



# Twenty Years of Success

Report to the  
Governor and Legislature

December 31, 2007



Prepared by the  
**New Jersey Clean Communities Council, Inc.**



# Mission

To change the attitudes that cause littering  
and the irresponsible handling  
of solid waste through education.

## New Jersey Clean Communities: Twenty Years of Success

The year 2006 marked the twentieth anniversary of New Jersey Clean Communities – New Jersey’s only statewide litter abatement program. The program originated with the signing of the Clean Communities Act by Governor Thomas Kean on January 21, 1986. The Act was reauthorized several times to satisfy a five-year sunset provision; amended in 1995 to reallocate state funds and assuage the state budget shortfall; permitted to sunset in 2000; and was passed and signed into law once again in 2002.

Since the signing of the law on December 20, 2002 and the subsequent funding of the Clean Communities Council, a 501c3 non profit dedicated to reducing litter through education, the Council has created and expanded a program of public information and education.

During the 2006-2007 grant year, the Council—

- Created and distributed the first Best Practices Manual (CD format);
- Announced the sale of *The Garbology of Us* (DVD format);
- Expanded the Annual Clean Communities Seminar & Awards Banquet to a three-day event;

- Increased participation in Kids for Clean Communities – Clean Teens educational initiative;
- Increased participation in the state Urban Cleanup Team;
- Offered a regional workshop for coordinators on changing the attitudes that cause littering;
- Created a more comprehensive network of program coordinators, public officials, businesses, community organizations, schools and residents committed to reducing litter;
- Compiled data from statistical reports submitted by 401 of the 580 agencies accepting grant funds, including 21 counties; and
- Maintained the Clean Communities Office at 479 West State Street in Trenton.

While the 2006 Report to the Governor and Legislature provides information on the program since its inception in 1986, it is primarily concerned with the activities of grant SHW 06 004 from July 1, 2005 through December 31, 2006, which was extended to June 30, 2007 in order to complete the activities outlined in the original scope of work.



## HISTORICAL PERSPECTIVE

**New Jersey Clean Communities** is a grassroots, community-driven program developed to reduce litter in the Garden State. It has been one of the most popular programs administered by the State of New Jersey since the passage of the Clean Communities Act in 1986.

New Jersey Clean Communities is the state's alternative to the bottle bill. The campaign to dissuade legislators from passing a bottle bill began as early as the late seventies when the New Jersey Chamber of Commerce spearheaded a campaign against legislation that would cost the glass and can industries millions of dollars. A Beverage Container Task Force was formed, comprised of representatives of the soft drink industry, including Coke, Pepsi, and Canada Dry, as well as their trade association; representatives of the beer industry; manufacturers of bottles and cans; and the New Jersey Food Council. With support of the AFL/CIO, the Beverage Container Task Force kept container deposit legislation off the legislative action calendar for many years.

By the early eighties, antagonism over the passage of a bottle bill seemed to escalate. The task force offered legislators an alternative to the bottle bill. They proposed a law similar to the law that governs the litter program in Washington State, a law that for less than a penny on sales of products at the manufacturing, wholesale, distribution and retail levels, would fund a comprehensive, statewide, litter abatement program, and remove from the waste stream many forms of litter—not just bottles and cans.

**The Clean Communities Act** provides funding for a comprehensive litter abatement program by placing a user fee on businesses that may produce litter-generating products. The user fee results in a fund of about \$17

million each year. While portions of the fund have been used to support recycling programs, the state parks system, and statewide litter abatement education, approximately \$11 million is disbursed to towns and counties for the implementation of grassroots litter abatement programs. The program is administered by the state departments of Environmental Protection and Treasury, in conjunction with the New Jersey Clean Communities Council. The Treasury Department collects the user fee; the Department of Environmental Protection disburses the funds to towns and counties, and the New Jersey Clean Communities Council carries out a statewide program of public information and education. The Clean Communities Council is a 501c3 non profit corporation directed by a 15-member board of trustees. Many trustees have been an integral part of New Jersey Clean Communities for more than twenty years.



### **Barbara McConnell**

Barbara McConnell was a tour de force in the passage of the Clean Communities Act in 1986. As President of the New Jersey Food Council from 1981-1993, McConnell represented the Food Council on the Beverage Container Task Force, lending her experience as a legislator and as a cabinet member during the Florio Administration. She was the first President of the Clean Communities Advisory Committee, organized in 1989 by the Department of Environmental Protection, later to become the New Jersey Clean Communities Council. McConnell serves today as Vice-President of the Clean Communities Council. She is also President of the McConnell Group, and in that capacity continues to represent the interests of businesses and non profits, including the Coca-Cola Company.



### **James Morford**

Jim Morford, one of Trenton's leading lobbyists for nearly three decades, played a vital role in seeking an alternative to a bottle bill that resulted in the Clean Communities Act. As Vice-President and Chief Lobbyist for the New Jersey Chamber of Commerce in the eighties, he led the Chambers' Beverage Container Task Force effort to enact the Clean Communities Act. As President of the Food Council from 1993 - 2003, he worked to amend the Act to provide funding for the Clean Communities Council and supported the passage of the Act to make the program permanent in 2002. He is a partner in Morford-Drulis Associates, a consulting firm, and continues to serve as a trustee of the Clean Communities Council.



### **Patrick L. Ryan, Esq.**

Patrick Ryan has served as President of the Clean Communities Council since the passage of the Act in 2002. In the eighties, he represented the interests of Ritchie & Page, a beer distributing company, campaigning for the passage of the Clean Communities Act. He has served both as treasurer and as president of the Council for nearly a decade, using his experience as an attorney, businessman and community leader to direct the activities of the Clean Communities Council. Ryan is Chairman of Hopewell Community Valley Bank.



### **Jack Sworaski**

Jack Sworaski, Camden County's Director of Environmental Affairs and the Clean Communities coordinator, was one of the first individuals to be asked by the Department of Environmental Protection to join the Clean Communities Advisory Committee when it was organized in 1989. He has served on the board for twenty years, taking a leadership role as chairman of awards selection committees. He currently chairs the Council's Open Space Clean Committee, organized to encourage the volunteer cleanup of public lands, especially recently preserved municipal and county open space properties.



Deceased

### **Margaret Livingston**

Council Trustee Margaret Livingston, the first Honorary Trustee of the Clean Communities Council, passed away in June of 2006. Livingston was the first person asked to join the Clean Communities Advisory Committee in 1989, continuing to serve until she died. She was the Clean Communities and Recycling coordinator in Stafford Township for nearly twenty years, having organized the township's first Clean Communities Program in 1987. Her accomplishments and dedication were recognized in July 2005 when she became the Council's first Honorary Trustee.



## THE TWENTY YEAR COMMITMENT

The year 2006 marked the twentieth anniversary of New Jersey Clean Communities and on May 24-26, 2006, legislators, public officials, coordinators and students gathered to accept awards and celebrate the accomplishments of people who have made New Jersey glitter. The conference was the third annual Clean Communities Seminar and Awards Banquet, hosted jointly by the Clean Communities Council and the Department of Environmental Protection. The conference theme harkened to decades past with the slogan popular in the late eighties, *Make New Jersey Glitter, Can the Litter!*

### Business Partnership Award

As part of the twentieth anniversary celebration, the Clean Communities Council honored the New Jersey Food



Council at the awards banquet on May 25 with the prestigious Business Partnership Award. The award was accepted by Food

Council President Linda Doherty (right), along with past presidents Barbara McConnell (center) and James Morford (left). All three Food Council presidents serve today on the board of the Clean Communities Council.

### Urban Clean Team Awards

Council Trustees also honored municipalities that are members of the state Urban Cleanup Team. The team of municipalities located in urban areas was organized by the Clean Communities Council in 2003 following the passage of the Act in 2002. Team members honored were the municipalities of Atlantic City, Bayonne, Camden, East Orange, Elizabeth, Irvington, Jersey City, New Brunswick,



Newark, Trenton and Paterson. City of Camden Mayor Gwendolyn Faison (center) accepted the award from New Jersey Board of Public Utilities President Jeanne Fox (left) and Patrick Ryan (right).

### Stewardship of Public Lands Award

Council Trustees honored Comcast for a cleanup in Irvington on Comcast Cares Day, October 5, 2005, when 200



employee-volunteers and residents cleaned Irvington's 16th Street corridor. Irvington Township Mayor Wayne Smith (right) joined Patrick Ryan (center) to present a Stewardship of Public Lands Award to Comcast Area Vice-President for Northern New Jersey, Thomas Sharrard (left).

### Clean Communities Program Awards

Clean Communities Program Awards recognize litter abatement programs that are broad-based, ongoing, and that



are models for the entire state. Clean Communities Program Awards were presented to the municipalities of Vineland (Cumberland County) and Monroe (Gloucester County). Senator Nicholas Asselta (left) accepted Vineland's Clean Communities Program Award from Executive Director, Sandy Huber (right), for a well-rounded

Clean Communities program involving several innovative programs that encourage volunteers to adopt public spaces and keep them clean; an annual Clean Communities awards ceremony; and an effective education program reaching over 1,000 students every year.

As part of its broad-based Clean Communities program, Monroe Township carried out mini grant programs; in 2005, the township sponsored 22 cleanups, during which 800 volunteers cleaned 55 road miles and removed 27,000 pounds of litter. The township's education program reaches 5,600 students.

A Clean Communities Program Award was also presented to Cumberland County for a comprehensive litter abatement program, sustained for over fourteen years. The Cumberland County Improvement Authority manages the program, organizing several volunteer cleanups for ten years that have removed 3 million tons of trash and 13,000 tires from the county's woodlands and waterways; promotes a countywide storm drain stenciling program; sponsors a countywide Enviro Fair; and funds educational performances for about 300 students.

### **Cleanup Award**

Howell Township was recognized with a Cleanup Award for the implementation of community cleanups that attract 200 volunteers and are supported by the mayor and the city council; the township also has established five adopt-a-road programs with boy and girl scout troops.

### **Education Award**

Fair Lawn Borough received an Education Award for outreach programs that target schools, civic groups and the general public through print, newspaper, and public access television and internet channels.

### **Enforcement Award**

The New Jersey Department of Environmental Protection was honored with an Enforcement Award for stepping up of the enforcement of litter and recycling laws during the past year.

### **Coordinator Awards**

The Clean Communities Council honored three Clean Communities coordinators who exemplify the ideals of New Jersey Clean Communities. Accepting



the County Clean Communities Coordinator Award was Carole Tolmachewich (left), who has provided leadership for municipal coordinators in Middlesex County for nearly twenty years by effectively and efficiently disseminating information, holding regular municipal meetings and rewarding good programs at an annual luncheon. Accepting the Municipal Clean Communities Coordinator Award was Barbara Fiedler (left), known throughout the state



for innovative and proactive programming related to litter and recycling in the Township of Galloway. Accepting the Public Works Award was Diane Polifronio (left), a public works employee



with many other duties, who has transformed the City of Paterson's litter abatement program into a viable part of the community.



### Excellence in Education Awards

The Clean Communities Council also honored several coordinators and volunteers with Excellence in Education



Awards: Anna Panayiotou (Bayonne); Alfred DuBois, (Clifton) Knadya O’Kelly (East Orange); Charlotte Galla (Irvington) and Alice Temple (South Plainfield).

Pictured with Patrick Ryan is Charlotte Galla (left) who has been an educator and volunteer in the Township of Irvington for over twenty years.

### Partner and Volunteer Awards

The Clean Communities Council recognized partners and volunteers for supporting New Jersey Clean Communities: Adopt-a-Spot Award – Blue Heron Pines Neighbors (Egg Harbor City); Clean Water Award – Passaic Valley Sewerage Commissioners (Northern New Jersey); Volunteer Award – The Conley Family (Galloway); and Excellence in Education Award – Briarcliff School (Mountain Lakes).

### Robert Pellet Leadership Award



Before the curtain closed on the twentieth anniversary celebration of New Jersey Clean Communities, the Clean Communities Council’s most prestigious award, the Robert Pellet Leadership Award, was presented to the grand dame of New Jersey’s march on litter, Barbara McConnell.

Ms. McConnell received the award *not for what she did for the program twenty years ago—but for what she continues to do for the program today.*



In keeping with its mission to change attitudes through education, the spring conference featured a seminar and awards program for youth on the first day of the event. In 2006, 300 children and adults participated in an awards ceremony on May 24, accepting awards for educational projects aimed at promoting the proper handling of solid waste and reducing litter. Pictured here is the Red Bank Charter School.

Guest speaker at the student awards program was Dr. Bill Rathje, Professor Emeritus, University of Arizona,



professor, Stanford University, and founder of the Garbage Project. The Clean Communities Council announced the sale of the DVD, *The Garbology of Us*, produced for the Council by Metamedia Lab, Stanford Archeology Center, Stanford University.

*Photograph by Louis Psihohos*

## YEAR IN REVIEW

**The Clean Communities Council** works with a diverse network of municipalities, counties, businesses, community organizations, schools and individuals. During 2006, participation in state programs organized by the Clean Communities Council increased; data from statistical reports also indicates an increase in participation and litter reduction in local programs.

During the fall of 2006, one regional workshop entitled *Got Attitude* was hosted by the Clean Communities Council at the Lambertville Inn. The Clean Communities Council announced the distribution of the first Best Practices Manual, prepared by a committee of county coordinators: JoAnne Gemenden (Union), Liz Sweedy (Morris), Carole Tolmachewich (Middlesex), Diana Vigilante (Somerset) and Melinda Williams (Salem).

The cities of Camden and Jersey City joined the State Urban Cleanup Team, bringing the total number of team members in 2006 to eleven cities.

The annual Clean Communities Seminar & Awards Banquet expanded to the first three-day conference. Over

300 students and teachers participated in the second Kids for Clean Communities – Clean Teens student seminar and awards program, held on May 24 at the Renault Winery in Galloway Township. The Council announced the sale of the DVD *The Garbology of Us*.

### Statistical Reports

The Clean Communities Council is under contract to the Department of Environmental Protection to collect statistical reports from those municipalities and counties accepting grant funds. The Council has collected 401 statistical reports for 2006, compared to 365 in 2005 and 370 in 2003-2004. Twenty-one counties filed reports. Submission of reports is always spotty due to the high turnover in public-sector employees designated as Clean Communities coordinators, heavy workloads especially among public works employees, and lack of communication within the towns and counties. During the 2006 grant year, the Department of Environmental Protection extended the grant year until June 30, 2007, changing the grant period to an 18-month grant period.

	2003-2004	2005	2006	Total 2003-2006
<b>Cleanups</b>	12,646	6,948	6,292	<b>25,884</b>
<b>Volunteers</b>	86,308	31,893	58,107	<b>176,107</b>
<b>Litter Picked Up</b>	46,584	80,925	90,441	<b>187,908</b>
<b>Litter recycled</b>	16,538	31,893	45,933	<b>94,369</b>
<b>Public Property Cleaned (miles)</b>	19,665	11,726	23,589	<b>54,980</b>
<b>Public Property Cleaned (acres)</b>	(not collected in 2003-2005)		69,423	<b>69,423</b>
<b>Citations</b>	5,959	5,230	6,373	<b>17,452</b>
<b>Violations</b>	11,911	13,899	18,516	<b>244,326</b>
<b>Presentations to youth groups</b>	2,473	1,480	1,777	<b>5,730</b>
<b>People Reached With Clean Communities Messages</b>	543,605	341,195	322,189	<b>1,206,986</b>



## 2006-2007 BUDGET REPORT

<b>Consultants</b> <i>(legal, bookkeeping, accounting)</i>	\$ 8,282.50
<b>Other</b> <i>(web)</i>	\$ 582.50
<b>Rent</b>	\$ 4,713.94
<b>Telephone</b>	\$ 1,608.07
<b>Insurance</b>	\$ 9,023.00
<b>Supplies</b>	\$ 1,400.84
<b>Equipment/Furniture</b>	\$ 6,687.23
<b>Printing</b>	\$ 23,256.73
<b>Postage</b>	\$ 2,276.36
<b>Special Events</b> <i>(cleanups, regional workshops, conference)</i>	\$ 98,682.06
<b>Travel</b>	\$ 7,581.24
<b>Miscellaneous</b>	\$ 1,841.68
<b>Salaries &amp; Related Expenses</b>	\$ 134,646.47
<b>Total</b>	<b>\$300,000.00</b>

## TRUSTEES

**Patrick L. Ryan, Esq., President**  
*Chairman, Hopewell Community Valley Bank*

**Barbara McConnell, Vice-President**  
*President, McConnell Group*

**John Minton, Vice-President**  
*Clean Communities Coordinator, Monmouth County*

**Judy Murphy, Secretary**  
*Clean Communities Coordinator, Morris County, retired*

**Linda Doherty, Treasurer**  
*President, New Jersey Food Council*

**Paul Bontempo**  
*Partner, MBI-GluckShaw*

**JoAnn Gemenden**  
*Clean Communities Coordinator, Union County*

**Ismael Montanez**  
*Clean Communities Coordinator, New Brunswick*

**James Morford**  
*Partner, Morford-Drulis Associates*

**Adrienne Kreipke**  
*Representative, New Jersey Department of Treasury*

**Jack Sworaski**  
*Clean Communities Coordinator, Camden County*

**Joan Verplanck**  
*President, New Jersey State Chamber of Commerce*

**Diana Vigilante**  
*Clean Communities Coordinator, Somerset County*

**Guy Watson**  
*Representative, New Jersey Department of Environmental Protection*

Honorary Trustee  
**Robert Pellet**  
*Coleman-Pellet, retired*



479 West State Street, Trenton, New Jersey 08618

Tel 609.989.5900 • Fax 609.989.9066

[www.njclean.org](http://www.njclean.org)

## PARTNERS

New Jersey Department of Environmental Protection

New Jersey Department of Treasury



Coca-Cola Bottling Company



New Jersey Food Council



Pepsi Cola Company, Inc.



ShopRite