



New Jersey Clean Communities Report to the Governor and Legislature March 1, 2018

The Report to the Governor and Legislature highlights the activities of the NJ Clean Communities Council with special attention to contracts SW16-006 and SW17-005, as required by law. The budget report for SW17-005 will be posted following the close-out of the contract, no later than June 30, 2018.

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 contract with the NJ Department of Environmental Protection.

Accomplishments



Visual Litter Survey (VLS 2018)

During 2017, the New Jersey Clean Communities Council launched “VLS 2018,” a Visual Litter Survey project, developed to track the success of the Clean Communities program at the state, county and municipal levels and to teach coordinators to conduct their own surveys. The Clean Communities Council partnered with Rutgers Office of Continuing Professional Education and Environmental Resources Planning to develop the first VLS Curriculum for Certified Clean Communities Coordinators and a VLS Student Curriculum—both of which are the first of their kind in the nation!

The first phase of the project was completed in September of 2017 when a visual litter survey contractor, Environmental Resources Planning (ERP), surveyed 94 sites throughout the state, the same exact 94 sites that the company surveyed in 2004. The purpose of the survey was to compare litter rates and determine the success of the state program from the date of the baseline survey in 2004 to present. The results are scheduled to be released in June of 2018.

The second phase of the project was to carry out the provisions of the VLS Curriculum, developed to teach Clean Communities coordinators how to conduct their own litter surveys. In addition, students who participated in the 10th-annual Clean Communities Environmental Student Exchange, March 22-23, 2018, in Ocean City have been mobilized to pilot the VLS Student Curriculum, the first curriculum of its kind in the nation.

The results of the county and municipal Visual Litter surveys will be included in the VLS 2018 Report and released in June of 2018.



Clean Communities Coordinator Certification

The Clean Communities Council partnered with the Rutgers Office of Continuing Professional Education in the spring of 2015 to launch the inaugural certification training program for Clean Communities coordinators. The purpose of coordinator training is to provide coordinators with the tools to effectively manage a grassroots, community-driven Clean Communities program. The Certified Clean Communities Coordinator (CCCC) program involves a three-day course and a final assignment, along with two

additional hours earned by attending a Clean Communities Council state-sponsored event. The course is extremely popular! To date, 358 coordinators and public officials attended the 3-day basic training with 259 earning certification status. The Clean Communities Council also developed a recertification program. Sixty-seven (67) coordinators who were certified in 2015 earned recertification status.



Clean Communities Environmental Student Exchange (CCESE)

The Clean Communities Council is proud of the Clean Communities Environmental Student Exchange (CCESE), which will take place this year on March 22-23 in Ocean City. 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 takes place. Approximately 200 students, teachers and volunteers attend this event every year.

As part of ongoing engagement to the state's youth, and 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 educates 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 more than 8,558 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 Cranford, 2017-18 is being considered another strong year for media relations. Between April 1, 2017 and March 31, 2018, there were 145 earned news articles appearing in statewide media about the works of the Council, 12 more than the previous reporting year, and equivalent to more than \$146,800 in advertising - an increase of more than \$10,000 in value since the previous reporting year.

In addition, this reporting year, the firm launched the inaugural “NJ Clean” print magazine, which features profiles, photos and articles about the many people involved in fighting litter in New Jersey. The issue was strategically released in time for the New Jersey League of Municipalities conference, where the Clean Communities Council held another well-attended seminar.

The next issue of “NJ Clean” is in development, and will be released in time for the annual May conference. This new communication initiative was accomplished within the Scope of Services of Jaffe Communications; printing costs were part of a budgeted expense.

The firm has also been charged with ensuring that 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, press releases, photos 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, available online at njclean.org and 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 12 consecutive years. The CD is used as the textbook for the Clean Communities Coordinator Certification (CCCC) 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 (ACUA). The ACUA maintains the backup database and provides technical assistance to the Clean Communities Council.

From 2010 to the end of the 2016 reporting year, 437,858 volunteers participated in 257,043 cleanups, cleaning 713,593 miles and 1,044,878 acres of public property and picking up 588,715 tons of debris and recycled 453,718 tons. Approximately 195,281 citations and violations were issued. The Clean Communities Council is still collecting statistical reports for all years. Statistical reports for 2017 will be due to the Clean Communities Council on June 30, 2018. *(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, 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 2017, 2,500 volunteers participated in 100 beach/waterway cleanups. They picked up over 3,000 bags and 37,170 pounds of trash. In addition, volunteers collected 2.69 tons of trash from open space areas.

Budget Report (SW16-006)

The Budget Report reflects the close-out of contract SW16-006. The 2017 Budget Report will be available following the closeout of SW17-005, no later than June 30, 2018.

Consultants	71,000.00
Other	1,000.00
Rent	30,000.00
Telephone	2,000.00
Insurance	10,000.00
Postage	2,000.00
Supplies	5,000.00
Equipment	1,000.00
Printing	8,000.00
Special Events	90,000.00
Travel	4,000.00
Miscellaneous	1,000.00
Salaries & Expenses	150,000.00
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.

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(Addendum 1)

Statistical Report Data for 2013-2016 (to date)

Data Collection	2013	2014	2015	2016
Reports Collected	545	527	509	455
Cleanups	35,878	45,671	38,341	33,196
Volunteers	35,878	45,671	72,917	67,443
Trash Picked Up Tons	48,372	48,455	37,618	40,643
Trash Recycled Tons	54,469	69,029	49,286	65,920
Road Miles Cleaned	95,487	106,356	107,218	98,844
Acres Cleaned	99,368	243,802	217,478	122,900
Citations	7,539	6,830	8,028	9,140
Violations	20,460	20,553	24,688	20,288
Programs	3,480	3,208	2,972	3,355
People Reached	482,825	803,647	478,850	454,592