

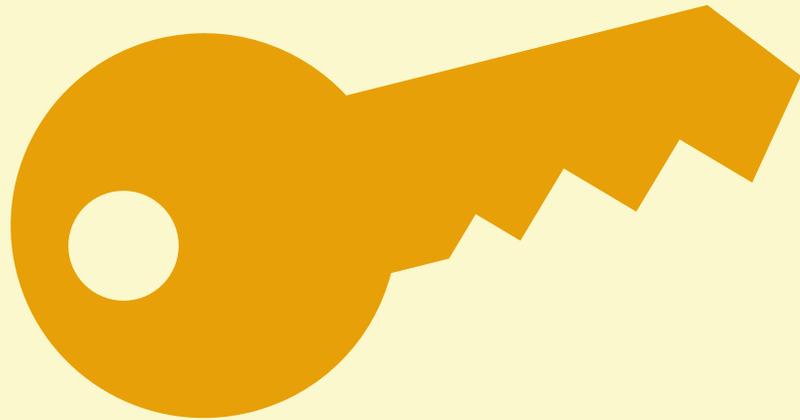
# Building a Successful EAC

## Community Engagement

Carol Grayshaw, WeConservePA | Melisa Romano, Haverford Township EAC



# 3 Keys to Successful Community Engagement:



- Strengthen your relationship with your municipality
- Raise awareness of your activities
- Build a base of support in your community



# Municipal Relationships

# Build positive relationships.

Open and respectful communication builds positive relationships. More good work happens with congenial vs. adversarial relationships.

# First Steps:

## 1. Identify Key Players

- Elected Officials
- Department Heads
- Planning Commission

## 2. Attend Public Meetings

- Find meeting schedules on community calendar.

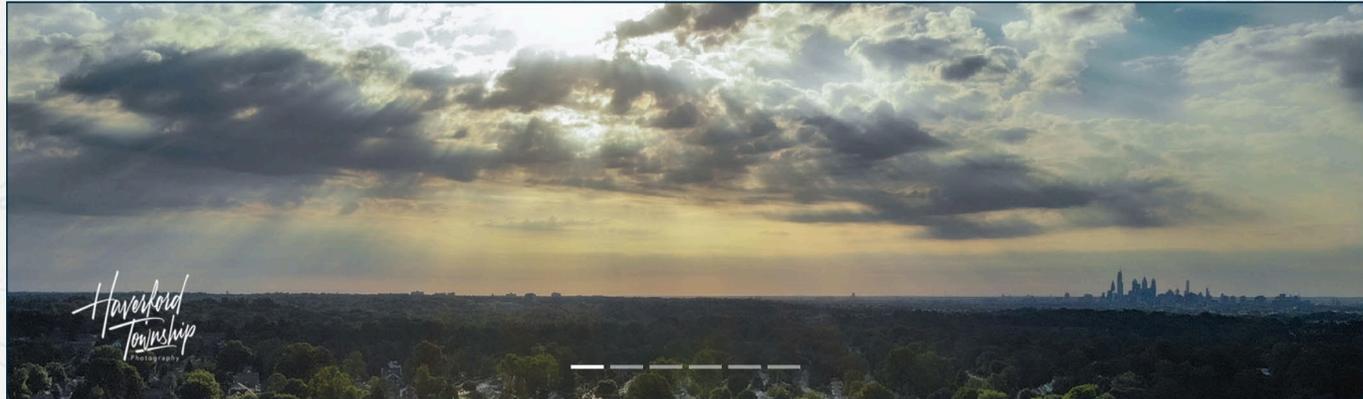
## 3. Invite Others

- Invite key players to speak to your EAC on items of mutual interest.





- COVID-19 Information
- Home
- Departments
- Resources
- Quick Links
- Document Library
- Search



Per CDC guidelines, Haverford Township currently requires all employees to wear face masks in all Township facilities, and strongly encourages all visitors wear face masks, except those individuals who are actively engaged in a sport or other exercise, or who are otherwise exempt from the requirement under CDC guidelines. This applies to all Township facilities, including the Township Building, the CREC and the Skatium.

### Popular Pages

-  Current News
-  Brush, Trash & Recycling
-  Building & Codes
-  Parks & Recreation
-  Police Department
-  Skatium

# Finding what you need

More information about municipal departments and government found in the primary navigation bar.

Other important and frequently accessed items grouped together front and center without scrolling down.

Calendar easily accessible.

# Meeting Tips

A good way to 'see and be seen' by members of local government AND community!

- Listen as well as speak
- Follow all meeting policies and procedures
- Identify areas of common ground and like-minded people
- Keep talking points clear, concise, and respectful



## BOARD POLICY ON PUBLIC PARTICIPATION

### For Informational Purposes Only

The Township shall conduct business in accordance with the Commonwealth of Pennsylvania Laws governing the conduct of public meetings and only establish guidelines that shall govern public participation at meetings consistent with the law.

Each commenter shall:

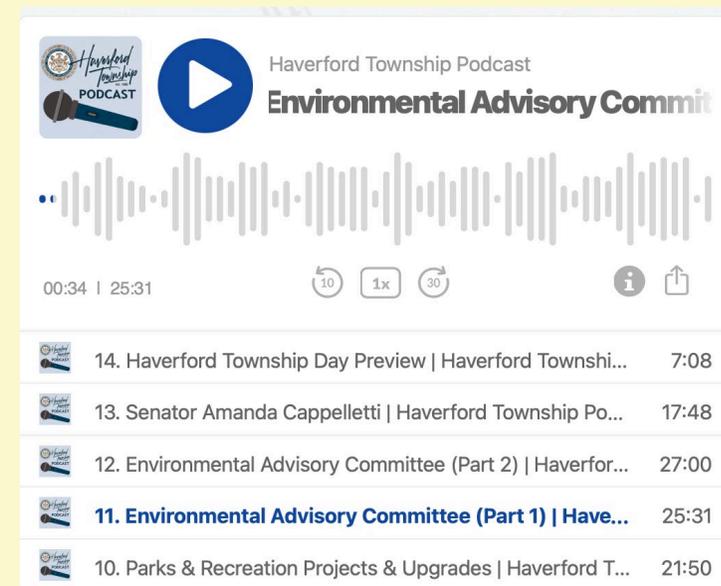
- Direct their comments to the Presiding Officer;
- Speak from the podium or into a microphone designated by the presiding officer;
- State their name for the record;
- Either orally or in writing provide their address for the record;
- Have a maximum of three minutes to make their comments. Each commenter when speaking to a specific agenda item, is to keep their comments relative to that identified agenda item;
- Speak one time per agenda item;
- When commenting on non-agenda items, the commenter is to keep their comments related to matters of the Township of Abington, Montgomery County, Pennsylvania.
- State a question to the Presiding Officer after all commenters have spoken, and;
- Be seated after speaking or upon the request of the presiding officer;
- Not engage in debate, dialogue or discussion;
- Not disrupt the public meeting, and;
- Exercise restraint and sound judgement in avoiding the use of profane language, and the maligning of others.

# Elected officials are just like you:

Individuals with many constraints to their time. The clearer your communications, the more likely they are to act.

# Township Communication Outlets

The Township Government Access Channel is #38 on Verizon and #5 on Comcast. The School District Channel is #40 on Verizon and #8 on Comcast.





**Raise Awareness**

**Communication  
is key.**

The community must be  
aware of your work to  
support your work!

# Build a Web Presence

## Website Options:

- Municipal website
- EAC website





- Business Recycling Compliance Information
- EAC Annual Report 2016-2019
- EAC Annual Report 2020
- Environmental Tips and Checklist
- Greenspace Inventory Map
- Sustainability Around the Home Video (featuring members of the EAC)
- Wall Park Trail Feasibility - Property Screening

### Contact Info

**Phone:**  
(412) 364-0616 Ext. 118

**Address:**  
9955 Grubbs Road  
Wexford, PA 15090  
United States

See map: [Google Maps](#)

**Meetings - When:** Second Wednesday of each month

Zoom meeting instruction page [Read more »](#)

[Home](#) » [Government](#) » [Authorities, Boards, Commissions and Advisory Committees](#)

## Environmental Advisory Committee

The Town's Home Rule Charter provides the ability for Town Council to create advisory committees. The Town on May 23, 2016 established an Environmental Advisory Committee to advise Council on a variety of matters concerning the environment in the Town.

The committee helps develop and recommend policies and programs to Town Council to preserve and enhance aspects of the Town's character, and address environmental issues in the Town.

The committee consists of seven members who are Town residents appointed by Town Council serving a staggered four-year term, plus one Council member who serves as liaison to Council.

For more information, [send an e-mail](#) or call [412-364-0616](#) Ext. 118.

### Committee Members

Name	Title	Term Expires	Appointed
Judy Bishop	Chair	August 31, 2024	August 24, 2020
David Minard	Vice Chair	August 31, 2022	August 27, 2018
Ken Allshouse	Member	August 31, 2022	August 27, 2018
Jonathan Bernstein	Member	August 31, 2024	August 24, 2020
Matthew Hartman	Member	August 31, 2022	December 20, 2021
Dawn Miller	Member	August 31, 2024	September 13, 2021
Tony Kerzmann	Member	August 31, 2024	July 26, 2021
Jack Casey	Town Council Liaison	January 8, 2024	January 3, 2022

- ### News
- [Town Council to hold meeting January 10](#)
  - [Sock, sweatshirt collection from January 7 to February 27](#)
  - [New Council members sworn in, Council President elected](#)
  - [Waste Management billing error \(backdoor pickup\)](#)
  - [Christmas tree recycling options](#)
- [View all](#)

- ### Agendas
- [Environmental Advisory Committee](#)  
January 12, 2022 - 7:30pm
  - [Environmental Advisory Committee](#)  
December 8, 2021 - 7:30pm
  - [Environmental Advisory Committee](#)  
November 10, 2021 - 7:30pm
  - [Environmental Advisory Committee](#)  
October 13, 2021 - 7:30pm
  - [Environmental Advisory Committee](#)  
September 8, 2021 - 7:30pm
- [View all](#)

- ### Minutes
- [Environmental Advisory Committee Minutes](#)

# EAC Page on Municipal Site

Pro:

- Not up to the EAC to develop or host the site

Con:

- Less flexibility on content
- Less control of layout and aesthetics

# Haverford Municipal Web Page



## Environmental Advisory Committee

Meetings: 7:30 p.m. on the first Wednesday of each month

Location: Municipal Services Building, Room 201B, 1014 Darby Rd., Havertown

### Overview:

The Environmental Committee shall be a regular advisory board and, as such, it shall be only advisory in nature and shall perform no administrative duties. The duties of the Environmental Committee shall be to: (A) Work with the Township Manager and the Board of Commissioners and act as their advisory body on environmental affairs. (B) Where possible, initiate programs to improve the ecological balance and pollution standards of Haverford Township. (C) Make itself available to provide guidance and information on ecology and pollution problems for all residents of the Township. (D) Perform such functions as they relate to environmental concerns as may be requested by the Township Manager and/or the Board of Commissioners. (Article XVIII Environmental Committee § 4-515 Powers and duties)

### Members:

- Allison Carpenter (Dec. 2022)
- Megan S. Goold (Dec. 2022)
- Melisa Romano (Dec. 2022)
- Victor Barsky (Dec. 2022)
- Robert Graff (Dec. 2022)
- Henry Eichman (Dec. 2022)
- Peter Puglionese (Dec. 2022)
- Patricia Loomer (Dec. 2022)

### Additional Links:

- [Agendas and Minutes Page](#)
- [Spotted Lanternfly Information](#)
- [Pennsylvania's West Nile Virus Control Program](#)
- [Haverford PCP Superfund Site – EPA Site Information](#)

<a href="#">Agendas &amp; Minutes</a>	<a href="#">Boards and Commissions</a>	<a href="#">Calendar</a>	<a href="#">CDBG Programs</a>	<a href="#">Comp Plan Update</a>
<a href="#">Construction and Road work</a>	<a href="#">Emergency Notifications</a>	<a href="#">Environmental Initiative</a>	<a href="#">History of Haverford</a>	
<a href="#">Information for Seniors</a>	<a href="#">Municipal Code Book</a>	<a href="#">Military Hero Banner Program</a>	<a href="#">Multimedia Library</a>	
<a href="#">New Resident Information</a>	<a href="#">Property Taxes</a>	<a href="#">Township Maps</a>	<a href="#">Township Newsletter</a>	<a href="#">Township TV Info</a>



- [Haverford Township Recognized as a Certified Sustainable Municipality](#)

 Environmental Initiative Links

- [Adopted Climate Action Plan \(10/12/2021\)](#)
- [Climate Action Plan](#)
- [Electric Vehicle Charging Station at the Municipal Building Lot](#)
- [LED Streetlight Conversion Update](#)
- [Haverford Township Named a 2018 Tree City USA](#)
- [Single Stream Recycling Guidelines](#)

 [Environmental Advisory Committee information](#)



<a href="#">COVID-19 Information</a>	<a href="#">Home</a>	<a href="#">Departments</a>	<a href="#">Resources</a>	<a href="#">Quick Links</a>
<a href="#">Document Library</a>	<a href="#">Search</a>			

## Environmental Initiatives

- [Certified Sustainable Municipality PDF](#)
- [Climate Action Plan PDF](#)
- [Electric Vehicle Charging Station PDF](#)
- [LED Streetlight Conversion Update PDF](#)

[Top of Document Library](#)

## Cons

Minimal content

Not grouped together

Not easy to Find



## Welcome to Haverford Climate Action

Website Sponsored by  
Haverford Township Civic Council  
Haverford Township, PA

### Your day-to-day choices make a difference!

This website has been created by the Haverford Township Civic Council with support from the Friends of EAC (Environmental Advisory Committee) and the H-CAN Climate Action Group. The purpose of this site is to serve as a clearinghouse of information for residents so that they can make informed choices as they strive to live more sustainable lives.

Businesses or Houses of Worship can find additional information with the links ([B](#) and [HoW](#)).

### Climate Change Background

[FIND OUT MORE](#)



# EAC Website

## Pro:

- Complete control of content
- More flexibility on design and aesthetics

## Con:

- More time and energy spent on keeping content updated
- Associated costs

This site is hosted by the  
Haverford Civic Council

# Things to Think About

**Capacity:** Can your EAC dedicate the time and resources to maintaining an independent site?

## Costs

- Site development fees
- Web hosting fees

## Upkeep

- A website requires someone with the time and expertise to maintain it
- What happens if this person leaves?

# Whatever you choose,

## **Keep it up to date!**

Check the site often for information that needs to be updated.



# Facebook

Easier 'out of the box' solution with options

## Facebook Page

Public facing - allows  
EAC to control  
information posted

## Facebook Group

Public or private - allows  
group members to post  
and communicate with  
each other

**Friends of Haverford Township EAC**  
@FriendsofHaverfordEAC · Environmental Service

Send message

Hi! Please let us know how we can help.

Home Reviews Videos Photos More

Like

**About** See all

- The Environmental Advisory Committee is a dedicated group of volunteers that is leading Haverford to fight climate change and preserve our environment... See more
- The Haverford EAC along with the Haverford Civic Council are proud to launch our new website tailored helping residents, businesses and houses of wors... See more
- 594 people like this
- 670 people follow this
- [https://www.haverfordtownship.org/Boards\\_and\\_Commissions/Environmental\\_Advisory\\_Committee/](https://www.haverfordtownship.org/Boards_and_Commissions/Environmental_Advisory_Committee/)
- Very responsive to messages
- Send message
- havswitch@gmail.com
- Environmental Service · Nonprofit Organization · Environmental Conservation Organization
- The Haverford Environmental committee is an active group of commissioner appointed members and residential volunteers. Townships highlights include a ... See more
- havfriends\_environmental\_comm
- <https://www.youtube.com/channel/UCwISP41eRhD0SUyHxGpY9xQ>

**Create post**

Photo/video Check in Tag friends

**Pinned post**

**Friends of Haverford Township EAC**  
January 6 at 3:14 PM · 🌐

If you weren't able to attend our recycling webinar last night, check out the recording on YouTube. Thanks for your dedication to recycling properly and helping to lower our township taxes when done correctly.

**Haverford Twp Recreation**  
January 6 at 11:05 AM · 🌐

A clean earth is a happy earth. TY to the EAC for leading last night's Recycling webinar. We all learned a lot!

# Facebook Page

Functions more like a website: a tool for EACs to share information out.

Public engagement limited to commenting, 'liking', and sharing.

# How does Haverford make use of Facebook/Instagram



**Upcoming events** [Create new event](#)

 **WED, FEB 2 AT 7:30 PM AND 10 MORE**  
**Monthly Environmental Advisory Committee meeting**  
Friends of Haverford Township EAC - Haverford Township Municipal Building

[Boost event](#) [Edit](#) [Invite](#) [Share](#) [More](#)

---

**Past events**

 **THU, JAN 13**  
**Virtual Discussion on Composting**  
Haverford Twp Recreation - Online event

 **WED, JAN 5**  
**Monthly Environmental Advisory Committee meeting**  
Friends of Haverford Township EAC - Haverford Township Municipal Building

 **WED, JAN 5**  
**Recycling Workshop Webinar**  
Haverford Twp Recreation - Online event

**Instagram**

 **havfriends\_environmental\_comm** [Edit Profile](#) [Settings](#)

20 posts 201 followers 37 following

**Haverford PA Environment**  
Community  
Friends of Haverford Township Environmental Advisory Committee. Opportunities to make our town cleaner and healthier. 🌍🌱☀️  
[www.haverfordclimateaction.org](http://www.haverfordclimateaction.org)

---

**POSTS** [SAVED](#) [TAGGED](#)

 **1/13 Virtual Discussion on Composting**  
Thursday January 13, ONLINE 7-8pm  
Come join us for a discussion about composting, what it is, why it helps and how you can try it at home. We've invited a local compost entrepreneur, Gwenn Nolan of Mother Compost, to share her knowledge and passion with us. If you want to learn more about wasting less, this is the presentation for you! **Haverford Township Participants are eligible to purchase a subsidized compost bin for \$30 while supplies last.**  
[Register here](#)



**SHIPS RIGHT NOW?**  
PILATES INSTRUCTORS  
PERSONAL TRAINERS  
ESTHETICIANS  
MASSAGE THERAPISTS  
HAIR STYLISTS  
LOCAL ARTISTS  
GOLF & TENNIS PROS  
LOCAL CHEFS & RESTAURANTS  
LOCAL BOUTIQUES

**REDUCE  
REUSE  
RECYCLE**

**Reduce Reuse Recycle ♻️**  
**Haverford Twp**  
 Private group · 585 members

Joined + Invite

About Discussion Featured Topics Members Events More

Write something...

Live video Photo/video Poll

**Featured**

**Jessica Lazzaro**  
 March 20, 2021 · 🌐

Welcome to all our new members! This group just formed a few weeks ago and is for anyone interested in reducing their waste impact. Whether you're a seasoned pro or new to this, you're welcomed here! Share your favorite tips and/or products that have helped you cut down on your household waste or ask questions if you're looking for alternatives!

**Emilia Bedi**  
 link.  
 February 2

I copied and pas another post from neighbor. ...

**THE RESOURCEEE**  
 ResourcePhilly

**About**

This is a place to share local recycling tips. The goal is to reduce waste and help others learn ways to reuse and recycle items commonly put in the trash.

- Private**  
Only members can see who's in the group and what they post.
- Visible**  
Anyone can find this group.
- Havertown, Pennsylvania**
- General**

**Topics in this group**

- #non\_traditionalrecycling** ✨  
Pinned by admin · 99 posts
- #reuse** ✨  
Pinned by admin · 40 posts
- #CurbsideRecycling** ✨  
Pinned by admin · 31 posts

New activity

# Facebook Group

More opportunity for the public to engage through discussion boards, topics, and questions.

More opportunities for collaboration with media and file sharing.

# Considerations

## Post Frequency

- Start with a few posts per week, and gradually grow to posting daily.

## Content

- Geographically relevant or content applicable state-wide.
- Environmental best practices that are generally applicable.

## Moderation

- Develop policy and assign responsibility of moderating public posts and comments to EAC member (or members).

# Newsletters

Recommended in addition to (not in place of) a strong web presence!



# Options

## Municipal Newsletter

- ✓ **Pro:** Easier to get started, little for EAC to maintain
- ✓ **Con:** Information can get lost or may not be published

## EAC Newsletter

- ✓ **Pro:** Control of content
- ✓ **Con:** Potential challenges with list building and finding/creating content

# Municipal Newsletter Recommendations

- **Understand and follow submission guidelines**
  - Haverford has a 200-word limit!
- **Know who to contact**
- **Keep track of key deadlines**
- **Keep in Mind the Timeline of when the Newsletter comes out**
  - Plan events accordingly

# EAC Newsletter Considerations

## Build your list

**Platforms for list management:** Excel or Google Sheet, Mail Chimp, Constant Contact

## Set Frequency

**Quarterly? Monthly?** Your EAC's capacity will determine this decision

## Develop Content

**Logistics:** Appoint an EAC member to manage, consider having a template designed, set realistic deadlines

# Other Channels

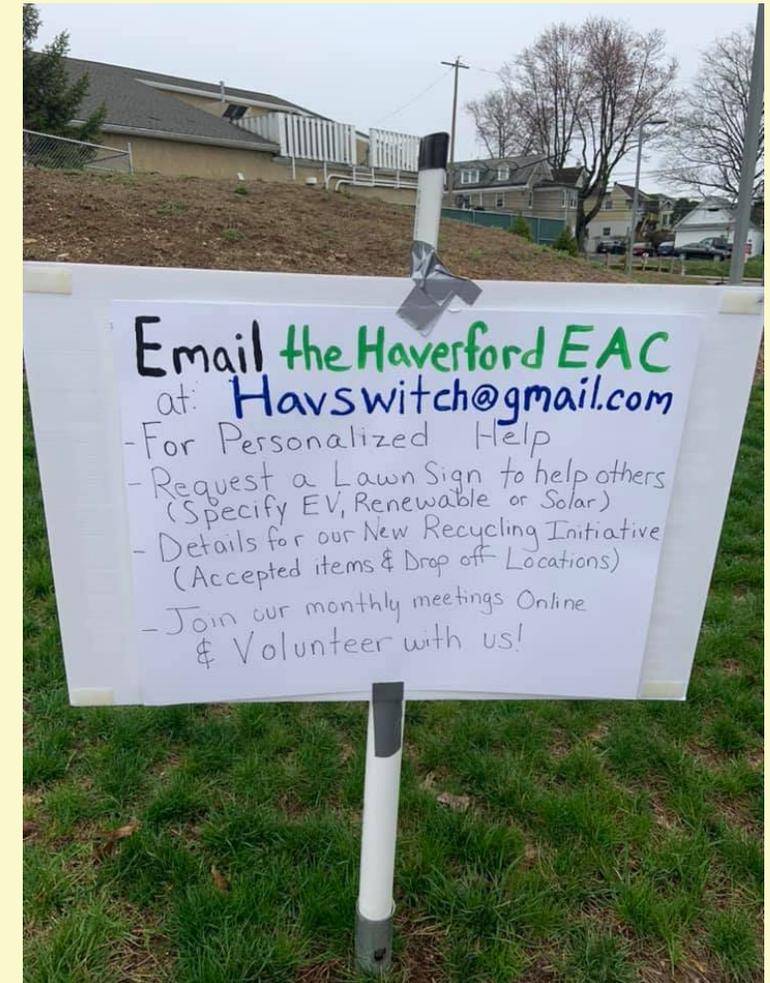
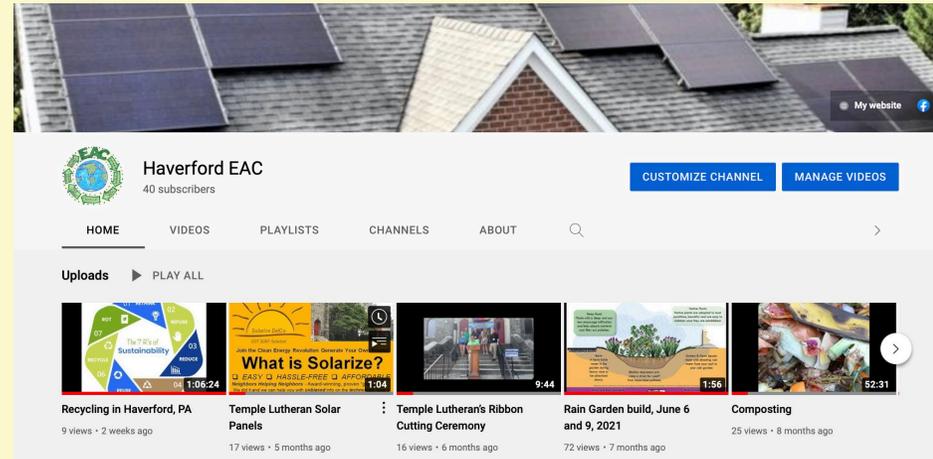
Patch

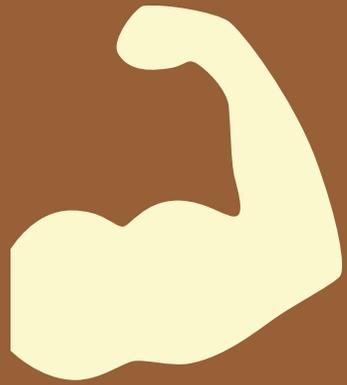
Next Door

YouTube Channel

Lawn Signs

Email





# Strong Base of Support

# Host a Table at Community Events

Introduce your EAC to your community!



# Tabling

## A useful tool for:

- Building awareness
- Increasing community interest in projects
- Volunteer recruitment

## Be Sure to Bring:

- Informational flyers
- Volunteer and/or newsletter sign-up sheets
- Eye-catching display
- Giveaways!



## Beyond the Blue Bin



Learn how to recycle items that can't be recycled in our curbside bins: natural corks, foil lined chip bags, foil and scrap metal, toothpaste tubes and more!

**FIND OUT MORE**

## Recycle Today for a Better Tomorrow

### Oral Care

All brands of used/empty oral care products and packaging.

(no electric/battery toothbrushes)

- Tooth brushes
- Tooth brush packaging
- Toothpaste
- Toothpaste box
- Floss containers and packaging



### Personal Care

All brands of used/empty skin care, hair care and cosmetic products and packaging. (no razors)

- Skin: Lip balm tubes/caps, soap dispensers, body wash caps, lotion dispensers
- Hair: Shampoo caps, conditioner caps, hair gel tubes, hair spray triggers
- Cosmetic: Lipstick/bronzer/powder/eyeshadow cases, lip gloss/mascara/concealer tubes, foundation packaging, lip liner/eyeliner pencils



## TerraCycle

*Learn how to Recycle Beyond the Blue Bin*

The Township, partnering with the EAC, will participate in the TerraCycle program. TerraCycle offers free recycling funded by brands, manufacturers and retailers around the world to help collect and recycle hard-to-recycle waste. #Recycleeverything

We will be collecting oral care items and personal care items in 2 bins, located just outside the front door of the township building. (1014 Darby Rd.)

More Terracycle and reusing programs available, see

<http://www.HaverfordClimateAction.org> or

<https://www.facebook.com/groups/131577228849582>

Questions please email Haverford EAC at [Havswitch@gmail.com](mailto:Havswitch@gmail.com).



TOWNSHIP OF  
**HAVERFORD**

DELAWARE COUNTY  
1014 DARBY ROAD  
HAVERTOWN, PA 19083-2551  
(610) 446-1000

Manager 610-446-1000 ext. 2208  
Human Resources 610-446-1000 ext. 2233

WILLIAM F. WECHSLER, PRESIDENT  
LARRY HOLMES, ESQ. VICE PRESIDENT  
DAVID R. BURMAN, TWP MANAGER/SECRETARY  
AIMEE CUTHBERTSON, ASS'T TWP. MANAGER  
JAMES BYRNE JR. ESQ, SOLICITOR  
PENNONI ASSOCIATES, INC. ENGINEER

WARD COMMISSIONERS  
1st Ward Stephen D'Emilio  
2nd Ward Mario A. Oliva  
3rd Ward Kevin McCloskey, ESQ  
4th Ward Daniel J. Siegel, ESQ  
5th Ward Andy Lewis  
6th Ward Larry Holmes, ESQ  
7th Ward Conor Quinn  
8th Ward Gerry Hart, MD  
9th Ward William F. Wechsler

**Frequently Asked Recycling Questions & Answers**  
Courtesy of Haverford Township Environmental Advisory Council

**Kitchen**

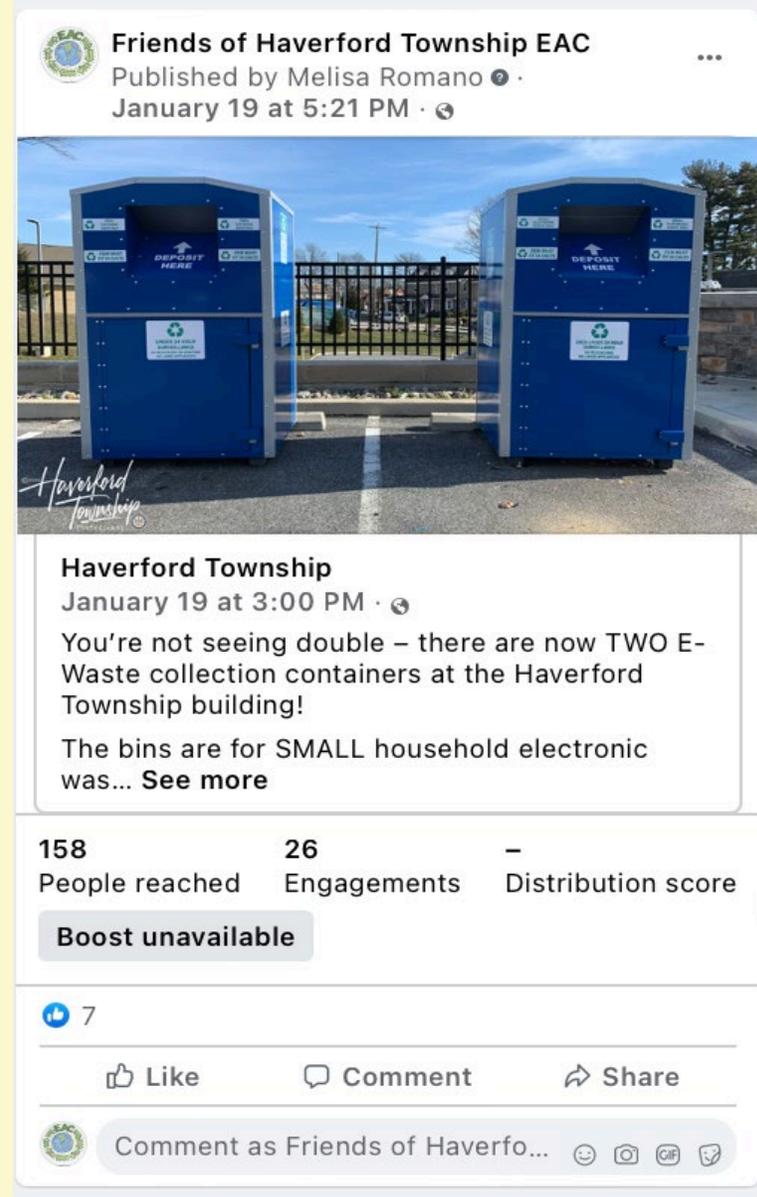
- **Kitchen Plastic:** Accepted items include any plastic bottle or container with the recycling symbol #1-7.
- **Kitchen Glass:** Accepted items include any bottles or jars that are clear, green or brown.
- **Kitchen Paper:** Accepted items include cardboard boxes, cardboard paper towel roll tube, paper grocery bags, coated paper milk cartons.
- **Kitchen metal:** Accepted items include aluminum, tin, steel and bi-metal beverage and food cans.  
**\*All items must be clean, dry and loose directly in a recycling can.\***

Q: What cleaning procedures are required for any kitchen plastic, glass and paper liquid container (i.e. a carton of milk, juice, or wine)?

**A: Discard residual liquid or food, rinse if necessary, and allow to dry. Remember the importance to conserve water. For some items that are too difficult to remove all residue, it may be better to discard in the trash than use excess water to clean. Place item loose directly in the recycling bin. Do NOT use a trash or plastic bag.**

- **Cartons ARE accepted if they say TetraPak, TetraBrik Aspetic or Purepac. The plastic pour spout does NOT need to be removed.**

Q: What cleaning procedures are required for any kitchen aluminum cans? Tabs on or removed?



# Haverford Shredding & E-Waste Events



# Develop Community Partnerships

Work with other community and non-profit partners to expand your reach and effectiveness.



# Don't go it alone!

Identify what other community groups may be doing and find ways to help.

# Potential Partners

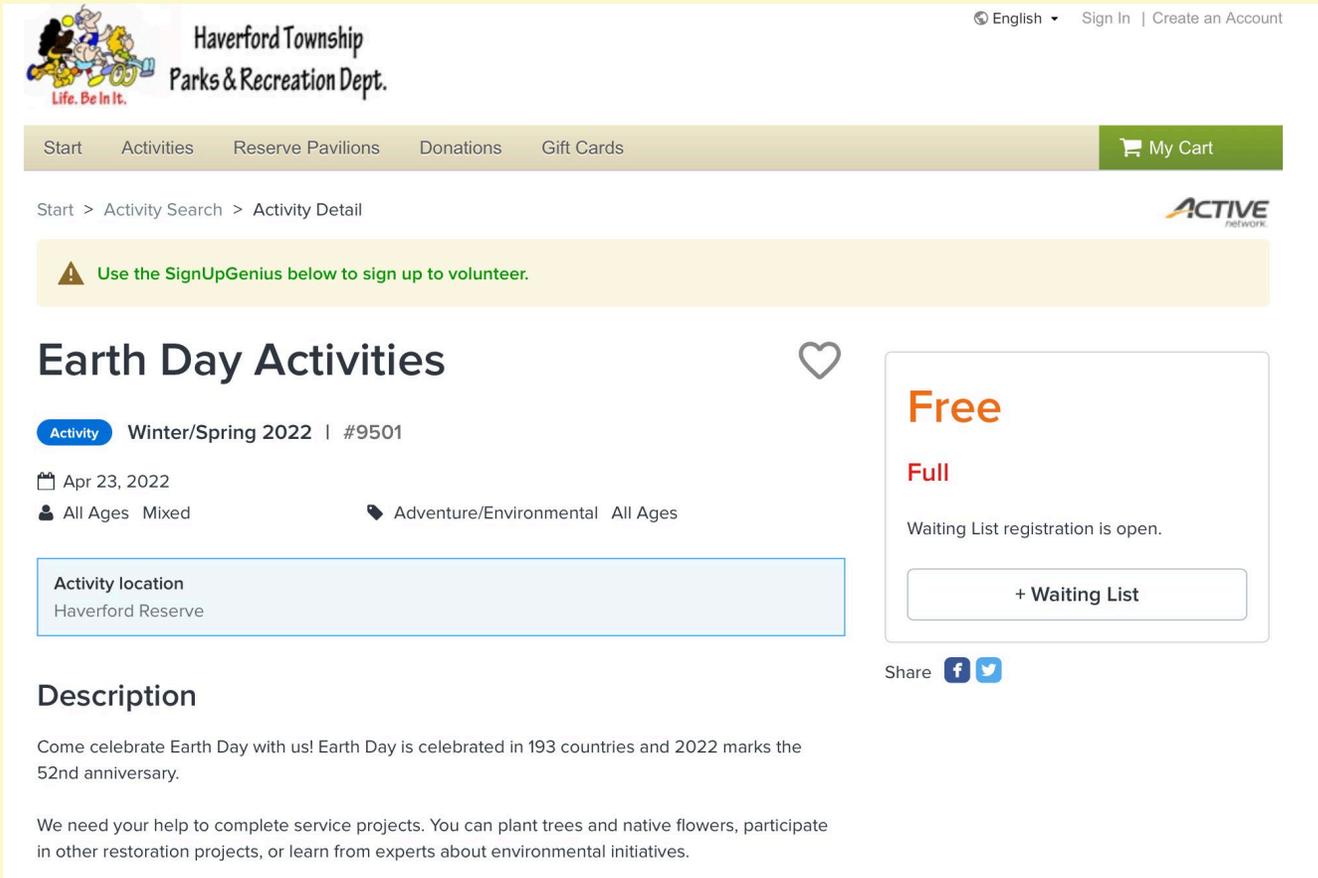
## Local/Regional

- Boy Scouts/Girl Scouts
- Churches
- Libraries
- Schools
- Watershed Associations
- Neighboring EACs
- Colleges and universities
- Local Planning Commissions
- Grassroot Organizations (H-CAN Climate Action Group)

## State

- WeConservePA
- Sierra Club
- PennFuture
- PennEnvironment
- Conservation Voters of PA
- Pennsylvania Environmental Council
- Audubon Mid-Atlantic
- BirdtownPA
- TreeVitalize
- Food and Water Watch

# Haverford Partnership with Rec Dept



**Haverford Township Parks & Recreation Dept.**  
Life. Be In It.

Start Activities Reserve Pavilions Donations Gift Cards **My Cart**

Start > Activity Search > Activity Detail

**Use the SignUpGenius below to sign up to volunteer.**

## Earth Day Activities

Activity Winter/Spring 2022 | #9501

Apr 23, 2022

All Ages Mixed Adventure/Environmental All Ages

Activity location  
Haverford Reserve

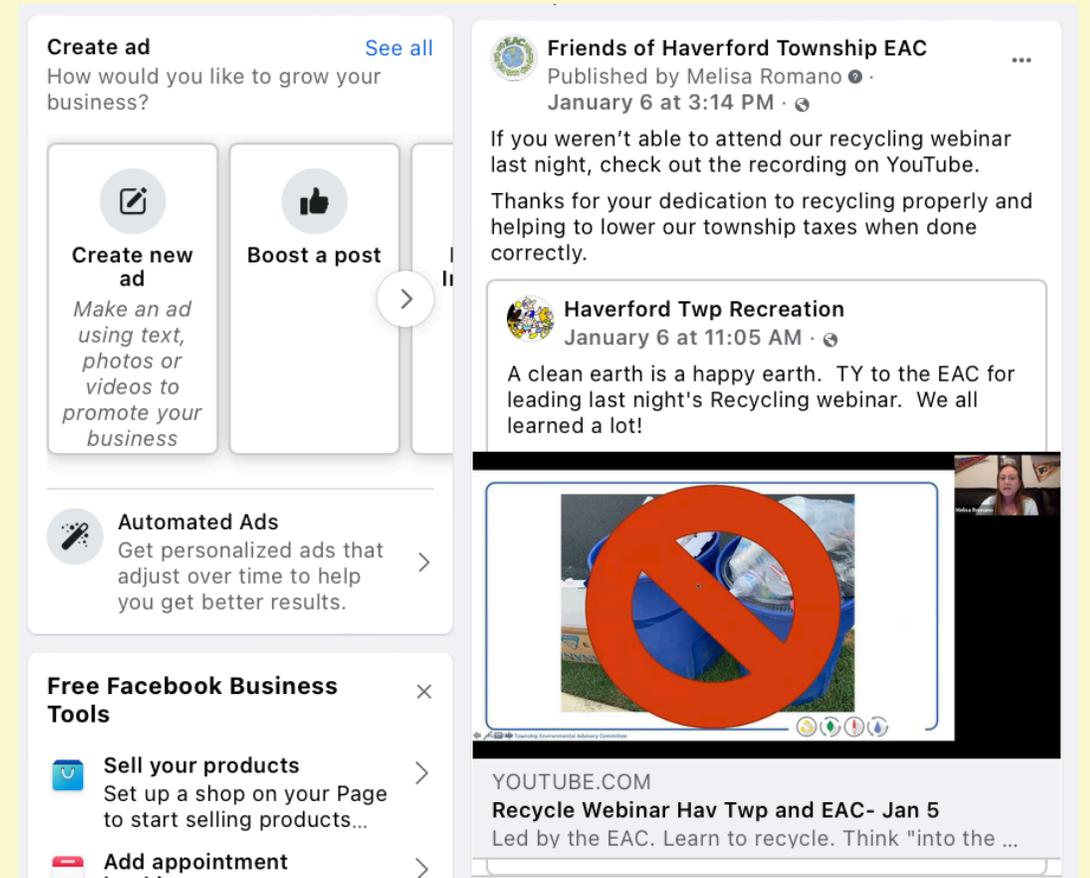
**Free**  
**Full**  
Waiting List registration is open.  
**+ Waiting List**

Share  

### Description

Come celebrate Earth Day with us! Earth Day is celebrated in 193 countries and 2022 marks the 52nd anniversary.

We need your help to complete service projects. You can plant trees and native flowers, participate in other restoration projects, or learn from experts about environmental initiatives.



**Create ad** See all  
How would you like to grow your business?

- Create new ad**  
Make an ad using text, photos or videos to promote your business
- Boost a post**
- Automated Ads**  
Get personalized ads that adjust over time to help you get better results.
- Free Facebook Business Tools**
  - Sell your products**  
Set up a shop on your Page to start selling products...
  - Add appointment bookings**

**Friends of Haverford Township EAC**  
Published by Melisa Romano · January 6 at 3:14 PM ·

If you weren't able to attend our recycling webinar last night, check out the recording on YouTube. Thanks for your dedication to recycling properly and helping to lower our township taxes when done correctly.

**Haverford Twp Recreation**  
January 6 at 11:05 AM ·

A clean earth is a happy earth. TY to the EAC for leading last night's Recycling webinar. We all learned a lot!

**YOUTUBE.COM**  
**Recycle Webinar Hav Twp and EAC- Jan 5**  
Led by the EAC. Learn to recycle. Think "into the ..."

# Provide Educational Opportunities

Get inspiration from community partners and other EACs –work together to expand your capacity and reach!



**Don't reinvent  
the wheel.**

Look around and see what  
other EACs are already doing.

**Questions?**

# Contact Us

**Carolyn Grayshaw**

**Director of Education with WeConservePA**

**[cgrayshaw@weconservepa.org](mailto:cgrayshaw@weconservepa.org)**

**717 291 4074**

**Melisa Romano**

**Haverford Township EAC**

**[Havswitch@gmail.com](mailto:Havswitch@gmail.com)**

**610 745 9452**

**The EAC Network**

**[WeConservePA.org/EAC](http://WeConservePA.org/EAC)**



**WeConservePA**

**WeConservePA.org**