



EWING TOWNSHIP SUSTAINABLE GREEN TEAM

Strategic Plan Workbook

A companion workbook to the Green Team Strategic Plan

2014

WORKBOOK

This workbook is intended as a space to follow the progress of and keep notes regarding each action and the overall performance area.

COMMUNITY

Strong communities are based on the ability of its members to transcend their differences to work together toward common goals. Strong communities communicate more openly and effectively leading to more effective development and implementation of policies.

Community building is a process. Engaging thoughtfully in that process can lead to deeper, more authentic communication. The following actions were developed to engage more members of the Ewing community in the Green Team's efforts to develop a sustainability program that addresses the needs of all Ewing residents.

IDENTIFY NEIGHBORHOODS

PROJECT LEAD – Caroline and George Steward (and Kathy Wollert is a great resource)

Asset mapping is a process used to identify resources within a community. The goals of this activity can be to identify a specific resource (e.g. parks) or to identify a more robust number of resources with the goal of creating an inventory of multiple capacities within the community. As part of the visioning in Ewing Township, asset mapping was identified as a way to mark boundaries of existing neighborhoods in order to facilitate the promotion of neighborhood associations. Along with the identification of these boundaries, further investigation will be necessary to identify more specific assets such as parks, schools, businesses, institutions, and others. The goal of the asset mapping is to be able to share with the community the diverse amenities available to Ewing residents within their own municipal boundaries.

The following are potential sub-actions needed to complete this goal:

1. Assemble a committee of residents willing to collect data
2. Review current and historic maps of Ewing Township to identify neighborhood boundaries
3. Identify any additional resources that may contain information about Ewing neighborhoods
4. Create a list of existing civic associations and interview leadership to identify what geographic boundaries they represent.
5. Work with TCNJ to translate collected data to digital format

Timeline for action: 6 to 15 months

PROGRESS TRACKER					
SUB-ACTION	3 MOS.	6 MOS.	9 MOS.	12 MOS.	15 MOS.
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Sustainable Jersey Action: Sustainability Planning: Community Asset Mapping

SUB-ACTION 1: COMMUNITY COMMITTEE

Potential Volunteers:

Final Committee:

Completion Date:

SUB-ACTION 2: CURRENT AND HISTORIC MAPS OF EWING TOWNSHIP

Volunteers that will review maps:

Location of maps:

Identify Maps used:

Completion Date:

SUB-ACTION 3: ADDITIONAL RESOURCES

Potential historic resources:

Potential community organizations with information about unidentified neighborhood boundaries:

Completion Date:

SUB-ACTION 4: CIVIC ASSOCIATIONS

List of Existing Civic Associations:

Responsible Party for contacting civic associations:

Changes to any previously mapped neighborhoods:

Completion Date:

SUB-ACTION 5: DIGITAL MAPPING

TCNJ assistance identified:

Date of Completed Mapping:

Additional Notes/Potential Future Actions:

PROMOTE NEIGHBORHOOD ASSOCIATIONS

PROJECT LEAD -

BUILD VOLUNTEER NETWORK

One of the issues identified during the visioning was the lack of a coherent community identity felt by many of the residents in attendance. Rebuilding those communities was a primary focus of this visioning and drew a large number of people to subsequent meetings about this topic. Helping existing Neighborhood Associations increase their active membership and helping neighborhoods that lack Neighborhood Associations establish them were made top priorities of the Green Team. In addition, building a volunteer network with the help of these neighborhood associations would be a way to add value to the associations while providing assistance to other community members in need and the municipality in general.

The following are potential sub-actions needed to complete this goal:

1. Identify Neighborhood Associations (see Asset Mapping)
2. Hold educational events about benefits and development of Neighborhood Associations (speakers could be residents that are part of existing civic associations)
3. Develop specific tasks for volunteers in your community network (raking, shoveling for elderly or disabled, upkeep of landscaped islands)
4. Develop a way to manage the program (online, through the township...)
5. Create a pilot program in one neighborhood

6. Expand to other neighborhoods and design and conduct an outreach campaign

Timeline for action: 9 – 15 months

PROGRESS TRACKER					
SUB-ACTION	3 MOS.	6 MOS.	9 MOS.	12 MOS.	15 MOS.
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SUB-ACTION 1: NEIGHBORHOOD ASSOCIATIONS

Identify existing neighborhood associations:

Date Completed:

SUB-ACTION 2: NEIGHBORHOOD OUTREACH

Schedule meetings with existing civic associations to discuss the benefits of neighborhood associations and the volunteer program:

Date Completed:

SUB-ACTION 3: DEVELOP VOLUNTEER ACTION LIST

List of potential volunteer actions (e.g. raking, shoveling, etc.):

Develop mechanism for community requests for assistance:

Date Completed:

SUB-ACTION 4: PROGRAM MANAGEMENT

Develop management methodology (e.g. offline database, google group, website, etc.):

Potential volunteers for ongoing project management:

Date Completed:

SUB-ACTION 5: PILOT PROGRAM

Neighborhood or Action chosen to pilot initiative:

Pilot results:

Date Completed:

SUB-ACTION 6: PROGRAM EXPANSION AND OUTREACH

Develop outreach materials:

Program Expansion:

Date Completed:

Additional Notes/Potential Future Actions

WELCOMING COMMITTEE

PROJECT LEAD - DAVE

Welcoming new residents to the community was identified as a way to help new residents feel connected to their new community right from the start and to get these new residents engaged in the activities within the municipality. Many of those attending the first community visioning meeting and subsequent community meetings felt that this action should be at the top of the Green Team's list because it was a way to build community engagement among the newest residents of the community. The goal of the committee would be to develop a welcome package that provides resources and builds connections with existing community resources (e.g. coupons to local restaurants and stores, calendar of school events, calendar of municipal events).

The following are potential sub-actions needed to complete this goal:

1. Assemble committee of residents willing to build the network
2. Reach out to local businesses and encourage them to provide new resident welcome coupons
3. Build relationships with local real estate agents and companies to inform them of the program
4. Determine what community information to include in the package and what form the package will take
5. Create and assemble welcome packet for distribution
6. Begin the program and request follow up from new residents for ways to improve the welcome program to future residents

Timeline for action: 6 – 12 months

PROGRESS TRACKER			
SUB-ACTION	6 MOS.	9 MOS.	12 MOS.
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Sustainable Jersey: Innovative & Demonstration Projects: Innovative Community Project

SUB-ACTION 1: BUILD COMMITTEE

Identify residents to join committee:

Date Completed:

SUB-ACTION 2: BUSINESS SUPPORT

Reach out to local businesses to provide coupons for new residents:

Date Completed:

SUB-ACTION 3: PROGRAM MARKETING TO REALTORS AND OTHER COMMERCIAL ENTERPRISES

Market packets to local realtors and other commercial entities, such as banks, so they can advise committee about what to include in the packets and to eventually let them know new residents about the packages and the committee:

Date Completed:

SUB-ACTION 4: DEVELOP PACKET

Determine what to include in the packet (government service, local venues, etc.)

Date Completed:

SUB-ACTION 5: ASSEMBLE PACKET FOR DISTRIBUTION

What form will the packet take, where and how will it be printed, associated costs:

Date Completed:

SUB-ACTION 6: DISTRIBUTION AND FEEDBACK

Distribution locations:

Feedback formats:

Date Completed:

Additional Notes/Potential Future Actions

WASTE

Waste is one of the most prevalent issues facing our communities when it comes to sustainability. From creating waste, to disposal of all types of wastes, to recycling, the impact of waste on our environment and our economy is enormous. Providing accurate and useful information to our communities can have impacts locally and globally and help to combat the negative impacts that waste can have. Through discussions at the Visioning and follow up community conversations the Green Team has established the following actions as most relevant to their mission and the needs established by the community.

WASTE EDUCATION

PROJECT LEAD – Joanne Mallowney volunteers to lead

Educating the community about waste, its impacts and its proper management is the first step in changing the community's approach to consumption, reuse, recycling and disposal of the materials they use every day. An aggressive campaign around waste education was a top priority to the residents of the community. This campaign should include educational events, flyers, and partnerships with local institutions and businesses.

The following are potential sub-actions needed to complete this goal:

1. Identify topics to be covered at educational events, e.g. Recycling, Material Reuse, and Life Cycle Assessment, which basically follows the garbage, i.e. what happens to our waste.
2. Develop informational brochures and create new website to educate and update about the 3Rs of recycling and share/link on the EGT and Township website and with Neighborhood Associations, schools, and businesses that will disseminate through their websites.
3. Work with the schools to incorporate an educational program that can either be incorporated into a class or through an assembly

Timeline for action: 6 months to ongoing

PROGRESS TRACKER				
SUB-ACTION	6 MOS.	9 MOS.	12 MOS.	15 MOS.
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Sustainable Jersey: Waste Management: Waste Reduction: Recycling Education and Enforcement

Sustainable Jersey: Community Partnership and Outreach: Community Education and Outreach

SUB-ACTION 1: WASTE EDUCATION TOPICS

Potential topics:

Potential locations for workshops: ESCC, meetings of local service organizations, NNO, CommFest, Shred Days?

Completion Date:

SUB-ACTION 2: BROCHURES AND WEBSITE

Design brochures for distribution:

Brochures include a Ewing Township recycling map that will provide residents with a visual depiction of recycling opportunities in town. Data collection is being jointed conducted with the Bonner Scholars.

The Ewing Township Recycling map can be published on a number of websites including:

1. the Township website – <http://ewingnj.org>,
2. the EGT website (<http://ewinggreenteam.org>) , and of course,
3. the new recycling website - <https://recycleewing.wordpress.com/>.

Develop webpage:

Recycling info website – focuses on providing ready and reliable **local level** information (i.e. Ewing and Mercer County specific) to make recycling easier for residents by providing what exactly you can recycle and where for a wide variety of items. The site also focuses on encouraging viewers to adopt strategies for reducing waste thru reuse. Opportunities for **Reuse** are highlighted in each of the item areas. See <https://recycleewing.wordpress.com> for website contents to date.

The new website can also be linked on the first two resources also. We will publicize with articles submitted to the Observer and other local papers.

Completion Date:

Plan on initial publication and publicity of website and brochure by end April. Website will be in initial stages but still suitable for publication.

SUB-ACTION 3: SCHOOL PROGRAM

Identify school liaison:

Darryl Williams from Fischer Middle School (a possibility) Find a teacher at each of the schools to lead. Possibly science teachers? Don't forget private schools. They may be more amenable. (Bear Tavern School in Hopewell is a great model. They compost and recycle. Contact Norm Torkelson from HVRSD for more info. His phone contact as Director of Facilities is 609-737-4000 x 2801.)

Develop program for school assembly or for integration into classroom:

Completion Date:

Additional Notes/Potential Future Actions:

Work with Boy Scouts, Girl Scouts, Service Organizations, Churches, Neighborhood Associations...

BIODEGRADABLE WASTE PROGRAMS (COMPOST AND FOOD WASTE EDUCATION)

PROJECT LEAD – Compositing at home – Rebecca Lynn volunteers to teach...

Many people in the community had an interest in waste related specifically to food. Since food waste is bio-degradable and transformed into useful materials such as compost the visioning participants wanted a special focus given to composting and food

waste. Educational events for residents, food waste options for the schools, restaurants and other local food related businesses, and other ways to minimize food waste or reuse food waste were all part of the programming discussed.

The following are potential sub-actions needed to complete this goal:

1. Develop an educational outreach effort related to biodegradable waste – including composting at home, developing a neighborhood compost program, etc.
2. Identify food related local businesses and reach out to determine how they handle food waste
3. Develop educational materials about commercial food waste and share with local businesses
4. Develop educational materials to place on website about minimizing food waste, composting, and other methodologies to keep food waste out of the municipal waste stream.

Timeline for action: 6 months – ongoing

PROGRESS TRACKER				
SUB-ACTION	6 MOS.	9 MOS.	12 MOS.	15 MOS.
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Sustainable Jersey: Waste Management: Backyard Composting Program

SUB-ACTION 1: FOOD WASTE EDUCATION TOPICS

Potential topics:

1. Composting, including grasscycling, leaf cycling, and home food waste.
2. Limiting the amount of packaging, reusing/recycling packaging.
3. Limiting use of disposables
4. Possible partners MG's and at the gardens. Tie in with the Farmer's Market.

Potential locations for workshops:

Green Fair, Farmer's Market, Community Gardens, ESCC or Hollowbrook, NNO, CommFest?

Completion Date:

SUB-ACTION 2: IDENTIFY LOCAL FOOD BUSINESSES

Create a list of businesses in Ewing that are food related and reach out to owners to determine how they handle their food waste:

Supermarkets, restaurants, senior care facilities, schools, churches, big employers like NJM, FMC, Church and Dwight... Township health dept might have something to say about this...

Completion Date:

SUB-ACTION 3: EDUCATIONAL MATERIALS FOR BUSINESSES

Create information flyers to share with local businesses about food waste composting:

Completion Date:

SUB-ACTION 4: WEBSITE DEVELOPMENT

Develop webpage for Green Team page and Township page:

Upgrade recycling page on EGT website. Composting page on Recycle Ewing website is complete. Post any handouts and brochures to websites. Ask Township to post to Township website.

Completion Date:

Additional Notes/Potential Future Actions:

Perhaps we can coordinate a composting education event with the International Compost Awareness Week – the first full week in May. 2014 – May 3 – 9th. See <http://compostingcouncil.org/icaw/>

COMMUNITY FREE CYCLE

PROJECT LEAD – Township employee should lead with EGT volunteer – Tom Elder?

Many of us are familiar with the concept of free-cycling through websites such as FreeCycle [<http://freecycle.org>] where items can often be given away or obtained for free from other local residents. Many members of the Ewing community were interested in promoting this sort of concept on a hyper-local level with a local drop off/pick-up depot. There are logistical issues to be worked out with this program such as hosting and staffing, but participants in the visioning felt that it could have a significant impact in diverting items from the waste stream. Ideally this could be located at the Township's Municipal Recycling Depot.

The following are potential sub-actions needed to complete this goal:

1. Develop best approach to implement this program
2. Develop marketing program to local residents
3. Develop methodology for tracking exchanges

Timeline for action: 12 months - ongoing

PROGRESS TRACKER				
SUB-ACTION	12 MOS.	15 MOS.	18 MOS.	24 MOS.
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Sustainable Jersey: Waste Management: Materials Reuse Program

SUB-ACTION 1: POSSIBLE APPROACHES

Investigate free-cycle programs in other areas to determine what approach might work best in Ewing:

Town of Summit has initiated something along these lines -check their website. Lee Farnham will check with ANJEC re: Middlebury College. See the Summit FreeMarket at <http://www.summitfreemarket.org/index.php>. It doesn't appear to have been updated since last October...??

Completion Date:

SUB-ACTION 2: PROGRAM OUTREACH

Determine the best methodology to reach out to local residents about the program and potentially develop a kickoff event:

Regular news outlets, reverse 911, Township website & EGT website, recycle Ewing website...

Completion Date:

SUB-ACTION 3: TRACK PROGRAM

Determine best methodologies for tracking program (e.g. drop off/take out sign in sheets, onsite volunteer during open hours):

Do we want to check with each car that drives out of the current convenience sites? Need location. Maybe start with a specific day and then remainder items would go to the Rescue Mission?...

Completion Date:

Additional Notes/Potential Future Actions:

PRESERVATION/CONSERVATION

Preservation and Conservation of community assets such as open space, forests, wetlands and historic sites are important elements of any approach to community sustainability. Making reference to both the social and environmental elements of sustainability, actions in this category focused on protecting natural resources, developing opportunities for residents to engage with the outdoors and preserving Ewing's rich history in the region.

TREES

PROJECT LEAD -

Preserving a community's tree canopy, both forest stands and street trees, is extremely important in combating climate change but also in creating a community that is aesthetically appealing and that provides opportunities for residents to be closer to nature. Trees provide shade for houses, streets and parking areas, sequester carbon produced by cars and buildings, stabilize steep slopes, and add aesthetic value to our neighborhoods. Community members were passionate about taking stock of and protecting this great community resource.

The following are potential sub-actions needed to complete this goal:

1. Create a tree committee in partnership with the Ewing Environmental Commission and solicit citizen participation.
2. Develop a Tree Inventory (iTree Assessment Tool)
 - a. This can be done by a professional or through a community program that empowers residents to participate in identifying and protecting the trees in their own neighborhood and the Township at large. [The Girl Scouts have already identified all the trees in Banchoff Park.]
 - b. Identified legacy trees should have identification tags affixed.
3. Identify which trees are the best for various uses in the township according to growth shape and root needs.
4. Identify source of trees for local installations for both resident and municipality. Check out grant options.
5. Sponsor educational workshops about trees including, care, disease, identification, and the important role that trees play in the environment.
6. Provide information and links on the EGT website about trees including the ***Tree of the Month*** articles written for the Ewing Observer.

Timeline for action: 6 to 24 months

PROGRESS TRACKER				
SUB-ACTION	6 MOS.	12 MOS.	18 MOS.	24 MOS.
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Sustainable Jersey: Natural Resources: iTree Assessment of Municipal Trees

Sustainable Jersey: Natural Resources: Tree and Woodland Management: Tree Planting Programs

SUB-ACTION 1: CREATE TREE COMMITTEE

Work with the Ewing Environmental Commission to create a tree committee:

Solicit information from Ewing residents in regard to trees in Ewing:

Date Completed:

SUB-ACTION 2: DEVELOP TREE INVENTORY

Decide what tree inventory tool to use, consider iTree Assessment:

Identify and tag legacy trees:

Date Completed:

SUB-ACTION 3: TREE IDENTIFICATION

Identify what trees are best for what uses in the Township:

Date Completed:

SUB-ACTION 4: TREE LOCATIONS

Identify locations for future tree installations:

Identify potential grant options for the purchase or donation of trees (see New Jersey Tree Foundation):

Date Completed:

SUB-ACTION 5: EDUCATIONAL WORKSHOPS

Select topics for educational workshops for residents that include care, disease, identification and the importance of trees:

Work with the schools to integrate tree education into school programming:

Date Completed:

SUB-ACTION 6: WEBSITE DEVELOPMENT

Develop webpage with information about trees and that link to the ***Tree of the Month*** articles written for the Ewing Observer:

Date Completed:

Additional Notes/Potential Future Actions

BIKING/PEDESTRIAN TRAILS

PROJECT LEAD – Michael Nordquist

Providing safe and accessible trails for the residents of Ewing is one of the best ways to connect residents with the natural world around them, encourage healthy habits like taking walks and rides, and to add to the overall value of the community. Developing a trail network that provides access for hikers of all levels and that provides access to off-road bicycles is no small task. A strong partnership with the municipality will need to be established in order to engage in work on public property and do so in a manner that will be consistent with Township policies regarding the use of open space.

The following are potential sub-actions needed to complete this goal:

- Develop and publicize the newly formed Ewing Bike Advocacy group (a Green Team subcommittee) to recruit more members
- Find an existing inventory of trails in the region and work to ground truth their location and condition, such as the Lawrence Hopewell Trail - <http://lhtrail.org/>
- Work off Ewing’s Conservation Element of the Master Plan to identify potential areas for trail connections.
- Identify trails that need improvement, signage, etc. and develop a plan with the Township to address improvement and upgrades
- Work with other local organizations such as the Boy and Girl Scouts to implement improvement plan
- Create trail maps using e.g. QGIS open source software in coordination with Google Maps Engine

Timeline for action: 9 months - ongoing

PROGRESS TRACKER				
SUB-ACTION	9 MOS.	12 MOS.	18 MOS.	24 MOS.
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SUB-ACTION 1: DEVELOP AND PUBLICIZE EWING BIKE ADVOCACY GROUP

Recruit more members to the existing Green Team subcommittee using website, direct contact, and other outreach methods:

Date Completed:

SUB-ACTION 2: GROUND TRUTH TRAILS

Use an existing trail inventory to ground truth local trails:

Date Completed:

SUB-ACTION 3: TRAIL CONNECTIONS

Use the Conservation Element of the Ewing Master Plan to identify potential trail connections:

Date Completed:

SUB-ACTION 4: TRAIL IMPROVEMENT

Identify trails that need improvement and signage and develop a plan with the Township to address improvement and upgrades:

Date Completed:

SUB-ACTION 5: BUILD PARTNERSHIPS

Build partnerships with other local organizations such as the Boy and Girl Scouts and consider using the newly developed volunteer network to implement improvement plan:

Date Completed:

SUB-ACTION 6: DEVELOP TRAIL MAPS

Create Trail Maps using open source software like OGIS or work with TCNJ:

Date Completed:

Additional Notes/Potential Future Actions

STREETS/SIDEWALK IMPROVEMENTS FOR SAFE PEDESTRIAN/BIKE TRANSIT

PROJECT LEAD – Mary Corrigan

Safer roadways encourage residents to walk and bike more often, which can greatly improve their health and mobility. We have to remember that not all residents have access to motor vehicles. Most students also do not have the choice to drive. They must walk or bike to schools, parks and community centers. Providing sidewalks and bike lanes assure that all residents have safe non-motorized ways to get to their destinations. There are many places in Ewing where sidewalks just stop at an intersection. Many of Ewing's busiest roads do not have sidewalks or bike lanes and are too narrow to ride in the street.

The following are potential sub-actions needed to complete this goal:

1. Identify where there is a need for safe routes to schools, parks and community centers. Make sure there are paths or sidewalks for students to travel.
2. Conduct a Bike/Pedestrian audit and community meeting to assess current conditions for biking and pedestrians in town. Develop network of volunteers along with the newly formed Ewing Bike Advocacy group willing to perform Bike/Pedestrian

Audit in town. Identify major interest hubs/destinations in town. Use existing studies to determine the most favorable routes in town for biking. Develop training materials for participants for onsite audits.

3. Perform bike/pedestrian audit on those routes. Complete and publish bike/pedestrian audit
4. Transform collected data to digital format
5. Conduct a Bike Tour in Ewing in 2015 to reach out to and build a community of Ewing biking enthusiasts and publicize Bike Advocacy committee work.
6. Encourage Planning Board and Zoning Board to require sidewalks for new sites and/or improving sites.

Timeline for action: 6 months - ongoing

PROGRESS TRACKER				
SUB-ACTION	6 MOS.	12 MOS.	18 MOS.	24 MOS.
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Sustainable Jersey: Land Use & Transportation: Bicycle and/or Pedestrian Audit

Sustainable Jersey: Health & Wellness: Safe Routes to School

SUB-ACTION 1: IDENTIFY NEED

Identify where there is a need for safe routes to schools, parks and community centers. Make sure there are paths or sidewalks for students to travel:

Date Completed:

SUB-ACTION 2: BIKE/PED AUDIT AND COMMUNITY MEETING

Assess current conditions for biking and pedestrians in town (Bike Advocacy Group could hold a community meeting with maps for residents to identify conditions):

At community meeting also identify major areas of interest in Ewing that pedestrians and cyclists would like to be able to access:

Use existing studies and solicit input at community meeting regarding most favorable routes in town:

Develop training materials for participants about how to conduct on site audits:

Date Completed:

SUB-ACTION 3: PERFORM AUDIT

Perform audits on identified routes and publish results:

Date Completed:

SUB-ACTION 4: CREATE DIGITAL MAPS

Develop digital maps with assistance from TCNJ:

Date Completed:

SUB-ACTION 5: CONDUCT BIKE TOUR

Organize a community bike tour to reach out to and build a community of Ewing biking enthusiasts:

Date Completed:

SUB-ACTION 6: ZONING CHANGES

Provide Planning Board and Zoning Board with information regarding the importance of requiring sidewalks with new development and encourage changes to existing zoning to require sidewalks in Zoning Regulations:

Date Completed:

Additional Notes/Potential Future Actions

HERITAGE TOURS AND HISTORIC SITES (INCLUDE REVOLUTIONARY) MARKING

PROJECT LEAD – Lisa Feldman

Preserving and celebrating a community's history helps people to establish a link to the past as well as to develop a desire to leave the same legacy and connection for future generations. Ewing has a rich history worthy of recognition and preservation. The benefits this can bring to building a strong community are undeniable if the process of identification, celebration, and preservation of historic sites is inclusive of all interested community members.

The following are potential sub-actions needed to complete this goal:

1. Update list of all local historic sites (currently available at <http://ewinggreenteam.org/committees/sj-certification/ewing-township-historic-sites/>)
2. Identify the sites that are publicly marked
3. For sites that are not marked find out if there is a process to have these sites marked by the state or the municipality
4. Develop a tour program – tours can take on many forms, they can be self-guided, a map provided through the website, a guided bus tour
5. Encourage owners of historic properties to have them placed on the Township's Historic Registry
6. Work with the schools to incorporate an educational program that educates and celebrates the historic sites throughout the Town

Timeline for action: 9 to 18 months

PROGRESS TRACKER				
SUB-ACTION	9 MOS.	12 MOS.	15 MOS.	18 MOS.
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Sustainable Jersey: Land Use & Transportation: Bicycle and/or Pedestrian Audit

Sustainable Jersey: Health & Wellness: Safe Routes to School

SUB-ACTION 1: UPDATE LIST OF HISTORIC SITES

Update list of historic sites using township historic site list as well as sites that may not be currently listed:

Date Completed:

SUB-ACTION 2: IDENTIFY PUBLICLY MARKED SITES

Of all the sites on the updated list identify which ones have site markers:

Date Completed:

SUB-ACTION 3: MARK UNMARKED SITES

For sites that are unmarked find out how to apply for historic site markers:

Date Completed:

SUB-ACTION 4: DEVELOP A TOUR PROGRAM

Decide the best methodology for providing guided tours of historic sites, potentially including self-guided tours, bus tours, and maps:

Date Completed:

SUB-ACTION 5: REGISTER HISTORIC HOMES

Educate and encourage owners of historic sites to register their homes on the Township, State and potentially Federal register of historic places:

Date Completed:

SUB-ACTION 6: SCHOOL PROGRAM

Develop programming to educate and celebrate Ewing history and local schools:

Date Completed:

Additional Notes/Potential Future Actions

COMMUNITY DEVELOPMENT

Community development in Ewing was a large part of the conversation at the Visioning. With changing demographics and a couple of large parcels of land in the process of redevelopment near a transportation hub, changes in the Township are likely to accelerate. Managing existing infrastructure and concerns over future development led to a number of recommendations that related to zoning and tax programs that do not fall under the purview of the Green Team. Those recommendations have been included later in this document to provide further insight to the municipality regarding the concerns of the residents of Ewing related to sustainability that are not actions that the Green Team can address but that other interested groups in Ewing might be encouraged to undertake the leadership for. Two of the ideas regarding development in the community that the Green Team can address include Beautify Ewing and Volunteer Groups to maintain roads.

BEAUTIFY EWING CAMPAIGN

PROJECT LEAD -

Our location along the Delaware River, midway between Philadelphia and New York, with a regional airport, rail lines and interstate highways altogether position Ewing as an attractor. Most people involved in this visioning process felt that, to take full advantage, Ewing could use some beautification particularly along some of its major commercial corridors. A Beautify Ewing Campaign would bring volunteers together to clean up litter from commercial corridors and install and maintain landscaped installations in places identified by a committee of local residents. Funding to purchase supplies may be available through NJ Clean Communities grants [see <http://www.njclean.org/GrantGuidelines2014ver3.pdf>].

The following are potential sub-actions needed to complete this goal:

1. Assemble a Beautify Ewing committee headed by a member of the Green Team and incorporating members of active neighborhood associations and local business owners.
2. Identify appropriate locations for landscape installations (these do not need to be permanent – consider the use of large baskets for flowers)
3. Reach out to local businesses, especially those that would benefit directly from beautification for support through in-kind or monetary donations
4. Create a plan to install and manage landscape improvements
5. Organize at least two clean up days per year (partnerships with other organizations and neighborhood associations important)
6. Extend program to homeowner competition.

Timeline for action: 6 to 24 months

PROGRESS TRACKER				
SUB-ACTION	6 MOS.	12 MOS.	18 MOS.	24 MOS.
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Sustainable Jersey: Innovative & Demonstration Projects: Innovative Community Project

SUB-ACTION 1: ASSEMBLE BEAUTIFY EWING CAMPAIGN

Headed by a member of the Green Team, incorporate members of civic associations, local businesses, students and other local residents:

Reach out to West Trenton Garden Club and neighborhood associations such as Glendale, Breaburn, Fleetwood Village, elementary school areas, NJM, TCNJ, Local Chamber of Commerce members, Palmer Lane Assn.

Date Completed:

SUB-ACTION 2: IDENTIFY LANDSCAPE LOCATIONS

Find potential locations in the township where new existing landscape areas can be improved and where new landscape areas can be installed:

Airport, Strip shopping, 95 exit ramps, main arteries into Ewing, West Trenton Septa Station, Township municipal building, Township community centers – ESCC and Hollowbrook, Ewing parks.

Date Completed:

SUB-ACTION 3: FIND SPONSORSHIP

Reach out to local businesses to financially support landscaping installation:

Comcast, NJM, TCNJ, Service Organizations, Chamber of Commerce members, Buxton's, Frontier, Verizon, County Gov't, FMC, ETS, Capital Health, landscaping companies, local restaurants, Church and Dwight, Shop Rite, Home Depot.

Date Completed:

SUB-ACTION 4: CREATE MANAGEMENT PLANS

Create a management plan to maintain landscape areas:

Date Completed:

SUB-ACTION 5: COMMUNITY CLEAN UPS

Work with other organizations and neighborhood civic associations to organize yearly cleanups of landscaped areas:

Date Completed:

SUB-ACTION 6: HOMEOWNER COMPETITION

Consider creating a homeowner competition for property landscaping:

How about a garden tour highlighting gardens in town? Prizes for prettiest, most environmentally functional?...

Date Completed:

Additional Notes/Potential Future Actions

ADOPT A ROAD PROGRAM

PROJECT LEAD -

In addition to a beautification program for commercial corridors, there are many smaller roads in the community that would benefit from a dedicated group of volunteers to keep the roads free from debris. Debris in roadways is both unsightly and can cause major complications to storm water management as more and more debris fills up in storm water infrastructure like grates and culverts. A roadway maintenance volunteer cleanup program would be a great way to engage those neighborhood associations that the Green Team is looking to support as well as other community service organizations in town.

The following are potential sub-actions needed to complete this goal:

1. Identify collector and local roads that are prone to litter build up
2. Identify the neighborhoods closest in proximity to these roads
3. Reach out to the neighborhoods to find volunteers to keep these roadways clean
4. Reach out to local community service organizations such as the Kiwanis, Lions, Elks, West Trenton Garden Club...
5. Establish a regular cleanup schedule

Timeline for action: 6 months - ongoing

PROGRESS TRACKER				
SUB-ACTION	6 MOS.	12 MOS.	18 MOS.	24 MOS.
1				
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Sustainable Jersey: Innovative & Demonstration Projects: Innovative Community Project

SUB-ACTION 1: IDENTIFY LITTER AREAS

Hold a community survey to identify collector and local roads prone to litter build up:

Parking lots, off ramps, Rte 31, Scotch Road, Septa Station, Parkway Ave, Large state owned and private area...

Date Completed:

SUB-ACTION 2: IDENTIFY NEIGHBORHOODS

Identify what neighborhoods border the previously identified roads:

Date Completed:

SUB-ACTION 3: NEIGHBORHOOD VOLUNTEERS

Reach out to residents in the adjacent neighborhoods to find volunteers to pick up litter on a regular basis (work with community volunteer group):

Date Completed:

SUB-ACTION 4: COMMUNITY SERVICE ORGANIZATIONS

For roads not adjacent to neighborhoods identify local community service organizations to partner with:

Date Completed:

SUB-ACTION 5: CLEANUP SCHEDULE

Maintain a regular cleanup schedule and monitor progress:

Date Completed:

Additional Notes/Potential Future Actions

BRANDING

Providing a strong identity for a community has multiple benefits. Branding goes beyond a simple logo that is recognizable to invoking a perception or idea about a community. Many attendees at the visioning noted that it would be beneficial if Ewing developed a stronger appeal to outsiders in order to attract additional businesses, residents, and organizations to the community. Creating a strong brand for the community can help economic development, community engagement and bring recognition to the positive changes that Ewing is making to become a more sustainable community. Much of the work of branding must be done through the municipality, not just the Green Team. However, there were a few actions that the Green Team felt could help add value to the Ewing brand.

SUSTAINABLE RECOGNITION FOR BUSINESSES

PROJECT LEAD -

Many communities across the US have developed recognition programs for local businesses that have undertaken efforts to “Go Green.” These programs have been also strongly linked to Buy Local programs that encourage residents to shop at local stores and engage the services of local businesses (see Support Local Business in Economic Development following). They take time, strong management, and good marketing to be successful, but the success of these programs is undeniable in their benefits in reducing environmental impact, boosting economic efficiency, improving the quality of life, as well as encouraging greater business participation.

The following are potential sub-actions needed to complete this goal:

1. Develop a committee made up of EGT members, representatives from the municipality, and the business community to design the program
2. Develop a list of requirements necessary to be considered a sustainable business (see Sustainable Jersey program for guidance)
3. Determine support mechanisms that will assist companies in the adoption of green practices, and specify any financial or regulatory incentives that will be offered to green businesses.
4. Create program materials, solicit companies for participation, and implement the marketing campaign.
5. Accept applications and conduct business inspections (if applicable). Once the first round of participants has been identified, distribute Green Business certificates and window decals.
6. Publish a directory of these Green Businesses in print and online. Implement an ongoing advertising campaign to inform consumers about the program.

Timeline for action: 12 to 36 months

PROGRESS TRACKER				
SUB-ACTION	6 MOS.	12 MOS.	18 MOS.	24 MOS.
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6				

Sustainable Jersey: Local Economies: Green Business Recognition Program

SUB-ACTION 1: GREEN BUSINESS COMMITTEE

Build committee made up of Green Team members, municipality and business community:

Date Completed:

SUB-ACTION 2: RECOGNITION REQUIREMENTS

Develop list of criteria necessary to for businesses to be recognized as a sustainable business:

Date Completed:

SUB-ACTION 3: SUPPORT MECHANISMS

Identify support programs that can assist companies in implementing sustainability initiatives:

Date Completed:

SUB-ACTION 4: MARKET PROGRAM

Create program materials (application, recognition logo, etc), identify and solicit companies to participate:

Date Completed:

SUB-ACTION 5: IMPLEMENT PROGRAM

Take in applications, review and identify Ewing Green Businesses:

Date Completed:

SUB-ACTION 6: DIRECTORY AND ADVERTISING

Publish a directory of local Green Businesses and develop an advertising campaign:

Date Completed:

Additional Notes/Potential Future Actions

ARTS AND CULTURE INVENTORY

PROJECT LEAD -

Arts and culture have long been seen as ways to improve the quality of life in communities and to bring businesses and visitors to the community. Improving and increasing the number of arts and culture events and venues can be accomplished by taking stock of what is currently available and then seeking out local artists and cultural organizations to join the Ewing community. Be sure to check Sustainable Jersey website for inventory requirements.

The following are potential sub-actions needed to complete this goal:

1. Create an inventory team (In order to be eligible for Sustainable Jersey points this should be characterized as the Sustainable Jersey Creative Team. These should include members of and might be led by the Arts Commission.)
2. Hold an open public meeting to solicit recommendations to include in the inventory – be sure to reach out across a wide group of stakeholders that represent the diversity of your community. Assets should include arts-related associations, organizations, community gathering spaces, environmental assets, cultural activities, arts organizations and individual artists.
3. Verify assets to complete list
4. Determine the format(s) that would be the most useful to the community for publication – a map, text report or a spreadsheet and publish.

Timeline for action: 6 - 12 months

PROGRESS TRACKER			
SUB-ACTION	6 MOS.	9 MOS.	12 MOS.
1			
2			
3			
4			

Sustainable Jersey: Arts & Creative Culture: Creative Assets Inventory

Sustainable Jersey: Arts & Creative Culture: Establish a Creative Team

SUB-ACTION 1: CREATE AN INVENTORY TEAM

With a Green Team lead find local residents and other stakeholders to join the Creative Team (necessary for Sustainable Jersey points for the Creative Assets Inventory):

Date Completed:

SUB-ACTION 2: PUBLIC MEETING

Hold a public meeting to solicit recommendations to include in the inventory:

Date Completed:

SUB-ACTION 3: VERIFY INVENTORY

Verify that all locations identified at the public meeting are still active:

Date Completed:

SUB-ACTION 4: PUBLISH LIST

Determine the format of distribution that would be most useful to community (map, text report, spreadsheet, etc.):

Date Completed:

Additional Notes/Potential Future Actions

ECONOMIC DEVELOPMENT

Economic development in Ewing played a significant role in at the Visioning. Local businesses appeared to lack a sense of cohesion, having largely outside ownership and no active business associations. A redevelopment plan along major roadways had not taken hold. Four initiatives (including one moved from Community Development as logically interrelated) were considered priorities to foster more healthy economic development in the community.

SUPPORT LOCAL BUSINESSES

PROJECT LEAD -

Research into the benefits of supporting locally owned business indicate that communities benefit by improving economic multipliers (meaning your local dollar is spent again locally), improving opportunities for entrepreneurship, getting better service and improving community identity. Many of the previous actions already identified have indicated that these are all goals that are important to the residents of Ewing and that undertaking a Buy Local campaign is just the beginning in supporting local businesses.

The following are potential sub-actions needed to complete this goal:

1. Assemble a Local Business Support Task Force (this can be the same as the Sustainable Business/Buy Local Group). People to draw from might include Mid Jersey C of C Ewing branch, Kiwanis, Zoning, Planning, the Planner, Redevelopment, etc.
2. Meet with local businesses and create an inventory of their concerns and brainstorm ways that the community can help support them
3. Implement innovative ideas that support local businesses beyond marketing and branding such as municipal recognition for community service, monthly business column on municipal website, Ask the Business column in newspaper, etc.

Timeline for action: 3 months - ongoing

PROGRESS TRACKER				
SUB-ACTION	3 MOS.	9 MOS.	12 MOS.	15 MOS.
1				
2				
3				

Sustainable Jersey: Local Economies: Support Local Businesses

SUB-ACTION 1: LOCAL BUSINESS SUPPORT TASK FORCE

Develop task force – this can be the same as or a subcommittee of the Green Business Recognition committee (or vice versa):

Date Completed:

SUB-ACTION 2: MEET WITH LOCAL BUSINESS

Hold meetings with local business owners to understand their concerns and issues and ways that a local business support group can help:

Date Completed:

SUB-ACTION 3: IMPLEMENT PROGRAM

Develop and implement innovative programming ideas beyond marketing and branding (e.g. community service recognition, business owner columns in newspaper or on website):

Date Completed:

Additional Notes/Potential Future Actions

VIBRANT EVENTS FOR BUSINESSES

PROJECT LEAD -

Enticing local residents to buy from local businesses sometimes requires special events to introduce community members to the businesses located in your community, especially those businesses that may not have a retail store front. Holding events in the community that showcase local businesses is one way to make the connection.

The following are potential sub-actions needed to complete this goal:

- Using an established business task force (SB Recognition, Buy Local, Support Local, Business Incubator) identify types of events that would benefit local businesses
- Identify existing local events that businesses can partner with
- Market the campaign to residents and hold events
 - Ideas for events
 - “Meet Your Local Business Owners” or “Ask Your Local Business Owner” nights –Meet the Farmer, Meet the Contractor, Meet the Financial Consultant, etc.
 - Ewing Night out – sponsored by a local business (movies in the park, neighborhood barbecue, Holiday Celebrations, Taste of Ewing – i.e restaurant night out...)
 - Local Green Fair
 - Community Fest

Timeline for action: 3 months – ongoing

PROGRESS TRACKER				
SUB-ACTION	3 MOS.	9 MOS.	12 MOS.	15 MOS.
1				
2				
3				

Sustainable Jersey: Local Economies: Support Local Businesses

SUB-ACTION 1: EVENT DEVELOPMENT

Previously identified committee should develop yearly events to market and celebrate local businesses (sidewalk sales, Taste of Ewing, etc.):

Date Completed:

SUB-ACTION 2: CREATE PARTNERSHIPS

Identify potential collaborations with existing organizations to make connections with local businesses to participate in existing events:

Date Completed:

SUB-ACTION 3: MARKET AND HOLD EVENTS

Marketing ideas and potential event locations:

Date Completed:

Additional Notes/Potential Future Actions

BUSINESS DIRECTORY

PROJECT LEAD -

Perhaps the simplest way to connect local residents to local businesses is through the development of a local business directory. Though the development of a directory is fairly straightforward there are multiple formats that a directory can take including a paper distribution, online, and/or within other community outreach mechanisms (local calendar, for example). The job of those EGT members and community volunteers involved with this project will be finding the best way to distribute the directory to the greatest number of people.

The following are potential sub-actions needed to complete this goal:

- Develop sub-committee of Business Committee focused on creating the directory.
- Populate directory through various methods (online searches, business network, local or regional chamber of commerce listings)
- Decide on best distribution formats (multiple formats will reach the largest number)

Timeline for action: 6 to 18 months

PROGRESS TRACKER				
SUB-ACTION	3 MOS.	9 MOS.	12 MOS.	15 MOS.
1				
2				
3				

Sustainable Jersey: Local Economies: Support Local Businesses

SUB-ACTION 1: BUILD COMMITTEE

Create a sub-committee of a previously developed business committee focused on creating the directory:

Date Completed:

SUB-ACTION 2: POPULATE DIRECTORY

Use various methods to populate directory (online searches, business network, chamber of commerce, etc.):

Date Completed:

SUB-ACTION 3: DISTRIBUTE

Determine distribution methods:

Date Completed:

Additional Notes/Potential Future Actions

BUSINESS INCUBATOR

PROJECT LEAD -

A business incubator is a program that provides support to small start-up businesses. The concept of business incubators dates back to the late 1950's in the United States though the concept did not truly begin to catch on until the 1980's. Since the 1980's this

framework has been used by communities across the United States as part of a strategy to build economic diversity and provide opportunity for local businesses to succeed. The Green Team and those participating in the Visioning saw this as an area where the Green Team could take the lead in developing an incubator program in partnership with other local entities. While ongoing management of the incubator cannot be an activity for the Green Team, acting as the catalyst to developing an incubator program is an action they feel has a lot of value to the community. Developing an incubator will require development of significant funding sources and a long-term commitment of people truly invested in seeing this process through and maintaining a commitment to the organization established to manage the incubator. The development of Campus Town at TCNJ and the redevelopment of the GM site provide two excellent opportunities as locations that may be a great home to a startup incubator site. (Visit the National Business Incubation Association website at <http://www.nbia.org/> for guidance).

The following are potential sub-actions needed to complete this goal:

1. Develop a committee made up of EGT members, representatives from the municipality, business community and TCNJ
2. Lead this committee in exploring potential funding options, visiting other incubator sites, and building a relationship with the New Jersey Business Incubation Network
3. Determine focus, if any, for incubator – e.g. technology firms, sustainable business firms, social entrepreneurs, etc.
4. Identify a location for the business incubator and work with municipality and property owner to explore options for using property (consider tax relief for reduced rental cost)
5. Establish an independent incubator non-profit to manage program

Timeline for action: 12 to 36 months

PROGRESS TRACKER				
SUB-ACTION	12 MOS.	18 MOS.	24 MOS.	36 MOS.
1				
2				
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4				
5				

Sustainable Jersey: Innovative & Demonstration Projects: Innovative Community Project

SUB-ACTION 1: DEVELOP COMMITTEE

Build committee made up of Green Team members, municipality and business community:

Date Completed:

SUB-ACTION 2: FUNDING

Explore potential funding options, visit other incubators, and build relationship with New Jersey Business Incubation Network:

Date Completed:

SUB-ACTION 3: INCUBATOR FOCUS

Determine focus, if any, of incubator (tech, sustainable business):

Date Completed:

SUB-ACTION 4: LOCATION

Identify potential locations for incubator and work with municipality and property owner to explore use of the property (tax incentives, reduced rent, etc.):

Date Completed:

SUB-ACTION 5: INCUBATOR NON-PROFIT

Establish an independent incubator non-profit to manage program:

Date Completed:

Additional Notes/Potential Future Actions

ENERGY

Energy generation and consumption is perhaps the most crucial issue to be addressed in regard to global climate change. Despite the urgent need to address this issue it was not identified as one of the Key Performance Areas during the Community Visioning. However, a few members of the Green Team have already been working diligently in this area and came together to add these actions to the Green Team's Strategic Plan. Without these efforts to reduce consumption and shift to more renewable forms of energy, it is possible that little can be done to reduce carbon emissions and slow the increase in global temperatures that can have extremely damaging effects to our global community. The majority of the actions in this performance area are preset programs that simply require the Green Team to reach out to the state to join the programs. As such, space has only been provided to include notes about outreach to the state and information provided to the group from those program coordinators.

ENERGY EDUCATION AND OUTREACH

PROJECT LEAD -

Educating the public about how energy works is the first step towards shifting consumptive behavior. The average homeowner probably only knows how much their electricity costs but not how it is generated and transmitted. Teaching homeowners about where electricity comes from, its environmental costs, and simple ways to reduce consumption could lead to significant carbon emission reductions. The Home Performance with Energy Star program should be incorporated into the Education and Outreach programming to get Ewing residents started in examining energy usage in their own homes.

The following are potential sub-actions needed to complete this goal:

1. Identify topics to be covered at educational events, e.g. Where does electricity come from, how to reduce consumption, primer on renewables...
2. Develop informational brochures to be posted on the EGT and Township website and shared with Neighborhood Associations, schools, and businesses that will disseminate through their websites.
3. Help the schools to find an educational program that can either be incorporated into a class or through an assembly

Timeline for action: 6 months – ongoing

PROGRESS TRACKER				
SUB-ACTION	6 MOS.	9 MOS.	12 MOS.	15 MOS.
1				
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3				

Sustainable Jersey: Community Partnership & Outreach: Energy Education and Outreach

SUB-ACTION 1: EDUCATIONAL TOPICS

Determine topics to be covered at educational events:

1. Lighting – heating change out, energy saving and recycling – benefits of no mercury,
2. reduce energy costs of landscaping,
3. solar/thermal and proper array,
4. weatherization,
5. cars and ways to save gas,
6. home maintenance

Date Completed:

SUB-ACTION 2: INFORMATIONAL BROCHURES

Develop informational brochures to be handed out and a webpage for the Green Team website to be linked with other community organization websites:

Outreach using Township school's virtual backback, distribution emails, brochures, newspapers, storefronts, tv psa's, benefits of changing to LED – heat savings and saving of mercury, home maintenance - \$ savings of 1° lower = lower degree for heating water...

Date Completed:

SUB-ACTION 3: SCHOOL PROGRAMMING

Work with schools to find an educational program that can be incorporated into the classroom or at an assembly:

Practical home – lights out - LED lights.

Date Completed:

Additional Notes/Potential Future Actions

OUTREACH CAMPAIGN TO LOCAL BUSINESSES

PROJECT LEAD – John Hoegl and Energy Committee?

New Jersey has made it simple for businesses to take part in reducing energy consumption in the state of New Jersey and offers a number of programs to help businesses through the process. Despite the success the state has had in implementing these programs many businesses are still unaware of the incentives offered through the State to upgrade equipment and reduce energy costs. The Green Team will assist Ewing's administration and council to promote the BPU's "Direct Install" program for small and medium size businesses, and to coordinate such activities with the officially appointed audit company

Timeline for action: 6 months – ongoing

Additional Notes/Potential Future Actions

The town of Summit, NJ has an program – Energy Ambassador. Energy Outreach for small companies. JoAnn Povia has informaiton about this program.

Sustainable Jersey: Energy Efficiency: Direct Install: Outreach to Local Business Community

HOME PERFORMANCE WITH ENERGY STAR – MUNICIPAL PROGRAM

PROJECT LEAD – Mark Wetherbee and Energy Committee?

The same program developed for businesses through the state has also been adapted for NJ municipalities. Starting with an energy audit, a plan for upgrading equipment, changing lighting and reducing overall energy consumption is prepared for the municipality. After receiving the plan the municipality can apply for grant funding to implement recommendations in the plan.

Timeline for action: 6 months – 24 months

Additional Notes/Potential Future Actions

Sustainable Jersey: Energy Efficiency: Home Performance with Energy Star: Municipal Program

HOME ENERGY AUDIT PROGRAM

PROJECT LEAD -

In addition to the outreach as indicated above, the Ewing Green Team will meet with commercial energy auditing companies to develop a low cost residential energy audit offer for township homeowners. The results of these home energy audits will give residents specific plans and costs for upgrades designed to reduce their energy consumption, and thereby reduce the community's carbon footprint.

Timeline for action: 6 months – 24 months

Additional Notes/Potential Future Actions

Sustainable Jersey: Energy Efficiency: Home Performance with Energy Star: Outreach