

Municipal Action Teams

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NY/NJ Baykeeper

NY/NJ Baykeeper's mission is to protect, preserve, and restore the ecological integrity and productivity of the NY-NJ Harbor Estuary.



The Harbor Estuary encompasses the Ports of NY and NJ, as far north as the Tappan Zee Bridge and as far south as Sandy Hook Bay.



NY/NJ Baykeeper

Through our programs, we seek to end pollution, improve public access, conserve and restore public lands, restore aquatic habitats, encourage appropriate and discourage inappropriate development, and carry out public education.



Core Programs

- Advocacy
- Restoration
- Conservation



Water Resources Program



Our mission is to identify and address community water resources issues using sustainable and practical science-based solutions.



What is a Municipal Action?

A municipal action team is a collaborative group of local governments officials, utility authorities, residents, and community organizations.



Together these groups work to set an agenda for a community-based green infrastructure initiative.



Municipal Action Team



- The goal of this action team is to **foster collaboration** and **collective action** that helps the municipality speak with a **common voice** to achieve a common goal
- The goal is to educate and improve advocacy for green infrastructure as one solution to manage stormwater in our communities



A Collective Impact Approach

**COMMON
AGENDA**

**MUTUALLY
REINFORCING
ACTIVITIES**

**SHARED
MEASUREMENT**

**CONTINUOUS
COMMUNICATION**

**BACKBONE
SUPPORT**



Collective Impact Approach: Common Agenda

- Identify the issue to address and develop a strategic action plan to guide the initiative
- Create the boundaries of the system or issue to be address

***GREEN INFRASTRUCTURE AS THE
FIRST LINE OF DEFENSE TO
STORMWATER MANAGEMENT***



Collective Impact Approach: Backbone Support

- Identify the an influential leader and/or organization
- Obtain adequate financial resources needed to keep the overall strategic direction
- Tasks of the backbone support include:
 - facilitating dialogues between partners
 - managing data collection
 - communication
 - coordinating community outreach
 - mobilizing funding resources



Collective Impact Approach: Shared Measurement

- Identify common measures to monitor performance
- Track progress to the outlined goals
- Learn from one another as to what is working and what is not in furthering a green infrastructure initiative in your community
 - Building trust and capacity within each organization
 - Performance set at a level that each organization can achieve
- Set a small, but comprehensive set of indicators to establish progress along the common agenda



Collective Impact Approach: Mutually Reinforcing Activities

- **Planning and doing!**
- Stakeholders working together, each undertaking the specific set of activities to support the common agenda
 - Activities will and can differ from organization to organization
- Activities excels in a way to support the coordinated actions of the municipal action team



Collective Impact Approach: Continuous Communication

- Developing trust among all participating organizations
- Stakeholder interested are treated fairly and decisions are made based on objective evidence, not any single organizations priorities



Examples of Green Infrastructure Municipal Action Teams

- Camden SMART
- Newark DIG
- Paterson SMART
- Perth Amboy SWIM

Next communities....

- Jersey City
- **Your Community!**





Stormwater Management and Resource Training

CAMDEN SMART

EST. 2010



The Camden SMART Team

(Stormwater Management and Resource Training)



City of
Camden



Cooper's Ferry
Partnership



NJ Department of
Environmental
Protection



Rutgers Cooperative
Extension Water
Resources Program



Camden County
Municipal Utilities
Authority



NJ Tree Foundation



The Camden SMART Initiative

- Community Education
- Creating a Sustainable Network
- Green & grey infrastructure project implementation
- Green infrastructure training



Park Boulevard Rain Garden in Parkside

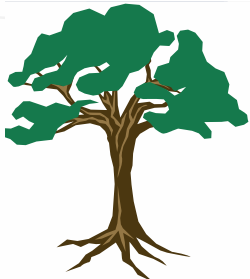


SMART Accomplishments

2011-2013



27 Green Infrastructure Projects Installed



992 Trees Planted



120 Rain Barrels Distributed

3.8 Million Gallons of Stormwater Managed Annually

Green Infrastructure In Action



Waterfront South Rain Gardens

Green Infrastructure In Action





Doing Infrastructure Green

NEWARK DIG

EST. 2013

www.newarkdig.org

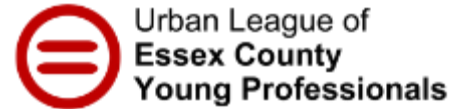
Facebook @NewarkDIG

Twitter @NewarkNJ_DIG



DOING INFRASTRUCTURE GREEN

- City of Newark
- Clean Water Action and Clean Water Fu
- Greater Newark Conservancy
- Ironbound Community Corporation
- New Jersey Department of Environmental Protection
- New Jersey Tree Foundation
- NY/NJ Baykeeper
- MnM Consulting
- Passaic Valley Sewerage Commission
- Rutgers Cooperative Extension Water Resources Program
- Trust for Public Land
- Unified Vailsburg Services Organization
- Urban League of Essex County
- Victoria Foundation



"Protecting Public Health and the Environment"



Newark DIG is...

- Committed to continuously improving the quality of life, health, and viability of the City of Newark and its residents through use of strategic collaborative methods, including:
 - community-driven urban design
 - public policy planning
 - environmental and social justice advocacy
 - education
 - local capacity building
- Our primary goal is the establishment of **sustainable green infrastructure** as the first line of defense to
 - better manage stormwater runoff
 - improve water quality & resilience to flooding
 - reduce combined sewer overflows (CSOs) with a focus on the Passaic River and its tributaries



Community Garden Rainwater Harvesting System at 45 Lyons Avenue



Community Pocket Park on GNC Adopt-a-Lot at 35 Murray Street

DIG Accomplishments

2013-2014



9 green infrastructure projects



400 trees planted



75 rain barrels distributed

1.2 Million

Estimated gallons of Stormwater Managed Annually

Installing GI Systems that Work for Newark

Ensuring Newark residents are “green jobs ready” - Possess a wide range of skills needed and hired first and supported to do the work.

Maximizing community engagement in the design and implementation of green infrastructure in the areas of Water, Waste and Energy





Stormwater Management and Resource Training

PATERSON SMART

EST. 2015

Facebook @PatersonSMART



Stormwater Management and Resource Training

- City of Paterson
- City Green
- New Jersey Department of Environmental Protection
- New Jersey Tree Foundation
- NY/NJ Baykeeper
- Passaic County
- Passaic Valley Sewerage Commission
- Paterson Habitat for Humanity
- Rutgers Cooperative Extension Water Resources Program



"Protecting Public Health and the Environment"



Paterson SMART...

Aims to incorporate sustainable green infrastructure strategies to generate multiple benefits, including resiliency to flooding, reduced CSO events, and improve quality of life.

Paterson SMART is current working on:

- Forming partnerships with appropriate city representatives and organizations
- Project site identification for green infrastructure pilot projects
- Outreach and education strategies



Stormwater Infrastructure Management

PERTH AMBOY SWIM

EST. 2015



Perth Amboy SWIM is...

Perth Amboy SWIM is a **collaboration** of community members and stakeholders committed to improving the quality of life of residents by addressing combined sewer and stormwater pollution, flooding, and economic development through the **strategic implementation** of green infrastructure, educational programming, and public outreach.



StormWater Infrastructure Management

City of Perth Amboy



NY/NJ Baykeeper

New Jersey Department of Environmental Protection



Rutgers Cooperative Extension Water Resources Program

Perth Amboy Green Team

Raritan Riverkeeper

Jewish Renaissance Foundation



Americorps

Middlesex Water

AristaCare at Alameda Senior Facility

Middlesex Planning Department



Jewish Renaissance Foundation
A Community Action Agency
ONE PEOPLE, ONE HEART



Engaging Your Community Members to Form a Municipal Action Team



Tips for Engaging and Involving Community Members

- **Create** a municipal action team comprised of stakeholders and experts that will facilitate communication and decision making for green infrastructure
- **Identify** the community's needs and use data to make a case for green infrastructure
- **Strategize** through coalition building to create a sustainable initiative
- **Develop** a common agenda encompassing the interests of all municipal action team members supporting goals/strategies of the team
- **Communicate** with the community through as many means as possible (social media, flyers, face-to-face meetings and workshops)



Tips for Engaging and Involving Community Members

- **Build** relationships with local government officials who will advocate for green infrastructure
- **Educate** community members through mutually reinforcing activities
- **Involve** the community from the beginning of any planning process to build public acceptance and advocacy
- **Implement** demonstration projects using community input and volunteers
- **Analyze** shared metrics to track progress identifying gaps, lessons learned and improvements needed



Questions?

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