

2022



A COLLABORATIVE NETWORK
sustainablejc.org

IMPACT REPORT

OVERVIEW

5 Awards Received

At state, city & neighborhood levels

\$15k+ Raised

Across fundraising events, grants, government, corporate, and individual donations

1950 lbs of Trash Collected

During SJC's Trees & Trash Action Campaign

271 Street Trees Served

Through SJC's Trees & Trash Action Campaign in 5 Jersey City Neighborhoods

113 Environmental Stewards Trained

Joining a cadre of more than 500 through SJC's Trees & Trash Action Campaign

15 Native Trees Planted

Through SJC's Green Corridors Program at Patricia M. Noonan Elementary School

100 Partnerships Leveraged

Across community, environmental, corporate, government entities & green businesses

37 Events Hosted

Including educational events, trainings, volunteer and social events

16 Urban Sustainability Leaders Trained

Who joined 250+ graduates of SJC's Certificate Program in Urban Sustainability

15 Environmental Justice Leaders Trained

At the pilot Jersey City Environmental Health & Justice Leadership Training Program

2 Jersey City Data Story Maps Published

Highlighting Urban Heat Sensitivity in Jersey City and JC Schools & Green Spaces

1st SJC Holiday Gift Guide Published

Featuring 52 local, sustainable businesses

740 Email Subscribers Gained

Bringing our total email marketing audience to 4.9k

700 Social Media Followers Added

To our 7.2k strong following across Instagram, Twitter, Facebook, and LinkedIn

AWARDS RECEIVED

- The 2022 NJ Urban & Community Forestry Achievement Award
- The Jersey City Board of Education Community Service Award
- The Clean Water Action Environmental Award
- Greater Neighborhood Alliance (GNA)'s Environmental Awareness Award
- New Impact Service Corps Award



SJC'S TREES & TRASH ACTION CAMPAIGN






NEIGHBORHOOD	Trees served	Trash collected	Volunteer turnout
Greenville	47	250 lbs	20
The Heights	56	650 lbs	25
Hamilton Park	63	400 lbs	28
Journal Square + West Side Ave	105	650 lbs	40
TOTAL	271	1,950 lbs	113

SJC'S GREEN CORRIDORS PROGRAM



- Program connects Jersey City Public Schools to green spaces through corridors of street trees, working with Jersey City Department of Forestry and Sustainability Office among others
- Pilot program at Patricia M. Noonan Elementary School (PS #26) included the planting of 15 American Linden and Chestnut Oak trees

2022 JERSEY CITY DATA STORY MAPS

A Story Map 

Urban Sensitivity to Heat in Jersey City


Heat has been the **number one weather-related cause of death** in the United States over the past 30 years, causing more deaths than tornadoes, hurricanes, or floods.

Urban areas are more prone to extreme heat events due to too many dark, heat absorbing surfaces, and a lack of tree cover.

This story map explains the Urban Heat Island Effect, and shows extreme heat and vulnerable population maps in Jersey City, NJ.


What are Urban Heat Islands?

To put it simply, dark pavements make cities hotter — Trees, and green spaces make them cooler.



The Urban Heat Island Effect

The [Urban Sensitivity to Heat in Jersey City](#) story map shows the results of SJC's 2021 Heat Watch & Air Quality Campaign, and highlights community vulnerability to extreme heat in Jersey City, along with mitigation strategies

A Story Map 


Jersey City Schools and Environmental Health

Accessible Green Spaces like Parks, Community Gardens and Street Tree Corridors are Crucial to Schools — to Keep the Street-Level Air Temperatures Cooler, Reduce Flooding, Improve Overall Air Quality — and to Provide Tangible Benefits for Students.

Studies have shown that:

- **Students perform better in school** when their curriculum includes outdoor education
- Daily exposure to natural settings **increases children's ability to focus**, and enhances their cognitive skills
- **Outdoor learning helps reduce student stress**, and improves their sleep patterns

These maps assess some of Jersey City School District's environmental health aspects in terms of proximity to Green Spaces, and prevalence of Flooding and Air Quality issues.



The [Jersey City Schools and Environmental Health](#) story map displays Jersey City School District's environmental health aspects in terms of proximity to green spaces, and prevalence of flooding, and air quality issues

2022 PARTNERSHIPS

Community entities

- Greater Neighborhood Alliance
- GNA Community Garden
- Rose Avenue Urban Farm
- Jackson Hill Main Street SID
- Journal Square Community Association
- West Side Community Association
- Hamilton Park Neighborhood Association
- Jersey City Public School #26
- French American Academy of Jersey City
- Puertorriquenos Asociados For Community Organization
- Jersey City Anti-Violence Coalition Movement
- Women Rising
- Groundwork Elizabeth
- South Ward Environmental Alliance
- Rutgers Water Resources Program
- Rutgers 4-H
- Clean Green Jersey
- SafeStreetsJC
- Bike JC
- Friends of Liberty State Park
- Food and Water Watch North Jersey
- Empower NJ
- New Jersey Future
- Sewage-Free Streets and Rivers

Corporate entities

- Gensler
- BuildingWrX
- Community Compost Company
- Solar Landscape
- Hoboken Landscape
- NJ Composting Council

Environmental entities

- Rutgers EOHSI / CEED

Government entities

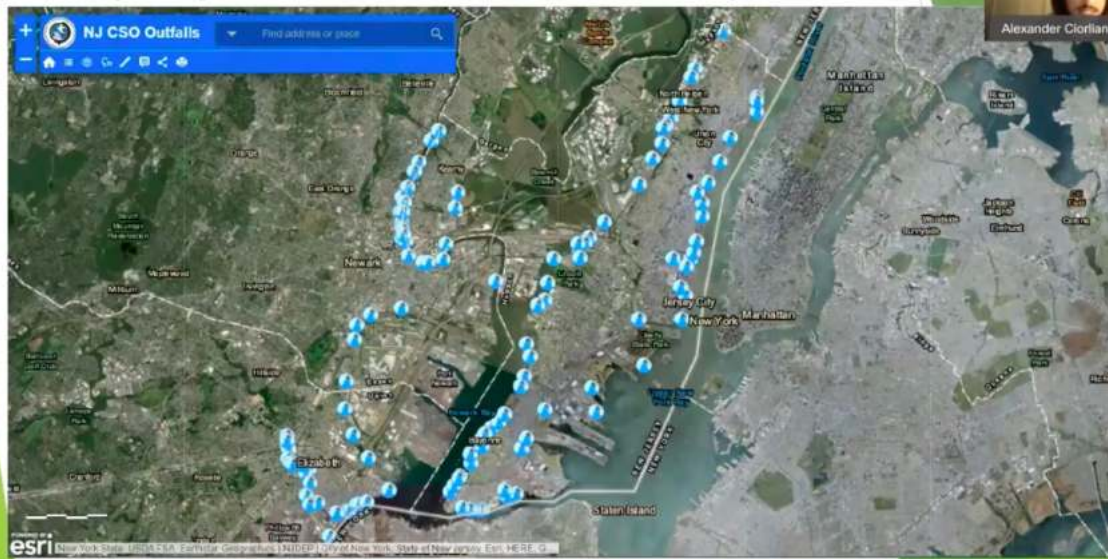
- Jersey City Division of Parks
- Jersey City Board of Education
- Jersey City Infrastructure Department
- Jersey City Sustainability Division
- Hudson County Improvement Authority
- Hudson County Chamber of Commerce
- Jersey City Department of Health and Human Services
- Jersey City Quality of Life Taskforce
- Jersey City Housing Authority
- Jersey City Fire Department
- Jersey City Department of Public Works
- Jersey City Division of Forestry
- Jersey City Division of Recycling
- Jersey City Recreation Department

Green Businesses

- Rosebud Florist
- Elements Truffles
- Loverprint Jewelry
- Plus Thrift JC
- Gypsy Grill
- Plant Base Market
- Hazel Baby and Kids
- Hound About Town
- Hudson Florist
- Tousled Hair Salon
- The Drop Dry Cleaners
- Hudson Houndstooth
- Kanibal & Co.
- Diaperkind
- Meggem Silver
- Tara Kothari Ceramics
- Sure Things
- Forever Foresting
- Cake Jars
- Tamborim Bar & Grill
- Choc 'O Pain
- Spell Bathing
- Whealth Kitchen
- Chaconia Candles
- Avocado Green Mattress
- Xtina's Variety & Vintage
- Vintage on First
- St. Mary Advocates
- Soled Out
- Mint Market
- Arcos NYC
- Illuminate Food
- 9 Bar Cafe
- Alfalfa
- Prato Bakery
- Subia's Vegan Cafe
- The Hive
- Lokal Eatery and Bar
- Baonanas
- Ghost Truck Kitchen
- Just Be Claws
- Bone in Food
- Crema JC
- Short Grain
- Salon at Hoboken
- Lorraine's House of Styles
- Better Life Pharmacy
- Busy Bee Organics
- Purely Juiced
- Taproot Organics
- Organic Basic Food
- Roots Yoga Studio
- Om Life Wellness Spa
- Urban Souls
- JC Bike Company

SJC CERTIFICATE PROGRAM IN URBAN SUSTAINABILITY

Jersey City CSO Outfalls Location Map



- Started in 2015 to cultivate environmental stewards
- 16 urban sustainability leaders trained in 2022
- 281 community leaders trained in the past 8 years

JERSEY CITY ENVIRONMENTAL HEALTH & JUSTICE LEADERSHIP TRAINING PROGRAM



- Started in 2022 in collaboration with Rutgers Center for Environmental Exposures and Disease (CEED) and Gensler, and Jersey City's Health & Human Services Department
- Aims to build a cadre of community leaders focused on understanding and addressing Jersey City's environmental health issues
- 15 ambassadors set to graduate in early 2023, followed by a community impact project launch supported by SJC and the program's institutional partners



FUNDRAISING



- Total \$15k+ Raised in 2022
- \$6.2k through fundraising events and grant awards
- \$9.3k through government, corporate and individual donations

EVENTS



- 15 educational events
- 12 trainings

- 7 volunteer events
- 3 social events

COMMUNICATIONS

MEDIA PLACEMENTS



SOCIAL MEDIA FOLLOWING



- 4.9k email subscribers
- 7.2k social media followers
- 9 media placements

Thank you for your support in 2022, & cheers to a greener, more sustainable & resilient 2023