



New Jersey Clean Communities Report to the Governor and Legislature March 1, 2019

The Report to the Governor and Legislature highlights the activities of the NJ Clean Communities Council with special attention to contracts SW17-005 and SW18-006, as required by law. The budget report for SW18-006 will be posted following the close-out of the contract, no later than June 30, 2019.

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. Funding for the Clean Communities Council increased with the passage of the Recycling Enhancement Act in 2008 which amended the Clean Communities Act to include \$75,000 for an educational media campaign.

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 (Rutgers OCPE) and Environmental Resources Planning (ERP) to develop the a VLS Curriculum for Certified Clean Communities Coordinators and a VLS Student Curriculum.

The first phase of the project was completed in September of 2017 when Environmental Resources Planning 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 in streets and highways and to determine the success of the state program from the date of the baseline survey in 2004 to present. The results were released in the fall of 2018.

Overall, a 53 percent reduction in litter on streets and highways was achieved between 2004 and 2017. In addition, 87 of the 94 sites showed reductions in litter. This extraordinary reduction in litter over the last decade may be the result of expanded use of Inmate labor workers who clean New Jersey’s interstate and major roads, enhanced efforts by NJDOT Operations crews, and expansion of the volunteer Adopt-a-Highway program.

The reduction in litter may also be the result of statewide programming in place since 2004. Since 2004, NJCCC has re-established the state Clean Communities program. With a solid funding base provided by the Clean Communities Act, NJCCC has strengthened its network of Clean Communities coordinators, established a coordinator training program, set up an online statistical report system designed to track the progress of local programs and has partnered with the state departments of Environmental Protection and Transportation to administer the Adopt-a-Beach and Adopt-a-Highway programs, encouraging the volunteer cleanup of public lands. The council has also implemented several statewide media campaigns.

While the administration of New Jersey's Adopt-a-Highway program is not part of the council's contract with NJDEP, it is interesting to note that in the last five years of the program 3,774 volunteers cleaned up 875 miles of state highways, picking up 4,158 bags of trash and 1,178 bags of recycling.

The second phase of VLS 2018 was to carry out the provisions of the VLS Curriculum, developed to teach Clean Communities coordinators how to conduct their own litter surveys. One hundred coordinators attended a launch event and one of 3 regional workshops developed to teach coordinators how to conduct surveys. 30% completed the VLS 2018 curriculum.

In addition, VLS 2018 was the catalyst for the formation of a partnership between Morris Enyeart, Ed.D. (Digital Drifting LLC, www.dd-drones.com) and Peter Kohler (London, founder of the Plastic Tide.) They formed Dronet, an international organization aimed at creating a standardized, drone-based methodology for visual litter surveys of beaches and waterways. A drone has been used by the Atlantic County Utilities Authority since 2016 to identify hot spots in need of cleaning.



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 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. Rutgers reports that in the 4 years of the certification training, 517 people attended certification training, with 414 people completing the course and 60% recertified. The people who graduated in 2017 will complete recertification by the end of 2019. Rutgers OCPE supported VLS 2018, offering as many as 20 recertification credits for coordinators who participated.



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 21-22, 2019 in Brigantine. The event will bring elementary, middle and high school students together from different regions of state. Students will work together to solve environmental problems, as they learn about each other and the region in which the event takes place. Approximately 180 students, teachers and volunteers are expected to attend. CCESE has taken place in different regions of the state for 11 consecutive years.

Media & Advertising

The passage of the 2008 Recycling Enhancement Act amended the Clean Communities Act, providing 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, 2018-19 is being considered another strong year for media relations. Between April 1, 2018 and March 31, 2019, there were 148 earned news articles appearing in statewide media about the work of the Council, three more than the previous reporting year, and equivalent to more than \$148,800 in advertising - an increase of an estimated \$2,000 in value since the previous reporting year.

In addition, this reporting year, the firm launched the "Other 47" campaign, which followed the public relations work regarding the statewide Visual Litter survey in 2017. The Other 47 campaign focuses on the fact that the state has seen a 53 percent decrease in the amount of litter since 2004, but what about the other 47 percent? The campaign – encouraging local clean-ups – includes television, radio, web, streaming

and social media advertising, as well as a website that serves as the hub for the campaign.

The Other 47 campaign also included the production of an award-winning documentary, produced by Just Right TV. That film was part of the Garden State Film Festival on March 30, 2019 in Asbury Park, and will be used on an ongoing basis to educate people about the value of conducting visual litter surveys.

The public relations campaign for 2018 also included the “NJ Clean” print magazine, which features profiles, photos and articles about the many people involved in fighting litter in New Jersey. There are two issues a year. One issue was strategically released in time for the 2018 New Jersey League of Municipalities conference, where the Clean Communities Council held another well-attended seminar, as well as at the May NJCCC conference in 2019.

Jaffe Communications is also 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, marketing materials, 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 13 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 2017 reporting year, 504,667 volunteers participated in 291,931 cleanups, cleaning 810,675 miles and 1,136,715 acres of public property and picking up 625,286 tons of debris and recycled 517,716 tons. Approximately 226,502 citations and violations were issued. The Clean Communities Council is still collecting statistical reports for all years. Statistical reports for 2018 will be due to the Clean Communities Council on June 30, 2019. (*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 2018, 2,991 volunteers participated in 55 cleanups, covering 370 miles of waterways, picking up 1,839 bags of trash and 59,398 pounds of trash, with the participation of approx. 30,000 volunteers over the last five years.

Budget Report

The Budget Report reflects the close-out of contract SW17-005. The 2018 Budget Report will be available following the closeout of SW18-006, no later than December 31, 2019. The total reflects the additional \$70,000 grant provided by NJDEP for VLS 2018.

Budget Report (SW17-005)

Consultants	113,000.00
Rent	27,000.00
Telephone	2,000.00
Insurance	7,000.00
Postage	2,000.00
Supplies	3,000.00
Equipment	2,000.00
Printing	13,000.00
Special Events	112,000.00
Travel	3,000.00
Miscellaneous	3,000.00
Salaries & Expenses	158,000.00
Total	445,000.00

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.



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(Addendum 1)

Statistical Report Data for 2013-2017 (to date)

Data Collection	2013	2014	2015	2016	2017
Reports Collected	551	539	528	495	426
Cleanup	36,324	45,933	39,040	35,886	34,888
Volunteers	36,324	45,933	73,892	73,462	66,809
Trash Picked Up Tons	48,665	48,733	37,940	41,952	36,571
Trash Recycled Tons	56,015	69,036	49,524	66,123	63,998
Road Miles Cleaned	95,805	106,865	108,808	106,565	97,082

Acres Cleaned	104,349	250,417	227,289	123,833	91,837
Citations	7,541	6,835	8,039	11,977	19,503
Violations	19,995	20,533	24,691	22,610	11,718
Programs	3,511	3,252	3,014	3,453	2,618
People Reached	485,137	807,416	632,033	770,207	438,514

