

ANNUAL REPORT 2018

Table of Contents:

Purpose of the Environmental Advisory Council	pg. 3
Message from the Chair	pg. 4
Green Conshy By The Numbers	pg. 5
Green Conshy Business Recognition Program	pg. 6
Friends of the EAC	pg. 7
Green Energy Team	pg. 8
Shade Tree Team	pg. 10
Recycling and Community Cleanup Team	pg. 11
Green Storm Water Project	pg. 12
Green Conshy Foundation	pg. 14
Community Partners and Sponsors	pg. 15



GREEN CONSHY

CONSHOHOCKEN ENVIRONMENTAL ADVISORY COUNCIL

Purpose of the Environmental Advisory Council

The purpose of the Environmental Advisory Council (EAC) is to identify environmental problems and recommend plans and programs to the Borough Council, the Planning Commission and other committees and boards of the Borough. The EAC functions to promote the conservation of natural resources, and the protection and improvement of the Borough's environment.

Message from the Chair:

Dear Friends:

The Conshohocken Environmental Advisory Council (EAC) is committed to driving Conshohocken forward to become a more environmentally friendly, conscious and sustainable community, and in 2018 we took many innovative, bold, and creative steps to do so. The first and most crucial step the EAC took in the past year was to engage and invite the community to be active participants with us. The EAC will have the greatest positive environmental impact in the borough if we have residents, community leaders, and business owners embodying the Green Conshy mission as part of the Green Conshy team. By expanding the number of EAC seats from 5 to 7 members and instituting a Friends of the EAC program, we have increased our capacity to provide more programs and address environmental issues. This report highlights the extensive work and accomplishments by our appointed members and volunteers and is a testament of the collective power of our community in action.

As we move into 2019, the EAC will continue to engage our residents. In doing so, we ensure that we keep our commitment to promoting the conservation of natural resources, as well as the protection and improvement of the borough's environment. Sincerely,

Matthew T. Breidenstein

Matthew T. Breidenstein

Members of the Environmental Advisory Council

- Matthew Breidenstein, Chair
- Domenic Rocco, Vice Chair
- Debra Mallon, Secretary
- Elisa Lanzutti
- Timothy Beckel
- Yaniv Aronson

Green Conshy By The Numbers In 2018

Volunteers



150

lbs of Trash
Picked Up



1,370

Workshops



6

Friends of
the EAC



40

Rain Barrels
Installed



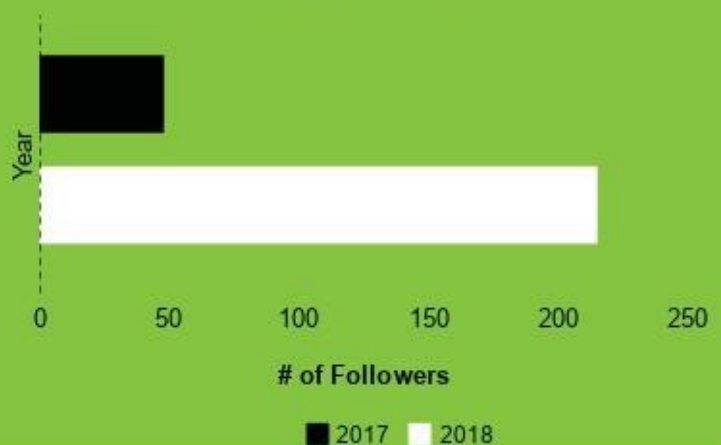
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Social Media Followers



Facebook (55.99%) Instagram (44.01%)

Facebook Followers



Green Conshy Business Recognition Program

To have the greatest environmental impact in Conshohocken, the EAC must partner and work with the Conshohocken business community. With this in mind, the EAC developed the Green Conshy Business Recognition Program, an incentive-based program which aims to reduce waste, pollution, and c02 emissions.

The Green Conshy Business Recognition Program acknowledges businesses that incorporate green and sustainable practices. Businesses that meet the program's requirements will be recognized as community leaders in environmental sustainability. Businesses that achieve that recognition will receive perks such as being promoted on social media, and will have the option to have a Green Conshy Certified window decal to be placed in their storefronts.

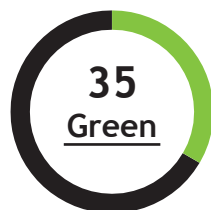


The program encourages businesses to take steps to go green in the following areas:

- Energy Efficiency
- Water Conservation
- Reduce/Reuse/Recycle
- Community Participation

To be recognized, businesses would be responsible for implementing sustainable practices in each of these four areas based on a comprehensive list of criteria determined by the EAC. Each sustainable practice holds point value. The more sustainable practices a business implements, the more points it earns. Once a business reaches a certain level of points, it will receive one of three types recognition:

- Gold - 50 points
- Green - 35 points
- Platinum - 75 points



Friends of the EAC and Social Media



Friends of the EAC are non-voting members who work with the council to promote and further the purpose of the EAC. Members are welcome and encouraged to attend monthly meetings and help organize and implement EAC-sponsored initiatives and service projects. Membership is free and open to all.

Through an increased social media presence and outreach to local residents through the EAC's participation in community events, we experienced much growth in 2018. From January 2018 to January 2019, we grew in all areas. We started the year with 4 Friends of the EAC and now currently have 38. On social media, we grew from 54 Facebook followers to 214. We also added an Instagram page in May 2018 and currently have 166 followers.

Our Friends of the EAC also have the opportunity to serve on 6 different teams. Teams are led by a member of the EAC council and each team works on a specific initiative. Currently, our teams are Volunteer Recruitment and Public Relations Team; Shade Tree Team; Recycling and Clean Up Events Team; Rain Barrel Installation Team; Green Energy Team; and Green Conshy Recognized Businesses Team.

In addition to serving on initiative teams, Friends of the EAC also volunteer at our events. This year, they have helped us install rain barrels at the homes of Conshohocken residents, volunteered their time at our Fall and Spring Clean Up events, and helped us staff the Green Conshy tent at the Art and Car Show and Fun Fest. This Spring, we will be inviting them to walk in the Conshohocken St. Patrick's Day Parade with us to further increase the presence of the EAC in the community.

This year, we've also added social functions as a means to further engage our current Friends of the EAC as well as to potentially reach and recruit more members. The EAC council members and Friends of the EAC team up and attend local trivia nights together on a monthly basis. We play under the Green Conshy name to increase our name recognition in the community. We also recently hosted a Green Conshy Potluck Brunch for all current members and potential new members that were curious about who we are and what we do for the Conshohocken community.

The EAC keeps its Friends of the EAC and the greater local community informed of our initiatives and progress through Green Conshy emails, sharing meeting minutes, social media posts and a quarterly newsletter.



Green Energy Team

The Green Energy team is focused on promoting energy reduction strategies and advocating for a transition to renewable energies in our community. The main initiative the team is working on is called Ready For 100% Clean and Renewable Energy.

Together with some Friends of the EAC, we presented this project before the borough council in November 2018. Recently, along with some of the Green Energy Team members, the EAC presented a draft of our Ready For 100% Clean and Renewable Energy resolution to the administration for their comment.

In order to promote this initiative and involve the community on this project we have worked on the following:

Green Energy Team

The team is made up of approximately 10 people who expressed interest in volunteering for our Renewable Energies initiative. We meet on the first Monday of each month to discuss strategies, reach out to the community, connect to other municipalities for support, and to share knowledge, as well as to organize and attend events.

Renewable Energy workshop for kids

6 kids joined us at the Conshohocken Public Library to read books on conventional and renewable sources of energy. The workshop involved hands-on activities in which we built fans to explain how a wind turbine works. We also explored how wind energy was used in the past on windmills and how it can be employed.

Catching the Sun documentary screening

In December we organized a documentary screening at the Conshohocken Public Library. 10 residents joined us to watch a film called Catching the Sun about renewable energy and the impact a photovoltaic source of energy can have on communities. A discussion followed on key concepts presented by the film. This event was organized in conjunction with other 6 municipalities where the same documentary was screened and discussed.

Art and Cars Festival and Fun Fest participation

We participated in local community events to connect with our neighbors and talk about our Renewable Energy initiative. We handed out flyers to the residents for further reading and answered any questions they had regarding this project.

Community Outreach

We have partnered with and presented to community groups and associations. An effort we are currently undertaking is reaching out to individual residents to speak to them directly and I am organizing 1-on-1 meetings with local business owners and organization leaders (including Conshohocken Elementary School, Montgomery Early Learning Center, Yoga Home, and more) to share common goals and create synergy in our activities.





Shade Tree Team

Conshohocken trees provide many benefits to our community. They provide shade in the summer that keeps our community cool and helps prevent cracking of our paved roads. They absorb air pollution and rain water which reduces flooding and filters chemicals. Our trees make our community a beautiful place to live, which increases property value and makes our community a pleasant place to visit which is an economic benefit for our small businesses. For these reasons, our trees must be protected and preserved. In the absence of a functioning Shade Tree Commission, the EAC made it a priority this past year to recruit volunteer residents to form a Shade Tree Team. The purpose of the Shade Tree Team is to assess and maintain the health of our trees by providing guidance on how to properly trim, water and plant trees. The team is also charged with assessing areas in our borough where planting trees makes sense and ensuring the right tree is planted. The Shade Tree team is made up of 10 people of all ages and backgrounds and hold regular meetings. With the funds provided by the Borough, the team is currently taking trainings to become Tree Tender certified. With this certification, member of the team will be able to guide and educate the public on how to identify, properly plant, trim and protect our tree from invasive species. With the leadership of Friend of the EAC Tim Snyder, the team's goals for 2019 is to continue to grow the team, conduct a full inventory of the shade trees in Conshohocken, have a tree planting event and provide educational workshops to borough citizens.



Recycling and Community Cleanup

The Spring cleanup was held at the Conshohocken Brewing Company that focused on cleaning the eastside of the borough. We joined by over 70 volunteers and numerous organizations including Friends of the EAC, VFW Post 1074, CPW Rotary Club, Conshohocken Running Club, Conshohocken Community Garden, Brunch, Yoga Home, Public Works and members of the Borough Council all came together. With the support of Public Works, we removed 950lbs of trash from our streets.

In October, the fall community cleanup was held at the Conshohocken Bocce Club with 60+ volunteers focused on the westside of Conshohocken. Along with trash pickup, recycling was added. The event was sponsored by HOW Properties and CPW Rotary and volunteers from Friends of the EAC, CPW Rotary, members of the borough Council, Conshohocken Community Garden, Conshohocken Running Club, Public Works and the Conshohocken Cub Scout Pack 140 joined in on the effort. With this cleanup the Conshohocken Cub Scout Pack earned there "Service Project" merit badges. We picked up 300lbs and 120lbs of recycling.

Goals for 2019:

- Continue to refine and expand the EAC's spring and fall cleanups
- Assist the borough in recycling educational campaigns to coincide with the transition to new, larger recycling bins
- Hold recycling-specific events for residents throughout the year

Green Stormwater Project

The Conshohocken EAC has made considerable progress with its Green Stormwater Project in 2018 and looks forward to furthering this progress in 2019 with the various opportunities that exist in the borough.

Below are some details of Green Stormwater Project Activities.

Workshops:

The EAC hosted three rain barrel workshops at the Conshohocken Free Library.

Aug. 3, 2018 – Children's Workshop. Several children and their parents joined the EAC for an informative workshop for children followed by a painting activity where the children painted a rain barrel which currently stands outside of the library.

Aug. 29, 2018 – Adult Rain Barrel Info Workshop – The EAC in partnership with the Montgomery County Conservation District, held an evening workshop where several adults participated. (exact number?)

Nov. 3, 2018 – Rain Barrel Installation Workshop – The EAC held an installation workshop in front of the Library where volunteers converted a decorative barrel into a functional rain barrel. Following the workshop, volunteers installed two other rain barrels in the community.

2018



Completed Projects:

To date 7 rain barrels have been installed in Conshohocken and the surrounding area – many of which were in follow-up to raffles held during community events such as the Conshy Arts Fest (June 2018) and the Conshy Fun Fest (September 2018). Two of these rain barrels were decorative rain barrels painted by children which sit at the Mary Wood House and the Conshy Library. The other 5 rain barrels have been installed at residences.



Over the past couple years, the EAC has built relationships with other municipalities such as the Abington and Ambler EACs and the Philadelphia Water Department (PWD). The PWD collaboration has led to the donation of 15 rain barrels whose purpose is to help reduce flooding and improve water quality in the Schuylkill River Watershed. Five have already been installed. Ten will be installed in 2019 with the intention of several more.

The EAC continues to look for opportunities for other Green Stormwater Projects, including at local parks and the Community Gardens. For example, the EAC, at the request of Borough Council, inspected the Rain Garden at Sutcliffe Park and provided recommendations in a report in April 2018. The EAC also hopes to have more direct communications with the Borough Engineer to share ideas for projects to help Conshohocken remain in compliance with its Stormwater MS4 Permit whose requirements include, among other things, public education and outreach.

Local School Outreach:

The success of an environmental education program relies heavily on the audience. Reaching the youth of the community is an important target as they will inherit the Environment that we leave behind.

The EAC has reached out to local schools (art programs, science clubs, environmental clubs, and administrators) regarding potential collaborations to allow students to demonstrate their creative talents for projects such as rain barrel painting, watershed art contests, and construction of wooden downspout planter boxes (Tech School).

Green Conshy Foundation

The Conshohocken Environmental Advisory Council received permission from Borough Council to form a foundation/non-profit entity to facilitate fundraising for its various initiatives in the spring of 2018.

A non-profit corporation was formed in September 2018. Bylaws were adopted in writing by the original incorporators in October 2018 and initial officers were also appointed at this time. A non-profit commercial bank account was set up with TruMark Financial in November 2018. The initial meeting of Board of Directors of the non-profit corporation occurred on November 29, 2018, where the Board ratified the previous adoption of the bylaws and officers were appointed to full terms.

The initial name of this non-profit corporation was Green Conshy Inc. The Board of Directors determined that this might be confusing with other aspects of the Conshohocken Environmental Advisory Council, which uses the “Green Conshy” moniker in its marketing efforts. The Board of Directors directed that amended Articles of Incorporation be filed to change the name of the non-profit corporation to Sustainable Conshohocken, Inc. This is expected to be complete in February 2019.

501(c)(3) status is intended and the Board of Directors recently determined that it will apply for formal recognition with the Internal Revenue Service in 2019.

2018 Fundraising: **\$500.00**

Officers: President - Matthew Breidenstein
 Treasurer - Tim Beckel
 Secretary - Debra Mallon

2019 Goals: Increase fundraising to \$5,000.00
 Obtain formal IRS 501(c)(3) recognition

Community Partners and Sponsors

Thank you to our partners and sponsors for making 2018 a success!

- Borough of Conshohocken; Public Works
- Brunch
- Conshohocken Art League
- Conshohocken Brewing Company
- Conshohocken Community Garden
- Conshohocken Free Library
- Conshohocken Plymouth Whitemarsh Rotary Club
- Conshohocken Running Club
- Guppy Good Times
- Philadelphia Water Authority
- The HOW Group
- VFW Post 1075 Conshohocken
- Whole Foods
- Yoga Home



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