

“Suburban Sustainability” is No Oxymoron

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Sustainable Jersey™

**Is there hope for Suburban
Sustainability?**

***Motivating Suburban Sustainability
through a municipal “Certification
Program”***



Sustainable Jersey™

Certification program for municipalities in New Jersey that want to:

- Go green
- Save money
- Take steps to sustain their quality of life over the long term



Participating Communities

- Program start: February 2009
- 350 or 62% of NJ towns/cities registered
- 65% of NJ's population lives in these communities
- 74 municipalities certified:
 - 4 towns at silver level
 - 70 towns at bronze level



Sustainable Jersey Partnership



Mayors' Committee for a Green Future (MCGF)



The College of
New Jersey

And many others ...



Sustainable Jersey™

- Identifies **actions** to implement to help towns become more sustainable
- Provides **tools, resources, and guidance** to enable communities to make progress
- Provides access to **grants and funding** for municipalities that are working toward certification



Certification Benefits

- Save money. Get money.
 - Implement actions that lead to cost savings (energy, water, garbage bills)
 - Improve efficiency, cut waste, stimulate local economy
 - Access to incentives and grants
- Gain access to training, tools and expert guidance.
- Get recognized. Promote your town.
- People, Prosperity, Planet



Actions

- Concrete steps municipalities can implement to become certified and more sustainable; actions include:
 - Ordinances
 - Programs and Plans
 - Policies and procedures
 - Retrofit or renovation of facilities



Actions: Prosperity, Planet, People

PROSPERITY

ENERGY EFFICIENCY

POINTS

Energy Audits for Municipal Facilities* 20-50

High Efficiency Municipal Buildings 10-20

FOOD

Farmland Preservation 10 each

Food Production 10 each

Planning for Local Food Production 10 each

Support Local Food 10 each

LOCAL ECONOMIES

Buy Local Programs 10 each

Green Business Recognition Program 10

Green Jobs/Economic Development 10

OPERATIONS AND MAINTENANCE

Green Fleets* 10-30 each

Adopt Behavioral Policies 5

Green Purchasing Program 10 each

Grounds and Maintenance 10 each

ARTS/CULTURE/HISTORIC PRESERVATION

Historic Preservation 10

Strengthening School Arts Programs 10

COMMUNITY PARTNERSHIP AND OUTREACH

Create Green Team* 10

Community Education and Outreach 10

Energy Outreach and Incentive Programs 10 each

Education for Sustainability Programs 10

School-Based Energy Conservation Programs 10

PLANET

GREEN DESIGN

POINTS

Green Building Policy/Resolution 5

Green Building Training 5

Green Design Commercial and Residential Buildings 5-20

Green Design Municipal Buildings 10-20

GREENHOUSE GAS

Municipal Carbon Footprint* 10

Community Carbon Footprint 10

Climate Action Plan 10

Wind Ordinance 10

INNOVATIVE DEMONSTRATION PROJECTS

Geothermal 10

Green Roofs 10

Raingardens 10

Solar 10

Wind 10

Other 10

LAND USE & TRANSPORTATION

Sustainable Land Use Pledge* 10

Complete Streets Program 20

Municipal Planning & Zoning Self-Assessment 10

Sustainability Master Plan Revision 20

NATURAL RESOURCES

Natural Resource Inventory* 20

Water Conservation Ordinance* 20

Conservation Easements 10-15

Environmental Commission 10

Natural Resource Protection Ordinances 10 each

PEOPLE

Priority Actions

- Energy Audits for Municipal Buildings
- Municipal Carbon Footprint
- Sustainable Land Use Pledge
- Water Conservation Ordinance
- Natural Resource Inventory
- Green Fleets
- ENERGY STAR Portfolio Manager



Bronze Certification

- Total of at least 150 points
- Mandatory Green Team
- Implement 2 of 7 priority actions
- Actions completed in 6 of 16 categories



Silver Certification

- Significant progress and is a statewide leader
- Total of at least 350 points
- Mandatory Green Team
- Implement 3 out of 7 priority actions
- Actions completed in 8 of 16 categories



Priority Actions

- **Energy Audits (1 or All) Buildings-106**
- **Sustainable Land Use Pledge-62**
- **Natural Resource Inventory-47**
- **Fleet Inventory-41**
- **Municipal Carbon Footprint-32**
- **Water Conservation Ordinance-16**



Most “Popular”

- Community Education & Outreach
- Environmental Commission
- Energy Audit for One or All Buildings
- Green Fairs
- Community Forestry Plan and Tree Cover Goal
- Recycling Depot
- Community Paper Shredding Day
- Community Gardens & Farmers Markets



Most “Challenging”

- Complete Streets
- Integrated Pest Management
- Diversity & Equity on Boards
- Green Buildings
- Food Waste & Waste Audits
- Wildlife Interaction Plans



Increased Implementation

- Anti-Idling
- Fleet Inventory
- Community Forestry Plans
- Green Building Policy
- Green Purchasing
- Sustainability Master Plan Elements



Workshops, Trainings and Events

- Ask the Experts Conference Calls
 - First Tuesday and 4th Thursday of every month
- Regular Workshops/Webinars-*topics included:*
 - Community Energy Outreach Workshop
 - Water Conservation Education Training
 - Trees and Woodlands Workshop
 - Case Studies From Leading Green Municipalities
 - Healthy Communities and Local Food
 - Legislative and Statewide Policy Update
 - How to Fund Your Sustainability Agenda
- Green Team/Community Networking Events



Incentives and Grants

- Sustainable Jersey Small Grants Funded by Walmart
 - Eight \$10,000 grants
 - Three \$25,000 grants
 - Twenty \$1,000 capacity building grants
- Priority in NJBPU Municipal Energy Audit Program
- Priority in NJ DEP - Community Forestry Grants



Recognition and Promotion

- Annual Sustainable Jersey Awards
 - Sustainability Champion Awards (large, medium and small population categories)
 - Leadership Award
 - Innovation Award
 - Collaboration Award
 - Creativity Award
- Recognition at Sustainable Jersey luncheon at NJLM Annual Conference
- Customized Sustainable Jersey logo for certified towns
- Promotion in publications and outreach



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Questions?

Thank you

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Sustainable Jersey Brochures



**A Better Tomorrow,
One Community at a Time**

Sustainable Jersey™ is a certification program for municipalities in New Jersey that want to go green, save money, and take steps to sustain their quality of life over the long term.

Sustainable Jersey:

- Identifies concrete actions that municipalities can implement to become "certified" and be considered leaders on the path to a sustainable community
- Provides clear "how to" guidance and tools to enable communities to make progress on each action
- Provides access to grants, and identifies existing and new funding opportunities for municipalities to make progress toward the actions
- Encompasses the 3 equal, interrelated components of sustainability:

Prosperity – support your local economy and utilize community resources

Planet – practice responsible environmental management and conservation

People – enhance social equity and fairness

Certification actions are developed through an ongoing process of discussion and research that includes the participation of over 150 New Jersey leaders, experts and organizations including state agencies, universities, non-profit organizations, and business leaders.

Actions for Sustainable Communities:
To become Sustainable Jersey Certified, municipalities must complete and document actions from the list below.

Bronze The Bronze Level of certification requires the establishment of a sustainable Green Team, implementation of 2 out of 7 PRIORITY ACTIONS, and a total of 10 points. Actions must be completed in 6 of 16 categories.


Silver The Silver Level of certification requires the establishment of a sustainable Green Team, implementation of 3 out of 7 PRIORITY ACTIONS, and a total of 20 points. Actions must be completed in 8 of 16 categories.

PROSPERITY	POINTS	PEOPLE	POINTS	PLANET	POINTS
ENERGY EFFICIENCY				ANIMALS IN THE COMMUNITY	
ENERGY STAR Portfolio Manager*	10			Animals in the Community Education	10
Energy Audits for Municipal Facilities*	10			Companion Animal Management Plan	20
High Efficiency Municipal Buildings	10-20			Pledge Supporting NJ Wildlife Action Plan	10
				Wildlife Interaction Plan	20
FOOD				GREEN DESIGN	
Farmland Preservation	10 each			Green Building Policy/Resolution	5
Food Production	10 each			Green Building Training	5
Planning for Local Food Production	10 each			Green Design Commercial and Residential Buildings	5-20 each
Support Local Food	10 each			Green Design Municipal Buildings	10-20 each
LOCAL ECONOMIES				GREENHOUSE GAS	
Buy Local Programs	10 each			Municipal Carbon Footprint*	10
Green Business Recognition Program	10			Community Carbon Footprint	10
Green Job/Economic Development	10			Climate Action Plan	10
OPERATIONS AND MAINTENANCE				Waste Ordinances	10
Asset Plan*	10-20 each			INNOVATIVE DEMONSTRATION PROJECTS	
Adopt Behavioral Policies	5			Geothermal	10
Green Purchasing Program	10 each			Green Roofs	10
Grassroots and Maintenance	10 each			Rain Gardens	10
ARTS, CULTURE & HISTORIC PRESERVATION				Water	10
Livingston Historic Preservation	10			Wind	10
Boroughwide School Arts Programs	10			Other	10
COMMUNITY PARTNERSHIP & OUTREACH				LAND USE & TRANSPORTATION	
Create Green Team*	10			Sustainable Land Use Plan*	10
Community Education and Outreach	10			Complete Bicycle Program	20
Energy Education and Outreach	10			Municipal Planning & Zoning Self Assessment	10
Education for Sustainability Programs	10			Sustainability Master Plan Revision	20
Robot-Based Energy Conservation Programs	10			NATURAL RESOURCES	
Green Challenges and Community Programs	10			Natural Resource Inventory*	20
DIVERSITY & EQUITY				Water Conservation Ordinances*	10
Cumulative Impact Assessments	10			Conservation Easements	10-15 each
Diversity on Boards and Commissions	10			Environmental Commissions	10
Environmental Justice in Planning & Zoning	10			Natural Resource Protection Ordinances	10 each
Local Education and Outreach Programs	10			Open Space Plan	10
Local Job Training Programs	10			Trees & Woodlands Management	10-20 each
HEALTH & WELLBEING				Water Conservation Education Program	10
Anti-Slitting Education and Enforcement Program	10			WASTE MANAGEMENT	
Building Healthy Communities	20			Recycling	5-10 each
Bike Routes to School	10			Waste Reduction	5-10 each
HOUSING AFFORDABILITY				COMMUNITY PLANNING	
Community Asset Mapping	10			Community Asset Mapping	10
Community Visiting	10			Community Visiting	10
Sustainable Community Plan	10 each				

To learn more visit www.SustainableJersey.com
For inquiries or to join our e-list please contact info@sustainablejersey.com

Please refer to Sustainable Jersey website and brochure for further details. *See the website for more information on the asterisked items. *Additional programs and projects may be added to the list at the discretion of the Sustainable Jersey team.

- Full-color printed brochures
- Brief one-page overview
- >2000 distributed at events and workshops
- Approx. 500 directly mailed to municipalities by request



Sustainable Jersey is a certification program for municipalities in New Jersey that want to go green, save money, and take steps to sustain their quality of life over the long term.

Sustainable Jersey provides:

- A set of sustainable actions that municipalities implement to become certified. Actions include ordinances, programs, policies and procedures and related or associated activities.
- Clear "how to" guidance and tools to enable communities to make progress on each action.
- Access to grants and update about existing and new funding opportunities to help communities make progress.

Certification Benefits

Sustainable Jersey's 324 participating communities represent over half the state's municipalities and nearly 75% of its population. The Sustainable Jersey scene is bigger than ever. Don't miss your chance to:

- Save money. Get more.** Sustainable Jersey offers a wide range of incentives and grants to help municipalities save money and get more out of their investments. The program helps communities improve efficiency, cut costs, and create new revenue streams.
- Get recognized. Promote your town.** Sustainable Jersey offers a wide range of incentives and grants to help municipalities save money and get more out of their investments. The program helps communities improve efficiency, cut costs, and create new revenue streams.
- Gain access to training, tools, and expert guidance.** Sustainable Jersey offers a wide range of incentives and grants to help municipalities save money and get more out of their investments. The program helps communities improve efficiency, cut costs, and create new revenue streams.

Sustainable Jersey Certification Program At a Glance

- New Jersey municipalities apply for certification.
- The program is voluntary.
- There are two levels of certification. The first is the Bronze level, and the second is the Silver level.
- The certification is valid for three years.
- There are two certification levels.
- Each level requires a total of 10 points and 10 actions.
- All municipalities are eligible for certification.
- As of March 2011, 324 municipalities have been certified.
- One thousand five hundred municipalities are currently in the process of certification.



Program Marketing and Communication

Newsletters:

- Quarterly E-Newsletter
- Targeted e-blasts weekly on news and upcoming events

List serves:

Three programmatic list serves as follows:

- Sustainable Jersey registered and certified towns (695 official contacts & green team members)
- Mayors Committee for a Green Future (MCGF) interested parties (1228 members)
- Sustainable Communities Working Group (SCWG) and Core Partners (419 members)

The screenshot displays the June 2011 E-Newsletter with the following sections:

- Quick Links:** Includes links to the website, actions for sustainable communities, participating towns, grants and resources, and training & events.
- Save The Date:** Announces the Sustainable Jersey Event in Ocean County on Sunday, July 24, featuring a pre-game reception, 4th Annual Nine Innings for Nature at Lakewood Blue Claws Stadium, and a NJ off-site at Garden State Parkway.
- Need funding? 2011 Sustainable Jersey Small Grants Program Announced:** Details the availability of \$175,000 in grants for sustainability projects, with a deadline of July 22, 2011.
- Sustainable Jersey Wins U.S. EPA Environmental Quality Award:** Celebrates the award received by the U.S. EPA, presented by Administrator Judith Enck and Congressman Rodolpho Velazquez.
- Sustainable Jersey Delegation Travelling to Taiwan:** Announces a delegation to Taiwan for a visit to the Zhen Sheng Borough in Taichung County, the National Electronic Green and Automation (MEGA) Demonstration House, and the Industrial Technology and Research Institute in Hsin-Chu.
- Gotta Get a Green Map:** Promotes the Green Map movement, which provides free maps and support for local green living resources.
- Exciting Guest Speakers for Sustainable Jersey Awards Luncheon:** Announces the 3rd annual Sustainable Jersey Awards Luncheon on Tuesday, November 15, 2011, featuring speakers Robert Wood Baker and Woody Bell Johnson.
- Sustainable Jersey at Ocean Fun Days in Monmouth and Ocean Counties:** Announces the Sustainable Jersey meet with thousands of people at the New Jersey National Day on May 21 and 22, 2011.

The newsletter also includes several photographs: a group of people holding an award, the flag of Taiwan, a woman smiling, and a group of people at an event.

June 2011 E-Newsletter



Monitoring and Evaluating Individual Efforts

Approx. 1500 email queries were processed. Topics addressed include:

- Specific Actions (many queries on the Energy Audit for 1 Building & Inventory All Buildings actions)
- Registration & Certification processes
- Sustainable Jersey Small Grants
- Website problems/upload problems/log-in issues (losing/forgetting passwords)

Approx. 730 phone calls were fielded. Topics addressed include:

- General info/Certification process/ re-certification
- Registration questions
- Actions
 - Multiple actions in one call
 - Energy Audits/ DI, etc.
 - CPI actions
 - NRI/ ERI, green fairs, water conservation ordinance, recycling, education & outreach, MP Element, historic preservation, etc.



Certification Steps

- Pass a resolution; form Green Team
- Register your municipality online
- Implement actions (mandatory, priority and optional)
- Upload documents to meet submission requirements
- Certification awarded after review and verification



Tools, Training and Guidance

Who to Involve

Timeframe

Project Costs

Why Important

What to Do

Submission
Requirements

Spotlight

Resources

- Each “action” comes with a detailed tool and step by step “how to” directions
- Access to free Sustainable Jersey workshops, trainings, webinars and resource center (CEUs provided)
- Training sessions showcase successful municipalities

