

# New Features of the Sustainable Jersey Website for 2015

## Review of Certification/Recertification

March 11, 2015 & March 16, 2015



# Webinar Agenda

- Why Get Certified/Recertified?
- 2015 Certification Cycle
- Certification Overview
- Action Updates
- Applying for Certification/Recertification
- Using the Online Application
- Why Actions are Not Approved
- Final Thoughts and Take-Aways



# Why Get Certified/Recertified?

- Keep Green Team and municipality focused on making progress
- Extensive support and training
  - Sustainable Jersey training and events
  - Connections to partner organizations willing to help
- Priority access and notification on incentives and grants (Sustainable Jersey Small Grants Program)
- Continue to gain recognition
- Fuels the statewide movement - 177 municipalities certified



# 2015 Certification Cycle

- June 7<sup>th</sup> – Application Deadline
  - Indicate all actions you plan to complete for credit by marking “Completed”
- Early-July – First Round Review Comments Provided
- **September 13<sup>th</sup> – Revision Deadline to be Eligible for Recognition at the 2015 NJLM Conference**
- Mid-October – Second Round Review Comments
- November 22<sup>nd</sup> – Final Application Deadline
- Mid-December – Final Decision on Pending Applications



# 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

# New Actions

- Health and Wellness
  - Smoke-Free and Tobacco Public Places
- Historic Preservation
  - Historic Preservation Element
- Land Use & Transportation
  - Build-Out Analysis
  - Effective Parking Management



# New Energy Related Actions

- Variable Point Actions Introduced
- New Actions
  - Sustainable Energy Transition Plan
  - Renewable Government Energy Aggregation
- Begin Evolution of Existing Actions
  - Energy Audit One Building **to** Energy Audits
  - Inventory and Upgrade All Buildings **to** Implement Energy Efficiency Measures
- Expand Existing Action
  - On-Site Solar System (Formerly Solar)

For more information  
Register to attend the

***Update on  
Sustainable Jersey's  
Municipal Energy  
Program***

webinar scheduled for  
**March 25 at 1:00 PM**



# Other Action Updates

## – Green Design

- All Green Design actions no longer have the prerequisite requirement of completing the Green Building Policy/Resolution or Sustainable Land Use Pledge in order to earn points.

## – Local Economies

- Green Business Recognition Program now variable point

## – Smart Workplaces

- Smart Workplaces Gold and Platinum have been consolidated into one variable point action.
- Gold designation can earn a municipality 5 points, while Platinum designation can earn a municipality 10 points.





# ★ Priority Actions ★

- Energy Tracking & Management
- Implement Energy Efficiency Measures\*
  - Replaces: Inventory & Upgrade All Buildings
- Green Business Recognition Program
- Fleet Inventory
- Climate Adaptation: Flooding Risk
- Municipal Carbon Footprint
- Sustainable Land Use Pledge
- Natural Resource Inventory
- Water Conservation Ordinance
- Prescription Drug Safety and Disposal
- Diversity on Boards & Commissions



# Action Categories

- Animals in the Community
- Arts & Culture
- Brownfields
- Climate Mitigation & Adaptation
- Community Partnership & Outreach
- Diversity & Equity
- Energy Efficiency
- Food
- Green Design
- Health & Wellness
- Innovation & Demonstration Projects
- Land Use & Transportation
- Local Economies
- Natural Resources
- Operations & Maintenance
- Sustainability Planning
- Waste Management

# Master Action Tracking Spreadsheet

- Download from Website
  - On Green Team Resources and Presentations Page, Actions & Certification heading, and “Help” area of online application
- Helpful Planning Tool
  - Track progress & checklist for uploading materials
- Spreadsheet Includes:
  - Action name, submission requirements, shelf life, resubmission requirements, points

# Applying for Certification/Recertification

**GET CERTIFIED**



# Accessing Your Application

- Sign up for an account (if you do not already have one)
  - Validate your email address!
- Login on the Website
  - Primary Contact: Same email address and password
  - Others: Sign Up for an Account
- Log Out of the Website
  - Click “You are signed in button” and press “sign out”

## Join Sustainable Jersey

Before you can register a municipality or manage your application, you must either sign-up for a Sustainable Jersey account or login to an existing account.

### Login



You have been successfully logged out. To sign in again, enter your username and password below.

Email Address:

Password:

[Forgot Password?](#)

Sign in

### Sign up for a New Account with Sustainable Jersey



With a Sustainable Jersey account, you are able to:

- Register a Municipality
- Be Added to a Municipal Profile
- Access a Municipal Dashboard
- Post Events to our Calendar
- Sign-up for Automatic Grant Notifications

Signing up is easy and takes only a couple minutes. To sign up, please click on the button below.

Sign Up Now

### Logout



You are currently signed in. To logout, click the button below. [Click here to update your account information](#)

Sign out



# Municipal Dashboard

- Easily access important information relevant to certification
- All accounts for which you are a user will appear
- Four buttons allow you to perform different functions
- Download Resolution: view the resolution submitted to register with the program. It does **not** need to be updated and is different than the **green team resolution** required for certification

The screenshot displays the 'Municipal Dashboard' interface. It features two main sections for different municipalities: 'BARNEGAT TWP (OCEAN)' and 'BLOOMINGDALE BORO (PASSAIC)'. Each section contains a table of actions:

BARNEGAT TWP (OCEAN)	
Update Application	Update your existing application
Update Municipality Profile	Update the primary contact, secondary contact, and certification report "introduction"
Manage Municipality Users	Manage Municipality owners and contributors
Download Resolution	Click to download the Municipality resolution

BLOOMINGDALE BORO (PASSAIC)	
Update Application	Update your existing application
Update Municipality Profile	Update the primary contact, secondary contact, and certification report "introduction"
Manage Municipality Users	Manage Municipality owners and contributors
Download Resolution	Click to download the Municipality resolution

On the right side, there is a sidebar titled 'ACTIONS & CERTIFICATION' with the following menu items: Why Get Certified?, Getting Started, Register, Certification Overview, Program Updates, Actions, **Municipal Dashboard** (highlighted with a blue circle), Review, Green Team Resources, Participating Communities, and Annual Awards.



# Update Municipality Profile

- Keep you contact information update to receive important Sustainable Jersey notifications.
- Click **“Update Profile”** at bottom of page when complete.

## Update Municipality Profile

Information from your municipality profile is included in the public version of your application.

### PRIMARY CONTACT

First Name

Samantha

Last Name

McGraw

Position Title

Department

Phone

609-771-2938

Email Address

mcgraws@tcnj.edu

Address:

### SECONDARY CONTACT

First Name

Last Name



# Manage Municipal Users

- Add additional users to contribute toward your application.
- Both owners & contributors can access, edit, and submit the application.
- Owners can add/remove other owners & contributors; contributors can only add other contributors

**OWNERS**

1. John Riggs	Owner	Update	Remove
2. Renee Haider	Owner	Update	Remove
3. Rajani Karuturi	Owner	Update	Remove
4. Karen Toth	Owner	Update	Remove
5. Samantha McGraw	owner		

**CONTRIBUTORS**

1. Joe Slomian	Contributor	Update	Remove
2. Cori Haider	Contributor	Update	Remove

**ADD A USER**

Email:

Role:

Enter email address

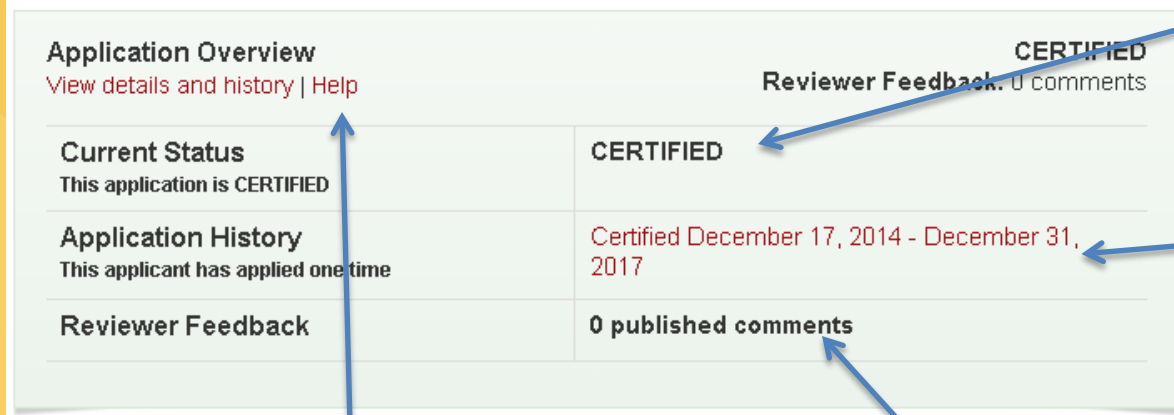
Designate role

Execute



# Working on Your Application

- Choose “Update Application” on Municipal Dashboard
- Think of your application as a living document; a file-cabinet that will constantly change and get updated even after certified
- Application Overview
  - Click “View details and history” to see:



The screenshot shows the 'Application Overview' page. At the top right, it says 'CERTIFIED' and 'Reviewer Feedback: 0 comments'. Below this is a table with three rows:

<b>Current Status</b> This application is CERTIFIED	CERTIFIED
<b>Application History</b> This applicant has applied one time	Certified December 17, 2014 - December 31, 2017
<b>Reviewer Feedback</b>	0 published comments

Blue arrows point from the explanatory text on the right to the 'View details and history' link, the 'CERTIFIED' status, the application history dates, and the '0 published comments' text.

**Current status:** All new applications are marked In Progress – you have started working on your application

**Application History:** Certified applicants can view a report of their certification actions

**Get help:** Access more detailed instructions on navigating the application

**Check on reviewer feedback:** Once you have submitted your application and it has been reviewed



# Search Features

**SEARCH ACTIONS**

education

Planned  Completed  Must Revise  Not Approved  Approved  Expired

To identify actions by status, check the desired box or boxes above. The Action Totals box at right will also reflect only those actions selected. Click on the Clear Search button to return to the full action listing.

Search Actions Clear Search

Back to Top Expand All Collapse All

Animals in the Community

Animals in the Community Education Status: Unplanned  
10 Points Unplanned

Arts & Creative Culture

Brownfields

Climate Mitigation & Adaptation

Community Partnership & Outreach

Community Education and Outreach Status: Unplanned  
10 Points Unplanned

Competitive funding available

**SEARCH ACTIONS**

Type in a word(s) to identify all actions with that word(s) in the title

Planned  Completed  Must Revise  Not Approved  Approved  Expired

To identify actions by status, check the desired box or boxes above. The Action Totals box at right will also reflect only those actions selected. Click on the Clear Search button to return to the full action listing.

Search Actions Clear Search

Back to Top Expand All Collapse All

Animals in the Community

Animals in the Community Education Status: Planned  
10 Points Planned

Arts & Creative Culture

Brownfields

Brownfields Inventory & Prioritization Status: Planned  
10 Points Planned

	bronze	silver
Mandatory	1	1
Priority	2	3
Points	150	350
Categories	6	8

**ACTION TOTALS**  
(Planned)

Mandatory	0/1
Priority	0/12
Total	20/1490
Categories	2/19
Actions	2/139

When you have completed all the actions you would like to include in your application, click on the button below.

Submit Application for Review and Certification

- Search for actions using key words in the action title **OR** by action status
- Actions that meet search criteria will expand
- Clear search when complete



# Action Status

Natural Resources	
<b>Environmental Commission Site Plan Review</b> 10 Points	Status: Unplanned Unplanned
<b>Water Conservation Education Program</b> 10 Points	Status: Planned Planned
<b>Water Conservation Ordinance</b> 20 Points ★ Bronze Priority ★ Silver Priority ● Submissions for this action do not expire	Status: Completed Completed
<b>Environmental Commission</b> 10 Points ● Last updated 01/09/15 ● Expired on 12/31/14	Status: Expired Expired
<b>Natural Resource Inventory</b> 20 Points ★ Bronze Priority ★ Silver Priority ● Expires on 05/31/16 ● Last updated 10/14/14	Status: Approved Approved
<b>Open Space Plans</b> 10 Points ● Last updated 12/18/14	Status: Not Approved Not Approved

Default unless changed by user

Changed by user to indicate it will or has been worked on

Changed by user to indicate the action submission is completed including the uploading of supporting documentation

Previously received credit, but due to shelf life of the action, points are no longer counted in application

Credit not awarded last time action submitted

Points currently included in your application.  
Expiration dates may be applicable



# Variable Point Actions

## Local Economies

### **i** Green Business Recognition Program

10 Points

★ Bronze Priority ★ Silver Priority

● This action has variable points: 10, 15, 20

#### **ACTION SUBMISSION: GREEN BUSINESS RECOGNITION PROGRAM**

You are editing the action submission for the action "Green Business Recognition Program." [Learn more about this action.](#)

Directions: Please complete this form to submit this action as part of your application. First, mark the Status as "planned" and, if it is a variable point action, indicate the **Requested Points**. See the action text for the action requirements associated with each point level. After you have entered the **Description and Implementation** and **Uploaded the Supporting Documentation**, click on the **Save Action Submission** button. Finally, when the action submission is complete and ready for review, change the status from "planned" to "completed" and resave.

**Status**

Current action submission status: **Planned**

**Requested Points**

Point level requested for this submission

- The points awarded for the action will vary based on what has been accomplished
- For example, Green Business Recognition Program is based on implementing a program, adopting NJSBR criteria, and promoting/encouraging participation in sector-specific green business recognition programs
- Application view defaults lowest point value until changed by user
- User selects point value supported by the documentation as part of the submission from the drop down menu
- Reviewer confirms point value selected or changes based on review of the documentation



# Action Listing

● Diversity & Equity

**i Diversity on Boards & Commissions** ← Status: Planned

10 Points ★ Bronze Priority ★ Silver Priority

Planned ▼

● Last updated 10/30/14

- Click on action title to go to **Action Submission Page**

- Click on  to view action

**Diversity on Boards & Commissions** 10 Points Bronze Priority Silver Priority

Who should lead and be involved in this action?

Timeframe

Project Costs and Resource Needs

Why is it important?

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

What to submit to get credit/points

Spotlight: What NJ Towns are doing

Resources

Print Action Description

Download PDF Version

Municipal governments have many opportunities to incorporate social equity issues into local government practice and programs. This Diversity on Boards and Commissions action provides an assessment process that allows communities to begin to consider the degree of inclusivity and representation of the membership of their municipal boards and commissions. Communities should strive for board and commission membership that reflects the community profile in terms of race, religion, ethnicity, socioeconomic status, sexual orientation, age, political beliefs, physical ability, national origin, cultural identification, national identification, and family structure. This is not to say that people from one group will not do a good job representing people from another. However, diverse board membership encourages the exchange of different perspectives, facilitates innovative problem-solving, and supports social equity in communities.

**Who should lead and be involved in this action?**

The Mayor, with support from the leadership of the governing body, municipal staff, Green Team, board and commission members, community and faith based organizations, social service organizations, and community residents, could participate in an effort to evaluate the diversity on municipal boards and commissions.

**Timeframe**

## ACTION SUBMISSION: DIVERSITY ON BOARDS & COMMISSIONS

You are editing the action submission for the action "Diversity on Boards & Commissions." [Learn more about this action.](#)

Directions: Please complete this form to submit this action as part of your application. First, mark the Status as "planned" and, if it is a variable point action, indicate the **Requested Points**. See the action text for the action requirements associated with each point level. After you have entered the **Description and Implementation** and **Uploaded the Supporting Documentation**, click on the **Save Action Submission** button. Finally, when the action submission is complete and ready for review, change the status from "planned" to "completed" and resave.

<input checked="" type="checkbox"/> <b>Status</b> Current action submission status: <b>Planned</b>	Planned ▼
<input checked="" type="checkbox"/> <b>Points</b> Points for this action are not variable.	10



# Action Submission Page

- This is where you upload documentation for a specific action.
- Update the status of the action
- Enter a narrative description
- Upload documentation
  - Successful upload appears in box below
  - Remove documents by clicking red "x"
- Save action submission

**ACTION SUBMISSION: DIVERSITY ON BOARDS & COMMISSIONS**

You are editing the action submission for the action "Diversity on Boards & Commissions." [Learn more about this action.](#)

Directions: Please complete this form to submit this action as part of your application. First, mark the Status as "planned" and, if it is a variable point action, indicate the **Requested Points**. See the action text for the action requirements associated with each point level. After you have entered the **Description and Implementation** and **Uploaded the Supporting Documentation**, click on the **Save Action Submission** button. Finally, when the action submission is complete and ready for review, change the status from "planned" to "completed" and resave.

<input checked="" type="checkbox"/> <b>Status</b> Current action submission status: <b>Planned</b>	Planned
<input checked="" type="checkbox"/> <b>Points</b> Points for this action are not variable.	10

**DESCRIPTION OF IMPLEMENTATION:**

In the text box below, please provide a short summary (300 word maximum) of what was accomplished and the impact it had or will have on the school community. Include relevant references to the uploaded materials. If you are pasting information into the text box, please be sure to check the content and format of the entry.

Type your text here about how you completed the action.

**UPLOAD SUPPORTING DOCUMENTATION**

Please upload the supporting documentation required as outlined in the "What to submit to earn points for this action" section of the action. Simply enter a document title, click on the **Choose File** button to select the file, and then click on the **Upload** button. Up to six files can be uploaded. Each file must be uploaded individually. Individual files cannot exceed 20 MB. If there is a need to provide more than six documents, please combine documents into one PDF file. To remove any uploaded file, simply click the "X" in the column labeled "Delete." Be sure to click on the **Save Action Submission** before exiting this page.

**Document Title (optional)**  
Diversity on Boards & Commissions Documentation

No file chosen

Type	Title	Uploaded On	Delete
	Diversity on Boards & Commissions Documentation	3/11/2015 at 01:44 PM	<input checked="" type="button" value="X"/>

Jump to another planned action submission:  
Diversity on Boards & Cor

# Submitting Your Application

- Track your progress using the Action Totals box
  - View different point combinations using the status filters
- Submit application
  - Mark actions that you plan to complete for credit as “completed”
  - Points will automatically recalculate in the Action Totals Box
  - Submit button turns yellow when all minimum certification requirements are met
  - Press submit button
  - Locked from editing actions you submitted for

**SEARCH ACTIONS**

Type in a word(s) to identify all actions with that word(s) in the title

Planned  Completed  Must Revise  Not Approved  Approved  Expired

To identify actions by status, check the desired box or boxes above. The Action Totals box at right will also reflect only those actions selected. Click on the Clear Search button to return to the full action listing.

**ACTION TOTALS**  
(Completed, Approved)

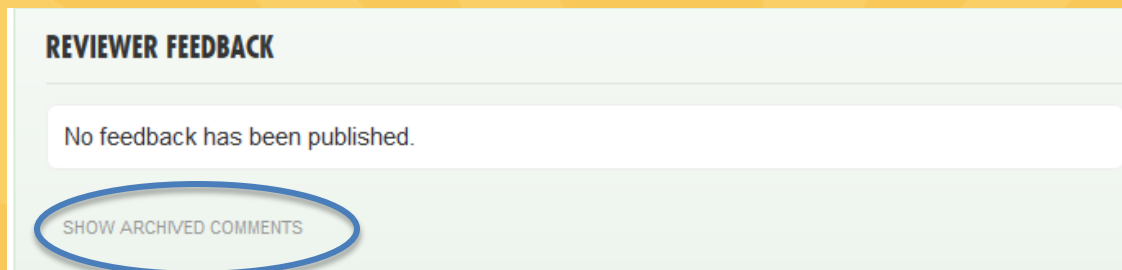
Mandatory	1/1	●
Priority	3/12	●
Total	215/1490	●
Categories	6/19	●
Actions	19/139	●

If all completed action submissions are approved, this application will qualify for **bronze** certification.

To achieve **silver** certification, see certification criteria above.

# Reviewer Feedback

- All users notified by email when application is unlocked and ready for editing.
- Subject matter expert will review the action and provide feedback. Action will be marked “Approved” or “Must Revise.”
  - Must Revise feedback will summarize what more is needed to have the action approved.
  - Feedback is at the bottom of the action submission page or top of the application.
- Feedback on an action from a previous submission can be viewed by clicking “Show Archived Comments”





# Why Actions Are Not Approved

Pitfall	How to Overcome
<b>Action Implemented Expired/Too old</b>	Review Submission Requirements; Update action as necessary.
<b>Proper documentation not submitted</b>	Double check action submission requirements and documentation uploaded
<b>Misinterpretation of Action Goals</b>	Be sure to closely read the “What to Do” and “What to Submit” portion of the action to verify that what you plan on submitting is in line with the intent of the action
<b>Seeking credit for same activity under two different actions</b>	One activity may only be given credit under one action; Have someone that oversees entire application
<b>Not conducting outreach/education component required for many actions</b>	Read the submission “What to Do” and “What to Submit” sections closely
<b>Not completing the prerequisite action</b>	Be sure to read the Introduction to each action and the “What to Submit” section to make sure the action does not have a prerequisite or that it has been completed.

# Final Thoughts & Take Aways

- Make sure to sign up for an account if you do not already have one, and update your municipal profile with the most recent contact information.
- Add users to your account to assist with uploading documentation to speed up the certification process.
- Certification Cycle: It is doable! We had plenty of towns that continued to work on their application throughout the review and resubmittal periods up to the final deadline.



# Final Thoughts & Take Aways

- Collaborate! Work with neighboring towns & other organizations
- Use the Participating Communities Map to find examples of documentation from certified towns

Search by  
action

View certified towns approved  
for that action

View certification report for  
example documentation

**BY CERTIFIED ACTION**

All Actions  
OR CHOOSE A SUB-ACTION

Environmental Commission Site Plan Review

Water Conservation Education Program

Water Conservation Ordinance

Environmental Commission

Natural Resource Inventory

Open Space Plans

**Tree & Woodlands Management**

**BY COUNTY**

All Counties

Update Search Reset

**Participating Communities**

Map view List view 423 Total Participating 177 Currently Certified

Applicant	County	Certification
Andover Twp	Sussex	bronze
Atlantic Highlands Boro	Monmouth	bronze
Bedminster Twp	Somerset	bronze
Berkeley Heights Twp	Union	silver
Bernards Twp	Somerset	silver
Bernardsville Boro	Somerset	bronze
Bethlehem Twp	Hunterdon	bronze
Bordentown City	Burlington	silver
Bordentown Twp	Burlington	bronze
Brick Twp	Ocean	bronze
Bridgewater Twp	Somerset	bronze
Caldwell Boro	Essex	bronze
Cape May City	Cape May	silver
Chatham Boro	Morris	silver
Clinton Town	Hunterdon	bronze
Cranbury Twp	Middlesex	bronze
Dererville Twp	Morris	bronze
Eatontown Boro	Monmouth	bronze
Edison Twp	Middlesex	bronze

**Participating Communities**

Map view List view 423 Total Participating 177 Currently Certified

**WEST WINDSOR TWP**  
MERCER COUNTY

Certification Level: Silver

Certified On: October 22, 2013

Total Points: 450

Certification Report: [View Report](#)

Applicant Profile: [View Profile](#)

# Final Thoughts & Take Aways

- Go for Silver! Even though your certification is good for 3 years, you can still submit every June.
- Collaborate! Work with neighboring towns & other organizations
- **Certification Application Deadline: June 7<sup>th</sup> at 11:59pm**



# Sustainable Jersey Support

- Technical Support
  - **Samantha McGraw:** 609-771-2938;  
[info@sustainablejersey.com](mailto:info@sustainablejersey.com)
- Events & Trainings
  - Listed on website (Events & Training Page)
  - Ability to add your events
- Join the Sustainable Jersey Mailing List
- Follow Sustainable Jersey on Facebook and Twitter
- Sign up for the webinar on Energy actions:  
<https://attendee.gotowebinar.com/register/8971554552334188802>

