



CITY OF LONG BRANCH

ACCOMPLISHMENTS IN WORKING TOWARDS A "GREEN" FUTURE

- Mayor created City's Energy Review Committee in 2007 composed of representatives from many different departments (planning and zoning, health, public works, purchasing and police) to work hard for the community to help improve the quality of life in our city.
- Created "Green Page" on the City website with sustainable, green information & links 24/7. Go to: <http://www.visitlongbranch.com>
- Participated in and received awards from the New Jersey **CleanEnergy** Program "Change a Light, Change the World" Campaign:
 - 2007: 2nd highest pledges of any municipality in the State and 4th highest pledges of any municipality in the U.S.A.
 - 2008: For second year running, 2nd in State - 4th nationally among local governments in collecting highest number of pledges.
 - 2009: Oceanfest: Environmental Commission Members helped staff the City's Green Booth on July 4th. This successful educational public awareness event received almost 500 pledges for the Change the World Clean Energy Campaign and approximately 50 Volunteers for the City's Green Team.
- Replaced various City bulbs with LED:
 - All green and red traffic signals replaced;
 - Yellow traffic signals replaced on an as needed basis;
 - Approximately 3,000 Christmas Tree Lights replaced with LED bulbs – a reduction from 7 watts to 1 watt each;
 - Other trees and holiday lights to be changed to LED in the future
- City Planning Initiatives:
 - Revising City's Master Plan and ordinances to incorporate "green" incentives
 - Obtained First LEED Silver Certified HOPE VI Development in NJ, for *Garfield Court* (City of Long Branch Housing Authority)
 - Developer of Diamond Beach Condominium Building installed "Green Roof" and rooftop gardens
 - Submitted Pre-Application Grants for 4 NJDEP Greenhouse Gas Reduction Programs by September 4, 2009 deadline (Carbon Footprint Study and Implementation, Trolley Shuttle Service and Community Outreach Programs)

- Re-Instated the Environmental Commission in 2009 to help implement the initiatives of the ERC and create new environmentally friendly projects :
 - Installed first Wind Generated Windspire in New Jersey at the Oceanfront
 - Supported NJ Natural Gas “Energy Hog” program through the LB Library
 - Hosted composting event in conjunction with Monmouth County Recycling
 - Tabled various city events to help educate the public
 - Community projects in progress, i.e. Rain Gardens, recycling & water quality

- Implemented energy saving policies and products for City facilities and employees:
 - Stepped up City-wide recycling and restrictions on idling of City vehicles
 - “Greened” the Oceanfront with energy saving hand dryers, water saving shower towers and use of green products at comfort stations
 - Implemented “Green Purchasing” policies for items such as Energy Star appliances, green office products and janitorial supplies
 - Installed waste oil burner to heat Department of Public Works’ garage

- Main Public Library:
 - Created Green Bulletin Board and access area
 - Installed Energy Efficient lighting and HVAC throughout building, motion sensor faucets and restriction flow bathrooms & toilets
 - Implemented Green Purchasing Program (30% recycled copy paper, paper towels, tissues, toilet tissue)
 - Provides free “Loan & Learn” kits for checkout (Home energy audit kits donated by New Jersey Natural Gas Company)
 - 2010 to be 3rd year the library staff signs up library visitors for Energy Pledges for the City’s “Change a Light, Change the World” campaign
 - Sells inexpensive library tote bags for \$1
 - Distributes “Welcome Pack” for new customers in a tote bag
 - Created Library Green Page: <http://www.lmxac.org/longbranch/greenlibrary.html>

- “Green Page” in Senior Center’s Monthly Newsletter

- 30 local students joined the Long Branch Police Department and LBPD Explorers in supporting the “Project Porchlight” program in January 2009. They distributed 1,500 free energy saving, emissions saving light bulbs to Long Branch residents in the area from Joline Avenue to Wall Street and from Norwood to Oakwood Avenues.

- Expanded pedestrian and bicycle access and use with:
 - Newly constructed Manahasset Creek Park
 - Designated Bike Lanes at the Oceanfront
 - Increased Bike Racks within the City

- Local “Green” Businesses:
 - West End Farm Market (Thursdays-June - December)
 - Atlantic Plumbing Supply Showroom, Route 36
 - Spinning Designs, 70 South 7th Ave. (Wind turbine manufacturing and wind-powered lighted sign)

- Installed various Community and Rain Gardens:
 - Seventh Avenue Community Garden
 - LBHS Interact Club’s Rain Garden
 - Manahasset Creek Park