



New Jersey Clean Communities Report to the Governor and Legislature March 1, 2016

The Report to the Governor and Legislature highlights the activities of the NJ Clean Communities Council with special attention to contracts SW14-006 and SW15-006, as required by law. The budget report for SW15-006 will be posted following the close-out of the contract, no later than June 30, 2016.

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. The Adopt-a-Highway program is a partnership of the NJ Department of Transportation and is not part of the Council's contracts with the NJ Department of Environmental Protection.

Accomplishments



The Clean Communities Council partnered with Rutgers Office of Continuing Professional Education in the spring of 2016 to launch the first certification training program for Clean Communities coordinators. The purpose of coordinator training is to provide coordinators with the tools they need to effectively manage a Clean Communities program. The program involved a three-day course and a final assignment. Coordinators must earn two additional hours by attending a Clean Communities Council state sponsored event. The course was extremely popular! We offered additional sessions in the summer and fall of 2015 to accommodate the wait list and satisfy the outcry from coordinators who could not attend the course offered in the spring. The Clean Communities Council and Rutgers OCPE graduated 110 coordinators. Coordinators are required to be recertified within two years to retain CCCC status. Safety Training is required.



Graduation day for those who attended the spring course was during the Clean Communities conference at the seminar on May 21 in Long Branch. 2,000 students, teachers and adults attended the 2015 conference.

The Clean Communities Council is proud of the Clean Communities Environmental Student Exchange which took place last year on March 20 at Waterloo Village in Sussex County. Now in its eighth 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, for the second consecutive year, NJTV Classroom Close-up filmed the event, reaching 200,000 teachers and other education professionals.

To coincide with the 350th anniversary of the state in 2014, 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, which also focuses on the history of New Jersey Clean Communities, was posted on TeacherTube.com, reaching 300,000 teachers statewide, with over 3,800 responses to date.

Media & Advertising

The passage of the 2008 Recycling Enhancement Act provided funding for a media campaign that would promote the reduction of litter and in the long-term sustain a reduction in litter.

Through the work of the Council's public relations firm, Jaffe Communications of Newark, 2015 is being considered a banner year for media relations. There were at least 80 earned news articles appearing in statewide media about the works of the Council, equivalent to more than \$113,500 in advertising - and increase of \$13,500 from 2014.

In addition, the firm developed a marketing plan for the Council's "NJ BeachBird" project, which will be a lead initiative in 2016, as well as refined a fundraising plan that was 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 and PSAs. Firm representatives attend all board meetings, conferences and special events throughout the year to serve as a continual resource to publicize the work of 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 nine consecutive years. The CD is used as the textbook for the Clean Communities Coordinator Certification Training Course.

Data Collection

In accordance with the 2002 Clean Communities Act, the Council collects municipal and county statistical reports and maintains a database of information to be submitted to the Governor and Legislature. The Council's online reporting system provides an accurate tracking system than the previously implemented manual input of data. The online reporting system was developed by the Atlantic County Utilities Authority. The ACUA maintains the backup database and provides technical assistance to the Clean Communities Council.

From 2010 to the end of the 2014 reporting year, 398,169 volunteers participated in 200,836 cleanups, cleaning 582,285 miles and 858,073 acres of public property and picking up 606,326 tons of debris and recycled 347,166 tons. Approximately 46,841 citations and violations were issued. The Clean Communities Council is still collecting statistical reports for all years. Statistical reports for 2015 will be due to the Clean Communities Council on June 30, 2016. (*Addendum 1*)

Adopt-a-Beach

The Clean Communities Council assumed responsibility for New Jersey's Adopt-a-Beach program in the spring of 2011. This popular program attracts thousands of volunteers every year who clean rivers, lakes, streams, rivers and beaches. Adopt-a-Beach is driven by the 1992 Adopt-a-Beach Act which requires the state (or its designee) to organize two volunteer beach cleanups every year. The Council promotes the Clean Water Challenge from March 1- April 30 each year and supports the International Coastal Cleanup during the fall of every year. The Council provides supplies for waterway cleanups or contacts local Clean Communities coordinators who provide supplies; the Council also collects data from cleanups for this report.

In 2015, 2,137 volunteers participated in 46 International Coastal cleanups throughout the state. Volunteers cleaned 96 miles of waterways and collected over 1,085 bags of trash totaling over 13,800 pounds. There were 65 Clean Water Challenge cleanups in 2015, with 1,861 volunteers, collecting 1,360 bags of trash totaling over 34,000 lbs.

Budget Report (SW14-006)

The Budget Report reflects the close-out of contract SW14-006. The 2015 Budget Report will be available following the closeout of SW15-006, no later than June 30, 2016.

Consultants	76,000.00
Other	1,000.00
Rent	30,000.00
Telephone	1,000.00
Insurance	10,000.00
Postage	1,000.00
Supplies	2,000.00
Printing	10,000.00
Special Events	77,000.00
Travel	6,000.00
Miscellaneous	1,000.00
Salaries & Expenses	160,000.00
Total	375,000.00

New Jersey 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. Jack Sworaski was a member of the original advisory committee and continues to serve on the board today. Barbara McConnell, who was president of the advisory committee following the passage of the 1986 Clean Communities Act, recently gave up her seat on the board but continues to serve as an Honorary Trustee. *(Addendum 2)*

(Addendum 1)

Statistical Report Data for 2012, 2013 and 2014 (to date)

Data Collection	2012	2013	2014
Reports Submitted	533	501	414
Cleanups	33,178	30,378	62,035
Volunteers	78,294	69,576	62,025
Trash Picked Up Tons	192,019	46,103	25,798
Trash Recycled Tons	87,954	54,126	11,277
Road Miles Cleaned	99,226	87,925	90,993
Acres Cleaned	85,657	97,259	240,404
Citations	11,438	5,815	3,998
Violations	11,321	18,349	17,217
Programs	2,075	3,352	2,886
People Reached	439,022	465,330	766,882

(Addendum 2)

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