



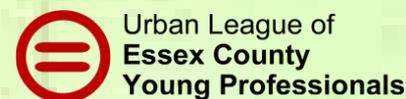
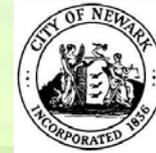
*Kim Gaddy, Clean Water Action*

*Pamela Daniels, Unified Valisburg Services Organization*

January 8, 2014

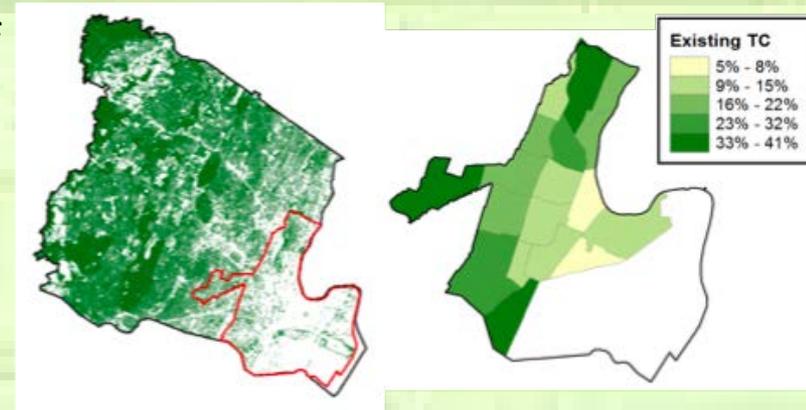
# DOING INFRASTRUCTURE GREEN

- City of Newark's Office of Sustainability
- Clean Water Action and Clean Water Fund
- Greater Newark Conservancy
- Ironbound Community Corporation
- La Casa de Don Pedro
- Newark Environmental Commission
- New Jersey Department of Environmental Protection
- New Jersey Tree Foundation
- NY/NJ Baykeeper
- Passaic Valley Sewerage Commission
- Rutgers Cooperative Extension Water Resources Program
- Trust for Public Land
- Unified Vailsburg Services Organization
- Urban League of Essex County.



# 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



Newark's land is ~70 percent **impervious (paved)**



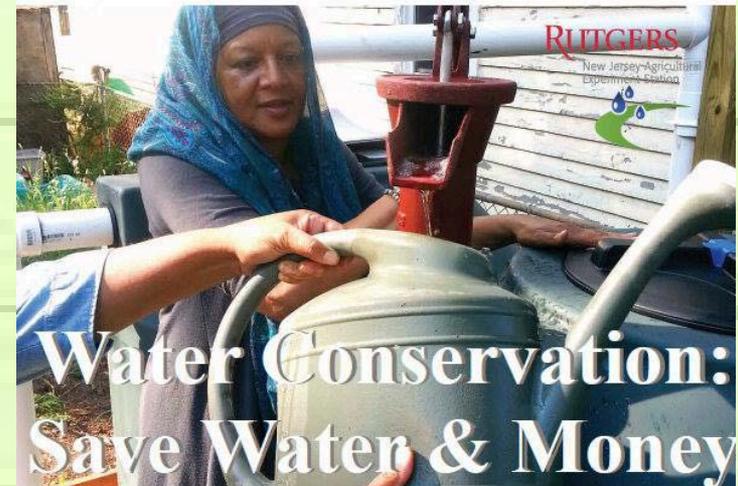
*Photo Credit: RCE Water Resources Program*

# DIG's Tips for Community Engagement

1. **Strategize** coalition building and discuss how to best engage particular groups through different avenues.
2. **Create** a municipal action team comprised of stakeholders and experts that will hold accessible general meetings and subcommittee meetings.
3. **Develop** a common agenda encompassing the interests of all municipal action team members.
4. **Communicate** with the community through as many means as possible (social media, flyers, face-to-face).
5. **Identify** the community's needs. For example, Newark DIG created a survey to understand the City's green infrastructure needs:  
<https://www.surveymonkey.com/r/GIforNewark>.

# DIG's Tips for Community Engagement

6. **Build** relationships with municipal council officials that could be advocates for green infrastructure and jobs.
7. **Educate** community members through relatable workshops and provide engaging action items.
8. **Involve** the community from the beginning of any planning process.
9. **Implement** demonstration projects (rain barrels, community gardens) using community input and volunteers.
10. **Self assess** and be open to new ideas about how to engage community residents more effectively.



# Questions?

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