

LONG BRANCH GOES GREEN



In an effort to help Long Branch become a “green”, “clean” and “cool” city, Mayor Adam Schneider created the City’s Energy Review Committee in mid-2007. This committee consists of members of various city departments - including planning, health, purchasing, the library, public works, and police - and meets with the intention to provide new environmentally friendly initiatives to help make the quality of life better in our city. The Committee looks at improving efficiency in city buildings, planning new environmentally efficient structures, reusing resources, and encouraging our residents to become more environmentally friendly.

This pamphlet is an introduction to this on-going effort which also takes commitment from community members. What we do as a team to make our world better is most important to our future generations.

See inside for a list of what the City has done and tips on what you can do to help accomplish this together.



**Thanks for your interest in
helping Long Branch Go Green!**

10 TIPS FOR THE HOME

- Use ENERGY STAR qualified products. Start by changing five light bulbs to ENERGY STAR (save more than \$65 per year in energy bills) and join our “Change a Light” Campaign 2008 with a pledge. **Pledges can be made at the Long Branch Free Public Library.**
- Use “green” and eco-friendly items such as cleaning supplies
- Reduce the amount of waste generated and water consumed whenever possible
- Recycle newspapers, paper, bags, cans, bottles, hangers, batteries, etc.
- Clean the clothes dryer’s lint trap before every load
- Open windows on cool days and close curtains on hot days to reduce air conditioning & heat use and costs
- Purchase local, organic produce and compost food scraps (except meat)
- Calculate the carbon footprint with EPA’s Personal Greenhouse Gas Emissions Calculator and/or get a Home Energy Audit (try Energy Star’s Home Energy Yardstick)
- Prevent energy-wasting leaks by installing weather stripping, caulking cracks, and adding insulation to walls and ceilings
- Use “green”, recycled or salvaged building materials for renovations and new construction

For more ideas, stop by the LB Library

5 TIPS FOR THE YARD

- Grow a vegetable and/or herb garden
- Plant deciduous trees along west or south facing windows to reduce air conditioning use and costs
- Incorporate native plants into the landscape
- Compost yard waste
- Reduce lawn size with trees, shrubs, perennials and groundcover

10 TIPS FOR THE ROAD

- Check EPA’s Green Vehicle Guide and EPA/DOE Fuel Economy Guide before buying or leasing a new car
- Reduce vehicle idling time
- Go easy on the brakes and pedals
- Keep vehicles tuned-up and well-maintained for better efficiency
- Consider using renewable fuels such as E85 (in flex fuel vehicles) or biodiesel fuels – see DOE’s Alternative Fueling Station Locator
- Check & maintain required tire pressure
- Use public transportation, bike or walk whenever possible
- Carpool, bike or telecommute to work
- Reduce weight in vehicles such as removing unnecessary items or roof racks when not in use
- Combine activities & errands into 1 trip

**Pamphlet printed on recycled paper
with Energy Star products**

10 THINGS THE CITY HAS DONE

- Participated in and received award from the New Jersey **CleanEnergy** Program "Change a Light, Change the World" Campaign for 2007:
 - 2nd highest pledges of any municipality in the State
 - 4th highest pledges of any municipality in the U.S.A.
- Replaced all green and red City Traffic Signals with LED bulbs in 2004 (yellows replaced as needed)
- Contracted for Revision of City's Master Plan incorporating "green" standards, incentives & ordinances
- Created "Green Pages" on the City website with information & links 24/7
- Stepped up City-wide Recycling Programs and implemented energy saving policies for City facilities and employees
- Implemented policy for purchase of only Energy Star appliances
- Replacing beach showers with water saving shower towers and added biodegradable hand soap and energy efficient hand dryers to Comfort Stations
- Engaged in dialogue and seminars with "green" experts and suppliers
- Proposed LEED Gold Certified project in Redevelopment Zone
- Established phased-in program of "green" office products and supplies

Visit us at www.longbranch.org

5 TIPS FOR THE OFFICE

- Power down by turning off all lights and computers at night
- Use ENERGY STAR qualified office equipment and products
- Perform Energy Audits - see www.njssi.org
- Plant a **Rain Garden** along the parking lot for site sustainability
- Recycle office paper, cans, bottles, office equipment, batteries, etc.

HELPFUL WEBSITE LINKS:

Environmental Protection Agency (EPA):

www.epa.gov/climatechange

www.epa.gov/cleanenergy

www.epa.gov/watersense

www.energysavers.gov

Energy Star: www.energystar.gov

Tips from NJNG, NJAW & USGBC:

www.njng.com/conservation/energytips-home

www.amwater.com

www.greenhomeguide.org

NJ **CleanEnergy** Program:

www.njcleanenergy.com

Recycling:

rcrc.org/call2recycle/dropoff

www.freecycle.org

Resources:

USEPA www.epa.gov

U.S. Green Building Council www.usgbc.org

Mt. Cuba Center www.mtcubacenter.org

Prepared by LB Energy Review Committee



LONG BRANCH GOES GREEN



WHAT ARE WE DOING?

WHAT CAN YOU DO?

June 2008