

# Sustainable Jersey Program Update

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### Session Agenda

- Provide a brief program overview: our accomplishments and strategic priorities in looking ahead
- Delve into some of the many free resources available to your green teams
- ✓ Answer your questions



# Sustainable Jersey

- Identifies actions municipalities and schools can take to meet the needs of the present without compromising the future
- Develops tools, resources, and guidance
- Provides access to grants and technical assistance
- Recognizes accomplishments









## 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

### www.sustainablejersey.com



## Sustainable Jersey by the Numbers

- 5,100 requests for assistance
- 7,200 interactions at 100
  Sustainable Jersey trainings and outreach events
- 5,000 actions submitted;
  2,700 actions approved
- 630,00 web page views
  375,000 Facebook Impressions
  30,500 Twitter Impressions





# Thinking about applying for certification in 2019?



#### **2019 CERTIFICATION CYCLE**

June 2 Online Application Submission Deadline

Mid-July Review Comments Provided to Municipality

September 8 Revised Application Submission Deadline (for those who applied in June)

Mid-October Certifications Issued & Review Comments Provided to Municipality

**November 17** Final Application Submission Deadline (for those who applied in June)

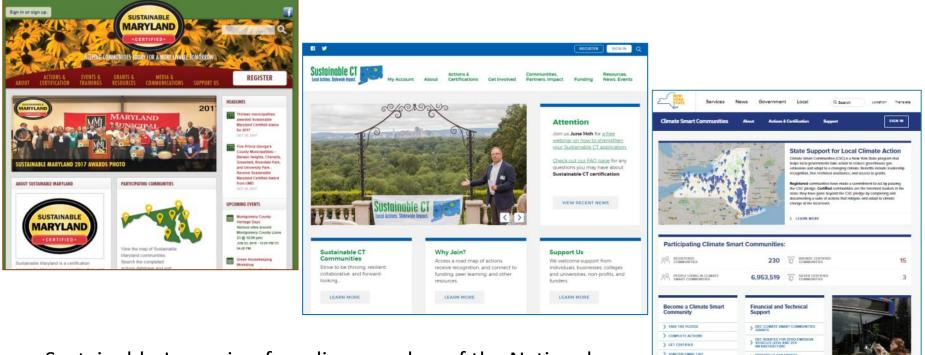
Mid-December Final Decision on Pending Applications Have Questions?

- Contact Samantha McGraw at 609-771-2855 or <u>info@sustainablejersey.com</u>
- Find a mentor at a regional hub meeting
- Participate in a certification webinar early next year



# National Role Model

### Imitation is the sincerest form of flattery...



> NYSERICA CLEAN ENERGY COMMUNITY CODEDINATORS

> CSC Grants Available Now! Over \$8.7 million is available this year via the DEC Climate Smart Communities Geo program. Projects that instace vehicle miles traveled are eligible. Applications due by 4 PM on July 27, 2006.

Sustainable Jersey is a founding member of the National Network of Statewide Local Sustainability Programs which now include 12 state participants

## Sustainable Jersey Municipal Sponsors



# Strategic Priorities

- Assess and Improve Program Actions
- Build Local Capacity through Increased Support from Sustainable Jersey and its Partners
- Impact the Big Issues Make measurable progress toward solving critical challenges



# **Updated Municipal Actions**

Category	Action Name	Modifications
Brownfields	Inventory & Prioritization Marketing Reuse Planning	Updated Guidance Modified Point Levels
Community Partnership	Community Education	Updated Guidance Now Variable Point Action Opportunity for More Points
Food	Community Garden	Updated Guidance Now Variable Point Action Opportunity for More Points
Healthy & Wellness	Building Healthier Communities	Updated Guidance Now Variable Point Action Opportunity for More Points
Local Economies	Green Business Recognition Program	Updated Guidance

# **Retired Municipal Actions**

Category	Action Name
Diversity & Equity	Lead Safe Training Program
Energy	Driver Training Energy Education and Outreach Vehicle Conversions
Innovation & Demonstration Projects	Green Roofs Raingardens (now under Green Infrastructure)
Operations & Maintenance	Adopt Behavioral Policies

# Build Your Knowledge

- Detailed Guidance for 100+ Initiatives
- Online Source of Information on Municipal Actions
- Free Training and Webinars

#### 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

#### Updated May 2018

#### Updates include new spotlights

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



# Search **Applications**

- Look at documentation provided by certified towns
- Download approved policies, plans, and other materials
- **Research what** towns are doing related to specific actions

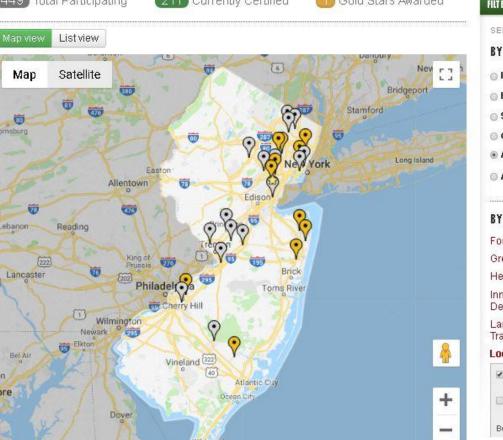
#### **Participating Communities**

Total Participating 449

211 Currently Certified

Gold Stars Awarded

Map data @2018 Google Terms of Use Report a map error



#### SEARCH FEATURES

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Participating Communities: To see the municipalities participating in the program, their contacts, and current certification report, use the "Map View" or "List View" buttons at the top of the page. You can then sort the list alphabetically by municipality or county.

Certified Action Filter: This filter can be used to search for actions approved in currently certified communities. Under "By Certified Action" click on the action category to open the list of actions available within that category, check off those that you would like to view, and then click the green update search at the bottom. Then, click "List View" at the top of the page, click on a municipality and view their certification report to see what documentation was submitted for action approval.

Note: While the actions listed in communities certified reports have been approved in the past, standards may have changed and the documentation listed may no longer satisfy requirements for that

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SEE	INSTRUCTIONS BELOV
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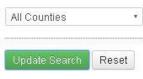
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#### **BY GOLD STARS AWARDED**

Energy

Waste

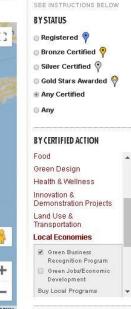
#### **BY COUNTY**





#### SEARCH FEATURES

Participating Communities: To see the municipalities participating in the program, their contacts, and current certification report, use the "Map View" or "List View" buttons at the top of the page. You can then sort the list alphabetically by municipality or county.



Reset

#### **BY GOLD STARS AWARDED**

Energy

Waste

Actions & Certification Participating Communities Home

#### Sustainable Jersey Community Certification Report

#### 🔎 Download PDF Version

This is the Sustainable Jersey Certification Report of Hammonton Town (Atlantic), a Sustainable Jersey silver certified applicant.

Hammonton Town (Atlantic) was certified on October 10, 2016 with 355 points. Listed below is information regarding Hammonton Town (Atlantic)'s Sustainable Jersey efforts and materials associated with the applicant's certified actions.

#### **Contact Information**

#### The designated Sustainable Jersey contact for Hammonton Town (Atlantic) is:

Name:	Mica McCullough
Title/Position:	Chair of Hammonton Green Committee / Hammonton Green Committee
Address:	Hammonton, NJ 08037
Phone:	931-446-3759

#### Sustainability Actions Implemented

Each approved action and supporting documentation for which Hammonton Town (Atlantic) 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.

#### LOCAL ECONOMIES

#### Green Business Recognition Program 10 Points Bronze Priority

#### Program Summary:

Hammonton Green Committee implemented a Green Business Recognition program in 2015. Before introducing the program, we created a checklist for businesses to begin thinking about green practices that was distributed to community business through various events, including those held by the Hammonton Chamber of Commerce. After finding interest in the checklist, we created an official program that requires businesses to complete at least five actions on our list or alternative actions not included in our list but deemed green by our standards. So far, we have two local businesses signed up, but anticipate more as our partnership and promotion through the Chamber of Commerce and MainStreet organization continues.

#### B Green Business Recognition Program Documentation

### 2018 Sustainable Jersey Training

- Annual Sustainability Summit
- Energy Efficiency Webinars
- EV Readiness Workshops
- Implementing Complete Streets at the Local Level
- Green Infrastructure Planning and Implementation
- Presentations a Variety of Conferences throughout the Year

### Free Money

Annual PSEG Foundation Funded Cycle

Four (4) \$20,000 grants Eight (8) \$10,000 grants Twenty (20) \$2,000 grants

Application Deadline: February 15



Roots for Rivers Reforestation Technical Assistance Program

Partnership with The Nature Conservancy and The Watershed Institute for floodplain reforestation initiatives

> Application Deadline: December 14



New Jersey

For more information visit: www.sustainablejersey.com/grants-resources



# Tips for Successful Grant Applications

- Select a project linked to a Sustainable Jersey action that a core group is passionate about
- Clearly define what your project is and who will benefit
- Take advantage of opportunities to collaborate
- Submit a reasonable budget that reflects the total cost of the project
  - Matching, in-kind, and volunteer contributions are not required, but should be documented



# Caldwell \$2,000 Grant

### Climate Change Issues: Plastics Pollution and the Plight of Pollinators

- Environmental Commission purchased materials on climate change for the library
- Film screenings with related handouts at library and schools
- Guest speakers
- Outreach to local groups



# Ewing \$10,000 Grant

### **Community Visioning Process**

- Community Conversations: Preserving Our Past, Transforming our Future
- Ewing Green Team Strategic Sustainability Plan
- Visioning Workbook to Organize Action
- Communication of Results to Township Boards and Commissions





# Morristown \$35,000 Grant

Eco-Shed at the Community Garden

- Sustainable materials
- Rain water collection cistern
  - Provides water needed for gardening
- Solar power
  - Supports all energy uses at the garden







# Chatham Borough - \$15,000

- Sixth annual Spring Clean Day
- 125 volunteers and DPW staff
- 1,000 two-foot shrubs and saplings along Passaic River
- Stabilize stream bank and filter runoff





### **EDF Climate Corps Fellows**











https://www.youtube.com/watch?v=pyjRTEUAlkw&feature=youtu.be

# What can they do for me?

- Track and analyze energy usage
- Help you take advantage of the New Jersey Clean Energy Program and utility incentive programs
- Get your green team organized and focused on earning points for energy related actions
- Write grant applications
- Explore joint muni/school district initiatives







## Complete Streets Technical Assistance Program

- Up to 10,000 is consulting services
- Application process
- Nine municipalities selected
- Types of projects
  - Walkability Community Workshops
  - Tactical Urbanism Projects
  - Conceptualizations
  - Bicycle Network Plans









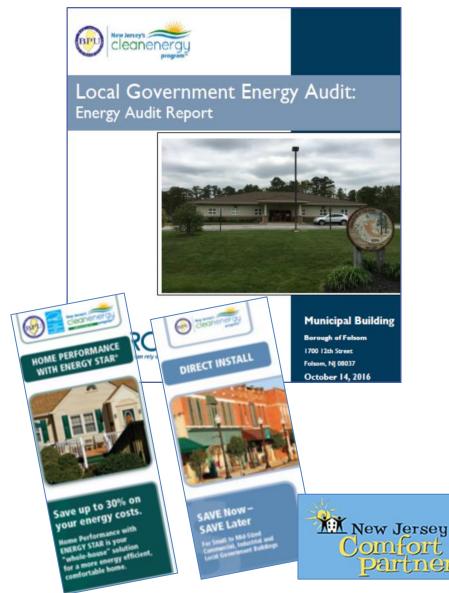
Edward J. Bloustein School of Planning and Public Policy

### Utilize Existing Resources



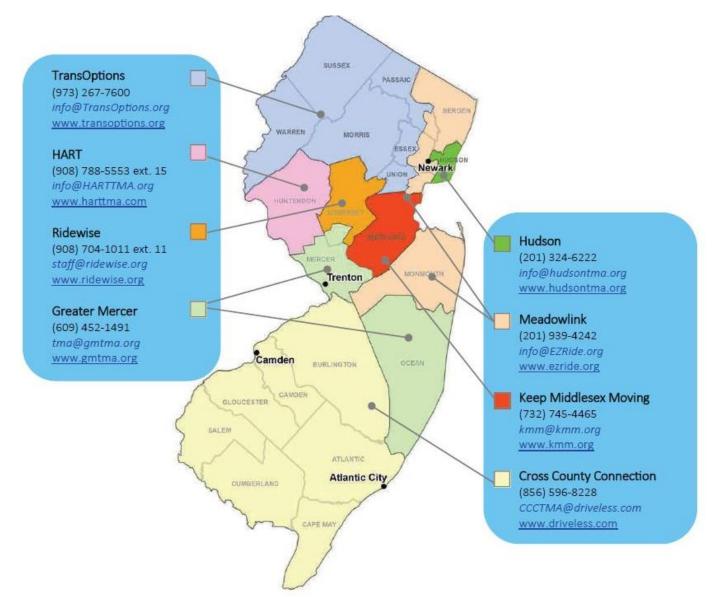


# NJ Clean Energy Program (NJCEP)



- Local Government Facilities
  - Municipal buildings
  - Schools
  - Water treatment/wastewater
  - First response facilities
  - Community centers
  - Recreation facilities
- Commercial Institutions
- Residential

## Transportation Management Authorities





## TMA Assistance

#### Assistance:





#### Best Practices

- Model policies (Health, School District, Vision Zero)
- Guides (Bike/Ped Master Plan, Complete Streets Implementation & Policy Development, School Zone Design)
- Videos, research, and more.....

**Technical Assistance:** 

- ✓ Walk/bike audits
- Crossing guard and other training
- Community travel plans
- Complete Streets Pre-Adoption Policy Review
- Sustainable Jersey consultation

**Grant Funding** 



# NJ Urban & Community Forestry (NJDEP)

## Assistance:

## Trainings

- Technical assistance for planning
- ✓ Grant Funding
  - \$10,000 \$30,000
  - Implement approved Community Forest Management Plans (eg. Forest Inventories and Reforestation, Tree Planting)
  - 50% match required



treasureourtrees.nj.gov



### AmeriCorps Watershed Ambassadors (NJDEP)

### Assistance:

### ✓ Watershed Trainings

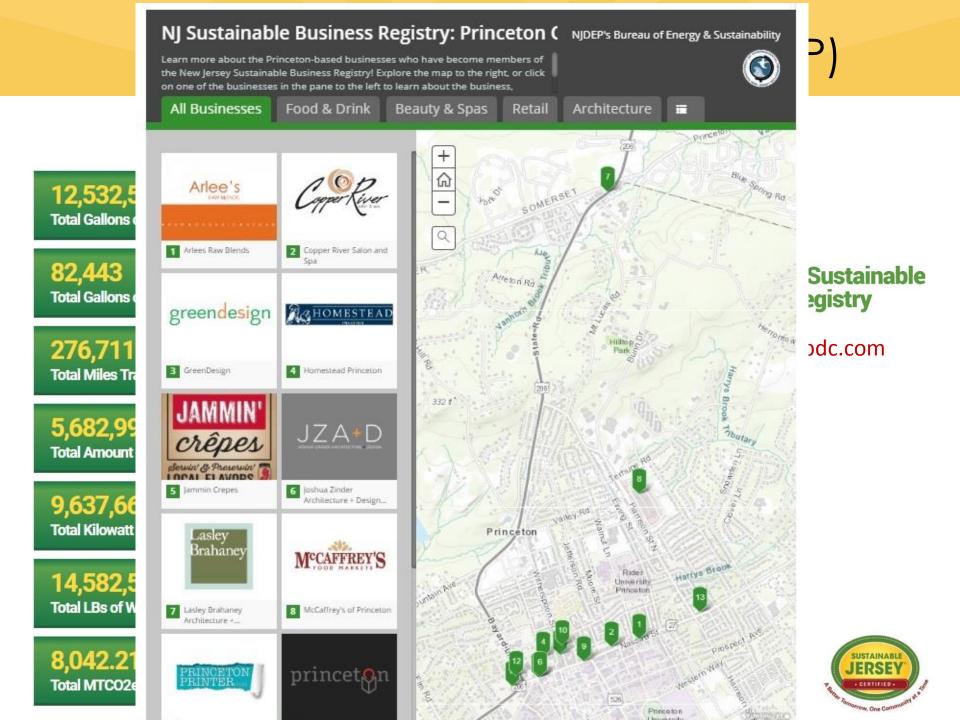
- In School Presentations
- Festivals & Green Fair Presentations
- Tools & curriculum for teachers

### Stewardship Projects

- Rain Barrel Building Workshops
- Rain Garden Installation
- Garden Maintenance
- Planting Native Species
- Floodplain Restoration Tree Plantings







# **Rutgers Cooperative Extensions**

### **Key Areas of Service:**



- ✓ Health & wellness
- Protect environmental resources
- Ensure economic growth & agricultural sustainability
- Improve food safety & nutrition



# **Rutgers Cooperative Extensions**

#### **Assistance:**

- Master Gardeners
  - School & community garden design & installation
  - Garden demos
  - Speaking engagements
- ✓ Water Resources Program
  - Impervious Cover Assessments & Reduction Action Plans
  - Demonstration projects
  - Updating ordinances, building codes, and master plans
  - Building GI Practices on school properties
  - Assisting with green certification for schools
  - K-12 educational programs & hands on training









# Work w/ Your Neighbors

### Sustainable Jersey's Regional Hubs:

- Atlantic-Cape May
- 🗸 Bergen
- Burlington-Camden-Gloucester
- Essex
- ✓ Hunterdon
- ✓ Mercer
- Middlesex
- Monmouth
- ✓ Somerset
- Union



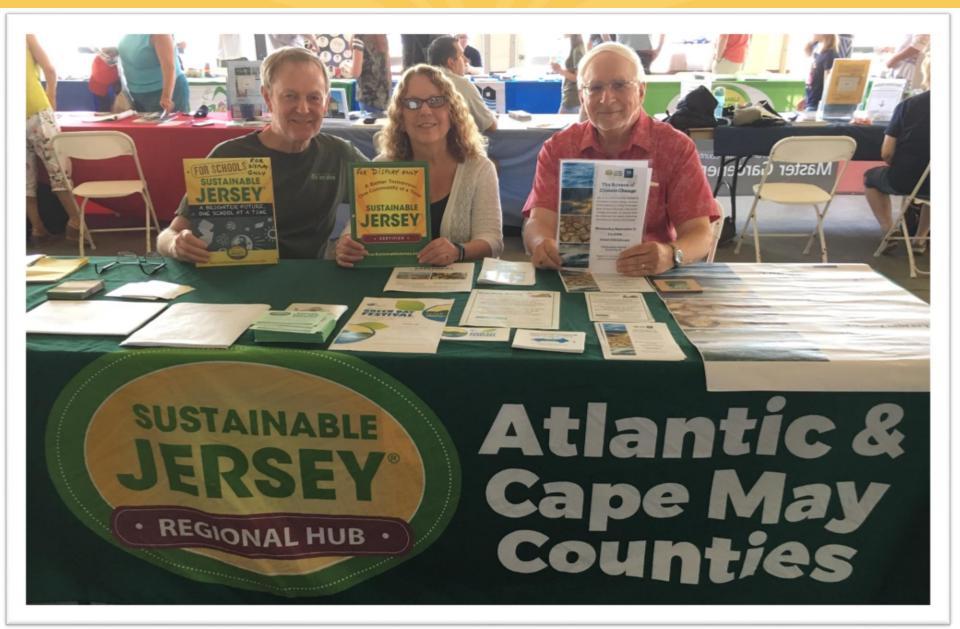




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## Mentor



#### Learn



#### Collaborate



# Beyond Your Borders: The Benefits to Collaboration NEXT! 10:45am – 12:00pm



## Equity Initiative: What?

- In order to help communities better involve and benefit *all* residents...
- Sustainable Jersey is conducting top to bottom assessment of the program:
  - Screen actions
    - ✓ Who benefits? Who participates?
  - Identify gaps & potential new actions, ideas



## Equity Initiative: Why?

Equity is fundamental to sustainability because...

• It is <u>fair</u> ...

♦Sustainability for *all* 

- It <u>works</u>...
  - Planet- Prosperity- People: balance
  - When everyone benefits, we all benefit from their buy-in, talents & efforts
- Improving social equity can improve sustainability outcomes





## Forms of inequity

- Where you live is a key determinant of discrimination, access to opportunity, health & quality of life in NJ.
- Race & poverty map onto *zipcode*.
- Disadvantage also based on:

- Age, disability, limited English proficiency, car ownership

• These factors interact & amplify each other.



## SJ Equity Framework: Equity concerns...

 Fair <u>distribution</u> of social & environmental benefits & burdens



Fair <u>participation</u> in decision-making (power)





## SJ Actions: Distribution of benefits & risks

#### Making Farmers Markets Accessible

- Location near transit
- Accept SNAP [food stamps]





#### Vulnerable Populations Identification for Emergencies

- Register individuals w/ disabilities & access needs
- Plan how the town will communicate during emergency



## SJ Actions: Participation

– Municipal Communications Strategy

- Target diversity of residents with information & opportunities to participate in local government
- Use appropriate channels
  - Social media for youth
  - Print for seniors
  - Translations for non-English speakers



## Framework: Equity also concerns...

#### • Time scale

- remove historical barriers
- for the benefit of future generations
- Spatial scale
  - Inequity between municipalities

o Watersheds, air-sheds, waste-sheds

• Political scale

- Focus on what *municipal government* can influence



## SJ Actions: Scale

#### Residential Energy Efficiency Outreach

• Emphasizes municipal outreach on Comfort Partners (CP) - helps lowincome residents get energy efficiency measures for free.

#### *Essex Hub grant for >\$9,000:*

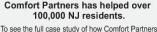
- local organization includes CP material in weekend meals for kids
- ad for CP in the quarterly senior mailer
- translated brochure to Haitian Creole

## Want to reduce your utility bills for free?

The NJ State program Comfort Partners provides low-income residents, including renters, with **free** energy efficiency upgrades to reduce their monthly bills.

The application for Comfort Partners is available online at: njcleanenergy.com/residential/programs/ comfort-partners/comfort-partners or paper copies are available at the Maplewood Clerk's office. To reach by phone call 800-915-8309.





To see the full case study of how Comfort Partners helped Irene, visit njcleanenergy.com



Homeowner, Irene Perrini, with family "The generosity of the gift of warmth has made my life warm and secure. Everyone who has made this possible has been overwheimingly kind and thoughtful of my needs and happiness. Thank you to all who participated."

 Collaboration among municipalities can reduce regional disparities



## Gaps: Potential New Actions

- Equity self-assessment:
  - ID diversity in community demographics
  - Do participation & services include diverse groups?
- Health equity
  - Lead in water; affordable, quality housing

+ your ideas...?? Join us!





# Water Gold



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#### Sustainable State of the State - Water Goals

- Sustainable Jersey water goals from our annual State of the State Report:
  - Drinking water clean and safe for human consumption.
  - Water quality in streams, lakes & wetlands sufficient to support species & ecosystems; safe for recreation & fishing.
  - Water supply, including streamflow & groundwater, sufficient for human uses and & ecosystems.
  - The water system, including infrastructure (drinking, stormwater & wastewater), provides adequate capacity & is resilient to climate change.
  - Access to water resources universally affordable & fairly distributed.











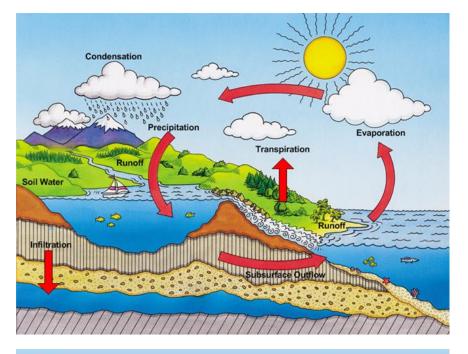


## Gold Star in Water: Proposed Actions by Goal

Goal 1: Drinking Water Quality		
Private Well Testing		
Lead In Drinking Water		
Drinking Water Quality Education		
Goal 2: Water Quality in Streams, Lakes and Wetlands		
Green Infrastructure Planning		
Green Infrastructure Implementation (NJ Future- Toolkit)		
Restoring and Protecting Groundwater Recharge		
Enhanced Stormwater Ordinance		
Riparian Buffer Ordinance		
Open Space Plan (expanded)		
Green Grounds (municipal property)		
Goals 3: Water Supply for Humans & Ecosystems		
Water Conservation Ordinance (outside)		
Water Audit		
Water Conservation Education		
Volunteer Water Monitoring		
Goal 4: Water Infrastructure adequate and resilient to climate change		
Integrated Water Planning Action		
Goal 5: Equitable and Affordable Access		
Open Space Plan (expanded)		



## One Water Approach





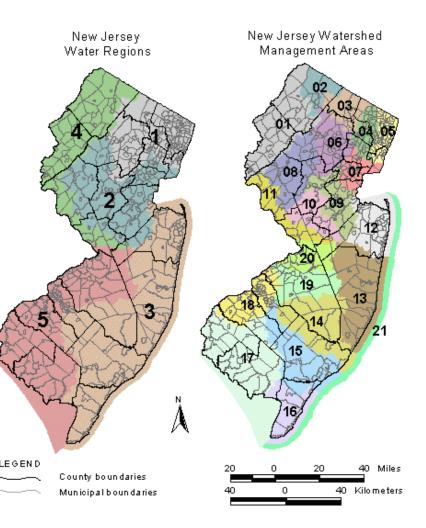
The Gold Star Standard in Water takes a comprehensive approach, which includes:

- Updates to existing SJ actions related to water
- New actions
- An approach for improving water supply, quality and access in your community



## New Jersey's Water Story

- Water Supply 582 public community water systems
- Sewer (waste) Water Systems 260
  systems
- Water Features approximately 127
  miles of coastline; 6,450 river miles,
  more than 800 lakes and ponds.
- Range of Issues Flooding, water quality, saltwater intrusion into water supplies, degraded streams due to poor storm water management, and access to water.





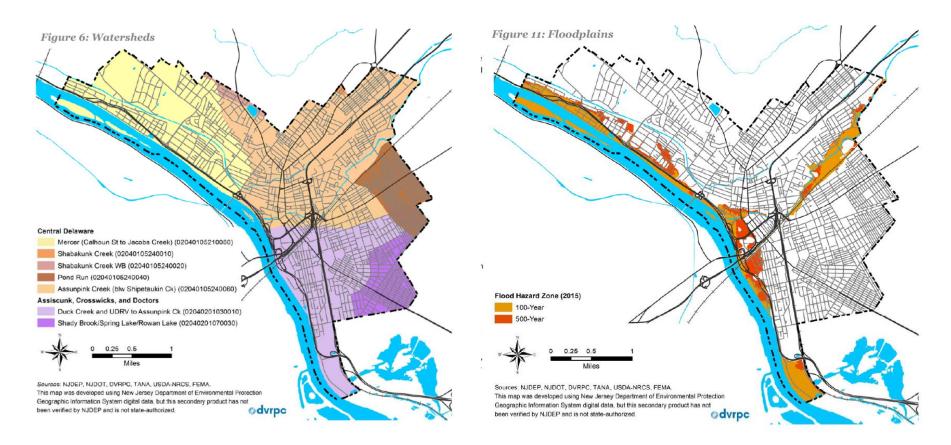
## Municipal Water Story

- Water Story Action (new)
  - Describe Water Supply
  - Describe Stormwater (runoff) and wastewater (sewer)
  - Water features
  - Identification of Water Issues
  - Community Participation in Developing the Story
    - Share & validate w/ governing bodies & community

• Explore water meaning; enhance story w/multiple voices



## Trenton – Water Story

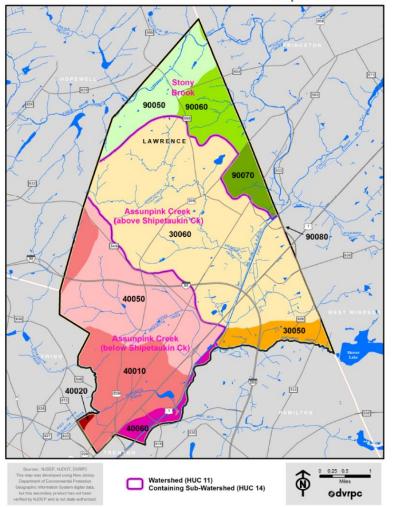


#### Watersheds

#### Floodplains



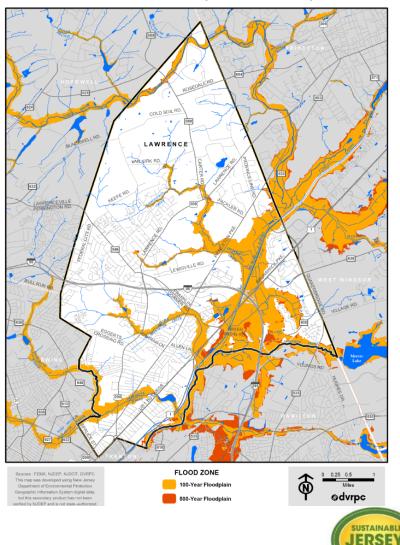
#### Lawrenceville - Water Story



#### Map 8: Watersheds

Map 10: FEMA Floodplains (2015)

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## From Water Story to Action

Water-related Issue	Sustainable Jersey Action
Areas of repetitive street flooding –	Enhanced Stormwater Control Ordinance ***
standing water after heavy rains.	Green Infrastructure Planning***
	Green Infrastructure Implementation***
	Restoring and Protecting Ground Water Recharge
Quality of drinking water	Drinking Water Quality Education – Understanding
	the Consumer Confidence Report (CCR)
	Lead in Drinking Water
	Private Well Testing
	Riparian Ordinance
Streams water quality impairments as well as undercutting and eroding	Riparian Ordinance
	Enhanced Stormwater Control Ordinance***
	Green Infrastructure Planning***
	Green Infrastructure Implementation***
Water availability	Integrated Water Planning
	Outdoor water conservation***
	Restoring and Protecting Groundwater Recharge

\*\*\* = Action currently available on Sustainable Jersey website



## Water Gold Star Standard

 More details on Water Gold session – Pathways for Protecting & Enhancing Community Water Resources – Thursday, Nov 15 from 9:00 – 10:40 am







## What this means to you?

# ✓ FREE training ✓ FREE money ✓ FREE resources

Take advantage at sustainablejersey.com





# Q&A

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