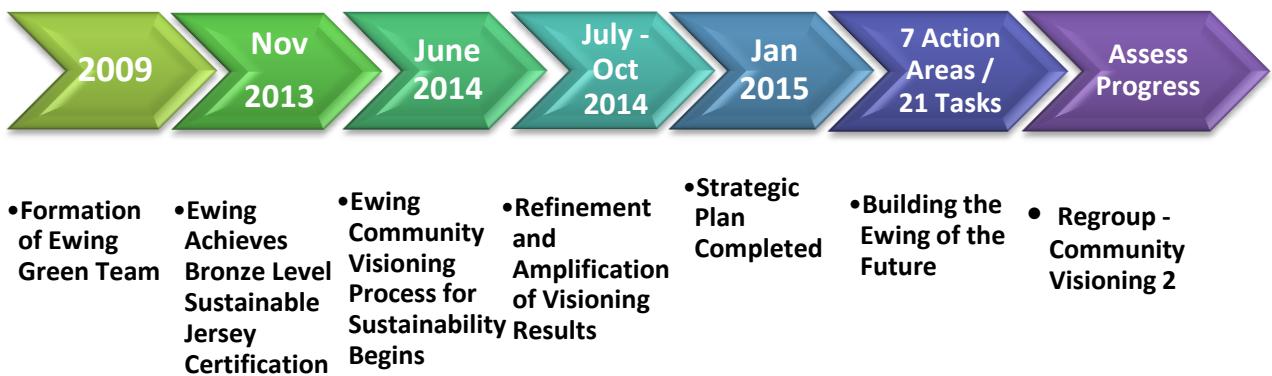


# THE EWING GREEN TEAM'S 2014 COMMUNITY VISIONING PROJECT

## Preserving Our Past, Transforming Our Future

### EWING'S SUSTAINABILITY TIMELINE



Dear Neighbors,

The results from the Ewing Green Team's Community Visioning Process, listed in detail in the Strategic Plan and available on the EGT website at <http://wp.me/a2LmT2-xx>, are highlighted in the Visioning Summary Results pages for each of 7 major action categories. The EGT members are now hard at work to accomplish the tasks identified. We invite you to get involved. Journey with us as we work to create the Ewing of the Future, as identified by you, our neighbors.

*The Ewing Green Team*

# **VISIONING SUMMARY RESULTS**

## **ACTION AREA 1 - COMMUNITY BUILDING**

### **IDENTIFY EWING NEIGHBORHOODS**

- Build Community by mapping boundaries of existing neighborhoods in order to facilitate the promotion of neighborhood associations and help them increase their active membership and also help neighborhoods that lack Neighborhood Associations establish them

### **CREATE A WELCOMING COMMITTEE & CENTER**

- Welcome new residents to Ewing to help them feel connected to their new community right from the start and facilitate their engagement in the activities within the municipality.

### **BUILD A VOLUNTEER NETWORK**

- Build a network of volunteers with the help of Ewing's neighborhood associations to provide assistance to other community members in need and the municipality in general.

# VISIONING SUMMARY RESULTS

## ACTION AREA 2 – WASTE & RECYCLING

### Waste Education

- Create an aggressive campaign around waste education. This campaign will include educational events, flyers, new recycling website and partnerships with local institutions and businesses.

### Compost & Food Waste Education Programs

- Develop an educational outreach effort related to biodegradable waste – including composting at home, developing a neighborhood compost program, etc. Reach out to share educational materials with food related local businesses . Also share on web.

### Community Free Cycle

- Free Cycle is an online service where items can be given away or obtained for free from others. Many members of the Ewing community were interested in promoting this sort of concept by creating a hyper-local level Free-cycle program with a local drop off / pick up depot in town.

# VISIONING SUMMARY RESULTS

## ACTION AREA 3 – PRESERVATION/CONSERVATION

### Trees

- Create initiatives to local protect trees through a tree inventory (including legacy trees with identification tags), sponsoring educational workshops to promote tree health, identifying those trees that would be the best for planting locally as well as a source of trees for a tree planting initiative.

### Biking & Pedestrian Trails

- Develop, improve, and map a trail network that provides access for hikers of all levels and that provides access to off-road bicycles. This initiative can be coordinated thru the EGT's newly formed Ewing Bike Advocacy group.

### Street & Sidewalk Improvements

- Improve sidewalks and bike lanes to assure that all residents have safe non-motorized ways to get to their destinations through the following initiatives: a Bike/Pedestrian audit, mapping Safe Routes to School, a Ewing Bike Tour...

### Heritage Tours & Historic Sites

- Celebrate Ewing's rich history by updating list of all local historic sites, providing markers for those that don't have them, developing a history tour, working with Ewing schools to educate students & celebrate the historic sites throughout the Town.

# VISIONING SUMMARY RESULTS

## ACTION AREA 4 – COMMUNITY DEVELOPMENT

### Beautify Ewing Campaign

- Create a Beautify Ewing Campaign to 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.

### Adopt a Road Program

- Develop a roadway maintenance volunteer program to keep many of the smaller roads in the community 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.

# VISIONING SUMMARY RESULTS

## ACTION AREA 5 – COMMUNITY BRANDING

### Sustainable Recognition for Businesses

- Develop a Sustainable Business Hero campaign, a recognition program for local businesses that have undertaken efforts to “Go Green.” This can also be linked to a Buy Local programs that encourage residents to shop at local stores and engage the services of local businesses.

### Arts and Culture Inventory

- Develop and share with the community an initiative to take stock of Ewing arts and cultural assets and then seek out local artists and cultural organizations to join the Ewing community. This will improve the quality of life in the community and bring businesses and visitors to the community.

### Sustainable Recognition for Residents

- Create a Sustainability Hero program to recognize residents who are going above and beyond in helping Ewing to become more sustainable. This will create opportunities for sharing ideas and improving community cohesion.

# VISIONING SUMMARY RESULTS

## ACTION AREA 6 – ECONOMIC DEVELOPMENT

### Support Local Business Program

- Assemble a Local Business Support Task force to meet with local businesses and create an inventory of their concerns and brainstorm ways that the community can help support them. Implement innovative ideas that support local businesses such as municipal recognition for community service, monthly business column on municipal website, etc.

### Create Vibrant Events for Businesses

- Hold special events to entice local residents to buy from local businesses. Ideas might include “Ask Your Local Business Owner” nights, a Ewing Night out – sponsored by a local business such as movies in the park, neighborhood barbecue, Holiday Celebrations, Taste of Ewing, the local Green Fair in late March...

### Create a Ewing Business Directory

- Connect local residents to local businesses through the development of a local business directory including a paper distribution, online, and/or within other community outreach mechanisms (local calendar, for example).

### Create a Business Incubator Space

- Act as the catalyst to develop a business incubator space, supporting small start-up businesses in town and helping them to succeed.

# VISIONING SUMMARY RESULTS

## ACTION AREA 7 – ENERGY EFFICIENCY

### Energy Education & Outreach Campaign for Residents

- Initiate a public education campaign about how energy works to begin shifting consumptive behavior. Teaching homeowners about where electricity comes from, its environmental costs, and simple ways to reduce consumption could lead to significant carbon emission reductions.

### Outreach Campaign for Local Businesses

- The Green Team will assist Ewing's administration and council to promote the BPU's "Direct Install" program for small and medium size businesses, in order to educate them about the incentives offered through the State to upgrade equipment and reduce energy costs.

### Home Performance with Energy Star for Twp

- The Direct Install program has also been adapted for NJ municipalities. Starting with an energy audit, a plan for upgrading equipment, changing lighting and reducing overall energy consumption can be conducted. After receiving the plan, Ewing can apply for grant funding to implement recommendations in the plan.

### Home Energy Audit Program

- 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.