



MODEL CLEAN COMMUNITIES WEBSITE GUIDE

New Jersey Clean Communities Coordinators,

Within this document is a copy & paste* guide to creating your very own Clean Communities website or webpage to show your residents what New Jersey Clean Communities is all about and the many great programs that the state and your county and/or town have to offer!

This guide was put together by taking different examples from different counties and municipalities Clean Communities webpages.

You are not required to have all the content listed within the document on your webpages but are encouraged to add the most content possible that is relatable to your Clean Communities program.

CSS and HTML coding is available at the end of the document for those that are familiar with the coding process. For those that are not, it's easy! If you remember the Recycle Coach plug-in code that you were given to copy and paste into your website, it's just like that! If you would like to learn more about the codes, please don't hesitate to contact Rachel Barton or have your website developer place it into your website.

***Please note that images may not directly copy and paste and may need to be “uploaded” to your website. Please contact your IT Department/Website Designer to find out the best way to insert graphics. All graphics in the document can be saved directly to your computer by right-clicking on the image and selecting “Save as Picture...” ***

Questions? Please contact Rachel Barton at rbarton@co.burlington.nj.us, Rebecca Turygan at rturygan@acua.com, and Joann Gemenden at njccc@njclean.org

Main Webpage |

ABOUT CLEAN COMMUNITIES



NJ Clean Communities Overview

New Jersey Clean Communities is a statewide, comprehensive, litter-abatement program created by the passage of the Clean Communities Act in 1986. The mission is to reduce litter in public places, promote the volunteer cleanup of public lands and sustain a reduction in litter through education. The Act provides a funding source for the program by placing a tax on fifteen categories of businesses that may produce litter-generating products. The program focuses on three areas: cleanup, education and enforcement. For more information on the state program visit njclean.org.

Tackling the Litter Problem

What is litter? Litter is solid waste that is out of place. It's the kind of trash found on highways, lakefronts, parks and school grounds. Litter takes many forms: paper, plastics, metal cans, cigarette butts, glass, food packaging, tires and graffiti.

Where does litter come from? There are at least seven sources of litter: pedestrians, motorists, overflowing household garbage, overflowing commercial containers, loading docks, construction sites and uncovered trucks. Litter is often blown by the wind until it is trapped somewhere or goes down a storm drain.

Why do people litter? People tend to litter when they think someone else will clean up, when an area is already littered, and when they do not feel a sense of ownership or community pride.

Why is litter a problem? Even small amounts of litter are unsightly, unhealthy and dangerous. Litter causes blighted landscapes resulting in an increase in taxes and a decrease in tourism and industry; loss of civic pride and morale; and a negative public image. Litter can also cause accidents, especially on roadways, fires and disease in people and animals.

How are we solving the problem? In addition to the efforts of local governments, residents, schools, civic associations and non-profit organizations are enlisted as volunteers to help with cleanup events. At these cleanup events we offer education to volunteers while they pick up litter so they become environmental stewards. With education, acts of littering can be changed!

[INSERT NAME] CLEAN COMMUNITIES PROGRAM

[insert name] Clean Communities program is part of a statewide strategy to clean and prevent litter on streets, beaches, waterways, parks, recreation sites and vacant lots. Clean Communities Grant

funding is used for educational programs, supporting clean up events and implementing adopt-a-road and mini-grant programs.

Should also be placed on main webpage

IMPORTANT LINKS

State NJCC Website: www.njclean.org

State Bag Up NJ Website: www.bagupnj.com

NJDEP Single Use Plastics Website: <https://www.nj.gov/dep/plastic-ban-law/>

Sign Up for NJCC Newsletter: <https://njclean.org/register-for-web-news>

NJCC Certification Training: <http://www.cpe.rutgers.edu/courses/current/ero400ca.html>

Separate Menu Options

CLEANUPS

Help us keep **[insert name]** clean! A variety of volunteer opportunities are available whether you're a resident, business, civic association, school or non-profit organization.

Sample Guidelines for COVID-19 Litter Cleanup Protocol :

Please Note: Volunteers must adhere to the following cleanup guidelines :

- Volunteers must maintain social distance of at least 6 ft. and wear face masks when necessary;
- The number of volunteers must be limited to 10 in any one location;
- The addition of face masks, gloves, trash and recycling bags, trash pickers, safety vests and hand sanitizer must be available to volunteers.

One Day Cleanup Event – Civic groups, volunteer organizations, churches and scout troops, as well as residents and businesses, are encouraged to participate in a joint effort to clean up our streets and public properties.

[Hint: post flyer for upcoming event(s), post cleanup results and pictures of event]

APPLY NOW

<https://njclean.org/our-programs/best-practices>

Mini Grants are available to any school group or non-profit association in return for cleaning up designated public areas. Groups are eligible to receive a stipend which is dependent on the number of volunteers. Equipment and supplies are available to volunteers. Please download the 2021 application here:

APPLY NOW

Adopt a Road groups are required to clean sections of the adopted area, and all necessary equipment such as grabbers, safety shirts, bags and gloves are provided. All groups are acknowledged with a road sign displaying their name.

Hint: insert pictures of signs, cleanup groups, maps of available roadways, annual statistics see <http://acua.com/adoptaroad/>

APPLY NOW

Cleanup Results [Enter # of Volunteers] volunteers spent a total of [Enter # of hours spent – (# of volunteers x total hours of all events = total man hours)] man hours cleaning litter along our roads, parks and waterways. Thank you for all your hard work that truly makes a positive impact on our community!



Info Graphics are a fun and attractive way to present statistics and can be created by your in-house graphic artist! Excel Tables are also always an option.

Safety - the safety of our volunteers is important. Please review safety protocols before conducting any cleanup programs and encourage volunteers to watch the NJCCC safety video:

<https://njclean.org/aag-individual-safety-video>

EDUCATION

Education is communication in a more complex form. It aims to change the attitudes that cause littering. The basic premise of the New Jersey Clean Communities program is to change habits so residents do not litter, bring their own reusable bags when shopping, skip the straw, and other sustainable practices. A long-term education program will teach both residents and visitors the ramifications of littering and ways to work together to prevent litter from affecting our state.

School Programs/Virtual Events/Community

[School programs/virtual events/community – List all that opportunities that you have to offer, whether that be presentations by a coordinator, performer, Clean Communities special events, etc.]

ENFORCEMENT

[Provide a link to your county/municipal litter related ordinances (balloon, straw etc.) and who to call to report littering on county/town property.]

New Jersey Single Use Plastic Ban Law:

<https://www.nj.gov/dep/plastic-ban-law/docs/plastic-bag-law-c117.pdf>

Bag Up NJ



BAG UP NJ

On Nov. 4, 2020, Governor Phil Murphy and the New Jersey Legislature enacted the most progressive bag ban law in the country. The law reduces litter and encourages the use of reusable bags by phasing out single-use carryout bags.

The law **bans single-use plastic bags**, regardless of thickness, at grocery stores and retail establishments, as well as **paper bags at grocery stores** equal to or larger than 2,500 square feet. It also bans polystyrene **foam** takeout food containers and other products such as plates, cups, food trays and utensils. As of November 4, 2021, plastic straws will only be available upon request.

The "Bag Up NJ" campaign is the New Jersey Clean Communities Council's new single use plastic and paper bag ban outreach campaign, which has a simple message: Bring your own reusable bag(s) when you shop.



BagUpNJ.com

What can **YOU** do to support Bag Up NJ?

As a consumer, there are many ways you can reduce your carbon footprint!

- ✓ When shopping, **BRING** your reusable shopping bags to help fight waste in your town.
 - ✓ **RECYCLE** your disposable bags by bringing them to your local retailer.
 - ✓ When it comes to reusable bags, you have options. There are many different sizes, types, materials and designs, **CHOOSE THE ONES THAT WORK BEST FOR YOU** as a consumer.
-



IMPORTANT DATES!

- Plastic Straws By-Request-Only
- Polystyrene Foam Food Service Products
- Single-Use Carryout Bags

(P.L. 2020, c. 117)

NOVEMBER 4, 2021

SINGLE-USE STRAWS BY-REQUEST-ONLY

- Food service businesses may only provide a single-use plastic straw upon customer request.
- Food service businesses must keep an adequate supply of single-use plastic straws.
- Stores may sell packages of single-use plastic straws & sell a beverage pre-packaged by the manufacturer with a single-use plastic straw.



MAY 4, 2022

POLYSTYRENE FOAM FOOD SERVICE BAN

- Food service businesses are prohibited from selling/ offering any polystyrene foam food service product & may not sell or provide any food served in a polystyrene food service product.
- Visit nj.gov/dep/plastic-ban-law for more info and exemptions.

MAY 4, 2022

SINGLE-USE CARRYOUT BAGS BAN

- All stores (including retail), food service businesses, and grocery stores are prohibited from selling to, or providing customers with, single-use plastic carryout bags.
- Grocery Stores larger than 2,500 sq ft may not provide or sell single-use paper carryout bags but may provide or sell reusable bags.





For more information on the NJ Bag Ban Law, please visit:
<https://www.nj.gov/dep/plastic-ban-law/>

For information on Business Compliance please contact
the New Jersey Business Action Center
<https://business.nj.gov/recent/disposable-bag-ban>

REPORT ILLEGAL DUMPING



The Problem:

"Public lands all over New Jersey are being used as dumping grounds. Litter, garbage bags, tires, televisions, electronic waste, appliances, yard waste, and construction debris are being dumped and threatening our local environment, animals and public. This dumping detracts from the natural beauty of our public lands; it decreases property value, and costs the citizens of New Jersey tax dollars to cleanup."

-NJDEP

"There's an app for that!"

The NJDEP offers a free and easy to use app that can be downloaded onto your smartphone device. Click on the link below and start reporting illegal dumping sites in New Jersey.

<https://www.stopdumping.nj.gov/instructions.htm>



[NJDEP's "Don't Waste our Open Space" campaign](#)



CSS/HTML Coding

About Clean Communities Section (copy + paste below)

<p id="isPasted"

style='margin-top:0in;margin-right:0in;margin-bottom:8.0pt;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'><span

style='font-size:27px;line-height:107%;font-family:"Candara",sans-serif;color:#0070C0;'>NJ Clean Communities Overview</p>

<p> New Jersey Clean Communities is a statewide, comprehensive, litter-abatement program created by the passage of the Clean Communities Act in 1986. The mission is to reduce litter in public places, promote the volunteer cleanup of public lands and sustain a reduction in litter through education. The Act provides a funding source for the program by placing a tax on fifteen categories of businesses that may produce litter-generating products. The program focuses on three areas: cleanup, education and enforcement. For more information on the state program visit njclean.org</p>

Tackling the Litter Problem Section (copy + paste below)

<p id="isPasted"

style='margin-top:0in;margin-right:0in;margin-bottom:8.0pt;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'><span

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<p>What is litter? Litter is solid waste that's out of place. It's the kind of trash found on highways, lakefronts, parks and school grounds. Litter takes many forms: paper, plastics, metal cans, cigarette butts, glass, food packaging, tires and graffiti.</p>

<p>Where does it come from? There are seven sources of litter: pedestrians, motorists, overflowing household garbage, construction sites and uncovered trucks. Litter is often blown by the wind until it is trapped somewhere, as along a fence.</p>

<p>Why do people litter? People tend to litter when they think someone else will clean up, when an area is already littered, and when they do not feel a sense of ownership or community pride.</p>

<p>Why is litter a problem? Even small amounts of litter are unsightly, unhealthy and dangerous. Litter causes blighted landscapes resulting in an increase in taxes and a decrease in tourism and industry; loss of civic pride and morale; and a negative public image. Litter can also cause disease in people and animals, fires, and accidents, especially on roadways.</p>

<p>How are we solving the problem? County residents and different organizations are enlisted as volunteers to help with cleanup events. At these cleanup events we offer education to volunteers while they pick up litter so they can fulfill being environmental stewards. With education, habits and acts of littering can be changed! The Burlington County Clean Communities program also offers litter education in schools, county road clean up projects, and more! This office does offer assistance to municipal clean communities coordinators and their projects.</p>

Clean Communities Program Section (copy + paste below)

<p id="isPasted"
style='margin-top:0in;margin-right:0in;margin-bottom:8.0pt;margin-left:0in;line-height:107%;font-size:15
px;font-family:"Calibri",sans-serif;'><span
style='font-size:27px;line-height:107%;font-family:"Candara",sans-serif;color:#0070C0;'>**[INSERT
NAME]** CLEAN COMMUNITIES PROGRAM</p>

<p
style='margin-top:0in;margin-right:0in;margin-bottom:8.0pt;margin-left:0in;line-height:107%;font-size:15
px;font-family:"Calibri",sans-serif;'><span
style='font-size:16px;line-height:107%;font-family:"Candara",sans-serif;color:#1F4E79;'> **[insert name]**
<span
style='font-size:16px;line-height:107%;font-family:"Candara",sans-serif;color:#1F4E79;'>
Clean
Communities program is part of a statewide strategy to clean and prevent litter on streets, beaches,
waterways, parks, recreation sites and vacant lots. <span
style='font-size:16px;line-height:107%;font-family:"Candara",sans-serif;color:#44546A;'> Clean
Communities Grant funding is used for educational programs, supporting clean up events and
implementing adopt-a-road and mini-grant programs.</p>

Important Links Section (copy + paste below)

<p id="isPasted"
style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:107%;font-size:15px
>font-family:"Calibri",sans-serif;'><span
style='font-size:40px;line-height:107%;font-family:"Candara",sans-serif;color:#2F5496;'>IMPORTANT
LINKS</p>

<p
style='margin-top:0in;margin-right:0in;margin-bottom:6.0pt;margin-left:0in;line-height:107%;font-size:15
px;font-family:"Calibri",sans-serif;'><span
style='font-size:19px;line-height:107%;font-family:"Candara",sans-serif;color:#8EAADB;'>State NJCC
Website: <span
style='font-size:19px;line-height:107%;font-family:"Candara",sans-serif;'>www.njclean.org<
></p>

<p
style='margin-top:0in;margin-right:0in;margin-bottom:6.0pt;margin-left:0in;line-height:107%;font-size:15
px;font-family:"Calibri",sans-serif;'><span
style='font-size:19px;line-height:107%;font-family:"Candara",sans-serif;color:#8EAADB;'>State Bag Up
NJ Website: <span
style='font-size:19px;line-height:107%;font-family:"Candara",sans-serif;'>www.bagupnj.com
></p>

<p
style='margin-top:0in;margin-right:0in;margin-bottom:6.0pt;margin-left:0in;line-height:107%;font-size:15
px;font-family:"Calibri",sans-serif;'><span
style='font-size:19px;line-height:107%;font-family:"Candara",sans-serif;color:#8EAADB;'>NJDEP Single
Use Plastics Website: <span
style='font-size:19px;line-height:107%;font-family:"Candara",sans-serif;'>https://www.nj.gov/dep/plastic-
ban-law/</p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:6.0pt;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'>Sign Up for NJCC Newsletter: https://njclean.org/register-for-web-news</p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:6.0pt;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'>NJCC Certification Training: http://www.cpe.rutgers.edu/courses/current/er0400ca.html</p>

Cleanups Section (copy + paste below)

<p id="isPasted" style='margin-top:0in;margin-right:0in;margin-bottom:8.0pt;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'>CLEANUPS </p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;'>Help us keep [insert name] clean! A variety of volunteer opportunities are available whether you’re a resident, business, civic association, school or non-profit organization. </p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15p

x;font-family:"Calibri",sans-serif;'> </p>

Cleanup Results (copy + paste below)

<p>Cleanup Results <[Enter # of Volunteers] volunteers spent a total of <[Enter # of hours spent – (# of volunteers x total hours of all events = total man hours)] man hours cleaning litter along our roads, parks and waterways. < Thank you for all your hard work that truly makes a positive impact on our community!
</p>

COVID-19 Guidelines for Cleanups (copy + paste below)

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;'>Please Note: Volunteers must adhere to the following cleanup guidelines :</p>

<ul style="margin-bottom:0in;margin-top:0in;" type="disc">

<li style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15p

x;font-family:"Calibri",sans-serif;color:#1F4E79;'>Volunteers must maintain social distance of at least 6 ft. and wear face masks when necessary;

<li style='margin-top:0in;margin-right:0in;margin-bottom:8.0pt;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;color:#1F4E79;'>The number of volunteers must be limited to 10 in any one location;

<li style='margin-top:0in;margin-right:0in;margin-bottom:8.0pt;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;color:#1F4E79;'>The addition of face masks, gloves, trash and recycling bags, trash pickers, safety vests and hand sanitizer must be available to volunteers.

One Day Cleanup Event (copy + paste below)

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;'>One Day Cleanup Event</p>

style='font-size:16px;font-family:"Candara",sans-serif;color:#44546A;*> – Civic groups, volunteer organizations, churches and scout troops, as well as residents and businesses, are encouraged to participate in a joint effort to clean up our streets and public properties. </p></div>
<div data-bbox=

`<p id="isPasted" style='margin-top:0in;margin-right:0in;margin-bottom:7.5pt;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;'>Adopt a Road groups are required to clean sections of the adopted area, and all necessary equipment such as grabbers, safety shirts, bags and gloves are provided. All groups are acknowledged with a road sign displaying their name.</p>`

Apply Now Button (copy + paste below)

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Safety Section (copy + paste below)

`<p id="isPasted" style='margin-top:0in;margin-right:0in;margin-bottom:7.5pt;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;'>Safety - the safety of our volunteers is important. Please review safety protocols before conducting any cleanup programs and encourage volunteers to watch the NJCCC safety video: </p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:7.5pt;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;'>https://njclean.org/aag-individual-safety-video</p>`

Education Section (copy + paste below)

Education is communication in a more complex form. It aims to change the attitudes that cause littering. The basic premise of the New Jersey Clean Communities program is to change habits so residents do not litter, bring their own reusable bags when shopping, skip the straw, and other sustainable practices. A long-term education program will teach both residents and visitors the ramifications of littering and ways to work together to prevent litter from affecting our state.

<p

style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'>**[ENTER LINK TO EDUCATION PROGRAMS HERE]**</p>

Bag Up NJ Section (copy + paste below)

<p></p>

<p>On Nov. 4, 2020, Governor Phil Murphy and the New Jersey Legislature enacted the most progressive bag ban law in the country. The law reduces litter and encourages the use of reusable bags by phasing out single-use carryout bags. </p>

<p>The law bans single-use plastic bags, regardless of thickness, at grocery stores and retail establishments, as well as paper bags at grocery stores <u>equal to or</u> larger than 2,500 sq. ft. </p>

<p>It also bans polystyrene foam takeout food containers and other products such as plates, cups, food trays and utensils; and makes plastic straws at restaurants available only upon request. As of November 4, 2021, plastic straws will only be available upon request.</p>

<p>The "Bag Up NJ" campaign is the New Jersey Clean Communities Council's new single use plastic and paper bag ban outreach campaign, which has a simple message: Bring your own reusable bag(s) when you shop.</p>

<p style="text-align: center;"></p>

<p></p>

<p></p>

<p></p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;text-align:center;'>For more information on the NJ Bag Ban Law, please visit: https://www.nj.gov/dep/plastic-ban-law/</p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;text-align:center;'> </p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;text-align:center;background:white;'>For information on Business Compliance please contact</p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;text-align:center;background:white;'> <the New Jersey Business Action Center</p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:normal;font-size:15px;font-family:"Calibri",sans-serif;text-align:center;background:white;'>https://business.nj.gov/recent/disposable-bag-ban</p>

Enforcement Section (copy + paste below)

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'>**[ENTER LINK TO ORDINANCE HERE]**</p>

<p id="isPasted" style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'>New Jersey Single Use Plastic Ban Law: </p>

<p style='margin-top:0in;margin-right:0in;margin-bottom:0in;margin-left:0in;line-height:107%;font-size:15px;font-family:"Calibri",sans-serif;'>https://www.nj.gov/dep/plastic-ban-law/docs/plastic-bag-law-c117.pdf</p>

Report Illegal Dumping (copy + paste below)

<h2 class="subhead1 ">The Problem:</h2>

<p>"Public lands all over New Jersey are being used as dumping grounds. Litter, garbage bags, tires, televisions, electronic waste, appliances, yard waste, and construction debris are being dumped and threatening our local environment, animals and public. This dumping detracts from the natural beauty of our public lands; it decreases property value, and costs the citizens of New Jersey tax dollars to cleanup."
 -NJDEP
</p>

<h2 class="subhead1 ">"There's an app for that!" </h2>

<p>The NJDEP offers a free and easy to use app that can be downloaded onto your smartphone device. Click the poster to the right to start reporting illegal dumping sites in New Jersey.</p>

