



Sustainable Jersey Program Update

Randall Solomon, Executive Director

Renee Haider, Deputy Director

Heather McCall, Schools Program Director

Linda Weber, Director of Policy and Program Initiatives



Renee Haider

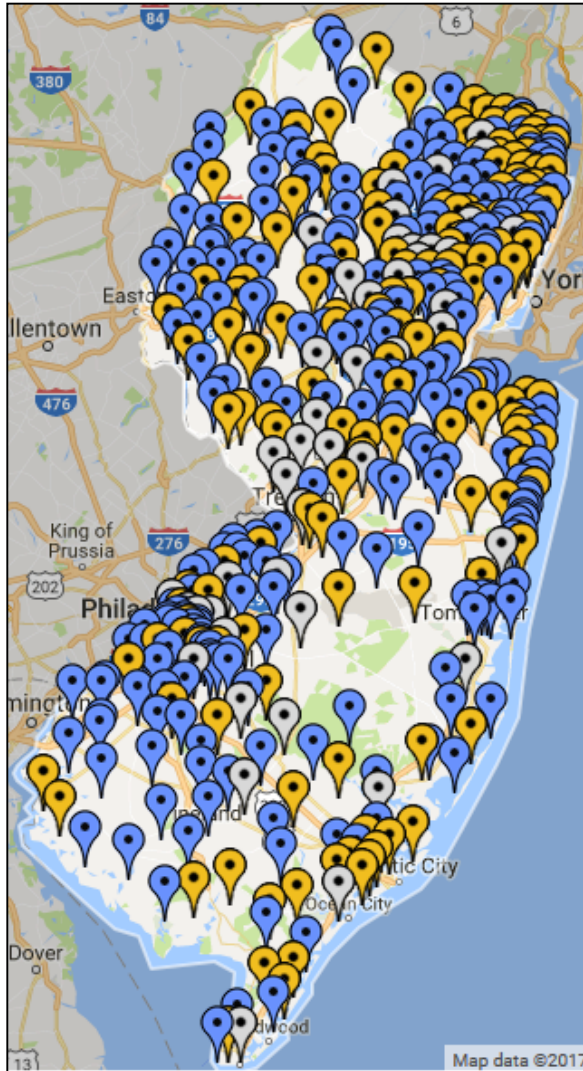
Deputy Director, Sustainable Jersey

Agenda

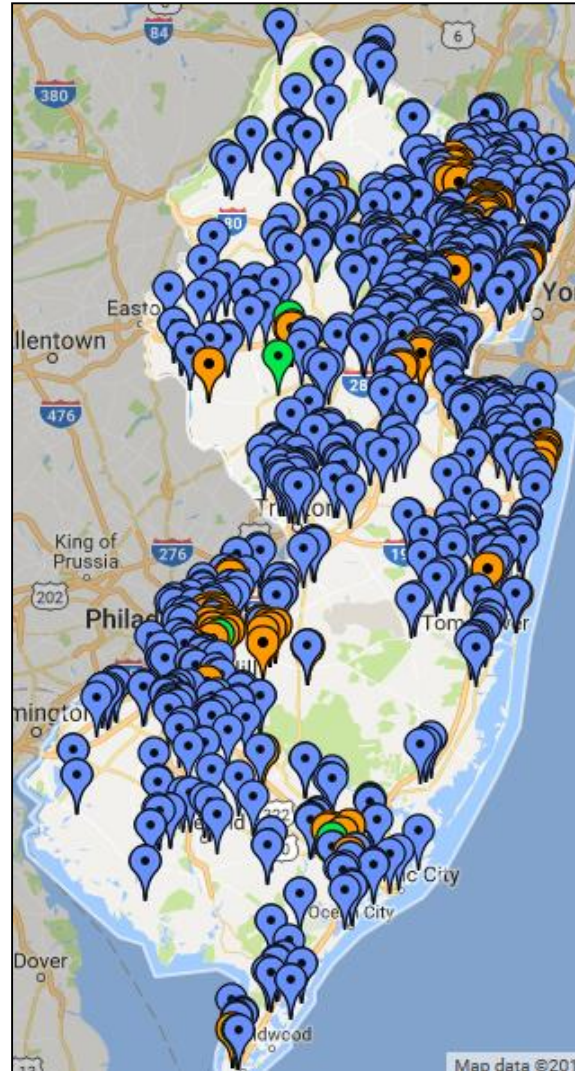
- Provide a brief overview of Sustainable Jersey and Sustainable Jersey for Schools
- Highlight resources available to municipalities
- Discuss our new Gold Star standards in Energy and Waste
- Review new actions for the 2018 certification cycle and beyond
- Answer your questions



Program Participants



Municipal



Schools

Municipal Program

445 (**79%**)
208 Certified
- 160 Bronze
- 48 Silver

Schools Program

281 Districts (**46%**)
700 Schools (**28%**)
- 11 Bronze
- 13 Silver

What Does Certification Mean?

- Bronze:
 - Made a commitment to Sustainability
 - Created internal organization (green team)
 - Succeeded in implementing first significant actions
- Silver:
 - Beyond getting started
 - Making significant progress in a broad range of areas
 - Statewide leader



By the Numbers



4,645 requests for assistance/year

207 Sustainable Jersey yearly training and outreach events

7,000 actions completed

2,200 actions approved annually

52,000 monthly web page views

8,200 people on email list

[Sign in or sign up.](#)



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[EVENTS & TRAININGS](#)
[GRANTS & RESOURCES](#)
[MEDIA & COMMUNICATIONS](#)
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WHAT ARE THE SECRETS TO A SUCCESSFUL GREEN TEAM?

Review Green Team resources including documents, presentations and webinars.

HEADLINES

70 NJ Municipalities Achieve Sustainability Certification
OCT 31, 2017

2017 NJ Sustainability Summit to Focus on Local Action = Collective Impact
JUN 07, 2017

UPCOMING EVENTS

Middlesex Hub Green Drinks
Pino's Gift Basket Shoppe and Wine Cellar
DEC 11, 2017 - 06:00 PM TO 08:00 PM

Opportunities for Adopting Electric Vehicles (EVs) in Municipal Fleets: A Primer Webinar
Online
NOV 29, 2017 - 01:00 PM TO 02:00 PM

ABOUT SUSTAINABLE JERSEY

Sustainable Jersey is nonprofit organization that provides tools, training and financial incentives to support communities as they pursue sustainability programs. [Learn More](#) →



PARTICIPATING COMMUNITIES

View the map of Sustainable Jersey communities. Search the completed actions database and sort by county, actions and certification status! [View Now](#) →
Or download the [poster](#) here.



PROGRAM AREAS

[MUNICIPAL CERTIFICATION PROGRAM](#) →

[SCHOOLS CERTIFICATION PROGRAM](#) →

[ENERGY PROGRAM](#) →

[RESILIENCY PROGRAM](#) →

[PUBLIC INFORMATION & ENGAGEMENT](#) →

PROGRAM FUNDERS

SUSTAINABLE JERSEY MUNICIPAL CERTIFICATION PROGRAM


[BECOME CERTIFIED](#) →

NEW! GOLD STAR STANDARD

View the new Gold Star Standards in **Energy and Waste** - A new level of recognition for silver certified communities.

[LEARN MORE](#) →

[GO TO SUSTAINABLE JERSEY FOR SCHOOLS](#)

Sustainable Jersey Action Outline

Household Hazardous Waste 5 Points 10 Points 15 Points

Why is it important?

Who should lead and be involved with this action?

Timeframe

Project costs and resource needs


What to do, and how to do it ("How to")


What to submit to earn points for this action

Gold Star Standard

Spotlight: What NJ municipalities are doing

Resources

 Print Action Description

 Download PDF Version

New Action February 2017

This action will recognize municipalities that create permanent household hazardous waste (HHW) collection programs for two or more materials. Listed below are the most common materials collected:

- Anti-Freeze
- Batteries
- Consumer Electronics
- Fluorescent Light Bulbs
- Paint
- Pesticides and Herbicides
- Used Motor Oil

Lists of other items considered household hazardous waste are available [here](#). Please note that prescription drugs are not covered under this action. See the [Prescription Drug Safety and Disposal](#) action to learn how to earn 10 points for a municipal prescription drug collection program.

To earn 5 points, a municipality must have collection programs in place for two designated household hazardous materials. An additional 5 points each can be earned for up to two other materials, for a maximum of 15 points.

For silver certified communities this action can count toward a Gold Star in Waste. See



Website Search Feature

Participating Communities

445 Total Participating 208 Currently Certified 0 Gold Stars Awarded

Map view List view

Map Satellite

WINSLOW TWP
CAMDEN COUNTY

Certification Level: Silver
Certified On: October 12, 2016
Total Points: 415
Certification Report: View Report
Applicant Profile: View Profile

UPDATE SEARCH **RESET**

FILTER THIS MAP

SEE INSTRUCTIONS BELOW

BY STATUS

- Registered
- Bronze Certified
- Silver Certified
- Gold Stars Awarded
- Any Certified
- Any

BY CERTIFIED ACTION

- Local Economies
- Natural Resources
- Operations & Maintenance
- Public Information & Engagement**
 - Communications
 - Municipal Communications Strategy
 - Citizen Engagement
 - Improve Public Engagement in Planning and Zoning
 - Improve Public Engagement in Municipal

- Allows you to look at documentation provided by certified schools
- Can download approved policies, plans, and other materials
- Quick and easy way to research what other districts are doing related to specific actions



Website Search Feature

Sustainable Jersey Community Certification Report

[Download PDF Version](#)

This is the Sustainable Jersey Certification Report of Winslow Twp (Camden), a Sustainable Jersey silver certified applicant.

Winslow Twp (Camden) was certified on October 12, 2016 with 415 points. Listed below is information regarding Winslow Twp (Camden)'s Sustainable Jersey efforts and materials associated with the applicant's certified actions.

Contact Information

The designated Sustainable Jersey contact for Winslow Twp (Camden) is:

Name:	Joseph Galalgher
Title/Position:	Administrator / Administration
Address:	125 South Route 73 Braddock, NJ 08037
Phone:	609 567-0700

Sustainability Actions Implemented

Each approved action and supporting documentation for which Winslow Twp (Camden) was approved for in 2016 appears below. Note: Standards for the actions below may have changed and the documentation listed may no longer satisfy requirements for that action. Additionally, points associated with actions prior to 2013 certifications may not be accurate.

Municipal Communications Strategy **10 Points**

Program Summary:

We provide updates daily or as new events are announced via all lines of communication listed below. We implemented a mobile application called "GOrequest" for all residents to report issues ranging from Animal Control, Potholes, Property Maintenance issues, Snow removal, White goods pickup, Trash/recycling missed, etc. On the app, you can track your issues, look up Township Codes, link to the Township website, School District, Township offices, Elected Officials, Parks, sign up for Email/Text Notifications and see a list of Frequently asked questions. We also use Facebook, Twitter, Nixle and our website to announce events, meetings, new procedures, amber/missing person alerts and traffic delays. Our website contains links to each item listed above and also to agendas and minutes from our township meetings. They are updated as information is received, by several individuals, each in charge of their own areas.

- [Municipal Communications Strategy Documentation](#)
- [Municipal Communications Strategy Documentation](#)
- [Municipal Communications Strategy Documentation](#)
- [Municipal Communications Strategy Documentation](#)
- [Municipal Communications Strategy Documentation](#)
- [Communication Inventory & Samples](#)

You are able to see what other communities have done and look at their documentation!



Sustainable Jersey Grants Program

\$4,200,000

Total # of Grant Awards Since 2009

- 336 Municipal Grants
- 299 Schools Grants

2016 -2017 Funding Provided by:

- PSEG Foundation
- New Jersey Education Association
- Gardinier Environmental Fund
- New Jersey Department of Health



 **Sustainable Jersey**
May 26 at 10:45am

Toms River awarded \$20k grant for a collaborative project with the Toms River Regional School District to improve a marine lab and use it to promote environmental research.
#sjgrants #greenteams
#sustainablejerseyschools



Toms River Township, Sc...
The grant from Sustainable Jersey wil...
PATCH.COM

8 likes Comment Share



Current Funding Opportunity

\$200,000

- Available Grants
 - Four \$20,000 Grants
 - Eight \$10,000 Grants
 - Twenty \$2,000
- Application Due Date
 - **February 28**
- Informational Webinar
 - **December 6** at 1pm



PSEG

We make things work for you.



“Hands-On” Assistance

- **Sustainable Jersey Solar Challenge**
 - Communities received support from Sustainable Jersey and EnergySage in developing and promoting an outreach campaign to increase residential and commercial solar installations
- **Technology Assessments**
 - Consultant worked with municipalities to develop a roadmap for transitioning to new forms of communications through emerging technology
- **Coding for Community**
 - Competition that matched technology experts with municipalities to develop solutions to local sustainability and public engagement issues

Community Success Metrics
Individual participating community statistics



	Registrations	Contracts	Contracted kWV
Hopewell	122	9	104.5
Verona	110		
Maplewood	90	1	8.1
Hoboken	58	1	9.3
Highland Park	54		
Woodbridge	49		
Galloway	34	1	8.8
Total	517	12	130.7



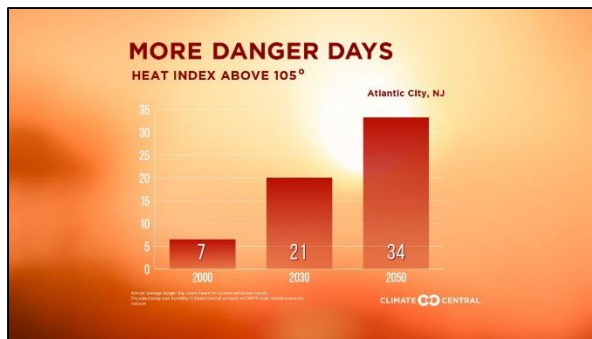
“Hands-On” Assistance

- Environmental Defense Fund Fellows
 - Climate Corp Summer Fellows placed in municipalities and schools to help advance their energy initiatives
- TCNJ CEL Days
 - Teams of TCNJ students assist municipal green teams with a one-day project
- Coastal Resiliency
 - Assisting communities with coastal vulnerability assessments and eco-based mitigation strategies.



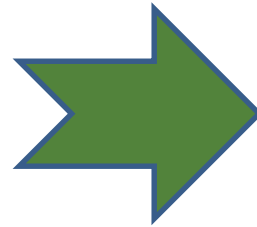
“Hands-On” Assistance

- Hazardous Materials in Flood Zones
 - Helping communities and businesses better prepare for floods and use safer chemicals
- Heat Island Assessments
 - Piloted a heat island assessment in City of Newark



Regional Hubs

- ✓ Peer to peer learning
- ✓ Networking
- ✓ Success story sharing
- ✓ Training on SJ actions
- ✓ Collaborate on projects



- Atlantic-Cape May
- Camden-Burlington-Gloucester
- Essex
- Hunterdon
- Mercer
- Middlesex
- Monmouth
- Somerset



2017 Sustainable Jersey Heroes



Additions to Municipal Certification Program

- **New Actions:**

- Arts & Creative Culture
- Energy
- Waste Management
- Land Use & Transportation
- Green Infrastructure
- Emergency Management & Resiliency

- **Gold Star Standards:**

- Energy
- Waste



Strategic Initiatives

- Assess and improve certification actions to maintain program quality and demonstrate that the actions are relevant and in tune with current best practices
- Assess Equity and Fairness
 - Sustainable Jersey will do an equity assessment of the program.



*Bordentown City Green Fair
Photo Collage*

Strategic Initiatives

- Build local capacity to successfully implement program actions through increased support
 - Continue to pursue opportunities for “hands on” assistance through partnerships
 - Explore development of regional hubs for schools
 - Support municipalities interested in earning a Gold Star in Energy and/or Waste
- Encourage municipal and school green teams to work together
- Continue to pursue a Gold Star Standards



2018 Certification Cycle



2018 CERTIFICATION CYCLE

- June 3**
Online Application Submission Deadline
- Mid-July**
Review Comments Provided to Municipality
- September 9**
Revised Application Submission Deadline
(for those who applied in June)
- Mid-October**
Certifications Issued & Review Comments
Provided to Municipality
- November 18**
Final Application Submission Deadline (for
those who applied in June)
- Mid-December**
Final Decision on Pending Applications

Thinking about applying for certification in 2018?

Have Questions?

- Contact Samantha McGraw at 609-771-2938 or info@sustainablejersey.com
- Find a mentor at a regional hub meeting



Sustainable Jersey Supporters

Underwriters



Grants Program Underwriters



Platinum Sponsors



Gold Sponsor



Silver Sponsor



Bronze Sponsors





Heather McCall

Education Program Director,
Sustainable Jersey for Schools

Sustainable Jersey for Schools Supporters

Underwriters



Grants Program Underwriters



Founding Sponsors



Bronze Sponsor



@SJ_Program | #sustainablejersey | #njleague





Randall Solomon

Director, Sustainable Jersey

Goal Star Standards

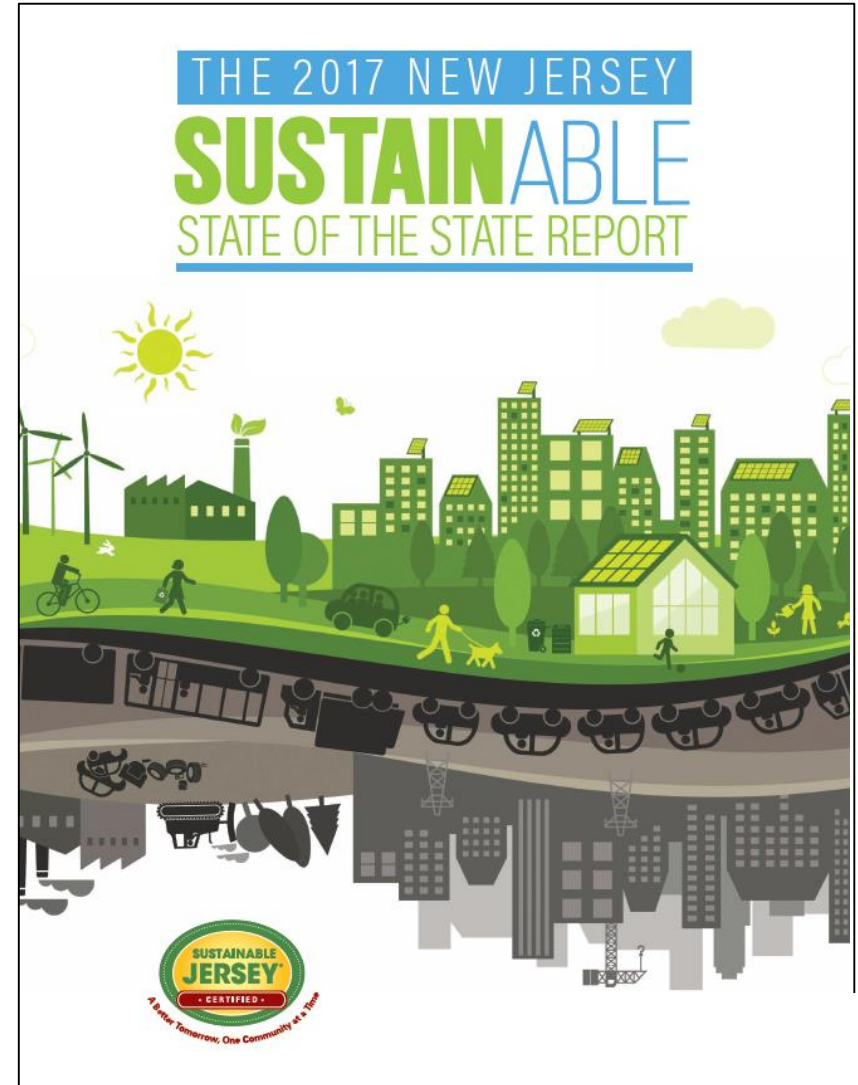
Silver certified municipalities are eligible to earn Gold Star recognition for achieving high levels of performance in key dimensions of sustainability.

- **Energy**
 - Lower GHG in Municipal Operations
 - Community-Wide GHG Emissions
- **Waste**
 - Achieve Target Recycling Rate
 - Reduce Solid Waste
- **Water**

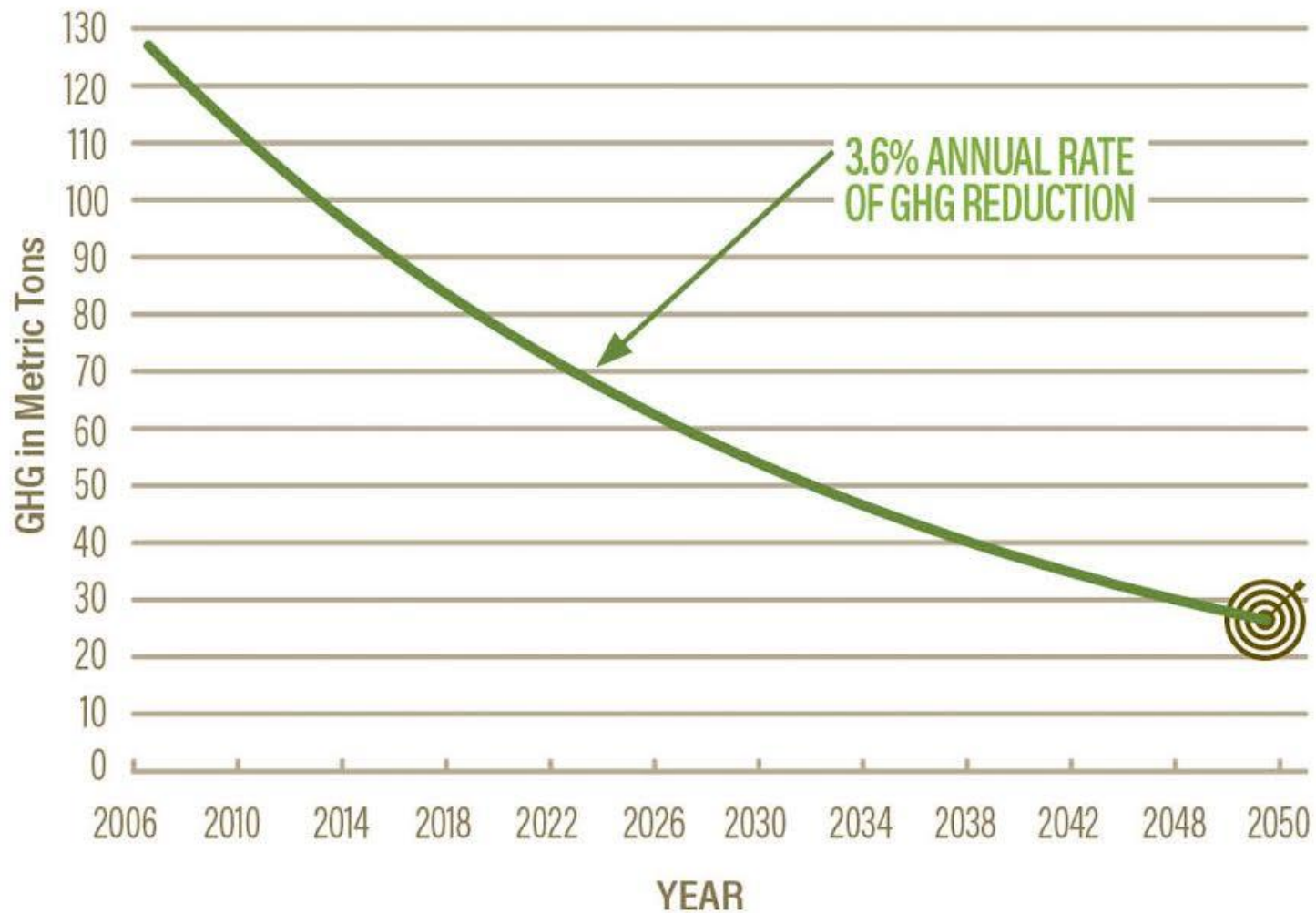


Sustainable Jersey Energy Goals

1. Decrease greenhouse gas emissions in time to avoid catastrophic climate impacts.
2. Increase renewable energy fraction.
3. Increase resilience of energy system.
4. Increase affordability of energy.
5. Decrease risk to health from the energy system.



STATEWIDE REDUCTIONS REQUIRED BY GLOBAL WARMING RESPONSE ACT



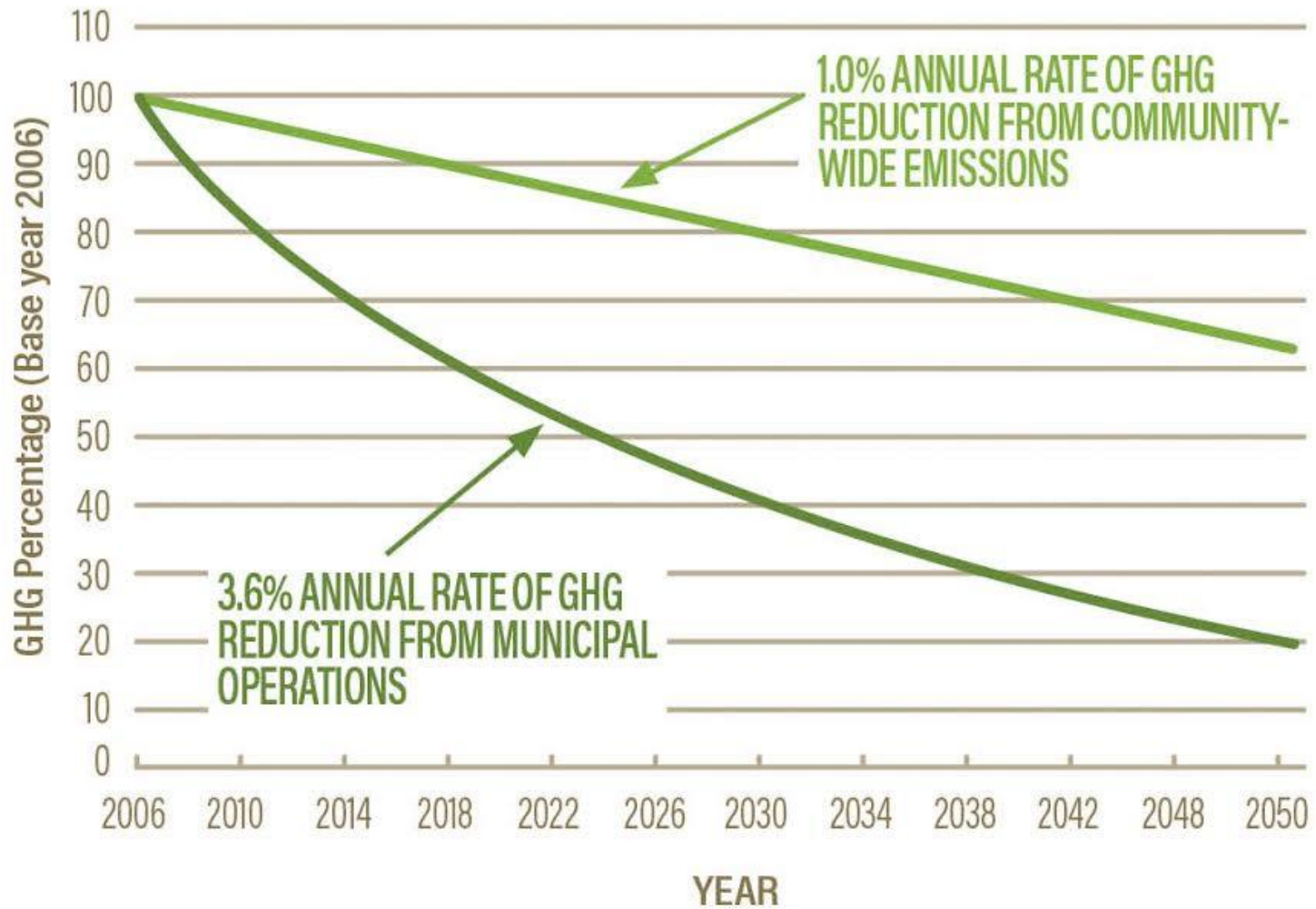
The Gold Star in Energy

2 Municipal Roles, 2 Municipal Standards, 2 Gold Actions

- Municipal operations and facilities: Buildings, exterior lighting, fleets
- Influencing the community: Taking effective action to lower community-wide greenhouse gas (GHG) emissions



REDUCTIONS REQUIRED FOR GOLD STAR IN ENERGY



Strategies for Getting to Gold

MUNICIPAL OPERATIONS: GHG REDUCTION STRATEGIES AND GOAL

STRATEGIES AND ACTIONS TO ACHIEVE GOLD	TIME TO IMPLEMENT	IMPACT ON MUNICIPAL GHG
Renewable Energy Generation		4-38%
On-Site Solar System	1-2 years	1-35%
On-Site Wind System	3-5 years	<1%
Geothermal System	2-3 years	3%
Greening the Municipal Fleet		15-18%
Purchase Alternative Fuel or Efficient Vehicles	3-7 years	4%
Convert Vehicles to Alternative Fuel	1 year	2%
Trip Optimization Software	1 Year	3-6%
Proper Vehicle Maintenance	1 Year	6%
Driver Training	1 year	3%
Buildings and Street Lighting Efficiency		12-19%
Implement Energy Efficiency Measures	2-4 years	10-17%
Energy Tracking & Management	1 year	2%
Estimated Impact from Reduction Strategies		31-75%

Strategies for Getting to Gold

COMMUNITY-WIDE GHG EMISSIONS: REDUCTION STRATEGIES AND GOAL

STRATEGIES AND ACTIONS TO ACHIEVE GOLD	TIME TO IMPLEMENT	IMPACT ON MUNICIPAL GHG
Renewable Energy Generation		6-11%
Community Purchase of Green Energy (Aggregation)	1-2 years	4-7%
Community-led Solar Initiatives	1-2 years	2-4%
Mobile Sources (vehicles)		10-18%
Public Alternative Fuel Vehicle (AFV) Refueling Station	1 year	5-10%
AFV Infrastructure Permitting and Zoning	1-2 years	
Development Patterns/Intensity	5-10 years	5-8%
Promoting Walking and Bicycling	2-10 years	
Building Energy Efficiency		3-4%
Commercial Sector Outreach (Direct Install)	1-2 years	≈1%
Outreach to Residents (Home Performance w/Energy Star)	1-2 years	≈1%
Tree Canopy (Shading Effect)	1-10 years	1-2%
Estimated Impact from Reduction Strategies		19-33%

Gold Star Standard: Community Emissions

Lower community-wide GHG through six actions:

- Make Your Town Electric Vehicle Friendly (updated)
 - Public Electric Vehicle Charging Infrastructure (updated)
 - Make Your Town Solar Friendly (new)
 - Community Led Solar Initiatives (new)
 - Residential Energy Efficiency Outreach (updated)
 - Commercial Energy Efficiency Outreach (updated)
- ALTERNATE PATH: meet 1% annual reduction by substituting *pre-approved*, effective actions (e.g., [R-GEA](#))



Make Your Community Friendly for Solar and EVs

Supportive Solar Zoning Ordinance *(new)*

- Adopt Solar Zoning Ordinance
- Amend Permitting Fee Ordinance

Streamlined Permitting *(new)*

- Post requirements online
- Train permitting, codes, and inspection staff



EV Zoning ordinance -- EV charging stations as accessory use *(updated)*

- Ordinance -- design standards for EVSE and EV parking spaces
- Training for local officials



Outreach activities *(updated)*

- Incentive for pre-wiring for EV charging station
- Awareness event
- Commitment from 3 local partners for workplace chargers



Community Engagement for Solar and EVs

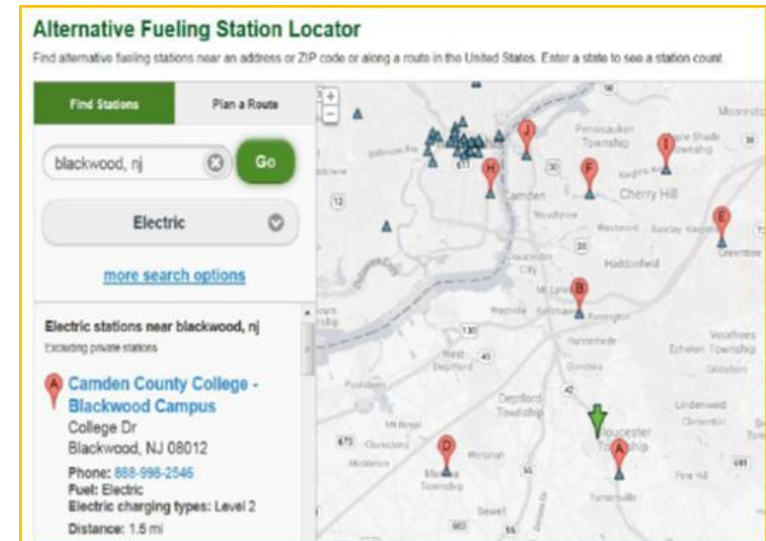
Community Led Solar Initiatives (new)

- Group purchasing models
 - Sustainable Jersey Solar Challenge
 - Solarize campaign
 - Solarize campaign for businesses
- Performance based criteria
 - % of residents participating
 - % of businesses participating
 - Overall kW installed per capita

SUSTAINABLE JERSEY
SOLAR CHALLENGE

Public EV Charging Stations (updated)

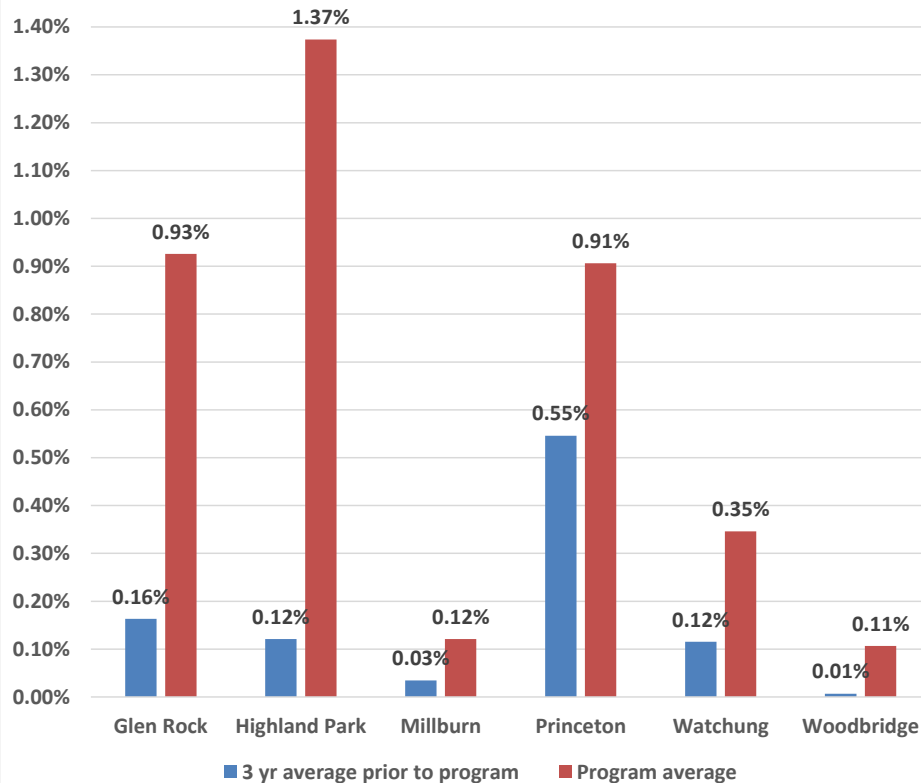
- Municipality instrumental in the project
- Publicly available
- Listed on “public directory”
- Signage/Promotion of Charging Stations



Residential Energy Efficiency Outreach

Green team partners with municipal officials to complete targeted outreach program for the Home Performance with Energy Star & Comfort Partners programs

Participation Rate Improvement for HPwES program



The average participation rate improvement for the six HPwES efforts that have been certified to date in Sustainable Jersey is a “6.8-fold” increase (range low of 1.7 to a high of 15.6)

Municipality	Households	Participation Rates					Total Completions
		2011	2012	2013	2014	2015	
Glen Rock	3,672	0.16%	0.05%	0.27%	0.63%	1.23%	69
Highland Park	2,475	0.12%	0.93%	1.82%	0.53%	0.48%	114
Millburn	5,777	0.12%	0.02%	0.07%	0.02%	0.12%	24
Princeton	5,739	0.63%	0.51%	0.51%	1.10%	0.71%	301
Watchung	1,735	0.23%	0.06%	0.23%	0.06%	0.35%	19
Woodbridge	24,406	0.00%	0.00%	0.02%	0.19%	1.72%	509
Statewide	2,102,465	0.13%	0.18%	0.23%	0.26%	0.30%	30,060



Commercial Energy Efficiency Outreach

Green team partners with municipal officials to complete targeted outreach program to local businesses for the Direct Install program

WEST WINDSOR TOWNSHIP
OFFICE OF THE MAYOR

April 4, 2013

Re: Energy Savings

Dear West Windsor Township Commercial Building Owner/Operator:

Building owners and operators play a critical role in West Windsor Township's efforts to save energy and achieve associated economic and environmental benefits for those that work and reside in town. The Township of West Windsor has participated in NJ's Clean Energy Programs and the cost savings associated with decreased energy use are being passed on to our taxpayers. At this time, we are asking you to join us and consider whether this state's energy efficiency incentive programs can benefit you directly. To this end, we are circulating with this letter a brochure about these programs as presented by Tri-State Light & Energy, the designated provider of these programs in a territory encompassing West Windsor.

On a related note, you may remember receiving an energy efficiency survey from the Rutgers Center for Green Building about two months ago. Thank you to those who have already completed it. If you have not completed the survey please consider filling it out and sending it in. If you need another copy of the survey and consent form, please contact Rutgers Center for Green Building who is using it to compile a commercial building inventory of West Windsor based on actual data. Aggregated outputs of this data will be shared with the NJ Clean Energy office and program provider(s). Note that if you specifically request that the Center for Green Building provide you with details about what incentives may apply to your buildings and/or link you to the area's energy program provider, the Center will do so. It is my understanding that several such requests have been made and executed in recent weeks. In addition, the Township is exploring a program to recognize and honor participants as a means of promoting their energy efficiency actions.

This program is entirely voluntary and fully funded by a grant from the US Department of Energy to the Rutgers Center for Green Building. No West Windsor Township property taxes are being expended for this program.

Thank you in advance for your participation. I encourage you to take this step towards energy efficiency. According to the Center for Green Building, NJ's Clean Energy Programs can help to save money and energy, improve buildings, and make it more comfortable for building occupants. If you have any questions please do not hesitate to contact the Rutgers Center for Green Building (jsenick@rutgers.edu), or the West Windsor Township Department of Community Development.

Sincerely,

Mayor, Shing-Fu Hsueh

cc. Rutgers Center for Green Building

271 CLARKSVILLE ROAD · P.O. BOX 38 · WEST WINDSOR, NEW JERSEY 08550 · (609) 799-9396 · FAX (609) 275-4850
WEBSITE: WWW.WESTWINDSORNJ.ORG E-MAIL: WWT@WESTWINDSORNJ.ORG

NEW JERSEY'S CLEAN ENERGY
DIRECT INSTALL
PARTICIPATING CONTRACTOR

Become Energy Efficient At Minimal Cost

SAVE 70%

Replace your old furnaces, boilers, central air conditioners and outdated lighting systems with efficient technology. Let the New Jersey Office of Energy PAY 70% of the TOTAL COST. **Not A Rebate!**

- **YOUR COSTS ARE MINIMAL.** No rebates or excess paperwork! Your building's energy assessment is FREE. New Jersey's Clean Energy Program pays 70% of the project cost.
- **THE INCENTIVES ARE DRAMATIC!** Your upgrade can easily pay for itself in one to two years.
- **REWARDS ARE LONG-TERM.** Your new energy-efficient equipment will provide savings for years to come through reduced utility bills. Replacement units are top of the line, high quality and energy efficient. Brands include Trane, Carrier and York.
- **THE PROCESS IS COMPLETELY TURNKEY.** Once you decide to implement the recommended equipment, the assigned Participating Contractor for Mercer, Middlesex and Union Counties will take care of everything from permits, labor and ordering to installing the equipment and process.

FUNDING IS FIRST-COME, FIRST-SERVED.

Do not miss your opportunity.

Tri-State Light & Energy, Inc. is the Participating Contractor for Mercer, Middlesex and Union Counties. Call Sandra Torres at 610.789.1900 or email Sandra@tsle.com to schedule your Energy Assessment.

Started to Go Green & Save Green - Start Saving NOW.

At the New Jersey Office of Energy Efficiency and the Clean Energy Program designed for equal participation, an energy assessment measures the existing utility costs and features equipment equipped with energy-efficient technology. The program will cover 70% of project costs when installed by the designated Participating Contractor for your county.

2230 Mary Avenue
Upper Merion, PA 19082 | 1.810.789.1900
F.610-789-8504 | www.tsle.com

THE BOROUGH OF PENNINGTON

Dear Pennington Borough Business Owner,

We are writing today to alert you to two programs that we encourage you to participate in.

The first is the "New Jersey Direct Install" (NJD) program that provides extensive funding for local businesses to improve and/or update their facilities for greater energy efficiency. The process is completely turnkey, and can result in dramatic improvements in your physical plant, with minimal cost to you.

The second opportunity is the "Hopewell Valley Green Business Recognition Program" which has been established to recognize and highlight the efforts of local businesses to help the environment by participating in this environmental awareness program. Participants in this program will be recognized throughout the Valley in various ways.

The enclosed flyer explains NJDI in greater detail. We urge you to seriously consider taking advantage of this amazing program. Join us for a presentation by an NJDI representative at the June 11th meeting of the Hopewell Valley Green Team at the Hopewell Township Municipal Building.

Also at this meeting, the Hopewell Valley Green Team will launch our Valley-wide Green Business Recognition Program. The program is designed to highlight the good work that so many of you are doing to reduce your company's impact on the environment and to provide you with the information and resources to do more. Read more about Green Business Recognition on the reverse side of this page, and then come to the meeting to find out how to participate.

Sincerely,

Anthony Persichilli
Anthony Persichilli
Mayor of Pennington

Joann Held
Joann Held
Co-chair, HV Green Team

SAVE THE DATE FOR A MEETING TO LEARN ABOUT BOTH PROGRAMS

JUNE 11 at 7:30 pm
Hopewell Township Municipal Building
201 Washington Crossing - Pennington Rd, Titusville
Open to all Property Owners and Tenants

30 North Main Street - Pennington, New Jersey 08534
609-771-0266 - fax: 609-771-0260
www.penningtonbaso.org

Pathways to Gold Star in Energy

Sample Town A

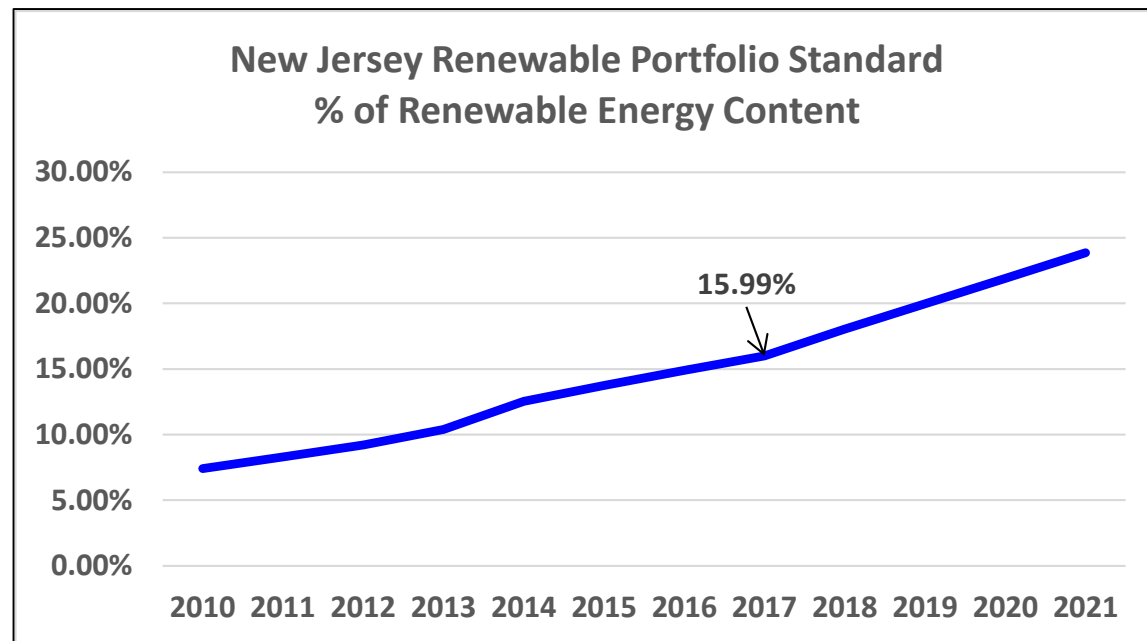
- Municipal Carbon Footprint
- Plus six required actions
 - Make Your Town Solar Friendly
 - Community Led Solar Initiatives
 - Make Your Town Electric Vehicle Friendly
 - Public Electric Vehicle Charging Infrastructure
 - Residential Energy Efficiency
 - Commercial Energy Efficiency

Sample Town B

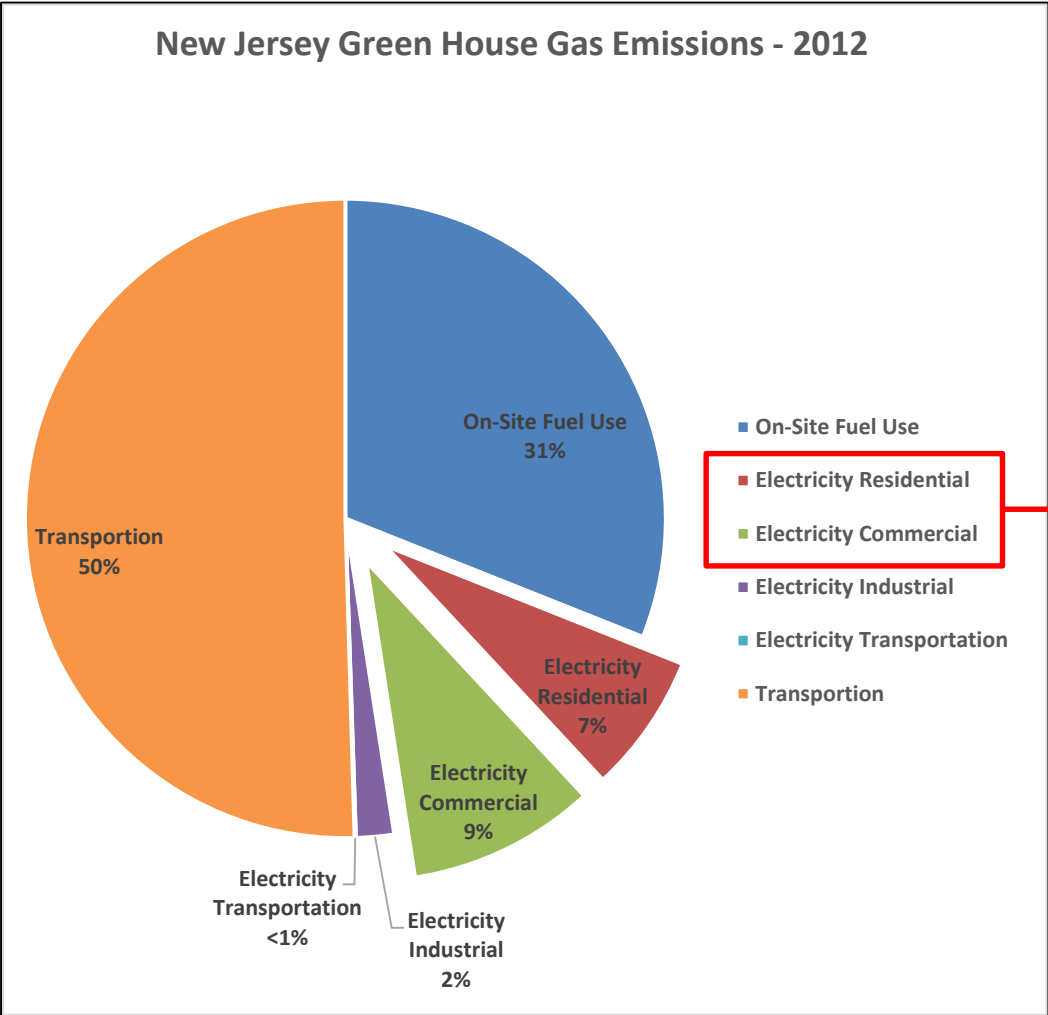
- Municipal Carbon Footprint
- Provides robust data to demonstrate GHG reductions of 1% per year for 3 years
- Substitute *preapproved* activities, for example:
 - Renewable Government Energy Aggregation
 - EV Challenge

Renewable Government Energy Aggregation

- Community Choice Aggregation (CCA) is a municipal energy procurement model that replaces the utility as the default supplier of electricity for virtually all residential customers in a community.
- RGEA is a Sustainable Jersey action that utilizes the CCA model to spur adoption of cleaner energy in New Jersey.
- Law currently requires 15.99% of NJ energy from renewable content.
- RGEA Action gives points on a sliding scale depending on the percentage of energy from renewable sources in the default package.
- To date, only Woodbridge, NJ has adopted a CCA that has a renewable content above the existing renewable portfolio standard as its default package.



RGEA – Potential for Emissions Reductions



Based on a historic participation rate of 90+%, we estimate that a municipality in New Jersey could reduce their carbon emissions profile by 6 – 9% by implementing the RGEA action*

*RGEA with 40% renewable content



EV Group Purchase: *EV Challenge*

- Community-Led Outreach Campaign
- Engage local auto dealerships for:
 - Discount pricing
 - Limited duration
- Increase support for EV Friendly policies and Public EV Charging Infrastructure
- Programs in Colorado
 - 300% increase in EV sales
- Can be paired with Solar Group Purchase Program

Deals from Boulder County to Help You Save Money and the World

Benefits Boulder County is offering a limited time discount:

The Nissan LEAF exclusively through Valley Nissan

- up to \$22k in savings after discount and tax incentives
- take advantage of heightened state tax credits before they expire 12.31.16
- 0% Financing for 72 months
- never pay for gas again
- EPA estimate 107 mile range
- drive into the future

Example Pricing (Subject to Change)

LEAF SV (Mid Class Model)	
MSRP \$35,455*	
Discount \$8,500	
Fed Tax Credit \$7,500**	
CO Tax Credit \$6,000***	
Net Cost \$13,455	Free Home Charging Station (\$500 Value)

- Deal Ends December 31st - Act today -

Source: Refuel Colorado.

www.refuelcolorado.com/sites/default/files/poster-december-leaf-sv.pdf



Going for Energy Gold!

- It's needed!
 - Gold Star in Energy demonstrates commitment to reducing GHG emissions in time to stabilize climate
- It's feasible!
 - Meeting 2 Gold Star Standards gets needed reductions using known strategies:
 - For municipal operations
 - For community-wide emissions
- Sustainable Jersey staff are here to help!
 - Contact us (*soon!*)



New Jersey Mayors Climate Summit

February 3, 2018

Rutgers Bloustein School of
Planning and Public Policy

New Brunswick, NJ

Hosts:

- Mayor Phil Kramer, Franklin Twp
- Mayor Bruce A. Harris, Chatham Borough
- Sustainable Jersey
- New Jersey League of Conservation Voters Education Fund
- Rutgers University Bloustein School of Planning & Public Policy

MAYOR PHIL KRAMER OF FRANKLIN TOWNSHIP &
MAYOR BRUCE A. HARRIS OF CHATHAM BOROUGH
CORDIALLY INVITE YOU TO

NEW JERSEY MAYORS' CLIMATE SUMMIT



WHEN

Saturday, February 3rd, 2018
Registration at 8:30AM • Program 9:00AM - 1:30PM

WHERE

Rutgers University Bloustein School
of Planning & Public Policy
33 Livingston Ave, New Brunswick, NJ



The day will consist of three panels of experts who will discuss a pathway forward to enable New Jersey to succeed in meeting the challenges presented by climate change.

PANELS

- 1 WHAT WE MUST ACHIEVE
- 2 FROM COMMITMENT TO ACTION
- 3 RESOURCES FOR CHANGE

SPEAKERS –

Jeanne Herb
Rutgers Climate Institute
Randy Solomon
Sustainable Jersey
Ed Potosnak
New Jersey League of Conservation Voters
Jenn Coffey
Association of NJ Environmental Commissions
Robert E. Kopp, Ph.D.
Rutgers Institute of Earth, Ocean, and
Atmospheric Sciences

Mayors and community leaders across New Jersey have taken up the challenge of addressing climate change by adopting sustainable practices.

It is vital for our mayors and communities to take a leading role in preserving our environment and protecting the public health of our citizens.

Lunch will be provided to attendees.

FEE
Early Bird \$10
Full (Starting Jan 27th) \$25
Students/Young Professionals \$10

RSVP

www.njlcvef.org/summit
or contact 609-331-9922

CO-SPONSORS



Open to elected officials and all members of the public

Sustainable State Goals in Waste

- **Solid waste** generation is maximized.
- **Reuse and recycling** of waste generate are maximized.
- The production of **hazardous waste** is minimized, and that which is produced is disposed of in ways that are safe for humans and the environment.
- There is an **equitable distribution** of the impacts on human health of all forms of toxic pollution and waste disposal.

Waste Reduction

- Municipalities must demonstrate a reduction in total solid waste generation of at least **2%** per year for 3 years (6% total).
 - 2015 Mercer County Characterization Study shows waste reduction trend over last 10 years.
 - NJDEP statewide data shows slight reduction trend since 2010
- Municipalities must be currently approved for a total of **four** Sustainable Jersey actions:



Four Required Actions

- Household Hazardous Waste Disposal (new)
- Prescription Drug Safety and Disposal
- Commercial and Institutional Recycling
- Recycling and Waste Reduction Education and Compliance (new)

Waste Reduction

Actions Contributing to Goal	% Reduction
Pay-As-You-Throw Program	14-27%
Grass - Cut It and Leave It Program	3-5%
Recycling and Waste Reduction Education and Compliance	1-10%
Backyard Composting Program	1-5%
Materials Reuse Program	1-5%
Reusable Bag Education Program	0-1%



Household Hazardous Waste (HHW) (new)

- Creation of permanent HHW collection programs vs. periodic (quarterly) collection
- Must have municipal convenience center or drop off location or “otherwise provide for collection” via shared services agreement or use of private facility
- Must commit to collect at least 4 HHW materials
 - Sample county inventory (of 25 town county)
 - 24 out of 25 have convenience center
 - 15 collect used motor oil
 - 12 car batteries
 - 11 eWaste
 - 9 rechargeable batteries
 - 8 paint
 - 7 anti-freeze
 - Other materials include florescent bulbs, pesticides, others agreeable to program



Recycling and Waste Reduction Education and Compliance **(new)**

- Variable point action (15 & 20)

15 Points	20 Points (required for Gold)
1. Adoption of compliance & enforcement ordinance	1. Purchase, implement & promote recycling app
2. Develop compliance & enforcement strategy	
3. Implement & document program enforcement	
4. Acceptable materials flyer (visual depiction of what's recyclable)	
5. Quarterly messaging on recycling policies (2 print; 2 social media or other digital)	
6. Twice yearly messaging on waste reduction strategies & importance	



New Actions

Green Business Recognition Program Action **(updated)**

Current Requirements

A three-tiered action that challenges communities to identify and recognize 'green businesses' in their communities.

Action is a Bronze and Silver Priority Action

Points: 10, 15, 20

Last Updated in 2015

10 Points	Target local companies. Municipal criteria identified and a marketing strategy established to recognize participants.
15 Points	Adopt the New Jersey Sustainable Business Registry Program. Promote, assist and market to participating businesses – have 2 businesses successfully join the Registry.
20 Points	Promote and encourage participation in sector specific green business programs that are geographically and economically appropriate. Examples: River Friendly Program, NJDEP Clean Marina Program and Green Restaurant Certification.

Green Business Recognition Program Action **(updated)**

Condenses Action Tiers

Incorporates Tier 3 into Tier 1

Incentivizes Integration with the NJ Sustainable Business Registry

Provides more points to communities adopting the NJ Sustainable Business Registry as the criteria for Recognition

Why the Registry?

- Increased transparency
- Captures Metrics
- Provides baseline for comparison across towns
- Allows towns to focus on recruiting businesses, marketing and recognition events

Updated Requirements

10 Points	Develop municipal criteria for participation and a marketing strategy to recognize local business participants. Program may be general, or sector specific. Promote program and have 2 businesses successfully participate.
20 Points	Adopt the New Jersey Sustainable Business Registry Program as the municipal criteria. Promote, assist and market to participating businesses – have 3 businesses successfully join the Registry.

NJ Sustainable Business Registry

Online Directory for Sustainable Businesses in NJ

The screenshot shows the profile for River Horse Brewing Company. The header includes the logo and navigation links. The main content area is divided into sections: Business Information, Management and Leadership, Waste, Energy, and Water. Each section has a description of action and a list of practices.

Business Information

Name of Organization: River Horse Brewing Company
Business Logo:

Management and Leadership

Identify Sustainability Leader
Description of Action: Chris Fallon is the lead of sustainability at River Horse. On a daily basis, Chris oversees efficiency and sustainability practices at the brewery.

Waste

Waste Recycling
Description of Action: Glass and cardboard recycling dumpster.

Energy

Renewable Energy
Description of Action: 8000 sq. ft. of solar panels on brewery roof.
Upload Document (PDF Only): River Horse Brewery Solar Panels.pdf

Water

Water Conservation
Description of Action: During the brewing process, cold water is used to cool boiled, unfermented beer from 212 F to 70 F. This cool water is heated during the process and collected in our hot water tank for use in the next brew.
Gallons Saved: 800 000

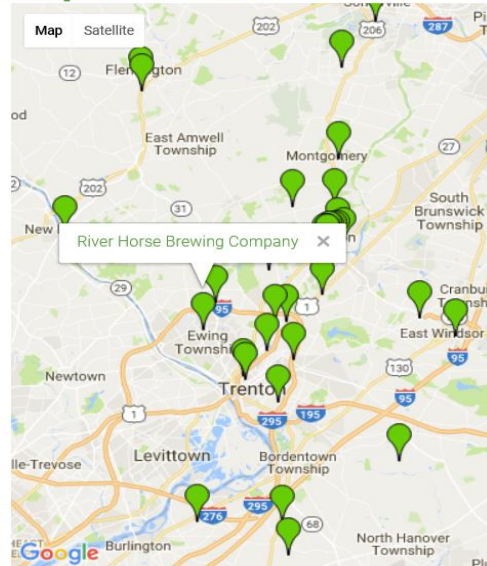


Businesses on the registry have met the qualifications for membership and maintain renewal on an bi-annual basis.

Membership Requirements:

- Share information about Five Sustainable Actions/Practices your business has adopted
- Identify One Cost Savings from a Practice
- Identify One Measurable Environmental Benefit from a Practice

Map of Businesses





Linda Weber

Director of Policy and Program Development,
Sustainable Jersey

Resiliency, Green Infrastructure, Brownfields and the Arts and Creative Culture

Green Infrastructure Planning **(new)**

Green Infrastructure Implementation **(new)**

Heat Island Assessment **(new)**

Coastal Vulnerability Assessment **(new)**

Brownfields actions **(updated)**

Arts & Creative Culture **(new)**



Green Infrastructure Planning Action (new)

Green Infrastructure Implementation Action (new)



Green Infrastructure Benefits

- Reducing stormwater runoff
- Improving water quality
- Reducing CSS overflows
- Reducing flooding
- Increase groundwater recharge
- Reducing heat island
- Improve air quality
- Improve habitat

Benefit	Reduces Stormwater Runoff				Increases Available Water Supply	Increases Groundwater Recharge	Reduces Salt Use	Reduces Energy Use	Improves Air Quality	Reduces Atmospheric CO ₂	Reduces Urban Heat Island	Improves Community Livability					Improves Habitat	Cultivates Public Education Opportunities
	Reduces Water Treatment Needs	Improves Water Quality	Reduces Grey Infrastructure Needs	Reduces Flooding								Improves Aesthetics	Increases Recreational Opportunity	Reduces Noise Pollution	Improves Community Cohesion	Urban Agriculture		
Practice																		
Green Roofs	●	●	●	●	○	○	○	●	●	●	●	●	◐	●	◐	◐	●	●
Tree Planting	●	●	●	●	○	◐	○	●	●	●	●	●	●	●	●	◐	●	●
Bioretention & Infiltration	●	●	●	●	◐	◐	○	○	●	●	●	●	●	◐	◐	○	●	●
Permeable Pavement	●	●	●	●	○	◐	●	◐	●	●	●	○	○	●	○	○	○	●
Water Harvesting	●	●	●	●	●	◐	○	◐	◐	◐	○	○	○	○	○	○	○	●

Yes
 Maybe
 No

Green Infrastructure Planning (new)



Tier 1. Impervious
Cover Assessment
[5 pts]

Use GIS watershed maps
Calculate impervious cover
and stormwater runoff volumes



Tier 2. Green
Infrastructure Action
Plan
[10 or 15 pts]

Set short-term Impervious cover
management goal (% or acreage)
Identify sites for GI projects
Develop concept plans/ project
sheets



Tier 3. Green
Infrastructure Strategic
Plan
[20 pts]

Set long-term Impervious cover
management goal (% or acreage)
Identify long-term GI projects
Assess the water quantity and
quality benefits (modeling)

Green Infrastructure Implementation (new)



Tier 1. Implement
Green Infrastructure
demonstration
Projects [10 pts]

Use GIS watershed maps
Calculate impervious cover
and stormwater runoff volumes



Tier 2. Implement
Green Infrastructure
Action Plan [20 pts]

Achieve the short-term goals
for reducing impervious cover
and increasing green
infrastructure projects.



Tier 3. Implement
Green Infrastructure
Strategic Plan [30 pts]

Achieve the long-term goals for
reducing impervious cover and
increasing green infrastructure
projects.

Brownfields Actions (updated)

Revisions to the following existing actions:

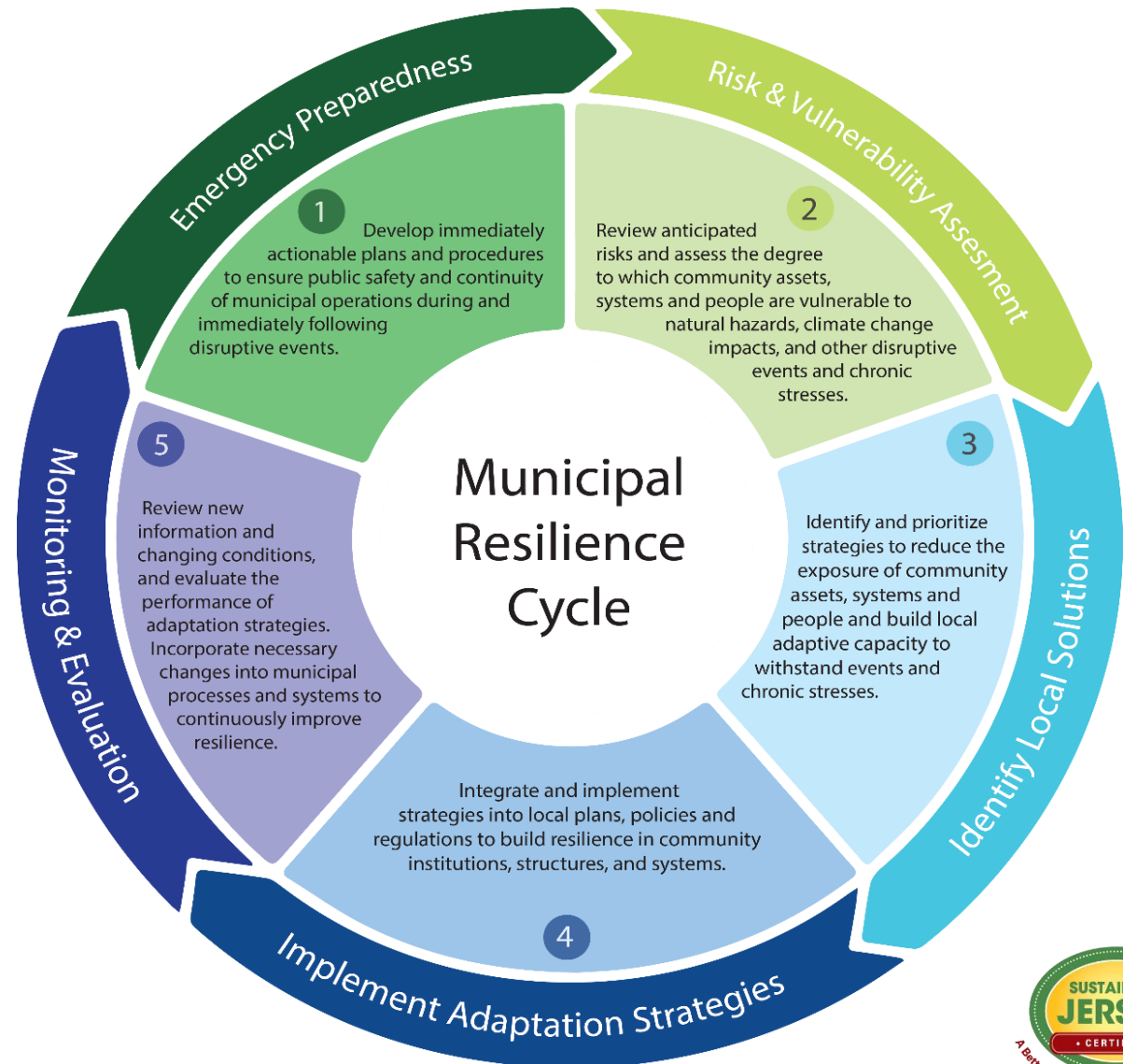
Brownfields Inventory
Brownfields Marketing
Brownfields ReUse

And stay tuned for three new Brownfields actions!



Sustainable Jersey Resiliency Program

Municipal resilience is the ability of a community to adapt and thrive in the face of extreme events and stresses.



Our Partners in Coastal Resiliency



NJ Climate Adaptation Alliance



Coastal Vulnerability Assessments (new)

A tool and process that analyzes:

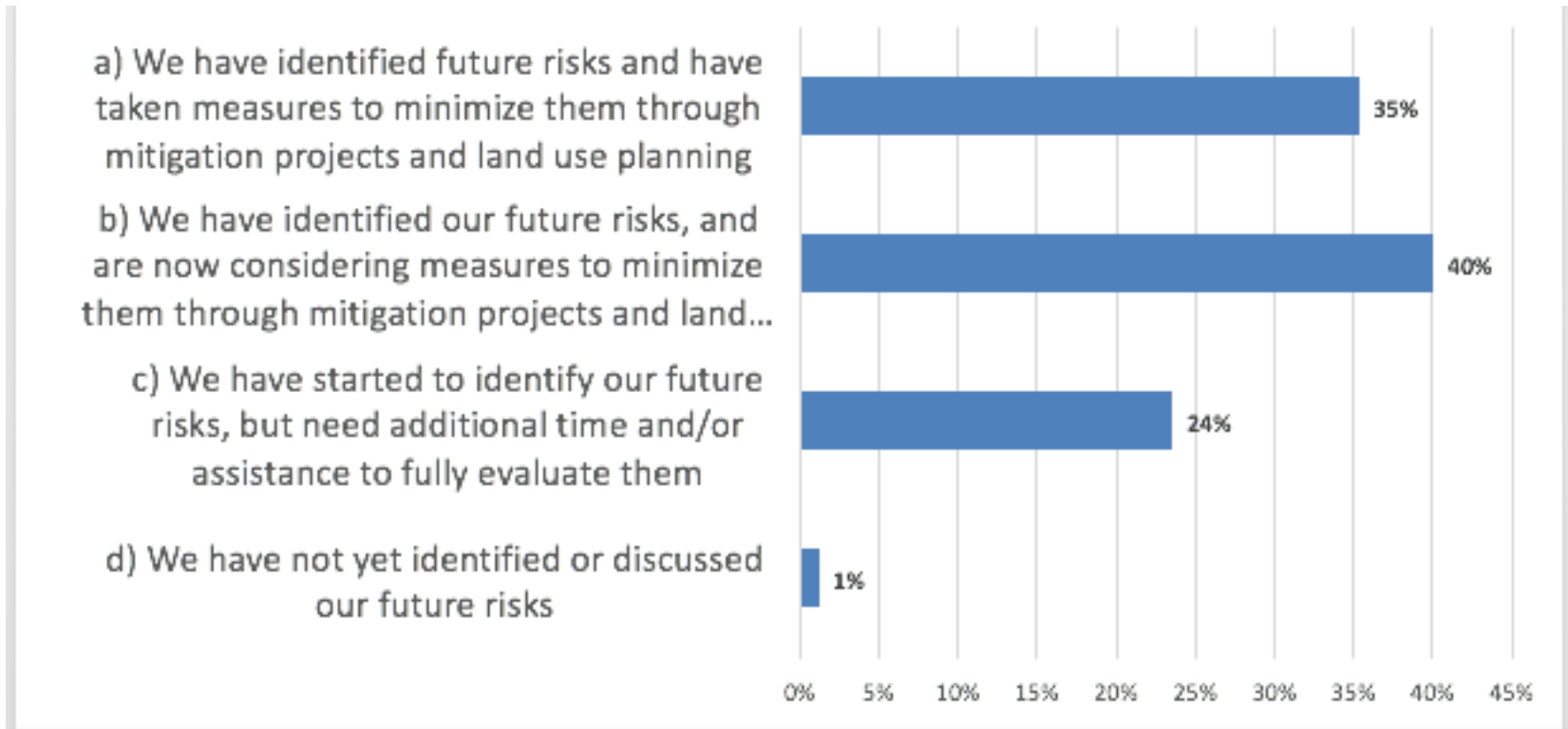
- 1) the degree to which a community's assets will be impacted by projected sea level rise and future storm surge; and,
- 2) the consequences those vulnerabilities pose to the community.



It is not a “solutions” document (that’s a subsequent process)

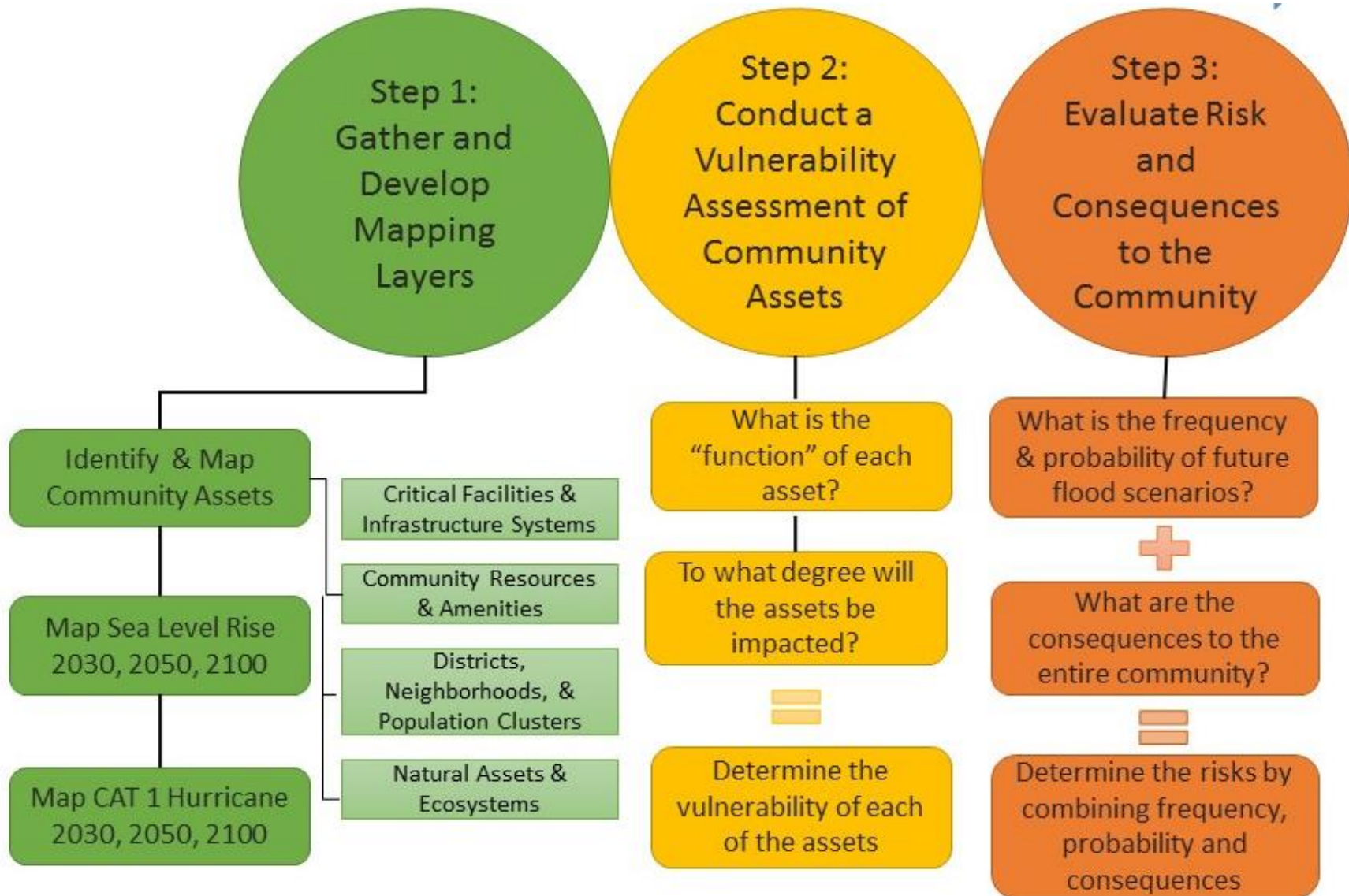
Sustainable Jersey

Question: How would you characterize your progress in recovery?



Conclusion: There is wide variability in the approach and depth of analysis municipalities use when conducting risk and vulnerability assessments.”

Coastal Vulnerability Assessments (new)



Step 1: Map Community Assets & Flood Scenarios

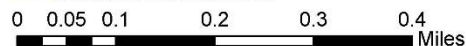


City of Cape May (Central) Coastal Vulnerability Assessment 2050 Sea Level Rise



2050 Sea Level Rise

Depth



Coastal Vulnerability Assessments (new)

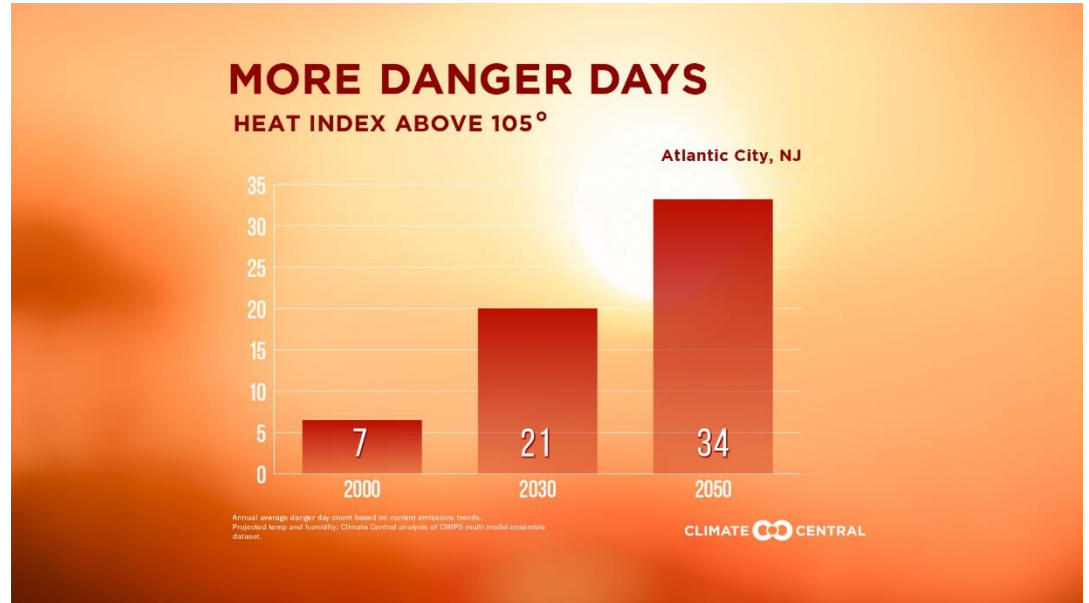
The final matrix allows for prioritization of potential projects.

Table 1. Elsinboro Coastal Vulnerability Assessment Matrix Summary

Asset Name	Asset Category	Asset Function	Vulnerability Rating		Consequences Rating	
			Sea Level Rise	CAT1 Hurricane	Sea Level Rise	CAT1 Hurricane
Abbott's Farm Dyke	Critical Facilities & Infrastructure Systems	A dyke system used to control water levels and protect properties in the wetlands complex to the North of the dyke.	Moderate	High	High	High
Abel Nicholson House	Community Resources & Amenities	A historic farm house, currently unoccupied, and placed on the National Historic Register.	NA	Low	NA	Moderate
Beaches	Natural Resources & Ecosystems	The beach along the Delaware River extending from the Southern end of South Oakwood Neighborhood and running north to the mouth of the Salem River.	High	High	High	High
Drenk Behavioral Center	Community Resources & Amenities	A treatment center that primarily focuses on mental health and substance abuse services.	High	High	Insignificant	Insignificant
Elsinboro Fire Company	Critical Facilities & Infrastructure Systems	The Fire Company provides emergency services, both firefighting and EMS, for the Township.	NA	High	NA	High
Elsinboro Municipal Building	Critical Facilities & Infrastructure Systems	The Elsinboro Municipal Building operates as the Elsinboro Township administrative building.	NA	Low	NA	Low
Elsinboro Point	Natural Resources & Ecosystems	A small public access area owned and operated by PSE&G.	Insignificant	Insignificant	NA	NA
Elsinboro School	Community Resources & Amenities	A public elementary school that serves students from Kindergarten through the 8th Grade.	NA	NA	NA	NA

(Urban) Heat Island Assessment (new)

Urban heat islands are areas in cities and towns that are *much warmer* than surrounding areas.



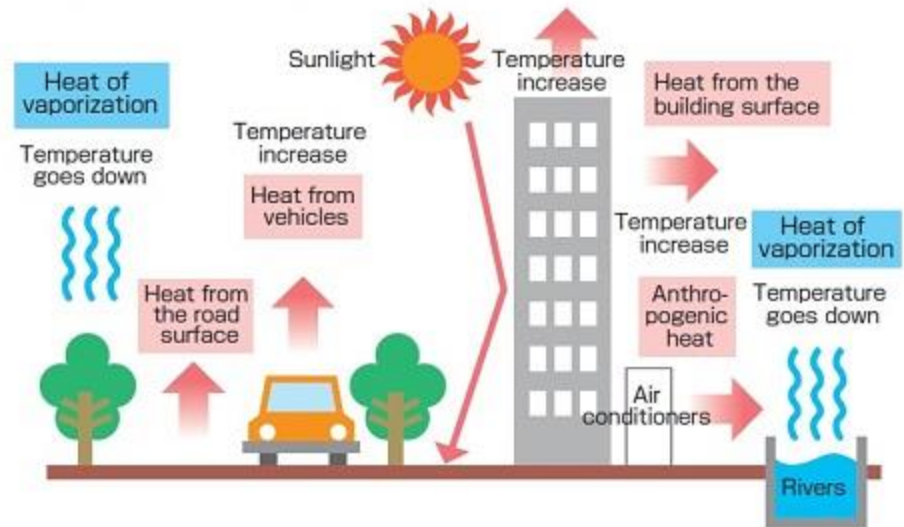
Temperatures in these “hot spots” continues to rise in the evenings due to heat reflecting off buildings.

Heat Island Assessments (new)

Heat islands are due to:

- *Low albedo surfaces* that retain heat from the sun, e.g. dark roofs, asphalt, synthetic grass.
- *Tall buildings that trap air* and prevent wind flow.
- *Building surfaces that retain solar heat* and emit it during the evening.
- Overall *lack of trees*, vegetation.
- Heat released by *traffic and cooling systems*

● How the Heat Island Phenomenon occurs



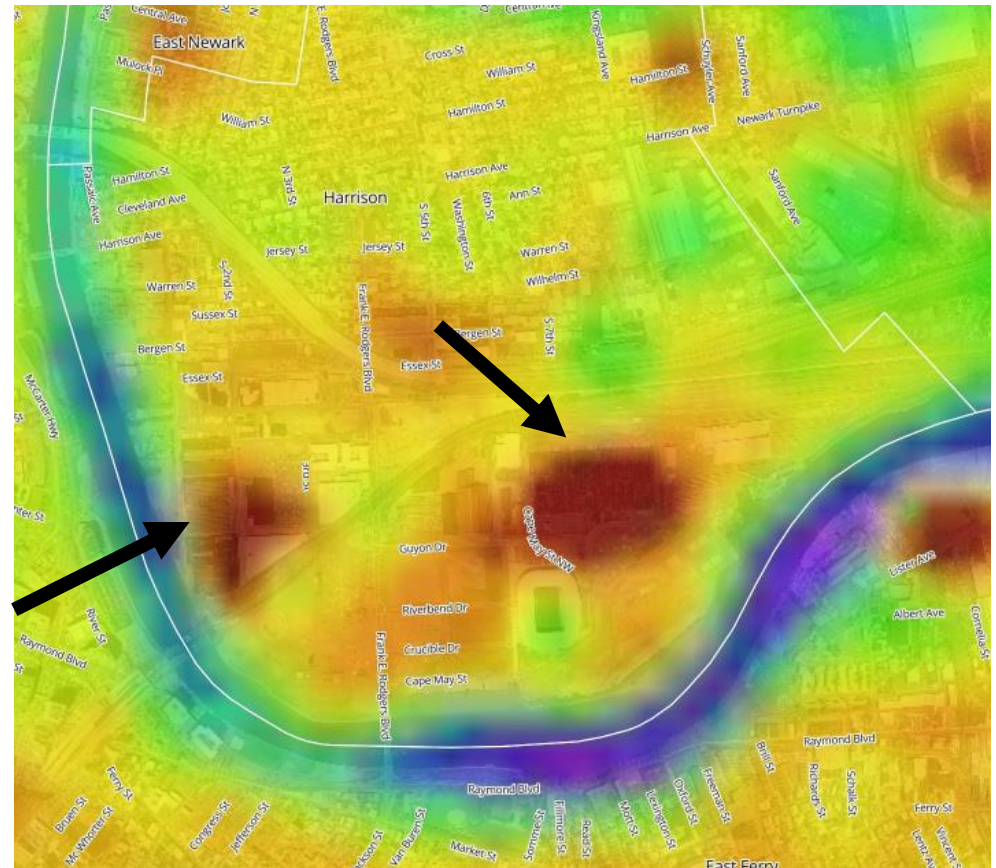
Heat Island Assessments (new)

Sustainable Jersey Heat Island Assessment “Action”

STEP 1: Go to NJ Heat Map

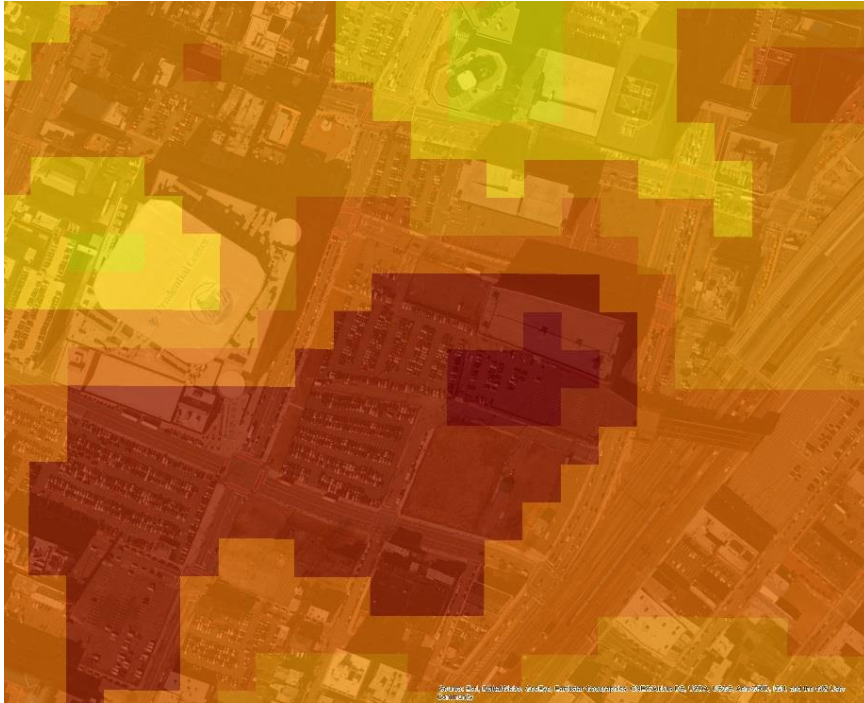
Find the hot spots in your municipality.

Identify the property type/
name.



Heat Island Assessments (new)

STEP 2: Using the underlying aerial, identify the contributing source of heat, or “hot spot typologies”.

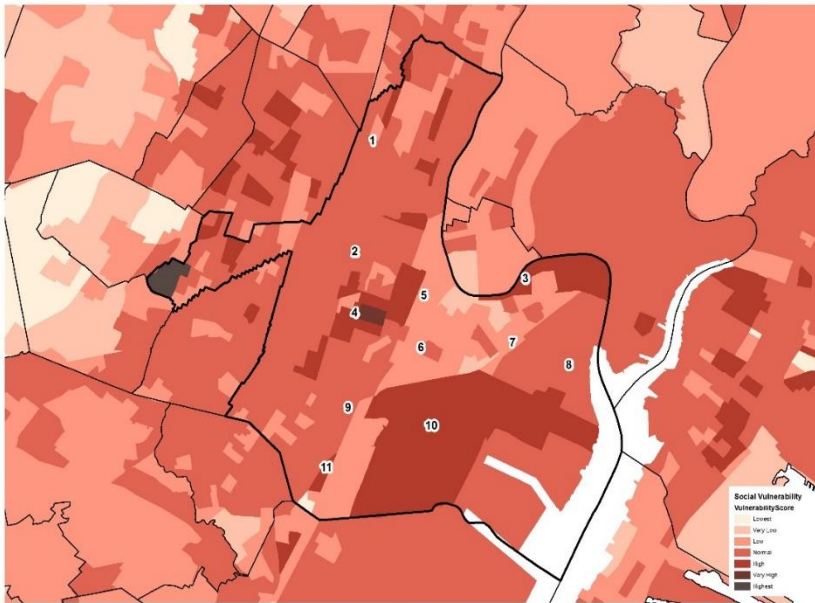


Common hot spot typologies:

- Dark roofs
- Synthetic grass
- Parking lots, or large asphalt areas,
- All compounded by lack of trees

Heat Island Assessments (new)

STEP 3: Map the socially vulnerable populations in your community and tree canopy cover.



Source: www.sovius.org



Heat Island Assessments (new)

Hot Spot	Hot Spot Type	Ownership Type	Action
1. Newark Schools Stadium and Kasberger Field	Astro Turf Field	Public	Add heat warnings, Limit use on hot day, Eventually remove Astro Turf field
2. University Hospital	Dark Roof	Private	Convert to green or “cool roof”
3. 60 Lister Ave	Dark Roof	Private	Convert to green or “cool roof”
4. Central High School / Nat Turner Park and American History High School	Astro Turf Field, Asphalt School Yard	Public	Add heat warnings, Limit use on hot day, Eventually remove Astro Turf field; Add vegetation and green infrastructure
5. Edison Parking	Parking Lot	Private	Add vegetation and green infrastructure
6. South Ironbound	Lack of Tree Cover	Private	Convert to green or “cool roof”; Add vegetation and green infrastructure; Plant more street trees
7. North Ironbound Cluster	Dark roofs	Private	Add heat warnings, Limit use on hot day, Eventually remove Astro Turf field. Convert to green or “cool roof”
8. Waterfront Cluster	Dark roofs	Mixed	Convert to green or “cool roof”
9. Lower Clinton Hill / South South Broad Street Cluster	Dark roofs	Private	Convert to green or “cool roof”
10. Newark Airport	Dark roofs and paving	Semi-Private	Convert to green or “cool roof”; Add vegetation and green infrastructure
11. Dayton/Weequahic	Astro Turf field, Dark roofs	Mixed	Add heat warnings, Limit use on hot day, Eventually remove Astro Turf field; Convert to green or “cool roof”
12. Port Newark	Large Areas of Asphalt	Semi-Private	Convert to green or “cool roof”; Add vegetation and green infrastructure

STEP 4: Develop a list of **solutions** to mitigate the effects of the heat island.

Municipal Commitment to Support Arts and Creative Culture



Awards municipalities that take steps to promote, support and welcome **artistic** and **cultural** activity.

Municipalities can earn five points (up to 25 points) for each option.

Municipal Commitment to Support Arts and Creative Culture

Eligible projects and achievements

- Arts in master plans & redevelopment plans
- Ordinances that promote arts activities & expression
- Creation of a Cultural District

and...



Municipal Commitment to Support Arts and Creative Culture

Eligible projects and achievements (*continued*)

- Ordinances that support temporary art and street musicians
- Support to artistic & cultural organizations
- “Percent for Arts” ordinances or policies





Q&A