



*Rooted*  
**IN THE SHORE**

Climate Resilience on the Jersey Shore

By: Hannah Storch  
IWL Policy Tracks: Politics and  
Government / Work (Non-Profit)

# Mission STATEMENT



RUTGERS-NEW BRUNSWICK  
Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action.

To find out more please visit the Institute for Women's Leadership's website at [Iwl mission statement](#).

# BACKGROUND

## Problem

- Climate Change
- Coastal Resilience
- Lack of awareness and collaboration

## Goal

- Take part in coastal resilience
- Educate community on importance of dunegrass
- Create community pride!

## Feminism

- Lived experience
- Long-term care, wellness, and environmental stewardship
- Accessibility

# Intellectual/Conceptual Foundation

Gottwald and Stedman (2020) – the emotional ties one has to a place may influence their willingness to engage in environmental stewardship.

Zhang et al. (2020) – community participation was the most powerful predictor of pro-environmental behaviors in protected areas. Community-driven environmental initiatives!

Larson, Lincoln R., et al. (2015) "Understanding the Multi-Dimensional Structure of Pro-Environmental Behavior." –

How to encourage pro-environmental behavior across different strategies, like education, conservation, and activism. The importance of strategies that are tailored towards different groups to get the best outcome

# TIMELINE

SP25

- Coming up with idea
- Navigating how to carry out
- Strategization

SUM25

- Present Proposal/Presentation
- Meeting with all collaborative partners to discuss the event and refine the plan
- Begin to create educational materials

October

- Finalize all materials
- Begin posting materials
- Post on local Facebook pages
- Purchase materials for planting

September

- Create posters/fliers
- Meet with collaborators to discuss our progress and answer any questions
- Discuss any ideas and answer questions
- Go over the current Run of Show

# Rooted IN THE SHORE

Be part of protecting our shoreline and building community pride!

11/01/25 12:00pm

## Day 1: Dune Grass Planting

Brick Beach 3, 440 NJ-35, Brick, NJ 08738

Get hands-on! Help us plant 20,000 dune grass plugs that will protect our shoreline, reduce flood risk, and strengthen our community's future.

11/03/25 07:00pm

## Day 2: Community Workshop

401 Chambers Brg Rd, Brick Township, NJ 08723

Learn about dune grass's role in climate resilience and planting techniques. Enjoy family-friendly activities to see how dunes safeguard beaches and homes.



# Marketing

## Dune Grass

# PLANTING

BRICK BEACH 3, 440 NJ-35, BRICK, NJ 08738

11/01/25 12:00PM

Building Coastal Resilience Together

! Volunteers needed!  
Open to all ages.  
All materials will be provided!



Join Rutgers students and the Brick community as we plant 20,000 dune grass plugs to restore and protect our shoreline.



# Community WORKSHOP

This interactive workshop will cover the basics of climate resilience, coastal stewardship, and simple ways you can make a difference. Fun, family-friendly, and open to all ages!



401 CHAMBERS BRG RD.  
BRICK TOWNSHIP, NJ  
08723

11/03/25  
7:00PM

RSVP HERE:  
<https://www.tinyurl.com/rootedshore>



# Dunegross Planting HIGHLIGHTS



# Dunegross Planting HIGHLIGHTS



Before



After

# Community Workshop

# HIGHLIGHTS



# Community Partners



# THE STATS

25 attendees @  
the Community  
Workshop

50 attendees @  
Dunegrass  
Planting

100+ followers  
gained on  
Instagram

15k grasses  
planted

19k impressions on  
Instagram

# Lessons Learned

- Coalition building
- Navigating municipalities and local government
  - Redirection is not a bad direction to go in
    - Time constraints and bandwidth
- Everything will work itself out (probably)

# IMPACT

## Township

- Potential for yearly initiative
- Potential for further community partnerships

## Personal

- Invited to speak at schools
- Invited to Climate and Coastal Resilience Conference

## Future

- Dune grasses planted
- Future scholars can take on community based projects like this
  - or different styles

# SPECIAL THANKS

Mami and Dad

Vincent Palmieri

Sasha and all of IWL

Apolonia

All of my Collaborators

Everyone I met along the way

My Cohort

Myself

Thank  
YOU!



@rootedintheshore

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