

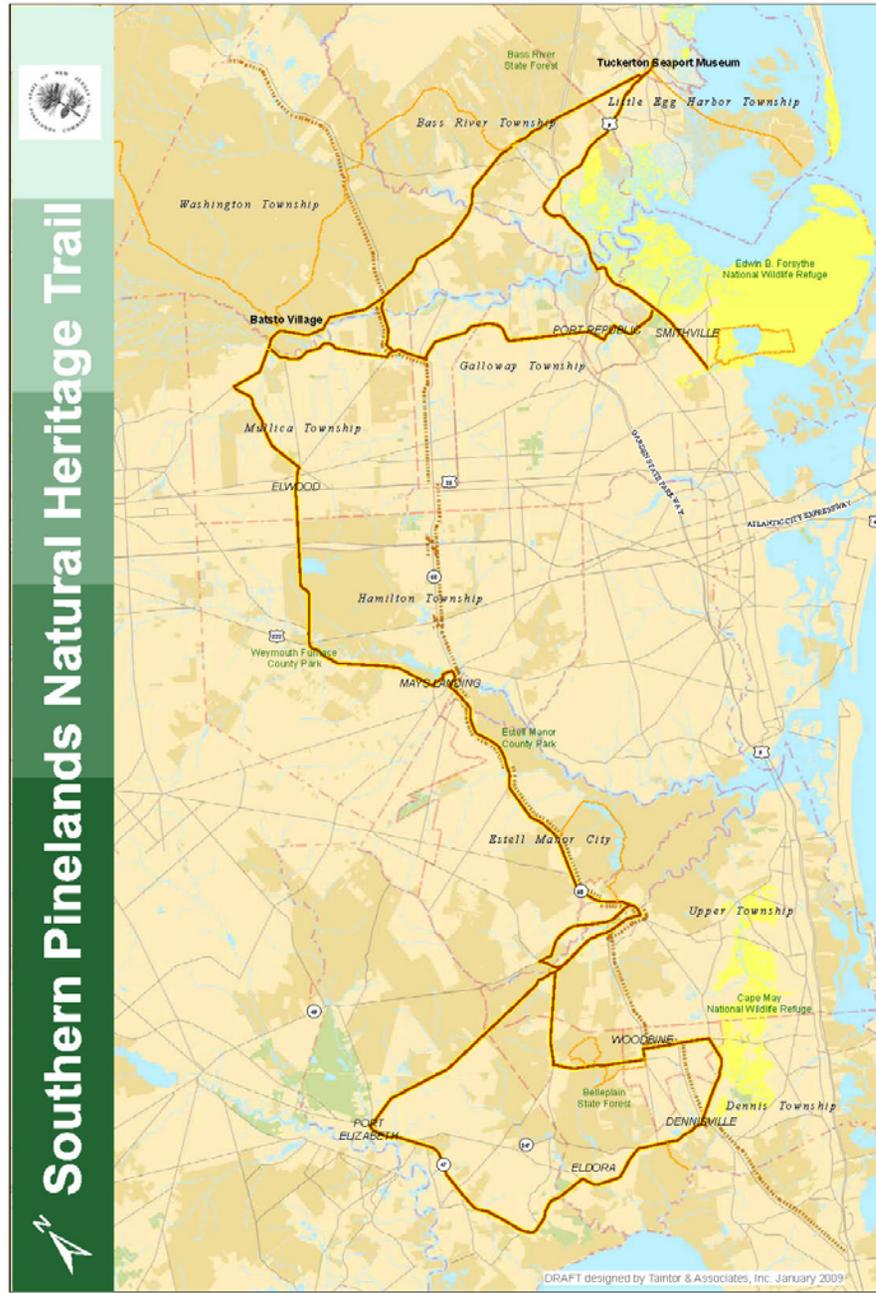
- b) Heritage Trail and Passive Recreation. The Southern Pinelands Natural Heritage Trail has been created by the Pinelands Commission, (see Map 9.) The Borough needs to team up with the Pinelands Commission to get regional newspaper articles published, stories printed in travel guides, and the trail mentioned in the New Jersey Tourism Guide. As a stop on the trail, Woodbine has many existing recreational and interpretive facilities that can generate visitor interest but more needs to be done to provide information in a good, centralized and accessible location for visitors coming to Woodbine.
- c) Birding and Wildlife Viewing. Birding is a big industry in Cape May County. The New Jersey Audubon Society, The Nature Conservancy and other organizations are actively seeking new sites where visitors can view avian and other wildlife. Viewing areas constructed on some of the Borough's existing trail systems or through protected natural areas could provide such opportunities.
- d) Pinelands Adventure Center. A longer-term but very interesting project concept might be the creation of a Pinelands Adventure Center. There are adventure destinations in many of the ecologically sensitive areas of the world. Typically, one thinks of such destinations as Costa Rica, the Everglades, or the Rocky Mountains for such eco-adventures. But why not The New Jersey Pines? Why not Woodbine? As part of such an Adventure Center, there could be "canopy walks" created that provide visitors with a tree-top view of the Pinelands. These walks could be incorporated and blended with land trails that would interpret Pinelands vegetation and wildlife. Woodbine could be a base for kayaking trips, canoe trips, and nature based hikes to other areas of the Pines. It could also be a location for Zip Line Adventures or "tree house dining" on uniquely Southern New Jersey Pinelands cuisine. (See Figure 6.)
- e) Equestrian Events. Woodbine has been developing into the center of Southern New Jersey equestrian activity. Today, the Borough has over 30 equestrian farms, boarding and grooming facilities. The Borough needs to capitalize on that business with annual equestrian events, retail outlets, training, and shows. If the Borough is seeking an identity that might provide it with the nucleus for a specialized retail market, equestrian goods and services might be the niche.

In planning recreation and tourism facilities, Woodbine needs to define a unique niche built around the Borough's Pinelands and cultural heritage.

An adventure center, regional recreation opportunities, equestrian events, and ecotourism are all potential venues around which new economic opportunities can be developed.

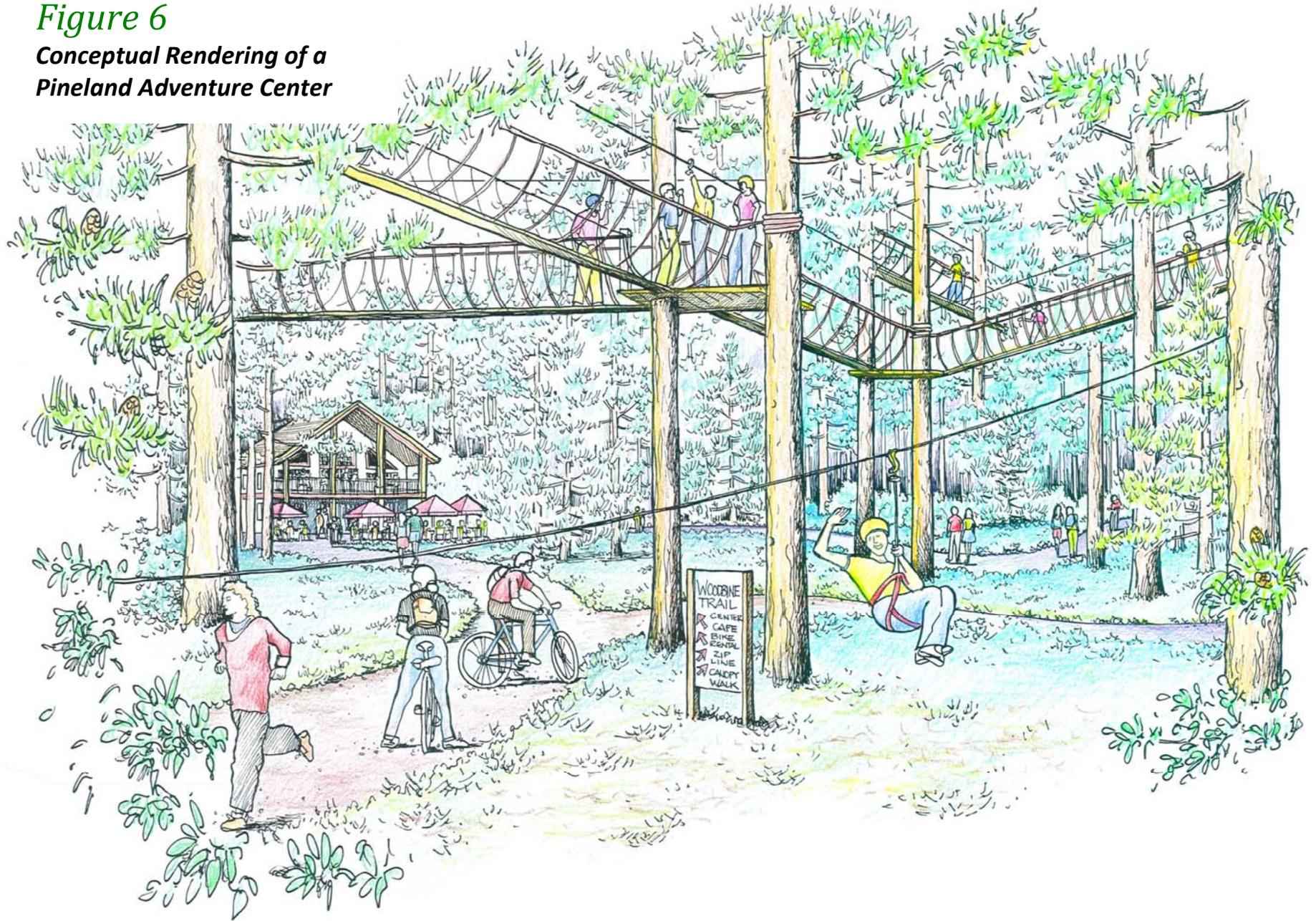
Map 9

Southern Pinelands Natural Heritage Trail



The Southern Pinelands Natural Heritage Trail is an ectourism asset that can bring visitors to Woodbine. The Borough should develop the types of cultural and recreational attractions that make it a destination for tourists following the trail.

Figure 6
Conceptual Rendering of a
Pineland Adventure Center



- f) Gateway to Belleplaine State Park. As a community closely linked to Belleplaine State Park, Woodbine can capitalize on its location as an access route and one of the nearest locations for camping purchases. Camping commodities generally might be another retail niche that would be a good fit for Woodbine. A store or stores that cater to camper needs would encompass not only those people headed to Belleplaine but also to the sizeable number of people who use the private campgrounds in Woodbine. Goods such as camping gear, utensils, fuel, tent stakes, rope, bug repellent, camp chairs and so forth would make for convenient local supplies. Such availability then needs to be advertised at Belleplaine and area campgrounds.

GOAL 2: Enhance connectivity. While the Borough is doing an excellent job creating a network of trails, bikeways and pedestrian improvements more can be done to promote transit opportunities. Additional connections can be made to reach the growing tourism market at the shore; the existing social services network; and the day-to-day needs of Woodbine residents. These types of connections are paramount to ensuring a walkable and sustainable community.

Strategies and Action Items

1. ***Filling Gaps in the Existing Circulation Network.*** There are some gaps in the existing bicycle and pedestrian network in Woodbine. First, there should be pedestrian connections to all major places of current or potential employment. This means that sidewalks and/or trail connections need to be made to the Airport. Map 10 illustrates the locations where these circulation improvements could enhance access to other areas of the community.

In addition, while the Borough has ample bicycle paths and an expanded network of trails is underway, there are few locations in the Borough where bike racks are available. Bike racks should be provided at the proposed railroad station; at all major centers of employment; and at tourist, recreation, and public facilities.

Project Concepts

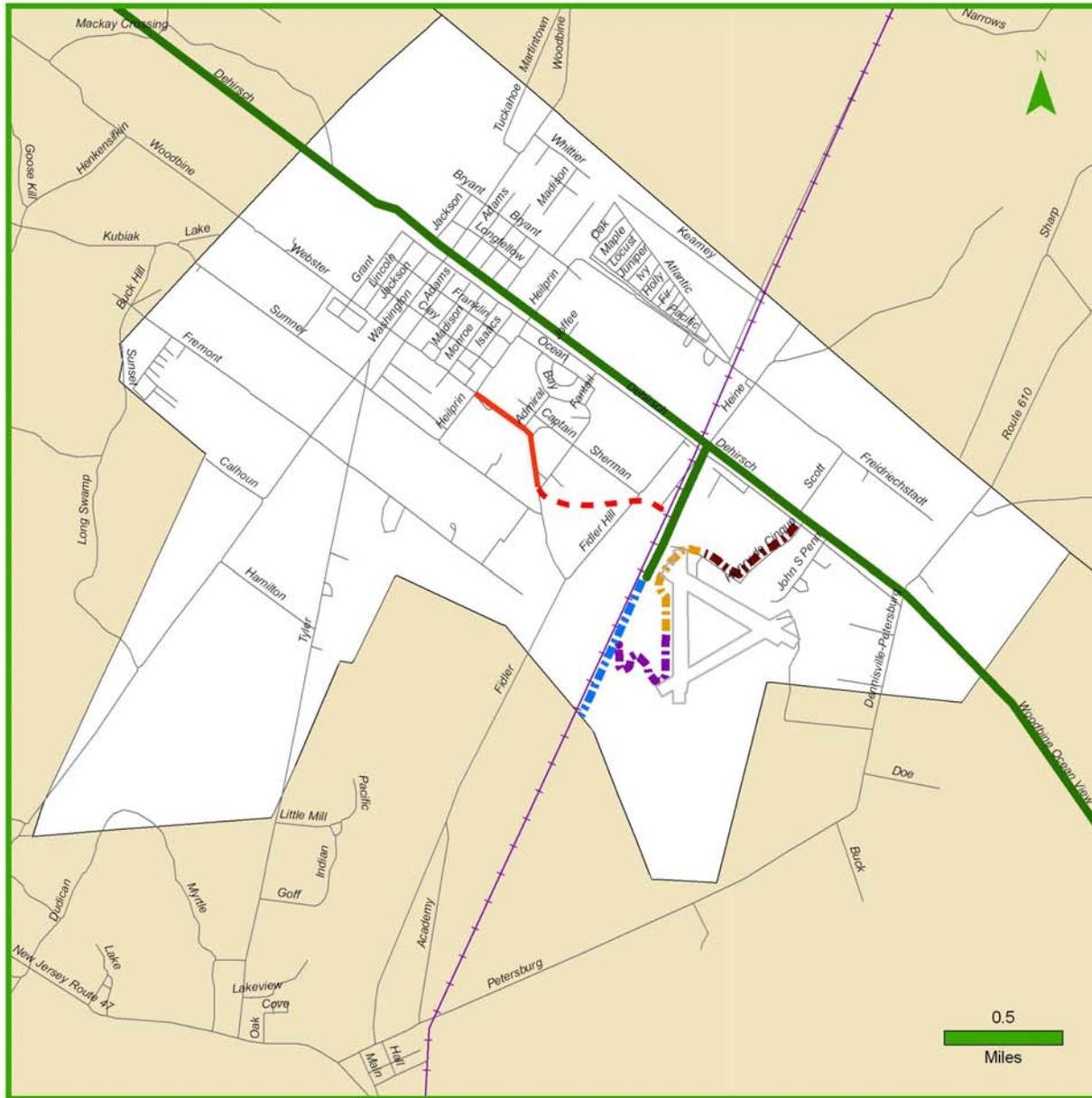
- ***Mass Transit Improvements.*** A mass transit system in the urban sense is not something that is possible or appropriate for Woodbine at the present time. But any sustainable community needs alternatives to the automobile. Woodbine's biking and hiking trails

Ensuring that Woodbine is a walkable community and that people have safe pedestrian access to the major employment and commercial areas of the community is a paramount goal of this Plan. The Borough has done a great job advancing this effort.

Woodbine Sustainability Plan

Map 10

Proposed Trials, Bikeways, and Sidewalk Improvements



Legend

- Railroad Line
- Completed Trails
- Phase 4B Bikeway *
- Phase 5A Bikeway
- Phase 5B Bikeway
- Phase 5C Bikeway
- Trail Extension
- Sidewalk Extension

* The Borough has received \$250,000 from NJDOT to complete Phase 4B of the Bikeway plan.



and its sidewalk and pedestrian links certainly provide excellent options within the limits of the Borough. It is getting people to and from Woodbine that poses the larger challenge. There are some good projects underway and others that could be developed to provide these connections.

- a) Train Station and Cape May Seashore Line. Woodbine is presently working on a project to repair the existing rail line to Dennisville. This will allow the Cape May Seashore Line to provide passenger service to the Borough from Cape May. While this service will certainly not provide a schedule that offers sufficiently frequent commuter service, it will open up the possibility that Woodbine could be a Park & Ride destination for shore travelers seeking to avoid the summertime traffic crunch. There is already tourist service planned from Richland and Tuckahoe, south to Woodbine. This means that the Borough should plan special events or tours that could be combined with a rail excursion to encourage visits to the community. The Arts and Cultural Bazaar or Emporium at the Airport is certainly one anchor that could be a good tourism draw. Other activities could include an interpretive tour of the Borough, including the Museum of Woodbine Heritage, equestrian events, an Adventure Center and/or Pinelands interpretive tours.
- b) N.J. Transit Route Improvements. Given the limited trips currently provided by the Route 313 bus route, there are not any route alterations or changes in the system short of a significant increase in the number of trips that will enhance the bus system as a commuter route for Woodbine residents. However, given that the Woodbine Developmental Center is the largest employer in Cape May County it may be worthwhile to encourage NJT to examine the employment base at the Center to see if there is any possibility of providing some variation of service that would coincide with shift changes at the Center to meet the regional demands of local commuters.
- c) Transit Guide. Making N.J. Transit schedules readily available to residents can help them sort out their transit needs. The Borough should establish a transit information center at Borough Hall where guides to the 313 and 552 Routes are regularly posted and where residents can access other information about transit



By integrating Woodbine's calendar with that of the Cape May Seashore Line, the Borough can enhance its position as a tourist "destination".

availability. Creating a link to the N.J. Transit Website from a Borough sponsored Sustainable Community Site would also help disseminate transit information.

- d) Special Commuter Links. As the Atlantic City job market expands, the potential for improving transit connections to Atlantic City from Woodbine will also expand. The Borough should work with the Casino Reinvestment Development Authority, (CRDA), and the gaming industry to explore the possibility of direct shuttles between Woodbine and Atlantic City. It may also be possible to subsidize van service from Woodbine to the Ocean View Park & Ride lot where commuters could access the 552 Bus to and from Atlantic City. Both of these options would enhance Atlantic City's appeal as an employment destination for Woodbine residents.

2. **Networking Community Services.** Rural communities almost always suffer from a lack of social and community service providers. The days of the rural village doctor and the family druggist are long gone. While it is outside the scope of this Plan to examine the Borough's community service needs comprehensively, there are a number of things that could be done to enhance the sustainability of the community and improve the quality of life for municipal residents.

Project Concepts

- **Mayor's Wellness Campaign.** The Sustainable New Jersey Program recommends a Mayor's Wellness Program that promotes fitness and health related suggestions for youth, seniors, employees and communities. Ideas that could help Woodbine implement a Mayor's Wellness Campaign would include the following:
 - a) Develop a Fitness Trail. With Woodbine's existing network of paths and trails, it would be easy to identify locations where various fitness stations and interpretive signage could be constructed that would prescribe a regular exercise regimen for young people, adults, seniors and employees working in the Borough. (See Figure 7.)

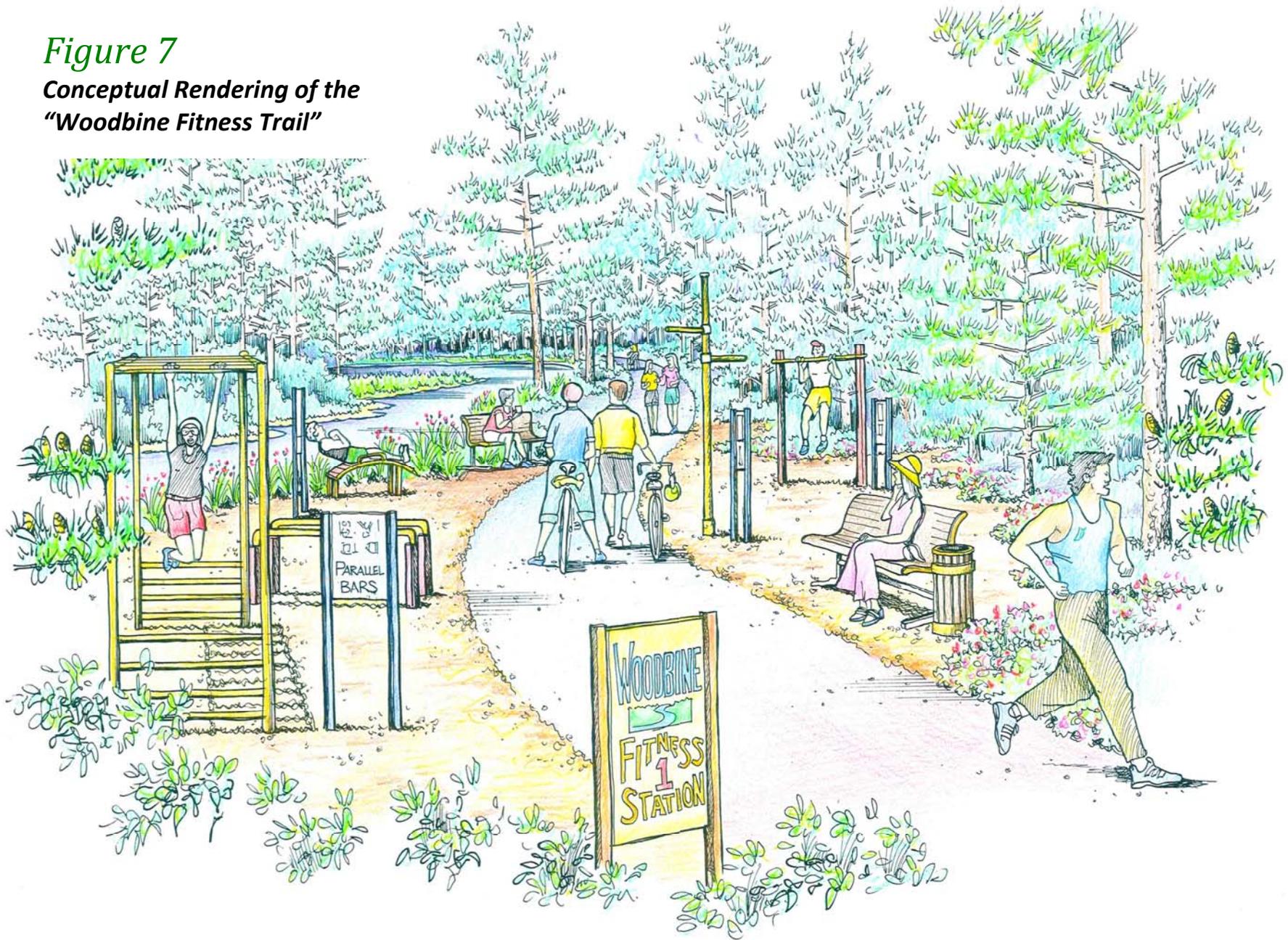


While it may not be likely to expand New Jersey Transit Service to the Borough, it may be possible to work with NJT to explore other types of linkages that enhance service and public outreach.



Initiating a "Mayor's Wellness Campaign" might include a fitness trail, health fair, or other health awareness programs.

Figure 7
Conceptual Rendering of the
“Woodbine Fitness Trail”



- b) Sponsor Health Fairs. Health Fairs offer people the opportunity for blood testing, cholesterol screening, and a host of prevention analysis. Connections and links to additional medical services and information can also be provided that enhance community awareness to health service options. These health fairs could be community based and presented in coordination with the school, large employers, and other organizations that would ensure that the program reaches the targeted audiences.

- c) Conduct Education Campaigns. Educational efforts aimed at reducing obesity, smoking, drug usage, diabetes, teen pregnancy and a host of other societal ills can be encouraged with local schools, churches, insurance providers, hospitals and other organizations dealing with issues affecting the general health of the population.

- Implementing a Social Service Circuit Riders Program. The Borough should work with the County and State Department of Human Services to have representatives from the County and State in the Borough on a regular basis to provide counseling and referrals to families and individuals seeking supportive services. One of the most common barriers to accessing service is a simple lack of knowledge!

- Enhancing Childcare Services. Childcare is also a major employment consideration for young families or single parent families. Opportunities to expand services, perhaps in connection with a large employer such as the Developmental Center should be examined.



Replacing existing incandescent bulbs with energy saving Compact Fluorescent bulbs can save the Borough, residents, and businesses significant amounts of money.

GOAL 3: Improve energy efficiency and the use of alternative energy sources. The residential, commercial and institutional uses of energy should be made more efficient and alternative energy sources explored.

Strategies and Action Items

1. Energy Conservation Initiatives. Obviously inherent in any sustainability plan are strategies outlining the need to conserve energy. There are many viable projects for both the public and private sectors.

- *Energy Efficient Lighting Exchange Program.* Replacing traditional Incandescent light bulbs with new, Compact Florescent Lighting (CFL) which uses less power is an immediate way to reduce greenhouse emissions and cut the cost of power to businesses and homeowners. The Borough should work to create a Lighting Exchange Program, where old bulbs could be turned into the municipal recycling center in exchange for new CFL fixtures. The Borough could secure a grant program to offset the cost of this exchange for local businesses and homeowners. With 1,145 occupied housing units and 80 businesses in the Borough an exchange program that involved replacing 10 bulbs annually, would result in a significant energy savings.

The typical CFL bulb that takes the place of an incandescent bulb in a lamp or ceiling light is 70% more efficient. It also lasts 4-10 times longer with a total savings of between \$30 and \$80 per bulb over its product life.

If each home and business in Woodbine exchanged 10 bulbs annually, that would result in a total of 10,225 replacement bulbs. Each bulb costs approximately \$3.50 for a total cost of \$35,787.50. A conservative estimate of energy cost savings to Woodbine energy users over the course of the product life of the bulbs would be \$562,375! (A \$55 average savings per bulb X 10,225 bulbs.)

The New Jersey Board of Public Utilities has created an Energy Star Campaign, where it expects to provide 500,000 CFL fixtures across the State in 2009. Woodbine should apply to receive a BPU grant or a direct donation of such bulbs.

- *“Lights-Out Program.”* The Borough could also sponsor a Lights Out Program that would provide public education for turning out lights when they are not needed, using motion sensitive lights outdoors, and replacing traditional flood and decorative outdoor lighting with CFL or LED lighting fixtures.
- *Encourage Alternative Fuel Vehicles.* Woodbine should work to replace its current fleet of cars and trucks with alternative energy vehicles.

Many communities are moving toward hybrid vehicle fleets or alternative fuel vehicles to conserve energy.

- a) BPU Program. The New Jersey BPU has a program that encourages municipal governments to replace their current gasoline vehicles with bio-fuel, hybrid or other alternative energy vehicles. The program offers rebates for light, medium and heavy duty vehicles ranging from \$2,000 to \$12,000 depending on the type of vehicle and its capacity.
 - b) RFP Services. Both the Borough and the School District could include in any RFP for vehicle services, a request that some percentage of those vehicles be alternative fuel based. This would not have to be a threshold criterion, but one that would be considered as part of any award for services.
- *Reduce Commuter Costs.* Reducing commuter costs saves fuel and fosters resource and energy conservation.
 - a) Develop a Ride Sharing Database. The Borough should begin to compile and advertise a database of those individuals working in the Borough who want to share a ride and those residents working in or outside of the Borough who would want to do the same. This voluntary database could be part of the Borough’s Clean and Green Website that promotes sustainable development practices, (see Page 66.) In addition, the N.J. DOT provides \$100 gas cards to individuals participating in a ridesharing program. The DOT can and should be an active partner with the Borough in initiating this program.
 - b) Institute a Live Where you Work Program. The Borough is currently a registered and eligible candidate for participation in the New Jersey Housing & Mortgage Finance Agency’s “Live Where you Work” Program. This program provides low interest mortgage financing to individuals seeking to live in the community where they are employed. The program also offers down payment and closing costs on 30-40 year fixed rate mortgages. Such a partnership with some of the Borough’s large employers could aid in the residential redevelopment of the community.
 - *Anti-Idling and Enforcement Program.* Idling, particularly of commercial trucks and vehicles can be a noisy nuisance after hours and a practice that wastes fuel and energy. The Borough should prepare and adopt an ordinance that prohibits this practice under



Developing partnerships with the Borough’s employers can provide significant savings for prospective home buyers seeking to live in Woodbine. Through the NJ HMFA “Live Where You Work” program, buyers get assistance with down payments and closing costs.

normal circumstances – (exceptions could be made for weather, special delivery, or other unusual situations.)

- *Integrated Pest Management Practices.* Integrated pest management is defined as the use of all practices including cultural, common sense, biological and pesticides to identify and control pests in both commercial and residential settings. IPM can significantly reduce the introduction of chemicals and other applicants that are potentially harmful to the environment. Rutgers University Cooperative Extension provides good technical information on IPM and can be a source of assistance to homeowners, businesses and municipal government in meeting this challenge. Links to such practices could be included on the Borough’s “Clean and Green” website and in other literature promoting sustainable practices for living in the community.
- *Achieving Sustainable Jersey Certification.* The new Sustainable Jersey Certification Program provides municipalities with a range of options through which they can generate points toward certification. A mandatory element of the program involves creating a “Green Team” to guide the municipal effort, (see Page 66.) There have already been suggestions related to implementation of this program, but official “Priority Actions” of the program that promote sustainability include the following:
 - a) Preparing Municipal Energy Audits. An Energy Audit assesses a municipality’s public buildings and facilities and makes recommendations on how to reduce energy consumption. The New Jersey BPU has a program that will fund such audits. The Borough should pursue funding for the development of an audit and implementation of its findings.
 - b) Calculating the Municipal Carbon Footprint. This calculation assesses the municipality’s Greenhouse Gas (GHG) Emissions from all buildings, facilities, and vehicle fleets. Recommendations such as those in this plan to move toward alternative fuel vehicles, promote alternative power and other energy savings and conservation options are identified.



The Borough has already initiated steps to become a “certified” sustainable community, including the adoption of a Sustainable Land Use Pledge.

c) Preparing a Sustainable Land Use Pledge. A Sustainable Land Use Pledge is one that puts a community on a track toward sustainability. The pledge involves taking steps to promote sustainability in:

- Facility Siting
- Housing Variety
- Natural Resource Preservation and Management
- Transportation Choices
- Green Design
- Regional Cooperation
- Parking Reductions

The Borough adopted this pledge by municipal resolution on March 19, 2009. The development of this Rural Sustainability Plan and Sustainability Plan Element put Woodbine in an excellent position to implement it. (Also see Building Construction and Operation, Page 60.)

d) Adopting a Water Conservation Ordinance. Water Conservation is paramount in ensuring a community's sustainability. Adopting a water conservation ordinance, similar to the model ordinance in Appendix B of this Plan can move Woodbine toward sound water management practices.

2. Alternative Energy Generation. Conserving energy is part of a good sustainability strategy. Finding ways to generate energy from alternative sources is also a key sustainability tenet. There are several ways the Borough can promote this goal.

- *Participate in the N.J. Clean Power Choice Program.* The New Jersey Clean Choice Power Program provides customers who sign up with the program, the opportunity to buy power from certified renewable energy sources in the mid-Atlantic region. Participating in this program can make a huge contribution to cleaner air. Each household that enrolls in the program reduces its carbon emissions by 10,000 lbs. per year. That is the equivalent of planting 1.35 acres of new trees.



Designing swales and other water conservation techniques that promote retention and on-site treatment are important sustainability strategies.

- *Make Needed Zoning Changes.* Changes to the Borough Ordinance to Allow Low Impact Wind Turbines and Solar Power Generators on site would help promote the development of these facilities. Such standards should include limitations on noise beyond the property lines of the home or business, for wind generated power. The Plan’s Appendix C includes model ordinance language for the development of such small power facilities on residential and commercial properties. This language is being considered by the Planning Board for adoption.
- *Amend State Funding Programs.* There are a range of State Programs that provide funding for community facilities in eligible distressed areas such as Woodbine. These include DCA, Labor, EDA, DOT and other facility programs. Wherever possible such programs should be amended to allow the retrofitting of schools, municipal buildings, senior centers, public works garages, transportation centers and other program eligible projects with solar panels that help to reduce energy consumption in these structures.
- *Develop a Power Facility at the Airport,* (see Page 38.) A wind or solar facility at the airport could reduce significantly the cost of energy for new industries and businesses locating there.



Amending State program requirements to expand the funding to be used to retrofit municipal facilities with solar panels could provide an important catalyst for additional energy conservation.

3. Building Construction and Operation. The construction of buildings and their impact on the environment are significant. According to the U.S. EPA, buildings in the United States account for 39% of total energy use; 12% of water consumption; 68% of electricity consumption; and 38% of Carbon Dioxide Emissions. There are a number of fundamental principals that can advance sustainable construction and design practices.

The U.S. Environmental Protection Agency (EPA) has developed general guidelines for the construction and operation of green buildings. They include:

- Careful site selection to minimize impacts on the surrounding environment and increase alternative transportation options;
- Energy conservation to ensure efficient use of natural resources and reduced utility bills;
- Water conservation to ensure maximum efficiency and reduced utility bills;
- Responsible storm water management to limit disruption of natural watershed functions and reduce the environmental impacts of storm water runoff;

- Waste reduction, recycling and the use of “Green Building” materials;
- Improved indoor air quality through the use of low volatile organic compound products and careful ventilation practices during construction and renovation;
- Reducing heat islands to avoid altering the surrounding air temperatures;
- Strategies that allow ecosystems to function naturally.

Based on these broad guidelines, some specific recommendations for the Borough are as follows.

- *Careful site selection that minimizes impact.* The Borough should adopt policies that encourage reuse of existing buildings; in-fill development; redevelopment; and guidelines for the siting of buildings and structures that meet some fundamental threshold. The U.S. Department of Energy and the American Institute of Architects have building design guidelines that recommend several steps toward more eco-friendly construction. Some of these guidelines include:
 - a) Siting for Solar. First, buildings should be situated on site to maximize the potential for passive solar radiation and/or to take maximum advantage of the potential for solar generated power. This means orienting buildings to take advantage of a southern exposure and positioning the roofline at an angle comparable to the community’s latitude and angle of the sun. Woodbine is already considering an ordinance to allow for small renewable energy systems in the Borough.
 - b) Accessibility to Circulation Options, Infrastructure, and other Facilities. New development in Woodbine should be “center-based.” Even though the Borough is a Pinelands Town, in order to preserve what is best about Woodbine – its rural village character and landscape – new development should occur in carefully planned nodes around existing circulation, pedestrian, sewer, water and other facilities.
 - c) Parking and Landscaping. The use of pervious material for parking areas and driveways, and landscaping that can provide a place for water to run off and percolate into the ground are good suggestions. Figure 9 illustrates how a driveway might be designed to provide a simple “catch basin” for water. Driveways and parking lots can also be located on the south side of buildings in order to maximize

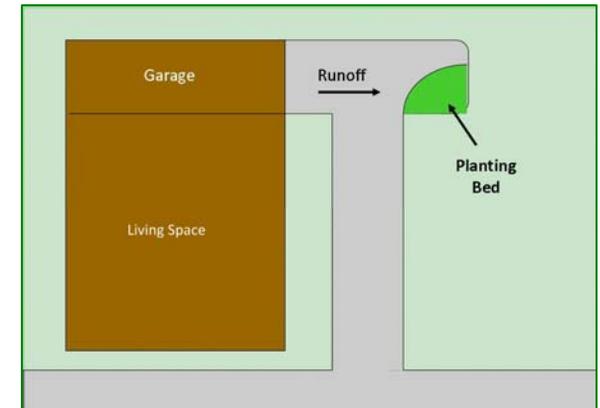


Landscaping that reduces impervious coverage and provides opportunities to capture stormwater runoff are important design considerations.

melting during winter storm events. Where possible, existing vegetation should be preserved and native species used to provide low maintenance landscaping. For large commercial or industrial facilities, green space for walking and enjoyment of the outdoors should be preserved. Where links can be provided to the Borough's trail system, they should be constructed.

- d) Infill Development and Redevelopment. Preparing a concept for the infilling the Borough's Central Business District with new homes and businesses will require careful advance work to acquire and consolidate lots. A conceptual rendering of a strategy identifying all the vacant lots in the town center where infill development is possible should be prepared. Building incentives such as special financing programs, a reduction or waiver of permitting fees, or other such incentives might be used to encourage in-fill development in targeted areas of the community.
- *Optimizing Energy Use.* This objective has been mentioned many times in this plan, but with specific regard to building construction and operation, LEED standards provide the guidance for ensuring a graduated series of "green" building techniques.
 - a) LEED Standards. The Local Energy Efficiency and Design (LEED) standards for the construction of energy efficient buildings are guidelines sponsored by the U.S. Green Building Council. They provide technical standards for building certification. Some of the design criteria include standards for site location, site disturbance, outdoor water conservation and efficiency, erosion controls, fixtures and insulation, waste reduction, indoor environmental quality and public education. These standards should be referenced in municipal ordinances as voluntary thresholds for new construction. (Present State law precludes mandatory enactment of standards that are more prescriptive than the current DCA sanctioned building code.)
 - b) Residential and Business Energy Audits. The New Jersey BPU sponsors a program called *Home Performance with Energy Star* that provides home owners with an energy assessment of their house for a modest fee. The assessment includes a review of heating and cooling equipment, insulation levels, air sealing, windows and doors, and appliances and lighting. Implementation of the recommendations from these assessments can save home owners thousands of dollars in energy costs

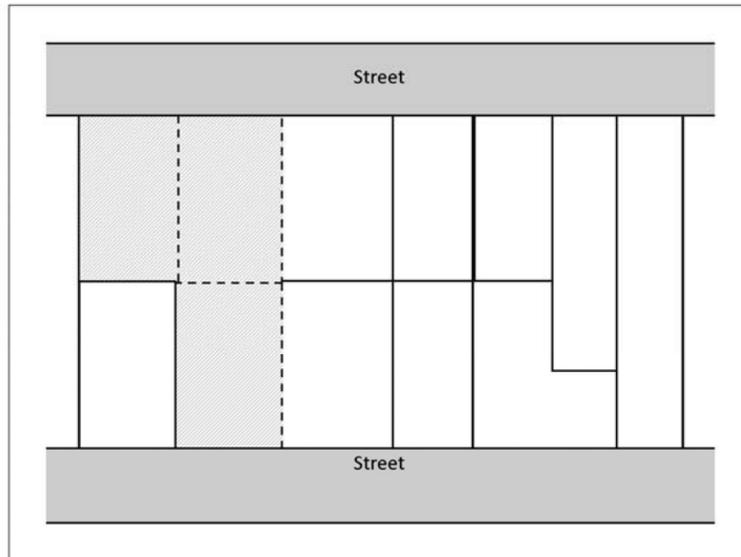
Figure 9



Strategically located planting beds can serve as small catch basins for rain water and runoff.

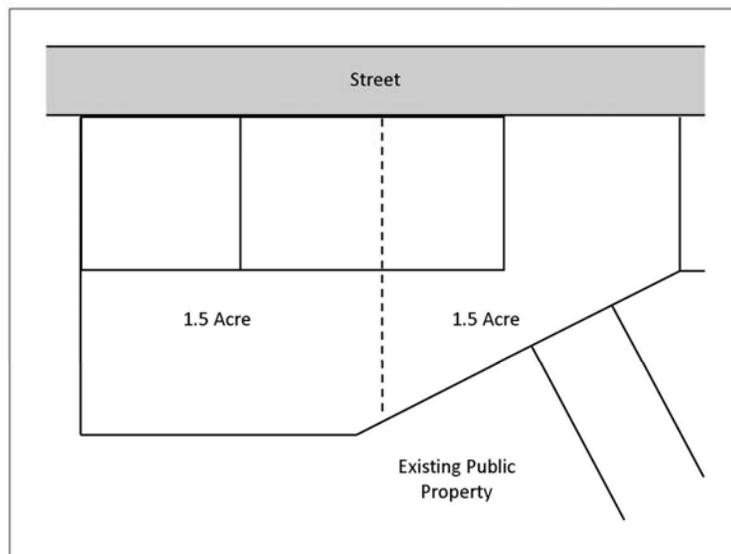
Figure 10

Concepts for Possible Lot Consolidation



Concept 1

Concept 1 illustrates combining three 15,000 sf lots into one (approximately) 1 acre lot that could be used for commercial development in or around the town center.



Concept 2

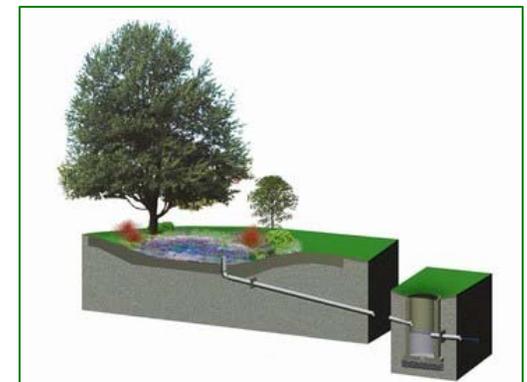
Concept 2 illustrates the combining of two 1.5 acre parcels and the creation of three 0.5 acre building lots, which would share a “community” septic system. The adjacent public property would provide an opportunity for a neighborhood park or playground in combination with the open space from the original 1.5 acre tracts.

annually. In addition the BPU's *Pay for Performance Program* provides a number of incentives for commercial operations that use peak power at or above 200 kW annually to participate in an energy audit and savings program.

- *Conservation of Water.* Water conservation is not only a good natural resource conservation practice but also one that saves energy by reducing the need for costly irrigation. Suggestions for water conservation as part of a site design and maintenance program include:
 - a) Rain Gardens. Rain Gardens utilize the landscaping of the property to channel water runoff from roofs and driveways into gardens where the water can be used by plants and absorbed by the soil. There are specific calculations that should be made to determine the precise size of the garden and avoid ponding of water.
 - b) Rain Barrels. This age-old method of collecting rain water for use on lawns, gardens, washing cars, and other outdoor activities is coming back into vogue. The recycling of rain water can significantly reduce the use of fresh water for non-potable and non-hygienic uses.
 - c) Underground Rainwater Recycling. This is a more complex system of underground piping that uses rainwater as the primary source of irrigation for gardens, lawns and other outdoor uses. They work the same way a typical lawn sprinkler system might work but with an alternative primary source of water.
 - d) Recycled Water for Cooling Systems. Many industrial and large commercial buildings are designing systems that capture roof runoff and other water runoff to be used to cool industrial machinery, provide product refinement, or other systems.
 - e) Storm Water Management Ordinance Changes. The Borough currently has storm water management regulations (Sections 21-1 and 21-2 of the local code) that apply principally to major subdivisions and land development projects. The Pinelands Requirements in Section 21-2 come close to defining the types of water conservation elements that are appropriate to achieve sustainability. There are requirements to show storm water treatment on subdivision plans, but the code



Rain barrels are simple “old fashioned” tools to collect water for use in watering plants, washing cars, and other non-potable uses.



New construction could utilize in-ground rainwater collection technology to conserve the use of ground water for non-potable purposes.

indicates that the water should be directed to the nearest storm water facility, (Section 24-6.2 of the code.) This language should be changed to reflect inclusion of the guidelines for rain water reuse, rain gardens, pervious driveway and parking cover, and some of the other guidelines provided in this Plan.

- **Waste Reduction.** There are also energy saving practices that should be employed in construction and operation of buildings. These include:
 - a) Construction Waste Reduction. LEED guidelines suggest the recycling of construction waste; the use of construction scrap by a third party user; or the on-site grinding of engineered lumber, untreated cellulosic material, and gypsum for use as a soil amendment. Reducing and reusing construction waste helps promote efficiency and save natural resources.
 - b) Use of Environmentally Preferable Products. LEED guidelines refer to the use of recycled or materials that have some percentage of recycled material contained in the product.
 - c) Backyard Composting. This is a practice, done correctly, that can promote conservation, provide good natural mulch and fertilizer, and provide a good outlet for biodegradable household wastes.
- **Enhance Indoor Environment.** Again, LEED guidelines recommend a series of actions to enhance the indoor environment including proper ventilation; use of non-toxic building materials and floor coverings; proper HVAC design and installation and a series of other performance measures.
- **Optimize Operational and Maintenance Practices.** Through the use of Energy Star Appliances, good insulation, and the lighting and other efficiency objectives outlined in this Plan, homes and businesses can achieve a much higher standard of heating and cooling efficiency and reduce energy costs considerably.

Adopting construction-waste standards can promote recycling of unused lumber and other scraps.



Allowing for backyard composting provides a good outlet for biodegradable household wastes.

GOAL 4: Promote education and the distribution of information that encourage a sustainable Woodbine. Creating a network for people to learn about sustainable growth and to share ideas on how to make it happen can provide an excellent vehicle for advancing the goals of the Plan.

1. Woodbine “Green Team.” Pursuant to “Sustainable Jersey” Certification, a municipality must appoint a Green Team to guide the planning process. Woodbine has already taken steps in this direction to create a committee to facilitate this Sustainability Plan Element. This committee should be modified per the guidelines of the Sustainable New Jersey Program and formally appointed by Resolution of the Borough Council as the first step towards Sustainable Jersey Certification.

2. Woodbine Clean and Green Website. The Borough should create a link to its municipal website to provide information on its sustainability goals. This information could include:

- *Program Awareness.* Locally initiated programs to foster greater energy conservation, recycling, green fairs, green purchasing, and other initiatives that enhance sustainability.
- *Web Links.* Links to sources of technical information and educational material that can help consumers, contractors, and businesses meet the challenges of sustainable development and operation.
- *A Transparent Sustainability Checklist.* The “Sustainable Jersey Checklist” where people can monitor the Borough’s progress meeting sustainability goals.
- *An Idea Board.* There should also be a location on the website that is interactive and that provides residents and stakeholders with an opportunity to make suggestions about promoting sustainability in the Borough.

3. Recycling Sustainability Challenge. The Borough could enhance its municipal recycling effort by providing recycling incentives for residents and businesses. Such efforts might include:

- *“Recycling Pride” Party.* The Borough could set a goal of 10% increase in the recycling tonnage to be collected in an upcoming year. (2008 tonnage was 1,082 tons.) An increase of 10% of recycled waste in 2009 would mean collections of at least 1,090 tons.

Creating a “Green Team” is one of the first requirements of the Sustainable Jersey program.



The fact that the Cape May County recycling facility is located in Woodbine offers opportunity for creative recycling events and strategies.