

Sustainable Jersey Small Grants Program - 2013 Funded by Walmart



Example of a Complete Street from a rendering in the AARP Bulletin



NJ TRANSIT Park and Ride



Bike lanes provide safety

By:
Township of Woodbridge
One Main Street
Woodbridge, NJ 07095

Phone: 732-602-6001
Fax: 732-726-2396

Municipality Background Information

Municipality:	Woodbridge Township
County:	Middlesex
Population:	100,400
Setting (urban, suburban, rural):	Suburban

Is your town currently registered with Sustainable Jersey? (Note: All applicants must be registered with the program by date of submission. For more information on how to register, visit: http://www.sustainablejersey.com/actions-certification/getting-started/)	Yes	X
	No	
Does your municipality have an active Green Team? (Note: All applicant communities must have an active Green Team. To view the requirements of an active Green Team please click here , or see the Application Checklist below)	Yes	X
	No	

Is your municipality currently Sustainable Jersey Certified? If yes, at what level?	Silver
Has your municipality ever been certified in the past? If yes, when and at what level?	2010/Silver

Did your municipality receive a Sustainable Jersey small grant in previous years? If yes, which year(s) and at what level(s)?
No

Grant Application Information

For what grant level are you applying?	\$20,000
---	----------

Are you applying for two grants? (Another Background Information Form and Application must be completed separately for each grant. See Section B in application for eligibility)	Yes	
	No	X

Project Title	Complete Streets Pilot Program
----------------------	--------------------------------

Please provide a brief (2-3 sentences) description of your project.
The grant funds will be utilized for selecting key services from an expert planning firm. These services should include a bike and pedestrian planning study to serve the Avenel area with the objective of encouraging bicycle and pedestrian usage. The study would identify potential routes and feasibility, as well as usage levels.

Sustainable Jersey Action(s) that will be completed through grant. All \$10,000, \$20,000 and \$50,000 grants projects must relate to the completion of a Sustainable Jersey Action. Please be sure to check the “What to do” and the “What to submit” section of each action to verify the project can fulfill the action requirements. Actions that would be “innovative demonstrations projects” are also eligible and will be judged based on their ability to model or improve the current slate of Sustainable Jersey Actions. All requirements for actions can be viewed here . \$2,000 Capacity-Building grants do not have to complete an action if only seeking general support funds.	
1. Complete Streets Program	4.
2.	5.
3.	6.

Primary Municipal Contact NOTE: The grant application decision and follow-up will be directed to this contact.

Name	Caroline Ehrlich
Title	Chief of Staff of Woodbridge Township
Affiliation	Sustainability Officer
Address	1 Main St. Woodbridge, NJ 07095
Phone	(732) 602-6015
Email	Caroline.Ehrlich.twp.woodbridge.nj.us

Please list any **additional municipal or Green Team contacts** for the grant. Include key elected officials and any staff contacts.

Name	Title	Phone	Email

Fiscal Contact name and mailing address where grant check will be sent.*

Name:	Manuel Fernandez
Title:	Chief Financial Officer
Phone:	(732) 634-4500 ext.6008
Email:	Manuel.Fernandez@twp.woodbridge.nj.us
Mailing Address:	1 Main St. Woodbridge, NJ 07095

we contact for coordinating press/media events

Name:	John Hagerty
Title:	Communications Director
Phone:	(732) 602-6015
Email:	John.Hagerty@twp.woodbridge.nj.us

Media Contact A municipal employee or affiliate that

Mayor's Information (The mayor may be directly invited to a press conference or other speaking engagement)

Name:	Mayor John E. McCormac
Phone:	(732) 602-6015
Email:	WB.Mayor@twp.woodbridge.nj.us

Additional Contact for Mayor (Secretary, assistant, aide etc.)

Name:	Cynthia Bence
Title:	Secretary
Phone:	(732) 602-6015
Email:	Cynthia.Bence@twp.woodbridge.nj.us

*Only New Jersey municipalities are eligible grant applicants. Funding may be passed through to a non-profit, partner organization, or contractor, but the municipality must be the applicant and will be responsible for the reporting requirements. Checks will be made payable to the municipalities and sent to their fiscal agent.

Woodbridge Complete Streets Grant Application

Project Description

Establish neighborhood pilot program in Township of Woodbridge for Walmart Foundation Complete Streets Grant for Sustainable Jersey™.

Project Overview

Woodbridge hopes to initiate their Complete Streets Plan using Avenel, one of its 10 distinct neighborhoods, as a pilot program. The pilot program can use the grant monies to train and coordinate municipal departments and agencies—including aligning knowledge and responsibilities with the Greenable Woodbridge team and the Green Team Subcommittee (Anything But Cars [ABC])—to conduct an area safety and walkability audit, recognize and locate a network of connectors within the neighborhood (arterial roads, business corridors, greenways, trails, paths), implement limited physical infrastructure (signage, bicycle lanes and facilities, sidewalks), and establish a performance measures tracking system for the Complete Streets Plan.

Potential Physical Infrastructure:

1. Signage: improved and streamlined designating and directing to trails, greenways, and paths
2. Bicycle Lanes: on-street, non-separated—barrows, striped lanes
3. Bicycle Facilities: installing bicycle racks and other related amenities at key destinations
4. Sidewalks: locating and addressing sidewalk segmentation, especially along major arterials

Project Location

Spread across 24 square miles with varying densities and land uses, Woodbridge is a mature suburb in need of linking their amenities and neighborhoods with one another through a Complete Streets Plan. This plan will establish a network of links, paths, corridors, and right-of-ways between residential neighborhoods, neighborhood centers, parks, schools, transit facilities, municipal buildings, etc. Downtown Woodbridge will serve as the hub linking to all connectors throughout network.

Woodbridge is truly a special place—a large municipality with close-knit neighborhoods, each with their own flavor that embraces their individual identities. The 10 tight-knit communities of the town are: Avenel, Colonia, Fords, Hopelawn, Iselin, Keasbey, Menlo Park Terrace, Port Reading, Sewaren and Woodbridge proper.

The Township has one of the largest populations (100,400—est. 2012¹) in New Jersey, and is as diverse in its people as it is in its geography. An “All-American City” through the National Civic League, Woodbridge has been recognized for its environmental policies and programs—including its Greenable Woodbridge initiatives, and was the first-ever recipient of the Sustainable Jersey™ Champion Award.

Situated 40 minutes from Manhattan and the Jersey Shore, Woodbridge features many of the amenities typically found in a thriving metropolis. The Township is home to Fortune 500 companies, a sophisticated road, rail and shipping network, first-rate shopping, a full range of community programming, and quality neighborhoods for everyone.¹

The Complete Streets Plan is an opportunity for Woodbridge to ensure a safe and equitable share of the road for all users, regardless of transportation mode. Making use of existing roadways and arterials, paths and greenways, Woodbridge can use the Walmart Foundation Grant as a means to establishing a diverse, yet connected community that serves as a shining model for 21st century United States.

Neighborhood Pilot Location: Avenel

Avenel, an older historic residential neighborhood with its own NJ Transit train station, would be ideal for the Complete Streets Program. The traditionally working class neighborhood enjoys an active community with many bicyclists and walkers; however, Avenel residents do not have pedestrian accessibility in all their developments. The physical challenges facing Avenel include the lack of a distinctive central business district, a large industrial imprint and legacy—including many warehouses and factories, and the location of a state correctional facility.

Since Woodbridge is the heart of the sprawling, auto-dependent, New Jersey landscape, the

Complete Streets program will complement the Avenel area by seeking to incorporate multi-modal use within the existing street grid surrounding both the train station and the adjacent brownfield site—the proposed mixed-use Avenel Arts Village Redevelopment Area. At present, the redevelopment area is fairly isolated and not fully integrated into the surrounding street network; however, the Complete Streets Plan will help facilitate connectivity between the existing and proposed streets.² Overall, the Complete Streets pilot program in Avenel will accommodate automobiles, bicycles, and pedestrians alike, sensitive to the spatial and safety needs of each mode, making for a more cohesive and accessible community.

Project Impact

This Walmart Foundation Grant will enable Woodbridge to move forward with a comprehensive Complete Streets Plan that incorporates sidewalks, bike lanes, safe crossings, and transit amenities into the overall road network. According to the National Complete Streets Coalition, a complete street should have a variation of sidewalks, bicycle lanes, shared-use paths, designated bus lanes, safe and accessible transit stops, and frequent and safe pedestrian crossings. The premise is to have multiple modes of transport sharing the road in a balance of safety and convenience.³

A Complete Streets Plan focuses on increased mobility for Township residents, including an emphasis on expanding and developing infrastructure for bicyclists and pedestrians, to provide links among and between residents and facilities throughout the community. Linking the transportation infrastructure with the land use system creates an emphasis on accessibility, thereby, bringing together the land use system with multiple transportation modes.⁴

In essence, these land use and transportation actions taken together encourage multi-modal access to destinations. These actions can result in reductions in automobile use and increases in walking and bicycling activity, which leads to improved connectivity, that in turn, improves air quality by lowering vehicle miles traveled (VMT) and atmospheric emissions. These measures will further strengthen the environmental sustainability of the land development pattern. In addition, social equity is better served with healthier individuals who are engaged on an individual and humane level, which makes for a more livable community.⁵

Grant Funding Impact

The Sustainable Jersey grant will have a significant impact for future implementation of the Complete Streets plan for Woodbridge Township and the Avenel community. The funds will help revitalize an older section of the Township that has limited access to non-motorized connectivity.

Budget Narrative

The grant funds will be utilized for selecting key services from an expert planning firm. These services should include a bike and pedestrian planning study to serve the Avenel area with the objective of encouraging bicycle and pedestrian usage. The study would identify potential routes and feasibility, as well as usage levels. A concept level plan for this specific geographic area, within approximately 1 ½ miles of the Avenel Train Station will be covered under this grant. Woodbridge Township will provide in-kind contributions with staff support. Any necessary street striping will also be an in-kind contribution from the Township. The Township will also provide \$250,000 for various street improvements, including new curbs and sidewalks.

Project Timeline

Key Milestones:

September 27, 2013—Notice of Grant Award.

September 30, 2013—Woodbridge Complete Streets kick-off meeting and event.

October 7, 2013—Project Team and transportation planner brainstorming meeting.

Fall 2013—Conduct area safety and walkability audit.

Fall 2013—Locate connectors throughout neighborhood.

Late 2013/Early 2014—Establish benchmarks for Performance Measures tracking system.

March/April 2014—Implement limited soft infrastructure, i.e., barrows, bicycle racks, signage, etc.

Spring/Summer 2014—Roll-out Performance Measures tracking system.

July 31, 2014 (due date is August 31, 2014)—Submit 9-month status report for project.

May 31, 2015—Final Reports submitted to Sustainable Jersey.

Evaluation

In order to evaluate the project's overall success, the Township will track the results of the Performance Measures. In addition, the Township will employ a synthesis of citizen engagement and technical expertise through questionnaires and safety and walkability audits.

Potential Performance Measures (adapted from the Indianapolis Complete Streets Plan^{6,7}):

- Total miles of bike lanes
- Linear feet of new pedestrian accommodation
- Number of new curb ramps installed along city streets
- Crosswalk and intersection improvements
- Percentage of transit stops accessible via sidewalks and curb ramps
- Rate of crashes, injuries, and fatalities by mode
- Rate of children walking or bicycling to school

Numeric benchmarks will be created for each of the performance measures as a means of tracking and measuring the annual performance. Citizens will be able to track the performance measures through periodic reports that will be updated and uploaded to the Township website.

References

1. Woodbridge Township. 2013. *Ten small towns. One great community.* <http://www.twp.woodbridge.nj.us/LinkClick.aspx?fileticket=rIJRsHDpow%3D&...> (accessed July 25, 2013).
 2. Phillips Preiss Grygiel LLC. 2013. *The Avenel arts village redevelopment plan.* Prepared for Township of Woodbridge, NJ. <http://www.twp.woodbridge.nj.us/LinkClick.aspx?fileticket=NQda61AoLJ4%3d&tabid=257> (accessed July 26, 2013).
 3. Smith, Robin, Sharlene Reed, and Shana Baker. 2010. Street design: Part 1—complete streets. U.S. Department of Transportation. Federal Highway Administration. *Public Roads* 74(1).
 4. Newman, Peter, and Jeffrey Kenworthy. 1999. *Sustainability and cities: Overcoming automobile dependence.* Washington, DC: Island Press.
 5. Berke, Philip R., David R. Godschalk, Edward J. Kaiser, and Daniel A. Rodriguez. 2004. *Urban land use planning.* 5th ed. Urbana and Chicago, IL: University of Illinois Press.
 6. City County Council. 2012. *City of Indianapolis complete streets ordinance: Proposal no. 208, 2012.* City of Indianapolis-Marion County, Indiana. <http://www.indy.gov/eGov/Council/Proposals/Documents/2012/PROP12-208.pdf> (accessed July 16, 2013).
 7. Smart Growth America. 2013. *The best complete streets policies of 2012.* National Complete Streets Coalition. <http://www.smartgrowthamerica.org/documents/cs-2012-policy-analysis.pdf> (accessed July 16, 2013).
-

Woodbridge Itemized Price List 7/30/2013

ITEM	Unit Price	Quantity	Total Cost	Description
<u>Consultants</u>				Planning firm with expertise in bicycle and pedestrian accessibility and safety
Task 1	\$150	40 hours	\$6,000	Identification and prioritization of Project sites in Woodbridge
Task 2	\$250	40	\$10,000	Engineering, permitting, and construction services
Task 3	\$3,685	1	\$3,685	Campaign, auditing, and monitoring of new implementation
Subtotal Contractor Services			\$19,685	
<u>Municipal Personnel</u>				
	10,000		INKIND	Township of Woodbridge, Staff salaries, street striping

Requested Grant Am \$19,685

RESUMES AND BIOS OF PROJECT TEAM MEMBERS

CAROLINE EHRLICH

Caroline Ehrlich has been the Executive Director of the Woodbridge Township Redevelopment Agency (RDA) as well as the Chief of Staff of the Woodbridge Township since 2007. During this time, the RDA and Township Administration have designated more than 20 Redevelopment Areas and have begun to aggressively implement the many redevelopment plans that were subsequently adopted by the township council. As Chief of Staff, Caroline coordinates with the Department Directors and oversees the Mayors' initiatives.

Since 2008, Caroline has served as the Sustainability Officer for Woodbridge Township, spearheading Greenable Woodbridge and overseeing the Sustainable Jersey application. Through her leadership, Woodbridge Township has obtained Silver Certification since 2010 and has been the large town Sustainable Jersey Champion since 2009.

Previous to these accomplishments, Caroline was the Chief of Staff to State Treasurer John E. McCormac and a Woodbridge Township Councilwoman.

Marta Enid Lefsky
77 Berkley Avenue
Colonia, New Jersey 07067
(732) 754-9732 (phone)

S K I L L S S U M M A R Y

Over twenty-four (24) years of progressively responsible planning experience including superior presentation, written, oral and managerial skills with an earned reputation for technical proficiency and creative problem solving; an entrepreneurial environmental activist; a self starter; superb people skills; capable of multiple tasks; able to work flexible hours.

P R O F E S S I O N A L E X P E R I E N C E

Woodbridge Township Department of Planning and Development

Director	<i>1997 - Present</i>
Deputy Director	<i>1996 to 1997</i>
Principal Planner	<i>1988 to 1996</i>

ECONOMIC DEVELOPMENT

- Liason to the development community including fortune 500 companies to small businesses; promotion of SID located within town; interface with state and federal (EDA) Economic Development Agencies.
- Developed small business, loan program with area lenders.
- Sit on Downtown Chamber of Commerce Board of Directors.
- Chairman of the Township Redevelopment Agency.
- Project Manager of Main Street Downtown (\$1,500,000) Revitalization project.
- Provided technical assistance for the organization and implementation of Main Street and Oak Tree Road Special Improvements Districts (SID).
- Organized and oversaw pre-development/pre-construction conferences to attract industrial and commercial users to Town.

- Provide technical assistance to developers of specific sites (i.e. location, design timing of approvals, tax abatement, incentives, low interest loan programs, project finance etc.)

BUDGET/MANAGEMENT

- Oversee the day to day office activity of forty-five (45) full-time employees, numerous consultants and interns.
- Managed an operating budget of over \$5,000,000 annually.
- Prepared of the \$10 million dollar capital budget.

PLANNING

- Wrote reviews and sat in an advisory capacity to the Municipal Council, Planning Board, and Zoning Board for over twelve hundred (1200) land use and development applications and public hearings.
- Provided planning expertise in numerous rezoning cases.
- Performed the periodic reexamination of the Master Plan.
- Performed Redevelopment Study for eight hundred acre area in the Port Reading and Keasbey sections of town.
- Drafted Redevelopment Plan for eight hundred acre area in the Port Reading and Keasbey sections of town.
- Provided technical assistance in all matters of land development (i.e.acquisition, sale, condemnation, deed, title, etc...)

ZONING ADMINISTRATION

- Conducted various rezoning studies.
- Wrote multiple zoning amendments.
- Acted as Administrative Officer for the Township, reviewing fifteen hundred (1500) applications for completeness and fifty (50) applications for subdivision certificate.
- Administered an escrow accounting program of million dollars.

GRANTS ADMINISTRATOR

- Wrote and received a \$2 million Green Acres grant for the Sewaren Marina and Waterfront Park.
- Wrote and received three (3) SBA tree grants for planting of trees in downtown and recreational areas totaling in excess of \$40,000.
- Wrote and received several Urban Forestry Program grants.

HOUSING

- Oversaw Township preparation of response to Mt. Laurel Litigation.
- Presented Fair Share Plan, and development fee spending plan before Township Council.
- Acted as Township Liaison to the HMFA in provision of low income/low cost mortgages for local citizenry.
- Implemented processing of all vital statistics for housing stock and other Township demographics.

COMMUNITY DEVELOPMENT

- Director of Community Development in Woodbridge.
- Wrote the Five Year HUD Consolidated Plan for the \$750,000 CDBG program operated in Woodbridge.

Planning Consultant

1993 Present

- Professional Planning Consultant to municipalities and private developers: providing assistance on legal and approval issues, economic development and redevelopment, grant application and administration.
- Guest Lecturer before numerous entities including: Rutgers Extension Course in Governing for Municipal Officials; Planners Exam Review Course for National and State Licensing.

E D U C A T I O N

Cook College, Rutgers University
New Brunswick, NJ

Currently Pursuing

CERTIFICATE PROGRAM IN GIS/GEOMATICS

University of Pennsylvania 1988
Philadelphia, PA
MASTER OF CITY AND REGIONAL PLANNING

University of Pennsylvania 1988
Philadelphia, PA
BACHELOR OF ARTS IN URBAN STUDIES

P R O F E S S I O N A L A S S O C I A T I O N S

Member, American Economic Development Council 1996

Member, National Council for Urban Economic Development
1996 1991

Licensee, State Board of Professional Planners

Member, American Institute of Certified Planners 1991

Member, American Planning Association 1991

Monica Michelle Smith

My finger is on the pulse of the needs of the children...” - Monica Michelle Smith

Monica Michelle Smith born on March 24th is a native of Newark, New Jersey. Her parents moved to Colonia in the early 1980’s. She attended Middle School and Colonia High School; she was a member of the soft ball league and the second President of the Afro-American History Club.

Utilizing education, empowerment and vision, the necessary tools to be a successful leader, she applied to the Historically Black College and University (HBCU), Tuskegee University and graduated with a Bachelor of Science degree in Political Science. After her graduation, she attended Keiser College and Seton Hall University where she subsequently received an Associate of Arts degree in Paralegal Studies and a Master of Art degree in Human Resources with a specialization in Education.

Monica has had a distinguished career serving Woodbridge Township as an employee of the following departments: the Municipal Prosecutor’s Office (Paralegal), the Department of Law (Paralegal), the Department of Recreation (Sr. Clerk Typist) and the Municipal Service Center (Clerk Typist). During her tenure she interacted with the public, wrote many city ordinances, submitted several press releases, researched an array of municipal cases, passed several state exams, received several awards and attended several trainings to be the best possible employee she could be.

Upon completion of her Master of Arts degree she chose to make a career change to teaching. For the past ten years, she has dedicated her life to education. Educating and teaching others is like second nature to her. Monica’s teaching career began in 2003, and she taught 5th, 6th, 8th grade students, and even pre-schools. Her longest teaching tenure was at The Union County T.E.A.M.S. Charter School where she spent six years as the Student Government Advisor, Co-Volleyball Coach, Breakfast Program Coordinator and Sunshine Committee Chair. While looking for a breath of fresh teaching environment, she was

successful at securing a sixth grade Language Arts Literacy teacher at the Bound Brook School District where she implemented the Thirty Books Campaign, became a Co-Volleyball Coach, Student Ambassador Advisor and Student Government Advisor.

Community service comes naturally to Monica. She is an active member of the following youth and community organizations and holds chairperson positions on many. The abbreviated list is as follows: North Jersey Alumnae Chapter of Delta Sigma Theta Sorority, Inc., Betty Shabazz Delta Academy, Order of the Eastern Star, Keturah Chapter #63 – Prince Hall Affiliated (created March 3, 2010), Daughters of Isis, Khufu Court #118 – Prince Hall Affiliated (created June 18, 2012), Order of the Cyrene, Salome Court #7 - Prince Hall Affiliated, Independent Club of Colonia, Woodbridge Township Anything But Cars (ABC) Committee/Safe Routes Bicycle Committee, Sisters of Promise, Inc., African American Coalition of Woodbridge, Woodbridge Township Mayor's Advisory Committee for Education, Woodbridge Township Municipal Alliance Committee and Building One New Jersey.

The Woodbridge Township Anything But Cars (ABC) is the committee that is the most nearest and dearest to her. Determining a safe and secure network of bicycle paths and routes throughout Woodbridge Township is the major goal. This year the committee will incorporate healthy eating as part of their initiative to help promote a healthier lifestyle. Using bicycles and walking is strongly encouraged throughout the Township to advocate a cleaner, Greenable community.

Even through her dedication to community service and career change, Monica always finds a way to give back and still continues to give back to the community. She volunteered for mayoral campaigns, gubernatorial campaigns and for the campaigns of many friends who have run for elected offices in Woodbridge Township and New Jersey. Her positive experiences prompted her to take on the ultimate task of running for office herself. In 2009 Monica ran a campaign for an open position on the Woodbridge Board of Education. Although she did not prevail she still continued to be an active community servant. Building up the courage to run again Monica teamed with two running mates and ran another campaign for an open position on the Woodbridge Board of Education and prevail she did along with her two running mates. Her vision was to make a difference in education, except Monica gained more than that. She made history!

Monica Michelle Smith became the First African-American to become a board member on the Woodbridge Township Board of Education in their 154 year existence. During her time on the board thus far she has served as the chair of the Curriculum Committee and Technology Committee, member of the Buildings and Grounds Committee, Transportation Committee, Policy and Planning Committee and the liaison for the Woodbridge Township Education Foundation. Monica was instrumental in assisting to update the Cultural Literacy Program, introducing an updated literacy program, mathematics program and suggesting the idea for a community service requirement as part of high school graduation.

The highlight of the year for her is being the keynote speaker at Honor Society Inductions, Awards Ceremony, and High School graduations. “One hundred and eighty days of teaching and gaining knowledge is a notable deed,” – Monica Michelle Smith.

All in all, she is thankful that her parents decided to move to Colonia in the 1980's. Monica is humbled by her accomplishments and looks forward to continuing her work for the service organizations in which she is a member and for her community.

Jeffrey L. Mayerowitz

jeffrey.mayerowitz@gmail.com • (732) 770-7976 • 127 Corey Street, Fords, NJ 08863

Work Experience

April 2013 – present

Recycling Assistant

Department of Public Works & Parks – Woodbridge Township, NJ

- Assist the Department Head and Recycling Coordinator on grant management and community and educational outreach.
- Educate the public on Township recycling policy.

Aug. 2011 – April 2013

Departmental Aide

Department of Infrastructure Management—Middlesex County, NJ

- Assisted County Administrator and Department Head to re-organize the Department of Infrastructure Management, improve operations, reduce costs and organizational inefficiencies, and strive to be a more effective and efficient department moving forward.
- Performed all human resource duties for the Office of Public Works.
- Worked to modernize the way the department serviced County-owned buildings.
- Coordinated FEMA reimbursement efforts for Middlesex County after Super Storm Sandy. Collected and prepared all paperwork for submittal totaling more than \$2 million dollars in reimbursement.

Jan. 2010 – Feb. 2012

Community Outreach Assistant, Part-Time

Joint Legislative Office of NJ State Sen. Joseph F. Vitale and Asm. Craig Coughlin—New Jersey

- Assisted state legislators in coordinating community events within the 19th Legislative District. Including: Read Across America, the Outstanding High School Artist Recognition Program, and Bowl for Hunger.
- Researched and prepared Assemblyman Craig J. Coughlin's quarterly newsletter.

Mar. 2008 – Aug. 2011

Project Coordinator

Office of Freeholder H. James Polos—Middlesex County, NJ

- Coordinated environmental projects throughout Middlesex County.
- Organized event logistics for the bi-annual Middlesex County Green Expo.
- Served as the main point of contact between the state and the county for environmental projects. Including: Go Green Save Green Program, Middlesex County Showroom of Environmental Technology, county-wide energy audits, solar Power Purchase Agreement program, and green public service announcements.
- Assisted in the development of School Safety Task Force and Comprehensive Traffic Safety Program.

Volunteer Services and Memberships

Nov. 2010– present

Young Democrats (Founding Member)—Woodbridge Township, New Jersey

- Operated under the Woodbridge Democratic Party to increase the participation among the young members of the Democratic Party. This volunteer organization is dedicated to community service.

Jan. 2005 – May 2007

Zeta Beta Tau, Zeta Delta Chapter—Ramapo College

- **Sergeant at Arms (2006-2007)**—Organized, scheduled, and maintained order at meetings.
- **Vice President (2005-2006)**—Coordinated philanthropy events to raise awareness and profile of the chapter on campus, participated in Inter-Greek Senate, and chaired the Formal Search Committee.
- **Social Chair (2005-2007)**—Built relationships by coordinating social events on campus with other Greek, civic and/or sports organizations.

Education

May 2007

Ramapo College of New Jersey, Bachelor of Science

Major: Business Administration, concentration in Management

Special Skills

- Microsoft Office Suite (Outlook, Word, Excel & PowerPoint)
-



ADAM ZELLNER, PRESIDENT

Finance and Government Relations Expert

Overview and Areas of Expertise

Mr. Zellner has served as President of Greener by Design for the last four years, responsible for all aspects of its operations including client and partner relationships. He also serves as the company's lead on government and finance-related work. Previously, Mr. Zellner served as Policy Director to the Governor of New Jersey, overseeing the development of a variety of policies, including energy, land use and environment. Prior to joining the Governor's staff, he served as the Deputy Commissioner of the New Jersey Department of Environmental Protection (NJDEP) under Lisa P. Jackson. Mr. Zellner was the inaugural Executive Director of the New Jersey Highlands Council and is the former Executive Director of the New Jersey Office of Smart Growth. He served in Washington and New Jersey for several members of congress and has worked for a variety of elected and appointed officials throughout his career. Mr. Zellner attended Rowan and Temple Universities.

Mr. Zellner's areas of expertise include:

- Economic and financial analysis
- Government relations and policy analysis
- Regulatory review and grant writing

Significant Accomplishments

- Authored New Jersey's energy master plan.
- Author of the Regional Green House Gas Initiative (RGGI), Global Warming Response Act and the Renewable Portfolio Standard for NJ.
- Chair 2006-2009 NJ /Israel energy forum. Keynoted Eilat Annual Energy Conference, Eilat, Israel.
- Stellenbosch University Energy and Sustainability Forum, Cape Town, South Africa.
- Chair, US Delegation to the Yellow River Energy Summit, Beihang University, China.
- Obama Energy Transition Team, December, 2009

Representative Project Experience

Government Relations and Energy Policy

- Municipal and county energy policy advisor for the Township of Woodbridge, cities of Paterson, Linden, and Newark, and Hudson County. Specific services include reviewing energy efficiency and renewable energy plans and projects – ongoing, planned, and proposed – relative to project-specific and overall energy management and sustainability objectives; formulating these objectives and associated metrics, compliance with EECGB grants and other funding sources, identification of project funding sources, executive of grants.
- *Hartz Mountain Industries*. Serves as energy, and sustainable policy consultant, including coordinating solar and renewable energy meetings and updates at the local, state and national level. Currently pursuing a large scale brownfield to energy field solar development.

Renewable Energy Implementation and Regulatory Policy Support

- Team lead for the development of many of New Jersey's most significant campus-based solar projects including the Atalanta projects based in Elizabeth, NJ totaling 1.5 MW, the McGraw Hill East Windsor Campus solar project of 10 MW, and various projects for the Newark Archdiocese, Hartz Mountain Industries, and Bayshore Recycling.
- *McGraw-Hill*. Serves on the project management team in development of a net-metered 10MW solar array. Advises on financial and technical feasibility, bidding, review, selection, and governmental permitting as PV solar development progresses. Secures local, state, and federal incentives. Previously conducted an extensive energy audit of the E. Windsor campus and shortly to oversee retrofits under NJ's Pay for Performance program.
- *Maher Terminal*. Serves as Project Manager and Governmental Consultant for energy use and environmental impact analysis at this intermodal facility. Project includes technical and financial analyses, solar feasibility and implementation, sustainable/energy efficiency building audits, fuel switching plan for equipment and fleet, and energy policy advisement for myriad other tasks.

Financial Services

- *Bayshore Recycling*. Strategic advisor for evaluation and incorporation of new alternative technologies and initiatives to the New Jersey based concrete recycling operation. Developed financial modeling for recycling facility, to lead to expansion of existing revenue opportunities.
- *Organic Diversion*. Serves as Policy and Financial consultant in the permitting, site selection and financing of New Jersey's first anaerobic digestion facility. Specific tasks include development of a robust financial model, introduction to a variety of financing partners, and identification and security of local, state, and federal incentives. Assists in the acquiring of permits for construction and operation.

Audrey A. Rozger

221 Liberty Street
Fords, N.J. 08863
732-738-4615
arozger@msn.com

Audrey A. Rozger is a lifelong resident of Woodbridge Township, New Jersey. In 1977 she received a Bachelor of Science in Natural Resource Management from Cook College, at Rutgers University. Her devotion to public services has taken her to the New Jersey State Police Academy where she became member of 172nd Municipal Police Class of June 1981.

For more than ten years, she has worked as a law enforcement officer at New Jersey state parks, recreation areas, and historic sites. After a well deserve break in early 1990, she later secured, successfully, an administrative position at the New Jersey Museum of Agriculture. Audrey is an excellent communicator, detail oriented, and possesses a strong organizational skills. During her 7 years at the Museum, she has developed a passion in educational programs for schools and the public in general. Her new found love has led her to Woodbridge Board of Education as a substitute teacher in Math, Spanish, Music, and Special Education.

Since joining Woodbridge Township workforce in 2003, Audrey has been a great asset to the Department of Public Works. She became a Complaint Investigator for the department, a member of the Green Team, and more recently, she was promoted Recycling Coordinator.

Township of Woodbridge
Resolution of Support from Local Governing Body Authorizing the
Sustainable Jersey Grant Application

WHEREAS, a sustainable community seeks to optimize quality of life for its residents by ensuring that its environmental, economic and social objectives are balanced and mutually supportive; and

WHEREAS, the Township of Woodbridge strives to save tax dollars, assure clean land, air and water, improve working and living environments; and

WHEREAS, the Township of Woodbridge is participating in the Sustainable Jersey Program; and

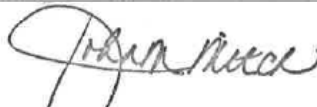
WHEREAS, one of the purposes of the Sustainable Jersey Program is to provide resources to municipalities to make progress on sustainability issues, and they have created a grant program called the Sustainable Jersey Small Grants Program;

NOW, THEREFORE, BE IT RESOLVED BY THE MUNICIPAL COUNCIL OF THE TOWNSHIP OF WOODBRIDGE that the Municipal Council has determined that the Township of Woodbridge should apply for the aforementioned Grant; and

BE IT FURTHER RESOLVED, that the Municipal Council of the Township of Woodbridge, State of New Jersey, authorizes the submission of the aforementioned Sustainable Jersey Grant.

ADOPTED: JUL 23 2013

I hereby certify that the above is a true and exact copy of the Resolution adopted by the Municipal Council of the Township of Woodbridge at their Regular Meeting held on JUL 23 2013.



JOHN M. MITCH, RMC, CMC, CMR
MUNICIPAL CLERK

WOODBIDGE TOWNSHIP GREEN TEAM ANNUAL REPORT

Brief summary of activities undertaken by the Woodbridge Township Green Team's "Greenable Woodbridge" program in 2012-13.

1) Awards/Achievements:

- Friends of Greenable Woodbridge, Inc. received official 501(c)(3) status.
- Woodbridge Township was named 2012 Sustainable Jersey Champion - New Jersey League of Municipalities
- STAR pilot program ("Sustainability Tools for Assessing & Rating Communities"); Woodbridge has been selected to be a pilot municipality in this nationwide program. We are doing this program in partnership with Sustainable Jersey and Rutgers University
- The Green Buildings and Environmental Sustainable Plan element was adopted to Master Plan

2) Transportation and Circulation:

- This year
 - Safe Routes, Walk Your Child to School Day at Ross Street and School 18, received Bronze Award from Rutgers
 - The Green Team ABC Committee (Anything But Cars) sponsored a monthly Bicycle Club ride
 - The Sidewalk program made sidewalk improvements in 17 locations
 - Merrill Park benefitted from a County program to improve circulation so that the walking trail and the car traffic are completely separate
 - Middlesex County Greenway opened
 - Municipal Fleet Inventory was updated
- Future
 - Establish a town wide bike network
 - Implement a bike share program
 - Create a town wide trail system
 - Purchase more bike racks

3) Energy Conservation & Green Buildings

- This year
 - Cooper Tower upgrades new windows, lights
 - Town hall upgrades
 - New energy efficient air conditioner in data center
 - New ceiling tiles in the data center to hold cooling
 - Completed an Energy Star audit of all equipment in the data center and township wide to review legacy equipment and move towards a replacement schedule for efficiencies in power/electric and maintenance costs for end of life equipment.
 - In the Shared Data Center for the Township, Police and School District –virtualization of over 74 servers to VM (virtual machines) across only 6 physical servers which is a major cost, footprint and energy savings. One data center instead of three also saves in cost and energy with maximization of space
 - Moving away from individual personal printers, faxes and scanners to departmental ones
 - VPN (Virtual Private Network)/remote access from any internet capable device-less traveling; less gas usage and more uptime and efficiencies
 - Facilitate residential energy audits and upgrades-Ciel Power

- Facilitate business energy upgrades-Direct Install
- Energy usage data for municipal buildings is compiled through a contract with Facility Dude Facility Management Software. This allows us to track our usage, see if we are achieving our goals and target for higher priorities
- Future
 - Energy upgrades to municipal buildings - The list is extensive-over time the savings from the energy efficiencies cover the costs of the projects-new HVAC, upgrade parking lot and exterior lights, continue the light replacement and occupancy sensor installation, water heater replacement
 - IT Department
 - Virtualization of all new servers
 - Replace aging workstations
 - BYOD (bring your own device) and Mobile Device Management implementation allowing less municipal hardware to be purchased and reducing carbon footprint.
 - More convergence of voice, data and video to scale down streamlining operations
 - Cloud computing initiative.
- Work with utility companies and new power companies to improve the reliability of energy transmission and distribution
- CPV
- Develop a town wide smart grid infrastructure
- Modernize electricity infrastructure to enable expansion of local energy generation projects

4) Water Management, Trees & Open Space

- This year
 - Tree grants-replace trees lost during Sandy and Verizon grant for Arbor Day tree planting
 - El Paso-wetlands restoration, flood mitigation, climate change
 - El Paso-shovels down
 - Cooper Tower-faucet aerators, water efficient shower heads, low flow toilets
 - EPA grant-science family nights-27,8000
 - Community Gardens-There are several in Town including one at Parker Press run by the Environmental Commission and one at St. John Vianney Church. The produce from both gardens goes to our food pantries. In 2011 and 2012 the Environmental Commission donated over 200 pounds worth of fresh vegetables to the food banks and kitchens.
- Future
 - Plan for and improve infrastructure to protect against climate change impacts
 - Greenhouses
 - Brownfields
 - Inventory
 - Create a mini-documentary about the benefits of remediating and reusing brownfields and show the status and progress of brownfields in Woodbridge

5) Green Purchasing, Recycling & Materials Management

- This year
 - Tonnage from before automation and single stream was fully in place at the end of 2010 until the end of last year has gone down by over 8000 tons
 - Placed recycling bins in downtowns and parks
 - Recycling dumpsters at schools
 - New Recycling ordinance that includes rigid plastics-So far we have removed 16.5 tones of rigid plastic from the free bulk pickup which comes to a savings of \$1,609.50
 - Buy Local bags-resident idea-Bernise Lock

6) Engaging and Educating Businesses and Growing the Economy

- This year
 - Green Childcare Certification
 - Woodbridge News Green Page
 - Non-profit group training
 - Incubator-WIN
 - Ciel Power-energy efficiency
 - Audra Franks Associates-recycled paint
 - Eco Cycle Creations-jewelry from recycled beverage cans
 - Using Life-diagnostic technology
 - Future Home Technologies-Green, prefab housing developer
 - Colonia Business Community-is made up of local businesses in the Colonia. This group of business owners plans various fundraising events throughout the year that benefit different local charities such as the food pantries and the Blue Star Military Families. The CBE also attends business grand openings, ribbon cuttings and often refers their customers to other local businesses to support the local economy and Buy Local campaign.-Activities included: Sponsoring a child to go the YMCA summer camp. Taste if Colonia- Have a Heart Food Drive, welcoming Committee for new businesses, Colonia Clean UP
 - Christmas Tree Lighting
- Future
 - Recognize "Best Places to Work"
 - Continue to recognize the work of businesses in sustainability (Woodbridge News, Greenable Woodbridge TV, website)
 - Create training opportunities for businesses and industries to learn about sustainability best practices

7) Engaging and Educating Residents

- This year
 - School 21-Green Challenges-Cheryl Mecka
 - Arts & Sustainability-Dodge Grant-\$7500
 - EcoRhythm
 - Writing Jersey Green-poetry reading about the environment
 - School Arts Grants
 - Recycling Arts Grants Contest-Each student-made project employed the arts to express the concept of sustainability. Topic areas included: environmental science, computers, aquaculture, math, solar technology and world history
 - Show us your Green School Challenge
 - Barron Arts Programs

- Lecture Series: Gardens in Art-How artists have imagined and depicted gardens and lost paradises and Earth Art-Large scale works of art place in nature rather than on walls
- Library programs-Bag it
- New Greenable website-interns and Beth
- The Environmental Commission participated in the St. James Street Fair educating thousands of people about sustainability and green initiatives and opportunities within the Township.
- Annual Earth Day Fair sponsored by the Environmental Commission
 - 27 eco-friendly vendors
 - Distributed indoor potted plants and seeds to those who completed the green initiatives survey
 - Children spun the Carbon Wheel to learn a quick eco fact and win a prize
 - Ruffled off a Children's Gardening Basket and Green Cleaning Products basket to people who visited various tables
 - Presented the Bag-It video on behalf of the NJ Environmental Lobby to educate the public about plastic bags
- Wellness
 - New playgrounds
 - New monthly Wellness TV show
 - Supported the Farmers Market
 - Go RED Heart Health Awareness
 - Pizza Run, Tour de Woodbridge, Crossroads Race
 - Mayors Healthy Cook-Off at Wegmans
 - Mayor's Spring into Shape Weight Loss Challenge-almost 100 participants
- Future
 - Recognize the sustainable practices of our residents (Woodbridge News, Greenable Woodbridge TV, website)
 - Incorporate best practices with the use of healthy menus in our schools and the Community Center

GRANTEE'S CERTIFICATION AND DECLARATION

I certify under the penalties of the law that the description of the grant project is correct in all its particulars; that the articles will be furnished or services rendered as stated therein; that all expenditures submitted will be allowable charges against the grant and that all compliance issues of this grant have been met per the grant agreement.

SIGNATURE Carolanne Chisley

DATE 8/1/13

POSITION Chief of Staff



Township of Woodbridge

John E. McCormac, CPA, Mayor

Office of the Mayor

John E. McCormac, CPA, Mayor
One Main Street • Woodbridge, New Jersey 07095
Tel: (732) 602-6015 • Fax: (732) 602-6016
Email: wbmayor@twp.woodbridge.nj.us



Woodbridge - Ten Towns, One Community

June 1, 2013

Board of Trustees, Sustainable Jersey
Sustainability Institute at
The College of New Jersey
McCauley House
P.O. Box 7718
Ewing, New Jersey 08628-0718

Greetings:

This is a letter of intent explicitly supporting the Woodbridge Township Green Team with intent to pursue Sustainable Jersey certification for 2013.

Let this letter serve as documentation demonstrating that the Woodbridge Township Green Team is still actively and enthusiastically supported by the Woodbridge Township municipal government.

Sincerely,

John E. McCormac, Mayor
Township of Woodbridge

Township Web Address
www.twp.woodbridge.nj.us