

YOUR EC AND THE NJ CLEAN COMMUNITIES PROGRAM

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DID YOU KNOW?

New Jersey has a state-wide program whose sole purpose is to keep our communities clean!

- Focus primarily on removing and preventing litter
- Also includes removing graffiti



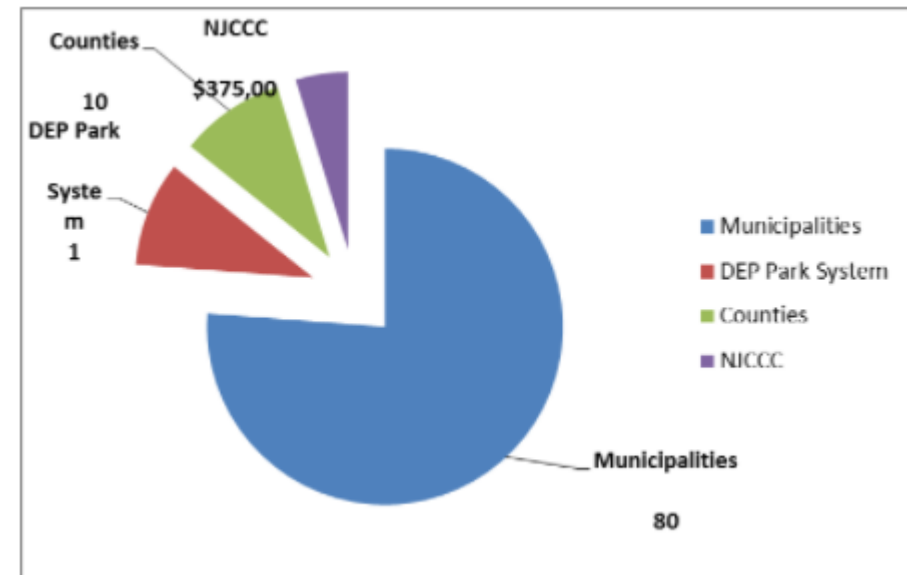
WHAT IS LITTER & WHY IS IT A PROBLEM?



- ❖ Litter is solid waste that's out of place.
- ❖ Litter takes away from a place's beauty.
- ❖ Litter creates a negative public image and reduces civic pride.
 - ❖ Can even bring down the value of homes in a highly-littered neighborhood.
- ❖ Litter causes harm to our ecosystems and natural resources.
 - ❖ Can be deadly to animals.
 - ❖ Leeches harmful chemicals.
 - ❖ Clogs up our waterways and water infrastructure.
- ❖ Most types of litter take a very long time to biodegrade (or don't at all).

NJ CLEAN COMMUNITIES PROGRAM HISTORY

- ❖ Created by the passing of the Clean Communities Act in 1986.
- ❖ Placed a tax on 15 categories of litter-generating products for manufacturers, distributors, and retailers.
- ❖ Over \$20 Million is collected through this tax each year, which is distributed amongst the NJCCC, counties, state parks, and municipalities to support the program.



WHAT ARE THESE CATEGORIES?

- ❖ Beer & other malt beverages
- ❖ Cigarettes & tobacco products
- ❖ Cleaning agents & toiletries
- ❖ Distilled spirits
- ❖ Wine
- ❖ Food for human or pet consumption
- ❖ Glass containers
- ❖ Groceries
- ❖ Metal Containers
- ❖ Motor vehicle tires
- ❖ Newsprint & Magazine stock
- ❖ Drugstore sundry products
- ❖ Paper products & household paper
- ❖ Plastic or fiber containers
- ❖ Soft drinks & carbonated waters

HOW THE PROGRAM WORKS

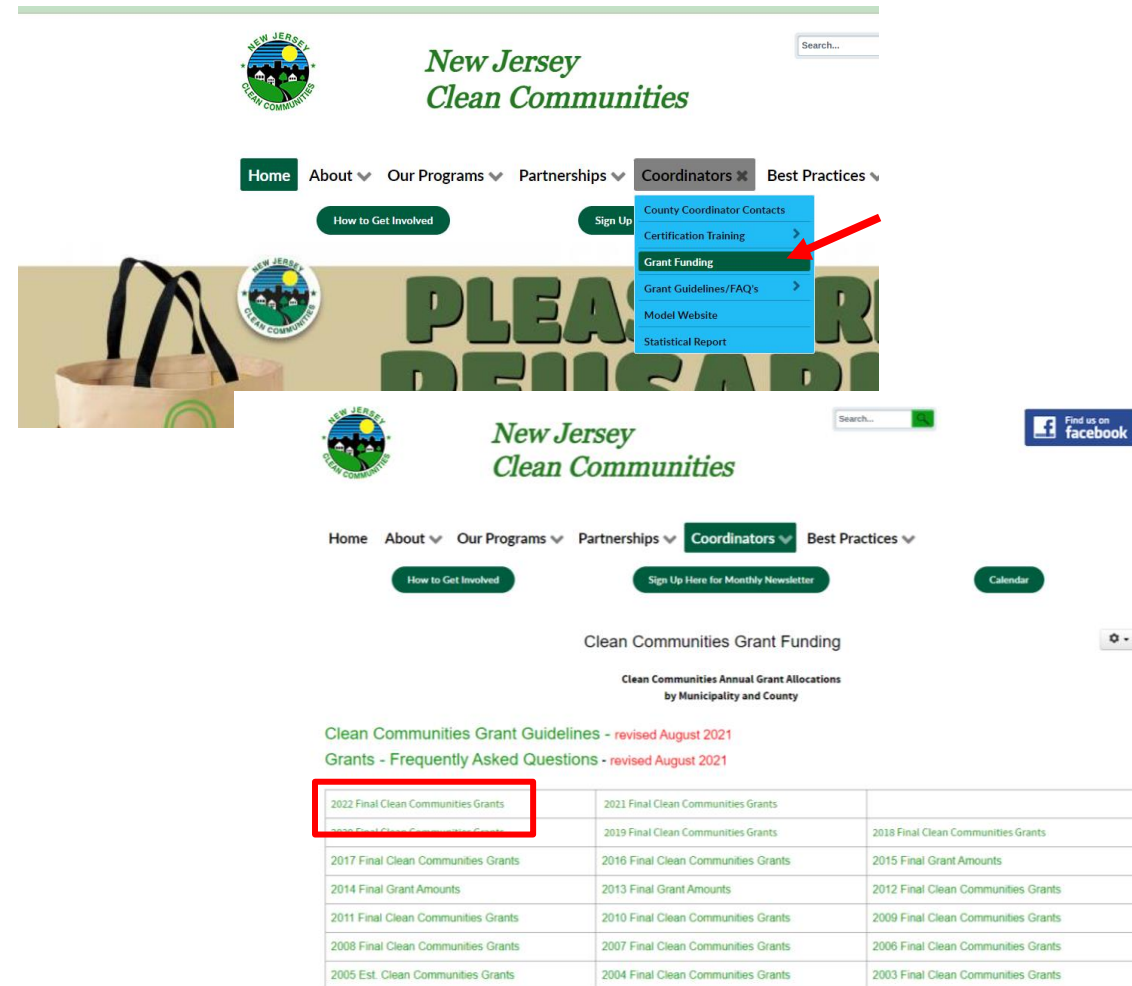
- ❖ Every county and municipality* must designate a Clean Communities Coordinator to run the program.
- ❖ There are guidelines stating how grant money can and cannot be spent each year, and every coordinator submits an annual report with this information to the state.
- ❖ Must incorporate the elements of Cleanup, Enforcement, and Education.



NJ has 565 municipalities,
but only 558 participate*

CLEAN COMMUNITIES GRANTS

- ❖ The amount awarded to each municipality is dependent upon a few factors:
 - ❖ The proportion which the housing units of a qualifying municipality bear to the total housing units in the State.
 - ❖ The proportion which the municipal road mileage of a qualifying municipality bears to the total municipal road mileage within the State.
- ❖ All grant award amounts are posted on the Clean Communities website.
- ❖ Grants should be spent within 18 months.



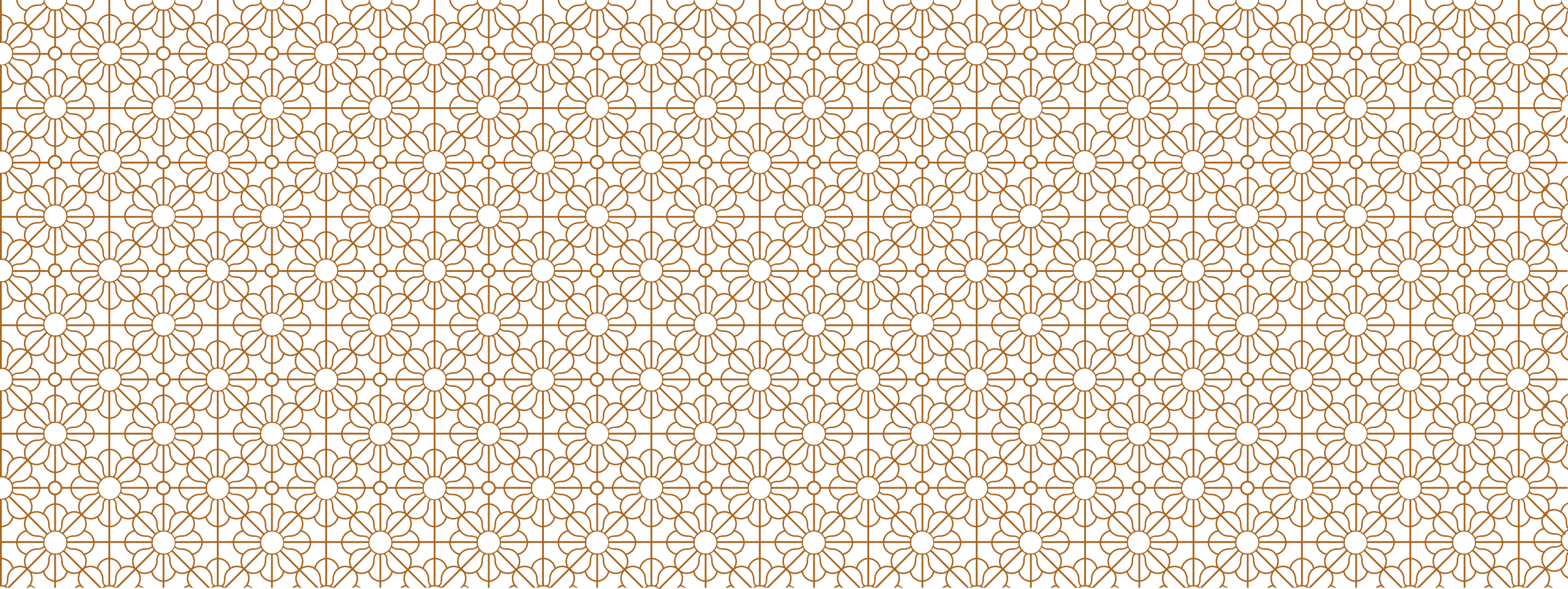
The screenshot shows the New Jersey Clean Communities website. The 'Coordinators' dropdown menu is open, and the 'Grant Funding' link is highlighted with a red arrow. Below the menu, there is a banner for 'PLEASE REUSE' and a section for 'Clean Communities Grant Funding' with a table of grant allocations.

Clean Communities Annual Grant Allocations by Municipality and County		
2022 Final Clean Communities Grants	2021 Final Clean Communities Grants	2018 Final Clean Communities Grants
2017 Final Clean Communities Grants	2016 Final Clean Communities Grants	2015 Final Grant Amounts
2014 Final Grant Amounts	2013 Final Grant Amounts	2012 Final Clean Communities Grants
2011 Final Clean Communities Grants	2010 Final Clean Communities Grants	2009 Final Clean Communities Grants
2008 Final Clean Communities Grants	2007 Final Clean Communities Grants	2006 Final Clean Communities Grants
2005 Est. Clean Communities Grants	2004 Final Clean Communities Grants	2003 Final Clean Communities Grants

GRANT REQUIREMENTS

- ❖ Municipalities receiving less than \$25,000 per year in grant funding must sponsor & publicize 1 cleanup on public lands each year.
- ❖ Municipalities receiving more than \$25,000 per year in grant funding must sponsor & publicize 2 cleanups on public lands each year.
- ❖ County coordinators are also encouraged to complete cleanups and support their municipalities.





CLEANUPS

Events to pick up litter.

CLEANUPS



<https://ucnj.org/parks-recreation/adopt-a-trail-adopt-a-park/>

- ❖ Usually consist of a group of volunteers who spend a few hours picking up litter from a public space.
 - ❖ Can also include paid workers.
- ❖ Clean Communities Coordinators provide supplies and help coordinate these events.
 - ❖ Gloves, bags, grabbers, and safety vests.
- ❖ Can also offer “mini-grants” to non-profit groups who volunteer.



<https://ucnj.org/parks-recreation/adopt-a-trail-adopt-a-park/>

CLEANUPS

Come in a variety of sizes and scales!

MORE ON CLEANUPS

- ❖ Funding can also be used toward the purchase of large equipment such as street sweepers.
- ❖ Can purchase things that help *prevent* litter:
 - ❖ Dog waste stations
 - ❖ Outdoor bottle filling stations
 - ❖ Trash and Recycling containers for public spaces.
- ❖ Can also use funds to paint over graffiti or hire a muralist!



THIS JUST IN: LITTER DATA COLLECTION



Litter Survey & Data Form

DEAR CLEANUP VOLUNTEERS:
Thank you for your hard work, dedication and commitment to a litter free NJ. In addition to your cleanup efforts, NJCCC appreciates your time and attention in helping to quantify today's litter data. Numbers are the only valid form of data, so please DO NOT use words or check marks in the boxes next to each trash item.

DATE: _____ NAME: _____ EMAIL: _____

CLEANUP SUMMARY

Cleanup Site Location: _____

Total # of Volunteers at this site: _____ Total Hours of Cleanup: _____

Total # of Trash Bags Filled: _____ Total Weight of Trash Collected: _____ lbs. or _____ cubic yards

Estimated Distance Cleaned: ☐ 1/4 ☐ 1/2 ☐ 3/4 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Other: _____ miles

TRASH COLLECTED: Please only enter NUMBERS in the field next to each trash item

TOTAL # ↓	MOST LITTERED ITEMS:	TOTAL # ↓	
_____	Balloons	_____	Bottle Caps (Plastic/Metal)
_____	Plastic Bags	_____	Lids (Plastic)
_____	Straws/Stirrers	_____	Take Out/Away Containers (Plastic)
_____	Cigarette Butts	_____	Take Out/Away Containers (Foam)
_____	E-Cigarettes	_____	Cups & Plates (Plastic/Foam)
_____	Bottles	_____	Forks, Knives, Spoons
_____	Cans	_____	Fishing Gear (line, nets, traps)
_____	Nips/Mini Alcohol Bottles	_____	Tires
_____	Food Wrappers (candy, chips, etc.)		

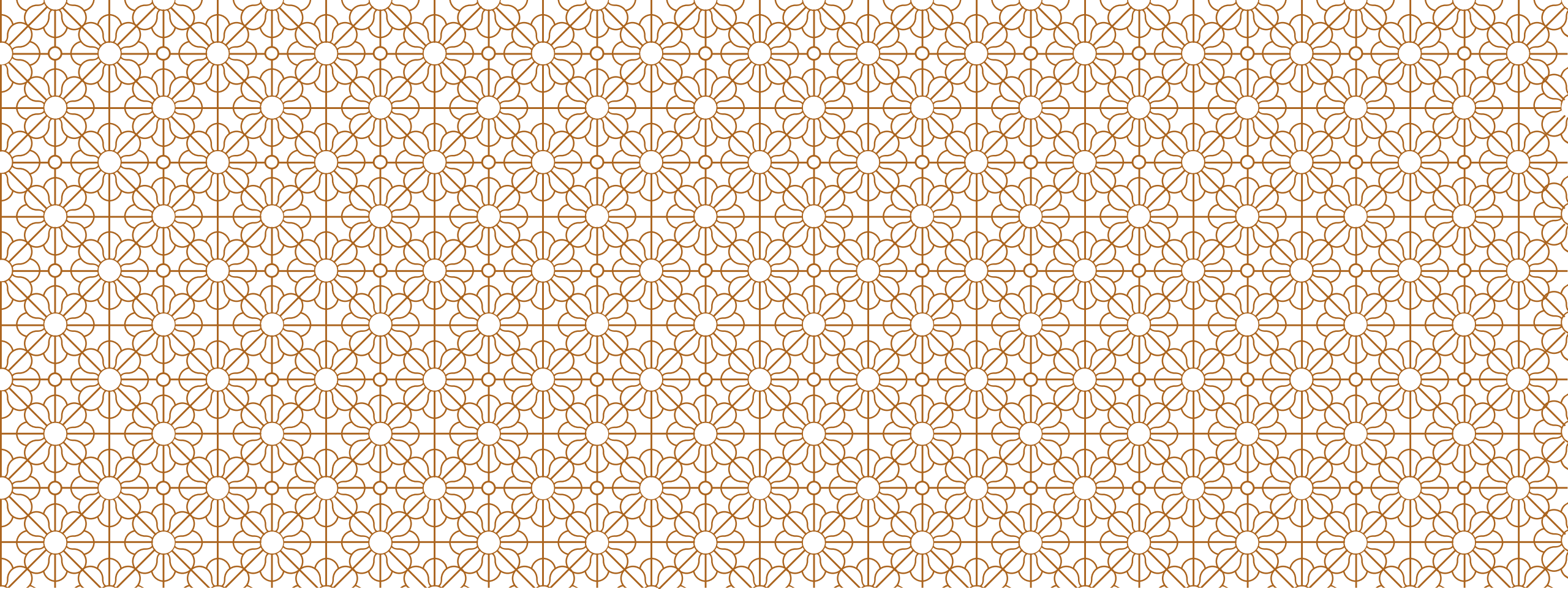
ITEMS OF LOCAL CONCERN:

MOST UNUSUAL ITEM(S) COLLECTED:

Email your survey to: njccc@njclean.org



- ❖ NJCCC will now be collecting data on which items are collected during litter cleanups all throughout NJ.
- ❖ Previous data collection efforts were specific to beaches, but this form was intended to capture what is found in all areas of the state.
- ❖ The more cleanups around NJ that collect data, the better picture NJCCC will have about the types of litter we are seeing statewide, and which are more prominent in specific areas.



EDUCATION

Increase knowledge to decrease
litter

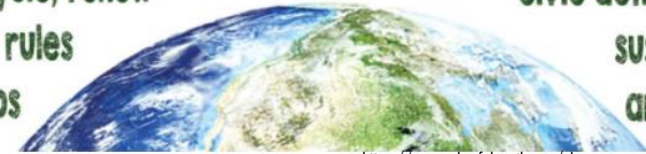
EDUCATION

- ❖ Providing education to the public increases awareness that litter is a problem, but also that there are solutions!
- ❖ Presentations such as this!
- ❖ Can also pay for outside vendors for school or group assemblies.
- ❖ Can purchase litter-related books for schools and libraries.
- ❖ Providing signage for public spaces or events.
- ❖ Attending events to hand out information or reusable giveaways.

Clean Communities School Assemblies Special for New Jersey, in your town!

compost & biodegradable waste
reduce, reuse, recycle, renew
curbside recycling rules
community cleanups

stormwater runoff awareness
civic action for kids
sustainability
anti-littering



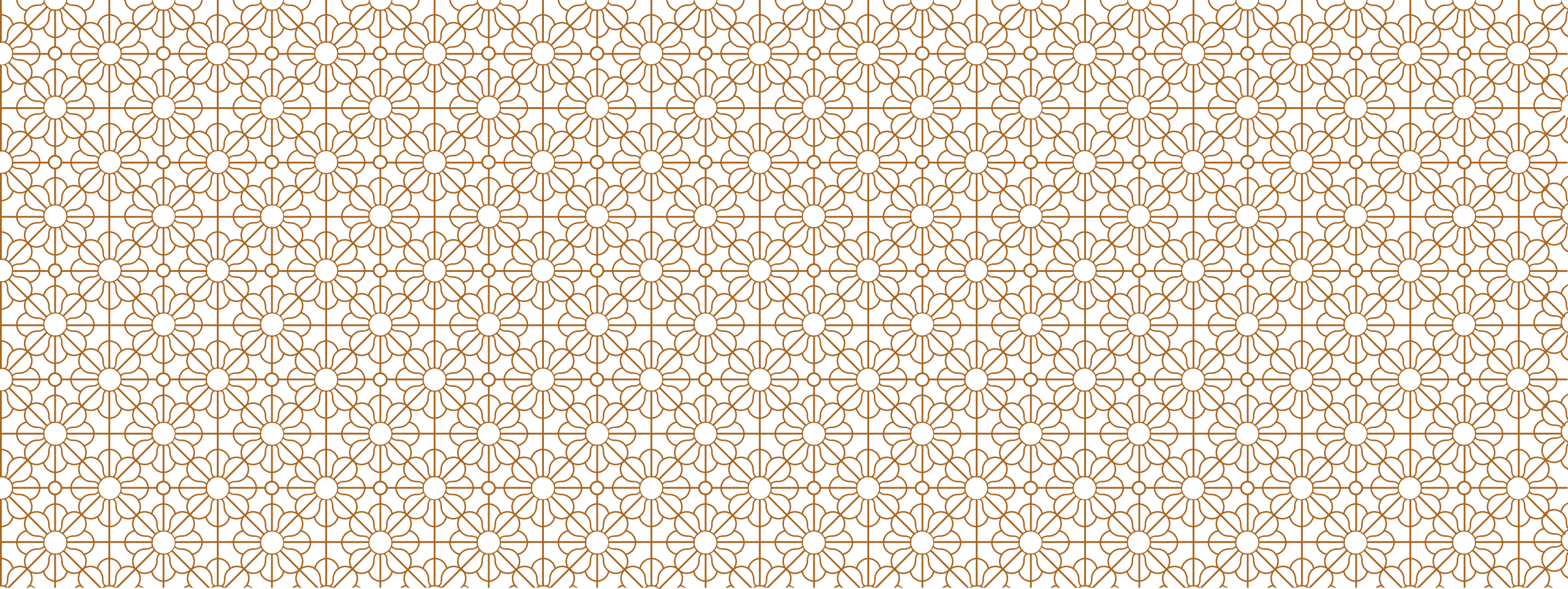
<https://www.playfulearth.com/clean-communities/>



GET PAST PLASTIC LAW



- ❖ NJCCC was tasked with providing outreach on the “Get Past Plastic” law.
- ❖ Coordinators are allowed and encouraged to use grant funds to support outreach efforts regarding this law.
- ❖ Handouts of reusable bags and reusable straws, social media posts, sandwich boards, posters, billboards, etc.



ENFORCEMENT

Making sure it happens.

ENFORCEMENT

- ❖ There is a state littering statute that specifies penalties that someone could face if caught littering by an enforcement official.
- ❖ Municipalities can adopt an anti-littering ordinance in which they can specify more stringent or specific enforcement rules.
 - ❖ Fines or penalties
 - ❖ Designate an enforcement agency



ENFORCEMENT

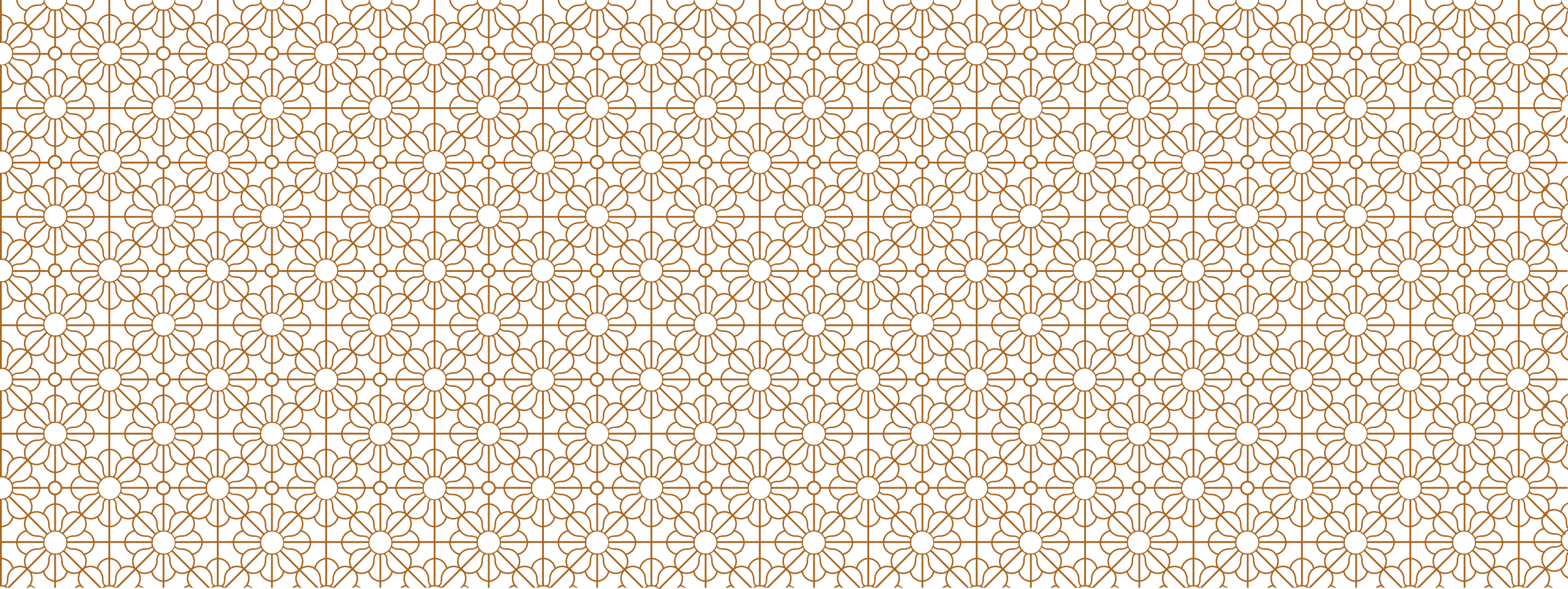
- ❖ County Environmental Health Agencies (CEHA) have been given the authority through NJDEP to enforce environmental regulations.
- ❖ NJ Park Police enforce anti-littering and anti-dumping in State Parks.
- ❖ You can download the Warn NJDEP mobile app to submit reports of non-emergency environmental incidents, such as illegal dumping.

Try NJDEP's mobile application WARN NJDEP



The pilot app utilizes GPS technology for pinpoint location of environmental incidents and also allows users to submit photos as part of their reports to the DEP.

Use the pilot app to report non-emergency environmental incidents only. Report life-threatening and/or environmental emergencies by calling 9-1-1, local police or the DEP's hotline: 1-877-WARNDEP (1-877-927-6337).



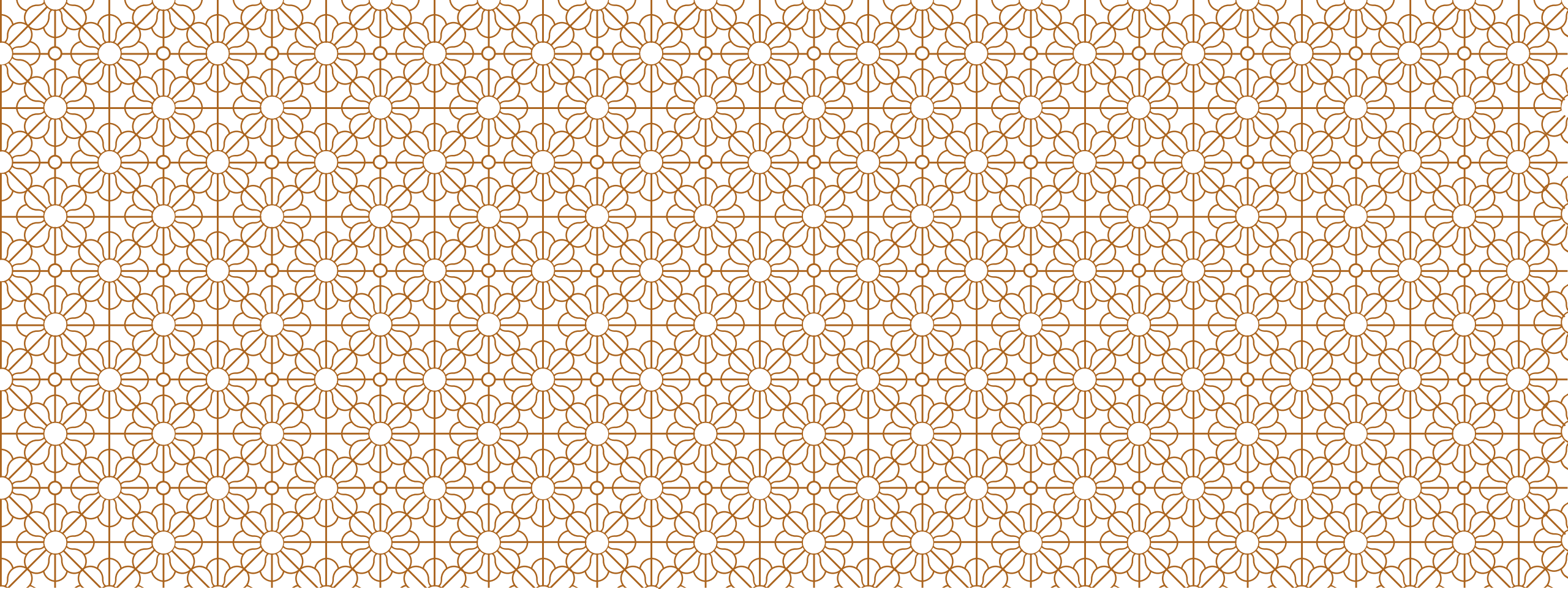
STORMWATER MANAGEMENT

Bonus Content

LITTER AND STORMWATER

- ❖ NJ Clean Communities allows 25% of annual grant funds to be used towards “stormwater management activities.”
- ❖ This can include purchase of stormwater management equipment like street sweepers or paying for cleanout of catchment basins.
- ❖ Education can include information about stormwater, stormwater pollution, labeling of storm drains, etc.





ADOPT-A-BEACH & ADOPT-A-HIGHWAY

State-wide programs run by NJ
Clean Communities

ADOPT-A-BEACH



- ❖ A program designed to foster volunteer stewardship of NJ's beaches
 - ❖ "beaches" include coastal beaches, bays, rivers, lakes, streams, and all waterways.
- ❖ Volunteer groups or individuals can adopt a portion of a beach at anytime throughout the year.
- ❖ To register to adopt a beach, call NJCCC at 609-989-5900 or register online at www.njclean.org



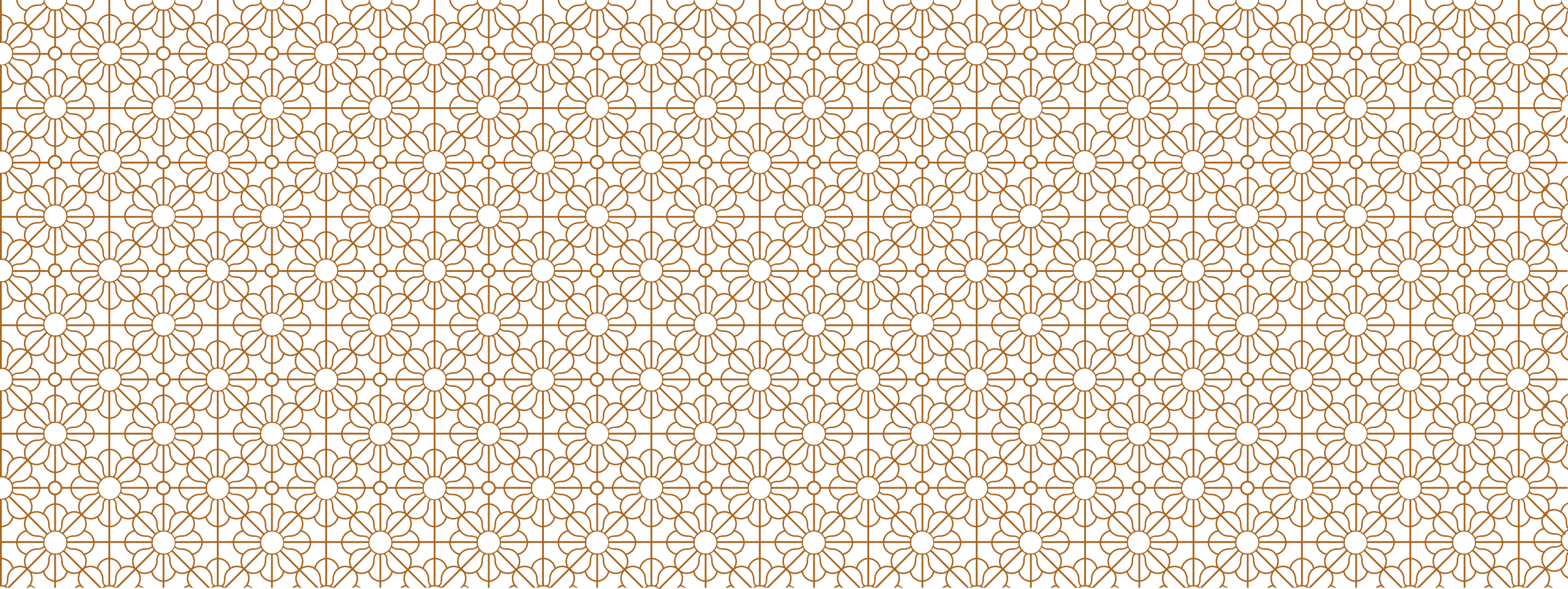
ADOPT-A-HIGHWAY



- ❖ State-wide program created by the NJDOT and NJCCC to encourage volunteers to clean and maintain state highways.
- ❖ When you adopt a highway, you agree to clean your segment of a state highway 4 times a year for 2 years.
- ❖ Volunteers must undergo a safety training workshop and are provided supplies needed for the cleanup.
- ❖ To register, call NJCCC at 609-989-5900 or go to www.njclean.org



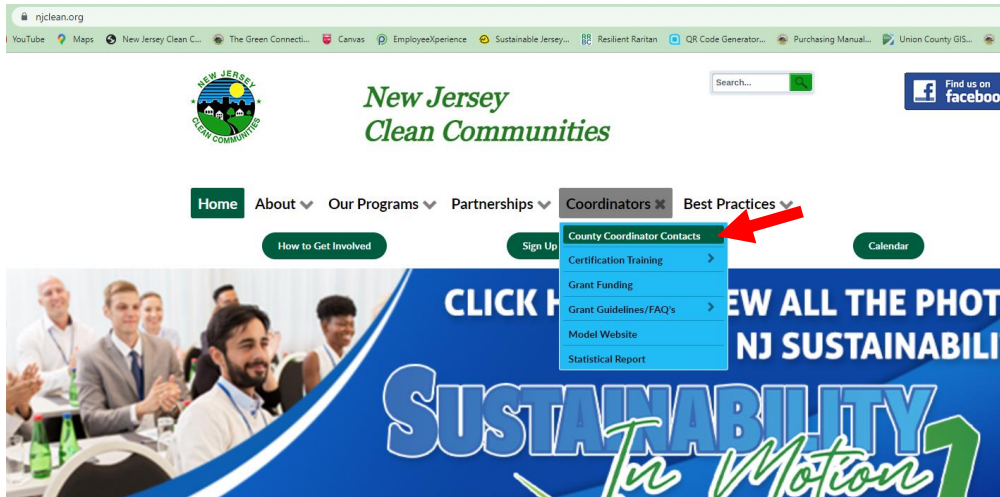
https://www.txdot.gov/content/dam/txdot/asset_collection/inside-txdot/get-involved/adopt-a-highway/dallas.jpg



ENVIRONMENTAL COMMISSIONS & CLEAN COMMUNITIES

So many opportunities for
partnership!

KNOW YOUR CLEAN COMMUNITIES COORDINATOR!



- ❖ Every municipality that receives a Clean Communities Grant must have a Clean Communities Coordinator.
- ❖ Every County has a Clean Communities Coordinator.
 - ❖ County Coordinator contact info is available at njclean.org
- ❖ In many municipalities, the Clean Communities Coordinator may also be your Recycling Coordinator, but this is not always the case.

GET FAMILIAR!

- ❖ Read through the NJ Clean Communities website to get ideas about what you might like to see in your town.
 - ❖ The Best Practices Section is full of examples of what municipalities and counties have done as well as resources to borrow from.
- ❖ You can look up how much your municipality was awarded in grant funds.
- ❖ Understanding the goals of NJCC and the role of your coordinator will help your EC understand how to best work together!

City of Newark Poster Contest: 3 Photos of Winning Posters



BURLINGTON COUNTY CLEAN COMMUNITIES

Spring 2022
LITTER CLEANUP EVENTS

Individuals, groups, and organizations are welcome!
Bags, gloves, and grabbers will be provided.
Please bring your own water and snacks.

To register, email:
clancomm@co.burlington.nj.us

- Participants younger than age 16 must be accompanied by an adult.
- Volunteers under age 18 participating without a parent/guardian must bring a signed waiver with them on the day of the cleanup.
- Participants in need of community service hours must register prior to cleanup.

Saturday, March 19
Pennington Park
801 Creek Road, Delanco

Saturday, April 9
Willingboro Lakes Park
60 Beverly-Rancocas Road, Willingboro

Saturday, May 14
Amico Island Park
81 Norman Avenue, Delran

All events are 9am-Noon, rain or shine!
For more information, please visit
www.co.burlington.nj.us/343/clean-communities

Winning entries qualify for the display in a clean, high, and beautiful recreation facility.

Township of Roxbury Clean Communities
Fall 2021 Annual

LITTER Cleanup

SATURDAY Oct. 30

Beginning at 9:00 a.m.

Meeting location:
DPW Building
96 N. Dell Ave., Kenil
Locations will be assigned

Heavy Rain Date:
Sunday, October 31

For more information and to register, contact:
Kellie Ann Keyes at
keyesk@roxburynj.us
or call 973-448-2053

INDIVIDUALS, GROUPS AND ORGANIZATIONS ARE WELCOME!
Take pride in our town and help clean up our parks, trails, roadways and neighborhoods.
BRING A TEAM! Ask friends and co-workers from your office, church, school, clubs and athletic teams.

FLEXIBLE PARTICIPATION. Can participate any day!

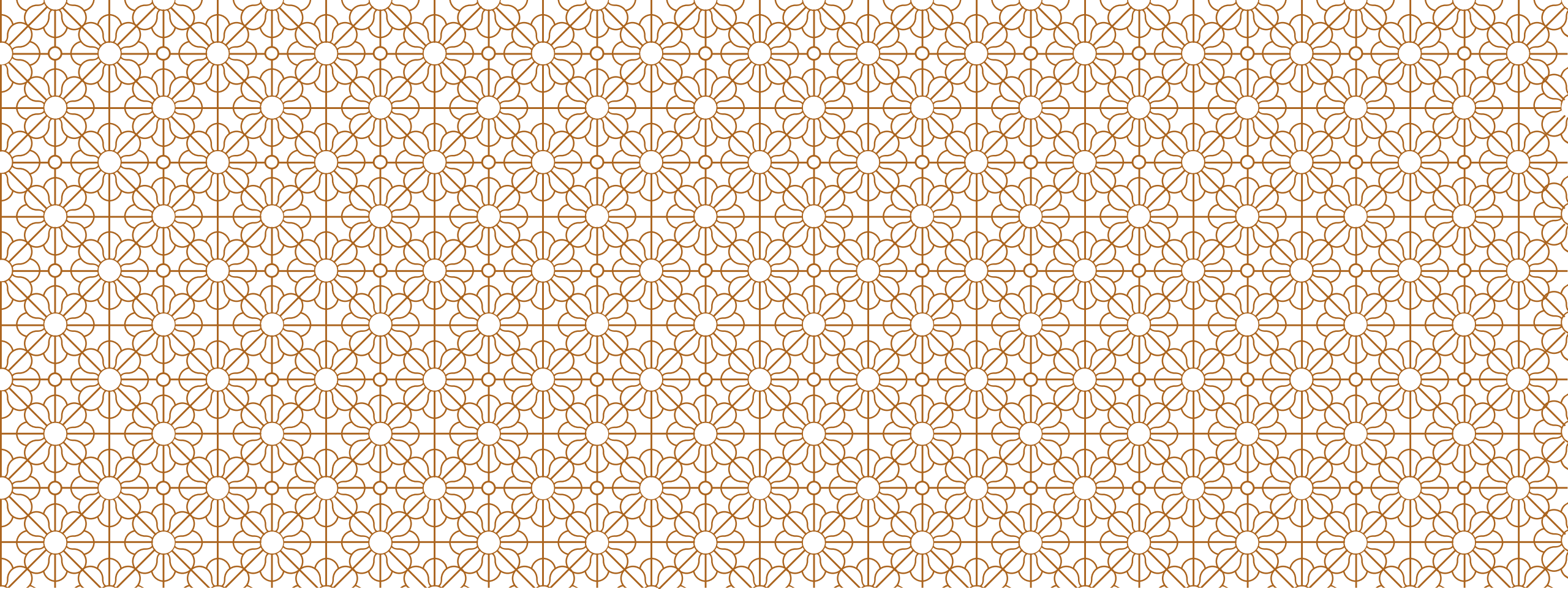
VOLUNTEER FOR COMMUNITY SERVICE HOURS.
Bags, gloves, and grabbers will be provided. Please bring your own water and snacks.
*while supplies last

SPECIFIC WORK SITE REQUESTS WILL BE CONSIDERED.
Participants younger than age 16 must be accompanied by an adult.

WORK TOGETHER!



- ❖ Find where your goals overlap with those of Clean Communities:
 - ❖ Removing litter from a public park or waterway
 - ❖ Preventing illegal dumping
 - ❖ Stormwater management & MS4 permits
 - ❖ Educating the public about environmental issues
 - ❖ Promoting environmental stewardship
 - ❖ Improving the cleanliness and fostering pride in your community!
- ❖ Share resources to help out one another:
 - ❖ Environmental commissions can provide volunteers, time & effort, outreach assistance, ideas...
 - ❖ Coordinators can provide technical knowledge and expertise, grant funds (potentially), event coordination, handouts, supplies...



EXAMPLES

Great Partnerships in action!

SAYREVILLE'S EARTH DAY CLEANUP



- ❖ Our Coordinator coordinated the cleanup and provided all supplies.
- ❖ Sayreville Environmental Commission was invited to attend and set up a table, along with other groups from town.
- ❖ SEC promoted our Community Garden, which was started last year.
- ❖ After the cleanup ended, SEC held the opening day of the Community Garden 2023!



SUMMIT'S EARTH DAY CLEANUP

- ❖ Summit's EC organizes and runs their annual Earth Day cleanup event.
 - ❖ The EC gets the support of Common Council and the DPW to run this event.
 - ❖ CCC coordinated DPW pick-up of collected trash and provided supplies and wood chips to complete trail maintenance.
- ❖ Because Summit contains several Union County Parks, they reached out to borrow equipment and obtain permission to clean up on county-owned land.
- ❖ In total, they had 269 volunteers over 10 sites and collected almost 1 ton of litter!



OTHER IDEAS

- ❖ EC can promote their Clean Communities Program's Mini-Grant Program to encourage cleanups around town.
- ❖ EC and Coordinator can identify a highly graffitied spot in town and create a contest to commission an artist to paint a mural in that location.
- ❖ EC and Coordinator can partner on a Green Fair to promote environmental stewardship, sustainable practices, and engage residents in activities.
- ❖ Coordinator can enlist the assistance of EC to propose anti-littering ordinances to assist with enforcement.
 - ❖ Specific items like balloons or cigarettes





https://upload.wikimedia.org/wikipedia/commons/b/b8/Bridge_and_trees_near_lake_in_Nomahegan_Park_NJ.jpg

**LET'S WORK TOGETHER TOWARDS
CLEANER & MORE BEAUTIFUL
COMMUNITIES!**

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908-789-3689