

# COMMUNITY EDUCATION & OUTREACH SUBMISSION CHECKLIST

## IN-PERSON OR VIRTUAL EVENT



**PLEASE READ:** Municipalities may submit for *up to 3 initiatives* within one certification cycle for a maximum total of 15 points. An additional 5 points may be awarded at the discretion of the reviewer (details below). All activities for your municipal community educational program should take place during the current or previous calendar year.

**PLEASE READ: In-person or virtual events that qualify for points include:**

- Lecture, workshop, training, or webinar with an expert speaker providing in depth information on a sustainability related topic – 5 pts per event
- Film screening with an expert presentation or meaningful audience discussion following the film – 5 pts per film screening
- Cleanup within the community that includes an educational talk connecting the purpose of the cleanup (e.g. pollution control, water quality management) before or after the physical activity – 5 pts per clean up
- Guided nature walk through a local preserve or trail with an educational component that includes a talk about native plants and/or habitat, water conservation, wildlife or forestry management, etc. – 5 pts per guided walk
- Guided bike ride along your town's bike trails that includes a talk about how biking can improve quality of health, reduce traffic congestion, lower your community and individual carbon footprint, etc. – 5 pts per guided ride
- Guided tour of community sustainability assets which might include an art walk of public art spaces and galleries, school and municipal community gardens, green businesses in a particular section of town, local farms, a certain location dense with green building elements, etc. – 5 pts per guided tour
- Lesson or demonstration on a sustainability topic for students at a local school conducted by a municipal staff member or green team volunteer – 5 points per lesson or demo
- Educational presentation or demonstration at a community event (excluding the Green Fair). Simply providing a handout will not serve as the educational component for this program. – 5 pts per event

**PLEASE READ: Educational efforts that includes current municipal services or programs related to topics covered under other Sustainable Jersey actions will not count for this action. Such topics include:**

- Information on the municipal recycling or waste collection program, including mandated materials, schedules, or proper separation requirements (e.g. Recycling & Waste Reduction Education & Compliance, Non-Mandated Materials Recycling, Household Hazardous Waste, Prescription Drug Safety and Disposal actions)
- Harmful effects of single-use plastics bags, benefits to reusable bags, bag care, the purchase and promotion of reusable plastic bags for the public (e.g. Reusable Bag Education Program action)
- Benefits and strategies for indoor and outdoor water conservation, the purchase and promotion of reusable water bottles or refilling stations, rain barrel workshop (e.g. Water Conservation Education Program action)
- NJ Clean Energy Program or local utility company incentives for residents or businesses to implement energy efficiency measures, benefits of alternative fuel vehicles, electric vehicle charging infrastructure (e.g. Residential or Commercial Energy Efficiency Outreach, Make Your Town Electric Vehicle Friendly)
- Specific municipal efforts for solar or other renewable energy sources (e.g. Community-Led Solar Initiatives, Municipal On-Site Solar/Geothermal/Wind Energy System, actions)
- Anti-idling campaigns (e.g. Anti-idling Education and Enforcement action)
- Lead poisoning prevention and safety (e.g. Lead Education and Outreach action)
- Benefits of green building elements in residential projects (e.g. Green Building Education action)
- Specific community challenges or contests to achieve a "sustainable" act (e.g. Green Challenges and Community Programs action)
- Anti-tobacco and/or vaping campaigns targeted at youth (e.g. Tobacco Free Community)

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### PLEASE READ: OTHER CONSIDERATIONS:

- ✓ All events (clean ups, guided walks, film screenings, etc.) must have a presentation or group discussion with an expert to connect the content with how it affects the participants' daily lives.
- ✓ All community educational programs must have significant municipal involvement. This includes direct support by municipal staff, green team, or governing body in organizing the programs.
- ✓ **An additional 5 points may be awarded at the discretion of the reviewer** for "Spotlight" worthy initiatives, which are longer term, ongoing, and/or use varied strategies in tandem. More under the "What to Do" section.

EVENT DETAILS	DESCRIPTION OF THE EVENT Please write directly in the boxes below.
Title of event	Take One Step towards Reducing Waste
Subject matter covered at event	Simple steps one can take at home, work, school, and when traveling to live a more sustainable life.
Participant activity (e.g. clean-up, tour, lecture, etc.)	<p>Prominent members of the community posted videos or photographs of their daily step. These were shared on social media pages of Borough, its EC, and other associated community forums. These posts three times per week for four weeks were accompanied by Resource Guides prepared by the High School Green Team providing tips and links to local resources which assisted others to complete the same steps.</p> <p>The Campaign drove attendance to the Earth Day Fair (described in more detail elsewhere in this SJ Certification submission) where vendors and exhibitors were assembled to show residents how to follow through on these steps. Examples included: home energy audit sign-ups, mosquito control, composting, refillable detergents, household cleaners, and toiletries, upcycled fashion, green garden care, home solar, electronic recycling.</p> <p>The winner of the Competition among residents to submit their own step was to be announced and awarded at the Fair. In the event, the prize (a basket of donated eco-friendly items from the Fair's vendors) was awarded by raffle as the public competition proved difficult to organize because of the Borough's social media policy.</p>
Date	April 1-31, 2024
Time	Media posting scheduled for Monday, Wednesday, and Friday for four weeks of Earth Month. The Fair providing resources associated with the Campaign was held on April 22, 2023.
Location	Online with wrap-up event on April 22, 2023 at Library Lawn, Library of the Chathams, Main Street, Chatham Borough, NJ 07928
# People attended	Meta data from Facebook showed that some videos were played over 600 times, with an average of 60-80 clicks, reactions and shares recorded.

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	<p>Data from Instagram showed videos being watched from 31-242 times.</p> <p>The Fair was well-attended by approximately 200 people.</p>
<p><b>Educational goal</b> &amp; whether it was accomplished. Why/why not?</p>	<p>There was demonstrable interest in the campaign. The videos were played many hundreds of times, watched, and reacted to. The aim was to build awareness of ways in which to take a simple step in one part of life to reduce your environmental impact.</p> <p>Those who were interested in learning more could follow links to flyers, associated businesses or organizations, or the Resource Guides. Those interested in taking their investigation further were encouraged to attend an Earth Day Fair where residents got to meet and discuss aspects of the posted content with relevant exhibitors.</p> <p>For example, those who were interested in learning more about composting or recycling or reducing their home energy usage from interacting with the posted content, could read the associated Resource Guide, follow links to flyers from companies offering compost services in town, official literature from MCMUA about recycling services in the Borough, and could access the link to the Borough's Home Energy Insight Program, and could then plan to attend the Fair on 4/22/23 and meet representatives of Java's Compost, Ciel Power, MCMUA Recycling, etc.</p>
<p><b>Speaker name(s)</b></p>	<p>Photos and videos forming the basis of the social media post were provided by Mayor Robert Connolly, Council members Carolyn Dempsey, Frank Truilo, Len Resto, EC members Susan Robertson (twice), Lisa Allocco, Nick Eck, Pat Soteropoulos, Allison Slater, Rozella Clyde, Historic Preservation member Justin Strickland.</p> <p>At the Fair wrapping up the Take One Step Campaign and thanking the volunteers, speech by Mayor Thaddeus Kobylarz.</p>
<p>Provide details of <b>the type of event promotion used</b>. Include the types communication channels used (e.g. email, media release, social media, fliers, newspaper ad, etc.)</p>	<p>Social media: Facebook and Instagram on Chatham Borough Environmental accounts. These were then shared by individual participants to their personal social media and by the EC to accounts of the Chatham Community Forum, Chatham Borough, NJ, Things to do in Chatham, Madison &amp; Area Parents, Chatham Borough.</p>
<p>List at least <b>two positive outcomes</b> associated with the event.</p>	<ol style="list-style-type: none"> <li>1. The vendors on the Resource Guides were also tagged in the Campaign and received interest from the public. These are entities which partner regularly with the Borough in its environmental outreach. For example, Ciel Power which provides low-cost home energy audits under Chatham Borough's Home Energy Insight Program was listed as a vendor, shared the materials, and received interest in its audit programs in return.</li> <li>2. The public was engaged in seeing prominent members from the Council, Mayor's office in Madison, EC, and other advisory boards participating. The videos were well received and were quick and easy to understand and reinforce the messaging of</li> </ol>

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	<p>waste reduction.</p> <p>3. The Earth Day Fair associated with the Take One Step campaign was well-attended, favorably received, and generated interest from local journalists. (See separate submission about the Earth Fair under innovative projects).</p>
<p>List at least <b>one thing the team would change</b> about the content, planning or implementation of the event for similar events in the future.</p>	<p>The ability for public to submit their own content for the competition proved cumbersome. Next time, we would devise a way in which content could be directly uploaded to a separate site, where it could be checked and verified and approved before being posted and publicly associated with the Borough. The Borough's social media policy made it difficult for the High School green team to approve content to appear on official social media platform of the Borough.</p>
<p>Is this event a <b>part of a more comprehensive, themed education campaign</b> that includes various initiatives over several months, such as several events, a social media campaign, printed materials, etc.? If yes, please provide detail.</p>	<p>This formed part of a series of events the EC and Green Team organized, sponsored, or collaborated with all with a theme around Earth Month, as follows:</p> <ul style="list-style-type: none"> <li>• April 3-28: Native Plant Pollinator Sale</li> <li>• April 19<sup>th</sup>: EV Expo @ Sunday Motor Co</li> <li>• April 20<sup>th</sup>: Energy Summit @ Madison Arts Center</li> <li>• April 22<sup>nd</sup>: Green Fair @ Scoops Lawn: "Take One Step... towards reducing waste"</li> <li>• April 22<sup>nd</sup>: Native Tree Seedling Giveaway</li> <li>• April 29<sup>th</sup>: "Spring Clean Up" (Chatham Borough) &amp; "Green Up Madison" (Madison)</li> <li>• April 29<sup>th</sup>: Tri-Town, Town-wide Yard Sale and Freecycle Event.</li> </ul>