

Sustainable Jersey Program Update – Part 1: Strategic Initiatives

Wednesday, November 18, 2015

9:00-10:30 AM



Presenters

- Melanie McDermott and Randy Solomon: State of the State and “Gold”
- Heather McCall: Sustainable Jersey for Schools
- Gary Fournier: Energy Pilot Programs
- Lauren Skowronski: Regional Hubs
- Linda Weber: Resiliency
- Civic Engagement



Getting to Gold & the Sustainable State of the State



SJ: What's next?

- Bronze, silver ... then what?
 - Defining GOLD for municipalities
- Actions (Bronze, Silver) ≠ **outcome** (Gold)
 - Looking for **performance-based** metrics of progress towards... *what?*



Where are we going, NJ?

- Are we making a difference? What do our local efforts add up to?
- Where do we *want* to be going? (Vision: **goals**)
- Are we on track, and are we moving fast enough? (**indicators and metrics**)
 - Our annual 'report card', launched June 2015...



THE 2015 NEW JERSEY SUSTAINABLE STATE OF THE STATE REPORT: VOLUME I

A VISION AND PROGRESS REPORT FOR A
SUSTAINABLE NEW JERSEY



Our vision of sustainability:

Founded on three interdependent domains:

- Healthy environment
- Thriving economy
- Equitable society

Breaking it down >> **14 Dimensions...**



Natural (ecosystem services)

- 1) Biodiversity
- 2) Water
- 3) Air
- 4) Agriculture & soils



Human & Social

5) Health

6) Education and Human Development

7) Social capital



Economic & Political

8) Governance

9) Economy



Physical (built environment)

10) Housing

11) Transportation

12) Development patterns



System metabolism

13) Energy

14) Waste



ENERGY

How Is New Jersey Doing?



Negative impacts from extraction, production, and consumption of energy on environmental, social, and human health are minimized. Greenhouse gas (GHG) emissions are reduced in time to help avoid catastrophic climate change.



GHG emissions from energy ↓

Annual GHG emissions from energy consumption have declined since 2006.



Vulnerabilities are reduced through a transition to a diverse mix of safe, renewable energy sources that are relatively invulnerable to disruption or depletion over the long term.



Energy from Renewable Sources ↑

The portion of NJ's total energy that comes from renewable sources has increased from 2.6% in 2006 to 4.2% in 2012.



The distribution of costs and benefits of the energy system is equitable. The needs of all people and segments of the economy are met consistently at affordable and predictable costs.



Affordability of Energy ⚖️

There are currently no readily available data and analysis showing the percentage of households that spend more than 6% of their budgets on energy.

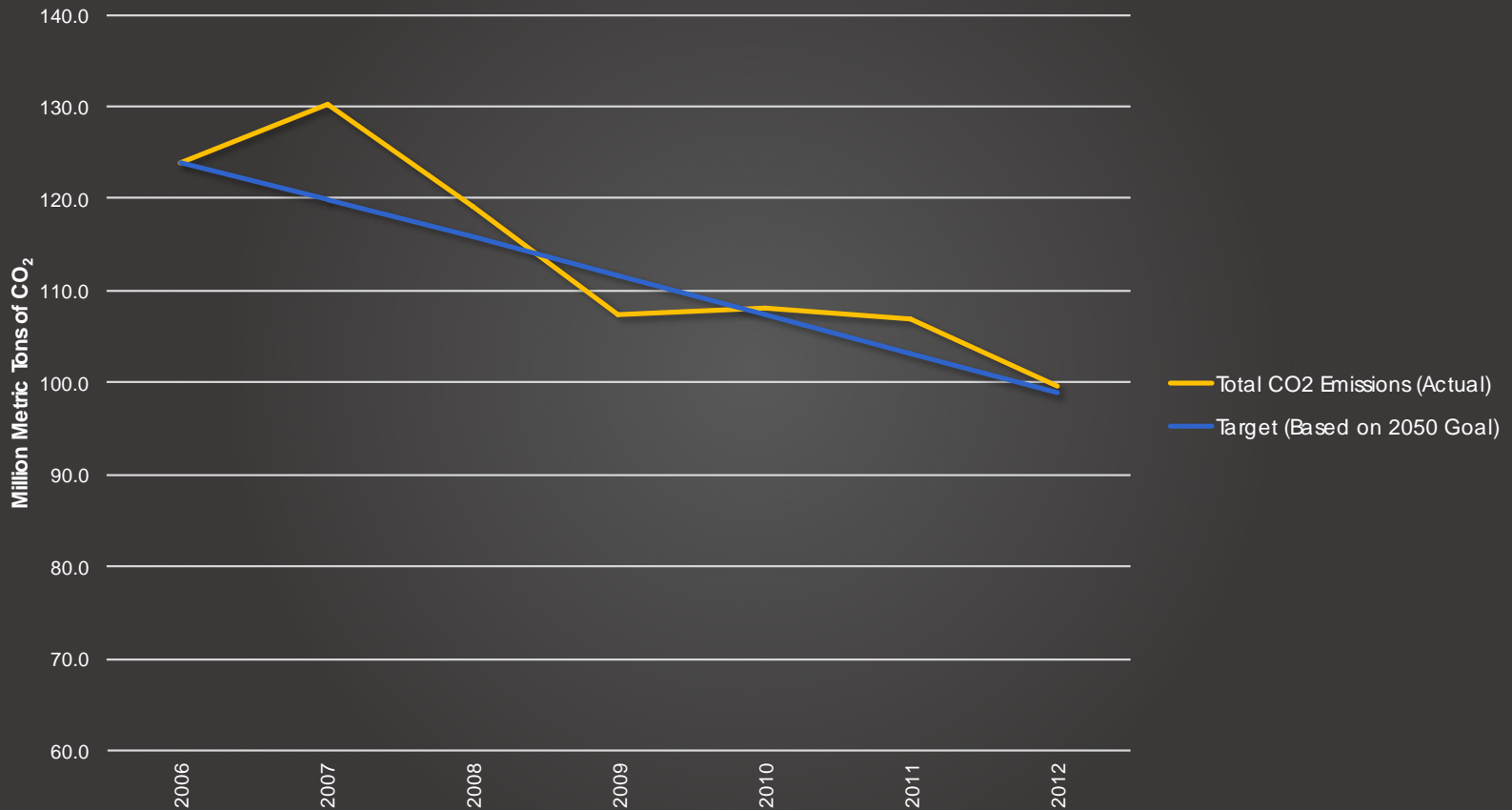


Resilient, diverse, and reliable energy infrastructure delivers high quality energy when and where it is needed, with minimal vulnerability to market, technical, political, operational,



ENERGY

GHG Emissions From Energy



GOLD

- How much should *one municipality* contribute towards getting those GHG down at a rate that meets our target?
... answering that question gives us our standard for ***Gold*** (for Energy)



Objectives for Gold Level of Certification

- Highest level of certification
- Recognizes that a municipality is “on course” to becoming sustainable
- If every municipality were to perform at the Gold level, collectively municipalities would be “doing their part” to achieve “Sustainable State”
- Enables innovation/rewards performance/gets beyond current prescriptive actions
- Easily understood and communicated to local governments and volunteers



Objectives for Gold *(continued)*

- Understands municipal role in Federal system
- Distinguishes performance for municipal facilities/operations vs. for community as a whole
- Strikes balance between scientific necessity and practical reality
- Measures outcomes and performance rather than actions and inputs (wherever possible)
- Minimizes burden of new data collection



Getting to Gold – the process

- Gold Standards Subcommittee of Certifications Standards Committee convened September 2015: made key decisions on structure of Gold
 - ratified by Certifications Standards Committee
 - Staff and lead Task Forces charged to prepare pilot dimensions of a Gold Standard to present at **June 15th 2016 Summit** (*BE THERE!*)



Key decisions on structure of Gold

- 1. Key Performance Objectives** - Municipalities meet performance standards in a number of key dimensions (5-15).
- 2. Performance and Points Hybrid** – A certain number of points (e.g. 500) PLUS achieving Key Performance Objectives in a smaller number of areas (2-4).
- 3. Gold Broken Down by Dimensions** – Gold based on performance in each dimension rather than overall standard.
- **4. Hybrid of 1-3.** Recognition (***star***) is granted for achieving the gold standard for each dimension. Overall GOLD achieved with a specified number (TBD) of stars in some dimensions plus a minimum standard in others.



Additional features of Gold:

Multiple Methods Across Dimensions:

- **Quantitative targets** (e.g., Energy: GHG goal)
- **Where performance standards difficult to measure, complex &/or qualitative** (e.g., biodiversity, social capital):
 - Increase required number of mandatory & priority actions
 - Jury of experts decides if an applicant meets the standard



Next steps

- Work on 1-2 promising quantitative dimensions: ***Energy and Waste***
- Do rough cut of gold standards, concepts for discussion, across all dimensions as far as time allows
- Present at Summit: 1 new dimension and invite comment on other dimensions
- SSSR 2016 Update: solicit and incorporate comments from all Task Forces; fill data gaps

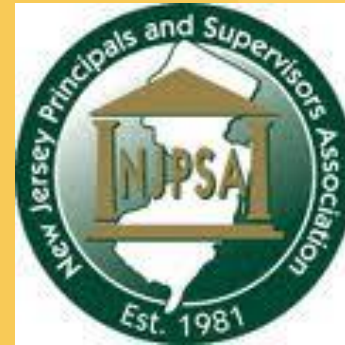


Sustainable Jersey for Schools

- Modeled off of the municipal program
- Free and voluntary
- NJ based and consensus driven
- School level certifications but requires School Board and district level support



Program Partners



Sustainable Jersey for Schools Supporters

Underwritten By:



Sponsored By:

*Sustainable Jersey
for Schools Small
Grants Program
Underwriters*



Founding Sponsors



Silver Sponsor



Bronze Sponsor



Why Participate?



- Framework for action
 - Best practices, guidance and training
 - Technical support resources
 - Small grants
- Positive impact on school community
 - Cost savings
 - Healthier learning environments
 - Student and staff performance



Why Participate?

- Move towards a sustainable future

- Increase recognition and understanding of current and future challenges
- Arm students with knowledge and insights to make wise choices
- Connect STEM education with real-life
- Expose students to future career paths



- Recognize and reinforce progress

- Celebrate accomplishments
- Share successes
- Distinguish your district and school



Leverage Success in Other Programs

- **Build Additive and Supportive Model**
 - US Dept. Of Education “GREEN RIBBON SCHOOLS”
 - National Wildlife Federation, “EcoSchools”
 - NJ Partnership for Healthy Kids
 - Alliance for a Healthier Generation
 - Lots of other great programs.....





A BRIGHTER FUTURE

one school at a time

ABOUT

ACTIONS & CERTIFICATION

EVENTS & TRAININGS

GRANTS & RESOURCES

MEDIA & COMMUNICATIONS

SUPPORT US

REGISTER



REGISTER YOUR SCHOOL DISTRICT OR SCHOOL

Start the certification process by registering with Sustainable Jersey for Schools.



HEADLINES

Sustainable Jersey for Schools Announces 2015 Champion and Leadership Awards
OCT 20, 2015

Sustainable Jersey for Schools Announces the First 59 Schools to Achieve Sustainability Certification
SEP 28, 2015

ABOUT SUSTAINABLE JERSEY FOR SCHOOLS

Sustainable Jersey for Schools is a certification program for New Jersey public schools that want to go green, conserve resources and take steps to create a brighter future, one school at a time. [Learn More](#) →

PARTICIPATING DISTRICTS & SCHOOLS



REGISTER NOW →

UPCOMING EVENTS

New Jersey School Boards Association Workshop 2015
Atlantic City Convention Center
OCT 27, 2015 - 08:00 AM TO OCT 29, 2015 - 05:00 PM

Municipal

Schools



429



131/323

**Sustainable
Jersey
Program
Participants**

**59 Schools
Certified in
2015**



Five Certification Steps

1

- School district adopts resolution of participation and registers. Superintendent invites district's school principals to participate

2

- School principals register their school with letter of participation signed by principal and superintendent

3

- Green Team created at district or school level

4

- District/School completes certification actions totaling at least 150 points.

5

- Green Team uploads documentation and submits application.

Certification Requirements

150

Bronze

- Total of at least 150 points
- Mandatory Green Team
- Implement 2 of 11 priority actions
- Actions completed in 6 of 17 categories

350

Silver

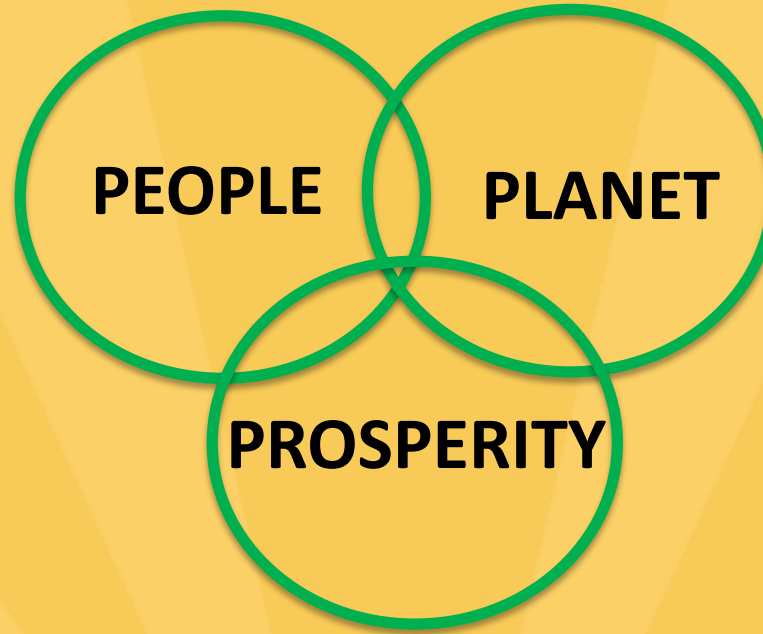
- Total of at least 350 points
- Mandatory Green Team
- Implement 3 of 11 priority actions
- Actions completed in 8 of 17 categories



Certification Action Categories

PEOPLE

- Diversity & Equity
- Food & Nutrition
- Healthy School Environments
- Safe Routes to School
- Student & Community Outreach
- Student & Staff Wellness



Components of Sustainability

PLANET

- Climate Mitigation & Renewable Energy
- Green Cleaning
- Green Design
- Green Purchasing
- School Grounds
- Waste Management & Recycling

PROSPERITY

- Student Learning
- Energy Efficiency
- Innovation Projects
- Leadership & Planning
- Learning Environment



11 Priority Actions

- Community Education & Outreach
- School Wellness Council
- Indoor Air Quality Review
- Energy Audit
- Building Efficiency Measures
- Professional Development for Sustainability
- Education for Sustainability
- School Carbon Footprint
- Green Building Policy
- Green Purchasing Policy
- Waste Audit



Types of Actions

- **District Only**
 - District completes these actions and submits them for review
- **School Only**
 - Individual schools complete these actions and submits them for review
- **Either District or School can complete the action**
 - Action must be claimed by the agreed upon entity

Learning Environment	
School Grounds	
Student & Community Outreach	
Student and Staff Wellness	
1 Programs to Promote Physical Activity	Status: Unplanned
10 Points 📌 School Only	Unplanned ▾
1 Staff Wellness Program	Status: Unplanned
10 Points	Unplanned ▾
1 Policies to Promote Physical Activity	Status: Unplanned
10 Points 🏛️ District Only	Unplanned ▾
1 School Health Assessment	Status: Unplanned
20 Points 📌 School Only	Unplanned ▾
1 School Wellness Council	Status: Unplanned
10 Points ★ Priority 📌 School Only	Unplanned ▾
Student Learning	
Student Safety	

District and School Participation

DISTRICT



- District actions **flow down to all** participating schools in the district
- Certification is awarded at the **school level**

Green Team

- Mandatory Action
- No need to create a new team
- District and/or school level
 - Diverse membership recommended
 - Must have at least two representatives appointed by the union leadership
 - District Green Teams must have school representation
- Successful School Green Teams Webinar available on website



Education for Sustainability

- A Healthy & Sustainable Future is Possible
- We are all in this together
- Healthy Systems have limits
- Diversity makes our lives possible
- Reconcile Individual Rights w/ Collective Responsibilities
- Create Change at the Source, not the Symptom
- Think Far in the Future (1,000 years)
- We are all Responsible
- It All Begins with a Change in Thinking
- Live by the Natural Laws
- Read the Feedback



Sustainable Jersey Small Grant Awards

Sponsor	Deadline	Awards	Total Amount
PSEG	2/23/2015	34	\$100,000
DOH (Health)	6/26/2015	29	\$116,000
NJEA	10/4/2015	50	\$180,000
Gardinier (Energy)	11/1/2015	8	\$100,000
PSEG	1/24/16	34	\$100,000
Total		155	\$596,000

Has anyone here received a Sustainable Jersey or other grant for health and wellness related activities?



Common Ground with Municipal Program

PEOPLE

STUDENT & COMMUNITY OUTREACH

Green Team**

Community Education & Outreach*

Green Fair

"Green" Your Green Fair or School Event

Green Challenges

Civic & Stewardship Volunteer Initiatives

Enrichment Programs through Partnership

DIVERSITY & EQUITY

Breakfast After The Bell

Accessible Communications

Diversity on District Task Forces & Committees

FOOD & NUTRITION

Healthy Food Choices

School Gardens

Promote Locally Grown Foods

STUDENT SAFETY

Safe Routes to School District Policy

School Travel Plan for walking & biking

Pedestrian and Bicycle Safety & Promotion Initiatives

Safe Driving Awareness Programs for High School Students

STUDENT & STAFF WELLNESS

School Wellness Council*

School Health Assessment

Policies to Promote Physical Activity

PROSPERITY

ENERGY EFFICIENCY

Energy Audit*

Building Efficiency Measures*

Energy Tracking & Management

Sustainable Energy Transition Plan

LEADERSHIP & PLANNING

Professional Development for Sustainability*

School Community Asset Mapping

Green Facilities Management Checklist

Green Enhancement of District Strategic Plans

Strategic Plan Implementation of Green Initiatives

District Sustainability Policy

School District Foundation

STUDENT LEARNING*

(only one action in this category will be counted toward priority requirements)

Education for Sustainability K-3*

Education for Sustainability Grades 4-12 Science*

Education for Sustainability Grades 4-12 Math*

Education for Sustainability Grades 4-12 ELA*

Education for Sustainability Grades 4-12 Social Studies*

Education for Sustainability Grades 4-12 Creativity/Arts*

Education for Sustainability Grades 4-12 Health*

PLANET

CLIMATE MITIGATION & RENEWABLE ENERGY

School Carbon Footprint*

On-site Renewable Generation System-Solar

On-site Renewable Generation System-Geothermal

Buy Renewable Electricity

Collaborate with Municipality on Government Energy Aggregation Program

SCHOOL GROUNDS

Biodiversity Audit & Management Plan

Biodiversity Project

Green Infrastructure Assessment & Plan

Green Infrastructure Installation

Sustainable Landscape Design

GREEN DESIGN

Green Building Policy*

Green Building Training

Green Building Survey

Bid New Construction & Major Renovations using Green Standard

Build New/Renovated Project that meets Green Standard

Commissioning Approval for New/Existing Building that meets Green Standard

GREEN PURCHASING

Green Purchasing Policy*

POINTS

10

(5-40)

10

10

10

10

10

10

10

10

10

10

10

10

20

20

10

2016 Certification Cycle

- January 15 – Initial Application Deadline
- Late February – Reviewer Comments
- April 8 – Second Application Submission
- Early May – Reviewer Comments
- June 24 – Final Application Submission
- Mid July – Certified Schools Notified
- October – Certified Schools Celebration



2016 Certification Cycle

- January 15, 2016 – Initial Application Deadline
- Late February 2016 – First Round of Review Comments
- April 8, 2016 – Second Application Submission
- Early May 2016 – Second Round of Review Comments
- June 24, 2016 – Third and Final Application Submission
- Mid July 2016 – Certified Schools Notified
- Late October 2016 – Certified Schools Recognition Event



For More Information

- Visit us at www.sustainablejerseyschools.com
- Email schools@sustainablejersey.com
- Call Sustainable Jersey Staff
 - Heather McCall 609-771-2469
 - Veronique Lambert 609-771-3427



Going Deeper

- Energy Pilots (Gary Fournier) or Randy



Going Deeper

- Energy Pilots
- Hubs
- Resiliency
- Possibly Civic Engagement – mention actions



Regional Hubs



❖ Purpose of regional hubs

- Connect a **network of leaders** learning successful models from each other
- Increase in **collaborations** among Green Teams within the region & across the state

❖ Resource for members

- Peer to peer **mentoring**
- **Regular events** bring expert speakers, training & updates on Sustainable Jersey actions, and an opportunity to socialize
- Stay connected via **online communications platform** that fosters sharing & collaboration
- Sustainable Jersey provides **technical assistance** & limited **administrative support**



Current Hubs



1. Atlantic-Cape May Hub
2. Tri-County Sustainability Alliance (Camden-Burlington-Gloucester)
3. Essex Hub
4. Mercer County Sustainability Coalition
5. Monmouth Hub
6. Somerset County Green Leadership Hub

On the Horizon...

- Hunterdon
- Middlesex
- Morris



Counties as Hub Partners



- ❖ **Atlantic County Utilities Authority (ACUA) & Cape May County Municipal Utilities Authority**
 - Staff are critical members of the Steering Committee; provide meeting space; as members of their town green teams, serve as active mentors for budding & struggling green teams
- ❖ **Camden Municipal Utilities Authority**
 - Director of Sustainability participates on Steering Committee; provides resources for events
- ❖ **Mercer County Office of Economic Development and Sustainability**
 - Assists in coordinating steering committee meetings & hub events; provides meeting space
- ❖ **Monmouth County Division of Planning**
 - Staff are essential in coordinating steering committee meetings & hub events; provides meeting space
- ❖ **Somerset County Planning Division**
 - Essential in gathering other County departments to participate in steering committee; coordinate hub events
 - Created an inventory of County and nonprofit initiatives & how they can help with SJ points



Regional Hubs – Successes so far



Atlantic – Cape May Hub

- ✓ Margate, Ventnor & Longport have begun a collaborative plastic bag education marketing and awareness campaign
- ✓ Steering committee members have successfully coached Estell Manor & Hamilton Township towards participating in our program. Several others continue to be mentored
- ✓ Hammonton is starting their first community garden due to mentoring from Woodbury
- ✓ Upper Twp launched its first farmers market after guidance from Ocean City and Brigantine



Regional Hubs – Successes so far

Greater Comfort, Lower Bills



The State of New Jersey has a great program that gives homeowners Rebates up to \$5000, Interest-free financing up to \$10,000 for energy upgrades.

essexcommunityenergy.org



Essex County Hub

Maplewood, Millburn, South Orange & Irvington launched the “Essex Community Energy” awareness campaign

- how to save money & energy, and reduce carbon footprint
- benefits of home energy audits
- listing of several special programs aimed at using energy more efficiently in homes and contractors & resources to help
- <http://www.essexcommunityenergy.org/>



Regional Hubs – Successes so far



Mercer County Sustainability Coalition

- ✓ *Mercer Living Local Expo*: 8 Mercer towns came together to put on a county-wide green fair, serving over 1,000 people with more than 90 vendors
- ✓ *Farm to Table Fun(d)raiser*: this past July the steering committee raised over \$10,000 for the hub with a wine tasting and five course meal prepared by local chefs



Regional Hubs – Successes so far



Tri-County Sustainability Alliance

- ✓ 9 Burlington, Camden and Gloucester towns hosted a film series together, held in two of the three counties with expert speakers on water management
- ✓ Last year's programming serves as a great model for other hubs with diverse topics & gaining lots of interest:
 - green drinks event,
 - a Camden City service project,
 - a film series road show, and
 - a leadership-capacity building workshop



Regional Hubs – Successes so far



Monmouth County Hub

- ✓ 6 Monmouth towns are coordinating a film series on various topics such as open space preservation and effects of plastic bag & water bottle usage



Somerset County Green Leadership Hub

- ✓ County Planning Department has developed three separate directories for how
 - 1) nonprofits
 - 2) businesses
 - 3) County departmentscan help towns achieve certification in our program



Going Deeper

- Resiliency (Linda)



Sustainable Jersey Resiliency Program

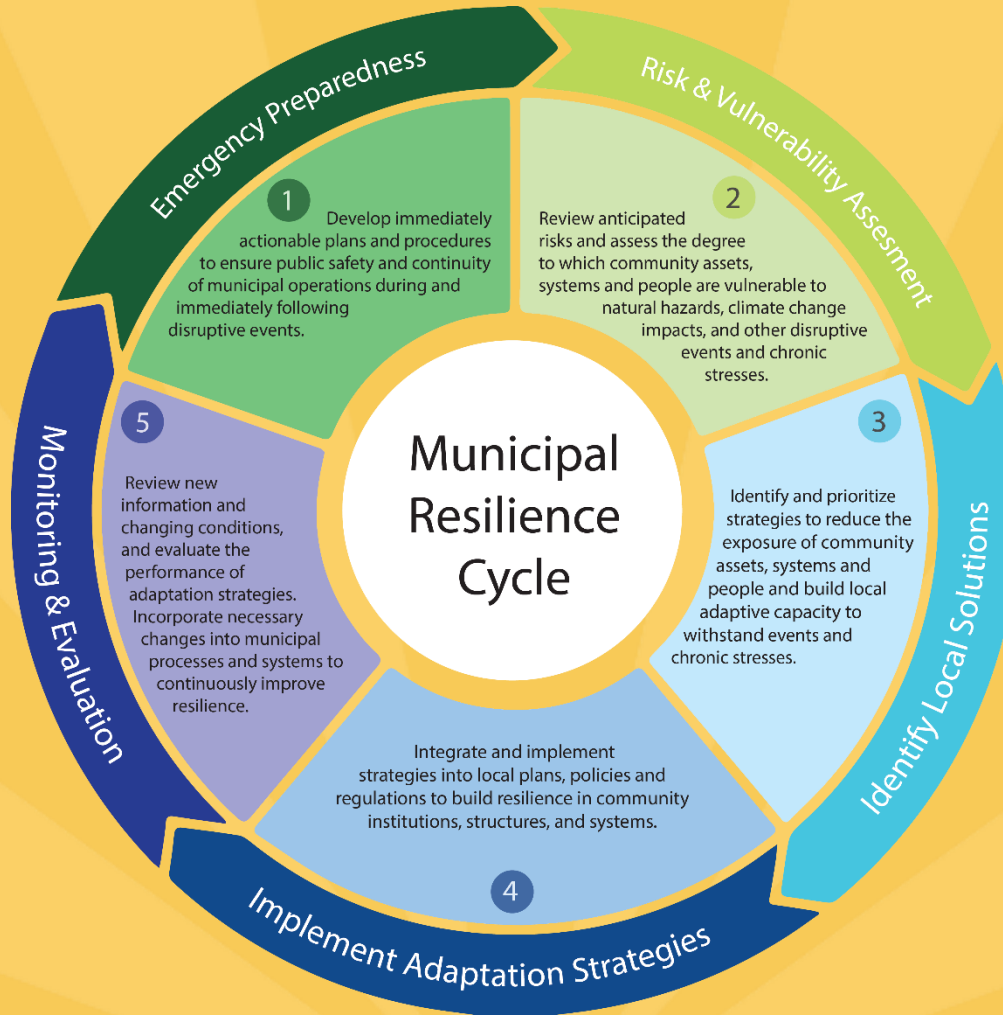
Help municipalities build stronger, more resilient communities

- *Research and collaborative tool development*
- *Sustainable Jersey actions that incentivize local resiliency*
- *Municipal technical assistance*
- *Education and Outreach*



Sustainable Jersey Resiliency Program

✓ Tool Development ✓ SJ Action ✓ Technical Assistance

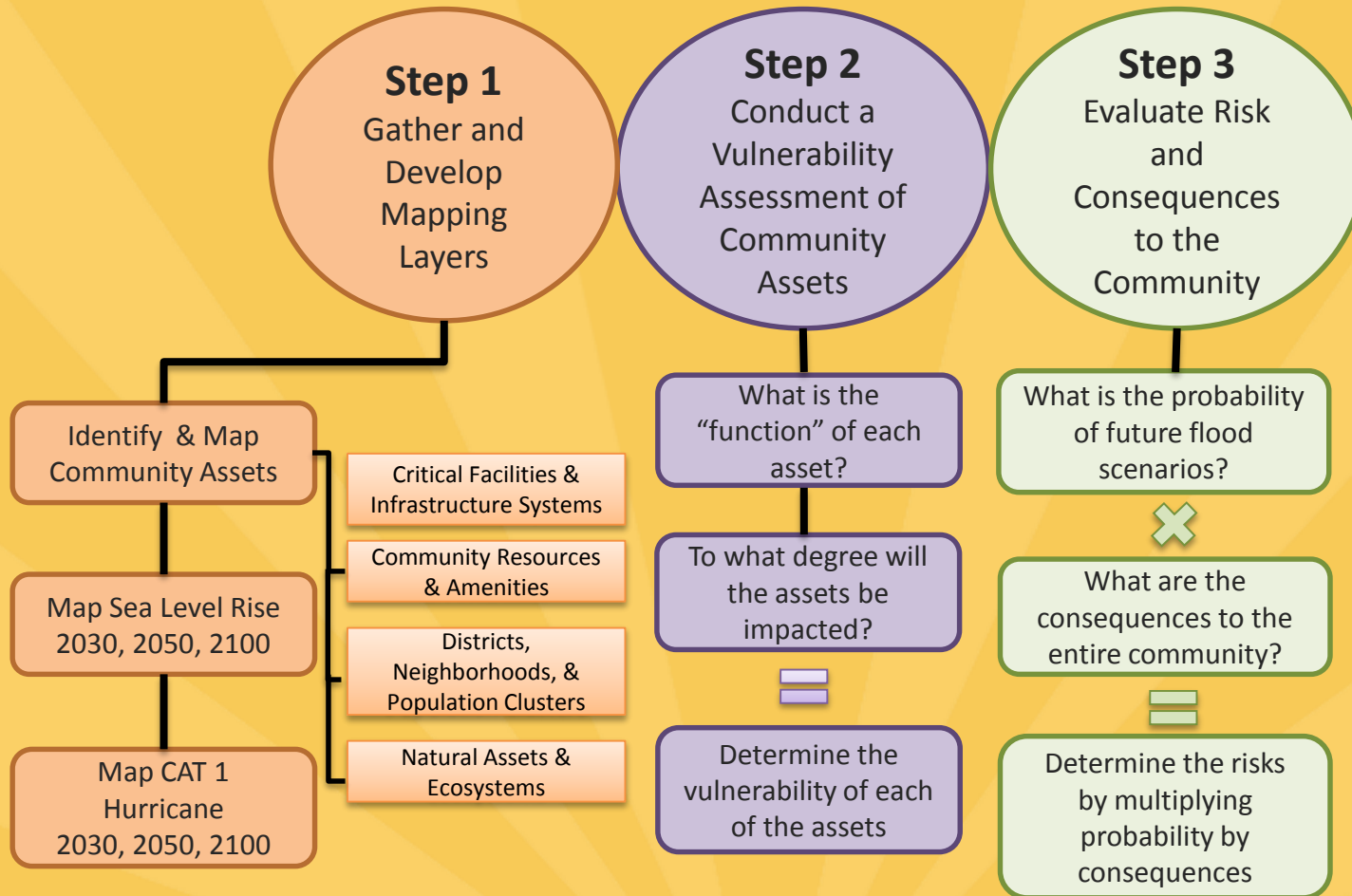


Municipal Coastal Vulnerability Assessment

✓ Tool Development

✓ SJ Action

✓ Technical Assistance



Funding provided by the National Oceanic & Atmospheric Administration (NOAA) through the "NJ Resilient Coastal Communities Initiative"



Collaboration with Resiliency Partners



Funding provided by the National Oceanic & Atmospheric Administration (NOAA) through the “*NJ Resilient Coastal Communities Initiative*”



Ecological-Based Flood Mitigation Strategies

✓ Tool Development

✓ SJ Action

✓ Technical Assistance



Funding provided by the National Fish and Wildlife Foundation.
NJ DEP Coastal and Land Use Planning Division, Project Manager.



Sustainable Jersey Resiliency Program

✓ Tool Development

✓ SJ Action

✓ Technical Assistance

Upcoming Projects and Programs

- Vulnerable Populations
- Drought Prediction and Planning
- Outreach – Webinars and Workshops
- Annotating the cycle
- Food Emergency

