Growing Green
Clifton Celebrates Tree Achievements

Brigantine Beach Preservation

NJDEP Launches Recycling Coach

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The League continues to be busy on your behalf, working to enunciate the municipal perspective during the state budget process. League President Mayor James Cassella, East Rutherford, testified on the State budget committee hearings held during April in Glassboro and Trenton.

You can find his testimony at the League’s website, and in this issue of the magazine.

This followed a meeting between League leadership and the Governor’s office to explain in detail municipal concerns with energy tax receipt funding issues, PFRS pension system proposals, the expiration of the cap on arbitration awards, and how the League can be a resource for the proposed shared services czar.

In NJ Municipalities this month, you will find articles that will help with your community’s spring cleanup. Read about the latest in areas such as recycling, waste collection, and litter abatement. You can even learn about how drones are being used to conduct litter surveys, as well as how to become a recycling coach.

As you’re continuing to do your local Spring Cleanup, take a moment to see how the League has cleaned up its website, www.njslom.org. The newly reformatted, redesigned website has changes that were made with you in mind.

- Research with the simple search function
- Enjoy better coordination among pages
- Utilize easy-to-locate navigation buttons.

You can also sign up for customized alerts on topics that are especially important to you.

I urge you to take a look at the newly designed website and send us your feedback.

And last, but not least, be ready June 1. That’s the traditional day when housing reservations open for the Annual League Conference. There is already a preliminary Conference schedule posted on the website.

As you’re continuing to do your local Spring Cleanup, take a moment to see how the League has cleaned up its website, www.njslom.org. The newly reformatted, redesigned website has changes that were made with you in mind.”
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CRN-183644-062717
New Jersey DEP Purchases Recycle Coach
Adds platform for statewide recycling education and promotion

By Scott Brubaker, Deputy Director, New Jersey Department of Environmental Protection, Division of Solid and Hazardous Waste

The New Jersey Department of Environmental Protection has purchased the Recycle Coach online platform package to make information on recycling simple, clear, and accessible across the full range of smart devices to improve recycling rates throughout the state. Recycle Coach is now available to every New Jersey county, municipality, and resident at no charge.

Recycle Coach is currently contacting New Jersey municipalities to assist in uploading the system on websites and loading local information, such as materials recycled, recycling and waste pick-up days, pick-up schedule changes, electronic waste and household hazardous waste events, and where to recycle those hard-to-recycle items. Please encourage your recycling coordinator and other appropriate local officials to attend implementation webinars sponsored by Recycle Coach, designed to ensure efficient installation of the app and to derive the most benefit from the service.

Several counties and many municipalities already using this app report advantages of using this new platform, including fewer phone calls from residents, the availability of current recycling information and collection events, and the hassle-free process of installing Recycle Coach.
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What our graduates say:

“Being in a cohort made us supportive of one another and assisted us with staying on top of key assignments. We became a family! We encouraged each other during the rough times... and ensured we all graduated on time!”

– Chanté, 2015 graduate

“...in addition to the knowledge and skills attained from the challenging coursework, I was able to approach my transition into a leadership role in government with greater confidence and a more informed perspective.”

– Mike, 2013 graduate
Recycle Coach Benefits

Additional benefits of Recycle Coach for municipalities include:

**Easy set-up**
Initial set-up requires minimal local resources and occurs with local branding. Recycle Coach provides promotional assistance and tools to help local governments launch successfully. There is minimal ongoing maintenance.

**Popular resident friendly features**
Residents can access popular features on the Recycle Coach platform, such as a flexible calendar set-up that uses zone information provided by the municipality, printable collection and event calendars and the ability to export schedules to iPhone, Outlook and other calendars. Also, the ‘What Goes Where’ recycling search database contains more than 100,000 search terms. These features are customizable to ensure they appear as the user prefers.

**Integration with existing information**
Recycle Coach can aggregate recycling program information from various levels of government and make it seamlessly accessible to residents through a variety of platforms and devices.

**Customized information**
Residents can access customized local information in English and Spanish.

**Education**
Modern technology with proven principles of learning that help engage, educate and encourage residents to become better recyclers.

**Access to insightful analytics**
Customized, in-depth data on how many residents are using and interacting with the platform. Municipalities will have access to advanced analytics and dashboards to help turn usage data into helpful information. This will allow insight into who is using system, what information is being retrieved and how the municipality can improve the system.

Recycle Coach representative Joshua Alzona can be reached at 1-855-343-3363, ext.120, or jalzona@recyclecoach.com. DEP representative Erin Jensen is also available to assist municipalities and can be reached at Erin.Jensen@dep.nj.gov.
Once Recycle Coach is installed, your residents will have current information on when to put out recyclables and solid waste for pickup, ask questions about what is recyclable, receive specific real-time communication from their town or county, read articles about becoming better recyclers, stay informed of missed pickups or holiday collection schedules, educational podcasts, interactive quizzes, and more. This information can be accessed through the app, Facebook chatbot, and digital assistants including Google and Alexa, to name a few.

**Notification options**

Specifically, current Recycle Coach users can subscribe to residential reminders of collection days and receive email, text, phone call, or push notification. Additionally, the Report-A-Problem feature lets residents send notifications to their municipality instantaneously. Report-A-Problem can be customized by the issue, such as the need for a cart or bucket.

In addition, local administrators can send announcements, such as sorting and collection tips and reminders, to subscribers at any time of the day. These announcements can be the same message or customized for specific residents. For example, sending paperless reminders on the proper policies and procedures to recycle items, such as branches after a storm, would be especially helpful for residents.

Traditional mailings can be very costly with a poor rate of return; many flyers are tossed into the recycling bin before they are even read. Millennials typically reach for their phones for answers. Recycle Coach speaks their language and can give them immediate responses to their questions, and it’s free.

**Easy integration with new technologies**

Municipalities will be able to integrate the Recycle Coach platform easily with existing and new technologies. This ensures that the communication platform will remain relevant as technology upgrades occur in the future.

Recycle Coach can be a particularly effective tool as New Jersey counties and municipalities face new and ongoing challenges in managing solid waste and recycling programs, including how to increase waste diverted from landfills, reduce contamination of the recycling stream, promote real-time communication with residents, contain costs and conserve natural resources to protect the environment.

With the purchase of this system, the DEP is providing all local governments with a proven recycling technology that emphasizes customer service.

Scott Brubaker is Deputy Director of the New Jersey Department of Environmental Protection’s Division of Solid and Hazardous Waste and oversees the division’s recycling efforts.
With all of the natural treasures it possesses, there’s no wonder that New Jersey has been ever-vigilant in protecting its status as the Garden State. And while there may have been changing ideas about what the best way to keep the state clean and green over the decades, communities have always remained committed to the concept.

Recycling has become a critical part of towns’ waste management, and the struggle to make that a boost and not a drag on community budgets is ongoing. And now they have some help thanks to the New Jersey Department of Environmental Protection’s purchase of the Recycle Coach online platform package available to municipalities.

Many other towns around the state adopt creative efforts to recycle and clean up. Brigantine uses discarded (real) Christmas trees to shore up their shore and prevent sand loss while Livingston organized its second annual Pick It Up Livingston event to keep the town tidy. Sustainable Jersey is promoting prevention of food waste in landfills while Clean Communities is using drones to complete an accurate litter survey, all for the sake of the future.

This issue also shares reports on Freehold’s Participatory Budget process and Building Safety Month, each important parts of keeping towns strong.

On another note, it’s not déjà vu…you’re seeing our Show Off Your City Contest report running for the second month in a row. We regret to have cited Vernon as the winner, when in fact it was Verona. We sincerely apologize for the error, and we appreciate how many of you have brought the issue to light—and also inquired about showing off their own cities.

We will be running the contest again in 2019 and look forward to seeing all of the beauty of this state’s municipalities! Can’t wait until then? Please send in your photos and stories to aspiezio@njslom.org any time.

Keeping the Garden State Clean and Green

Waste Not, Want Not
“The city’s reputation as a community of fine homes was suffering as the thousands on thousands of motorists on the highways made haste to withdraw from the dumps area.

Something had to be done. And yet there were the familiar difficulties that beset every municipality faced with the necessity of eliminating a dumps nuisance. Incineration being the only final answer...”

From Englewood Meets A Problem Common To Many Municipalities, By August J. Wiesner, Jr., Editor, Bergen Press Corporation, Englewood run in the June 1940 issue.

In the Bag
“Each and every community that has successfully experimented with bagged refuse has found the new system to be cleaner in both the hygienic and aesthetic senses.”

From “Disposable Refuse Containers May Save You Tax Dollars” by Jack L. Scott, Office of Community Services, Department of Community Affairs, May 1970

Automatic for the Trashcans
[Regarding the introduction of automated garbage trucks in the Borough of Sayreville] “The public, in a very short amount of time, fully accepted the program change... The streets and neighborhood appearance was neater and cleaner. No complaints of garbage spillage, garbage cans thrown and no complaints relative to employee appearance and general disorderliness were reported.”

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