

COMMUNITY EDUCATION & OUTREACH SUBMISSION CHECKLIST

ONLINE OR PRINT INITIATIVE



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.

PLEASE READ: Online and print initiatives that qualify for points include:

- Well-researched column in the regularly published municipal newsletter (print or online) with in-depth guidance (e.g. tips, strategies, relevant news and research) on specific sustainability topics – 5 pts for a minimum of 4 editions
- Webpage on the municipal website containing in-depth guidance (e.g. tips, strategies, relevant news and research) on specific sustainability topics – 5 pts for a minimum of 4 posts spread over a minimum of 2 months
- Independent website created for the purposes of sustainability education by the green team or environmental commission containing in-depth guidance (e.g. tips, strategies, relevant news and research) on specific sustainability topics – 5 pts for a minimum of 4 posts spread over a minimum of 2 months
- Podcast or video focused on a sustainability topic with expert speaker(s) and educational content - 5 pts per podcast episode or video
- Active social media campaign using a regularly maintained Facebook, Instagram or Twitter account for the green team or municipality containing in-depth guidance (e.g. tips, strategies, relevant news and research) on specific sustainability topics. (General pushes to “like” a Facebook page, “follow” a Twitter account, or visit the municipal website do not qualify.) – 5 pts for a minimum of 10 posts, spread over a minimum of 3 months
- Calendar with educational information (e.g. tips, strategies, relevant news and research) on specific sustainability topics on each month’s page, mailed to residents – 5 pts per calendar
- Original brochure or booklet created by the municipality or green team containing in-depth guidance (e.g. tips, strategies, relevant news and research) on a specific sustainability topic distributed at a minimum of 3 community events – 5 pts per brochure or booklet

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)
- A community challenges or contests to achieve a “sustainable” act (e.g. Green Challenges & Community Programs action)
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- Anti-tobacco and/or vaping campaigns targeted at youth (e.g. Tobacco Free Community)

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- ✓ **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.

DESCRIPTION OF THE INITIATIVE - Please write directly in the boxes below.

Type of initiative (e.g. podcast, newspaper column, social media campaign, video, calendar, etc.)	Greenable Woodbridge TV Show
Subject matter covered	Energy Efficient Infrastructure, Green Purchasing, clean Cities, Brownfield Revitalization Local Economy & Arts, Technology & Sustainability, Green Infrastructure, Transit Villages, Resiliency, Community Wellness
Date released	Jan, 2020 – May, 2021
Location where material can be found (e.g. a link to social media posts or webpage, mailed to residents’ homes, copies at library or clerk’s office, etc.)	https://www.youtube.com/user/WoodbridgeTv
# People reached: This could be the # of people a calendar or letter was mailed to, the open rate of an email, the reach or # of likes of a social media post, etc.)	
Educational goal & whether it was accomplished. Why/why not?	To educate our residents on not only sustainable municipal projects, but also about other sustainability ideas and visions for our future.
Promotion: <u>Online Initiative:</u> Methods used by your town to drive viewers to the social media site, website, electronic newsletter, podcast, or video, instead of posting and expecting the public to find the material? <u>Print Initiative:</u> Methods used by your town to get the printed material to the reader/user? *Include details on materials used in the promotion (e.g. fliers, emails, Facebook posts, news ads, etc.), how often it was promoted, etc.	All videos are on the township website and on our Woodbridge TV Youtube page. Videos are also shown on our local TV35 television channel.
List at least two positive outcomes associated with the initiative.	1) Greenable Woodridge TV Show is ongoing and allows the Township to touch upon topics that are timely within the public consciousness. 2) Township helped engage surrounding municipalities to partner / explore green purchasing / purchasing cooperative.

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List at least one thing the team would change about the content, planning or implementation of the initiative for similar initiatives in the future.	The pandemic shed light on the value of outdoor spaces. We plan to use more outdoor / recreational areas in future outreach and education as well as possible educational videos.
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.	Ongoing varied topics. Please see the uploaded documents / videos online as per question four above.

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DESCRIPTION OF THE INITIATIVE - Please write directly in the boxes below.

Type of initiative (e.g. podcast, newspaper column, social media campaign, video, calendar, etc.)	Email / Video / Social Media
Subject matter covered	Covid-19 Public Health Safety and Guidance
Date released	March 16, 2020 – May, 2021
Location where material can be found (e.g. a link to social media posts or webpage, mailed to residents’ homes, copies at library or clerk’s office, etc.)	http://www.twp.woodbridge.nj.us/920/COVID-19-Information (also please see emails attached to upload, Mayor’s Facebook, Calls, and TV 35)
# People reached: This could be the # of people a calendar or letter was mailed to, the open rate of an email, the reach or # of likes of a social media post, etc.)	Last number of people reached by phone 26,534 and 1616 emails
Educational goal & whether it was accomplished. Why/why not?	Yes, guidance was delivered and adhered to with regard to all covid-19 protocols and safety measures.
Promotion: <u>Online Initiative:</u> Methods used by your town to drive viewers to the social media site, website, electronic newsletter, podcast, or video, instead of posting and expecting the public to find the material? <u>Print Initiative:</u> Methods used by your town to get the printed material to the reader/user? *Include details on materials used in the promotion (e.g. fliers, emails, Facebook posts, news ads, etc.), how often it was promoted, etc.	http://www.twp.woodbridge.nj.us/920/COVID-19-Information (also please see emails attached to upload, Mayor’s Facebook, Code Red Calls, and TV 35)
List at least two positive outcomes associated with the initiative.	Indoor Dining Guidance, Outdoor Dining Guidance, Vaccination Information, Proper Disposal of Masks and Gloves.
List at least one thing the team would change about the content, planning or implementation of the initiative for similar initiatives in the future.	None. This outreach is effective and consistent.
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	Ongoing through pandemic.

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campaign, printed materials, etc.? If yes, please provide detail.	
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DESCRIPTION OF THE INITIATIVE - Please write directly in the boxes below.

Type of initiative (e.g. podcast, newspaper column, social media campaign, video, calendar, etc.)	Social Media / Emails / Calls
Subject matter covered	2020 Census Outreach and Education
Date released	Fall 2019 through Summer 2020
Location where material can be found (e.g. a link to social media posts or webpage, mailed to residents’ homes, copies at library or clerk’s office, etc.)	Social Media / Emails / Code red (please see uploads)
# People reached: This could be the # of people a calendar or letter was mailed to, the open rate of an email, the reach or # of likes of a social media post, etc.)	>20,000 calls reached and >1600 emails
Educational goal & whether it was accomplished. Why/why not?	Yes, guidance was delivered with regard to the importance of accurate census counts.
Promotion: <u>Online Initiative:</u> Methods used by your town to drive viewers to the social media site, website, electronic newsletter, podcast, or video, instead of posting and expecting the public to find the material? <u>Print Initiative:</u> Methods used by your town to get the printed material to the reader/user? *Include details on materials used in the promotion (e.g. fliers, emails, Facebook posts, news ads, etc.), how often it was promoted, etc.	Social media, emails, hard-copy flyers, banners (please see attached uploads). Covid-19 outreach emails / calls included census information in Spring and Summer of 2020.
List at least two positive outcomes associated with the initiative.	Ensure proper Township census count Educate residents and visitors about the importance of having accurate census data, and how it can help governmental funding and decision-making.
List at least one thing the team would change about the content, planning or implementation of the initiative for similar initiatives in the future.	None. This outreach is effective, consistent, and safe during the pandemic.
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	Fall 2019 through Summer 2020

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