



2013 Annual Report

Ewing Green Team

December 20, 2013





EWING TOWNSHIP NJ

2 JAKE GARZIO DRIVE

EWING, NJ 08628

MAYOR

Bert Steinmann

COUNCIL MEMBERS

Kevin Baxter

Jennifer Keyes-Maloney

David Schroth

Sarah Steward

Kathy Wollert

RESPECTFULLY SUBMITTED BY THE 2013 EWING GREEN TEAM

Peter J Boughton, Chair; Mary Jane Leach, Vice Chair; Joanne Mullowney, Communications/IT;
Carl Benedetti Sr; Valorie Caffee; Tom Elder; Lisa Feldman; John Hoegl; Jennifer Keyes-Maloney;
Miguel Martinez; James McManimon; Joseph Mirabella; Mark Wetherbee



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EXECUTIVE SUMMARY

The Ewing Green Team is grateful for the active support of the mayor, as well as that of his staff, Township employees and the Council. In collaboration with many in the Township, after four years of groundwork, we mutually accomplished initial Sustainable Jersey bronze certification with the plaque presented to the mayor at Atlantic City at the NJLM convention on November 19. We have begun a visioning process to help Ewing achieve recertification at a higher level three years hence that will require even wider community involvement.

To smooth the active wintertime transition, the Mayor and Council authorized extended terms of three years rather than the former annual appointments. To increase ownership and effectiveness, the team opted for three annually elected officers in lieu of the former single appointed leader, and we plan to add a fourth officer in 2014. We also convened a monthly meeting of a leadership council that includes four additional people who bring local, county and state government connections.

Collaborations were continued and strengthened with the College of New Jersey (Bonners, film series) and neighboring municipalities (Lawrence Green Expo, county-wide meetings, sustainable trainings).

Ewing Community Gardens were expanded and fenced and a demonstration garden initiated. Further development responsibilities have been handed off to a newly-elected Garden Council with Green Team representation.

A \$2k grant was won and expended to enhance reach-out capabilities through purchase of a projector, screen, business cards and internet domains among other items. In January 2014, we intend to apply for a larger grant to allow the contracting of a visioning professional.

SUSTAINABLE JERSEY CERTIFICATION

Ewing's initial Bronze-level Sustainable Certification from Sustainable Jersey valid for three years was achieved through documenting actions in 13 of 16 eligible categories (vs 6 required) and 185 points (vs 150 required). Two Priority actions* were also required. The completed actions are as follows:

- **Establish a Green Team**

Documentation was submitted for the initial resolutions and 2013 Green Team appointments, meeting minutes and annual report.

- **Community Education and Outreach**

Extensive outreach efforts were made including participation in NNO and CommFest, a partnership with TCNJ staff in the 2013 Bonner Environmental Film Festival, submissions to the Ewing Observer, the website [<http://ewinggreenteam.org>] and Facebook presence, and Gmail outreach to residents.

- **Hold a Green Fair**

We collaborated with Lawrence and Hopewell green teams for the Living Local Expo held on March 23rd at the Lawrence High School.

- **Lead Education and Outreach Programs**

Documentation was submitted for the lead blood testing and education programs conducted jointly by Ewing and Trenton health staff.

- **Energy Audits for One Building**

Audits of the municipal building and Hollowbrook Center were conducted by members and recruits with HVAC expertise. Reports were submitted to the Mayor. A number of the recommendations were acted upon by the Administration and Council including the energy reflecting white roof on town hall, and the LED lighting in the parking lots. The documentation of these collaborative efforts garnered the points for this activity.

- **Community Gardens**

Significant improvements were made to the Ewing Community Gardens on Whitehead Road Extension in 2013.

- **Anti-Idling Education and Enforcement Programs**

We initiated an anti-idling education effort after consultation with County and Township health officers.



The effort included a township resolution endorsing anti-idling and an offer by Township to supply signage.

- **Rain gardens**

Documentation was provided of the work in 2011 using a Sustainable Jersey \$10k grant to build two rain gardens; one at the Municipal Recreation Fields near Town Hall managing storm water runoff from a parking area and the other at Ewing Independent Living demonstrating rooftop runoff as an example in residential best management practices. Results of a rain garden workshop and three rain barrel workshops were also documented.

- **Sustainable Land Use Pledge ***

The Ewing Town Council passed a Sustainable Land Use Pledge resolution on June 11, 2013 which was distributed electronically to all members of the planning and zoning boards and other relevant officials.

- **Environmental Commission**

Documentation was provided supporting the active role in land development decisions that the Ewing Environmental Commission has taken in the community since its inception in 1973 including the NRI/ERI and the Community Forestry Plan and Canopy Goal.

- **Natural Resource Inventory ***

Ewing's ***Environmental Resource Inventory*** (ERI/NRI) and Conservation Element (CE) prepared by the Delaware Valley Regional Planning Commission (DVRPC) in 2005 under the supervision of the Ewing Environmental Commission and the updated sections on Air and Climate prepared in 2013 were submitted.

- **Community Forestry Plan and Canopy Goal**

The Ewing Environmental Commission's Community ***Forestry Management Plan*** (CFMP) prepared during 2011 and a CSIP grant application with plans for improving our current tree canopy were submitted.

- **Energy Efficient Appliances and Equipment**

Documentation was provided of the Township's purchase of energy efficient equipment and energy saving building improvements during the past few years and its plans to continue Energy Star choices when considering future electronics purchases.

- **Community Paper Shredding Days**

Evidence was submitted of Ewing's history of offering enhanced Shred Days for its residents since 2010.

- **Recycling Depot**

Evidence was provided on Ewing's popular recycling drop off locations at Jack Stephan Way and Public Works.

- **EPA WasteWise Partner**

Documentation was provided for Ewing's waste reduction initiatives and its active partnership in Region 2 (Mid-Atlantic) of the EPA WasteWise program as shown in the list of participating municipalities:

<http://www.epa.gov/epawaste/conserve/smm/wastewise/about.htm>.

- **Grasscycle Campaign**

Facts were provided about Ewing's *Grasscycle – Cut It and Leave It* program including promotion on the Township website, the Green Team's website and the Township Recycling staffs' educational flyer for public distribution.

EWING COMMUNITY GARDENS

The Ewing Community Gardens on Whitehead Road Extension underwent significant improvements during the 2013 calendar year. The gardens were almost doubled in size and a new site wide deer fence was erected around the perimeter. Administration also provided an additional water source for the expanded gardens. Green Team members led by our Vice Chair and Communications/IT officer organized the gardeners to create more of a community and to attend to needed maintenance issues. A number of cleanup days were run at the gardens during the year with the assistance of a cadre of TCNJ student volunteers. A community gardens organization was also formed to represent the gardeners. The first leaders were elected in September and are writing by-laws for the organization and will work with the Township to provide guidelines for the 2014 gardening season.



2013 GREEN FAIR

For the first time the Ewing Green Team worked in cooperation with Sustainable Lawrence and the Hopewell Green Team to organize and promote a multi-township Green Fair. Held in Lawrence Township at the Lawrence High School on March 23rd, the fair was a great success with attendance figures almost doubling to 650 attendees. Enhanced communication and cooperation between the neighboring Green Teams was also a side benefit.

COMMUNITY EDUCATION AND OUTREACH

Outreach to the Ewing community at large was enhanced by a new and effective Facebook presence as well as a WordPress set of webpages created and maintained by our Communications/IT officer at <http://ewinggreenteam.org>. The team also employs free Google functionality such as Gmail to develop an extensive list of contacts to keep abreast of our communications as well as Google Drive and Calendar. We have also added electronic event sign up with Signup Wizard software. The web site is paralleled for the Community Gardens.

Reach out within Ewing included representation at National Night Out and Community Fest as well as presentations to a police fraternal organization (FOP) and a Seniors group (Club C).

COMMUNITY SURVEY

A survey board was created in collaboration with a TCNJ Professor of Sociology and was activated at NNO and at CommFest, garnering several hundred individual citizens' rankings of environmental priorities. Eight categories of environmental actions were chosen. Residents were asked to select their top three priorities for Ewing's sustainable future. A total of 831 top 3 priorities were selected by the 285 Ewing residents who participated.

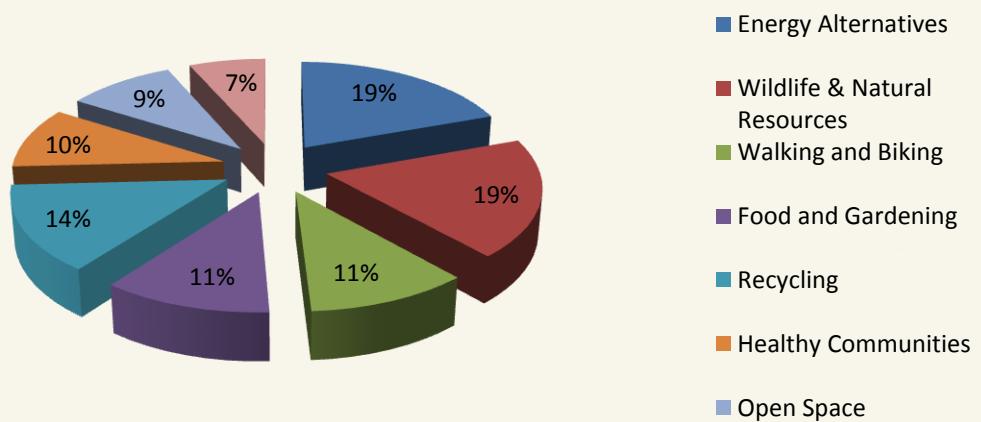


COMMUNITY SURVEY RESULTS

To weight the scores each top priority vote received 3 points, a 2nd priority received 2 points, and the 3rd priority vote received 1 point.

Category	Combined Weighted Scores			
	Top Priority	2nd Priority	3rd Priority	Total
Energy Alternatives	225	60	41	326
Wildlife & Natural Resources	156	128	32	316
Walking and Biking	99	50	32	181
Food and Gardening	93	54	41	188
Recycling	90	90	51	231
Healthy Communities	78	60	25	163
Open Space	75	62	21	158
<u>Local Economic Development</u>	39	42	<u>30</u>	<u>111</u>
Total	855	546	273	1674

Combines Vote Tallies NNO and CommFest - Weighted Scores



GREEN TEAM DEVELOPMENT

Terms were authorized by the Mayor and Council at our request to be extended from one to three years, staggered beginning in 2014. The number of active citizen appointments is hopefully being expanded in 2014 as well to help reach our goal of gaining Ewing a Silver recertification, requiring more than twice as many actions, by 2016,.

CAPACITY BUILDING GRANT

The Green Team applied for and was awarded a \$2000 capacity building grant from Sustainable Jersey. The grant monies are to be used to facilitate a planned board training, stakeholder analysis and strategic planning over the next 12 months. In order to do this we will use the monies to enhance our website and upgrade our technological capacity with a projector, screen, easel, flip charts and additional outreach equipment and materials.

TRAINING

A number of Green Team members participated in additional educational and training events to enhance the knowledge and capacity of the team. Our Vice Chair received a full scholarship to attend the NJ Learns Keystone Year program; a 9-month Education for Sustainability program. It provides attendees with a transformative understanding of what sustainability is—and the knowledge, skills and tools to lead it and educate for it in their communities. Participants receive eight days of expert training, best practices, and leadership tools to educate for sustainability and the opportunity to work with leaders in the state in environmental practices. Her new knowledge is already being put to use training Ewing Green Team members.



Our Chair and our recycling leader together took a course at Mercer County Community College; *Developing an Effective Board for Nonprofits*. Topics included effective governance, roles, teamwork, conflict, challenges, motivations, participation and recruitment. Helpful local contacts were made. Our Communications/IT officer attended a Sustainability Summit at Duke Farms in Hillsborough. Its focus was the Sustainable Jersey program and planning for the future including a new Gold Certification.

RECYCLING

SHRED DAYS

Ewing held 3 Shred Days during the 2013 calendar year in which the Green Team participated. Under the leadership of our recycling leader, members helped to direct traffic and handed out explanatory flyers and recycling information. The first event in April was at the Hollowbrook Community Center. One member supplied volunteers from her nearby civic association, as well as from the high school and a TCNJ fraternity who helped with a clean-up and planting of flowers.

For the second shred day in July at the municipal building, our recycling leader recruited Goodwill Industries to receive donations of clothing, shoes, household good, electronics and more. Their truck was filled. Goodwill also sent a truck to the third shred day in November. The shredding truck was filled at each event.

SUMMARY

In short, we are amazed and grateful at the number of entities and individuals who collaborated to bring Ewing sustainability to this point, and we look forward to growing these efforts further.

December 22, 2013

