



Sustainable Jersey



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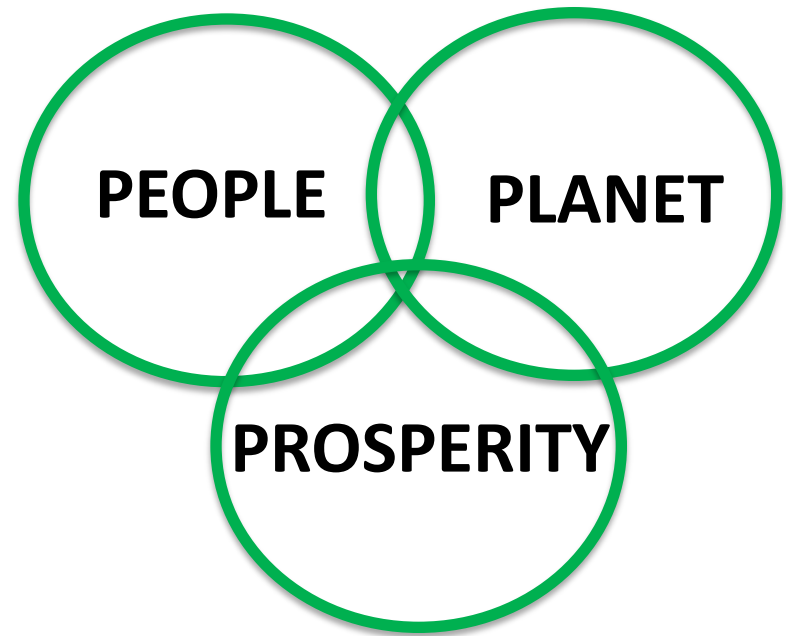
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What kind of future do we want?



Students help the Mount Holly Green Team create a rain garden

Components of Sustainability



What is Sustainable Jersey?

Sustainable Jersey coordinates priorities, resources, and policy among public and private, state and local actors to help communities achieve their sustainability goals. Capped by prestigious certification, the program has three components.

Sustainable Jersey:

- Identifies **actions** to help municipalities and schools become more sustainable
- Provides **tools, resources, and guidance** to make progress
- Provides access to **grants and funding** for municipalities and schools



Sustainable Jersey Communities



Participation by Size

Municipality Type	Population	Number	Non-participating %	Participating & Non-certified %	Certified %
Small	<5,000	187	39%	47%	15%
Medium	5,000-39,999	325	21%	37%	42%
Large	>40,000	53	8%	42%	51%

Participating Communities



- Program launch: February 2009
- 441(78%) NJ municipalities participating
- 88% of NJ's population lives in these communities
- In 2016- 198 municipalities (34% total towns) certified:
 - 153 towns at bronze level
 - 45 towns at silver level

Certification Steps

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

Green Teams



- Mandatory program action
 - Formally established by municipality or school to guide certification efforts
-
- Hundreds of Green Teams formed throughout the State, thousands of Green Team members
 - Revolutionary model of community directed leadership for sustainability

Program Actions

PROSPERITY

PEOPLE

PLANET

ENERGY EFFICIENCY		POINTS
Energy Audits for Municipal Facilities*		20-50
High Efficiency Municipal Buildings		10-20
FOOD		POINTS
Farmland Preservation		
Food Production		
Planning for Local Food		
Support Local Food		
LOCAL ECONOMIES		POINTS
Buy Local Programs		
Green Business Recognition		
Green Jobs/Economic Incentives		
OPERATIONS AND MAINTENANCE		POINTS
Green Fleets*		
Adopt Behavioral Policies		
Green Purchasing Programs		
Grounds and Maintenance		
ARTS/CULTURE/HISTORIC PRESERVATION		POINTS
Historic Preservation		
Strengthening School Architecture		
COMMUNITY PARTNERSHIPS		POINTS
Create Green Team*		
Community Education and Outreach		
Energy Outreach and Incentives		
Education for Sustainable Living		
School-Based Energy Conservation		
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		POINTS
Municipal Carbon Footprint*		10
Community Carbon Footprint		10
Climate Action Plan		10
Wind Ordinance		10
INNOVATIVE DEMONSTRATION PROJECTS		POINTS
Geothermal		10
Green Roofs		10
Raingardens		10
Solar		10
Wind		10
Other		10
LAND USE & TRANSPORTATION		POINTS
Sustainable Land Use Pledge*		10
Complete Streets Program		20
Municipal Planning & Zoning Self-Assessment		10
Sustainability Master Plan Revision		20
NATURAL RESOURCES		POINTS
Natural Resource Inventory*		20
Water Conservation Ordinance*		20
Conservation Easements		10-15
Environmental Commission		10

- Participants choose from the menu of 100+ actions to accumulate the required points
- Actions created by 23 issue-based Task Forces
- 12 Priority Actions:
 - Energy Tracking & Management
 - Inventory & Upgrade All Buildings
 - Green Business Recognition Program
 - Fleet Inventory
 - Climate Adaptation: Flooding Risk
 - Municipal Carbon Footprint
 - Sustainable Land Use Pledge
 - Natural Resource Inventory
 - Prescription Drug Safety and Disposal
 - Diversity on Boards & Commissions



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	PLANET	CLIMATE MITIGATION & ADAPTATION	POINTS	PEOPLE	NATURAL RESOURCES (CONTINUED)	POINTS
	Energy Tracking & Management ^x	10		Climate Adaptation: Flooding Risk ^x	20		Tree Planting Programs	10
	Inventory & Upgrade All Buildings ^x	50		Municipal Carbon Footprint ^x	10		i-Tree Assessment of Municipal Trees	10
	Energy Audits for One Building	20		Climate Action Plan	10		WASTE MANAGEMENT	
	Outreach Campaign to Local Business Community	10		Community Carbon Footprint	10		Prescription Drug Safety and Disposal ^x	10
	Achieving Target Increase in Local Business Participation	10		Wind Ordinance	10		Bulky Rigid Plastics	10
	High Performance Building	10		GREEN DESIGN			Carpet and Foam Padding	10
	High Performance Building Portfolio	20		Green Building Policy/Resolution	5		Commercial & Institutional Recycling	10
	Home Performance with Energy Star Municipal Program	20		Green Building Training	5		Community Paper Shredding Day	5
	Home Performance with Energy Star Outreach	10		Create Green Development Checklist	10		Construction & Demolition Waste Recycling Ordinance	10
	FOOD			Green Building Education	5		Food Waste	10
	Farmland Preservation Plans	10		Site Plan Green Design Standards	20		Non-Mandated Materials Recycling	10
	Community or School Gardens	10		Construction Waste Recycling	10		Recycling Depot	10
	Buy Fresh Buy Local [®] Programs	10		New Construction	20		Recycling Education & Enforcement	5
	Farmers Markets	10		Upgrade/Retrofit-Light Pollution	10		Shrink Wrap	10
	Making Farmers Markets Accessible	5		Upgrade/Retrofit-Water Conservation	10		Backyard Composting Program	5
	LOCAL ECONOMIES			INNOVATION & DEMONSTRATION PROJECTS			EPA WasteWise Partner	5
	Green Business Recognition Program ^x	10		Renewable Government Energy Aggregation	5-45		Grass - Cut It and Leave It Program	5
	Green Jobs/Economic Development	10		Make Your Town Electric Vehicle Friendly	15		Materials Reuse Program	10
	Buy Local Campaign	10		Public Electric Vehicle Charging Infrastructure	15		Pay-As-You-Throw Program	10
	Support Local Businesses	10		Geothermal Energy	10		Waste Audit of Municipal Buildings and Schools	10
	OPERATIONS AND MAINTENANCE			Green Roofs	10		Reusable Bag Education Program	5
	Fleet Inventory ^x	10		Raingardens	10		ARTS & CREATIVE CULTURE	
	Meet Target for Green Fleets	30		Solar	10		Establish a Creative Team	10
	Driver Training	10		Wind	10		Creative Assets Inventory	10
	Purchase Alternative Fuel Vehicle	10		Innovative Community Project (3)	10 ea.		Creative Placemaking Plan	10
	Vehicle Conversions	10		LAND USE & TRANSPORTATION			COMMUNITY PARTNERSHIP & OUTREACH	
	Adopt Behavioral Policies	5		Sustainable Land Use Pledge ^x	10		Create Green Team - MANDATORY	10
	Adopt a Green Purchasing Policy by Ordinance	10		Complete Streets Program	20		Community Education & Outreach	10
	Adopt a Green Purchasing Policy by Resolution	5		Bicycle and Pedestrian Audit	5		Education for Sustainability Programs	10
	Energy Efficient Appliances or Equipment	10		Bicycle and Pedestrian Plan	10		Energy Education & Outreach	10
	Green Cleaning Products	10		Green Building & Environmental Sustainability Element	10		Green Challenges & Community Programs	10
	Green Maintenance Equipment and Materials	10		SmartWorkplaces	10		Hold a Green Fair	10
	Recycled Paper	10		Transit Oriented Development	20		"Green" Your Green Fair	10
	Create a Green Grounds and Maintenance Policy	10		NATURAL RESOURCES	20		School-based Energy Conservation Programs	10
	Efficient Landscape Design	10		Natural Resource Inventory ^x	20		DIVERSITY & EQUITY	
	Integrated Pest Management	10		Water Conservation Ordinance ^x	10		Diversity on Boards & Commissions ^x	10
	Minimize Water Consumption	10		Environmental Commission	10		Environmental Justice in Planning & Zoning	10
	Recycled Materials and Composting	10		Environmental Commission Site Plan Review	10		Lead Education & Outreach Programs	10
	ANIMALS IN THE COMMUNITY			Open Space Plans	10		Lead-Safe Training Programs	10

Certification Requirements



- Total of at least 150 points
- Mandatory Green Team
- Implement 2 of 11 priority actions
- Actions completed in 6 of 19 categories



- Total of at least 350 points
- Mandatory Green Team
- Implement 3 of 11 priority actions
- Actions completed in 8 of 19 categories

Develop a Plan

1

- Organize green team

2

- Review actions & requirements already in progress in your community

3

- Identify a group leader & form small groups to work on each specific action

4

- Develop task list with target completion dates

5

- Track progress & adjust plan as needed

Reach out to Sustainable Jersey for guidance and support:
info@sustainablejersey.com or 609-771-2938.



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



The Secret to Success

- Provides a **framework for action**
 - Works with government, academia, nonprofits, and the business sector to identify **actions** to help municipalities and schools become more sustainable
- Develops **tools, resources, and guidance** to help make progress
- Offers free training, technical support and **grants** to support local efforts
 - Sustainable Jersey Small Grants Program **\$2.7 M** in funding to municipalities and schools



Water Quality & Quantity and Education

Stormwater Managements

“Co-Benefits”

Virtually all of the strategies that promote sustainability have more than one benefit — also referred to as co-benefits. In many cases, they provide much more than just a “two-fer.”



Stormwater management—when thoughtfully done—contributes to community health and prosperity

Stormwater Management and Water Quality

Sustainable Jersey Program existing program focus

- Rain Gardens, Rain Barrels
- Green Roofs
- Green Building Checklist
- Community Education and Outreach
- Water Conservation Ordinance
- Water Conservation Education

Expanding focus-

- Stormwater Management Ordinance
- Green Infrastructure Planning
- Green Infrastructure Implementation
- Water Loss Audit
- Water and Sewer Infrastructure Assessment



Sustainable Jersey Supporters

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Bronze Sponsors



Sustainable Jersey Support

- Technical Support
 - **Samantha McGraw:** 609-771-2938;
info@sustainablejersey.com
- Events & Trainings
 - Listed on website (Events & Training Page)
 - Ability to add your events
- Join the Sustainable Jersey Mailing List
- Attend Regional Hub Meetings in Your Area
- Follow Sustainable Jersey on Facebook, Twitter, Instagram and LinkedIn





Annual Water Loss Audits



Chris Sturm, New Jersey Future

Requirements for Credit

Municipality must provide evidence that their water supplier, in conjunction with the municipality as appropriate:

- **Conducts an annual “water loss audit”** of the drinking water distribution system using the standardized methodology of the American Water Works Association (AWWA)
- **Submits the annual audit report** to the:
 - municipal manager, business administrator, or equivalent
 - head of the Dep.t of Public Works or Municipal Utilities Authority;
- **Publicly releases a summary** of the audit results online; and
- No later than the second annual audit, **obtains independent “Level 1” validation** of the audit by a qualified third-party.
(Independent validation must be completed once per 3-year cycle of Sustainable Jersey recertification.)



Questions?

