

# anjec

## REPORT

SUMMER 2010

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for solar

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grants

Dealing with  
difficult people

CANS & BOTTLES  
ONLY

PLEASE  
RECYCLE

REDUCE  
REUSE  
RECYCLE





## Director's Report

### **New Jersey League of Conservation Voters formed**

In May, I joined with several leaders of our State's environmental organizations to announce formation of the New Jersey League of Conservation Voters (NJLCV), a nonpartisan, nonprofit, public education and policymaking organization. NJLCV will seek to make environmental protection a top priority with elected officials, decision makers and the State's voters. This new alliance is committed to working for a positive agenda to safeguard the environment through the adoption of effective laws and regulations.

NJLCV will provide another voice in Trenton in support of the environment. Because ANJEC is a tax-exempt nonprofit organization, federal law strictly limits the amount of lobbying our organization can do. This restriction can be frustrating at times such as this, when the State seems to be rolling back environmental laws, regulations and programs that have been secured since the first Earth Day 40 years ago. Yet while few elected officials have made the environment and our health a priority, New Jersey voters continue their long tradition of support for policies to protect the State's environment, such as approving the ballot question last year to continue to fund state open space preservation efforts.

#### **Strategy**

NJLCV will be patterned after the structure of the national League of Conservation Voters, founded in 1969 to monitor the actions of Congress and the President. NJLCV will work only in New

Jersey, evaluating the environmental performance of State legislators; seeking adoption and implementation of key policies, regulations and legislation; and endorsing and electing environmental leaders in the Garden State.

Each year, NJLCV will develop and publicize a "Scorecard" on key environmental legislation and a "Report Card" for the Governor and senior administrative officials. Using the scorecard, NJLCV will track and publicize elected officials' records to help voters distinguish between those who act to protect and improve our quality of life and those who don't.

NJLCV is committed to an objective, transparent process of preparing these assessments. We will let the Legislature know in advance when a proposed bill is significant enough that it will likely be on the Scorecard. If legislators are informed of a bill's importance, they may consider their votes more carefully and more often take a stronger environmental stand.

Developing the Scorecard and Report Card will be the organization's first initiatives. NJLCV will be drawing on the expertise of environmentalists throughout the State for advice in establishing the agenda and selecting issues that merit placement on the Scorecard. We will be scheduling listening sessions to learn what other issues concerned environmentalists consider significant in New Jersey. I hope that you will participate in one of these sessions so we can learn about your concerns. A primary goal of NJLCV is to empower the broader environmental

community to become more engaged and effective in the political process.

The League of Conservation Voters makes sense for our State. New Jersey has a long tradition of nonpartisan environmental leadership and a diverse, effective constituency for environmental issues. NJLCV will help strengthen environmental advocacy by informing legislators about the issues and educating voters on key actions of elected officials, regulatory agencies and the executive. In addition, NJLCV will work to expand public participation in the political process and give a powerful voice to citizens who value the environment.

More information about New Jersey League of Conservation Voters can be found at the website at [www.njlc.org](http://www.njlc.org) or by inquiry to [information@njlc.org](mailto:information@njlc.org).

  
Sandy Batty  
Executive Director

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**566 MUNICIPALITIES ..... ONE ENVIRONMENT**

Executive Director ..... Sandy Batty  
Editor ..... Julie Lange Groth

The Association of New Jersey Environmental Commissions is a private, non-profit educational organization serving environmental commission and open space committee members, concerned individuals, non-profits, and local officials. ANJEC's programs aim to promote the public interest in natural resource preservation, sustainable development and reclamation and support environmental commissions and open space committees working with citizens and other non-profit organizations.

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**On the cover:** On April 24, with help from the Harrington Park Environmental Commission, Girl Scouts from Troop 702 encouraged visitors at the town's History Day to reduce, reuse, and recycle. Photo by Mary Ann Schran

# Smart Growth Updates



## ANJEC announces New Smart Growth grantees

By **Kerry Miller**, ANJEC Assistant Director

In May, 18 New Jersey towns and one county were named to the most recent “class” of ANJEC Smart Growth Planning Grant recipients. Now in its ninth year, the grant program is the only one in New Jersey targeted specifically to municipalities that have environmental commissions.

This year’s matching grants, ranging from \$2,333 to \$15,000, will enable the municipalities to carry out important local planning initiatives such as developing environmental resource inventories (ERI), sustainability or conservation documents, greenway/bike/trails plans and open space/recreation plans. The \$135,000 in new grants brings the amount distributed through the program since its start in 2002 to \$1.47 million.

In 2010, Passaic County became the second county to receive ANJEC Smart Growth funding, with a proposal to carry out a *Morris Canal Trail Feasibility Study*. This project will examine the entire length of the Morris Canal and the Pompton Feeder in Passaic County to determine how areas of open space can be connected to create a contiguous recreational trail for safe public bicycle and pedestrian use. Project partners include the municipalities of Clifton, Little Falls,

Pompton Lakes, Paterson, Woodland Park and Wayne.

### **Other 2010 grantees**

#### *Environmental Resource Inventory:*

Edison, Highland Park, Long Branch, Madison, Morristown, Ramsey, Swedesboro

#### *ERI/Conservation Element:*

Hamilton Township (Mercer)

#### *Bike/Trails Plan:*

Highlands, Mendham Borough, West Milford

#### *Green Building &*

#### *Sustainability Element:*

Flemington

#### *Environmental Ordinance Updates:*

Denville

#### *Watershed Improvement District Study:*

Bernardsville

#### *Open Space & Recreation Plan:*

Greenwich (Warren), Hopatcong,

Montville, Peapack-Gladstone, Pompton Lakes



*Kingwood Township's 2009 **Environmental Resource Inventory** was developed with an ANJEC Smart Growth Planning Grant.*

The Smart Growth Planning Grant program is funded by annual grants to ANJEC from the Geraldine R. Dodge Foundation (Morristown). The Foundation’s underwriting has helped 182 of the state’s 566 municipalities to carry out a study or plan that contributes

to natural resource protection and capacity-based land use.

## **Environmental resource inventories**

The emblematic project of the program has been the ERI (also called a natural resource inventory, or NRI), a document that provides the foundation for informed land use planning by identifying, mapping and explaining the functions of the environmentally-significant features of a municipality. An ERI is usually developed and updated by the environmental commission, which typically presents the completed inventory to the planning board with a recommendation for adoption into the municipal master plan.

Over the past eight years, the Smart Growth program has funded new or updated ERIs for 68 municipalities. These inventories are often a catalyst for additional resource studies, protection ordinances, open space plans, and master plan or zoning changes by municipalities. In addition, the comprehensive local knowledge that a commission gains in the process of developing the ERI is invaluable, and that experience itself can help a commission evolve into a trusted local resource.


This was a difficult budget year for local governments. Although grant applications to ANJEC were down by approximately one third, the fact that many towns were

willing to provide matches for environmental projects, even in tough times, indicates an impressive level of local support for environmental protection and sustainability, and a respect for what environmental commissions do in their communities.

## **Eligibility**

To be eligible to apply for a Smart Growth grant, a town or county must have a functioning environmental commission, established by ordinance. (For projects involving open space planning only, a similar open space committee can suffice.) In December each year ANJEC issues an announcement to towns and commissions regarding the availability of grant funding for the following year.

The reimbursable grants of up to \$20,000 must be matched dollar for dollar by the town, and up to half of the match may be in the form of in-kind services, such as time contributed by municipal staff or volunteers for meetings, information gathering, map or text development or report preparation.

ANJEC encourages commissions to discuss potential projects early on with town officials and administrations, to build support and assure matching funds are available when grant funding is offered. If your commission has an idea or question about a potential project or any aspect of the grant program, call or e-mail ANJEC (973) 539-7547; [info@anjec.org](mailto:info@anjec.org). 



## ***ANJEC's Directory of Environmental Consultants***

***Information on environmental professionals and businesses operating in New Jersey and surrounding regions. You can search by keyword (including company name) or service area.***

**Check out the Directory at [www.anjec.org](http://www.anjec.org) and click on "Environmental Consultants" Available 24 hours a day, 7 days a week**

# Acting Locally



By **Michele Gaynor**, ANJEC Resource Center;  
and **Stephen Carroll**, Member, Chatham Township  
Environmental Commission and Sustainability Committee, ANJEC volunteer;  
and **Julie Lange Groth**, ANJEC Report Editor

## Summit students champion sustainability

### Energy Ambassadors help businesses save

The Summit Energy Ambassadors program is an intergenerational program that brings together students and small local businesses to save energy and money. The Environmental Commission trains middle school and high school student volunteers to become Energy Ambassadors for the town. A series of weekly training sessions prepares the Ambassadors to conduct free energy surveys to identify opportunities for businesses to save energy and money.

Students make phone calls and canvas town businesses, distributing brochures and setting up appointments for free energy assessments to help companies identify cost-effective energy saving measures. The program was developed in cooperation with ANJEC and funded by a grant from New Jersey's Board of Public Utilities as a model for energy conservation outreach that could be adapted by towns statewide.

Once the audits are completed, the students write a letter explaining their recommendations for changes. They follow up with business owners to discuss what changes the business would like to implement and to let them know about state and federal incentives and rebates that pay for in depth energy audits and

up to 80 percent of energy-saving building improvements.

The focus is on making small changes that are inexpensive but can still add up to significant savings. Some businesses have indicated that they liked the idea that students were learning about conservation through the program and wanted to encourage the educational program. Ambassadors also have an opportunity to learn about how businesses operate by looking behind the scenes at local businesses.

On April 20, the Environmental Commission hosted a reception for the Energy Ambassadors and other volunteers at City



*Summit Mayor Jordan Glatt recognized teen Energy Ambassadors and adult mentors at an April Council meeting.*

Hall, preceding a special awards presentation at the Summit Common Council meeting where Mayor Jordan Glatt recognized the adults and students who made the program a success. For sample materials from the Summit Energy Ambassadors program that can be adapted for use by other towns, see [www.anjec.org/EnergyTwoTowns.htm](http://www.anjec.org/EnergyTwoTowns.htm).

## Students organize free stuff exchange

Summit Free Market encourages residents to give and get for free. Summit Free Market is a way for residents to exchange their unwanted, reusable items at no cost. In doing so they help keep usable items out of landfills.

This program is operated by students at public and private Summit schools and is credited in 2009 with diverting at least 10 tons of reusable items from landfills which, in turn, helps save Summit taxpayers' money.

Organizers set up tents for the day at the local transfer station and any items that are too large to bring there, such as beds and refrigerators, can be listed at no charge on the Summit Free Market web site [www.summitfreemarket.org](http://www.summitfreemarket.org). – Michele Gaynor

## Making a difference, One Day One School

Florham Park's annual One Day One School event, created by local residents and Environmental Commission members, brings together tree professionals, town leaders, students, school administrators and community volunteers to clean up school grounds.

Enlisting the help of volunteers and local tree companies gets the job done without straining the town's budget. Everyone gets involved in trimming trees, removing hazardous tree limbs, raking, weeding, planting and cleaning up, all at no cost to the school district. The Commission emphasizes use of native vegetation whenever possible, and leaving some dead wood along the perimeter of the property to help support species that rely on it for habitat.

The Commission saw a need and also an opportunity to act – and marshaled the help of the entire community to spend a single day to create a safer and more attractive environment for the children. Currently in its fourth year, this program is now being imitated nationally. For more information contact the Florham Park Environmental Commission at [info@florhamparkenvironmental.org](mailto:info@florhamparkenvironmental.org).

– Michele Gaynor

## Compost and rain barrel initiative

The neighboring environmental commissions of Chatham Township, Madison, Summit, Berkeley Heights, and Chatham Borough Green Initiatives came together to offer composters and rain barrels at a great discount to their communities. To add to the fun they came up with catchy titles – “Soak it, don't send it” for the rain barrel promotion and “Save it to spade it” for the compost bins. They also offered free lessons and a free accessory with each composter or rain barrel purchased.



[www.simplyrainbarrels.com](http://www.simplyrainbarrels.com)

This was a cost effective win/win for both the municipality and the residents. Diverting rain water from stormdrains with the use of a rain barrel not only saves water but also saves residents money. Composting diverts waste that would otherwise go to a landfill while producing nutrient rich soil to enhance residents' gardens (also saving money on fertilizer).

One lucky participant in the program won a complimentary rain barrel donated by New Jersey American Water. See [www.chathamtownship.org/CTEC/index.html](http://www.chathamtownship.org/CTEC/index.html) for more information.

– Michele Gaynor

## Lyndhurst Township adopts the Precautionary Principle

Along with San Francisco, Lyndhurst is one of only two municipalities in the nation to adopt an ordinance embracing the Precautionary Principle to help guide local policy.

A 1998 Wingspread Statement defines the Precautionary Principle: *When an activity raises threats of harm to human health or the environment, precautionary measures should be taken, even if some cause and effect relationships are not fully established scientifically.*

The potential polluter should have to prove that his/her actions will not cause harm to the environment and human health. If there is a less harmful alternative it should be considered.

Lyndhurst is an old industrial town with 20,000 residents. This ordinance was initiated by the municipality's health officer when a business was thought to be responsible for emitting air pollution close to town recreation fields and also in response to a possible cancer cluster. As it stands, if Lyndhurst wants testing or monitoring done on the site, the town has to bear the cost in order to determine if the business is in fact contaminating the town's air, water or soil.

Specific points in the ordinance include analysis of alternatives causing least potential harm and informing the public about different effects of various options. It calls for preservation of the environment by generating power from renewable resources, recycling waste and keeping land and waters free from toxins and pollutants.

With this new tool the town leaders hope to develop laws to promote a healthier and safer environment for the future of Lyndhurst residents. Contact the ANJEC Resource Center for a copy of this ordinance at [resourcecenter@anjec.org](mailto:resourcecenter@anjec.org) or call (973) 539-7547. *- Michele Gaynor*

## Morristown has a new Office of Sustainability

In February Morristown Mayor Tim Dougherty created the Office of Sustainability to continue the work of the Morristown Partnership's Step Ahead Morristown program, which studied the town, recommended ways to make it more livable and environmentally friendly and helped Morristown to achieve certification by Sustainable Jersey. The mayor named Paul Miller, who directed Step Ahead Morristown, to be Sustainability Director. The Office of Sustainability is expected to be funded with foundation grants.

The Office of Sustainability helped organize the town's celebration of the 40th anniversary of Earth Day. Following Earth Day the Office of Sustainability led the month-long Sustainable Morristown campaign that featured local organizations and initiatives working "to ensure that our community and the planet will be in the best shape possible to pass on to future generations," Miller said.

The Office of Sustainability has become a member of Sustainable Morristown, a venture that also includes the Morristown Partnership, the Institute for Sustainable Enterprise of Fairleigh Dickinson University and the Inspired Futures Campaign of the UN Education for Sustainability Program. For more information contact Paul Miller at [p-miller@townofmorristown.org](mailto:p-miller@townofmorristown.org).

*-Stephen Carroll*

## Morris County Freeholders renew support for renewable energy

In February the Morris County Board of Chosen Freeholders approved a resolution reaffirming its consent to the issuance by the Morris County Improvement Authority ("MCIA") of up to \$30 million in county-guaranteed bonds to finance a regional renewable energy project. The project is called the Morris Model.

The Morris Model allows MCIA to use its low-cost financing to enable private solar developers to install, operate and maintain solar systems on structures owned by the government entities at a lower cost of capital. In return for hosting the solar systems, the government entities obtain electricity generated by the systems at a price below current rates. In addition the government entities incur no out-of-pocket costs.

MCIA has partnered with five school districts and the county government on a pilot program that will install solar panels at 14 schools and several county facilities. The average savings on energy bills after the first year is expected to be 35 percent for the school districts and 20 percent for the county facilities. The solar systems are expected to provide 17 percent of the total electric requirements of the Morris Model participants. For more information go to: [www.co.morris.nj.us/improvement/press.asp](http://www.co.morris.nj.us/improvement/press.asp).

–Stephen Carroll

## Giving medical gear a second life

Bordentown City Environmental Commission has been encouraging residents who have medical equipment they no longer use to recycle it. They can do so by donating it to Your ReSource, a Ewing-based not-for-profit organization that finds new homes for used durable medical equipment, such as wheelchairs, hospital beds, shower chairs, crutches, etc. Your ReSource volunteers help evaluate, clean and rehabilitate the donated equipment for reuse and recycling, which is then resold at an affordable price.

Many people who need medical equipment but have no access to it can benefit from the gently used gear that might otherwise wind up in landfills. Your ReSource accepts donated equipment at its facility and also makes stops at collection points in a variety of Mercer County locations. For more information visit [www.yourresourcenj.org/index.html](http://www.yourresourcenj.org/index.html).

–Julie Lange Groth



Canada Geese

CSL IMAGE

## Honk if you have too many geese!

Since 2007, the Millburn Environmental Commission has implemented a local GeesePeace program to help control the overpopulation of resident Canada geese. The brainchild of David Feld and Holly Hazard of Falls Church, VA, GeesePeace is a nationwide approach to resolving geese conflicts in communities and avoiding the controversy regarding lethal management. It uses effective, non-lethal methods to prevent and redirect geese activities based on their biology and natural cyclic behaviors, such as: mating, nest building, egg laying, care of goslings, molting, etc.

Volunteers are trained to humanely oil eggs, excluding those containing a breathing gosling by first floating the egg in water. The oiled eggs are returned to the nest, ensuring the goose does not lay another clutch of eggs.

The program also includes modifying habitat around water bodies to eliminate favorite grazing vegetation and installing tall decorative grasses and plants at the water's edge that discourage nesting.

Janet Pizar, the coordinator for Millburn's GeesePeace program, says interaction with geese is fascinating and exciting, and she encourages residents who feel an affinity to nature and wildlife to get involved. For more information contact the Millburn Environmental Commission at [millburnec@yahoo.com](mailto:millburnec@yahoo.com). –Julie Lange Groth

# Resource Center



## The right site for solar:

### **Fostering renewable energy without sacrificing natural resources**

*ANJEC strongly supports the goals of New Jersey's Energy Master Plan to surpass the current renewable portfolio standard goals by achieving 30 percent of the State's electricity needs from renewable energy sources, such as solar, by 2020. As the solar market evolves, however, wide scale industrial solar development has raised questions about optimal siting of large ground arrays to safeguard other natural resources.*

*Below, three ANJEC staffers explore the potential impacts of large-scale solar development and how towns can protect the environment by guiding solar development to appropriate locations. Obviously, this article only begins to identify the important issues. ANJEC is currently in the process of developing a Resource Paper and workshop to provide more guidance for planning boards and environmental commissions. In the meantime, please contact the ANJEC Resource Center ([resourcecenter@anjec.org](mailto:resourcecenter@anjec.org)) for more information and copies of sample ordinances.*

## Will solar farms overshadow garden state agriculture?

By **Cheryl Reardon,**

ANJEC SJ Bayshore Project Director

State and federal incentives have made large-scale projects financially attractive to investors, especially the ability to earn Solar Renewable Energy Certificates, tradable certificates issued to solar energy generators of at least one megawatt. On average, these certificates were selling for over \$570 each in April.

Since early solar generation is not expected to trigger costly capital upgrades at the substations, current circumstances have created a "grid space race" (similar to that of the California Gold Rush) for farmland throughout New Jersey – especially in Salem and Cumberland Counties – due to the availability of flat, affordable land, the presence of sufficient intercon-

nection locations (substations) and – as stated by one applicant – "you have more sun down here."

With the recent slump in residential development providing some relief from the decade-long housing boom, South Jersey towns have been hoping to obtain Garden State Preservation Trust funding to preserve more farmland and open space. But those hopes are now in jeopardy as solar developers are offering landowners as much as \$1,000/acre per year for leased land and up to \$28,000 per acre for outright purchase.

Planning boards and environmental commissions are suddenly faced with numerous commercial solar applications proposing to convert thousands of prime agricultural soils to "solar farms" – claiming they "harvest the sun." Applications are being filed so rapidly that it is difficult to keep a current tally of what's in the application pipeline; however, total acreage is expected to quickly exceed 3,500. In addition to putting prime agricultural soils at risk, several applica-



*Large scale solar developers propose to cover thousands of acres of South Jersey farmland.*

tions also propose to clear woodlands, disturb wetlands, and place solar arrays within 300-foot buffers required for C-1 waterways.

### **What's at stake?**

Recent New Jersey legislation classifies solar panels as an "inherently beneficial use" and not to be included in impervious cover calculations. Some municipalities are trying to identify ways to determine suitable placement for large, commercial solar installations while supporting visions outlined in their master plans to promote agriculture-based economies and protect environmentally sensitive areas.

### **What's at risk:**

- South Jersey contains the vast majority of remaining contiguous prime agricultural soils in the Garden State.
- South Jersey farms provide an affordable supply of fresh fruits and vegetables to suburbs and urban centers essential to the health and well-being of millions.
- South Jersey agriculture provides thousands of jobs, such as packing, warehousing, cold storage, transportation, tractor/equipment companies, seeds, and irrigation. Other than short-term installation jobs, commercial "solar farms" support few permanent employees.
- With many farmers dependent on leasing additional farmland to remain viable, a decrease in available land

creates hardship for farmers and may drive up lease costs.

- Devoting more prime agricultural land to solar development could undermine farmland/open space preservation plans.
- There is a lack of scientific research on the long-term impacts of large-scale solar development on wildlife within the Northeastern Climate Region – most solar installations and studies

pertain to arid climate conditions. It's not known how inappropriate siting might impact wildlife and lead to loss of habitat for dependent species within the Bayshore region.

- Installing large expanses of solar arrays could cause soil erosion, compaction, changes in runoff patterns and release of toxic materials such as cadmium from broken photovoltaic panels.
- Fast evolving technologies could lead to decommissioning and disposal issues for abandoned, obsolete panels.
- Negatively impacted scenic vistas could affect tourism.

### **Master planning is key**

It is important for master plans to contain a clear vision statement and description of what is essential to the future well-being of the town, as well as specific woodlands and environmentally sensitive areas that are to be protected. Towns should refer to their environmental resource inventories and farmland/open space preservation plans, which may need to be updated and should be adopted as part of the master plan.

Further, planning boards should consider adopting a sustainable energy ordinance that clearly states their towns' objective to ensure compatibility of sustainable energy goals and sustainable agricultural and environmental policies within the community and region.

# Solar siting and sustainable land use

By **David Peifer**,  
Highlands Project Director

Despite the fact that “green energy” generation has been deemed “inherently beneficial” by the New Jersey legislature, not every land use is appropriate everywhere, even when it serves a desired social objective or is profitable. Large-scale ground-mounted “solar farms” – not to be confused with systems serving individual homes, businesses or farms – can occupy hundreds of acres and may pose serious siting concerns for municipalities, including loss of prime farmlands.

The location, scale and character of “solar farms” can be regulated under the Municipal Land Use Law to protect the public health, safety and welfare, but it is highly unlikely that current municipal planning and zoning frameworks adequately address this type of land use. In the absence of any coherent statewide plan or control, municipalities should seriously consider appropriate planning and zoning responses, including the development of ordinances to control the siting of these facilities.

## **Begin with your ERI**

Like the creation of any land use ordinance, the process begins with fact finding until a clear picture emerges as to just what the proposed use will mean for the town. The environmental resource inventory (ERI) provides an excellent

foundation for this process, as well as the master plan, open space plan, farmland preservation plan and other municipal planning documents. Examining and visiting other large, operational solar sites is also recommended.

Once potential impacts are understood in relation to the municipality’s natural resources, planning goals and objectives, the conflicts as well as opportunities for the land use can be assessed.

## **“No brainers”**

Even without an ERI, one could reasonably conclude that large solar features should not be located on existing surface water, beaches and dunes or on wetlands, vernal pools and their transition zones that are regulated by the New Jersey Department of Environmental Protection (NJDEP). Cemeteries, public parks and other permanently deed-restricted open spaces and preserved farmland might also fall into this category.

## **Critical areas constraints**

While some critical areas constraints, such as septic suitability, may be of little concern for solar development, others could pose serious concerns. For example, floodprone areas, not just 100-year floodplains, present obvious problems, such as interruption of electric service, damage from flood debris and lack of access during floods.

Since solar farms remove all natural vegetation, they are unsuitable for riparian zones where filtration of surface run-off, discharge of groundwater, wildlife interaction between aquatic and terrestrial

*Installing ground-mounted solar arrays can disturb soils, fragment habitat and increase stormwater runoff.*



environments, stream shading and a host of other chemical and biological functions take place.

The ERI should contain a soil section that can be used to address a wide range of concerns such as soils with high seasonal water tables that may pose severe constraints for seasonal access, and structural stability. Some facilities use steel supports that are driven nearly 20 feet into the soil. These projects also typically involve extensive trenching or “running sand” that can be problematic in wet conditions.

Erosion potential is also a concern due to the extensive land clearing and grading involved. Upland forests and trees are especially precious natural features in many South Jersey farming regions, and they are of key importance to the hydrologic functioning of their watersheds.

Since forests sequester carbon dioxide, clear-cutting of forests to establish “green energy” is also not logically sustainable. Impacts on wildlife habitat come primarily from land clearing, coverage with structures, and fencing. Areas of high sensitivity, such as Natural Heritage Priority Sites, all threatened and endangered species habitat and critical grassland habitat also pose serious constraints.

## **Agricultural preservation**

Large solar farms may compete directly with agriculture for land resources. Examination of the master plan coupled with the ERI will reveal the community’s commitment to agricultural preservation and the location of the best soils.

## **Competing uses**

Many communities have planned and zoned for center based development and redevelopment areas. Because land is a scarce commodity in these zones, large ground mounted solar facilities should be precluded, but roof mounted facilities should be specifically encouraged.

## **Where should solar facilities go?**

There are several land use categories that can support large scale solar facilities under most circumstances without creating

serious conflicts. These could include rooftops, existing impervious areas, brownfields, and sand and gravel pits. Rooftops, in particular, have the advantage of being near electrical demand, reducing the need for transmission lines and substations. A local ordinance might prioritize these areas for use.

## **Conclusion**

Municipal environmental commissions can play an important role in interpreting the ERI and advising the planning board and governing body on the development of master plan changes and new ordinance provisions for solar siting. Such an ordinance should also encourage solar development in the most appropriate locations.

# **Manage water impacts of solar development**

By **Abigail Fair**,  
ANJEC Water Resources Director

Ground-mounted arrays of solar panels on undeveloped land create impervious surfaces. Rain runoff flowing off the edges of the panels strikes the ground surface in a concentrated way that inhibits infiltration and could lead to erosion over time, carrying sediment and polluting nearby waterways. Resulting erosion could also undermine the stability of the panels. On-site stormwater management for solar installations could be critical to protect the installation itself and to protect neighboring properties from flooding and damage.

## **Keep solar development out of wetlands**

ANJEC has suggested to the NJDEP that developers should be restricted from locating solar panels in wetlands. Even if supported by single posts, the installation of solar panels into wetland soils would permanently damage wetland functions.

Use of heavy equipment during installation, maintenance and replacement would further damage and disrupt the functions that wetlands serve.

Potential impacts of solar installations in wetland environments could include:

- Virtual loss of the vital carbon sequestration function due to lack of or impaired access to sunlight;
- Permanent compaction of hydric soils;
- Loss of light needed for particular vegetative communities and natural succession;
- Invasion of alien weeds due to soil disruption and reduced vitality and competitive ability of light-loving native wetland species;
- Disruption to and loss of animal species using the wetland habitat;
- Disruption to the hydrology of the wetland complex, due to severe slowing of evapotranspiration;

- Reduced ability to absorb nutrients and filter pollutants due to lack of vegetative biomass;
- Increases in erosion and downstream sedimentation due to the loss of perennial root systems and conversion to mostly annual, alien weeds.

Solar arrays can have many different sizes and configurations, and the physical character of the sites for solar panels can vary widely. Because of the many variables, installation of solar energy projects calls for site-specific considerations. Stormwater management should always be a consideration in siting ground-mounted solar arrays, and wetlands should be off limits for solar development.

**Note:** for an expanded version of these articles, please contact the ANJEC Resource Center at [resourcecenter@anjec.org](mailto:resourcecenter@anjec.org) or by calling (973) 539-7547. 

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As you browse through the pages of this *ANJEC Report*, I hope it will remind you of the many ways ANJEC helps facilitate environmental action at the local level--and why you have supported us through your donations in the past. In this issue, you'll see examples of how ANJEC helps by:

- Sharing stories about the outstanding work of environmental commissions and green teams around the state;
- Advocating for sound public policy that promotes clean, renewable solar and wind energy without sacrificing prime agricultural lands;
- Offering grants to help towns plan for sustainable growth;
- Offering up-to-date information on current issues, available resources, publications and incentives to help towns protect the environment.

You'll notice we have also included an envelope in this issue, and we hope you'll use it to help us continue assisting towns throughout the state as they navigate this challenging period for the environment. In recent months we have all witnessed the undoing of many hard-won environmental protections at the state level, leaving municipalities to take up the slack through sound planning, strong protective ordinances, vigilant site plan review and compelling public outreach. ANJEC will continue to support those frontline efforts through timely information, training, resources and support, just as we've done for over 40 years.

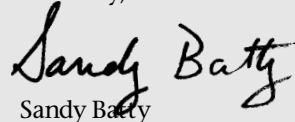
### **Every penny makes a difference to ANJEC**

While the dues paid by member municipalities continue to be an important source of revenue, as a tax-exempt nonprofit organization we depend heavily on individual donations to make ends meet, especially now. Even though the recent economic crisis seems to be easing, nonprofits like us are typically the last to recover. So we are still in great need of your support.

Please help us continue to stand strong with thousands of volunteers in towns across New Jersey who care about protecting clean air and drinking water, precious natural resources and sustainable communities.

Please be generous!

Sincerely,

A handwritten signature in black ink that reads "Sandy Batty". The signature is written in a cursive, flowing style.

Sandy Batty

PS – If the envelope has already been removed from this issue, you can still donate through our web site at [www.anjec.org/Membership.htm](http://www.anjec.org/Membership.htm) or mail it to PO Box 157, Mendham, NJ 07945.

# ANJEC in the City

## Army's "No Significant Impact" finding raises questions

By **Kerry Margaret Butch**, ANJEC Urban Project Director

Fort Monmouth is scheduled to close in a year and a half and the Department of the Army will be transferring the 56-acre property, which currently contains numerous contaminated sites, to the combined bordering municipalities of Eatontown, Tinton Falls and Oceanport. Public officials, nonprofit environmental groups and community members have expressed concern that the Army will leave the municipalities "holding the bag," and vacate before adequate cleanup has been performed.

The military installation has been in operation since the 1920s and, not uncommon considering its historical use, contains 70 contaminated parcels, many of which are still undergoing remediation and 27 of which were recently added to the list. The sites include nine landfills,

over 400 underground storage tanks, aquatic sediments that received discharge from four closed sewerage treatment plants and 22 areas that are being investigated for radiation.

At a May 19 meeting at the Tinton Falls Municipal Complex, the Department of the Army presented a *Base Realignment and Closure (BRAC) 05 National Environmental Policy Act (NEPA) Overview* to the Fort Monmouth Economic Revitalization Planning Authority. They explained their recent Finding of No Significant Impact (FNSI) in their Environmental Assessment of the tract.

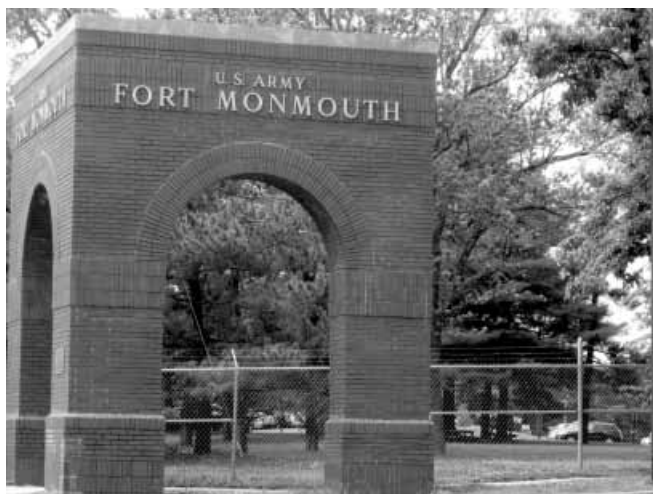
"The Army will clean up the current contamination that is on the site prior to the base closing," explained Thomas Lederle, Industrial Branch Chief for the U.S. Army. "Federal agencies do not walk

away from an installation until they determine the types of contamination and work out a plan to do the cleanup."

Ed Dlugosz, chair of the Eatontown Environmental Commission and president of New Jersey Friends of

*The planned closing of Fort Monmouth has raised concerns about contaminated sites on the 56-acre property.*

Photo by Kerry Margaret Butch



Clearwater, said he wants the Army to produce a more thorough Environmental Impact Statement (EIS) instead. "I don't feel that the town can afford to go forward without understanding all of the impacts, all of the remedies and the time frames, and the cost that will be involved."

"Two remaining areas of major concern that have not been addressed in any of the preceding Army assessments are health concerns of Fort Monmouth workers exposed to the contamination over the years, and the need for thorough downstream testing for contaminated sediment affecting human and marine life of the Shrewsbury watershed," he said.

Members of both the Authority and the public expressed misgivings about the Army's Environmental Assessment and advocated for an EIS, a process that would increase the opportunities for public comment.

"An EIS is prepared when it is determined that a proposed action has the potential to significantly affect natural or human environments and resources in some manner," reported Neil D. Robison, Ph.D, of the BRAC NEPA Support Team for the U.S. Army Corps of Engineers. He explained that because the proposed future use of Fort Monmouth is very similar to its current use, there would be "no significant impacts" from the base closure.

Not all agree with the Army's findings. In a January joint letter to Congressional leaders, Clean Ocean Action, Monmouth County Friends of Clearwater, New Jersey Environmental Federation and Fort Monmouth Earth Renaissance Peace Alliance asked federal legislators to ensure that the following actions occur in a timely manner prior to property transfer:


- Assessment of all impacts that Fort Monmouth has had on the area and waterways through an EIS;
- Remediation of the landfills, including the possible need for excavation of contents based on the results from groundwater testing, baseline ecological evaluations and surveys for underground tanks or drums;

- Full public disclosure of contamination and infrastructure conditions, deed restriction requirements, as well as expected remediation requirements with specific timeframes.

Oceanport Mayor Mahon asked representatives of the Army whether they would oppose the Authority's possible request for an EIS. Mr. Robison replied that there must be "a reason to drive it." Mayor Mahon explained that there would be more of an opportunity to hear from the public and for the Army to receive additional public comment.

Several members of the Planning Authority expressed concern in relation to the clean up of the contamination. Chair Dr. Robert Lucky responded, "Cleanup versus capping. Are they synonymous? I don't think they are." Oceanport Mayor Mahon and Tinton Falls Mayor Michael Scudera spoke about the current landfills being adjacent to the waterways and the need for watershed monitoring. "If we leave waste in place we are responsible to come back," responded Lederle.

Army representatives gave assurances that the cleanup would be monitored by the NJDEP. Rosemary Brewer, Chair of the Little Silver Environmental Commission, spoke about the need for the stream corridors to be tested and expressed concern about what may have already leached into the waterways. "We have got to make sure that the NJDEP forces the Army to do the testing," she remarked. Lederle responded by saying "just because you get a mid-level Environmental Assessment doesn't mean you'll get a mid-level cleanup."

Other written comments from the public, public officials, NJDEP, The Monmouth County Friends of Clearwater and the Monmouth County Health Department can be found online at <http://www.monmouth.army.mil/C4ISR/brac/ea/ea.shtml>. 

# Dealing with difficult people:

## The opportunity in resistance

By **Mary Reilly**,  
Cranford Township Environmental Commission

**S**peaking at public forums as a member of the environmental commission or local green team is a great opportunity to educate people and win community support. Sure, you may get more resistance from such a mixed audience than you would from groups of people who already think like you do, but it may offer you a chance to reach people you may not otherwise meet.

Here's a sample scenario and suggestions for dealing with difficult people.

### Gary's dilemma

Gary left the meeting frustrated by the way the talk went at the Chamber of Commerce. It was especially frustrating because he had taken great pains to get all the scientific details into the presentation, but it didn't seem that his work was appreciated.

He was glad for the opportunity to shed light on a water problem the town had been having. It was no surprise to see John Clutch enter the room; it was well known that John wanted to extend his parking lot into an area the town was designating as watershed for the river.

Gary began his presentation confident that his detailed explanation would answer any questions. After about 10 minutes, John started to ask questions and his annoyance became obvious as the questions got more emotional. "You mean

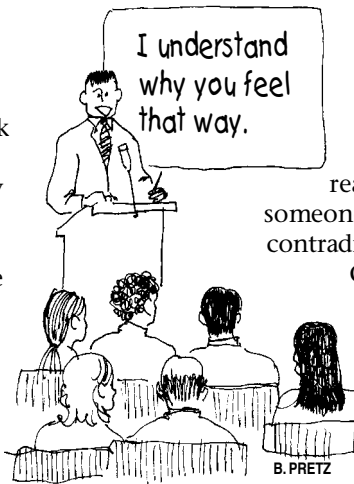
to tell me that the river is more important than the people who pay taxes in this town?"

To Gary's surprise, the more he answered John's accusations and explained about the importance of the watershed, the more people in the audience took John's side. Gary knew he was right, and ultimately knew the law was on his side, so why did it feel like him against the audience?

He was glad to get off the topic and onto another – the municipal energy audit – when the same people who were arguing about the river basin drainage started to argue about global warming! "Scientists don't

really know what's going on," someone said. They are always contradicting each other."

Gary was on the defensive and anxious to end his talk. He had another presentation to the Rotary Club coming up soon and didn't want a repeat performance of today's experience. What should he do?



### Overview and solutions

Here are some tips that could help Gary think about his next opportunity differently and be prepared:

**Arrive early and set up the presentation.** This will allow time to address unexpected problems and to meet people coming in.

**Meet and Greet.** Walk around and meet the people in the audience. In most cases,

this will surprise them because speakers don't often do that, and it will also pay off later when you hit a topic considered controversial.

Do your best to remember people's names. Although there is nothing magic about remembering names, there is magic in using them. It's much harder to be argumentative with someone who calls you by name.

I was about to give a talk on carbon footprint one day, and as I was meeting the people who would be in the group, one man said to me, "If I ask questions, don't take it personally." I instantly knew he was *THAT GUY*. I immediately responded, "I welcome questions – but thanks for letting me know." Immediately, I established a person-to-person relationship and took the punch out of the argument.

#### **Allow and prepare for dissent.**

When someone brings up an opposing point of view, acknowledge their position by saying something like, "Other people have said that too;" or, "I can see why you would say that." Then immediately follow up by repeating why your position is the only logical conclusion, i.e.: "...but when you understand the impact of water runoff on flooding in our town, then ...." Review the possible arguments and have answers ready before the presentation.

**Preempt the argument.** If you know certain people will disagree with you, preempt the discussion by offering information to counter his argument before he raises the issue.

**Establish ground rules.** If you know people are likely to grandstand or interrupt, establish ground rules before speaking. "I want to ask that this conversation be respectful. I welcome your comments, but I ask that people try not to monopolize the conversation, grandstand or use accusing language."

**Use diagrams, examples and anecdotes.** This helps people learn. Most people have not had the opportunity to learn about environmental and sustainability issues enough to understand the impact of their actions, so use a variety

of techniques to make your point.

#### **Use the Tai Chi of public speaking.**


When someone attacks you directly, do not defend yourself. Instead ask, "What does everyone else think?" If you oppose your attacker, the conversation becomes you versus him/her and many people will side with the attacker. If you do not react defensively, they are more likely to come to your aid. Attackers will:

- Use the word "you," i.e.: "You don't understand business in this town."
- Imply that you're wrong. "That is crazy/ impossible/ etc."

Resisting the impulse to react is far easier said than done. If you find yourself on the defensive, you can get out of it by saying, "OK, you have heard my point and John's point. Now I'd like to hear the viewpoint of others in the room."

**Meet people where they are, and suspend judgment.** For example, my pet peeve is when I tell people I'm a "sustainability consultant," most people will agree that sustainability is important and tell me how they recycle – and then go pick up their daughter from soccer practice (three blocks away) in their mighty SUV. If I give in to my judgment, I will lose a friend. If I ask them why they recycle and why it's important to them and let them talk about their own values, I will have an easier time of broaching the discussion about their carbon footprint.

**Use humor.** Humor breaks up tension and helps people to relax. But a word of caution – avoid sarcasm at all costs.

We have great opportunities to provide much needed education in our communities. Our approach, preparation, and delivery of information can make the difference between winning allies and creating obstacles. Let's make the most of the opportunity. 

*Mary Reilly has a background in adult learning, group dynamics, charrettes, and training. She works with groups to help them align their culture around sustainability to become more efficient, decrease costs and improve community engagement for public and private sectors. [Mary@ReillyGreen.com](http://Mary@ReillyGreen.com)*

# Smart Growth Updates



## New law freezes zoning at time of application

By **Julie Lange Groth**, ANJEC Report Editor

In spite of strong opposition from ANJEC, the New Jersey League of Municipalities, hundreds of local governments, and a number of other environmental organizations, Governor Christie signed S-82/A-437 into law on May 5, nullifying a 1995 Supreme Court ruling known as the Time of Decision rule governing zoning determinations. The new rule effectively locks in the zoning and ordinances in place at the time a development application is filed.

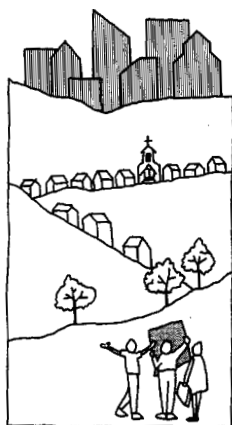
Under the new law, which will take effect in one year, the mere filing of an application with the appropriate body will make it immune from any changes in municipal ordinances. This means that even an incomplete or insufficient application would protect the applicant from any municipal legislative amendments. The applicant would be exempt from land use planning changes, such as new ordinances protect-

ing local environmental features like streams or slopes or requiring energy efficient measures. Filed applications would also shield developers from complying with progressive land use changes recommended by master plan updates.

As the clock ticks away until this new law takes effect, environmental commissions, land use boards, municipal planners and attorneys should immediately begin to review their local land use ordinances to make sure they effectively protect the town from undesirable development. Most ordinances take more than a year from introduction until time of passage, and extensive

public discussion often precedes the actual introduction of the ordinance – so there is no time to waste!

Contact the ANJEC Resource Center at [resourcecenter@anjec.org](mailto:resourcecenter@anjec.org) for more information or samples of protective land use ordinances. 



B. PRETZ

## Highlands TDR Bank begins operation

By **David Peifer**, Highlands Project Director

Amid continuing uncertainties and rumors, the Highlands Transfer of Development Rights (TDR) process and Conformance are moving forward. Lack of firm, reliable information about affordable housing requirements, Highlands Council funding and the new administration's attitude toward the *Highlands Act* continue

to make decision making difficult for municipalities.

The *Highlands Act* authorized the creation of a TDR program and the Highlands Development Credit Bank. In a TDR program:

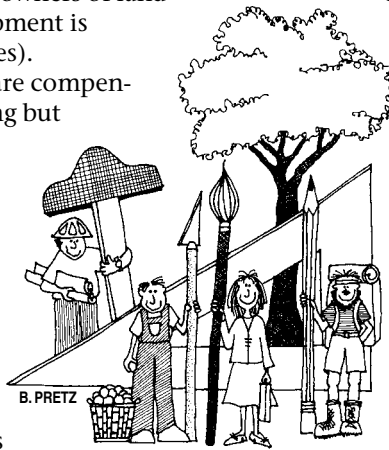
- Landowners in areas defined for preservation (sending zones) may sell their

development rights to owners of land in areas where development is wanted (receiving zones).

- Sending zone owners are compensated for not developing but retain all other rights to their land.
- The land is encumbered with a conservation restriction permanently preventing its future development.
- Farming may be continued.
- Receiving zone owners pay for the right to build additional density on their land as authorized by a local receiving zone ordinance.

Ideally these transactions are private, involving no government money. However, due to the lack of any designated receiving zones, the Bank is currently purchasing Highlands Development Credits (HDCs) on a hardship basis. For hardship guidelines see [www.highlands.state.nj.us/njhighlands/hdcbank/](http://www.highlands.state.nj.us/njhighlands/hdcbank/).

The Bank was capitalized by an initial infusion of \$10 million. Landowners in the Preservation Area, but outside of the Existing Community Zone, may apply to the Bank to sell their development rights as they existed prior to the *Highlands Act* and under the rules and regulations in place at that time. Interested owners can check their initial HDC allocation on line by using the HDC Estimation Tool on the Highlands Council's website, <http://maps.njhighlands.us/hgis/hdc/>. This site will



B. PRETZ

calculate the number range of available credits for your property and link you directly with an electronic application form.

### Legislative update – TDR expansion

On May 5, Governor Christie signed into law the *Highlands TDR Expansion Bill* (S-80/A602) that amends the *Highlands Act* to allow any municipality statewide to establish a receiving zone to accept Highlands

HDCs. The law also removes the requirement for receiving zone municipalities to have obtained Plan Endorsement from the State Planning Commission (SPC). Now the SPC and the Highlands Council can determine whether a municipally proposed project area is appropriate to serve as a receiving zone. Highlands TDR Feasibility Studies are to be used to demonstrate appropriateness. This action was taken to address the lack of designated receiving zones in the Highlands and the seven Highlands counties.

For more information go to: [www.highlands.state.nj.us](http://www.highlands.state.nj.us)



### Transfer of Development Rights



B. PRETZ



# Clean Energy Corner



## New Jersey Natural Gas promotes energy conservation

By **Susan Ellman**, NJNG Energy Efficiency Marketing Manager

New Jersey Natural Gas (NJNG) is working to help customers meet the challenge of greater energy conservation to save money and help preserve our environment for future generations. While traditional utilities try to sell as much natural gas as possible to stay in business, an innovative rate mechanism allows NJNG to encourage and reward conservation while still providing the same safe and reliable service our customers expect and deserve.



### Free green resources from NJNG for residents

**SAVEGREEN Project** – In addition to rebates from New Jersey’s Clean Energy Program on qualifying, high efficiency furnaces, boilers and air conditioning systems, NJNG offers a \$900 enhanced rebate. Residents can call and speak with a SAVEGREEN consultant to learn more at (877) 455-NJNG.

**Conserve to Preserve Dashboard** – This free NJNG online software lets customers analyze their home’s energy use and take control of their costs. Customers can log in (or register) at “My Account” on [www.njng.com](http://www.njng.com) to learn about no- and low-cost energy saving tips for the home and start using the Conserve to Preserve Dashboard. They can also sign up to receive E-Tips. Registered customers will

receive seasonal energy-savings tips, updates on available rebates and special offers. See [www.njng.com/save-energy-money/ctp/dashboard.asp](http://www.njng.com/save-energy-money/ctp/dashboard.asp) for more information.



**Conserve to Preserve**  
Business Online

### Tools for businesses and municipalities


**Conserve to Preserve Business Online** – This powerful, free tool includes an energy resource library, “Ask an Expert” hotline, and a monthly newsletter filled with conservation tips and energy-related information. To register, commercial and municipal customers can visit the “Save Energy & Money” section on [www.njng.com](http://www.njng.com) and select “Conserve to Preserve.” All you need is your NJNG account number when you enroll and click “Business Online.”

**Direct Install** is a new offer from New Jersey’s Clean Energy Program, tailored to small commercial and government buildings. This program identifies proven measures for reducing utility costs by replacing inefficient equipment with energy efficient alternatives. The program will cover up to 80% of the cost of the project. Contact NJNG at (877) 455-NJNG for more information on program details and eligibility.

### Rewarding your community

**Community Rewards** – Schools and organizations can raise up to \$5,000 by

spreading awareness of our Conserve to Preserve Dashboard through our Community Rewards program. Best of all, there's no inventory, sales or paperwork. To help spread the word, NJNG's "Energy Hog" is available for free appearances at schools, libraries and organizations to engage students in energy conservation and hand

out educational items. For an older crowd, NJNG offers a free Speakers' Bureau presentation that covers topics such as conserving energy at home, safety, energy assistance, the environment and much more. Call (732) 938-1035 or e-mail [speakers@njng.com](mailto:speakers@njng.com) to book a visit or speaker for your group. 

## Programs from other energy companies

### Elizabethtown Gas energySMART program

- Free programmable thermostat and weatherization kit for customers who complete a home energy assessment through the NJ Clean Energy Program
- Extra incentives up to \$900 over and above Clean Energy rebates on energy efficient furnaces, boilers and water heaters.

More information can be found online at [www.elizabethtowngas.com/energysmart/](http://www.elizabethtowngas.com/energysmart/)

### PSE&G

- Online Home Energy Toolkit provides home energy calculator, appliance calculator and other information and resources to help customers save energy.
- The PSE&G Residential Whole House Efficiency Program is available in 25 towns, providing:
  - A free in-home energy audit to identify areas of your home where you are losing energy.
  - A free in-home air-leakage testing and \$1,000 worth of free air sealing to help prevent energy loss.

- A free appliance safety test and free programmable thermostat.

PSE&G has also expanded its Solar Loan Program by approximately \$143 million to finance the installation of an additional 51 megawatts of solar energy systems on homes, businesses and municipal buildings throughout its electric service area. Visit [www.pseg.com/customer/solar/index.jsp](http://www.pseg.com/customer/solar/index.jsp) or call (973) 430-8460.

### JCP&L

- First Energy, JCP&L's parent company, offers a Home Energy Analyzer that lets customers follow a few easy steps to gain a better understanding of their household energy use and identify ways to improve energy efficiency. See [www.firstenergycorp.com/energyefficiency/home\\_energy\\_analyzer.html](http://www.firstenergycorp.com/energyefficiency/home_energy_analyzer.html).
- An online store offering an array of products to save energy, from energy efficient air cleaners and ceiling fans to lighting and programmable thermostats. See [www.energyfederation.org/firstenergy/default.php](http://www.energyfederation.org/firstenergy/default.php). 

## Don't Miss Out!

*If we don't have your current email address, you could be missing valuable information from ANJEC.*

With increasingly tight budgets, and mailing costs on the rise, ANJEC will be depending more and more on email to share late-breaking environmental news, announcements about trainings and events, and other developing information of interest to local environmentalists. To make sure you're in the loop, **send your current email address to [info@anjec.org](mailto:info@anjec.org).**

# 21st Century communication for environmental commissions: The benefits of social networking sites

By **Lindsay McNamara**, ANJEC volunteer

“**S**ocial Networking is becoming the lifeblood of any successful organization...it is salient that most of us have a firm grasp on the whole social networking scene,” says Chris Cioffi, the lead for South Plainfield Environmental Commission’s social networking. He hit the nail right on the head. With the start of a new decade, it is important for environmental commissions to plug themselves into the internet age. Below are some social networking options to help spread the word and encourage a greener New Jersey.

## **Twitter**

Twitter allows an individual to “follow” a local environmental commission and subsequently view and respond to 140 character “tweets;” quick bits of streamlined information, opinions or updates that could be read in seconds. Tweets from celebrities like Paris Hilton and P. Diddy can also be followed, making this site popular for celebrity gossip. Twitter is an up-and-coming social networking site, whose popularity is still on the rise, as opposed to Facebook, a site that is already connecting all kinds of people, college students and senior citizens alike.

## **YouTube**

YouTube is an easy and free website that can be used to upload videos onto the internet. Simply create an account, or use a current Gmail account, and upload away. Videos can be quite effective in spreading the word because they go beyond simple text and photographs. YouTube video links can be posted on any environmental commission website. Anyone can watch a YouTube video, but only account holders can upload videos. For example, Monroe Township has used YouTube to feature a video, created by commission member Joseph Harvie, that highlights the Dey Farm, a historic farm preserved in the area. The video has had over 2,000 views! Monroe has also successfully used YouTube in the past for other municipal matters.

While the South Plainfield Environmental Commission has yet to venture into the realm of producing local video, members recently posted the signing of the Dismal Swamp Preservation Law. YouTube is another simple and effective way to reach out to residents in any township, showcase the success of past events, or draw attention to a local environmental policy or issue through video.

## Facebook

"The big advantage is that everyone is on Facebook – meaning it isn't just for college kids anymore," said Joseph Harvie. Environmental commissions can take advantage of the extreme popularity of Facebook in today's society. Commissions can use Facebook to create a group or fan page, which other Facebook users can search for and join for free. Many commissions have already jumped on the Facebook bandwagon because of the benefits the social networking site offers. Users already on Facebook can become members of an environmental commission's group or fan page and receive invitations for local cleanups, rallies, and other events. Pictures of these events can be uploaded onto the page after the event has


occurred. Facebook is also a way to put pictures on the web that might take up too much bandwidth on township sites.

Some environmental commissions have decided to use Facebook after planning a new event or trying something new. For instance, Roxbury Environmental Commission members saw the benefits of Facebook after starting a community garden last year. Tricia Fragale, Roxbury Commission Chair, outlines the site's advantages: "We decided that using something like Facebook would not only provide us with a way to stay in touch and post information and get notices out quickly, it would also enable us to advertise, allow people to find us through searches, and to network with other ECs and similar organizations. I am hoping it may also serve as a place for township residents to ask us questions, post suggestions and ideas and have discussions regarding environmental issues occurring here in Roxbury."

Jonathan Abrahams, member of the Highland Park Environmental Commission, pointed out that although the tools that Facebook provides are valuable, "Keeping the content fresh is always a challenge. It helps when you have commissioners or volunteers that have the time to do this." After all, creating a Facebook page is only half the battle; in order for the site to bring success to an environmental commission, the content must be updated.

The South Plainfield Environmental Commission has risen to the challenge by making Chris Cioffi the lead for Commission social networking. Cioffi's position has certainly paid off; South Plainfield's Facebook Fan page has over 130 fans! The chairwoman has noticed that turnouts for events like the Spring Cleanup

have been larger since the establishment of the Facebook page. Cioffi explained that Facebook, "gets the message out well; it covers our event, promotions, and community concerns. Also, posting ideas on how to make our community and homes more green really helps."

Harvie believes Facebook has been helpful in reaching people who might not necessarily come to meetings. Creating a youthful image and staying hip by using Facebook draws in a younger crowd, "which is good because younger people are on the forefront of going green." 



*Monroe Twp. YouTube video*

ANJEC is on facebook too! Just log on and use the search bar to find the ANJEC pages.

# Green Team Times



## *New Jersey Water Savers Program* helps communities save water and money

By **Katie Barnett**, NJ Department of Environmental Protection,  
Division of Water Supply

*New Jersey uses nearly a **trillion** gallons of water per year. This equates to **2.6 billion** gallons per day statewide on average. To put that in perspective, that is enough water to cover the entire State of New Jersey eight inches deep in water!*

To help curtail water waste and extend the life of New Jersey's precious water supply, the Rutgers Cooperative Extension Water Resources Program has partnered with the New Jersey Department of Environmental Protection and the United States Environmental Protection Agency to develop and implement *New Jersey Water Savers*, a pilot water conservation program specific to New Jersey's needs.

The *New Jersey Water Savers* program is currently working within the communities of Belmar, Rahway, East Greenwich, Egg Harbor Township and Livingston to implement a variety of demonstration projects that can be replicated statewide. Projects include outdoor demonstration sites featuring:

- native plant gardens, rain gardens, porous pavers and smart irrigation technologies;
- Build-A-Rain Barrel programs in which participants have the opportunity to build and take home their own rain barrel;
- the One Barrel at a Time Co-op, which featured the work of 35 artists from around the State painted on rain barrels;
- the Rahway Name Your Rebate program, which helped Rahway residents purchase water saving fixtures and appliances at a reduced rate;
- Project Wet teacher trainings in which professional environmental educators prepared teachers to effectively communicate water education to youth; and
  - an in-school lavatory retrofit project in which American Standard donated



*Greg Rusciano of Rutgers Cooperative Extension designed and installed this native plants rain garden with the help of the Livingston Department of Public Works and the Livingston Environmental Commission. The rain garden was recently tested with the occurrence of a 100 year storm and handled the water perfectly.*

Photo by Greg Rusciano




toilets, urinals, faucets and sinks to schools in need of plumbing upgrades. All of these projects and more are being rolled into case studies which will be promoted through the forthcoming *New Jersey Water Savers* conservation web page. This web page will also serve as an informational portal for residents to find out about water supply issues in New Jersey and how they can help. The web site will also feature the New Jersey water supply story video entitled “Water, a Matter of Importance” and two additional videos that offer specific tips on how residents can conserve water both inside and outside of the home.

*New Jersey Water Savers* is a truly collaborative program engaging State, Federal and local governments, along with those in the academic, industrial and commercial sectors. Our partners include Birdsall Corporation, American Standard, the Home Depot, Brickman Landscaping and

*Michele Bakacs and Mike Haberland of Rutgers Cooperative Extension teach NJDEP employees how to build their own rain barrels.* Photo by Joe Brody

New Jersey American Water. For more information about *New Jersey Water Savers*, a pilot water conservation program specific to New Jersey’s needs, please visit [www.water.rutgers.edu](http://www.water.rutgers.edu).

**Editor’s note:**

In addition to conserving water, some of the projects listed in this article are designed to keep stormwater runoff from getting flushed out to a river or the ocean and instead encourage on-site infiltration. Rain gardens also benefit our water supply by helping improve water quality through uptake of pollutants by plants. For more information on rain barrels and rain gardens go to [www.water.rutgers.edu/Fact\\_Sheets/Default.htm](http://www.water.rutgers.edu/Fact_Sheets/Default.htm). 

Member of  **EarthShare**<sup>®</sup>  
New Jersey

**ANJEC**

is proud to be a member  
of Earth Share New Jersey

*For more information contact Ann Marchioni, ANJEC’s Development Director, and Board Member of ESNJ at (973) 539-7547 today.*

SAVE THE DATES!

## **“A Reverence for Water”**

An environmental art exhibition and auction in collaboration with the  
Printmaking Council of New Jersey

**October 23 - December 5**

Printmaking Council of New Jersey Gallery  
440 River Road, Branchburg

ANJEC and the Printmaking Council of New Jersey (PCNJ) are collaborating to mount a juried exhibition and live auction of printed environmental art. The exhibition will open with a reception on October 23 and will conclude with an auction to benefit ANJEC on December 5, both in the Printmaking Council gallery. Candace McKee Ashmun, New Jersey environmental pioneer and former ANJEC Executive Director, will serve as guest juror for this exhibition on the theme “A Reverence for Water.”

### **ATTENTION ARTISTS!**

Submissions are due by September 17. See Call for Entries at [www.anjec.org](http://www.anjec.org).  
For more information about this unique event,  
please email us ([info@anjec.org](mailto:info@anjec.org)) or call (973) 539-7547.

### **Save the Date!**

ANJEC's 37th Annual

## **Environmental Congress**

*On the Front Line:*

*Local environmental action in challenging times*

**Friday, October 15, 2010**

9:00 AM to 4:00 PM at Brookdale Community College, Lincroft

#### *Keynote Speaker*

**Robert Martin**, Commissioner,  
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#### *Plenary Speaker*

**Christopher J. Daggett**, President,  
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**Explore** the crucial importance of local environmental action in the face of a difficult and volatile political climate--from strengthening land use planning and ordinances to leadership, activism and innovation

**Network** with environmental leaders from around the State.

**Enjoy** a day jam-packed with information and resources you can use, including:

**Workshops, Exhibitors, Environmental Achievement Awards**

**ANJEC Annual Meeting and election of board members at 2:00 pm**

Check [www.anjec.org](http://www.anjec.org) for more information coming soon

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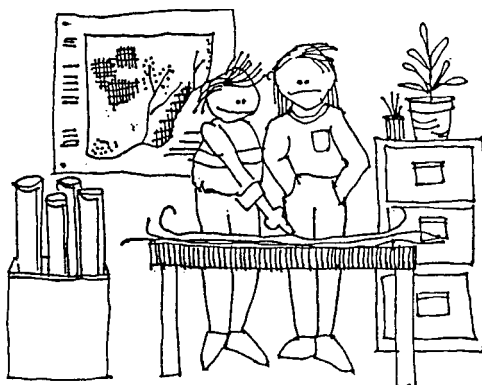
By **Julie Lange Groth**, ANJEC Report Editor

If you are an ANJEC member and we have an email address on file for you, you have already received our new “paperless” version of the ANJEC Report. Many of our readers have suggested we publish electronically to reduce the magazine’s carbon footprint by eliminating some of the paper, printing chemicals and transportation involved with producing our magazine.


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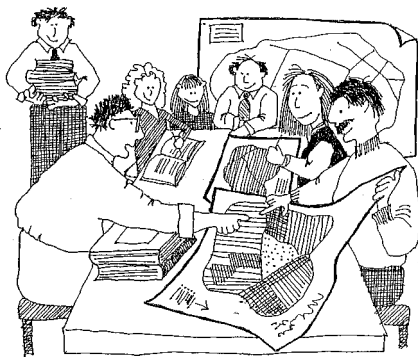
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## ANJEC's 2010 Environmental Achievement Awards



To be presented at the  
37th Annual  
New Jersey Environmental Congress

**Friday, October 15**

**Deadline:** Must be postmarked by  
September 10, 2010

Mail entries to ANJEC, PO Box 157,  
Mendham, NJ 07945

For categories, application form and additional details, go to [www.anjec.org](http://www.anjec.org)  
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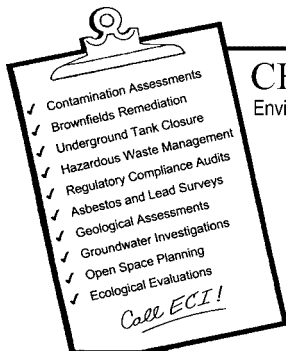
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