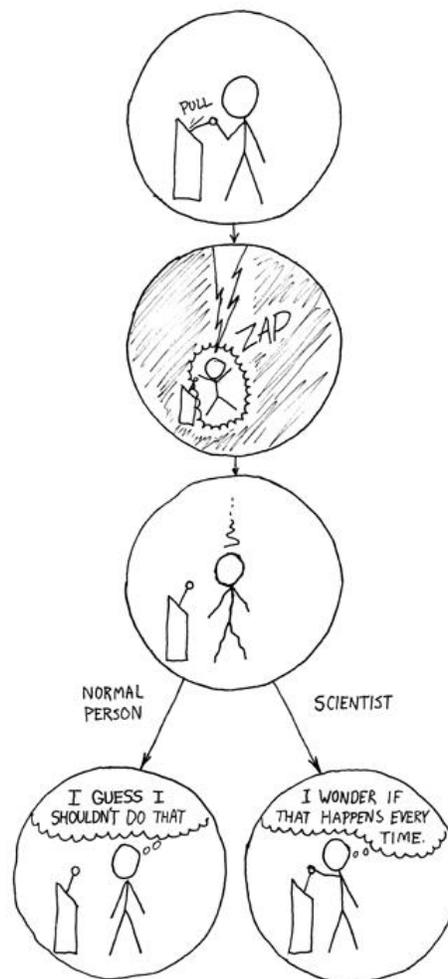




## New Jersey March for Science Group Guide

NJ March for Science Group Guide  
Table of Contents

Welcome	Page 3
Our Mission Statement	Page 4
March Event Information	Page 5
Directions, Transportation & Parking	Page 6
Is Sponsoring Right for Your Group?	Page 9
Before the March	Page 10
The Day of the March	Page 11
Beyond the March	Page 12



Above: "The Difference" by XKCD. <https://xkcd.com/242/>



## “Science, Not Silence”

### Welcome!

If you’re reading this guide, you’re considering taking your university department, high school club, church group, bowling team, science society, or other band of brothers and sisters to the **New Jersey March for Science** on **April 22, 2017**.

The first thing we need to say is: **thank you**.

We have many different reasons for marching. You’ll have your own, too. But one important idea unites us: science is for everyone.

We all use computers, smartphones, TVs, cars, and the thousand other items that had to be conceived, designed, and experimented with before they became ubiquitous elements of our society.

We all take medicines that had to be discovered, tested, and modified after years of research.

We all live on the same planet and are subject to the same climate.

Behind everything that we use and depend on, there is science.

Yet, despite the innumerable contributions that science has made to our society and our world, it’s been treated as something political— as if fact and the process of inquiry could belong to one belief system or another.

By joining your fellow seekers of truth and their supporters, you’re making a stand for the continuation of human progress and humanity’s ability to invent solutions for our children’s future.

Science can no longer stand alone; it needs defending.

Thank you for standing up for science, for our world— for all of us.

## Our New Jersey March for Science's Mission

The New Jersey March for Science affirms the guiding statement of the National March for Science:

*"The March for Science champions robustly funded and publicly communicated science as a pillar of human freedom and prosperity. We unite as a diverse, nonpartisan group to call for science that upholds the common good and for political leaders and policy makers to enact evidence based policies in the public interest."*

We as scientists, students, teachers, doctors, engineers, and concerned citizens have chosen to March for Science to bring attention to important issues that we see as threatening the safety of our fellow citizens, our state, our national character, and the endeavor of scientific exploration.

- **Fact-Based Policies:** We demand that our leaders take into account the best available scientific evidence when making their decisions, in particular in the areas of climate change, healthcare, energy policy, public safety, education, and resource management. We reject attempts to silence the voices bringing attention to scientific evidence of the serious problems faced by our society, and we reject politically-motivated attacks on scientific research in any field.
- **Free Inquiry:** As scientific study requires open exchange of ideas and free association across ethnic, religious, and national lines, we demand that the right to speech, travel, and association be protected to the fullest extent, in keeping with the highest ideals and traditions of the United States. Beyond the damage done to our nation's scientific and economic output, such policies are violations of our human rights, and should be opposed regardless of their impact on science.
- **Education:** We demand that public education be protected and strengthened, to provide for our next generation of scientists, engineers, and innovators, as well as for our future artists, writers, and musicians, whose contributions are equally critical for a healthy democracy. The lack of quality education for all American children robs them of opportunities and deprives all of us of the fruits of their talents.

For these reasons, we have chosen to March for Science. We march so that scientific evidence will be taken seriously. We march because our friends and colleagues are being targeted unjustly. We march because we are concerned about the next generation. We hope you will join us on April 22, in Trenton, in DC, or elsewhere. And we hope you will join us afterwards, for all the work that needs to be done.

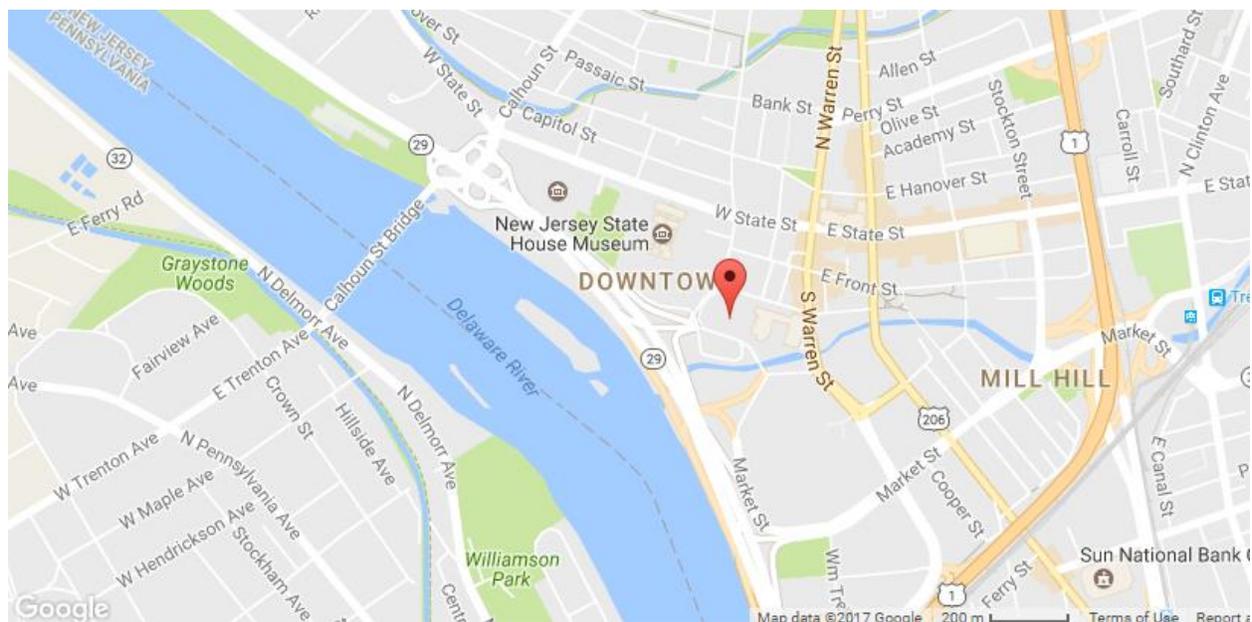
## March Event Information

On April 22<sup>nd</sup>, Earth Day, we will meet outside the Trenton War Memorial in Trenton, NJ to begin our event with a speaking program. The start time is 10 AM.

We will then march in solidarity with the participants at the Washington D.C. March for Science as well as those marching in states across our nation and the world.

Our march route, which is approximately a half mile in length, will then take us to the New Jersey State House Annex. The Annex, which boasts Thomas Edison State University and the New Jersey State Museum & Planetarium as its bookends, was constructed in the late 1920s. Originally, it housed the state library, state museum, and state judiciary. Today it is where our legislators have their offices and hold committee meetings.

Upon arrival at the Annex, we'll hear a call to action from a short list of speakers. More details and surprises to come!



**Wondering what to wear?** Our official march color is **green**— for the earth, photosynthesis, microchips, monk parakeets, and a “green light” for continued research efforts. Wear green as a hat, a headscarf, a jacket, an armband— be creative!

**A note on accessibility:** Making the march as accessible and inclusive as possible for all participants is of the utmost important to the organizers. There are designated handicapped parking areas. All venues will be accessible to everyone, including the War Memorial area and the State House Annex. In addition, there will be sections of reserved seating at both venues for those of differing abilities. An ASL interpreter will at the podium during all speeches. Portable toilets accessible to everyone will be provided.

## Directions, Transportation, and Parking

The Trenton War Memorial is located at 1 Memorial Drive in Trenton, NJ. The zip code is 08625.

The State House is located at 125 West State Street, #2, in Trenton, NJ. The zip code is 08625.

The War Memorial and the State House are part of the Capitol Complex.

### DRIVING DIRECTIONS

Directions to the War Memorial can be found here: <http://www.njslom.org/WAR-MEMORIAL-DIRECTIONS.pdf>

### PARKING

**PLEASE DO NOT PARK AT THE STATE HOUSE GARAGE. WE HAVE BEEN INFORMED BY THE NJ STATE POLICE THAT PARKING IN THE STATE HOUSE GARAGE IS RESERVED ONLY FOR THOSE VISITING OR WORKING AT THE STATE HOUSE.**

THE STATE POLICE ARE ASKING ALL NJ MARCH FOR SCIENCE PARTICIPANTS TO ARRIVE AT THE WAR MEMORIAL VIA THE MARKET STREET EXIT OFF OF ROUTE 29. THERE WILL BE YELLOW SIGNS, WITH WORDS SUCH AS "WAR MEMORIAL EVENT" AND ARROWS, ON ROUTE 29, DIRECTING PARTICIPANTS TO THE MARKET STREET EXIT. ONCE ON MARKET STREET, PARTICIPANTS SHOULD DRIVE TO THE END, WHERE THEY WILL REACH A TRAFFIC LIGHT.

ADDITIONAL YELLOW SIGNS, AS WELL AS STATE POLICE TROOPERS, WILL BE ON MARKET STREET TO ASSIST PARTICIPANTS. AT THE LIGHT, PLEASE TURN LEFT AND STATE POLICE TROOPERS WILL BE THERE TO DIRECT TRAFFIC TO PARKING LOT NEARS THE WAR MEMORIAL.

Free parking is available in the parking lot off of Market Street as well as state parking lots 5A and 5B, located across from the Trenton War Memorial. **STATE POLICE TROOPERS WILL BE THERE TO DIRECT ALL TRAFFIC TO ALL OF THESE LOTS.** Please do not attempt to park on your own in these areas. It is paramount that all participants are respectful of all directions given by State Police troopers upon arrival. Their ability to direct and control traffic flow of an anticipated large number of attendees is critical to creating a safe and swiftly moving arrival process. Both the State Police and Trenton Police Department have gone above and beyond their duties to accommodate our event. They have been welcoming, highly supportive and helpful, always having the safety of march participants at the forefront of every decision we've collaborated on throughout the organizing process.

There will be more than 500 available spots. Handicap parking is available in all lots as well as on West State Street in front of the State House Annex and across from the State House. There is also a small parking area dedicated to handicap parking in front of the War Memorial.

IN THE EVENT THAT THE PARKING LOT OFF OF MARKET STREET AND LOTS 5A AND 5B FILL UP, PLEASE KNOW YOUR OPTIONS BEFORE YOU GET TO TRENTON. ADDITIONAL OPTIONS INCLUDE:

-Metered, on-street parking is available along West State Street. Please note that the meters are in service on Saturdays. **You will be ticketed if fees are not paid. Some portions of West State Street may be closed due to our event.**

-Several pay lots are located within walking distance. Please visit this link for more information: <http://www.destinationtrenton.com/visit-trenton/parking/>

-The Trenton Parking Authority owns and operates five (5) parking facilities, the Merchant Street surface lot, the Warren Street Garage, the South Broad and Front Street Garage, the Lafayette Yard Parking Garage and the Liberty Commons Parking Facility. For more information visit <http://www.tpanj.com/index.htm>

---

## PUBLIC TRANSPORTATION

Direct rail service to Trenton is provided by both NJ Transit (1-800-582-5946) and Amtrak (1-800-872-7245). NJ Transit also provides bus service to and within the Trenton area. Please check the following websites to confirm Saturday service schedules: <http://www.njtransit.com> and <https://www.amtrak.com>

## FROM THE TRAIN STATION

**Walking:** South Clinton Avenue runs along the left side of the train station. Proceed up the avenue (to your right when facing the road) one block and make a left onto East State Street. (You'll soon pass the Department of Environmental Protection on your left.) At Warren Street the street becomes West State Street. Make a left onto Barrack Street. The War Memorial is right in front of you, on the left. The walk takes 10-15 minutes.

**Cabs:** Cabs are normally available at the rear of the train station.

**Buses:** Buses stop in front of the train station at the corner of South Clinton Avenue. Most service West State Street and the State House. For bus schedules, please visit <http://www.njtransit.com> .

## CATCH A NJ MARCH FOR SCIENCE BUS

We've chartered buses to take people from towns across NJ to the March for Science and back. At the time of this writing, departure locations include Freehold, Princeton, Bridgewater, Morristown, East Windsor, Toms River, Paramus, Montclair, Clinton, and Rutgers University - New Brunswick, with more destinations coming. Roundtrip ticket prices varying from \$17 to \$32, depending on departure and return locations. Go here for tickets:

<https://www.sharethebus.com/events/march-for-science-nj>

Don't see your town? Click "Request a trip" and we'll let you know if we get enough demand to charter a bus from your town!

The drop-off place for buses is 1 Memorial Drive, the road adjacent to the War Memorial.

After drop-off, all buses should park on Perry Street. They will be guided there when they drop participants off.

All buses will pick up passengers on W State Street, near the State House. Pick-up will begin at 1 PM.

### March for Science - NJ Satellite March

April 22 — 22, 2017    1 Memorial Dr, Trenton, NJ 08608, USA

#### Bus tickets for March for Science - NJ Satellite March

Round-Trip

Where are you departing from?    Qty

New Brunswick - Rutgers-New Brunswick    1

Select your way there

Sat  
Apr  
22

08:28 AM    09:15 AM  
Rutgers-New Brunswick    →    1 Memorial Dr, Trenton, NJ 08608, USA  
New Brunswick, NJ, United States

**\$12.00**    ● School Bus — (Direct) — [Show details](#)    **Select**

One-Way there ticket



**Shuttles and bus tickets from Toms River, Princeton, Paramus, and more.**

Departure times and locations are subject to change!

[Request a trip](#)

Dunkin' Donuts    Rite Aid    

Above: The convenience that awaits you at <https://www.sharethebus.com/events/march-for-science-nj>.

## Is Sponsoring Right for Your Group?

You've read about the march, you've told a few of your friends, and you've started hearing a common refrain: "We should all go together!"

Good idea, you all say! Let's do it!

First question to ask yourself: do you want your group to be a **sponsor**, or a participating group?

Of course we value everyone's participation in the march as we raise a united voice for science! However, we must note that sponsors hold a special place in our heart; without them, the march wouldn't happen. That's why we list their names on our website, in all of our advertising and press releases, and at the event itself: they make the march possible.

All sponsoring groups are asked to do the following:

- Publicize the event within your networks and communities
- Set a recruitment goal and deliver that many people to the event.
- Agree to be listed as an event sponsor and use their logo for that purpose
- Donate a minimum of \$200 towards the payment of march expenses.
- Agree to help raise additional funds, as needed, by asking their networks to donate or any other way you think makes sense. March expenses will be approximately \$11,000.

Sponsors help provide the significant funding, people power, and messaging impact that allow us to organize an event of this scale. Registering as a sponsoring group comes with certain responsibilities and tasks, so think carefully about which status you'd like your group to have.

**To become a sponsor for the NJ March for Science**, email Elizabeth Meyer at [marchforscienceNJ@gmail.com](mailto:marchforscienceNJ@gmail.com).

If sponsorship is more than your group can take on, fear not: there are other ways that you can help the march! The most important ways you can help are to **boost our Bonfire fundraiser** and **help spread the word**. Check out our "Beyond the March" section on p. 12 for more info!

## Before the March

You've decided to travel to the march together as a merry band. As a group leader, your job is to get people to the march, march, and then get them home in one piece: sounds simple, right? Here are some questions to ask yourself as you organize your group.

1. How many people are you bringing to Trenton? This number will probably fluctuate: life happens! Once you have a reasonable estimate of the number of group members attending, we ask that you kindly register your group on our EventBrite page so that we have an accurate estimate of attendees: <https://www.eventbrite.com/e/new-jersey-march-for-science-tickets-32020759955>
2. How will you get them to Trenton & back? Are you carpooling? Taking the train? Driving separately? Check our Share the Bus page to see if any NJ March for Science buses are scheduled to depart from your town:

<https://www.sharethebus.com/events/march-for-science-nj>

Departure locations include Freehold, Princeton, Bridgewater, Morristown, East Windsor, Toms River, Paramus, Montclair, Clinton and Rutgers – New Brunswick, with roundtrip ticket prices varying from \$17 to \$32. If you don't see your town listed, click the 'Request trip' button. If there's enough demand, we'll charter a bus from that location!

3. How will people know that you're a group? The most powerful way to communicate your group's shared passion for fact-based policy, scientific inquiry, and STEM education is to present visual unity at the march. In other words, a single glance at your group should tell a passer-by that you are a united presence, not a random group of strangers who happened to march together. Some tips:
  - a. Wear a jacket or shirt with your group's logo or colors. If you're all medical students, wear your lab coats. If you're clergy, wear your robes.
  - b. Wear the NJ March for Science shirts. Added bonus: these defray the costs of the march! Buy yours at <https://www.bonfire.com/njmarchforscience/>.
  - c. Design or make a big banner for your group to march behind, like this one:



(Source: City of Dublin, OH. Think just as green, but more sciency.)

- d. Design signs that share a slogan, a color scheme, or a common motif.
4. What will you write on your signs? The official slogan of the NJ March for Science is "Science, Not Silence." Be creative, be expressive, be eye-catching, be legible. Don't be profane or off-topic.
  5. If you have questions that aren't answered on our website, contact Elizabeth Meyer at [marchforscienceNJ@gmail.com](mailto:marchforscienceNJ@gmail.com).

## The Day of the March

You've gotten an estimate of attendees, you've worked out the transportation logistics, you've figured out what you're wearing, you've organized a sign-making party so that everyone has a sign to hold. After the panicked *wait where are we meeting again* text messages, cancellations, and last-minute signups, you've made it to Trenton! Some tips:

- Check the weather forecast the night before. The weather's been wonky this season. If we're getting sunny sixty degree weather, don't wear a raincoat.
- Make sure you know where to go. We're first gathering outside the War Memorial in Trenton, on the steps and front lawn area. We're anticipating a large turnout, so we recommend an arrival time of **9:30 AM**.
- Plan for the munchies. You may want to bring snacks and water to keep up your marching energy.
- Group leaders should be visible. After the speaking program at the Patriots Theater ends, we'll direct marchers to assemble along Lafayette Street to prepare to march. Make sure your group can easily find you in the crowd as it reassembles. Of note: state regulations do not allow marchers to carry signs that include wooden or metal poles of any kind, so consider wearing a distinctive hat to help your group members find you amidst the masses. Alternatively, use a long, cardboard tube to hold up your sign.
- When the speaking program ends, listen to the directions of the people with microphones as we prepare to march. The delegation at the head of the march will carry an NJ March for Science banner and a bullhorn announcing march kickoff.
- The march ends at the State House Annex at 1 PM. If you've coordinated transportation, make sure that everyone knows how to get back to the car, bus, or space freighter at the designated pickup time.

## Beyond the March

If this is your first march or your fourteenth, know that it will be an uplifting experience that unites your group in solidarity with thousands of other science supporters across the nation and the world.

Yet, as powerful as that experience is, it will not be enough to stave off attacks on research and fact-based policy. After the march ends, our work continues.

That will be a longer, harder, and more sustained effort— one that needs your voice.

### How you can help:

- Support the March for Science. The Women’s March inspired a new wave of activism across the country, in part because the enormous simultaneous marches around the globe reminded us of the power of collective action. We can change the world when enough of us work together: that is the enduring lesson of the march. By bringing people to the march, you’re activating the next generation of science advocates.
  - Consider sponsoring the march, or reaching out to groups who might sponsor.
  - Help cover the march’s costs by supporting our t-shirt fundraiser here: <https://www.bonfire.com/njmarchforscience/>
  - Spread the word! Tell your family, your friends, your book club, your gaming group, and your social media friends by sharing our website ([www.njmarchforscience.com](http://www.njmarchforscience.com)) or our flyer ([https://www.njmarchforscience.com/s/MarchForScience\\_Flyer.pdf](https://www.njmarchforscience.com/s/MarchForScience_Flyer.pdf)).
- Support our post-march efforts to defend scientific inquiry and policy based on credible research. To follow our initiatives and lend your support, check out our website ([www.njmarchforscience.com](http://www.njmarchforscience.com)) or our Facebook page (<https://www.facebook.com/events/392510504446559/>) for updates.
- Keep asking questions, keep demanding evidence, keep investigating findings even when you want the first round of results to be true. Building a fact-friendly culture will take all of us. Be the example that people remember.

"There's real poetry in the real world. Science is the poetry of reality."

--Richard Dawkins