



IN-PERSON 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 within 18 months of the June submission deadline.

IN-PERSON EVENT**PLEASE READ: In-person 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)
- Humane education for domestic animals and wildlife (e.g. Animals in the Community Education action)
- Anti-tobacco and/or vaping campaigns targeted at youth (e.g. Tobacco Free Community)

IN-PERSON EVENT



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.



IN-PERSON EVENT

EVENT DETAILS	DESCRIPTION OF THE EVENT Please write directly in the boxes below.
Title of event	Spring Has Sprung! Pollinator Gardens, Spotted Lanternfly, and Emerald Ash Borer
Subject matter covered at event	Encouraging beneficial fauna and dealing with the threat of two invasive species.
Participant activity (e.g. clean-up, tour, lecture, etc.)	Free Webinar hosted by the Watchung Environmental Commission and delivered by Rutgers University
Date	April 14, 2021
Time	7:30 – 9:00 pm
Location	Watchung Borough website click on the Environmental link There is also a town newsletter that is mailed directly to every resident’s home that covered the topic of locating and removing of spotted lanternfly
# People attended	30
Educational goal & whether it was accomplished. Why/why not?	The educational goals were accomplished, to inform and educate the residents on how to identify spotted lantern fly as well as the removal of the invasive bug on the trees.
Speaker name(s)	Rutgers Cooperative Extension Somerset County
Provide details of the type of event promotion used . Include the types communication channels used (e.g. email, media release, social media, fliers, newspaper ad, etc.)	Learn how to deal with the destructive Spotted Lanternfly and your threatened Ash Trees, as well as how and why to plant a magical Pollinator Garden! The Watchung Environmental Commission is hosting a FREE WEBINAR with the Rutgers Cooperative Extension of Somerset County on Wednesday, April 14, from 7:30 to 9 PM via Zoom. The presentation is titled “ Spring Has Sprung! Pollinator Gardens, Spotted Lanternfly, and Emerald Ash Borer ”. There will be a Q & A with the experts after each section. The event is open to all residents of Watchung and Warren. Click the link below to register; you will receive a confirmation email containing log in information.



IN-PERSON EVENT

<p>List at least two positive outcomes associated with the event.</p>	<p>1-Residents are properly informed on how to spot and dispose of the invasive bug</p> <p>2- Raising awareness about the destruction of our local trees.</p>
<p>List at least one thing the team would change about the content, planning or implementation of the event for similar events in the future.</p>	<p>In the future we will collaborate with the school board to bring the awareness of these initiatives to the classrooms.</p>
<p>Is this event a part of a more comprehensive, themed education campaign 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>The education campaign continues with information on several topics that will and educate our residents.</p> <p>Oak Wilt Threat To New Jersey</p> <p>The Bats are Disappearing but You Could Help Save Them</p> <p>New Jersey's Honey Bees and Other Pollinators Need Your Help</p>