

Goal Setting and Gorilla Marketing

How NJ
Environmental
Commissions are
Spreading the Word





GOAL

**EC Goals
What do we
plan to
accomplish
this year?**

New Year, New Ideas, New Goals

First things first, start your year off right!

Present your annual report to governing body and/or planning board

Can you make a goal to connect with other local ECs in your area?

How about reaching out to a watershed organization?

Things to Consider Annually

- Ordinance Review & Recommendations
- MS4 Permit Public Education & Outreach
- Time to Update ERI/NRI?
- Reviewing Site Plans – Are you Trained?



What do you want to accomplish?

Make a TO DO List

TO-DO LIST	PLANNED	ACCOMPLISHED	NOTES/RESOURCES
January			
Committee reorganization			
Set meeting dates for the year, give info to township administrator to post on website			https://thewatershed.org/the-watershed-institute-releases-enhanced-stormwater-management-model-ordinance/ https://www.njlm.org/CivicAlerts.aspx?AID=2779 https://cwp.org/updated-code-ordinance-worksheet-improving-local-development-regulations/ https://www.njfuture.org/wp-content/uploads/2023/09/NJF_MS4PermitPrimer.pdf https://anjec.org/wp-content/uploads/2019/07/ERI-2013.pdf
Set annual goals - coordinate with local ECs, watershed organizations?			
Go before governing body and present your annual report on the EC's past year's activities (read it into the minutes)			https://anjec.org/wp-content/uploads/2019/07/EnvCommissionersHandbook-2017.pdf (page 8)
Begin spring cleanup planning			https://njclean.org/volunteer-cleanups
Send updated commissioners list (with contact info) to ANJEC (info@anjec.org)			https://anjec.org/wp-content/uploads/2023/11/2024-MembershipContactListBlank.pdf ANJEC accepts member contact information in alternate format, please email member lists or updates to info@anjec.org
February			



Set Your Yearly Goals and Objectives



MANCHESTER
TOWNSHIP
OCEAN COUNTY, NEW JERSEY

Manchester Township Environmental Commission GOALS and OBJECTIVES 2023

- GOAL 1: Continue working with the Manchester Green Team to achieve Sustainable Jersey Bronze or Silver Certification; participate in “Green Day” event and attempt to include it in a larger Township event; and organize a cleanup of open space; consider partnering with Pinelands Preservation Alliance.
- GOAL 2: Continue to provide timely recommendations to the Planning Board on Development Applications and Areas in Need of Redevelopment.
- GOAL 3: Improve communication and develop a relationship with the Zoning Board of Adjustment.
- GOAL 4: Continue to hold regular educational presentations on topics of public interest at our meetings.
- GOAL 5: Promote recreational use of open space in Manchester and develop a relationship with the Township’s Open Space Committee.
- GOAL 6: Review and make recommendations on the Township’s Master Plan.
- GOAL 7: Review and make recommendations on the Township’s updated Storm water Management guidelines, and continue educating the community on the importance of Green Infrastructure.
 - Facilitate installation of rain gardens throughout the town.



Goals, Objectives, and Annual Reports



Working to preserve and protect our precious natural resources and quality of life in all parts of the Township

GOALS AND OBJECTIVES

GOAL NO. 1: Promote Environmental Awareness and Communicate Environmental Issues to the Public

1. Continue to support the Community Gardens in Naaman Williams Park and at the Pine Grove Manor School. Support the planned new Community Garden at Catalpa Park.
2. Continue the Environmental Stewardship Awards program for outstanding environmental contributions by a citizen and a group or local business
3. Update and maintain the Environmental Commission website
4. Sponsor a "Build a Rain Barrel Workshop" by the NJ Water Supply Authority in the Spring
5. Sponsor and participate in a stream cleanup in April
6. Participate in appropriate community events
7. Publish articles in the Franklin Times on timely environmental issues
8. Serve as an advocate for expanded use of renewable energy within the Township
9. Serve as a resource for residents regarding environmental questions and issues
10. Search out opportunities to advise and encourage one or two youth oriented environmental groups
11. Maintain and update the Environmental Resource Inventory (ERI) as necessary
12. Update and reprint the the Environmental Commission flier



GOAL NO. 2: Provide Support and Environmental Expertise to the Township Council and Other Governmental Entities

OBJECTIVES:

- 1. Review and comment on site plans for residential, non-profit, and commercial development**
- 2. Provide support to the Township for the Somerset County Improvement Authority's Renewable Energy Initiative Program**
- 3. Coordinate and hold joint meetings with the Township Advisory Board of Health**
- 4. Develop resolutions on environmental issues affecting the Township**
- 5. Coordinate with ANJEC on policy statements regarding environmental issues**
- 6. Work with the Green Team in leading the Township's efforts to continue to grow as a sustainable community with Bronze, Silver, Gold or Platinum status**
- 7. Continue to assist the Stony Brook- Millstone Watershed Association in their efforts to remove, the one remaining, of two dams on the Millstone River in Franklin Township**
- 8. Gather information and develop an integrated pest management policy for the Township**
- 9. Represent the Township in the Sustainable Raritan River Initiative program sponsored by the Rutgers University Bloustein School of Planning and Public Policy**
- 10. Work with the New Jersey Water Supply Authority regarding the proposed dredging of the Delaware and Raritan Canal to minimize environmental damage**
- 11. Be an advocate for LEED Certified buildings in the Township**
- 12. Support ANJEC with their project to promote access to the lower Raritan River**
- 13. Assist and support the Millstone River Flood Commission with their efforts to alleviate flooding in the Millstone River basin**
- 14. Track the Franklin Township Resolution against the Compressor Station/Pipeline Expansion**
- 15. Promote the installation of an electric car charging station and the purchase and use of electric vehicles in the Township fleet.**
- 16. Seek additional ways to build on the Township Resolution to Support the Paris Accord**

Make a Month-to-Month Schedule to Meet Your Goals

March

- *Attend ANJEC Training*
- *Newsletter, Website, Social Media to Community*
 - *Garden Resources*
 - *Flood Prevention*
 - *Native Plants*

May

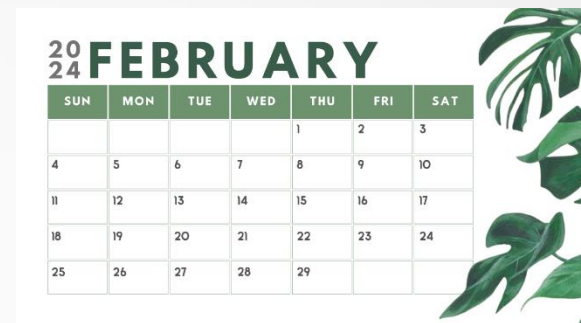
- *Spring Clean Up: Stream or Local Park*
- *Poster Contest, Photo Display*
- *Share Earth Day Event Highlights*

April

- *Apply for ANJEC Stewardship Grant*
- *Earth Day Event*
- *Arbor Day Tree Planting or Tree Give Away*

June

- *Garden Weeding/Clean Up*
- *Check In on Annual Goals*
- *Plan Fall Event*



Volunteer Hours & Goals

Total Volunteer Hours: 981
equivalent to \$33,177

Summary of Environmental Commission and Green Team Goals and Efforts

2023 Goals Progress

- ☑ • Submit our Sustainable Jersey application
- ☑ • Maintain a volunteer list
- ☑ • Maintain and improve our Community Garden
- ☑ • More community engagement
- ☑ • Further engagement with the Borough and Council
- C • Champion an updated Environmental Resource Inventory (\$)
- C • Update our Community Forestry Plan (\$)

2024 Goals

- Continued engagement with the Borough and Council
- Creation of a Budget
- Increase Tree Canopy in Borough
- Champion Green Infrastructure
- 2023 Goal Completion

SOMERVILLE, NJ
ENVIRONMENTAL COMMISSION



Marketing your EC

Go where the food is



Well chosen community events

Fairs and festivals

Schools and parent organizations

Chambers and business organizations

Partner with like minded organizations and other towns

Fairs & Festivals

High Bridge EC Harvest Festival



Leonia EC at International Day of Peace



Special Occasions



**Berkeley Heights –
Adopt a Drain
program**

Manalapan native plant sale



How events can help your EC



Increase visibility



Make new friends



Tell your story, person-to-person



Capture media attention

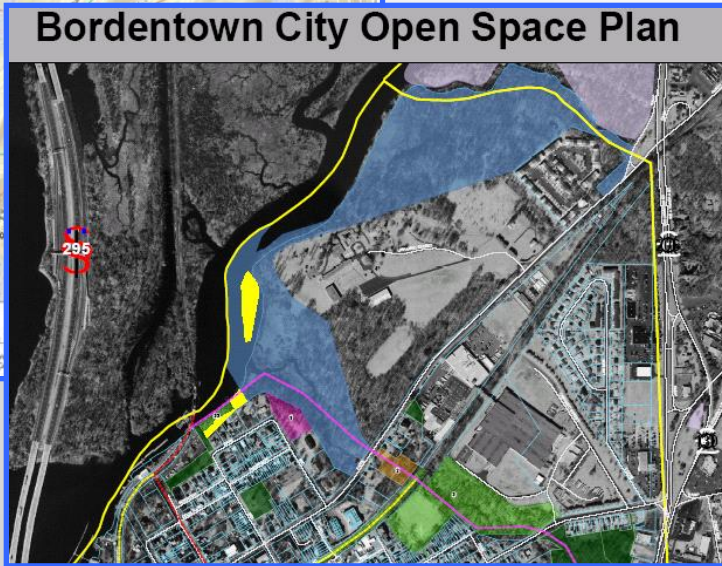
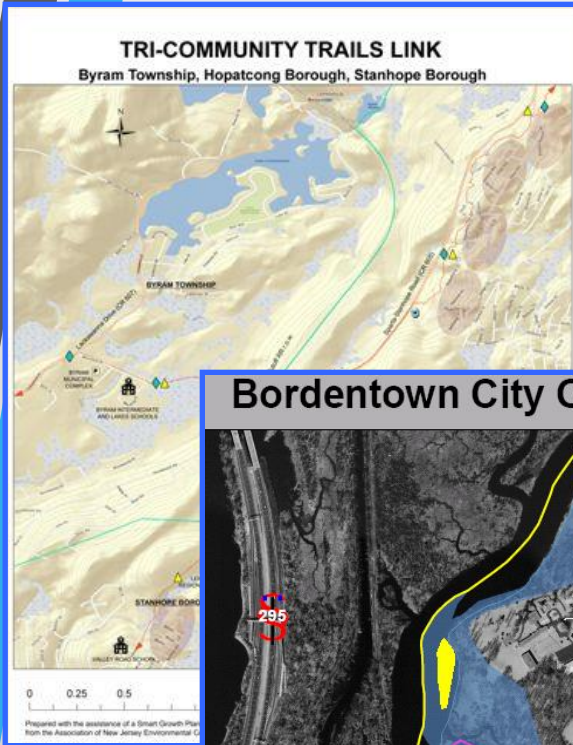


Multiply publicity through partnerships



Fundraising opportunity

What to display at your table



- Enlarged trail maps or graphics from your ERI or OSP
- Screen capture of your web site
- ANJEC display or game!



Ocean City EC Chair Rick Bernardi

What to display at your table

- Beautiful pictures of your town's natural places
- Disturbing pictures of your town's environmental threats



Flooding in Paterson

Howell Twp. Open Space



Attracting attention at events



Draw in the kids:
games, activities,
demos



Food or treat
giveaways



Engage people: prepare
an opening line, ask
their opinion, do a
survey, invite them to
your EC meeting.



Collect names and
emails: prize drawing,
mailing list sign-up,
offer to send info



Treats at Manalapan bluebird expo

Go where the food is - Partnerships

Phillipsburg Rain Garden



Caldwell pollinator garden



Conserve Resources



- Time
- Money
- Effort

Conserve resources

Madison Borough online EC newsletter

April 19, 2022



Spring Ephemerals: Catch Them While You Can

Spring ephemerals are perennial plants that bloom early, before trees leaf out, then fade away in the summer. Get to the [Drew University Forest Preserve](#) now to see some beautiful and ecologically important native flowering plants you won't find in other New Jersey forests, because they've been eaten by deer, overtaken by invasive species, or eliminated by paving or construction. Here are two you'll see:



Virginia Bluebells (*Mertensia virginica*) are **imperiled** in New Jersey. Plant these rare beauties in your yard to help restore their population, and enjoy their stunning early color every year before the rest of your garden reawakens.



Bloodroot (*Sanguinaria canadensis*), a lovely early bloomer, is not a true ephemeral because it doesn't go dormant and disappear after flowering: its foliage thrives through autumn. Its seeds are spread by ants (so thank an ant when you see Bloodroot!).

How to get there: Enter Drew campus at the intersection of Madison Ave. and Lancaster Rd., then keep going straight until you reach the Zuck Arboretum gate (past the sports fields and the Simon Forum and Athletic Center). Here's a [trail guide](#).

Conserve resources

Bordentown EC web site



DEPARTMENTS ▾

POLICE & PUBLIC SAFETY ▾

COMMUNITY & SERVICES ▾

EVENTS ▾



Environmental Commission

The Environmental Commission is an official arm of the local government, established to protect the environment and conserve natural resources. Commissioners are appointed by the Mayor.

Environmental Commission meetings are held the fourth Tuesday of the month at 7:30 PM.

We are looking for new members for the Green Team. Please complete the [Citizen Advisory Form](#) and email it to the [Township Clerk](#) if you are interested in participating.

- The Green Team
- **Environmental Commission Dates, Agendas, and Minutes**
- Environmental Commission Sponsors
- Environmental Resource Inventory Update (1/30/14)
- Moral Letter Opposing Pipeline (letter)

Use it to:

- **Announce**
- **Inform**
- **Promote**
- **Recruit**
- **Solicit support**

2022 Sustainable Challenge

You can take the 2022 Sustainable Challenge Green Pledge today by going to: https://www.bordentowntownship.com/2022_green_challenge

We thank you for your cooperation. Your work goes towards our Sustainable New Jersey Points and Certificates



Make a big noise



- Headline grabbing campaigns
- Broad public participation
- Catchy themes
- Photo opportunities
- Social Media!
- Consistency and repetition

Examples

The Glen Rock EC shows its colors at a press event



Examples



**Parsippany
celebrates
passage of
its plastic
bag
ordinance**



Pick the low hanging fruit

Local media are hungry for content

Make it easy for papers to cover you

- Give them a heads up when something newsworthy is going to happen.
- Follow up with synopsis of what happened & offer phone interview.
- Offer seasonal environmental story ideas.
- Take advantage of slow news periods – provide content.
- Post your own news on online media, i.e. *Patch* and town list serves.



Examples

Pittsgrove Twp.

- Commission used series of 6 letters to the editor & press releases to build awareness and participation in ERI & OSRP
- In one year, EC was formed, ERI & OSRP approved & incorporated into master plan & Green Acres grant application submitted



Don't forget social media



Facebook – We'd like you to "like" us.



YouTube – way to share recorded events or meetings

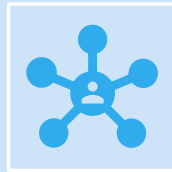


Instagram – Show the public what you're doing



TicToc- way to create short videos to share

Stake out your territory



Link your EC to key issues in the public consciousness



Become the expert reporters turn to for quotes on environmental topics

Example

East Brunswick
plastic-free logo
contest winner



Example

Montville Sustainable Living lecture series – Zero Waste Seminar



Example

Red Bank

Red Bank/Shrewsbury Patch

Dirty Environmental Words



In one of my favorite *Simpsons* episodes, news anchorman extraordinaire Kent Brockman interviews nuclear power plant owner Montgomery Burns as the uranium reactors are approaching meltdown. The situation is dire. Kent, looking to sort through the rumors about the status of the plant, tells Mr. Burns that people on the outside are saying it's a meltdown. Montgomery is quick to answer: "Oh, meltdown. It's one of those annoying buzzwords. We prefer to call it an unrequested fission surplus."

Unrequested fission surplus. Classic. Talk about putting lipstick on a pig.

But the writers were on to something - speech today can be overly sensitive. For example, Target shoppers may have heard themselves referred to as Guests. Guest? That's silly. It's okay, I'm not offended, you can call me a customer. Unless you're offering me a cold one and some Cheese Doodles, I'm not your guest. And was that certain Senator ethically challenged, or just plain crooked? That was an economically disadvantaged area we drove through? Oops, sorry, I mistakenly called it a slum. And all along I thought that layperson was actually just an idiot. The list goes on.....

ANJEC can help!



Displays, Games
and handouts



Extensive library on
environmental topics



Campaign toolkits
and brochures on key
issues



Samples of what's
working for other
commissions



Library of
environmental films



www.anjec.org ~
info@anjec.org



ANJEC Open
Space Grants



New Brochures for Tabling Events



Gas-powered Leaf Blowers

Why are they so ha
e used in



Managing Stormwater



Reduce Food Waste



Warehouses

E-commerce has exponentially increased the demand for warehouse development. This has created a whole string of problems including increased truck traffic, toxic air pollution from diesel powered trucks, flooding caused by poor site design and more impervious cover, loss of natural habitats and farmland. NJ rural and urban areas are under the pressure, as are overburdened communities.

Reduce your Carbon Foot Print

Your carbon footprint is the sum of all the byproducts that come from using fossil fuels to manufacture and move goods, build structures for homes and businesses, provide food, and travel.

Carbon dioxide, methane, nitrous oxide, and ozone, are called greenhouse gasses (GHG) because they trap heat in the atmosphere, raising the average temperature of earth.

Reducing your carbon footprint means changing how you approach and participate in activities that contribute to climate change.



NATIVE PLANTS



TRANSFORM YOUR OUTDOOR SPACE USING NATIVE PLANTS



Available At:

<https://anjec.org/displays-games-anjec-services-2/>

Displays and Games

Available to borrow:

- EQ Energy Challenge
- Habitat Protection
- Green Infrastructure
- Plink the Plastic
- Passaic River
- Stormwater
- Climate Change Pinball
- Wheel of Knowledge (stormwater or carbon footprint)



<https://anjec.org/displays-games-anjec-services-2/>

Displays and Games

<https://anjec.org/displays-games-anjec-services-2/>



DISPLAYS & GAMES FOR YOUR
COMMUNITY EVENTS



ANJEC offers 7 different displays/games available on loan for use at your local event: *EQ Energy Challenge; Habitat Protection; Green Infrastructure; Plink the Plastic; Passaic River; Stormwater; Climate Change Pin Ball and Wheel of Knowledge*

Each displays comes with one or more handouts available for photocopying. Be sure to contact us early to reserve a display for your event.

If our display panels are in use, you may still borrow the laminated graphics and use them on your own display panel.

ANJEC Resource Center Handouts

*Anti -Idling Pledge
Balloons Blow
Clean Water for Our Town
Environmentally Friendly Lawn Care Guide
Fertilizer Brochure
EQ Challenge Brochure
Easy Energy Action Plan
Green Infrastructure Guidance
Habitat Protection
Landscaping for Wildlife
Pet Waste
Walk & Bike to School Events Checklist*

ANJEC Resource Center Documentaries :

A Plastic Ocean – 20 minute educational version
Bag It – *Is your life too plastic?*
Poisoned Waters Examines the kinds of pollution contaminating America's waterways.
Groundswell Rising - Protecting our children's air & water.
Flow- How Did a Handful of Corporations Steal Our Water?
Kilowatt Ours- A Plan to Re-Energize America
(Contact us for full list of documentaries)



Stormwater Display Clean Water for Your Town

Explains the environmental effects of rain and stormwater, what the State requires your town to do and what you can do. Your town can prevent pollution run-off by encouraging environmentally friendly lawn care procedures, enacting water protection ordinances like requiring pet waste pick-up and proper septic system maintenance. Also, display shows how stream buffers help water quality and why you need stormwater control for new development.



Stormwater Display

Passaic River Display Ours to Protect , Ours to Enjoy

Display focuses on the Passaic River and its watershed, with information about stormwater impacts and what residents can do to protect and enjoy the river..

Displays and Games

Wheel of Knowledge Game

Choice of two sets of questions: **Cut Your Carbon Footprint OR Cut Your Water Footprint.** Game comes with list of questions/answers for 12 categories such as eco driving, tips or water cycle.



Plink the Plastic Game

Classic Plinko game with 4 topics on single use plastic pollution; Bags, Bottles, Balloons and Body
Question example: How many plastic bags does average U.S. Consumer use every year?



Energy Game

Includes large poster that serves as game board for EQ-Challenge energy game. Also offers energy savings tips and resources and information about renewable energy, including passive heating and cooling, and how to receive rebates for replacing appliances with energy-saving models.



Habitat Protection Game

This fun card game tests your habitat protection savvy. Roll the dice to get a question in one of 6 categories. Includes info about benefits of habitat, causes and effects of habitat loss and how to protect habitat in your town.



Green Infrastructure

Three panel display with information about reducing stormwater pollution and flooding threats by using techniques such as placing rain barrels, disconnecting downspouts, constructing pervious paving systems, and creating rain gardens.



Climate Change Pin Ball

Test your knowledge with six climate change topics. Questions range from human behavior, energy, causes and effects and more.



For more information, email info@ANJEC.org or call 973-539-7547.

Let's keep in touch about everything we are doing!

Resource Center Help - info@anjec.org



ANJEC
2024 Member Interest Form



SCAN HERE, or go online to:
forms.gle/v8XZhVJdKCYVAhh88



@Anjecviews5871



@ANJECpage



@ANJECposts