

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)
- 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)

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PLEASE READ: OTHER CONSIDERATIONS:

- ✓ Meaningful education must be included in online outreach efforts. Simply promoting events or programs does not count.
- ✓ 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.

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.)	Rethinking Food Waste social media campaign
Subject matter covered	Tips to reduce food waste through smart meal planning and proper storage in the fridge and freezer
Date released	6/11/2021
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.instagram.com/jcmakeitgreen/ https://twitter.com/jcmakeitgreen https://www.facebook.com/pg/jcmakeitgreen/posts/ https://jcmakeitgreen.org/food-waste/
# 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.)	Display and Social Media campaigns generated over 204,278 impressions and 1,028 clicks. Social Display: 438 clicks (132 of these clicks were on the Spanish version) Paid Social: 590 clicks
Educational goal & whether it was accomplished. Why/why not?	This work has been instrumental in advancing food waste education in Jersey City. In particular, the Rethink Your Fridge campaign covered an important component of the EPA’s Food Recovery Hierarchy -- Source Reduction.
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.	In summer 2021 Jersey City launched a focused social media campaign – Rethink Your Fridge. We started work with our graphic designer to create unique materials for the campaign, including social media images, digital advertisements, and signage for our composting drop-off bins. Over the course of the month-long campaign, the city posted eight times over three different platforms. The city also launched a paid digital and print campaign with NJ Advance Media. The print campaign was advertised in the Jersey Journal. Currently, the city is promoting the campaign through interactive kiosks across Jersey City.
List at least two positive outcomes associated with the	Since Jersey City is part of NRDC’s Food Matters cohort, the

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<p>initiative.</p>	<p>city was offered Spanish translation services for a few materials. During the summer campaign, the city posted one of the materials in Spanish over its social media platforms. There are two additional materials that are in progress, another graphic and an educational flyer on proper food storage.</p>
<p>List at least one thing the team would change about the content, planning or implementation of the initiative for similar initiatives in the future.</p>	<p>In the future, the city could look into expanding its reach by publishing print ads in the local Spanish newspaper.</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>Jersey City has been chosen to join the Natural Resources Defense Council’s (NRDC) Food Matters Mid-Atlantic Regional Initiative. Joined by Baltimore, Philadelphia, Pittsburgh and Washington, DC, this initiative will help to advance regional food waste prevention, rescue food surplus, and recycle food scraps. In keeping with the practice of designating a yearly Jersey City Office of Sustainability theme, we established the entire year of 2021 as the Year of Rethinking Food Waste. The logo for this theme was released the week of January 11.</p> <p>The Jersey City team includes staff from the Department of Health and Human Services and the Division of Recycling.</p>