

Arts Day - May 2, 2013

Sustainability and the Arts: Linking Creative Assets and Communities Through Sustainable Jersey

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Co-Sponsored by:



**The National Consortium for
Creative Placemaking**
Because the Arts Build Communities



What is Sustainable Jersey?



Haddon Township celebrates achieving Sustainable Jersey certification



What is Sustainable Jersey?

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

Sustainable Jersey encompasses issues such as global warming, pollution, biodiversity, land use, air and water quality, equity, buying local, local living economies, creative communities, and health and wellness.



Sustainable Jersey is:

- Certification program for NJ municipalities
- Free and voluntary
- NJ based and consensus driven
- Non-profit, non-partisan organization with Board of Trustees
- Many partners including state agencies (BPU, DEP), NJ League of Municipalities, NGOs and experts



Participating Communities



- Program start: February 2009
- 383 (68%) NJ municipalities participating
- 75% of NJ's population lives in these communities
- 113 municipalities certified:
 - 102 towns at bronze level
 - 11 towns at silver level



What We Mean by Sustainability



Students help the Mount Holly Green Team create a rain garden



Actions: Prosperity, Planet, People

PROSPERITY

| ENERGY EFFICIENCY | POINTS |
|---|------------|
| Energy Tracking and Management* | 10 |
| Energy Audits for Municipal Facilities* | 20-50 |
| High Efficiency Municipal Buildings | 10-20 |
| Direct Install | 10 |
| Home Performance with Energy Star | 10 |
| FOOD | |
| Farmland Preservation | 10 each |
| Food Production | 10 each |
| Planning for Local Food Production | 10 each |
| Support Local Food | 5-10 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 & CREATIVE CULTURE | |
| Establish a Creative Team | 10 |
| Creative Assets Inventory | 10 |

PLANET

| ANIMALS IN THE COMMUNITY | POINTS |
|---|------------|
| Animals in the Community Education | 10 |
| Companion Animal Management Plan | 15 |
| Companion Animal Management Pledge | 5 |
| Pledge Supporting NJ Wildlife Action Plan | 10 |
| Wildlife Interaction Plan | 10 |
| GREEN DESIGN | |
| Green Building Policy/Resolution | 5 |
| Green Building Training | 5 |
| Green Design Commercial and Residential Buildings | 5-20 each |
| Green Design Municipal Buildings | 10-20 each |
| CLIMATE MITIGATION & ADAPTATION | |
| Municipal Carbon Footprint* | 10 |
| Climate Action Plan | 10 |
| Climate Adaptation: Flooding Risk | 20 |
| Community Carbon Footprint | 10 |
| Wind Ordinance | 10 |
| INNOVATION & DEMONSTRATION PROJECTS | |
| Geothermal Energy | 10 |
| Green Roofs | 10 |
| Rain Gardens | 10 |
| Solar | 10 |
| Wind | 10 |
| Other | 10 |

PEOPLE

Sustainable Jersey

Certification program for municipalities in New Jersey:

- Identifies actions to help towns become sustainable
- Provides tools, resources, and guidance for progress
- Provides access to grants and funding



Role of the Local Green Team



Certification Steps

- Pass a resolution; register municipality online
- Form Green Team
- Implement actions to score 150/350 points
- Submit documentary evidence for each action
- Certification awarded after review and verification



Bronze Certification



- Earn at least 150 points
- Establish a Green Team
- Implement 2 of 7 priority actions
- Actions completed in 6 of 16 categories



Silver Certification

Significant progress and is a statewide leader

- Earn at least 350 points
- Establish a Green Team
- Implement 3 out of 7 priority actions
- Actions completed in 8 of 16 categories



Tools, Training and Guidance

Who to Involve

Timeframe

Project Costs

Why Important

What to Do

**Submission
Requirements**

Spotlight

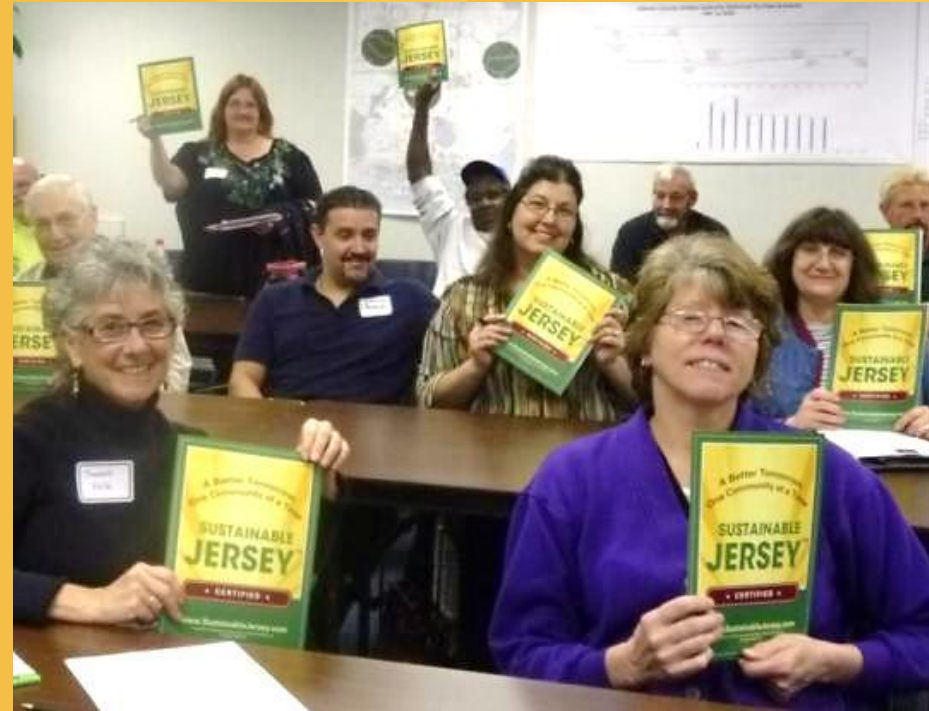
Resources

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



Workshops, Trainings and Events

- FREE Workshops/Webinars
- Green Team/Community Networking Events
- Details on all events and trainings:
www.sustainablejersey.com



“Events and Trainings” – we’re planning another workshop on “Arts” actions on May 14 at Bloomfield College



Certification Benefits



- Save Money & Get Money
- Access to Training and Guidance
- Get recognized!
- Promote your town.



119 NJ Projects Funded by Small Grants



- Electric vehicle charging stations
- Wind turbine
- Food composting
- Buy Local initiative
- Edible school gardens
- Water conservation education
- Model green ordinances
- Municipal & community carbon footprints



Awards and Promotion



Sustainability Champion award



Gloucester achieves Sustainable Jersey certification



What Is Sustainable Jersey?



Links, leverages and celebrates the amazing and wonderful things that will make our communities sustainable for the future



Thank you

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*A Better Tomorrow,
One Community at a Time*

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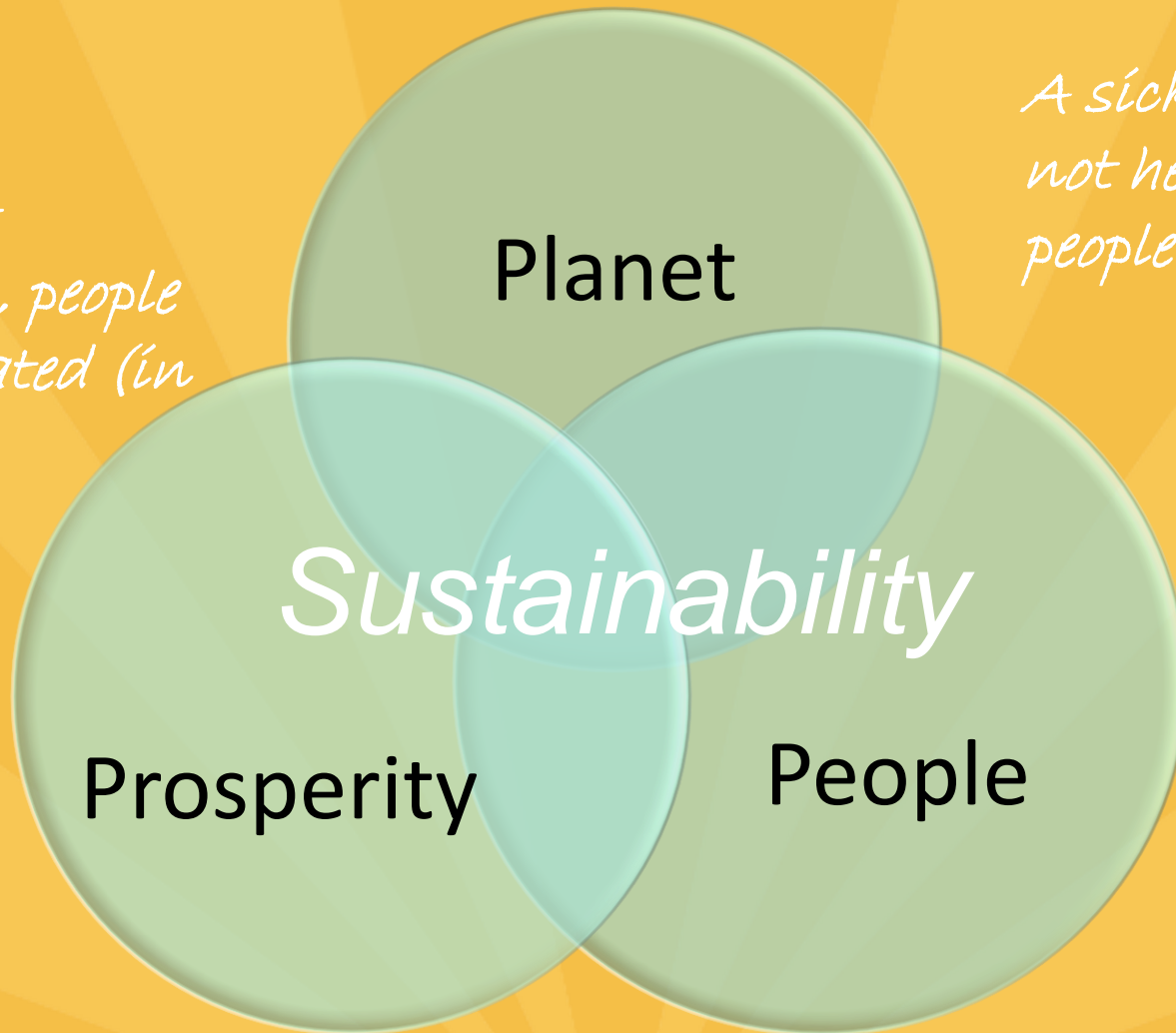
*The connection between
sustainability and the arts*

MORE THAN PAINTED RAIN BARRELS



What do we mean by sustainability?

In market economies, people are motivated (in part) by prosperity

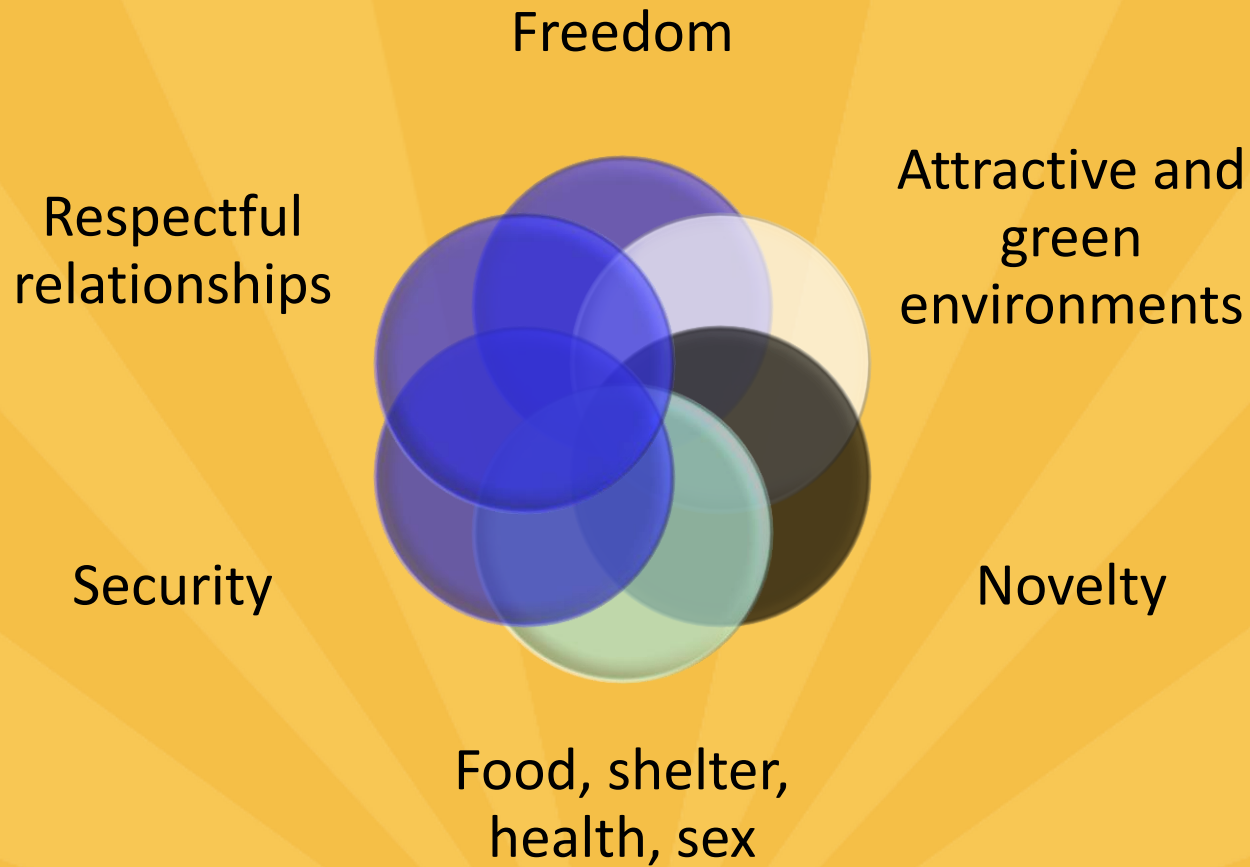


A sick planet is not healthy for people

People take care of the planet



What do people want?



Arts → Sustainability: People

- Promote opportunities to build stronger connections among people
- Help people become more creative, and better able to resolve problems
- Engage youth and help them do better in school
- Enhance a sense of pride in place
- Give residents more things to see, do and experience
- Promote more confidence in rebuilding and revitalization efforts because some arts and cultural activities can be done quickly and with little cost



Arts → Sustainability: Prosperity

- Create jobs, either directly (in arts and culture organizations) or indirectly (in nearby stores and eateries.)
- Help local economies rebound after disasters
- Generate wealth and expand markets through cultural tourism
- Retain more dollars in a community
- Diversify the local economy
- Attract new residents and investment
- Help municipalities get more points for Sustainable Jersey certification
- Improve property values



Arts → Sustainability: Planet

- Make people more aware of the quality and distinctiveness of their environment
- Promote local histories and culture



It's not about the arts, it's about the
connections among arts, people,
prosperity and planet

BUT...



New Arts and Creative Culture Actions

- ✓ There is an increasing body of knowledge that firmly establishes the link between the arts & creativity and positive outcomes for communities.
- ✓ Research suggests that both the image and the social fabric of a town can be improved with well-thought-out investments in arts and culture.



New Arts and Creative Culture Actions

Establish A Creative Team

What's the Buzz?

- We all know of places that are inspiring to visit or are great places to live and usually this buzz is generated because there exists a vibrant a vibrant arts and culture community within that town
- Creative places are built and maintained by many people, who through their leadership, work to make the “place” what it is.



New Arts and Creative Culture Actions

- ❖ How is it that some communities seem to have the advantage in terms of creative energy?
- ❖ And is there anything that you can do, in your community, to initiate and support this kind of action?



New Arts and Creative Culture Actions

Creative Teams are made up of people who choose to become leaders for arts and sustainability in their community.

- Oversee, assess and evaluate creative placemaking efforts
- Understand the community's cultural assets
- Build a plan for creative placemaking
- Promote multiple types of support for the arts
- Influence other leaders to build more creative communities and economies



New Arts and Creative Culture Actions

What Does Your Creative Team Look like?

{minimum requirements for SJ points}

At least 6 members and includes:

- Two artists or arts leaders who live and/or work in the geographic area that is included in the SJ application
- An elected or appointed official from every municipality in the geographic area
- A business leader
- A representative from the educational community
- A member from the Green Team



New Arts and Creative Culture Actions

Organizational structure

- an entity established by municipal resolution/s;
- A sub-committee of a Green Team;
- a redesigned role for an existing Arts Council or similar body, or a newly established non-profit entity



New Arts and Creative Culture Actions

Geographic area can represent:

- a single municipality
- a regional or sub-regional grouping of municipalities
- a metropolitan area
- a county-wide group



New Arts and Creative Culture Actions

- If your Creative Team spans more than one municipality, then there should be a representative from each municipal Green Team within the overall geographic area.

**Creative Teams and Green Teams . . .
Perfect Together!**



New Arts and Creative Culture Actions

Advice and assistance are available!

- ArtPride NJ
- Local County Cultural & Heritage Commission
- Creative New Jersey
- National Consortium for Creative Placemaking

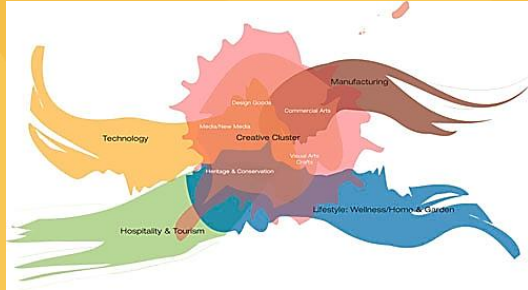


New Arts and Creative Culture Actions

Thank You!



New Arts and Creative Culture Actions



Creative Assets Inventory

- Knowing what your community's creative assets are (conducting a Creative Assets Inventory - CAI) - will help your community to explore its strengths and discover what makes it distinct.
- This action is an important first step for the Creative Placemaking Plan Action, and can play an important role in a municipality's planning efforts.
- Released in Spring, 2013
- 10 points toward Sustainable Jersey Certification



New Arts and Creative Culture Actions



Creative Placemaking Plan

- *Creative Placemaking Plans* are comprehensive documents intended to provide a vision, goals, and strategies for municipalities to make a long-term commitment to growing, promoting and sustaining the arts within their communities.
- A Creative Placemaking Plan can be a stand-alone document.
- In New Jersey, a stand-alone Creative Placemaking Plan can be attached to the municipality's Master Plan as a special study as defined in NJSA 40:55D-28 b(11). Or it can be incorporated into another common element of the Master Plan, such as an economic development element.
- Anticipated release in Spring, 2013 - 10 points toward Sustainable Jersey certification.



Why a Creative Placemaking Plan?

- Provides direction and focus
- Indicates priorities
- Identifies values for taking action
- Connects ideas through a verbal/visual composition
- Provides guidance to investors and funders



The Plan should connect arts with...

- Community development: *Improving quality of life for more people*
- Economic development: *Enhancing opportunities for prosperity for more people*
- Cultural development: *Building a healthier climate for individual and cultural expression*
- Sense of place
- Existing and accessible assets



The Plan must answer these types of questions:

Who...

...benefits ...is involved in the plan ...should do what
...etc.

What...

...is recommended ...are the issues being addressed
...are the priorities for action ...etc.

Why...

...is this plan being done ...were these the issues
selected ...etc.

How...

...will the strategies address the issues ...etc.



What should the Plan say or look like?

It's up to your Creative Team

It's a points-earning plan if...

- it can provide a clear sense of focus, direction, strategies and values for decision-making
- it identifies issues clearly and explains why they matter to making a better place
- it shows clear connections between the placemaking issues identified and the arts strategies recommended
- the local Planning Board is willing to incorporate it into the municipality's Master Plan



Stay Involved!

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Questions?

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