



New Jersey Clean Communities Report to the Governor and Legislature March 1, 2020

The Report to the Governor and Legislature highlights the activities of the NJ Clean Communities Council with special attention to contracts SW18-005 and SW19-006, as required by law. The budget report for SW18-005 is included in this report.

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. Clean Communities Council also administers New Jersey's Adopt-a-Beach and Adopt-a-Highway programs. 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 six years of the program, 5349 volunteers cleaned up 1194 miles of state highways, picking up 5492 bags of trash and 1643 bags of recycling.

Accomplishments

Visual Litter Survey (VLS 2019)

In the spring of 2019, the Clean Communities Council launched VLS 2019, a litter survey of waterway-related sites throughout the state, including bays, brooks, canals, creeks, lakes, reservoirs, rivers, runs and catch basins. The waterways survey was modelled after the land-based survey conducted in 2017.

While the two surveys showed that most components of litter were represented in similar percentages, some items were distinctly different. Waterway sites showed much higher percentages of beverage containers (especially water and beer bottles) and candy/snack packaging. Roadway sites showed a significantly higher percentage of tire scraps and much more paper. Due primarily to beverage containers, the percentage of recyclables in litter was higher near waterways. While the littering rate in basins was similar to other waterway sites overall, basins in the northern part of the state, due to higher population density, were 53 percent more littered than those in the south. On average, waterway sites were 30 percent more littered than roadway sites. Litter along roadways, unless cleaned up, can become partially buried or can be blown about from place to place by wind gusts. Lighter items such as beverage containers and candy/snack packaging, which are specifically predisposed to being windblown, can easily find their way into our stormwater systems and waterways. So, maintaining clean roadways will be a key factor in helping to keep our waterways clean as well..

VLS 2019 was conducted by Environmental Resources Planning LLC, in partnership with the Clean Communities Council, Ocean Conservancy, Rutgers OCPE, and the NJ Department of Transportation. The project was funded by the American Chemical Council and the department of Transportation. Clean Communities Coordinators also conducted waterway surveys, earning re-certification credits.

VLS Waterways Documentary

A waterways documentary produced by the Clean Communities Council' videographer and documentarian, Martin Fielder, was an essential component of the VLS 2019 project.

The mission of the documentary was to visually capture the process of the state's first-ever water-based visual litter survey. Experts were interviewed from the Passaic Valley Sewerage Commissioners River Restoration Program and the Rutgers Field Station located at the mouth of the Mullica River. The documentary is book-ended by the work of field crews from Environmental Resources Planning.

This extraordinary documentary provides litter abatement education, that ties land-based litter to water-based debris, echoing the theme, Clean Streets mean Clean Beaches/Waterways. The documentary will be shown throughout New Jersey and beyond at film festivals and educational gatherings.



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, since the start of the certification program in 2015, 557 people have attended sessions of the initial (three-day) certification training, 464 people have completed the program and approximately 50% of those have maintained their certification over time. Individuals who completed the program in 2019 will need to recertify by December 31, 2021 in order to maintain their certification. In addition to VLS-related training, Rutgers partnered with the Clean Communities Council to offer a “Best Practices” seminar

Best Practices

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 on New Jersey Clean Communities, including vendor lists, model programs and creative ideas. The CD has been revised, edited and “added to” in each of 14 consecutive years.

In October of 2019, the Best Practices Committee organized the first annual Best Practices Seminar. Through panel discussions, lectures and interactive exercises, the workshop offered coordinators information on best practices in Clean Communities programming. Topics ranged from volunteer management to plastic bag bans and

innovative techniques to educate the public about litter abatement. The seminar was held in conjunction with Rutgers OCPE.



Clean Communities Environmental Student Exchange (CCESE)



The Clean Communities Council is proud of the Clean Communities Environmental Student Exchange (CCESE), which took place year on March 21-22, 2019 in Brigantine. This annual event brings together students 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. Now In its 12th consecutive year, CCESE will take place on October 22-23 ,2020 in Ocean City.

Clean Communities Spring Conference

The Clean Communities Council hosts a three-day conference every year just before the Memorial Day weekend. The conference aims to educate coordinators about litter-related topics, showcase the region in which the conference is held, and honor those who have contributed to a cleaner New Jersey. Kids-Teens Awards open the conference with an environmental fair and awards for student projects. The 16th annual conference was held on May 22-24, 2019 in Mercer County. Kids Teens Awards took place at Thunder Park, followed by a seminar at the Boathouse at Mercer Lake and the Awards Dinner at the historic Nassau Inn in Princeton. The conference addresses the Council's mission of reducing litter through education, and attracts as many as 3,000 people every year.

Adopt-a-Beach

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 and collects data.

In 2019 3,024 volunteers participated in 64 cleanups, covering 399 miles of waterways, picking up 2,652 bags of trash and 39,780 pounds of trash, with the participation of approx. 30,000 volunteers over the last five years.

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 2018 reporting year, 505,103 volunteers participated in 325,991 cleanups, cleaning 903,710 miles and 1,179,216 acres of public property and picking up 659,346 tons of debris and recycling 536,166 tons. Approximately 230,446 citations and violations were issued. The Clean Communities Council continues to collect statistical reports for all years. Statistical reports for 2019 will be due to the Clean Communities Council on June 30, 2020.

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, 2019-20 is being considered another strong year for media relations. Between

April 1, 2019 and March 31, 2020, there were 161 earned news articles appearing in statewide media about the work of the Council, 13 more than the previous reporting year, and equivalent to more than \$161,100 in advertising - an increase of an estimated \$10,000 in value since the previous reporting year.

In addition, this reporting year, the firm launched the “Choose to Reuse NJ” campaign, which followed the public relations work regarding the statewide Visual Litter survey in 2017 and 2018. The Choose to Reuse NJ campaign is designed to urge New Jerseyans to bring their own reusable bags to the store. The campaign includes digital news and social media advertising, as well as a central website that serves as the hub for the campaign.

The communications plan for 2019-20 also included the “NJ Clean” print magazine, which features profiles, photos and articles about the many people involved in fighting litter in New Jersey and a monthly e-blast newsletter from the NJCCC that is sent to all participants, program organizers and others engaged in the battle against litter in New Jersey.

Budget Report

The Budget Report reflects the close-out of contract SW18-005. The 2019 Budget Report will be available following the closeout of SW19-006, no later than December 31, 2020.

Budget Report (SW18-005)

Consultants	74,000.00
Rent	27,000.00
Telephone	3,000.00
Insurance	15,000.00
Postage	1,000.00
Supplies	1,000.00
Equipment	1,000.00
Printing	8,000.00
Special Events	86,000.00
Travel	2,000.00
Miscellaneous	3,000.00
Salaries & Expenses	154,000.00
Total	375,000.00

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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
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