



# EWING GREEN TEAM

*Working Towards Building a Sustainable Ewing*

AUGUST 28, 2013 MINUTES

LOCATION: EWING SENIOR AND COMMUNITY CENTER

## PRESENT:

Green Team members denoted with an asterisk \*

David Byers  
Pete Boughton \*  
Abelardo Conesa  
Mary Corrigan  
Don Cox  
Noemi de la Puente (Sustainable Lawrence guest)  
Lisa Feldman \*  
Max Graj (Bonner Rep)  
Emily LaRosa (Bonner Rep)  
Mary Jane Leach \*

Jenn Keyes-Maloney\*  
Miguel Martinez\*  
Carissa Mason (Bonner Rep)  
Joe Mirabella \*  
Joanne Mallowney\*  
Michael Nordquist (TCNJ Bonner Advisor)  
JoAnn Povia  
Cathy Swango  
Mark Wetherbee \*

## INTRODUCTION

The August meeting of the Ewing Green Team was called to order by Peter Boughton at 6:40 pm. Green Team members were asked to approve the July minutes as posted on our website. Since there were no comments or corrections the July 24<sup>th</sup> minutes were unanimously approved.

There were a number of guests attending the meeting including Abelardo Conesa and JoAnn Povia from the EEC (Ewing Environmental Commission), Michael Nordquist, Max Graj, Emily LaRosa, Carissa Mason, Bonner Advisor and Scholars from TCNJ respectively, Noemi deLa Puente, a guest from Sustainable Lawrence, and Mary Corrigan, David Byers, Don Cox, and Cathy Swango, interested Ewing residents.

All attendees were asked to introduce themselves and to give their particular "green" interest. Michael Nordquist introduced Max Graj and Carissa Mason who will be Bonner Scholars working with our Green Team this year. In addition, Mary Jane Leach sent around a clipboard with a skill set asking attendees to identify all areas of their personal expertise so that we could identify the current strengths and weaknesses of our Board in order to search for candidates for next year's Board to fill gaps.

## TEAM LEADER REPORTS

GARDEN COMMITTEE REPORT BY MARY JANE LEACH

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Mary Jane spoke about the current status of the gardens and the Community Gardening Organization. The gardeners meeting in August focused on beginning the process of organizing to create an official organization of gardeners, a harvest/dedication celebration, and setting 2 garden clean-up dates. The group came up with a nominating process for a leadership team of 5-7 persons. The vote for a leadership team will take place at the meeting on Wednesday, September 18<sup>th</sup>. It was determined that the Green Team will have a representative on the leadership team for benefit of the garden, but that responsibility for the garden will be taken over by the leadership team. Joanne Mallowney could continue as communications coordinator.

Gardeners had concerns that small animals are getting in and eating some of the crops. Charles Green contacted animal control and they said they would lay a trap. It was also noted that Township Administration is concerned about weediness of a few of the plots as well as the perimeter and pathways. Clean-up days will be scheduled to work on them and the demonstration plots.

## NATIONAL NIGHT OUT BY JOANNE MULLOWNEY

NNO was held on Tuesday, August 6th at the ESCC. The Green Team's table was staffed by Pete Boughton, Joe Mirabella, John Hoegl, Valorie Caffee, Miguel Martinez, Joanne Mallowney as well as Arti Sahni from the EEC. We distributed handouts and solicited pledges for our two pledge actions, anti-idling and grasscycling. Also as a forerunner to our community wide visioning process, the team decided to get a quick feel from township residents about which challenges/areas for Ewing's sustainable future they considered to be the most important with a very simple survey called a DOT survey. A DOT survey is an effective data collection method in which a limited number of questions are posted on easels and consumers indicate their choices using colorful, stick-on labels (dots). Our purpose was threefold: (1) to get input from the community about sustainability priorities, (2) to familiarize participants with sustainability themes and (3) to let them know about the Green Team's work. The SJ action categories were condensed into a reasonable number of choices. The survey attracted quite a

bit of attention. Residents were generally pleased to offer their opinions using the dots. While the survey could be performed in less than a minute, many took their time making their choices, commenting that all of

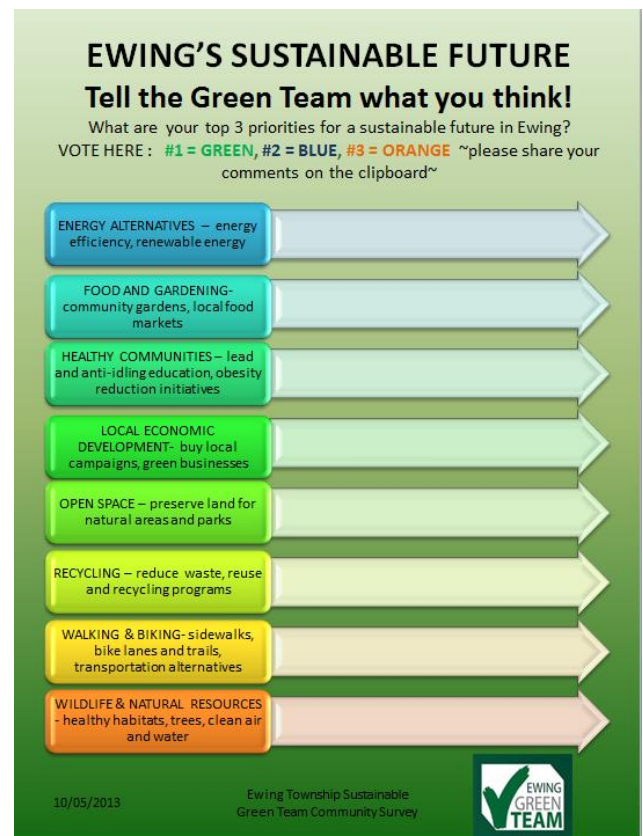


FIGURE 1 - DOT SURVEY SEE APPENDIX 1

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their choices should be green dots. A total of 139 people participated. The survey results were discussed later in the meeting.

## EWING ENVIRONMENTAL COMMISSION REPORT BY JOANN POVIA

JoAnn reported that the Ewing Environmental Commission will participate in CommFest this year. One of their themes will be trees. They are going to focus on the tree volcano education started by Joe Mirabella in his article on Tree Volcanoes in the August edition of the Ewing Observer. She will also be attending the Sustainability Summit of Sept 18<sup>th</sup>. JoAnn also informed us of an additional daylong summit that will be held by ANJEC, the Association of New Jersey Environmental Commissions, which will be held on Saturday, Oct 19<sup>th</sup> called ***Planning in a Changing Environment***.

## TRAILS REPORT BY PETE BOUGHTON

The Johnson Trolley Trail is being worked on by the Township with help from Mercer County which has provided a lot of the heavy equipment. This trail is at the end of Whitehead Road Extension, the road that the gardens are on. Attendees were encouraged to check out the trail.

## GRANT REQUESTS BY MJ LEACH

The Green Team has applied for a \$2000 capacity building grant. If approved, we will use it to purchase a projector, screen, easel, website upgrades, an image subscription and more. We will also submit for a larger grant that Sustainable Jersey is going to announce at the end of September. These are not as numerous, but range from \$15,000 - \$10,000. We hope to use these funds to hire a facilitator to begin our visioning process.

Our first grant application was somewhat hurried; in future we will work collaboratively with the township's grant writer, submitting the grant information to Jim McManimon so the township is informed and able to support our efforts.

## FALL EVENTS

### SHRED 3

Lisa Feldman reported that this event will be held on November 30<sup>th</sup> at the municipal building. Since the last shred event was so successful she will also attempt to have Goodwill on site again for donations of clothing, shoes, household good, electronics and more. Signups will be announced and we will use the Sign Up Genius software to solicit them. All GT members are encouraged to sign up to help.

## COMMFEST

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Ewing's annual Community Festival will be on Saturday, Oct 5<sup>th</sup> and the Green Team will once again have a table. Our plans for the day include handing out our informational Green Team trifold, Sustainable Jersey pamphlets, presenting sign-up sheets for our two pledge initiatives anti-idling and grasscycling, and doing a second round of the survey. This time we will invert the order of the choices in order to see if the order presented in the survey influenced the results. There was quite a bit of discussion about the survey and other locations where we might also solicit resident feedback. These included Marrazzo's supermarket, town sporting events, churches, TCNJ to get the youth votes, back to school nights. Shop Rite was also recommended, but it was felt that too many out-of-towners shop there and the results would not be Ewing centric. We will pursue further.

## VISIONING AND ORGANIZATIONAL PLANNING BY MJ LEACH

Mary Jane began with a discussion of sustainability. She touched upon the definitions of sustainability as proposed by 4 towns, Cherry Hill, Lawrence, Hopewell, and Charlotte, NC. Their foci were all slightly different, but in summary, it came down to our hopes for leaving a better future for following generations. She also solicited participants' definitions. A spirited discussion followed on multiple sustainability topics. Don Cox recommended a YouTube video that turns all plastic into gasoline. We should promote systems that turn waste into energy. We need to create a better future for the children. Where will the tidal waters be in 20 years with a 3 – 6' rise in sea level? Sustainable Jersey gives us a roadmap for change and action. Noemi mentioned that our throwaway society is going to leave a legacy of garbage. Jenn talked about fidelity to the future. How we need to balance our current use and leave plenty for future generations. Don also felt that we make too much garbage. Back in the late 40s and 50s there was not so much waste. We are the throw it out generation. Jo Ann Povia brought up the issue of polluting and respect for ourselves and our neighbors.

## EWING RESIDENT WEIGH IN - DOT SURVEY RESULTS

Joanne presented a segment with a PowerPoint slide show graphing the results of the DOT Survey at NNO detailing where Ewing residents felt that sustainability priorities lay. The three top vote getters for Top Priority were Energy Alternatives (46 votes), Food and Gardening (22 votes) and Walking and Biking (17 votes). If you weight the votes (3 points for a top priority vote, 2 for a 2<sup>nd</sup> priority and 1 for the 3<sup>rd</sup> priority, the results are a little bit different. Energy Alternatives again leads with a total 172 priority points, Wildlife and Natural Resources, came in second with 120 total priority points and recycling had a total of 115 total priority points. [For details see Appendix 2].

## THE COMMONS

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Mary Jane then led a segment on the Commons. She went over a document called ***The State of the Commons***<sup>1</sup>, prepared in 2006 by Tomales Bay Institute (<http://onthecommons.org>) that gave attendees a better understanding of the **Commons** and also the role of its trustees (those of us who are concerned about passing this to future generations) to preserve the principal – not touch it, but rather hold it in trust for the generations to come. The term Commons embraces all the creations of nature and society that we inherit jointly and freely, and hold in trust for future generations. How to get people on board? Education of the public is most important. The Ewing Community Gardens is an example of managing a commons for the greater good. What to do about those who do not agree? It is challenging to impose a culture on a system that already exists. The idea is to get people to change their behaviors from individualistic to one for the common good. You could embarrass people into change; however, one should try to do it so that no one loses. Attendees gave examples of commons in society. The discussion then turned to soliciting priorities from attendees.

## TOP PRIORITIES FOR EWING'S SUSTAINABLE FUTURE FROM ATTENDEES

From Sustainable Jersey categories:

- Michael Nordquist – Transit
- Jenn Keyes-Maloney– Economic development
- Joe Mirabella – Wildlife and natural resources
- JoAnn Povia – Wildlife and natural resources
- Mary Corrigan– Wildlife and natural resources
- Don Cox – Energy Alternatives
- Abe Conesa – Local Resource Conservation
- Lisa Feldman – Economic Development
- Pete Boughton – Energy Alternatives
- Mark Wetherbee – Energy Alternatives
- Dave Byers – Local Foods
- Joanne Mullaney – Community Education and Outreach on all of them.
- Miguel Martinez – Energy Alternatives
- Mary Jane – Local Food and Economic Development
- Cathy Swango – Pollinators

The membership then chose one area to focus in on – local economic development.

## WHO ARE THE MAIN PLAYERS?

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<sup>1</sup> The State of the Commons: a Report to Owners, Tomales Bay Institute, 2006



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The township, planning and zoning boards, redevelopment agencies, businesses, state entities, community groups, citizens, regulatory bodies.

## WHAT ARE THE ISSUES?

Transportation, infrastructure, natural resources, educated citizenry, location/place, aesthetics and design, and safety. Question - how to get business to think that sustainability is not a chore, but rather a benefit?

As Ewing projects come forward they will need to meet new standards of sustainability. You can exceed the requirements of the old standards if you do green improvements. Here Mark mentioned that the buildings of some of the businesses in town are old and that the owners really do not know the best way to upgrade to save energy and \$. He gives out energy saving information to businesses in town all of the time. It was noted that we need to reenergize the local Chamber of Commerce.

The close of the meeting was announced at 8:45 p.m. by the Green Team chair, Pete Boughton.

Respectfully Submitted

*Joanne Mallowney, Secretary*





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## APPENDIX 1

Figure 1

**EWING'S SUSTAINABLE FUTURE**  
**Tell the Green Team what you think!**

What are your top 3 priorities for a sustainable future in Ewing?  
VOTE HERE : #1 = GREEN, #2 = BLUE, #3 = ORANGE ~please share your comments on the clipboard~

ENERGY ALTERNATIVES – energy efficiency, renewable energy	
FOOD AND GARDENING- community gardens, local food markets	
HEALTHY COMMUNITIES – lead and anti-idling education, obesity reduction initiatives	
LOCAL ECONOMIC DEVELOPMENT- buy local campaigns, green businesses	
OPEN SPACE – preserve land for natural areas and parks	
RECYCLING – reduce waste, reuse and recycling programs	
WALKING & BIKING- sidewalks, bike lanes and trails, transportation alternatives	
WILDLIFE & NATURAL RESOURCES - healthy habitats, trees, clean air and water	

10/05/2013

Ewing Township Sustainable Green Team Community Survey



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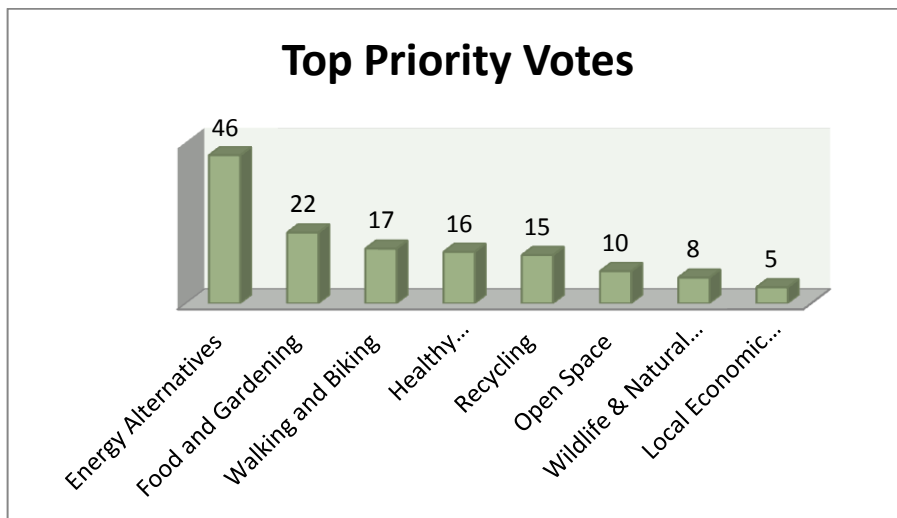
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## APPENDIX 2

### TOP PRIORITY VOTES

Vote Tallies					
Category	Top Priority	2nd Priority	3rd Priority	Total	
Energy Alternatives	46	9	16	71	
Food and Gardening	22	13	21	56	
Healthy Communities	16	9	14	39	
Local Economic Development	5	10	15	30	
Open Space	10	18	7	35	
Recycling	15	27	16	58	
Walking and Biking	17	9	20	46	
<u>Wildlife &amp; Natural Resources</u>	<u>8</u>	<u>37</u>	<u>22</u>	<u>67</u>	
<b>Total</b>	139	132	131	402	



### WEIGHTED SCORES

Weighted Scores Legend	
Priorities	Points Per Vote
Top Priority	3
2nd Priority	2
3rd Priority	1

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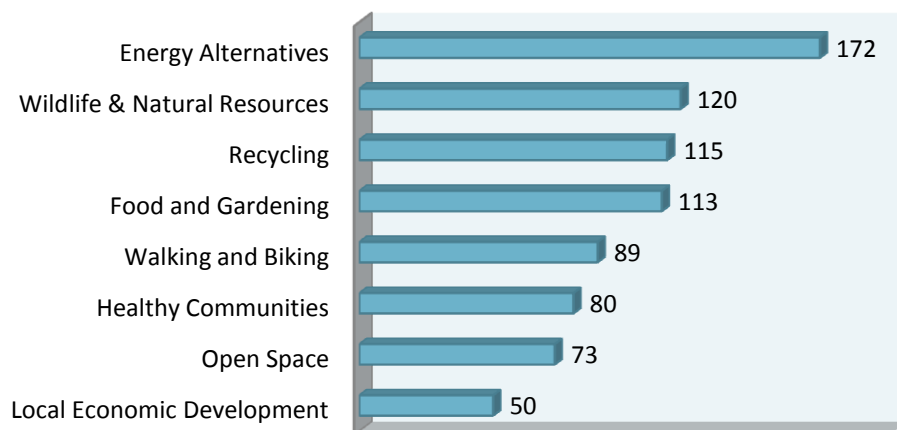


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Weighted Scores				
Category	Top Priority	2nd Priority	3rd Priority	Total Priority Points
Local Economic Development	15	20	15	50
Open Space	30	36	7	73
Healthy Communities	48	18	14	80
Walking and Biking	51	18	20	89
Food and Gardening	66	26	21	113
Recycling	45	54	16	115
Wildlife & Natural Resources	24	74	22	120
Energy Alternatives	138	18	16	172
<b>Total</b>	<b>417</b>	<b>264</b>	<b>131</b>	<b>812</b>

## Weighted Scores



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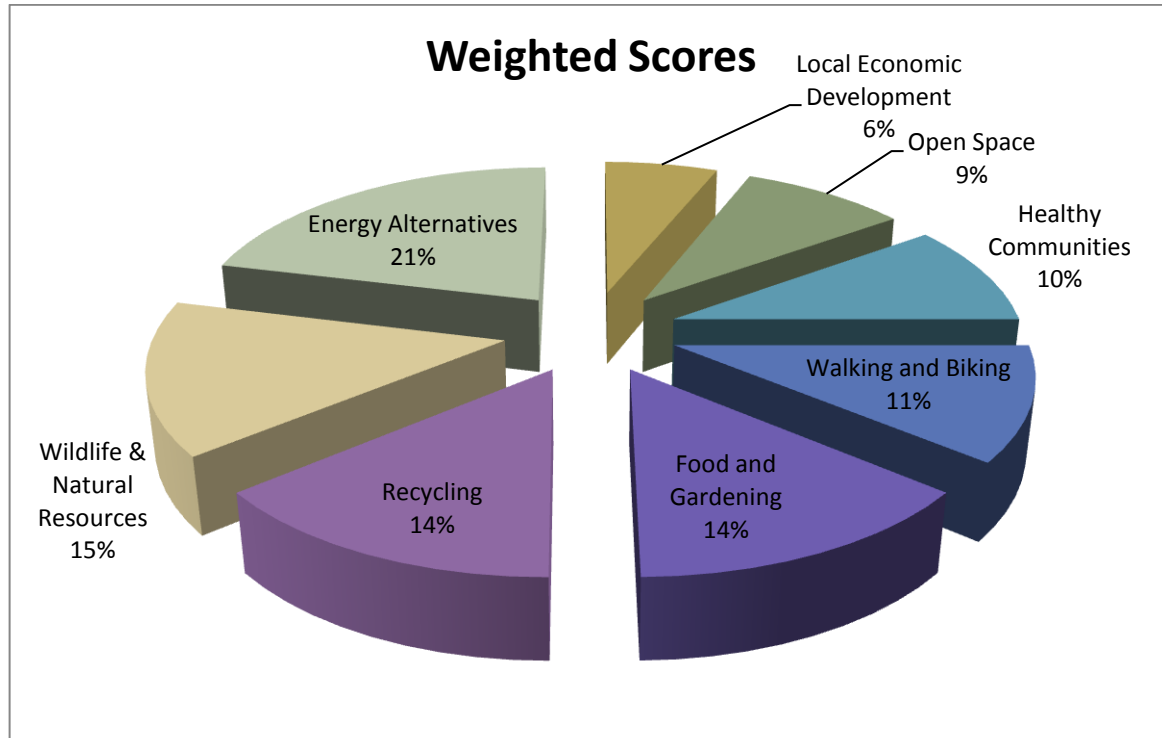
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SHOWN AS A PERCENTAGE OF THE TOTAL WITH A PIE CHART



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