

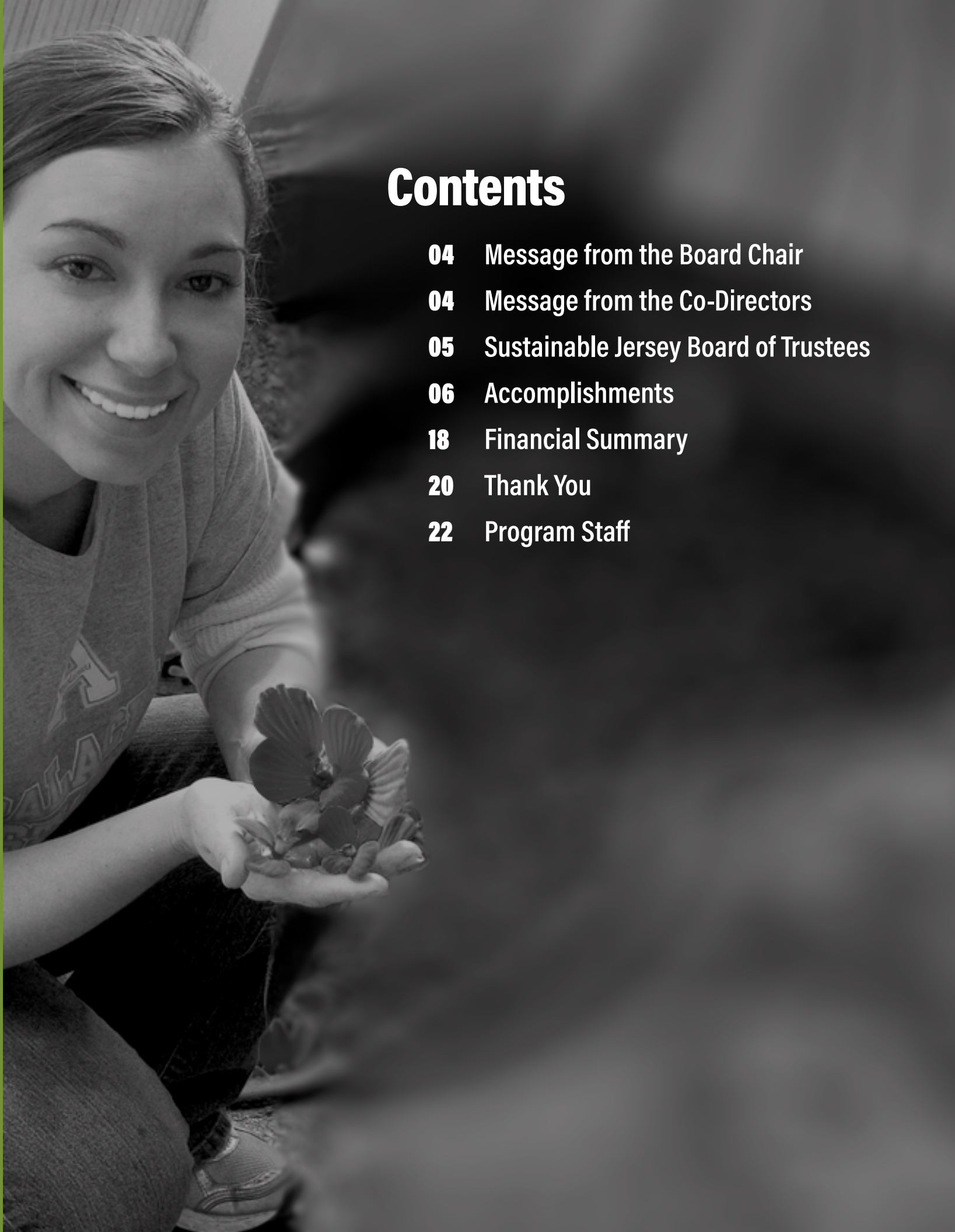


# A Better Tomorrow, One Community At A Time

Sustainable Jersey is a nonprofit organization that provides tools, training and financial incentives to support communities as they pursue sustainability programs. By supporting efforts to reduce waste, cut greenhouse gas emissions, educate for sustainability, stimulate local economies, increase resiliency and progress toward an equitable society, Sustainable Jersey is empowering communities to build a better world for future generations.

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# A Message From the Board Chair



As you will read in this Annual Report, in 2015 we achieved – with our supporters and partners – a number of important accomplishments with benefits that stretch across New Jersey.

Making a measurable impact is important to us. That’s why we added new programs and networks to broaden our reach and provide resources to more levels of the community. In 2015, 140 school districts and 350 schools registered with Sustainable Jersey for Schools. In 2015, 59 schools received certification with five at the silver-level. This complements the 432 municipalities participating in the municipal certification program; in 2015, 57 municipalities received certification, with 10 at the silver-level.

In 2015, we worked with public and private partners to identify 25 new sustainability actions in the municipal and schools program. We also offered \$716,000 in small grants to support community projects across the state. Collectively, municipalities and schools participating in Sustainable Jersey implemented over 1,600 documented sustainability initiatives.

The strength of our program comes from our dedicated and informed participants. We delivered on our goal to provide workshops, trainings and grants to help communities make progress. In 2015, nearly 1,400 people participated in 48 Sustainable Jersey free workshops and trainings. Over 700 participants attended a Sustainable Jersey Hub event to strengthen regional collaboration. We now have six active regional hub locations: Atlantic-Cape May Counties, Mercer County, Monmouth County, Somerset County, Essex County and Camden-Burlington-Gloucester Counties.

In June, we hosted the New Jersey Sustainability Summit and over 300 people attended to help us rethink, refine and build consensus around the future we want. We released the New Jersey Sustainable State of the State Summary Report that defines a vision of sustainability for New Jersey. In October, 100 people attended our first Government Connex Forum focused on how municipalities can improve operating efficiencies and communications.

We are at a crucial point for our planet and its inhabitants. While we accomplished a great deal in 2015, we recognize that we must continually evolve in order to achieve even greater impact. This means all of us must do our part. I look with confidence to 2016 as we will build on the foundation and accomplishments of 2015.

Richard Dovey, Chair,  
Sustainable Jersey Board of Trustees

# A Message From the Co-Directors



Sustainable Jersey is a diverse and unusual partnership. At the state level, subject matter experts from government, nonprofits, and academia work together to create new best practices and resources to help communities. At the local level, volunteers and professional staff, in hundreds of municipalities and schools, work to make their communities better, and to do their part to solve broader issues. None of this would be possible without a diverse set of sponsors and program partners. On behalf of all the participants in the Sustainable Jersey program, we offer our most sincere gratitude to our partners, underwriters, sponsors and participants that make the program possible.

In the early years of Sustainable Jersey we saw rapid growth in terms of community participation and commensurate growth in staff and internal capacity. Most recently, we launched ambitious new programs in schools, energy, resiliency, and technology. Everyone involved in Sustainable Jersey, including the Board and staff, have worked tirelessly to bring these aspirational plans to fruition. As a result of strong partnerships, Sustainable Jersey’s financial position remains strong. Overall support and revenue continues to grow. The organization runs a lean operation with 83 percent of all expenditures going directly into programs. In the coming year, we look forward to new opportunities to expand our programs, while focusing our attention on solidifying the gains of the past few years.

Donna Drewes and Randall Solomon, Co-Directors,  
Sustainable Jersey

# 2015 Board of Trustees

An independent, volunteer Board of Trustees, supported by staff, governs Sustainable Jersey. Sustainable Jersey is grateful to collaborate with such an experienced team of leaders whose vision and expertise guide and advance our strategic objectives.

## Executive Committee

**Richard Dovey**, Chairperson  
President, Atlantic County Utilities Authority

**Anne-Marie Peracchio**, Vice Chairperson  
Director, Conservation and Clean Energy Policy  
New Jersey Natural Gas

**Arthur Ondish**, Secretary  
Mayor, Mount Arlington Borough

**Jane Kenny**, Governance Committee Chairperson  
Managing Partner, The Whitman Strategy Group

**Caroline Ehrlich**, Treasurer  
Chief of Staff, Woodbridge Township

## Trustees

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**Pamela Mount**  
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Vice President of Operations, Bayshore Recycling

**William Pikolycky**  
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**Eric Stiles**  
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**Michael Darcy, CAE**  
Executive Director, New Jersey  
League of Municipalities

**Gary Finger**  
Ombudsperson, New Jersey Board of Public Utilities

**Lawrence Feinsod, Ed.D.**  
Executive Director, New Jersey  
School Boards Association

**John Giordano**  
Assistant Commissioner, New Jersey Department  
of Environmental Protection, Air Quality,  
Energy and Sustainability

# SUSTAINABLE COLLECTIVE JERSEY IMPACT

**76%**  
OF MUNICIPALITIES  
**PARTICIPATING**



**84%**

of NJ population lives in a  
**registered or certified**  
community



**24%**

of NJ public school districts  
registered with Sustainable  
Jersey for Schools in first year



**196**  
MUNICIPALITIES  
**CERTIFIED**



**59**  
SCHOOLS  
**CERTIFIED**

**22** **SILVER**  
**CERTIFIED**

**174** **BRONZE**  
**CERTIFIED**

**5** **SILVER**  
**CERTIFIED**

**54** **BRONZE**  
**CERTIFIED**

**5,000**

sustainability **actions**  
**completed** by both  
municipalities and schools



**\$2.6**  
**MILLION**

in small grants distributed to municipalities,  
schools & school districts



## WEBSITE VISITS

<b>MUNICIPAL</b>	<b>66,728</b>
<b>SCHOOLS</b>	<b>34,454</b>

## PAGE VIEWS

<b>MUNICIPAL</b>	<b>341,808</b>
<b>SCHOOLS</b>	<b>223,235</b>

**200+**

**green teams** established  
across New Jersey





# Everyone Wants A More Sustainable New Jersey.

Few disagree with the need to build an economy that will provide for us in the future, one that is equitable while also supporting clean air, fresh water, waterways filled with fish, garbage in its proper place, clean energy options, parks and open space, and a healthy place to work and live. The Sustainable Jersey certification programs strive to achieve these goals by providing a framework for municipalities and schools to follow to become more sustainable. Sustainable Jersey staff responded to nearly 3,500 requests for assistance this year and recertifying towns were offered guidance to support continued success. Over 60 free workshops, webinars and training sessions were offered on a wide range of topics which reached over 2,000 people.



## SAMANTHA MCGRAW

"Any size town can achieve Sustainable Jersey certification and should not be shy about asking for help. I love it when a town calls me to tell me about the progress they are making. I know we are making a real impact because I hear about it every day."

**Samantha McGraw, Staff**  
Sustainable Jersey

## Municipal Certification Program

Sustainable Jersey's municipal certification program has grown dramatically since it was first launched in 2009. Participating towns can now choose from 159 actions, such as meeting targets for green fleets, implementing energy efficiency measures, developing a creative assets plan, or building a healthy community to earn points for certification. In 2015, 432 municipalities (76%) participated in the program and 57 towns successfully achieved certification by forming a green team and submitting the documentary evidence to satisfy the Sustainable Jersey standards. By the end of 2015, there was a total of 160 bronze-level and 33 silver-level certified communities-the most to date. In 2015, municipalities were approved for 976 actions. The Sustainable Jersey program partners include the New Jersey State League of Municipalities, the New Jersey Department of Environmental Protection and the New Jersey Board of Public Utilities' Clean Energy Program.

Sustainable Jersey commends the strong leadership and commitment of all certified municipalities. This distinguished group represents a diverse range of municipalities, from urban, suburban and rural communities and all income levels. Helping municipalities continue to advance their sustainability efforts is key to making a collective impact across the state.

## Schools Certification Program

Based on the municipal certification program, Sustainable Jersey for Schools promotes a comprehensive and results-oriented approach to sustainability. Participating schools can choose from 87 actions, such as performing energy audits, integrating sustainability into student learning and boosting recycling efforts to earn points for certification.

In 2015, 140 school districts and 350 schools registered to participate in the program. Fifty-nine schools achieved Sustainable Jersey for Schools certification with five schools qualifying for the more advanced silver-level. Five school districts emerged as sustainability leaders by successfully supporting the efforts of multiple schools in their district to achieve program certification. The five standout school districts are: Egg Harbor Township, Cherry Hill, Medford, Readington and Wayne.

The Sustainable Jersey for Schools program partners include: New Jersey School Boards Association (NJSBA), New Jersey Association of School Administrators (NJASA), New Jersey Association of School Business Officials (NJASBO), New Jersey Education Association (NJEA), New Jersey Parent Teacher Association (NJPTA), New Jersey Principals and Supervisors Association (NJPSA), New Jersey School Buildings and Grounds Association (NJSBGA) and The Sustainability Institute at The College of New Jersey.



## LORI BRAUNSTEIN

"Sustainable Jersey for Schools allowed us all to start rowing in the same direction, use a common language and work toward a shared mission of certification. The program brought the school district together and kept us driving forward."

**Lori Braunstein, Founder,**  
Sustainable Cherry Hill  
Green Team



## Sustainable Energy

Energy is a key element of Sustainable Jersey's municipal and school certification programs, so much so, that the energy components of the Sustainable Jersey program have matured into a cohesive practice area. To date, 800 energy related actions have been approved. As a result, these municipalities and schools are acting as a catalyst to grow the sustainable energy economy in New Jersey, lower energy costs, create jobs and reduce the state's carbon footprint.

A major portion of the energy program's efforts is to keep the portfolios of energy actions in line with changing conditions and best practices. The energy program provides a more sustainable approach to energy through building efficiency, renewable energy, advanced infrastructure (storage, distributed generation, resiliency) and alternative vehicles, particularly electric fueled vehicles.

New Jersey benefits from a statewide program that provides incentives for clean energy projects, especially for building efficiency upgrades. The New Jersey Board of Public Utilities' Clean Energy Program is one of the largest and most successful in the country, and provides the foundation upon which most of the energy efficiency upgrades in the state are implemented. Sustainable Jersey includes 27 actions that help municipalities and 10 actions for schools and school districts to make the most of these incentives, and supports overall energy planning (like carbon footprints), building efficiency upgrades and other strategies to reduce greenhouse gas emissions.



## Resiliency

The Sustainable Jersey Resiliency program is a statewide initiative to help municipalities strengthen their resilience to the impacts of climate change and other extreme events and stressors. In 2015, staff helped municipalities move through the Municipal Resilience Cycle by providing technical assistance, developing and refining resiliency tools and identifying issues and geographical areas where further assistance is needed. Resiliency staff met with officials from over 20 municipalities, spoke at 12 workshops, conferences and regional meetings, and networked with stakeholders to identify community needs for 2016.

In 2015, the Municipal Coastal Vulnerability Assessment (CVA) guide, a scenario-based tool created to help municipalities identify future vulnerabilities and risks to future flood hazards, was finalized. The CVA was piloted in five coastal and tidal municipalities. The "Getting to Resilience" (GTR) assessment was implemented in seven municipalities to help communities recognize their strengths and weaknesses in emergency preparedness and resiliency planning.

The Sustainable Jersey Resiliency program is assisting communities with the identification and design of ecological solutions to hazard mitigation. Working with partners including Stevens Institute of Technology, the National Wildlife Federation, New Jersey Department of Environmental Protection and others, Sustainable Jersey is responsible for coordinating the project team's assistance and bringing in state and federal partners for additional support where needed.







## Action Development

The best practices and actions in the Sustainable Jersey certification programs are researched and developed by issue-based task forces and have broad-based acceptance and credibility. Over 300 leaders in New Jersey volunteer to serve on the Sustainable Jersey Task Forces from academia, the non-profit sector, the business community, school districts, and federal, state, local, county, and local government. Sustainable Jersey leads these groups as they research and disseminate best practices, translate global and state imperatives into local actions, test sustainability planning models and develop community resources for the program.

The municipal certification program is supported by 23-issue based task forces and the school certification program is supported by 12-issue based task forces.

## Sustainability Report & Summit

In June, Sustainable Jersey released the 2015 New Jersey Sustainable State of the State Report that includes goals, indicators and assessments for achieving a more sustainable New Jersey. Three hundred community leaders discussed and provided input regarding the contents of the report at the 2015 New Jersey Sustainability Summit. After a two year process consisting of stakeholder engagement, research and expert consultation, this report has 57 goals that define a vision of sustainability for New Jersey. Each goal has indicators that provide assess how New Jersey is doing.

## Gold-Level Certification

With the 2015 New Jersey Sustainable State of the State Report and the Sustainability Summit, Sustainable Jersey opened a new and exciting chapter in its evolution – expanding the existing certification levels of bronze and silver to include gold. When state-level goals are in place, there will be a basis for determining the ‘fair share’ each municipality and school district would need to contribute towards collectively reaching them. This will make it possible to move from the prescriptive action-based standards for the bronze and silver-levels of certification to a gold-level based primarily on performance measures.

While there are obstacles to sustainability which cities, towns and schools cannot tackle alone (e.g., economic trends, cross-border pollution, federal and state policy), there are many arenas where real progress can and is happening at the local level. In 2015, a Gold Certification Committee was convened and charged with developing the framework for the gold level of certification that supports progress toward state level sustainability goals. The committee, comprised of academics, Board Trustees, municipal staff, green team leaders and state agency organizations developed the conceptual framework for the future work.

## National Network of State Sustainability Programs

In 2015, Sustainable Jersey completed a national study of sustainability and energy programs that operate at the state level to leverage the power of local governments to make change. Sustainable Jersey hosted the first national convening of the 12 programs identified. The purpose of the convening was to foster peer learning and identify potential areas of ongoing collaboration.

## Public Information & Engagement Initiative

Sustainable Jersey launched the Public Information and Engagement Initiative in 2015 by convening a Public Information and Engagement Task Force. The Task Force researched and vetted eight new actions. The actions, addressing three broad categories: Communications, Citizen Engagement, and Access to Public Information, were launched at the Government ConNext Forum in October. At this event, over 100 government, business, nonprofit and community leaders came together to learn about innovative communications, engagement and transparency tools and processes which can make municipalities more efficient, save money and more effectively involve residents in important quality of life decisions.



# Small Grants Program

The Sustainable Jersey Small Grants Program empowers New Jersey towns and schools to build a better world for future generations. The grants program is an important benefit and incentive that drives municipalities and schools to participate in the program. The funded projects serve as practical models for the rest of the state while making measurable contributions toward the long-term goal of a sustainable New Jersey.

In 2015, a total of \$816,000 in grants was awarded through the Sustainable Jersey Small Grant Program. This included \$330,000 in grants to municipalities and \$486,000 in grants to districts and schools. These grants supported 156 municipal and school projects around the state that ranged from \$2,000 capacity building grants to high impact sustainability projects with funding levels as high as \$30,000. Projects addressed a wide range of sustainability projects such as food waste recycling, community and school gardens, energy efficiency and resiliency, water preservation, creative assets inventory, and outdoor classrooms.



## JOANN HELD

"It has been great to work with the other members of the Mercer County Hub these past years. Our little Hopewell Valley Green Team could never accomplish events like the Living Local Expo working on our own. But together with the other Green Teams we were able to host a wonderfully diverse event drawing almost 1000 visitors!

Joann Held, Chair  
Hopewell Valley Green Team

# Regional Hubs

Sustainable Jersey is committed to helping green teams build capacity through training, best practice resources and networking. In keeping towns connected to each other, green teams gain the opportunity to learn what has been successful elsewhere in the state and partner on projects with neighboring towns in order to boost limited resources.

Sustainable Jersey now has six active regional hub locations: Atlantic-Cape May Counties, Mercer County, Monmouth County, Somerset County, Essex County and Camden-Burlington-Gloucester Counties. In 2015, the hubs were a powerful force in sustaining the movement. Active hubs range from multi-municipal green team collaboratives, to county planning departments taking the lead on convening their own municipalities, to grassroots leaders with the desire to see a more regional collaboration within their area. The events bring together green teams, municipal staff and members of community. Sustainable Jersey will continue to encourage and support these budding networks and move them towards becoming more vibrant and self-sustaining efforts.

**"As a new member of this tremendous initiative, we are proud to be a recipient of one of the grants offered to schools participating in the sustainable program. With this grant, we plan to promote and show the beauty of environmental awareness to not only our students, but to our community as well."**

William Zylinski, District Supervisor  
Lacey Township Schools





# 2015 MILESTONES



## WINTER

### Sustainable Jersey Accepts 2015 APA-NJ Leadership Award

Sustainable Jersey Co-Directors, Donna Drewes and Randall Solomon accept the New Jersey Chapter of the American Planning Association (APANJ) 2015 Leadership Award.

## SPRING

### 32 Municipalities Receive Grants

Sustainable Jersey announces the 32 New Jersey towns that have been selected for Sustainable Jersey Small Grants funded by the PSEG Foundation at an event in West Orange.

## SUMMER

### New Jersey Sustainability Summit

Over 300 people attend the 2015 New Jersey Sustainability Summit to help us rethink, refine, and build consensus around the future we want, and discuss how to track progress.

### 31 Schools & 4 School Districts Receive Grants

Sustainable Jersey for Schools announces the 31 New Jersey schools and four school districts that have been selected to receive a Small Grant funded by the PSEG Foundation at an event in Maplewood.

### 24 Schools & 5 School Districts Receive Grants

Sustainable Jersey for Schools announces the 24 New Jersey schools and five school districts that have been selected to receive a Small Grant funded by the New Jersey Department of Health.

## FALL

### Government ConNext Forum

Over 100 government, business, nonprofit and community leaders come together to learn about innovative communications, engagement and transparency tools.

### 59 Schools Achieve Sustainability Certification

Sustainable Jersey for Schools holds its first annual awards event to recognize the first 59 schools to achieve certification at the New Jersey Association of School Boards Workshop 2015.

### 57 Municipalities Certified at Annual Luncheon

Sustainable Jersey holds its annual luncheon to recognize the 2015 certified communities and special award winners. Over 300 people are in attendance.

## WINTER

### 46 Schools & School Districts Receive Grants

Forty-six New Jersey schools and school districts are selected to receive Small Grants funded by the New Jersey Education Association (NJEA).

### 14 Municipalities & School Districts Receive Grants

Seven public school districts and seven municipalities receive Small Grants funded by the Gardinier Environmental Fund.

### First Meeting of National Network of State Sustainability Programs

Sustainable Jersey hosts the first national convening of 12 sustainability and energy programs from across the United States that operate at the state level.

19 Workshops, Trainings & Events

42 Workshops, Trainings & Events

18 Workshops, Trainings & Events

41 Workshops, Trainings & Events

2 Workshops, Trainings & Events

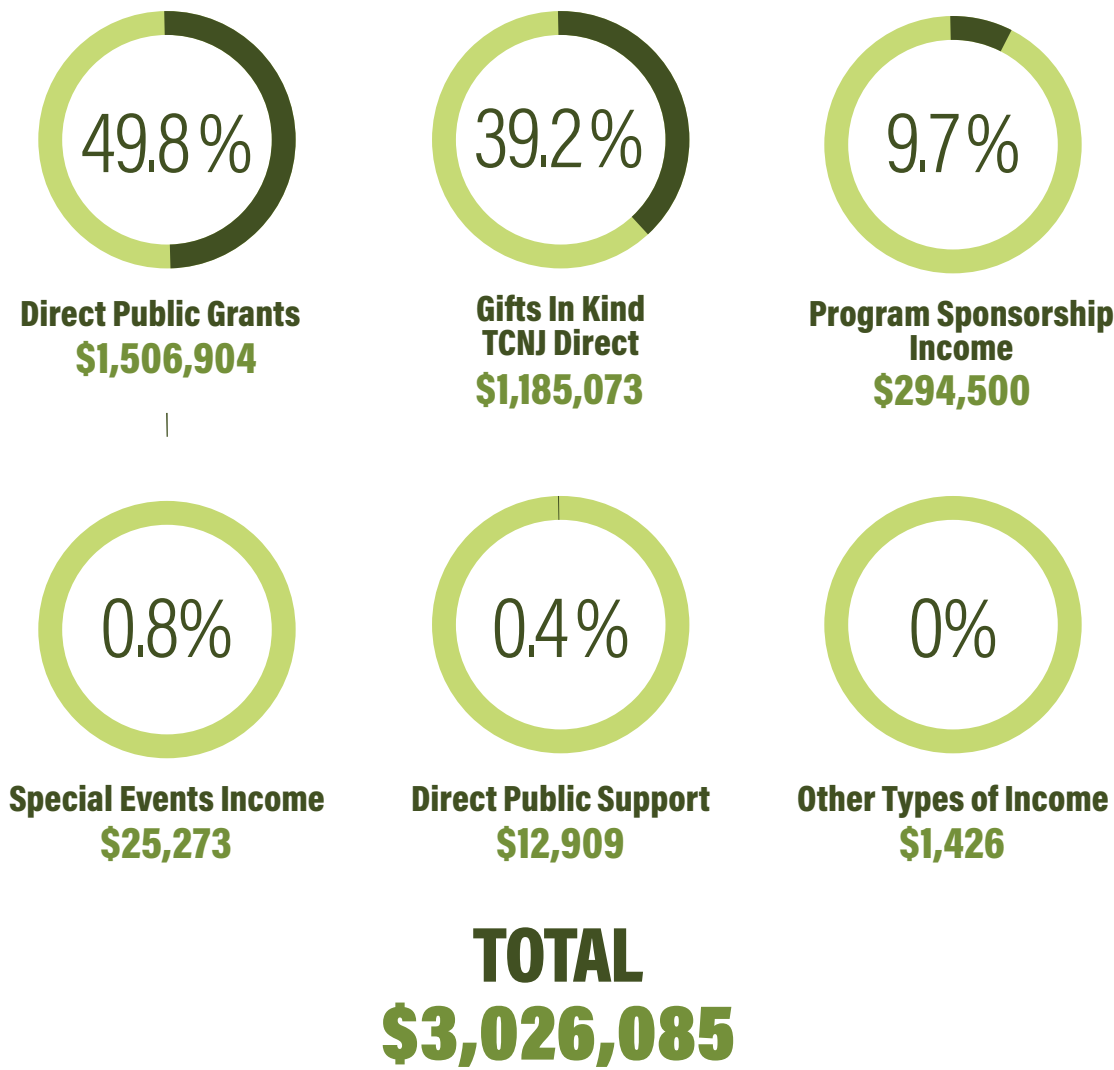


Financial Summary

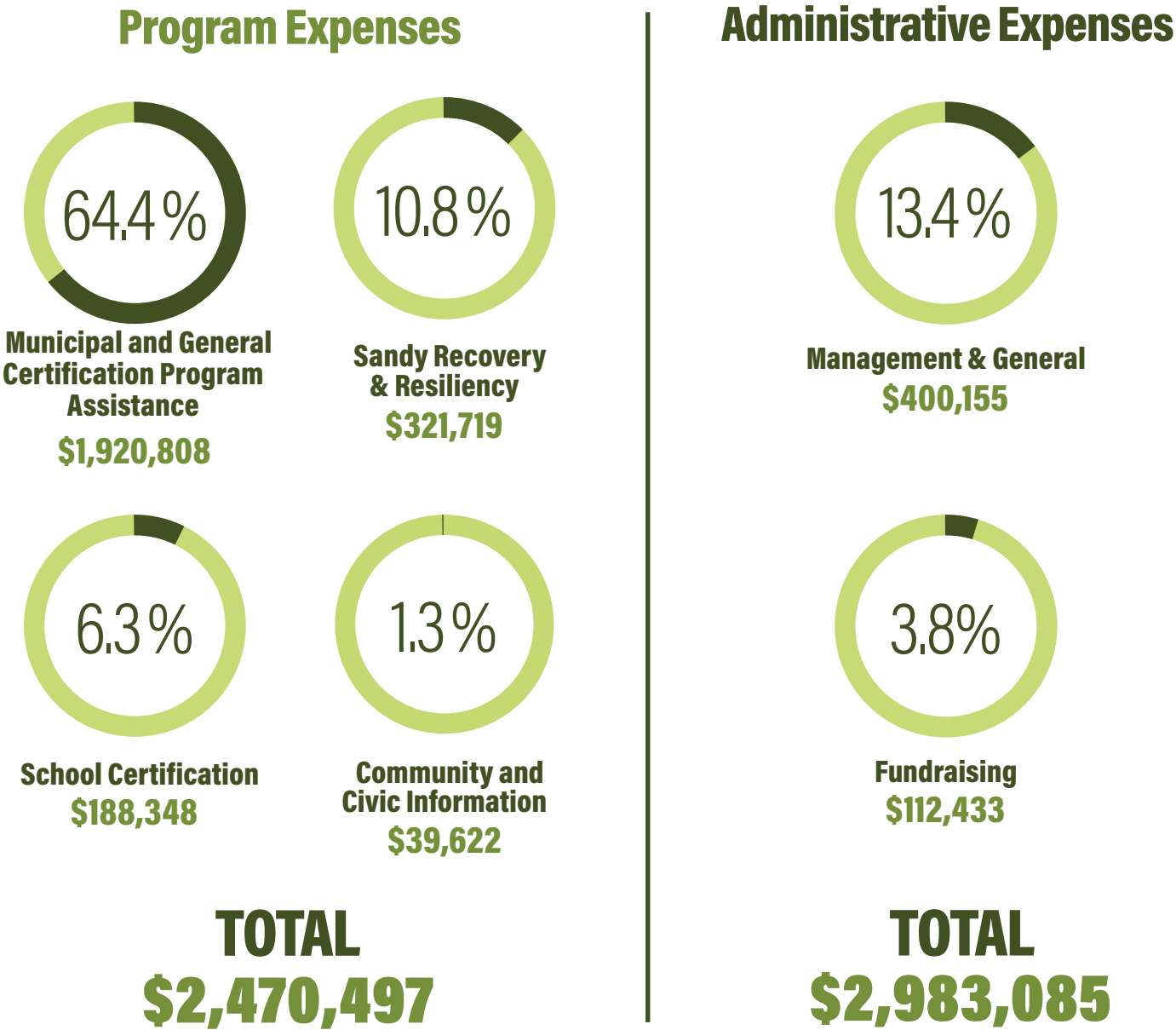
Sustainable Jersey's 2015 independent auditors' report found that the financial statements fairly presented the financial position of the organization, and the changes in its net assets and cash flows were in accordance with generally accepted accounting principles in the United States of America. Organizational net assets increased by \$43,000 in 2015 for a total net assets of \$1,452,632 as of June 30, 2015. The organization's funding comes through government, corporate and foundation grants, events, and program sponsorships. Gifts In Kind from The College of New Jersey, which received grants on behalf of the program, constituted 39.2% (\$1,185,073) of the total program support.

Program expenditures primarily cover program services and support for the municipal and schools' certification programs where we provide training, technical support and guidance to program participants. Our Resiliency program area work focused on developing tools and provided technical assistance to help communities address climate change and their long term resiliency. 2015 saw the integration of a new program focus on community and civic engagement. Organizationally our administrative expenses that include general program management as well as fundraising constituted 13.4% and 3.8% of our total program expenditures.

Support and Revenue



Expenses



Assets

Derived from 6/30/15 audit. Financials shown are attributed to Fiscal Year 2015 ending June 30, 2015



# Sustainable Jersey Sponsors

## Underwriters (\$275,000+)



## Small Grants Underwriters (\$200,000 - \$275,000)



## Leaders for Sustainability (\$75,000 - \$199,999)



## Friends of Sustainability (\$5,000-\$9,999)

Bayshore  
Church and Dwight  
Covanta

Energy Solve  
Good Energy

## Contributors to Sustainability (\$1,000-\$4,999)

EcoMatters  
Investors Bank

Spiezle Architectural Group  
Waste Management

## Participants in Sustainability (\$500 - \$999)

Concord Engineering  
Gabel Associates

Pennoni Architects

# Sustainable Jersey For Schools Sponsors

## Underwriters (\$275,000+)



## Small Grants Underwriters (\$200,000 - \$275,000)



## Founding Sponsors (\$50,000 - \$200,000)



## Supporting Sponsors (\$2,000 - \$10,000)

Bayer Foundation  
Foundation for Educational Administration

## Donors

### \$501+

Anonymous

### \$250 - \$500

Hamilton Township School District  
Joshua Zinder

### Up to \$249

Network for Good  
Richard Grant



# 2015 Program Staff

Sustainable Jersey is coordinated by a talented staff. Their outstanding programmatic and administrative management expertise is the foundation of the organization's efficiency and effectiveness.

**Donna Drewes**  
Co-Director

**Randall Solomon**  
Co-Director

**Renee Haider**  
Associate Director

**Winnie Fatton**  
Program Manager

**Samantha McGraw**  
Municipal Program Coordinator

**Andrew Fau**  
Small Grants Program Coordinator

**Anthony O'Donnell**  
Economist

**Nathaly Agosto Filion**  
Resiliency Manager

**Nancy Quirk**  
Energy Program Coordinator

**Jack Heide**  
Resiliency Manager

**Kristy Ranieri**  
Communications Consultant

**Amelia Kamrad**  
Director of Development

**Lauren Skowronski**  
Community Engagement Program Director

**Veronique Lambert**  
Schools Program Coordinator

**Jennifer Sontupe**  
Office Manager

**Heather McCall**  
Schools Program Director

**Linda Weber**  
Resiliency Program Director

**Melanie McDermott**  
Senior Researcher

## Sustainable Jersey encompasses the three equal, interrelated components of sustainability



### PEOPLE

Contribute to a strong civil society that provides opportunity for all



### PROSPERITY

Support local economies and use community resources



### PLANET

Practice responsible environmental management and conservation

### Sustainable Jersey

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