

2011 Sustainable Jersey Small Grants Program
Final Report – Due November 21, 2012

Municipality: Hawthorne
County: Passaic
Grant Award Amount: \$1,000.00
Submitted on: November 16, 2012
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I. Project Description Please provide a brief description (2-5 sentences) of the grant project. If your final project differs somewhat from your original grant proposal please provide us with a description of your final project.

Based on our application, the capacity funds would provide resources for the Green Team to promote our key milestone sustainable projects, which are: the Green Map; Anti-idling campaign; Buy Local Be Local campaign, 2011 Green Fair; and the 2011 Green Challenge. The capacity funds would be utilized for printing costs of the Green Map, anti-idling flyers, “Save Water” pledges, and advertisement in local newspapers for the Buy Local Be Local Campaign and the Green Fair.

By the time the grant funds were awarded in November 2011, the 2011 Green Challenge and the 2011 Green Fair were completed. This was accomplished by utilizing funds from the 2011 Hawthorne Environmental Commission budget. Therefore, the 2011 Green Challenge funds were re-directed to the Rain Barrel workshop, and the 2011 Green Fair advertisement funds were re-directed to the 2012 Green Fair event.

II. Project Completion Summary

Please summarize the efforts that have taken place to complete the project described above. If the project has multiple tasks/objectives/deliverables as outlined in the proposal consider organizing the report by each of these areas. In this section, please also address the following questions:

- How was the money spent?
- How did the project differ from the original proposal and the Interim Report? Mention any changes to the original project since the interim report was submitted including changes to deliverables, timeline, or budget.

Note: This section may vary from a paragraph to a few pages depending on the original grant proposal/amount.

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Below is a summary of how the grant funds were utilized:

A) Green Map: A Green Map is a locally created map that uses globally acknowledged Green Map icons to chart sustainable living, nature, culture and society. The primary purpose of Hawthorne's Green Map is to encourage exercise and wellness and promote safe walking and biking routes that link residential areas to businesses and other sites in town. The map can be found at: <http://www.opengreenmap.org/greenmap/hawthorne>

The desktop printing of the Green Map can be found on the Borough of Hawthorne website at http://www.hawthornenj.org/PDF/Hawthorne_GreenMap_Apr13_2012_HR.pdf

The Green Map was launched at our 20th Annual Cel-Earth-Bration on April 21, 2012. Hundreds of fair attendees stopped by the Environmental Commission booth to view the map in poster format, and hear the many ways it would benefit them.

In October 2012, the Hawthorne Environmental Commission and Green Team received the 2012 Association of New Jersey Environmental Commission (ANJEC) Environmental Achievement Award for the Green Map project.

Funds (110.00) were utilized for two framed poster-size Green Maps that were donated to Mayor Richard Goldberg and the Library Director to be displayed for the public at the municipal building and the library. The Green Map ceremony was held at our Green Fair on Septembers 16, 2012.

B) Anti-Idling Education and Enforcement Program: Purchased additional ten (10) anti-idling signs from New Jersey Department of Environmental Protection (NJDEP). A grand total of thirty-two (32) anti-idling signs are posted in key areas, such as schools, post office, train station and local businesses. Bookmark-size flyers/faux tickets were printed and handed out to motorists at traffic lights at two major intersections in town on November 19, 2011 and December 10, 2011. The anti-idling tagging days were conducted with the cooperation of the Hawthorne Police Department. The total number of anti-idling tickets provided to the motorists for both events were 1,000.

The Green Team developed an anti-idling educational program for the Kids to Kids program. The Kids to Kids is a program where High School students teach 3rd graders on environmental topics. The anti-idling lesson was presented in April 2012 prior to our 20th Annual Cel-Earth-Bration "Earth Day" event for the children.

Anti-idling awareness was promoted at the 20th Annual Cel-Earth-Bration, 2012 Green Fair in September 2012, and Hawthorne Day in October 2012.

Funds were spent on the following: \$23.50 for the printing of flyers, and \$155 for signs from the NJDEP.

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C) The 2012 Green Fair: The Hawthorne Green Team and Chamber of Commerce sponsored its 2nd Annual Green Fair on Sunday, September 16, 2012, from 9:00 am to 2:00 pm. The Hawthorne Farmers' Market is the backdrop for the fair, which was held on the lawn, behind the Louis Bay 2nd Library. The purpose of the fair is to educate the community about sustainability— social, economic and environmental aspects, as well as buying locally, resource conservation, and health and wellness. To that end, we encouraged fitness and conserve energy by walking or biking to the fair, where they could pick up a Green Map. Launched in April by Hawthorne's Green Team/Environmental Commission, the Green Map is a network of safe walking and biking paths that link historical sites, parks, recreation areas, and public buildings in town.

Participants walked around the library lawn and visited booths from a variety of local businesses and organizations, such as Green Living Solutions, Knead U Need, Rutgers Co-operative, Passaic County Open Space, Native Plants, Seimei Foundation, and The Learning Tree. There were also many activities, including: gardening tips from Master Gardner and Hawthorne resident Pat Hutzelman; a composting demonstration; health advice and services from nutritionists and wellness organizations; and instruction on how to make a dish garden from Goffle Brook Farms. In addition, participants supported Rocky's Pet Pantry by donating pet food at the fair.

Funds were spent on the following: \$100 for one (1) quarter page black and white advertisement in the Hawthorne Press, \$20.47 for green tablecloths for the tables, and \$213.61 for Green Awareness Pins and Green Clappers for participants.

D) Buy Local Campaign is a joint program between Hawthorne's Green Team and the Hawthorne Chamber of Commerce on buy local initiatives for the borough. In July 2012, Well Read Bookstore, the Chamber of Commerce, and the Green Team launched the "Where's Waldo" Campaign, which encouraged Hawthorne residents to shop local while promoting the Green Map. Green Team members and the Board of Chamber members met with the local business owners to explain the "Where's Waldo" program and encouraged them to join our campaign. A total of twenty (20) local businesses participated in the "Where's Waldo" Campaign. Residents who collected 16 "I found Waldo at ___" cards could enter a drawing to win prizes donated by participating businesses. The grand finale and Waldo celebration party on July 31, 2012 was held at Well Read Bookstore.

Funds (250.00) were utilized for two (2) quarter page color advertisements in the Hawthorne Press publicizing the "Where's Waldo" campaign.

E) Rain Barrel Workshop: At the 2011 Green Fair event, the Green Team launched a program that demonstrated how using a rain barrel can save money on your water bill,

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prevent basement flooding, and reduce flooding in local rivers and streams. At the fair, there was a sign-up sheet for the rain barrel workshop to be held in the Spring 2012. As a result, the Green Team sponsored a rain barrel workshop at the Louis Bay 2nd Library and Community Center in Hawthorne on Saturday, May 5, 2012, from 11:00 am to 1:00 pm. The residents that signed up during the Green Fair were contacted about the workshop. The rain barrel flyer was given to participants at the 20th Annual Cel-Earth-Bration and distributed to local businesses and the library.

The workshop was a hands-on workshop conducted by Amy Rowe, Environmental and Resource Management Agent of Passaic and Essex Counties from Rutgers New Jersey Agricultural Experiment Station. Participants were shown step by step on how to build their own rain barrel and install it at home. A total of 12 residents participated and built a rain barrel for his or her home.

Funds were spent on the following: \$50.42 for a delivery charge of the rain barrels to Hawthorne, and \$77.00 for refreshments for the participants.

III. Evaluation

Please assess the impact of your project and reflect on the implementation of the project by addressing the following questions:

- “ What has been achieved? Answer with relevant quantitative measures (dollars saved, greenhouse gas emissions reduced, number of participants, etc) and qualitative assessments (describe community impact).
- “ What challenges were faced and how were they overcome?
- “ What improvements could be made if this project were undertaken again?

A) Green Map

By receiving the Community Catalyst Funding, the Green Team implemented Hawthorne's Sustainable Vision through the creation of a Green Map. The project was a collaborative effort between town residents, municipal council and mayor, local businesses (Chamber of Commerce), Hawthorne Historical Society, and the Green Team. This tool, which has been used to promote sustainable living, has had significant community impact. The public is excited about the map and its walking/biking paths that highlight our historical sites, open spaces/recreation areas, and public buildings. Hawthorne residents, as well as other communities throughout New Jersey, the country and even the world, will benefit from this important resource. Association of New Jersey Environmental Commission (ANJEC) awarded the Environmental Commission and Green Team the 2012 Environmental Achievement Award for “Hawthorne's Green Map.”

Technology, in the form of the Green Map system, presented the biggest challenge. The Green Map System is not user friendly. During the map's development, there were

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several times where the program was not working, and there were technical problems on their end. We had to re-create the Green Map several times in order for the Green Map icons to permanently stay on the map.

In addition, it was difficult to communicate with the Green Map organization on technical issues. The best way was through e-mail. However, it was trial and error to overcome the technical issues that occurred. Planning and designing of the Green Map was key to our success. It was extremely important to identify the “environment” to be mapped. Also, our intern was computer savvy, which helped tremendously. Now, that we have created a Green Map and overcome the challenges, the next Green Map project will be smoother.

B) Anti-idling

Through the posting of thirty-two (32) anti-idling signs at area schools, businesses, the post office, and train station, the community impact of the Green Team’s anti-idling campaign has been significant. Tag days, in which 1,000 faux tickets were handed out to motorists, have helped to better educate residents that idling is against the law and causes a host of environmental, economic, and health issues. Though the results are not yet measureable, this program is helping to reduce air pollution and illness in the form of asthma, heart and lung disease and cancer. In addition, residents are saving energy and money by using less gas.

Though all parties involved were supportive of the program, at times, it was challenging to coordinate with several different organizations—the Police Department, the Borough Administrator and the Department of Public Works (DPW)—to keep the project on track. Another challenge was that signs on new posts were often put off or took several weeks or even months to put up, because they needed special approval. This is an ongoing project, especially from an educational perspective, so we are considering other ways to get our message out. In particular, we are considering making a video with area grade school and high school students that can be aired on the town’s cable station or shown in schools. Also, in cooperation with the Hawthorne Police Department, the Green Team is preparing to move forward on the enforcement phase of this program in 2013.

C) Green Fair

Our second annual Green Fair held this past Fall was very successful, and even more so than the first fair in terms of the diversity and number of activities and vendors. Approximately 600 people attended the fair. They walked around the library grounds and enjoyed fourteen (14) booths, listening to music and shopping at the Farmers’ Market. Twenty-four (24) children participated in story time courtesy of a local bookstore. A local Catholic grammar school held its 100th year anniversary picnic in the afternoon on the same day as the Green Fair, making volunteer staffing a little more

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challenging and resulting in a lighter turnout during the fair's afternoon hours. Next time, we would inform the local organizations and churches of the upcoming Green Fair event.

D) Buy Local Campaign

The "Where's Waldo" event was a success from both a business and a community perspective. Foot traffic increased at local businesses, as over 3,500 Waldos were spotted all over Hawthorne in the month of July and over 200 searches were entered in the drawing. In addition, the "Where's Waldo" celebration, which was held at Well Read bookstore in Hawthorne, was attended by 100 people. The challenge was getting businesses on board initially. Even though this project cost very little (we asked each business to donate a gift card for the grand prize), Green Team members and Board of Chamber members had to do a lot of "selling" to convince shop owners that it was worthwhile. In the end, the "Where's Waldo" project exceeded everyone's expectations and will run much smoother next year, as a result.

E) Rain Barrel

The hand on rain barrel demonstration, held at the Louis Bay 2nd Library, was well received. As a result of a dozen residents taking part in the workshop in May 2012, it is estimated that 7200 gallons of rainwater in town will have been diverted from roof to barrel by spring 2013. According to Rutgers Cooperative Extension Service, a rain barrel holds 50-gallons of water, and when placed under a gutter's downspout next to a house, it can divert a total of 600 gallons of rainwater annually.

One of the most surprising facts to residents is that a large roof is not needed to collect a significant amount of rainwater. Approximately 90% of the rain events in New Jersey are 1.25 inches or less. A home with an 800 square foot roof area, in a 1.25-inch rainstorm, will drain approximately 600 gallons of water from the roof. According to Rutgers, in order to maximize the amount of water collected, multiple rain barrels can be connected together to transfer rainwater from a full barrel into empty barrels.

Using rain barrels goes beyond the benefits of saving money on water bills (due to watering lawns, shrubs, flowers and trees with the rainwater), and of preventing basement flooding. These rain barrels help to reduce flooding in local rivers and streams, and as a result, have a tremendous community impact.

It was a challenge attracting workshop attendees though we felt that the dozen that participated enjoyed the workshop very much. We hope to increase attendance for the next workshop by promoting it more heavily in the paper, and by talking up the usefulness of rain barrels at town fairs.

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IV. List of Expenditures – See Section II for Expenditures

*Invoices, purchase orders, receipts are not necessary for the \$1,000 Capacity-Building Grants, however a description of how the money was spent and a list of expenditures (if applicable) is required.

V. Attachments

Please include:

- Any photos, flyers, outreach materials, etc. from your projects.
- [Grantees Certification and Declaration](#) signed by municipal administrator or other authorized representative

Attachment A – Grantees Certification and Declaration

Attachment B – Green Map

Attachment C – Anti-Idling

Attachment D – Green Fair

Attachment E – Buy Local Campaign “Where’s Waldo”

Attachment F – Rain Barrel