

# Local Actions Drive State Change

## SKIP THE STUFF!

“Accessories Upon Request”

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# Recent Ordinance Adoptions

- Updated Green Building Checklist (2024)
- Skip the Stuff Ordinance (2024)
- Solar Roof Ordinance modification (2025)
- Construction Containment Ordinance (2025)
- Disturbance Ordinance (2025)



# Skip the Stuff: Timeline 2024 - Winter

- Gained Town Council Liaison permission for an exploratory survey of restaurants working with our Downtown Business Council
  - Letter and Survey
  - Low Response
- WGT members visited “beloved” establishments to complete surveys
  - Old favorites, high take-out volume
  - Gain insights
  - Results necessary to show restaurant support



# SKIP the Stuff - A Triple Win - 1. Restaurants

- Save time & money \$\$\$
- Simple modifications to take out ordering
  - Add option on website (already in Grubhub, Doordash)
  - Signage at the counter / cutlery station
- Restaurant owners are highly supportive



# SKIP the Stuff - A Triple Win - 2. Consumers

- Plastic cutlery / Plastic Packaging ultimately leads to human exposure to micro and nano plastics that are crossing the cell barriers and are now found in human organs with notable health concerns emerging. Read some articles:

1. <https://www.ewg.org/news-insights/news/2024/03/new-study-links-microplastics-serious-health-harms-humans>
2. <https://www.consumerreports.org/toxic-chemicals-substances/how-plastic-can-harm-your-health>

Or read the science:

1. <https://www.sciencedirect.com/science/article>
2. <https://pmc.ncbi.nlm.nih.gov/articles>

- Avoid receiving unnecessary items that end up as clutter in your junk drawer, refrigerator or trash



## **SKIP the Stuff - A Triple Win - 3. Environment**

- Single-use plastic utensils end up getting discarded (estimated 40 Billion US /per yr)
- Ends up incinerated or in landfills or as litter in our streets and waterways
- Breaks up into micro / nano particles which end up in fish, animals, soil and us!



# Skip the Stuff: Timeline 2024 - Spring

- Town Council Update
  - Survey Results
  - Other local towns actions
  - Model ANJEC Ordinance
  - Educational Material created
- WGT Liaison advanced to Code Committee (May)
- Town Council passes ordinance (June)
- Ongoing Communication
  - Residents, Restaurants, bordering communities



## SKIP the Stuff - How Can I Help?

- Refuse single-use items at your local restaurants and tell friends to do the same
- Educate restaurant owners, friends and family members why SUPs are problematic
- Reach out to your elected officials and Environmental Commissions on why your town should become a STS municipality
  - [Find useful facts, FAQs and other info here](#)



# Collateral Materials

WE KINDLY ASK THAT  
**YOU REQUEST ONLY THE  
ACCESSORIES  
THAT YOU NEED.**



**Ask me how to Skip The Stuff**

*Thank you!*



Restaurant Signage & Tip Card



Help end plastic pollution in Westfield!

**This is a SKIP THE STUFF community.**

Please remind staff to provide single-use cutlery, condiments and straws only upon request

# Partners Materials Proved Invaluable



**SIMPLE SWAPS:  
SUSTAINABLE  
PRACTICES FOR  
RESTAURANTS!**

**YES, YOU CAN ACCEPT REUSABLE ITEMS!**

**Why It Matters:**  
Single-use plastics contribute to pollution, harm wildlife, and can leach harmful chemicals into food and drinks. By welcoming reusable items, your restaurant saves money, reduces waste, protects the environment, and supports customers making sustainable choices.

**Did You Know?**  
In New Jersey, restaurants are allowed to accept clean, reusable containers, cups, and utensils from customers. Participating in sustainable practices can attract eco-conscious customers and reduce your waste disposal costs.

 <b>ALLOW REUSABLE COFFEE MUGS</b>	 <b>ACCEPT REUSABLE CONTAINERS FOR LEFTOVERS</b>	 <b>ENCOURAGE REUSABLE UTENSILS &amp; DRINKWARE</b>
<ul style="list-style-type: none"><li>• Customers can bring their own clean coffee mugs for coffee.</li><li>• Encourage customers to label their mug size.</li></ul>	<ul style="list-style-type: none"><li>• Customers can provide clean containers for staff to pack leftovers at the store.</li><li>• Customers can request their takeout orders be packed in their own clean containers outside the kitchen.</li></ul>	<ul style="list-style-type: none"><li>• Let customers know they can bring their own straws, cups, and cutlery.</li><li>• Offer an option to skip single-use utensils in takeout and delivery orders.</li></ul>
<b>SAVE ~\$13,000* ANNUALLY</b>	<b>SAVE ~\$4,000* ANNUALLY</b>	<b>SAVE ~\$2,500* ANNUALLY</b>

  



Skip The STUFF - Take Out



**SKIP THE STUFF**

**ReThink Disposable**  
Help Make a Difference at Home

**CLEAN WATER ACTION** **CLEAN WATER FUND**

**SKIP THE STUFF CASE STUDY: Borough of Red Bank**  
Restaurants providing single-use cutlery and condiments upon request only

# SKIP the Stuff - Amplify Our Message

- Sample articles / Op-Eds drafted
  - Members signed up to submit to their local papers
- YouTube Videos
- Conference Presentations
- Tabling Events
- Social Media
  - Core Team engages upon release



<https://www.instagram.com/p/DTvO-pLkq0U/?hl=en>

# SKIP the Stuff

- Educate Members
- Lead by Example
- Create a Tool Kit
- Initiate Media Campaign
- Leverage neighboring communities
- Lobby local officials (municipal, county, state)

