but about people.



Shawn LaTourette, NJDEP Commissioner

#### What towns can do

So what can local officials do? A climate vulnerability assessment – and do

it now, LaTourette urged. Do not wait until it is time to revisit your municipal master plan. The DEP has an online tool at resilient.nj.gov to help municipalities do their assessments, and the Department can provide assistance as well. By reviewing existing infrastructure, ordinances and stormwater management plans, municipalities can begin to mitigate the worst effects of climate change for their residents.

Communities need to ensure they are doing their part in mitigating flooding and pollution, the Commissioner said. Ask your officials how they are complying with the State's MS4 (Municipal Separate Stormwater Sewer System) permit – are they cleaning out storm sewers on a regular basis? Are they maintaining existing infrastructure instead of taking a "build it and forget it" stance? Does your stormwater ordinance go further than the Department's recommendation – because it can, and "arguably should?" These are all questions that environmental commissioners and other engaged citizens can ask their local officials.

Commissioner LaTourette said that on September 1, the day of Tropical Storm Ida, the phone calls he received from local officials all asked the same thing – what happened, and who didn't do their job?

His answer: all of us. Change is hard, he says, but that's not a reason not to do it. Local officials, often out of necessity, tend to focus on just the next development application, the next proposal, the next budget cycle, instead of stepping back and looking at the big picture. There is no greater imperative than planning for climate resilience, and there is no better time than now to start.

You can watch Commissioner LaTourette's keynote address, along with all sessions from ANJEC's 48th Environmental Congress, available on the "ANJECViews" YouTube channel.

Author's note: The not-yet-released Protecting Against Climate Threats (NJ PACT) rules will also help NJ fight climate change. In January of 2020, Governor Murphy signed Executive Order 100 requiring the DEP to reduce greenhouse gas emissions and create resilient landscapes through land use decisions. It has been nearly two years, however, since that executive order, and the DEP still has not delivered these new rules. Every day, week, and month that the State does not act on climate change is progress lost, and every project that goes through without guidance from the Department on planning for climate change has the potential to become another disaster.

#### We need your help to keep the momentum going!

In partnership with environmental commissions across our great State, ANJEC has enjoyed our best year ever, adapting, protecting, and restoring our shared environment.

And in spite of all the challenges ahead, we are so excited and optimistic about what we can accomplish together with your continued support. Please join us in in our ongoing quest to protect our State's precious natural resources and prepare for a precarious, changing climate.

Please make your secure donation at https://anjec.org/donate/.



## Health as a basic human right

## Surili Patel addresses Environmental Congress audience on health equity

By Julie Lange Groth, ANJEC Report Editor

s a champion of diversity who works at the intersection of public health, the environment and social justice, Surili

Patel is well equipped to explore the many truths about the impacts of climate change on health. With her extensive background in public health and biomedical research, she has led the discussion out of environmental circles and into the broader realm of public health.

Patel used a parable to illustrate how various segments of society

perceive climate change through different lenses. As the original story goes, a group of blind men each try to describe an elephant after touching only one part, such as the leg or tusk. Their conclusions about what the elephant looks like are so different that they argue fiercely. The moral is that people tend to base their beliefs on limited, subjective experience, ignoring the perspectives of others, which may be equally true.

Patel extended the metaphor by telling a story of three people sent to investigate the link between an intense, five-day heatwave and the cloud of thick smoke that had descended on their city. One person arrived in a limousine, shielded from the oppressive heat by air conditioning, and observed how the smoke obscured their visibility. A second person came on a bicycle and found it harder to pedal because the heat and

poor air quality affected his breathing. The third individual came from a community that relied on public transportation, but since the source of the

since the source of the smoke was not accessible that way, she arrived on foot, which took longer and required more time spent in the unhealthy conditions. When they came together, they agreed the heat and smoke were too much to bear and decided to proceed together toward a solution. But a large obstruction caused them to split up.



Surili Patel

By the time they came back together, each of the three had a different idea of what their communities needed to do to relieve the heat problem, and they argued about the costs of solutions that didn't benefit them personally.

Patel said the message that has most stuck with her from the original parable is that the failure to recognize the truths of other people is the greatest limitation in realizing the absolute whole truth. To equitably unpack the full health impacts of climate change, it's important to: look at the big picture, not just the immediate problem; to learn from various perspectives and, most importantly. to understand that the obvious solutions may have unintended consequences.

"Many perspectives, many truths lie within the climate challenge," she observed.

#### Climate change impacts equity

Patel stressed the urgency to stop all forms of inequity that lead to health effects. "Everyone can achieve health when we stop applying the same solutions to everyone," she said. Ask questions like: What counts as equity? Who are we considering?

She cited the different health challenges that four populations might face in a climate-related heat wave and gave examples of how they might be addressed:

- Communities of color living in risk-prone areas face cumulative exposure to multiple pollutants. Adaptation plans should improve access to healthcare.
- Older adults are vulnerable to extreme events that cause power outages or require evacuation. Programs to check on elderly neighbors and improved communication can save lives.
- Children have a higher risk of heat stroke and other illnesses than grownups. Adults can lessen risk by monitoring exertion and hydration.
- Low-income individuals are at risk of physical and mental illnesses during flooding and in crowded shelter conditions. Comprehensive disaster manage-

ment can improve resiliency for people with limited resources.

There are many other populations that could be affected by a heat wave, such as: outdoor workers, student athletes, indiqenous populations, people with disabilities, those who lack housing or who suffer with preexisting health conditions - and solutions might differ with each.

Patel stressed that the people within the community should be leading the conversation about solutions. The movement toward health equity requires a wide range of people from different sectors working together.

Patel said it may seem like some community groups are uninterested in working with you, but it may just be that you're not working in the way they're accustomed to. "Sustainable and transformational change happens at the speed of trust," she stressed, adding that it takes time to create authentic relationships.

Listen to Surili Patel's complete presentation on ANJEC's YouTube channel, ANJEC Views, at www.youtube.com/ watch?v=sAZRFoyw29A.



#### Abigail Fair honored with 2021 Candace McKee Ashmun Environmental Legacy Award

By Elizabeth Ritter, ANJEC Deputy Director

During the 2021 Environmental Congress, the 2021 Candace McKee Ashmun Award was presented posthumously to Abigail Fair. Abbie was a part of the ANJEC staff for

many years and her dedication to the preservation of NJ's Natural Resources continues as part of her lasting legacy.



Abbie Fair

This award is named for ANJEC's first executive director, Candace McKee Ashmun, who served in a leadership role at ANJEC for over 40 years. Candy steadfastly

advanced ANJEC's goal of achieving responsible and sustainable use of New Jersey's natural resources. Her dedication and expertise have empowered ANJEC to provide leadership, education and support for environmental commissions and other local officials who are advocating for strong State and regional environmental protec-



Candy Ashmun

tion and restoration. This award honors individuals who, have dedicated themselves to the goals Candy instilled at ANJEC.

## Why you should visit the ANJEC **YOUTUBE** channel

You can find recordings of all the presentations at the ANJEC Environmental Congress on ANJEC Views, our YouTube channel. This is your opportunity to:

- View presentations you may have missed
- Revisit your favorite moments from the Congress
- Share valuable content with municipal officials

ANJEC Views also has recordings of ANJEC webinars, workshops and trainings from the past two years. You can find it all at www.youtube.com/channel/UCCEuWtY-juaDStB-22S5SpQ.

#### **Environmental** Achievement Awards 2021

By Sheila Baker Gujral, ANJEC Resource Center Director

ne of the highlights of the ANJEC Environmental Congress is learning of all the great work being done around the State. This year's Environmental Achievement Award winners are an inspiring group that have made strides in many areas.

#### Avalon

#### Pollinator Garden and Surfside Science Lecture Series

The Avalon Environmental Commission (EC) held two lecture series to educate and inspire those in their municipality. The Pollinator Garden Lecture Series, which was held at the new Avalon Pollinator Garden, taught people the importance of pollinator gardens and how to maintain them. The Beachside Science and Surfside Park Lecture Series, held at Surfside Park, focused on an array of topics from barrier islands, the Northern Diamondback Terrapin, nesting shore birds, seashells and bird migrations. Kudos to the Avalon EC for providing a wide array of environmental educational opportunities for their community.

#### Caldwell

#### **Green Infrastructure Implementation**

Two members of the Caldwell Environmental Commission attended the Rutgers Green Infrastructure Champions course and were inspired to see how they could make green infrastructure an integral part of their local landscape. With a grant from Sustainable Jersey, and with even more

assistance from the Rutgers Water Resources Program, they were able to install rain gardens, provide green infrastructure books for the Public Library, and offer discounted rain barrels to their residents. They are presently in discussions about the option of porous asphalt for town parking lots. Caldwell provides an inspiring example of how to install and instill green infrastructure in your community.

#### Cape May **Celebrating Restrictive Plastic** Packaging Ordinance

Inspired by ANJEC and helped along by Surfrider, the Cape May EC took the reexamination of the town's Master Plan as an opportunity to pursue banning disposable plastic shopping bags, straws, bottles, cups and Styrofoam food containers. Surfrider sponsored the showing of the film, "A Plastic Ocean" at five different venues around town. After a two-year educational campaign, they adopted an ordinance restricting the use of plastic packaging in the municipality. This is a great example of using community outreach and education to help move a piece of legislation.

#### **Cherry Hill COVID** Trails Response Project

With the onset of COVID-19, Cherry Hill focused on providing expanded and improved trails for their residents. Thomas Paine Trails (consisting of four trails) was continued on page 22





## Enviror Achievement









# Madison

## nmental Awards 2021









#### Environmental Achievement Awards 2021

(continued from page 19)

opened in February 2020, right at the onset of the pandemic. Later, Bowling Green Trails was expanded from one short trail to five trails. Downs Farms Trails added its first bench (which was an Eagle Scout project) and trails were resurfaced. Their efforts resulted in improved and expanded trails as well as educational opportunities regarding safe use of the outdoors.

#### Howell

#### Howell Organic Community Garden Monarch Way Station – Ongoing project award

The goal of the Monarch Way Station was to draw pollinators to the Howell Organic Community Garden as well as provide stable and ample resources for monarchs and other butterflies to feed, reproduce and prepare for migration. With the help of several members of the community garden, the area was cleared, mulched, and new flowering perennials were added to bring additional pollinators to the area. Further development of the area included birdhouses, a sitting/meeting area, and the addition of a drip irrigation system. In addition to birds and pollinators, this multi-use space is enjoyed by members of the garden for committee meetings, casual gatherings and celebrations. The result has been a boon to both the pollinators and the community.

#### Madison

#### Madison Swap & Share – Ongoing project award

The Madison Swap & Share, a Facebook Group, launched in the spring of 2020 and has grown to more than 2,000 members. The group differs from Craigslist or Freecycle in that the members not only deaccession belongings, they share and

borrow items, directly increasing their utility and reducing waste. Everything posted in the group must be offered for free.

Members post over 30 items daily. The results have been satisfying from an environmental and community standpoint, including reduced carbon emissions due to: fewer items ending up in the landfill; reduced consumption with a focus on refurbishing and recycling; and fewer miles traveled to shop for new items. The local focus has allowed for the easy exchange of items and fostered a sharing community.

#### Maplewood

#### Brownfields Inventory – Local Environmental Hero Award

Maplewood Environmental Advisory Committee (EAC) intern Roberta Ezike, a masters degree candidate (now a graduate) in Environmental Science at Rutgers Newark, worked with assistance from members of the EAC, Maplewood Township Administrator and the NJIT Brownfields Assistance Center to create a Brownfields Inventory for Maplewood. In addition to completing a thorough work plan, she also presented her findings to the Maplewood EAC and then to environmental commissioners throughout the State at the ANJEC webinar "Turning a Liability into an Asset: Remediating and Redeveloping Brownfields in New Jersey." The brownfields inventory comes at a time when the Maplewood EAC is updating their Environmental Resource Inventory and the township is reexamining its Master Plan, so the Brownfields Inventory will be able to inform both processes.

#### South Orange

#### Home Eco-Ğuide: Ten Environmentally Friendly Tips for your Home and Garden – Local Environmental Hero Award

Georgia Madiba, a member of the South Orange Environmental Commission and Green Team, conceived of the *Home Eco-Guide* as a response to the need for

educational and promotional printed material, and it reflects her own passion for encouraging and educating on everyday actions to protect the environment. The eight-page guide covers such areas as recycling, energy efficiency, eco-friendly yard practices, stormwater management, food waste, and more. Madiba worked with Matters Magazine to arrange for the booklet to be an insert to the April 2021 issue. This project had a wide impact. The magazine is delivered free of charge to every household in South Orange and Maplewood. In addition to the 15,000 inserted in the magazine, another 5,000 were distributed to local shops, eateries, realtors and events.

#### Wall Township "Annabelle the Dragon" **Artistic Creation**

The artist Robin Ruggiero creates prehistoric figures out of found materials and has received acclamations for her work from the Asbury Park Press, Coast Star News, and CBS News. When she visited the Wall Township EC's virtual meeting, the Commission invited her to make a creation for one of their nature trails. Robin uses twigs, tree limbs and whatever assets the woods provide, in addition to twine and some rope in bringing her creation to fruition. While residents may consider these items as refuse, Robin sees her work as using the environment's 3 Rs - Reduce, Reuse and Recycle. The installation of Annabelle the Dragon encourages people to visit Wall Township's Community Park Self-Guided Nature Trail to enjoy taking pictures of the dragon, to walk the trail and learn about the history of Wall's earlier settlers, and to learn about the environment. This nature-based and natureplaced art installation is a wonderful benefit that everyone in the community can enjoy while also taking advantage of the historical and environmental education opportunities the trail provides.

#### Thanks to ANJEC member communities

We are grateful to the thousands of volunteers serving as local officials in more than 260 municipalities and counties that are members of ANJEC. These dedicated people – from municipal and regional environmental commissions and green teams to open space committees, planning boards, governing bodies, shade tree commissions and zoning boards - dedicate their time and efforts to assure a clean environment and high quality of life in their communities throughout our State. Thank you!

#### Bordentown Honorable Mention Zero Waste Program

The Bordentown Environmental Commission has been focused on a zero-waste program, using various zero waste collection boxes from Terracycle and participating in the Trex Challenge. So far, they have collected more than 1,100 pounds of plastic film for the Trex Challenge and almost 400 pounds of oral care products like toothbrushes and snack bags. Their efforts so far have resulted in 1,500 pounds of plastic being kept out of the waste stream.

## Municipal leaders recognized for environmental efforts

By Sheila Baker Gujral, ANJEC Resource Center Director

NJEC honored six municipal officials for their leadership in protecting the environment at the 48th Annual Environmental Congress in October.

#### Municipal Environmental Leadership Award

Patricia Hansen, Councilwoman, Evesham Township, has had quite an impact since she took office in January 2019. In that time, she: has worked on enhancing stormwater regulations; facilitated the passage of a balloon release ban and backyard chickens ordinance; advocated for green infrastructure; advocated for preserving open space; participated in cleanups and tree giveaways; and advocated for the purchase of two electric police vehicles and EV chargers.





Gail Rottenstrich, Fair Lawn Councilmember, has involved herself in several sustainability issues: working on a reusable bag ordinance and distributing reusable bags; addressing invasive plants starting with a bamboo ban ordinance: doubling the tree-planting budget; working on a fiveyear Town Tree Plan; fostering Council/Planning Board decisions informed by best practice guidelines on Sustainability and Brownfield Redevelopment, supporting environmental preservation and enhancement; and participating in a Fair Lawn Styrofoam collection event.

#### Mayor's Honorary Circle

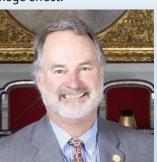
Lambertville Mayor Julia Fahl has worked with the Lambertville Environmental Commission (EC) and supported the wide-ranging implementation of the Ditching Disposables Initiative, which had many facets: a Repurpose a T-shirt workshop, a Sustainable Business Forum, Community Canvassing Day, a sustainability lecture on zero waste lifestyle choices, plastic ordinance posters and postcards, the Green Business Certification Program, Sustainable Business Awards, a Sustainability Library and Sustainable Storytime, producing the Ditching Disposables animated video, and providing reusable water bottles for Lambertville Public Schools. In addition, she supported the purchase and preservation of a historically significant 8.5-acre property with the intention of preserving the land and creating additional open community space.



Dr. Shawn Klein, **Livingston Mayor**, reduced Livingston's carbon footprint and greened their building requirements during eight years as Council member and Mayor. He led the creation of Livingston's Energy Aggregation Program, providing renewablygenerated electricity for 30,000 Livingston residents. Livingston was first in New Jersey to deliver 100 percent renewable energy as an option (40 percent default) on a municipal scale, eliminating as much as 10,000 tons of CO2 annually. Mayor Klein has also advanced electricvehicle charging and negotiated voluntary green construction practices with developers. Dr. Klein leads Livingston as they add Green Acres space, trails and canoe routes, and continuing careful stewardship of their water and parks.

#### **Municipal** Collaboration Award

Madison Mayor Robert Conley's collaborative direction has been critical to the success of many environmental initiatives in Madison and Morris Counties. He worked with local environmental commissions to pass a four-town plastic bag ban, hosted a 10-town sustainable affordable housing event and kicked off regional EC working groups on climate, green building, pollinators and pesticides, and green fleets. His leadership helped the ECs create partnerships that resulted in joint, townwide yard sales, compost bin sales and this spring's EV Expo, held in Madison, where four neighboring mayors spoke about their EV infrastructure goals. The multi-town EC coalition that resulted from plastic bag ban partnerships – the Northern Jersey Sustainable Municipal Alliance – had its biggest success this spring: A native plant sale created an estimated 2,275 square yards of habitat. Spread across ten towns in multiple counties, the sale demonstrated that thinking beyond Madison's four square miles can have a huge effect.





#### Natural Resources Champion

Michael Schmidt, Mayor, Lebanon Township, has partnered with the Lebanon Township Environmental and Open Space Commission (EOSC) to preserve thousands of acres of forested land, protecting natural resources and supporting healthy ecosystems. In 2019 Mayor Schmidt encouraged the EOSC to explore how best to manage the forested lands to allow some recreation and protect local water quality and biodiversity. He facilitated the creation of a Lebanon Twp. ordinance that permitted deer hunting on some open space parcels and worked with the EOSC on the design of a deer management program. This program will begin to limit the deer population that is causing damage to their forested municipal lands and is a first step to creating a thoughtful public land management plan.

#### Planning for climate resilience

By N. Dini Checko, ANJEC Project Director

At ANJEC's 48th Annual Environmental Congress, reducing greenhouse gas emissions (GHG) under the umbrella of mitigating climate change was a central theme. Methane gas is a large contributor to GHGs and 15 percent of methane emissions come from landfills. Gary Sondermeyer, Bayshore Recycling's VP of Operations, spoke at the Congress workshop, "Tools for Local Climate Action," about collaborative efforts to reduce the amount of organic food waste entering landfills through five key areas: food waste reduction and donation, community-scale composting, school food waste management, large scale organics infrastructure and sustainable animal manure.

#### Westfield accepts the challenge

New Jersey's Sustainable Organics Materials Management Plan (SOMMP) identifies seventeen action items to reduce food waste. The Town of Westfield took on the challenge of addressing local organic materials management as a demonstration project, with strong leadership from Township Councilman David Contract and the Westfield Green Team. Catherine Choudhry, Westfield Green Team member, quickly identified three key actions for success.

- Help residents see food waste as a resource and make a behavioral change.
- Make the process convenient and affordable.
- Ensure that the food waste recycling program is not labor intensive for the DPW. The town provided all residents with free collection buckets and easy access to drop off the food waste at the DPW's Conservation Center. From there, working with Waste Management, the material is transformed into biofuel that helps power the Rahway Valley Sewerage Authority.



The Westfield elementary school also participated in the pilot program and the 5th grade students took the lead by educating the school community and sorting waste at lunch. This pilot program has been a huge success and it's drawn attention and accolades. To learn more about setting up a food waste program in your town, connect with the Westfield green team (greenteam@westfield.nj.gov).

#### The donation connection

Another key *SOMMP* agenda item is helping to make the connection between food waste and donation. In the US, close to 40 percent of food is wasted annually and about 10 percent of NJ's population is food insecure. Before food gets thrown out, it's important to consider if it can be donated in a timely manner. The State has created a new position called the Office of Food Insecurity Advocate and is working on a food rescue app to help connect the dots.

#### More info

A recording of the ANJEC Congress presentation, "Tools for Local Climate Action," is available on the ANJEC Views YouTube channel at www.youtube.com/watch?v=yKe\_l4p4a58.

#### New statewide ordinance eases EV adoption

Along with reducing methane gas emissions, the State's climate change strategy includes a focus on the transportation sector, which accounts for 42 percent of total GHGs. Speakers from the ANJEC Congress workshop, "Tools to Move Forward with Electric Vehicles," laid out the barriers, opportunities and next steps for NJ to meet its ambitious electric vehicle (EV) goals.

Andrea Friedman, NJ Department of Environmental Protection (DEP) Supervisor of Electric Vehicle Programs, outlined the three main reasons people are hesitant about owning an EV: range anxiety, cost and lack of awareness. Although, most people drive less than 40 miles per day, people are still nervous about getting stuck with a dead battery. In order to ease range anxiety, it's critical that NJ builds up EV charging infrastructure.

A new mandatory model ordinance, published by the NJ Department of Community Affairs (DCA), became effective September 1. The intent of the ordinance is to increase the availability of EV charging infrastructure by ensuring that municipalities require installation of Electric Vehicle Supply/Service Equipment (EVSE) and Make-Ready parking spaces in a consistent manner. The new ordinance can be easily adopted and implemented



by every municipality with no or minimal amendments. Towns can choose to make refinements to the ordinance, such as penalties, or specifying that charging stations and make-ready parking spaces are permitted accessory uses in each of their zones. For municipalities with existing EV ordinances, the statewide ordinance will supersede those requirements.

Cathleen Lewis, NJ Board of Public Utilities E-Mobility Program Manager, outlined available funding options for EV infrastructure through utility companies and shared the benefits of becoming a Destination Electric municipality. With funding available for fast public charging, towns can attract tourist dollars. Why not shop or eat at local businesses while waiting for your EV to charge up? Communities with available public charging, such as Red Bank, Princeton and Jersey City, provide fun travel itineraries and are highlighted on the State Destination Electric website at https://www.drivegreen.nj.gov/.

Clean Energy Advocate Kate Miguel, Isles, Inc., shared about a pilot community program in Trenton to bring EVs to their environmental justice (EJ) community. (https://isles.org) The children of Trenton have asthma rates four times higher than other towns in their county and limited means for EJ residents to access essential services and work opportunities. With the goal of improving mobility and providing reliable transportation, this EV program offers much needed support through ride shares, car sharing and shuttle services. It's a lifeline for residents who need transportation and will help make the air a little easier to breathe in Trenton.

Let's get EV adoption by municipalities and residents to full throttle.

#### What can ECs do?

- · Urge town officials to formally adopt DCA's municipal EV ordinance.
- Prepare and educate planning and zoning officials to implement the new ordinance.
- Confirm that all new site plan/redevelopment applications have EV charging infrastructure accommodations.

- Encourage town officials to transition to an EV municipal fleet.
- Educate the community about the importance of EV adoption and available incentives.
- Include EV charging infrastructure in the municipal master plan as a key component for mitigating climate change and decreasing air pollution

#### More info

A recording of the ANJEC Congress presentation, "Tools to Move Forward with Electric Vehicles," is available on the ANJEC Views YouTube channel at www.youtube.com/watch?v=pzxwWvJohSY.

#### Resources:

- DCA Model Statewide Municipal EV
   Ordinance www.nj.gov/dca/dlps/home/
   modelEVordinance.shtml

## Tips for savvy social media mavens

By Elizabeth Ritter, ANJEC Deputy Director

t ANJEC's 2021 Environmental Congress, Samantha Adamo, Social Media Assistant at NJ League of Conservation Voters (NJLCV), provided excellent guidance for environmental commissions (ECs)

on using various social media platforms. Here are some highlights.

#### **Getting started**

It's a good idea for ECs and other local boards to establish a social media policy before creating a social media presence. This will give clear guidance to the social media administrator about what content should and shouldn't

be posted, and it will help make municipal officials more comfortable with the content they can expect to see there. Red Bank's

policy is a good example to consider. (Contact the ANJEC Resource Center at info@anjec.org for a copy.)

Each social media platform has particular strengths and weaknesses.



Samantha Adamo

#### Facebook Strengths:

- With 2.7 billion active users, Facebook is the most-used social media platform overall, and people look at Facebook VERY often over 13 times a day on average.
- You can expand your Facebook reach even further with paid advertising, which costs very little and lets you

target certain population segments.

 It's quick and easy to post links to events, articles, videos, etc., which makes your post more eye-catching and engaging.

#### Weaknesses:

- In recent years, some of the younger audience has moved away from Facebook and migrated to Instagram and other platforms instead.
- The average person only watches a video on Facebook for about 10 seconds - so don't expect your 10-minute videos to be watched in full.

#### Instagram



#### Strengths:

- One of Instagram's greatest strengths is its younger and more diverse audience.
- Instagram is also the second largest platform, enabling you to reach a large number of users.
- The best type of content for Instagram is photos and videos.
- Various video options on Instagram cater to today's short attention spans.

#### Weaknesses:

- Instagram doesn't recognize links.
- Since many people are looking for purely media content, they are less likely to stop and read your caption.

#### Twitter



- Twitter reaches more of a middle ground in terms of age demographics, with a wider breadth of users.
- Twitter is best for concise, straightforward posts like highlights on breaking news and guick discussions of events. Legislators, reporters and other writers and academics are among the key audiences here.
- The Twitter user is slightly more educated on average.

#### Weaknesses:

- Conveying your message in only the 280 characters that Twitter allows can be difficult. One way to get around this is by stringing together a series of tweets, called a thread.
- People spend less time on Twitter than other platforms – less than four minutes

on average per day. That's another reason to try to make your content as eyecatching as possible by adding graphics and pictures.

#### LinkedIn Strengths:



#### LinkedIn users tend to fall into a more educated and higher-earning demographic.

- · LinkedIn is mostly used by a business-tobusiness audience.
- Posting regularly on LinkedIn builds up your credibility with other organizations and your target audience.

#### Weaknesses:

- · LinkedIn has the smallest number of users; however, you're likely not using this platform to reach a larger audience, but instead to build credibility for your brand.
- About 63 percent of LinkedIn users only access the platform once a month.

#### Tools and resources

Here are some ideas and resources to help you plan and coordinate your posts across all of the platforms:

- Scheduling posts can be done within each platform, but it is a slightly different process for each. There are tools/ websites that let you schedule your posts across multiple platforms; programs like Hootsuite, Buffer, Friends+Me are among the most popular.
- Each platform offers some form of statistical insights that allow you to gauge which of your posts performed better or worse and track how well your posts are meeting your goals and strategies. Based on this data you can change our approach to help increase reach and engagement.

Watch Samantha Adamo's full presentation on ANJEC's YouTube channel at www.youtube.com/watch?v=yME-U-cXLHI.

## 2022 Fundamentals for Effective Environmental Commissions

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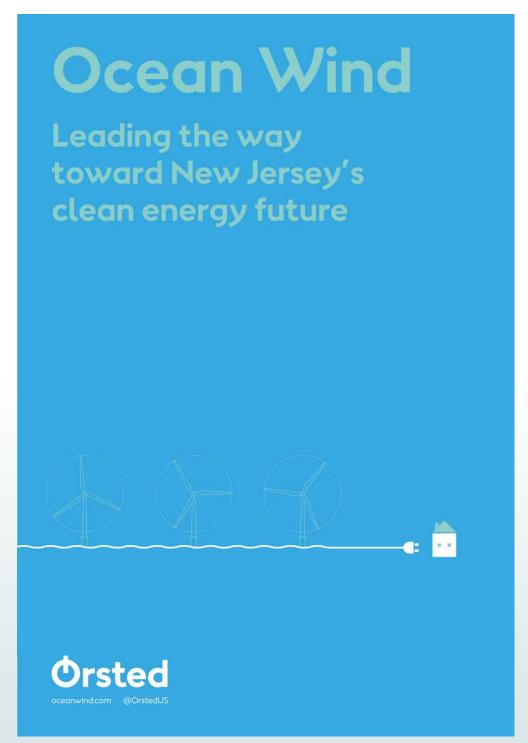
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