



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

OCTOBER 22, 2014 MINUTES

LOCATION: EWING SENIOR AND COMMUNITY CENTER

## PRESENT

Green Team members denoted with an asterisk \*

Natalie Barney  
Pete Boughton \*  
Jenny Brunny  
David Byers\*  
Valorie Caffee \*  
Matthew DeFew  
Lisa Feldman\*  
John Hoegl\*

Rebecca Lynn  
Joanne Mullowney \*  
Michael Nordquist\*  
Violet Barrett Paterson  
Grant Playter  
Jillian Rotondaro  
Mark Wetherbee\*  
Mark Wetherbee Jr.

## INTRODUCTION

The October meeting was called to order by Pete Boughton at 6:40pm. Green Team members were asked to approve the September minutes as posted on our website and hot-linked within the meeting reminder email. They were unanimously approved with no additions or corrections.

A number of interested Ewing residents attended: Violet Barrett Paterson, Rebecca Lynn and Mark Wetherbee, Jr. Also in attendance were TCNJ student Jenny Brunny, Matthew DeFew, Grant Playter and Jillian Rotondaro. Natalie Barney from Maga Consulting was also in attendance to lend assistance to the evening's part of the Visioning process – selection of the top three action items from each of the Key Performance Areas.

## COMMITTEE REPORTS

### GENERAL UPDATES

Tuesday, October 28th the Mercer County Sustainability Coalition (of which the EGT is a member) will present a program called ***If it Grows, It Goes***, about the organic waste recycling. There will be a panel of presenters including Dan Napoleon from the MCIA, Janet Pellichero from Sustainable Princeton who initiated this program in the town, and other organic waste experts. Pre-registration is preferred. The event is open to the public and is the first of a quarterly series of such events in the planning stages.



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

Lori Braunstein and Natalie Barney our facilitators from Maga Sustainability in Cherry Hill will conduct the educational part of a special Green Team meeting beginning at 6:30pm on Thursday, November 13<sup>th</sup>. This will be a team building exercise for increasing the capacity of the Ewing Green Team. The next regular meeting will be on Wednesday, December 3<sup>rd</sup>, the last meeting of the year.

EGT members were also tasked with determining whether they would like to hold a 2<sup>nd</sup> annual holiday party this December. They should be on the lookout for a place to host a holiday gathering, venue and time to be determined. John suggested using Riverhorse.

## COMMUNITY GARDENS

Michael and Jo announced that the longed for kiosk created by Eagle Scout Dalton Luz has been completed and erected at the gardens. There is also a sign out in front of the gardens.

## ENVIRONMENTAL INSIGHTS SERIES

Joanne reminded attendees that on Monday, October 27th the EGT will present a screening of ***Bag It: Is Your Life Too Plastic?*** The screening will be a part of the Green Team's Environmental ***Insights*** series and Noemi de la Puenta from NJ Think Outside the Bag (<http://njthinkoutsidethebag.com>) will moderate a discussion following the video. All Green Team members are asked to attend and try to drum up support for this important issue. This is in preparation for the general election on November 4<sup>th</sup> where Question 3 on the ballot will ask if residents will support a mandatory 5¢ fee on all single use plastic bags.

## RECYCLING

Lisa announced that the EGT's first annual Scarecrow contest that promotes art and recycling will take place on Saturday, Oct 25<sup>th</sup> at the Ewing Community Gardens. The Mayor and members of the Arts Commission will judge and seasonal treats will be served. Rebecca Lynn added that members of her adult living community will be bringing two entries.

## PLANNING BOARD

The EGT has been invited to present on the results of our Visioning process to date at the next planning board meeting at town hall, first Thursday of November, 6th at 7pm. Since Pete sits on that board, Jo will take the lead. All Green Team members are invited to attend.

## FINALIZING COMMUNITY VISIONING ACTIONS

The primary task of the evening was twofold: (1) to decide upon energy actions to be spearheaded by the members of the Energy Committee to be included in the strategic plan that is to be the result of the [Ewinggreenteam.org](http://Ewinggreenteam.org) **Contact us: [ewinggreenteam@gmail.com](mailto:ewinggreenteam@gmail.com)** Monthly Meetings at Ewing Senior & Community Center, 999 Lower Ferry Rd, Ewing, NJ 08618, 4<sup>rd</sup> Wed. of each month



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

Visioning process, and (2) to select the top three feasible actions from those already determined from each of the Key Performance Areas – Community Building, Waste and Recycling, Conservation and Preservation, Development and Land Use, Community Branding and Local Economy – to be the focus of EGT activity in the next couple of years as the team works toward Sustainable Jersey recertification in 2016 at either the Bronze or the Silver level.

## TASK I – ENERGY ACTIONS FOR THE STRATEGIC PLAN

### ACTION 1

John Hoegl noted that a meeting was held between Sandra Torres, the Tri-State Light and Electric representative and Jennifer Keyes Maloney, our Green Team Council Representative. Sandra suggested a preference for an endorsement letter from the Mayor/Administration be penned which would carry greater weight for this campaign with Ewing residents. Sandra will include it as part of an outreach campaign to all businesses in town. The central topic would be to highlight the savings to businesses who participate in NJ's Direct Install Clean Energy Program. Small to medium businesses can get energy updated discounts on items such as high efficiency utilities. <http://www.njcleanenergy.com/directinstall>. The campaign will consist of mailers, meetings, and so forth.

### ACTION 2

A second action agreed upon was to conduct Home Energy Audit Outreach campaign for Sustainable Jersey points. This would consist of putting out a request for proposal to get a contractor to perform home energy audits for residents in the township in much the same way that it was done in Princeton. A question arose as to whether PSE&G would supply a subcontractor to provide those audits for free. If so, we could include that in our outreach campaign.

### ACTION 3

Joanne and group could create an online list of links to publish on the website for Sustainable Jersey points. The team could gather the links with write ups and send them to Joanne.

### ACTION 4

A clear consensus was not drawn on whether or not updated energy audits were performed on township buildings and school facilities. This will be looked into.

It was mentioned that the Green Team will again be participating in the Living Local Expo, a multi-towmship Green Fair that is held every year at the end of March. Last year it was held at the National Guard Armory on Eggerts Crossing Road.

## TASK 2 – SELECTION OF THREE ACTIONS FROM EACH KEY PERFORMANCE AREA



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

Our secondary task of the evening was to pinpoint the top three actions for each category in the Key Performance Areas arrived at through the Community Visioning process. Using the **Action Prioritization Matrix** (in Excel format) the attendees focused on not just the most viable but rather the most doable action that can either be led by the EGT or that the EGT can collaborate on with other entities such as the Environmental Commission, Planning Board, Arts Commission, Historical Society, etc... Attendees discussed each area in great detail to arrive at a finalized listing of top three actions with possible sub-actions. In addition to feasibility, the actions were also weighed against Sustainable Jersey actions (re-certification in 2 years being a large consideration.) Actions were consolidated and regrouped at this point as there were numerous overlapping categories. Also among the changes, was creating a Map of Neighborhoods and Places of Interest. This came in high on the list of both priority and feasibility. It will serve largely as a foundation off of which much else is to be built and will garner Sustainable Jersey points under Community Asset Mapping. Waste education in general became a critical overlapping category. The process and scope, however, is debated as management and implementation of this large category needs to be carefully orchestrated.

Results of this process are included in Appendix 1.

Recapping the community visioning meetings, a discrepancy was found in the perceived contacts and collaborative opportunities and the actual ones; outreach and inclusion is to take a higher priority moving forward.

## CONCLUSION

The close of the meeting was announced at 8:30 pm by Pete Boughton. Our thanks go to Mark Wetherbee, Jr. for taking the minutes.

Respectfully Submitted,

*Joanne Mallowney, Communications/IT Officer*

## APPENDIX 1



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

## Summary of Key Performance Areas and Actions Selected

Key Performance Area	Visioning Actions	Description/Comment	Sustainable Jersey Actions
Community Branding	Sustainability Promotion for residents. Identify Sustainability hero as an example in much the way Sustainable Jersey does and promote Township website, Green Team website...	<i>Identify Sustainability heroes as examples – promote; EEC, GT, Construction Ofc collaborate to ID. Honor a resident on a monthly or quarterly basis with a write up as to what they have done to earn the title as a Ewing's Sustainability Hero.</i>	Green Challenge?
Community Branding	Sustainability Recognition for businesses	<i>Identify Sustainability business hero and promote; Possible partners include Bob Prunetti, Heather Kearns Latini, MidJersey C of C, and ETRA. Promotion might include the following - promotion of the business on prominent place on Township website, Green Team business leader on website - article - logo for store display....</i>	Green Business Recognition
Community Branding	Arts and Culture inventory	<i>Partner with the Arts Commission, encouraging them to lead with the GT assisting.</i>	Creative Asset Inventory (may also include establishment of creative team (i.e. Arts Commission) and Creative Placemaking. This also ties into Community asset map



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

<b>Community Engagement</b>	Promote Neighborhood Associations	<p><i>It was felt that one of the best ways to develop community was to start within local neighborhoods, where people mix with their neighbors daily. The idea here is to promote establishment or re-establishment of associations in neighborhoods in town where there are none to promote specific neighborhood agendas and foster community engagement. There are a couple of strong neighborhood associations in town that we could model after. Regular meetings of these associations would then promote more community unity. A Council of Neighborhood Associations might then be encouraged to form that could advocate common concerns.</i></p>
<b>Community Engagement</b>	Map of Neighborhoods/Places of Interest	<p><i>In order to plan to build neighborhood associations, you have to know the neighborhoods and their boundaries. Our plan here would be to create a map of the over 50 neighborhoods that have currently been identified in town.</i></p>



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

<b>Community Engagement</b>	Welcoming Committee/Center	<p><i>Formation of a "Welcome Wagon" at Township wide level. Ideal location for a Welcome Center is at the ESCC. This could provide new residents (and old) with handouts, brochures about existing services, clubs, churches, and service groups in town so that they can more easily become engaged in township life.</i></p>
<b>Conservation and Preservation</b>	Increase strategic plantings of trees throughout town	<p><i>Partner with the Ewing Environmental Commission perhaps using monies from CSIP grant. Residents were also looking for more tree lined streets as well as increased plantings in public spaces.</i></p>
<b>Conservation and Preservation</b>	Improve bike and pedestrian conditions including, but not limited to, increasing the number of trails, improving overall trail connectivity (including connecting to the canal trail).	<p><i>There is intense interest in improving conditions in town for biking and walking. Increasing and improving a town trail network to improve connectivity for better transit throughout town would relieve the burden of improving bike lanes on narrow streets, although better signage and striping for bike transportation on the roads in town was desired and well as better defined crossings for pedestrians and traffic calming measures. A Bike Advocacy Committee has</i></p>



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

		<p><i>been an offshoot of this process and is already meeting. Possible partnering with the NJ DOT and County Planer Matt Lawson</i></p>	
<b>Conservation and Preservation</b>	Heritage Tours to historical sites and include improve trail marking for Crossroads of the Am Revolution historical sites in town	<i>Collaborate with the Historical Society and the Arts Commission as part of the creative assets inventory for Sustainable Jersey credit</i>	Arts Culture? Do, and then part of creative assets inventory?
<b>Development</b>	Directory of local businesses (including maps) for Community Services. On Township website and in print, so that residents will know what is available in town		Community Asset Mapping
<b>Development</b>	Development of Volunteer Groups to (1) assist with maintenance of Parks, Highways (of public spaces) that Township maintenance staff doesn't normally cover and (2) assist shut ins to help with home maintenance chores so that they can keep and live in their homes.	<i>The Ewing Environmental Commission already leads on trail cleanups in town - (1) would be an expansion of that idea. (2) Would be on the order of Habitat for Humanity or work that Isles does.</i>	Diversity Board / Commission?
<b>Development</b>	Business incubator space at TCNJ?, GM site - Resource center for business starters	<i>TCNJ? - GM site - [Resource center for business startups]; Involve Bob Prunetti, Heather Kearns-Latini</i>	e.g. Woodbridge Enviro-Tech incubator
<b>Energy</b>	Energy Education and Outreach - Environmental Insights series with panel	<i>Educate residents and businesses owners to the benefits of energy saving improvements and how to</i>	Energy Education and Outreach



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

<b>Energy</b>	discussion of energy experts	<i>find cost savings. Part of Green Fair too?</i>	
	Outreach campaign to local businesses with Sandra Torres - Direct Install	<i>Campaign to improve energy efficiency for local businesses, how they can save monies for energy improvements...</i>	Energy Education and Outreach
	Home performance with Energy Star – Municipal Program - Select a single energy audit contractor and launch a municipal wide “Energy Audit and Upgrade Program.”	<i>Check out possible free or low cost audits from PSE&amp;G or BPU. Whether we need to select a contractor for the audits or not, we should create a campaign for promotion of home energy audits for residents</i>	Home performance with Energy Star – Municipal Program & Outreach
	Home performance with Energy Star – Outreach - Create an online clearinghouse for information about the Home Performance Program. The site should identify the basic elements you recommend residents should demand in their audits, and a list of auditors in the area	<i>Can be done on the Township website if they would promote a page of links that we could supply with write ups or could be done on the Green Team website.</i>	Home performance with Energy Star – Municipal Program & Outreach
<b>Local Economy</b>	Support local businesses - buy local, communication, local directory - communication and outreach is critical, create a directory of local businesses, web-based something like Princeton Online...	<i>Hear from and model after the experts in Princeton. Have Mid Jersey C of C help identify leading Ewing business owners who may then be encouraged and assisted to develop appropriate programs.</i>	Support Local Business



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

<b>Local Economy</b>	Beautify Ewing Campaign, originally thought of for businesses because more attractive businesses will attract more customers, but should be expanded to a township wide campaign.	<i>ETRA, Chamber of Commerce for businesses? How tie in to sustainable? Partner with West Trenton Garden Club, Ewing Environmental Commission for residents? Can also tie in to native plantings...?</i>	
<b>Local Economy</b>	Create vibrant events for businesses	<i>Business owners should express the Who, What, Where, Why and When for a better chance of success.</i>	Buy Local campaign
<b>Waste and Recycling</b>	Community Free Cycle	<i>This idea expands our current drop off recycling center at Public Works. It involves the creation of an "in person" Freecycle center where residents can drop off goods that are still in good condition and able to be reused for others to pick up free of charge. There are numerous trucks and organizations that could also pick up items if they remain unclaimed for too long. Where to house and who and how to manage?</i>	Recycle Center
<b>Waste and Recycling</b>	Education of recycling and trash practices (medical waste included) and Hazardous Waste Education	<i>One possible action here is a Ewing map layer of places for drop off of various materials for recycling. A mapping project is already underway using student volunteers at the Bonner Center at TCNJ. The anticipated product at the end of this project is a series of printable (and</i>	Recycle Education & Enforcement



# EWING GREEN TEAM

*Promoting People, the Planet and Prosperity in Ewing*

<b>Waste and Recycling</b>	Biodegradable Waste Education Programs including Compost Education and Food Waste	<i>online) map layers, in this case of drop off locations of all recyclable materials in town from clothing drops, to plastic bags, to batteries and more.</i>	Backyard Compost Program And Food Waste Program