



**New Jersey Clean Communities  
Report to the Governor and Legislature  
March 1, 2015**

*The Report to the Governor and Legislature highlights the activities of the NJ Clean Communities Council with special attention to contracts SW13-006 and SW14-006, as required by law. The budget report for SW14-006 will be posted following the close-out of the contract, no later than June 30, 2015.*

**Background**

New Jersey Clean Communities is a statewide, comprehensive litter abatement program that incorporates a network of 558 municipalities and 21 counties. Created by the passage of the Clean Communities Act in 1986, the program spans three decades-- from the writing and passage of the Act in the 1980s; to the struggle to maintain the program in spite of severe statewide budget cuts in the 1990s, and the sunset of the program in the year 2000; to the resolution of the struggle on December 20, 2002 with the passage of the Clean Communities Act. The 2002 Clean Communities Act provided funding for a nonprofit solely dedicated to litter abatement education to administer the educational and administrative elements of the program lost in the 1990s.

Since 2002, the nonprofit designated to administer the program has been the NJ Clean Communities Council, Inc. The Clean Communities Council also administers New Jersey's Adopt-a-Beach and Adopt-a-Highway programs.

## Accomplishments



Adopt-a-Beach statistics soared during 2014 with the celebration of New Jersey's 350th birthday. As a salute to the state, the Clean Communities Council pledged to conduct 350 waterway cleanups. The results were staggering! More than 18,700 volunteers participated in **760** waterway cleanups, picking up 1,964 tons of trash and recyclables, along with 8,200 tires. The Clean Communities Council drew data from Adopt-a-Beach volunteer cleanups, and cleanups organized by the NJ Department of Environmental Protection and the Passaic Valley Sewerage Commissioners' River Restoration Program.

Contributing to the statistics was a cleanup on May 1 of Raritan River in Torpey Athletic Complex, Bridgewater. The Clean Communities Council responded to a citizen complaint about an accumulation of tires dumped in the Raritan River. The Council partnered with Somerset County Clean Communities, Somerset County Parks Service, Central Jersey Clean Stream, and Clean Communities volunteers from Atlantic County. Working together, they removed 900 tires (10 tons) from the banks and waters of rivers.

To coincide with the 350<sup>th</sup> anniversary of the state, the Clean Communities Council produced an educational video called "The History of Trash." The video is designed to educate middle and high school students about how the state dealt with trash from its early beginnings through the modern-day waste handling practices.

The video also focuses on the history of New Jersey Clean Communities. The video was posted on TeacherTube.com, reaching 300,000 teachers statewide, with 2,789 responses to date. Accompanying the video is a teacher's activity guide, aligned with the state's Common Core standards. The project addresses the Council's mandate to implement a statewide, litter abatement education program, including a media campaign that will sustain a reduction in litter.

The Clean Communities Council is proud of the Clean Communities Environmental Student Exchange which took place last year on March 20 in Ocean City. Now in its seventh consequent year, the event brings students together from different regions of state. Students work together to solve environmental problems, as they learn about each other and the region in which the event is held. Last year, NJTV Classroom

Close-up filmed the event, reaching 200,000 teachers and other education professionals.

The Clean Communities Council hosted its 11<sup>th</sup> annual regional workshop series in October of 2014, all part of the Council's mandate to provide education for its constituents. Workshops took place in West Deptford (Gloucester County), Spring Lake (Monmouth County), and Wood-Ridge (Bergen County). The Clean Communities Council also hosted its annual three-day Clean Communities conference at the Hunterdon County Fairgrounds and at the Lambertville Station Inn to honor those who contributed to a cleaner New Jersey. Attendance at the regional workshops was 260. Attendance at the conference was 1,600.

Through the work of the Council's public relations firm, Jaffe Communications of Newark, 2014 is being considered a banner year for media relations. There were at least 71 earned news articles appearing in statewide media about the works of the Council, equivalent to more than \$100,000 in advertising. In addition, the firm coordinated the development of an activity book for New Jersey school children, as well as developed a fundraising plan to be launched in 2015. The firm has also been charged with ensuring a steady stream of information is included on the Council's website and social media channels, as well as continually seeking opportunities to highlight the Council's work through all channels, including an e-blast monthly newsletter. Firm representatives attend all board meetings and special events throughout the year to serve as a continual resource to the Council.

### **Best Practices Manual**

The most significant contribution to the state program since its inception in 1986 may be the Best Practices in Clean Communities Manual, in CD format. The CD was initially created and released in 2006 by a team of county coordinators. The CD offers a clearinghouse of information about New Jersey Clean Communities. The CD has been revised, edited and "added to" in each of seven consecutive years. The CD will be used as the textbook for the first Clean Communities Coordinator Certification Training Course, slated to begin in the spring of 2015.

### **Data Collection**

The Clean Communities Council maintains a database of information collected from municipal and county statistical reports. During 2012 and 2013, 200,000 volunteers participated in 60,000 cleanups, cleaning 300,000 miles and acres of public property and picking up and recycling 800,000 tons of debris. Approximately 40,000 citations and violations were issued. The Clean Communities Council is still collecting 2012-2013 statistical reports. Statistical reports for 2014 will be due to the Clean Communities Council on June 30, 2015. (*Addendum 1*)

## 2013 Budget Report

The 2013 Budget Report reflects the close-out of SW13-006. The 2014 Budget Report will be available following the closeout of SW14-006, no later than June 30, 2015.

Consultants	76,000.00
Other	1,000.00
Rent	25,000.00
Telephone	2,000.00
Insurance	10,000.00
Postage	1,000.00
Supplies	2,000.00
Printing	15,000.00
Special Events	72,000.00
Travel	10,000.00
Miscellaneous	1,000.00
Salaries & Expenses	160,000.00
<b>Total</b>	<b>375,000.00</b>

### Recommendation to the Legislature

**The Trustees of the New Jersey Clean Communities Council oppose Assembly Bill #2894 (Assemblyman Ronald S. Dancer and Assemblyman Vincent Mazzeo) which amends the Clean Communities Act to permit the use of Clean Communities funds for snow and ice removal.**

### NJ Clean Communities Council, Inc.

Before receiving nonprofit status in 1995, the Clean Communities Council was an advisory committee to the state Clean Communities Program. The committee was housed in the NJ Department of Environmental Protection's Division of Solid Waste Management. Barbara McConnell and Jack Sworaski were members of the original committee and continue to serve on the board today. (*Addendum 2*)

*Addendum 1*

**Statistical Report Data for 2012 and 2013 (to date)**

<b>Data Collection</b>	<b>2012</b>	<b>2013</b>
Reports Submitted	481	408
(Reports Open)	49	44
Cleanups	33,178	30,378
Volunteers	113,532	91,628
Trash Picked Up	381,384	200,000
Trash Recycled	171,918	87,998
Road Miles Cleaned	98,298	81,411
Acres Cleaned	82,090	66,563
Citations	10,907	5,329
Violations	8,853	13,962
Programs	361	309
People Reached	361,459	379,445

*Addendum 2*

**Trustees**

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

Barbara McConnell, Vice President  
MBI-GluckShaw

John Minton, Vice President  
Monmouth County (retired)

Judy Murphy, Secretary  
Morris County (retired)

Paul Bontempo, Treasurer  
MBI-GluckShaw

Linda Doherty  
New Jersey Food Council

JoAnn Gemenden  
Union County

Ismael Montanez  
New Brunswick

Edward Nieliwocki  
New Jersey Department of Environmental Protection

Richard Sandner  
Covanta Energy Corporation

Matthew Spayth  
New Jersey Department of Treasury

Jack Sworaski  
Camden County

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