

COMMUNITY EDUCATION & OUTREACH SUBMISSION CHECKLIST

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.

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)

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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	Watchung's Inclusion, Diversity, Equality and Respect (WIDER) Committee
Subject matter covered at event	Social Injustice
Participant activity (e.g. clean-up, tour, lecture, etc.)	Open forums
Date	7/29/20, 8/6/20, 8/12/20, 8/19/20, 8/26/20, 10/14/20 The first five meetings were held for each of the five voting districts. The last meeting was to discuss the feedback from the first set of meetings and to provide an additional opportunity for input.
Time	7:30 pm
Location	Watchung Municipal Building, 15 Mountain Blvd., Watchung, NJ
# People attended	Each of the in-person meetings were limited to a maximum of 22 participants, plus facilitators due to COVID-19 restrictions.
Educational goal & whether it was accomplished. Why/why not?	The educational goal was accomplished which was to have the residents listen and discuss the social injustices that have taken place within our town.
Speaker name(s)	Wendy Robinson, Ron Jubin
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.)	Direct mail to all residents inviting attendance. The electronic sign that is displayed in front of borough hall provided information on the community outreach program as well as the towns Facebook page.
List at least two positive outcomes associated with the event.	1- Through the meetings the community members were able to discuss their stories of social injustice. It was as an eye-opening experience for all that attended. 2- The town will continue to create more community events based on this topic.
List at least one thing the team would change about the content, planning or implementation of the event for	The initial meetings were held in July and August of 2020. While there was a need to act quickly in response to the broad social unrest at that

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<p>similar events in the future.</p>	<p>time, the result was relatively low attendance due to the large number of residents who are not home during the summer. Any future community forums, whether for WIDER or other borough organizations, should be scheduled at times that will optimize participation.</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 town continues to work with the residents as well as the ad hoc committee to find programs that will build upon the social injustice that community members have faced and will potentially face.</p> <p>Data analysis of police reports to determine whether there are any bias issues that need to be addressed in how the police interact with the public.</p>