

Qualitative Assessment Template
Cherry Hill Township/Sustainable Cherry Hill

Name of Action: *Green Your Green Fair*

In a few short sentences, please describe the action and identify your partners.

The 5th annual Cherry Hill Earth Festival, held on Saturday, April 26, 2014 was a collaborative effort between Sustainable Cherry Hill (SCH), Cherry Hill Township and the Cherry Hill Public School District. The festival was a family friendly celebration of the earth, community and sustainability. The event drew over 5000 people with highlights including: dozens of green vendors/crafters and non-profit community groups, entertainment, an artist-in-residence (guerilla haiku) and educational displays from SCH task forces and all 19 Cherry Hill schools. The event was also a fundraiser for Sustainable Cherry Hill, enabling the organization to provide education/outreach to the community year round. More info and photos here:
<http://www.sustainablecherryhill.org/get-involved/earth-day-festival/>

Each year, Sustainable Cherry Hill and Cherry Hill Township make it a priority to use the festival as an opportunity to educate the public about sustainable practices and to minimize the environmental impact of having such a large event to the extent possible. Some highlights of this effort include: powering the stage with solar panels (energy efficiency); offering a comprehensive recycling depot with e-waste, battery, plastic bag, hanger and shoe collection, full recycling and organics composting stations manned by trained volunteer waste monitors and all vendors were asked to forgo plastic bags and disposable water bottles (waste reduction); green themed vendors and non-profits (support local economies) and the event started with a 2 and 9 mile family friendly bike ride to encourage community members to explore Cherry Hill on two wheels (alternative transportation initiatives). In addition, all 19 Cherry Hill schools and various SCH task forces had tables with sustainable themed educational displays (education and outreach).

Even if the action was performed by volunteers, or you got in-kind donations, please estimate your costs and the time commitment required to complete the action.

1. TOTAL estimated Sustainable Cherry Hill/Community volunteer hours spent on festival planning (includes volunteers attending meetings; collaborating with event producer; making community contacts, etc.) and at the festival itself: 400 hours
2. Direct Expenses to Sustainable Cherry Hill: Total- \$6.449 (included stipend to event producer, artist in residence, bandanas and dinner for volunteers, a visit from the Phillie

Phanatic and supplies and marketing). Total Revenue to Sustainable Cherry Hill: \$10,435 (Raised through sponsorships and vendor fees)

3. In-kind hours: Nine businesses provided in-kind materials or services for the Cherry Hill Earth Festival:

- a. Powell Energy & Solar: estimated 8 hours- provided solar panels to power the festival stage; set up and break down of panel array
- b. Honeygrow: estimated 3 hours-includes pick up of salads on 4/22/14) provided salads for the volunteer supper on April 22, 2014
- c. Tutti Toscani: estimated 2 hours-included pick up of donated pasta selections for volunteer supper 4/22/14)
- d. Organic Diversions: estimated 4 hours-provided materials and training for festival volunteer waste monitors and collected food waste at the festival for composting
- e. E-Force: estimated 8 hours: provided outreach information and on festival event day collected e-waste for safe disposal and recycling
- f. J-Dogs: estimated 4 hours- donated carnival games on-site
- g. Keswick Cycling: estimated 3 hours- provided Family Fun Bike Ride support on 4/26/14
- h. My Gym: estimated 5 hours (included set up & break down) - provided moon bounce on site 4/26/14
- i. Wegman's: estimated 1 hour- provided \$150 gift card to defray cost of food for volunteer supper 4/22/14

4. Cherry Hill Township Costs:

Festival Day:

DPW: 6 people at \$30/hour x 8 hours: \$1,440

Rec: \$83/hour x 9 hours: \$747

PD: \$80/hour x 2 officers x 2 hours: \$320

Parkers: 3 x \$12/hour x 5 hours: \$180

Advance:

Rec: \$2510

PD: \$80 (1 officer x 1 hour)

DPW: 6 people at \$30/hour x 8 hours: \$1,440

Assess what worked and what could be done if this action is tried again in the community.

The Cherry Hill Earth Festival has grown and evolved over the years. Each year, the team works hard to analyze the process and the event and make recommendations for improvements for the following year. Some specific recommendations for 2015 include: broadening the SCH planning committee; developing and communicating clearer sustainability guidelines for vendors; refining the training/chain of command for community volunteers, etc.

What are the next steps for this action?

The committee already did a post festival debrief and chose a date for 2015. Sustainable Cherry Hill will dedicate a portion of its yearly summer retreat to planning and setting goals for next year's festival and the SCH subcommittee will begin meeting this summer to begin preliminary planning. The full committee (including Township staff) will meet in the fall.