

# **Advocacy in Action: Crafting Powerful Campaigns ANJEC**

**Amanda McCabe, Chair, Glen Ridge Environmental Advisory Committee**

**April 2026**

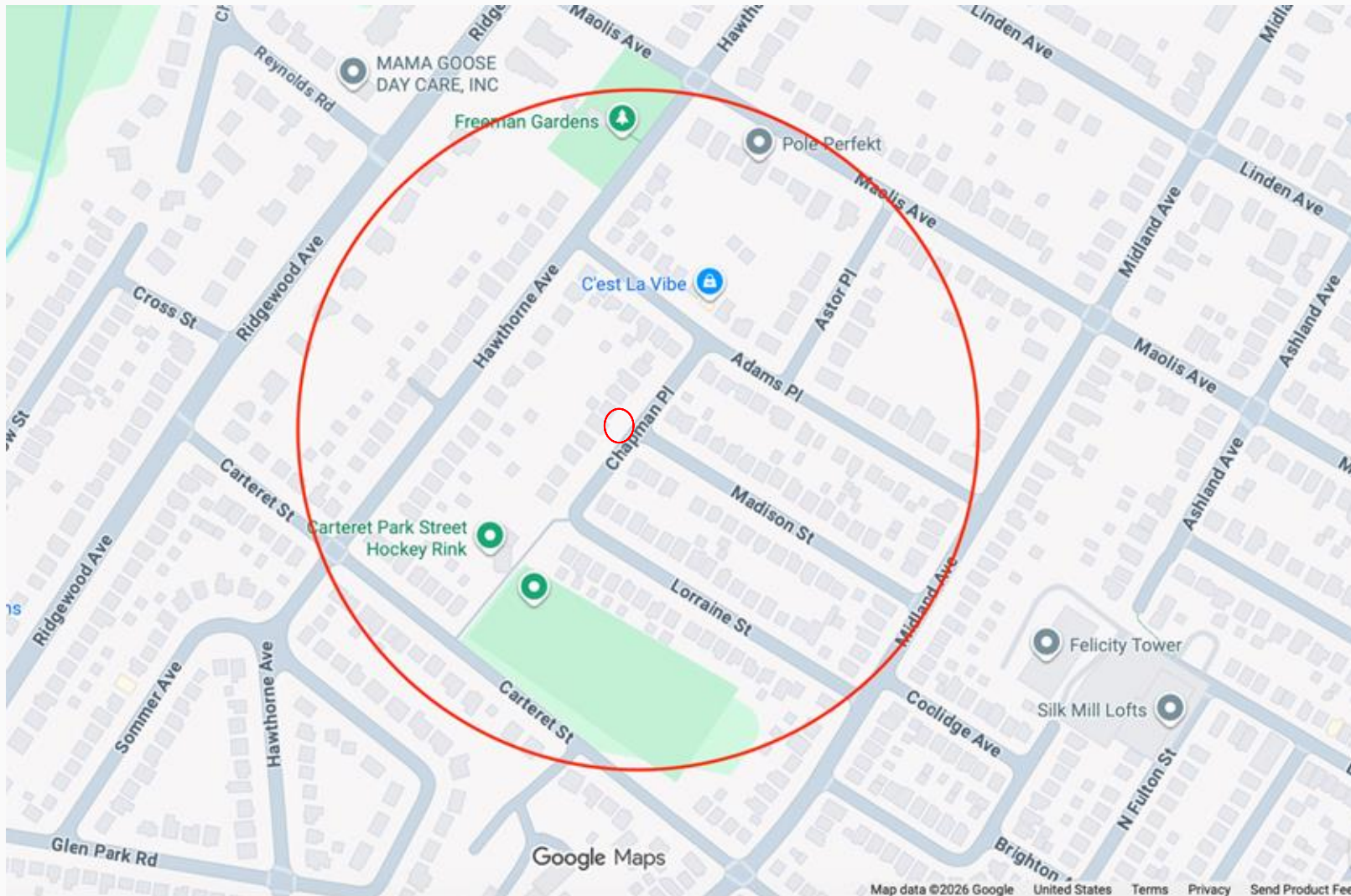
# Glen Ridge, Essex Co.

- Population: ~8,000
- Area: 1.28 square miles



images: bhsusa.com, homes.com, nytimes.com

# Gas Leaf Blower Noise Travels Far



# Why Gas Leaf Blowers?

- **Uniquely loud**
- **Uniquely polluting**
- **Uniquely damaging to the environment**
- **Uniquely unpopular**



# Community Engagement

Council members

Petition

Social Media:

- Facts, articles
- Town contact info

Letters to the editor / articles

Meetings:

- DPW
- Borough administration



# Next Steps

6/23 - Public information session:

- Rep from Maplewood
- All-electric landscaper
- Public health doctor/professor/expert
- Sustainable yard care expert

9/23 - Presentation of petition signatures

9/24 - Introduction of ordinance



# Lessons Learned

Patience

Knowledge

Respectful discourse

Engaging all stakeholders

Continuing education / conversation



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# Thank you!

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GREAC website: [goglenridgegreen.org](http://goglenridgegreen.org)



Amanda McCabe

# Accelerating the transition in NJ is a compelling goal

## Year-round bans

**New Jersey:** Maplewood,  
Montclair

**New York:** Larchmont, Irvington

**California:** state-wide ban

**Maryland:** Montgomery County  
(7/1/25)

**Washington, DC**

**Vermont:** Burlington

## Seasonal restriction

**New Jersey:** Morristown, Princeton,  
South Orange, Glen Ridge

**New York:** Scarsdale, East Hampton