



Annual Report



Joanne Mallowney and Michael Nordquist

SUMMARY OF EWING GREEN TEAM EVENTS AND ACTIVITIES IN 2015

February 8, 2016

2015 ANNUAL REPORT

EWING GREEN TEAM

February 8, 2016

Ewing Township, NJ
2 Jake Garzio Drive
Ewing, NJ 08628

MAYOR

Bert Steinmann

COUNCIL MEMBERS

David Schroth
Sarah Steward
Jennifer Keyes-Maloney
Kathy Wollert
Kevin Baxter

RESPECTFULLY SUBMITTED BY THE 2015 EWING GREEN TEAM

Joanne MULLowney, Co-Chair; Michael Nordquist, Co-Chair, Mary Corrigan, Secretary; David Byers,
Membership

Peter Boughton, Valorie Caffee, Lisa Feldman, John Hoegl, Joseph Mirabella, Caroline Steward, Mark
Wetherbee

Tom Elder, Staff Rep.; Sarah Steward, Council Rep.; James McManimon, Admin Rep.

CONTENTS

Executive Summary	3
Completion of Ewing’s Community Visioning process.....	4
Green Fair	4
Communication of Strategic Plan Results	5
Energy Programs	5
Waste Education	6
Beautify Ewing Campaign.....	7
Ewing Community Gardens.....	8
Bike and Pedestrian Audits	8
Neighborhood Associations	9
Ewing Fall Spin.....	9
2 nd Annual Scarecrow Contest.....	10
Mercer County Sustainability Coalition.....	11
Community Education and Outreach.....	11
Environmental Insights.....	11
Conclusion	12
Appendix	13

EXECUTIVE SUMMARY

2015 marked another successful year for the Ewing Green Team, building on previous years' efforts and plans.

Most significantly, the Green Team finalized its first strategic plan, laying out a clear vision and mission for the coming years. As a result of the participation of engaged and interested Ewing residents, the Green Team's plan reflects the concerns of a broad swath of Ewing and is tailored to address the priorities of all of Ewing. We have begun implementing the recommended actions in our activities throughout the year, and the strategic plan will guide our efforts in the coming year as we strive for Silver [Sustainable Jersey](#) re-certification.

Over the past year, the Ewing Green Team has sought out partnerships with other organizations to be able to meet the goals of our strategic plan. This includes the Ewing Environmental Commission, which shares three members with the Ewing Green Team. Our collaboration with the EEC includes applying for grants together, planning joint activities, and cooperating on advocacy initiatives. We have also worked with the Ewing Arts Commission, co-sponsoring activities and working towards other community outreach efforts. We have begun conversations with the Ewing Historic Preservation Society about shared interests and priorities, and we regularly partner with the Ewing Township Council and administration to achieve shared goals.

Beyond Ewing, we are active participants in regional sustainability efforts, in particular the [Mercer County Sustainability Coalition](#). This county-wide coalition aims to address environmental concerns that span municipal borders, and Ewing has been a central figure in the formation and institutionalization of the organization. The [Living Local Expo](#) is the most prominent event of this organization, and it will again be a collaboratively organized event in 2016.

In addition, we have built on the successes of the past and continued offering our now annual activities and support for sustainable activities. Our support of the Ewing Community Gardens continues, and the Green Team will continue to support and guide gardeners' efforts and needs as needed. The second annual Scarecrow Contest was held with more than double the participation of 2014. On the same day, the first annual Fall Spin was held, with nearly 50 bike riders enjoying the scenery and natural beauty of Ewing Township, while getting exercise and encouraging alternative modes of transportation throughout the township. Our educational outreach efforts included three public presentations on relevant and controversial sustainability topics, a publicly available recycling website and map, posters communicating the outcomes of the strategic plan, and energy education for businesses. Finally, in an effort to add to the already existing beauty of Ewing, the Ewing Green Team initiated a beautify Ewing campaign and worked with Township staff on the installation of appropriate and mostly local plantings outside the municipal building.

None of this would have been possible with the active support of Ewing's council, administration, and municipal staff. Our council member, Sarah Steward, has been an invaluable addition to the Green Team. Mayor Bert Steinmann and Township Business Administrator Jim McManimon have been key partners in pursuing the Green Team's goals. Chuck Latini and Ted Forst have provided essential guidance in making progress on Sustainable Jersey actions and recertification. We thank them for their partnership and support, and we look forward to continuing working with them throughout 2016.

COMPLETION OF EWING'S COMMUNITY VISIONING PROCESS

Ewing's ***Community Conversation: Preserving Our Past, Transforming our Future***, funded with a grant from [Sustainable Jersey](#) in 2014, was completed in the first two months of 2015. Our final Visioning meeting was held on January 12, 2015 where we presented our draft plan to the community members in attendance at the first visioning as well as other interested residents and provided them a final opportunity to offer comment on the proposed plan. The resultant ***Ewing Green Team Strategic Sustainability Plan*** was approved and published in February. It is available on the EGT website, along with other Conversation documents at



https://ewinggreenteam.files.wordpress.com/2014/07/strategic_plan_edited_final_with_visioning_summary.pdf. This document details the goals that were developed in the Community Visioning process, identifies the practical actions necessary to achieve them (including [Sustainable Jersey](#) recertification) and outlined strategies for continuing to grow organizational capacity. The EGT intends to bring the report before Council in early 2016 for ratification, necessary for [Sustainable Jersey](#) credits for this action.

Two additional work products resulted from this process. The first is an ***EGT Visioning Workbook*** (see <https://ewinggreenteam.files.wordpress.com/2015/02/egtvisioningworkbook.pdf>). This document was created to help guide the team members through completion of the actions arrived at in the Visioning Plan. It is an organized workbook which identifies a leader for each action as well as potential volunteers and partners, clarifies potential sub-actions along the way, sets up a timeline for implementation, and also notes which Sustainable Jersey action the project may receive points for, if any. The second are the newly finalized EGT mission and vision statements (see <http://ewinggreenteam.org/about/>).

GREEN FAIR

The EGT is heavily involved in the organization of the ***Living Local Expo***, the Mercer County annual green fair that is organized by a volunteer committee from the [Mercer County Sustainability Coalition](#), the regional hub in our county. The ***Expo*** brings a wide variety of resources each year to educate and inspire residents to live a healthy and sustainable life. In addition to partnering with the



other sustainability organizations to solicit and obtain vendors, non-profits and other exhibitors, we were also responsible for the creation of the Living Local Expo website – <http://livinglocalexpo.net>, and for co-authoring **Tips for Greener Living**, a booklet that was distributed at the Expo. 2015 was the 9th year that the Expo was run and the 4th of EGT participation.

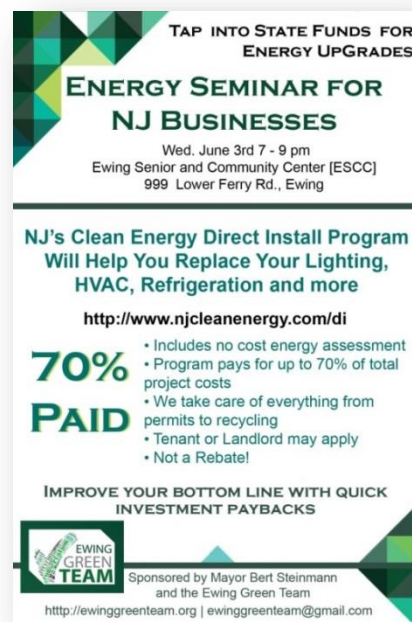
COMMUNICATION OF STRATEGIC PLAN RESULTS

Following completion of the strategic plan, the team concentrated on communicating the results to township boards and commissions via presentations at meetings. The team also engaged in a number of communication outreach efforts to the community, including the **Living Local Expo** in March (the local green fair), an exhibit at the **West Trenton Garden Club Annual Flower Show** in April, with an ongoing poster display of the actions at town hall and the Ewing Senior and Community Center, and a mailing to each of the invited attendees. Ongoing actions are communicated to the citizenry via the EGT website and Facebook presence, and an e-newsletter



ENERGY PROGRAMS

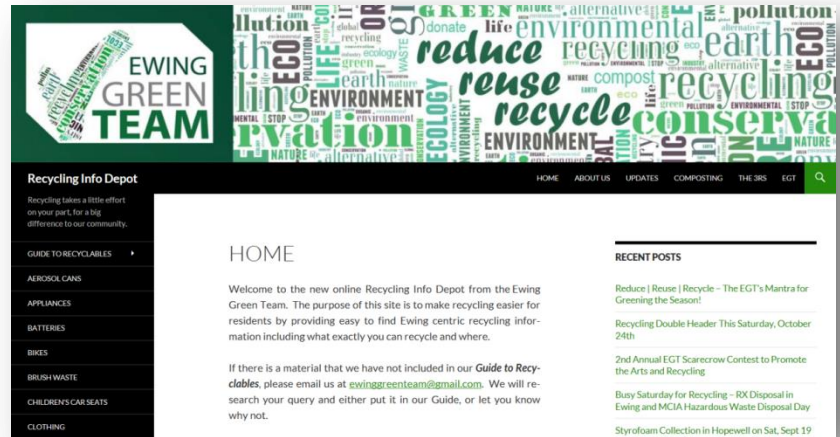
The EGT Energy Committee (John Hoegl, Pete Boughton and Mark Wetherbee) began a plan of action to promote energy efficient measures to Ewing businesses, residents, and Ewing Township. The **Direct Install Campaign** for Ewing businesses was begun in the spring of 2015. A letter written by Mayor Bert Steinmann was sent out to 1000 Ewing businesses explaining the benefits of the program, encouraging them to participate and urging them to contact the EGT or approved vendor for additional information. An Energy Seminar for interested Ewing businesses was held at the Ewing Senior and Community Center on June 3rd. Work continued on the program through the early summer. However in late summer the NJCEP began review of its agreements with the network of Direct Install contractors in order to refresh the measures that could be installed under the program. The EGT anticipates picking up the effort in early 2016 when the program is ready to start scheduling



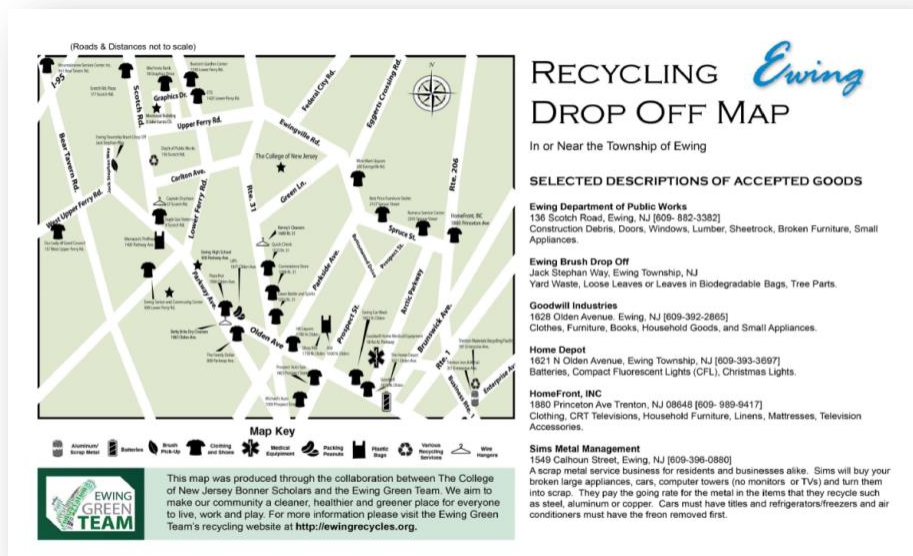
assessments again. For more information see our Direct Install webpage at <http://ewinggreenteam.org/direct-install/>.

WASTE EDUCATION

An aggressive campaign around waste education was identified as a top priority by residents of the community during the Visioning process. Our first project involved developing informational brochures and creating a new website to educate the public and offer updates about the 3Rs of recycling. The **Ewing Recycles** website launched in the spring of 2015 at <http://ewingrecycles.org> and we are in the process of continuing promotion.



In addition, the EGT partnered with Bonner Scholar volunteers from TCNJ to identify and map as many Ewing recycling locations as could be identified (Sustainable Jersey Community Asset Mapping Action). In addition to posting this information in an online map, a hard copy map was produced which we hand out to residents at the Township Shred Days that team members staff three times during the year. The map is now available online on the green team and the recycling websites. (See <https://ewinggreenteam.files.wordpress.com/2015/06/ewingtwprecyclingmap.pdf>.)



BEAUTIFY EWING CAMPAIGN

The **Beautify Ewing Campaign** - Most people involved in our visioning process felt that, to take full advantage of our attractive and strategic location, Ewing would benefit from some beautification efforts. The first **Beautify Ewing Campaign** project brought a number of volunteers together to clean up litter from Green Lane near the TCNJ college entrance in the autumn of 2014 and the second oversaw the design and installation of new North and South entrance gardens at the municipal complex on Jake Garzio Drive. The gardens were designed by landscape architect and EGT member Dave Byers and EGT Co-Chair Joanne Mallowney. The EGT proposed that the gardens be designed with a dual purpose.



1. That they should be an ornament to the township municipal building and a focal point for both entrances.
2. That the gardens also serve as pollinator gardens to provide food and habitat for native pollinators such as butterflies, bees, hummingbirds, etc. The gardens were installed in the spring of 2015.



EWING COMMUNITY GARDENS

The Green Team's Community Gardens Committee works to organize and promote the current community gardens and local food production and to identify areas in the Township as that would be suitable for additional community gardens as needed. Through the Garden Council organized by the EGT, we hold regular monthly gardening meetings for members to promote their interests. Cleanups, as well as social and educational gatherings, are organized as needed.



BIKE AND PEDESTRIAN AUDITS

Bike and pedestrian audits were conducted as part of our effort to promote walkability and bikeability as well as safer routes for walking to Ewing schools. Our goals were to identify areas where safe, comfortable, accessible and welcoming environments for pedestrians and cyclists can be created or improved. Through these audits we attempted to assess existing conditions in a number of areas in town to inform the infrastructure with recommendations for bicycle and pedestrian plans. Volunteers met at the College of New Jersey for an overview and instructions and to receive assignments. One training session was conducted by Matt Lawson, Principal Planner for Mercer County. More work remains to be done, including data transcription, but we have made a good start.



NEIGHBORHOOD ASSOCIATIONS

One of the issues identified during the Community Visioning process was the lack of a coherent community identity felt by many of Ewing residents. 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.

EGT member Caroline Steward leads this effort and she and her team continue to perform outreach at various community events and meetings to engage residents in this effort. In this photo she is at **National Night Out** talking about neighborhoods, collecting neighborhood information on a Township map as well as contact information from residents who might be interested in learning more.



The Ewing

Fall Spin was perhaps the highlight of the team's work during 2015. Spearheaded by Pete Boughton, and assisted by a number of other team members, the EGT organized and ran the first ever bike tour held completely within the bounds of Ewing Township on October 24, 2015. This time-consuming project, completed with our newly formed Ewing Bike Advocacy Group, was a smashing success with approximately 50 participant riders from over 12 communities. Our goals for the event included engaging residents in healthy lifestyles, nurturing

EWING FALL SPIN



awareness of bicycle safety, and raising the awareness of public officials for the need for a more bikeable community. The action was undertaken because a large contingent of visioning attendees and others who were later drawn into the process felt that a successful bike tour in town would state strongly to Township Administration and Council the importance they placed on the Biking/Pedestrian Trails action identified during the Community Visioning process. At the conclusion of the bike tour a much needed bike rack was purchased for the Ewing Senior and Community Center.



The day dawned cool, but beautiful, and ended up being the perfect day for a bike ride. As can be seen from the exuberant displays in some of the photos, the participants had fun! (Look for more bike ride photos in the Appendix.)

2ND ANNUAL SCARECROW CONTEST

The 2nd Annual Scarecrow Contest

was an action spearheaded by EGT member Lisa Feldman which was held on October 24th as part of the **Trunk or Treat** Halloween celebration at the ESCC. Our intention was to promote the arts in Ewing in conjunction with recycling education (both areas of citizen interest detailed in the final strategic plan). Members of the Green Team partnered with the Ewing Arts Council, as well as Mayor Steinmann and Council members to promote and judge the event. We were extremely pleased with the amount of participation by various groups in the community including girls scout groups, student organizations from the high school, and Township



residents. According to feedback from the event, we can look forward to increased participation next year. Monetary prizes in the amount of \$100, \$50 and \$25 were awarded to the top three of the 13 submissions.

MERCER COUNTY SUSTAINABILITY COALITION

The EGT has also committed to the [Mercer County Sustainability Coalition](#), a partnership of green teams and sustainability organizations in Mercer County. A number of these organizations exist throughout the state and are called **regional hubs** by [Sustainable Jersey](#).

The MCSC was formed in 2013 to better coordinate the various green teams and sustainability organizations around Mercer County. The Coalition has worked to promote a regional and collaborative approach to sustainability initiatives. Environmental issues know no regional boundaries. From our air and water quality, to transportation, to trash and recycling, these issues are common to all of the municipalities within a region. It makes sense to promote sustainability regionally and to tackle issues together. By uniting together coalition members can become greater than the sum of their individual parts.



A number of Ewing Green Team members attend the monthly meetings and an EGT member created and administers the new website, <http://mercersustainabilitycoalition.org>. In addition, members participated in organizing the **Farm to Table** event promoting locally sourced food and area chefs at Terhune Orchards in July and an educational session on **Sustainable Jersey for Schools** for Mercer County school administrators in November.

In 2015 all regularly participating green teams and sustainability organizations were awarded \$500, as part of a Princeton Area Community Foundation grant received by [Sustainable Jersey](#) for their participation in hub activities.

COMMUNITY EDUCATION AND OUTREACH

ENVIRONMENTAL INSIGHTS

The Ewing Green Team created an ***Environmental Insights Series*** of programs beginning in 2014. This series is meant to start a public conversation in town about critical environmental issues thru lectures, film or discussion groups. 2015 offerings included:

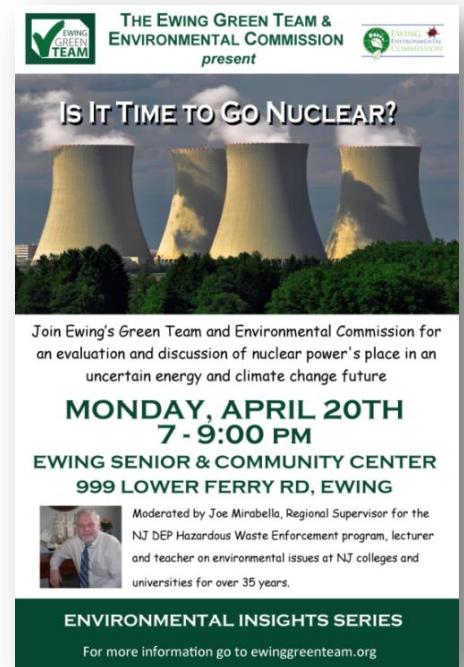
- ***Is It Time To Go Nuclear?*** in April, presented by Joe Mirabella, EGT and EC member.
- ***Invasive Species in the Landscape: Together We Can Nip Them in the Bud*** in June, presented by Susan Brookman, Executive Director of the NJ Invasive Species Strike Team, and
- ***Understanding the Science of Climate Change*** in November, presented by Dr. Dan Steinberg, Education Outreach Director of Princeton University Materials Research Science and Engineering Center.

For additional information about the series see

<http://ewinggreenteam.org/committees/community-education/>.

A major focus of Green Team activities is community education and outreach. In 2015 we maintained a regular presence at local community events including ***National Night Out*** in August and the green fair in March, the West Trenton Garden Club Flower Show.

We also communicate with our constituency regularly via the web. We have maintained an Internet presence at ewinggreenteam.org since the fall of 2012, as well as outreach via Facebook. In addition, we communicate regularly during the year with an e-newsletter. In 2015 we had 1413 newsletter openings, 32 website posts and over 6,000 website views.



CONCLUSION

In celebration of a successful year, the Ewing Green Team closed out 2015 with a Holiday Open House at the Ewing Senior and Community Center.



The foregoing summaries highlight EGT activities during 2015. Conclusion of the Community Visioning process has guided our actions through the year and further provides us with a blueprint to aid us in the [Sustainable Jersey](#) recertification effort in 2016 and for additional activities in the coming years to advance sustainability in Ewing.

APPENDIX

Additional photos













