



# Moving Up to Silver Certification

February 19, 2020



# Speakers

**Sandra Kelly**

Green Team Coordinator  
Collingswood Borough



**Samantha A. McGraw**

Program Manager  
Sustainable Jersey



# Agenda

- Certification Requirements
- Strategizing with your online application and Master Action Tracking Spreadsheet
- Recommended Actions
- Presentation from Collingswood Borough
- Results of Silver Certified Town Questionnaire
- Takeaways
- Q&A



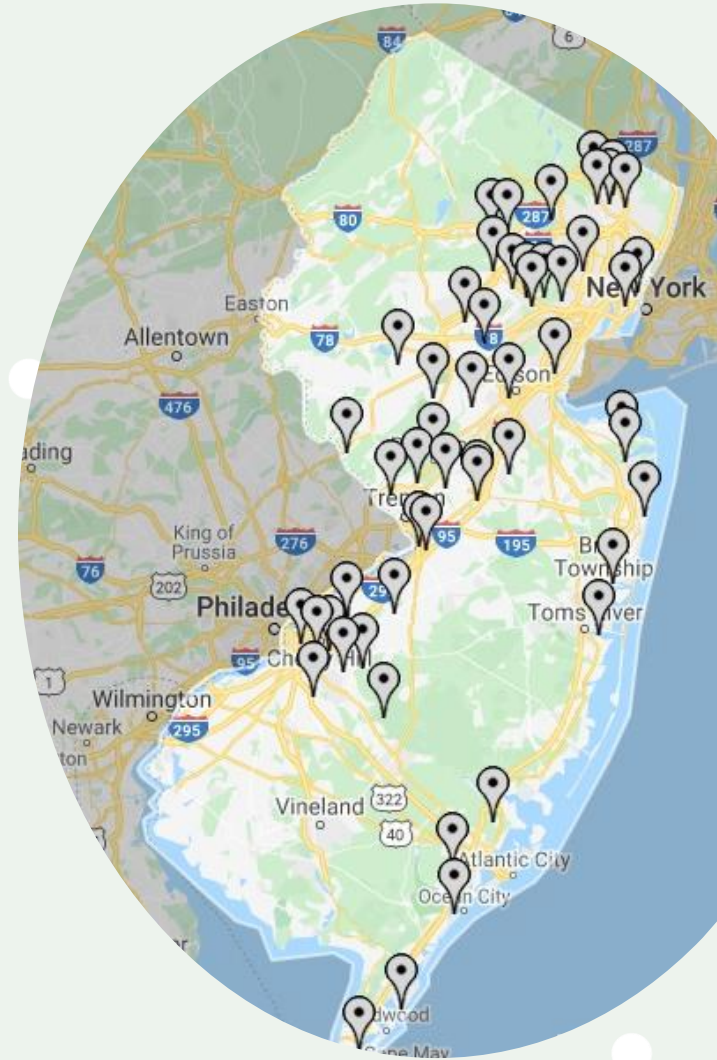
# Silver Statistics

**53**

Silver Certified

**430**

Average Points



## Requirements

- Total of at least 350 points
- Mandatory Green Team
- Implement 3 of 12 priority actions
- Actions completed in 8 of 18 categories

**What's New in 2020? Program Updates Webinar Recording & Presentation**

Learn more about the new actions and updates in the webinar recording and presentation [here](#)



# Application Strategy

1. Determine the number of approved points, and check their expiration dates

**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

**ACTION TOTALS**  
(Approved)

Mandatory	1/1	●
Priority	3/12	●
Total	150/1700	●
Categories	7/20	●
Actions	11/158	●

**Animals in the Community Education**

**10 Points**

- Expires on 10/15/20
- Last updated 02/07/20
- This submission is currently locked

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**Water Conservation Ordinance**

**20 Points** ★ Bronze Priority ★ Silver Priority

- Submissions for this action do not expire
- Last updated 01/28/19
- This submission is currently locked

Actions that expire **after** the May submission deadline (5/17/20) **do not** need to be updated

You **do not** need to update actions that do not expire

2. Determine the number of actions that have expired and concentrate your effort on updating them



# Application Strategy

- 3. Determine the number of **not approved** actions and read the reviewer feedback to determine what was missing

Application Overview		Reviewer Feedback
<a href="#">View details and history</a>   <a href="#">Help</a>		
<b>Current Status</b> This application is IN PROGRESS	IN PROGRESS	
<b>Application History</b> This applicant has applied one time	Certified December 6, 201	
<b>Reviewer Feedback</b>	<a href="#">Click here</a>	<b>2 published comments</b> <b>1 archived comments</b>

**REVIEWER FEEDBACK**

No feedback has been published.

[SHOW ARCHIVED COMMENTS](#)

- 4. Translate this information into the Master Action Tracking Spreadsheet so that your team can develop a plan to begin working toward silver certification

- Download this from the [Green Team Resources Page](#)
- Spreadsheet includes the action name, submission requirements, look-back period, approval period, resubmission requirements, and points for each action



# Application Strategy

5. Examine the actions for which you have not yet submitted
6. Assign actions to your team by identifying those with an interest in a particular area or those with access to information (i.e. recycling depot to the recycling coordinator, natural resources inventory to an environmental commission member, etc.)



# Recommended Actions

This is a list of actions with high point values and approval ratings and an approval period of 3 years or longer

<u>Action</u>	<u>Category</u>	<u>Approval Period (Years)</u>	<u>Points</u>
Wildlife Interaction Plan	Animals in the Community	5.5	10
Brownfields Inventory & Prioritization	Brownfields	4 2 (Resubmission)	10-15
Brownfields Reuse Planning	Brownfields	4	5-15
Energy Efficiency for Municipal Facilities (Priority)	Energy	5-10 pts (5) 15-50 pts (10)	5 – 50
Municipal On-Site Solar System	Energy	5	10 - 40
Public Electric Vehicle Charging Infrastructure	Energy	5	15
Smoke-Free and Tobacco-Free Public Places	Health & Wellness	Non-Expiring	10
Innovative Community Project 1-3	Innovation & Demonstration Projects	Up to 5	10 - 30
Bicycle and Pedestrian Audits	Land Use & Transportation	4	5-10
Bicycle and/or Pedestrian Plan	Land Use & Transportation	10	10
Natural Resources Inventory	Natural Resources	10	20
Open Space Plans	Natural Resources	10	10
Tree Protection Ordinance	Natural Resources	Non-Expiring	10
Water Conservation Education Program	Natural Resources	3.5	10
Community Forestry Plan & NJUCF Accreditation	Natural Resources	1	10-20
• Tree Hazard Inventory		• 5.5	• 10
• Tree Maintenance Programs		• 2.5	• 10
• Tree Planting Programs		• 3.5	• 10





# Case Study:

## Borough of Collingswood

*Sandi Kelly, Green Team Coordinator*

Certified Bronze 2013, 2016

Certified Silver, December 2019





# About Collingswood:

- Located in Camden County
- Population 14,027
- Suburban, walkable community
- Featuring main street type downtown business district



★ Designed by TownMapsUSA.com





## *Silver "Ingredients":*



- Leadership Buy-in
- Committed Green Team
- Borough Staff Support & Capacity
- Resident & Business Support





A Better Tomorrow, One Community at a Time

## How?

- Evaluate
- Collaborate
- Communicate!





# Who?

## Green Team and Community Groups:

- Shade Tree Committee
- Community Garden
- Bike Share
- Business Improvement District

## Leadership:

- Borough Commission
- Administration
- Department Heads & Municipal Staff – Public Works, Community Development, Farmers' Market Manager, Police & Fire Chiefs

## Contractors:

- Communications/Marketing Consultant
- Borough Engineer
- Planners







# Steps – Creating a plan to get to 350+



- > Reviewed list of ongoing bronze actions & potential new actions with entire team
- > Evaluated what actions were already being done & how they could be improved to be eligible



- > Assigned action leader from green team
- > Assign municipal staff or consultant
- > Distribute Action Requirements



- > Developed timeline with due dates
- > Held regular progress meetings
- > Staff assisted with challenges





# Collingswood Action Highlights:

14 Categories | 37 Actions

## LOCAL FOOD

- Farmers Market
- Buy Fresh
- Community Gardens

## WASTE REDUCTION

- Backyard Composting
- Cut it and Leave it Reusable bag program

## COMMUNITY OUTREACH

- Green Fair
- Green Challenge
- Community Education

## GREEN DESIGN COMMERCIAL & RESIDENTIAL BUILDINGS

- Upgrade/Retrofit-Light Pollution
- Green Development Checklist

## SUSTAINABLE LAND-USE

- Complete Streets
- Land-use Pledge

## TREE & WOODLANDS MANAGEMENT

- Tree Maintenance
- Tree Planting
- Forestry Management Plan





# ***Green Ordinances and Resolutions***

## *Consider Introducing as a package*

- Sustainable Land-Use Pledge
- Complete Streets
- Support for New Jersey's Wildlife Action Plan
- Green Grounds Maintenance
- Prohibiting Smoking on Public Property
- Outdoor Light Pollution
- Establishing a Creative Team
- Supporting Anti-Idling Zones and NJ State Statute
- Creating a Green Development Checklist
- Single-use Plastic Bag Ban Ordinance





# Challenges we faced

**CAPACITY - IMPLEMENTING ACTIONS:** volunteers willing to work, but often lack the experience to navigate government systems and requirements



**Solution:** Assigned a municipal liaison point person to co-lead all actions

**CAPACITY – COMPLETING APPLICATION:** Application is time consuming

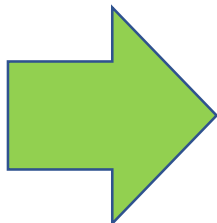


**Solution** –Leadership established with all staff that application is important and assigned municipal point person and team to complete application

**BUY IN:** Concerns about actions that take significant resources or have potential for criticism from public



**Solution** – Communicate benefits to all stakeholders, use success stories from other municipalities. Be helpful and responsive in addressing concerns.



***Persistence and Patience is Key!***

*Success is stumbling from failure to failure with no loss of enthusiasm.*





# Takeaways - Quick Reference

- Match team talent, passions, and abilities to actions
- Establish clear action items, who's responsible, and timelines for completion
- Regularly engage and support leadership
- Utilize Sustainable Jersey resources & staff
- Talk to other towns and ask for help!







A Better Tomorrow, One Community at a Time

# Thank You!

Sandi Kelly  
Collingswood Green Team  
[sandi@slk-partners.com](mailto:sandi@slk-partners.com)





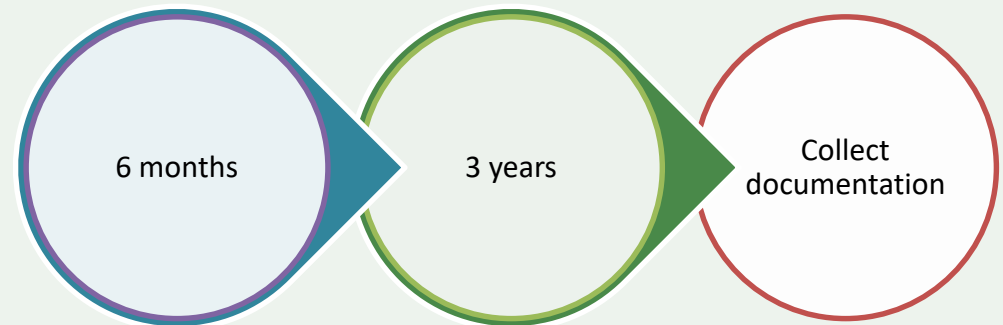
# Silver Certified Town Questionnaire Summary Results

# Timeframe & Champion



3 to 15 team members

Motivated green team leader or members and supportive mayors



# Participants

RED indicates groups utilized by more than one municipality

- Administrator
- Arts Commission
- Business Association
- Clerk
- Community
- Council
- Creative Team
- DPW
- Economic Development Committee
- Engineering
- Environmental Commission
- Finance
- Garden Club
- Green Team Lead
- Health & Human Services
- High-Ranking Employees
- Historic Preservation Society



# Participants

- Human Resource Department
- Manager
- Mayor
- Municipal Employees
- Non-Profit Organizations
- Office of Emergency Management
- Planning Board
- Police
- Public Information Officer
- Purchasing
- Recreation
- Schools
- Sewage
- Shade Tree Commission
- Treasurer

**Takeaway:** Successful silver certification is attained by reaching out to everyone in your municipal government, school, and community





# Maintaining Momentum

## Towns maintained momentum by:

- Building off of the “high” of attaining bronze certification and pursuing more than “certification” initiatives
- Sharing the workload
- Outlining to officials & other team members exactly what had to be done
- Creating mutually beneficial working relationship between town and sustainability goals



# Maintaining Momentum

Towns maintained momentum by:

- Providing timelines for deliverables
- Utilizing the three rounds of submission and review to break up the work into manageable pieces
- Remaining “low key” but encouraging so as not to overwhelm volunteers
- “Lead by example” – green team lead picked up for those that became overwhelmed
- PRAISING the work done by volunteers





# Action Strategy

- Identify actions approved from bronze certification & those with which you're already involved; use the Master Action Tracking Spreadsheet and assign actions to green team members
- Identify actions with a long shelf-life
- Pursue actions in which the town was interested
- Identify actions for which people have a passion
- Develop an "ordinance package" for sustainability policies



# Action Strategy

- Identify actions that would create a positive image of the town and have a positive impact and/or identify those that directly benefit a sector of the community
- Reach out to organizations in town and suggest actions on which they might be interested in working
- Engage the help of interns

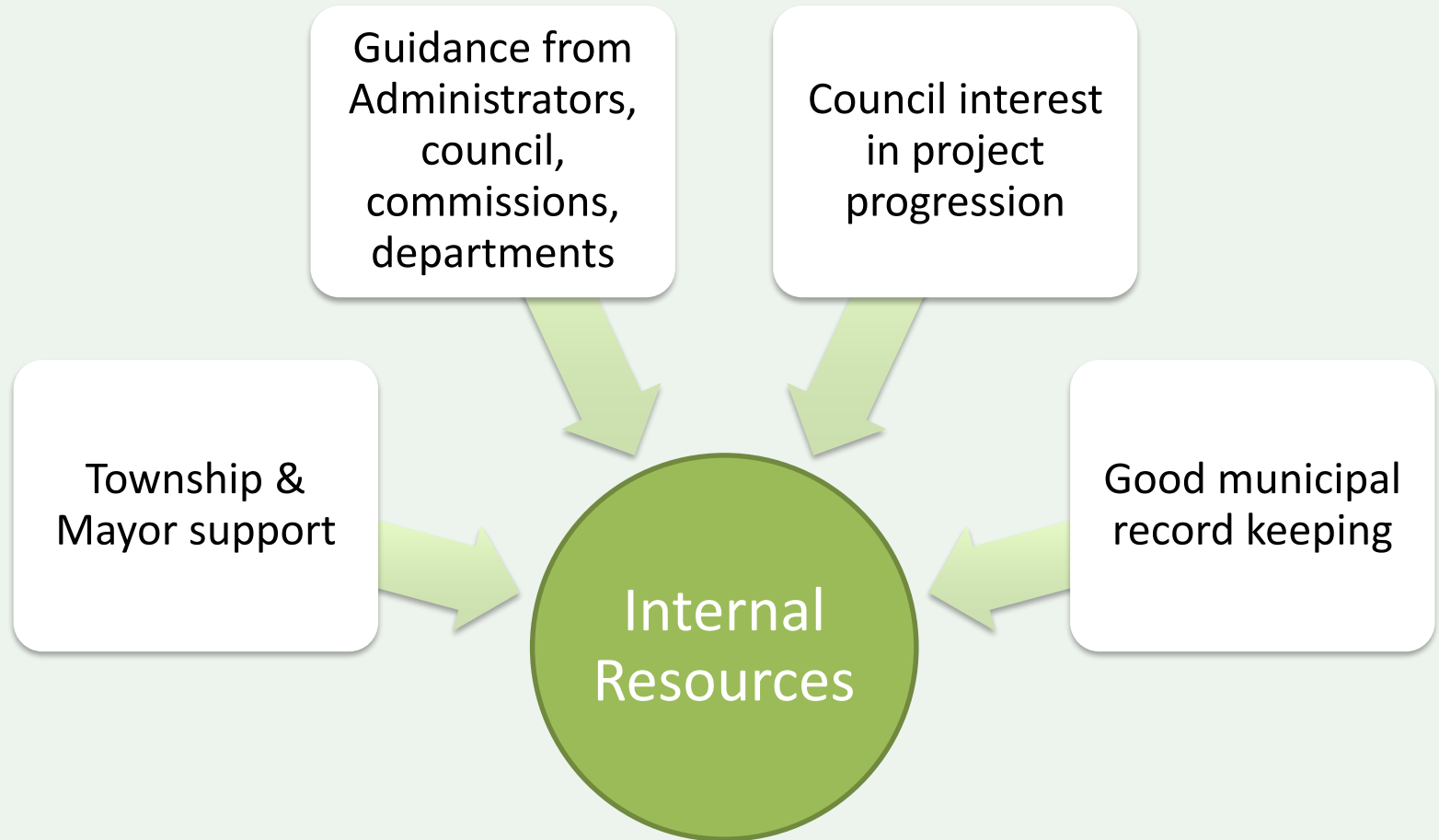


# Popular Actions

- Community Education & Outreach
- Community Forestry Actions
- Community Garden
- Farmers Market
- Green Fair
- Green Business Recognition Program
- Innovation
- Prescription Drug
- Recycling Depot
- Water Conservation Education

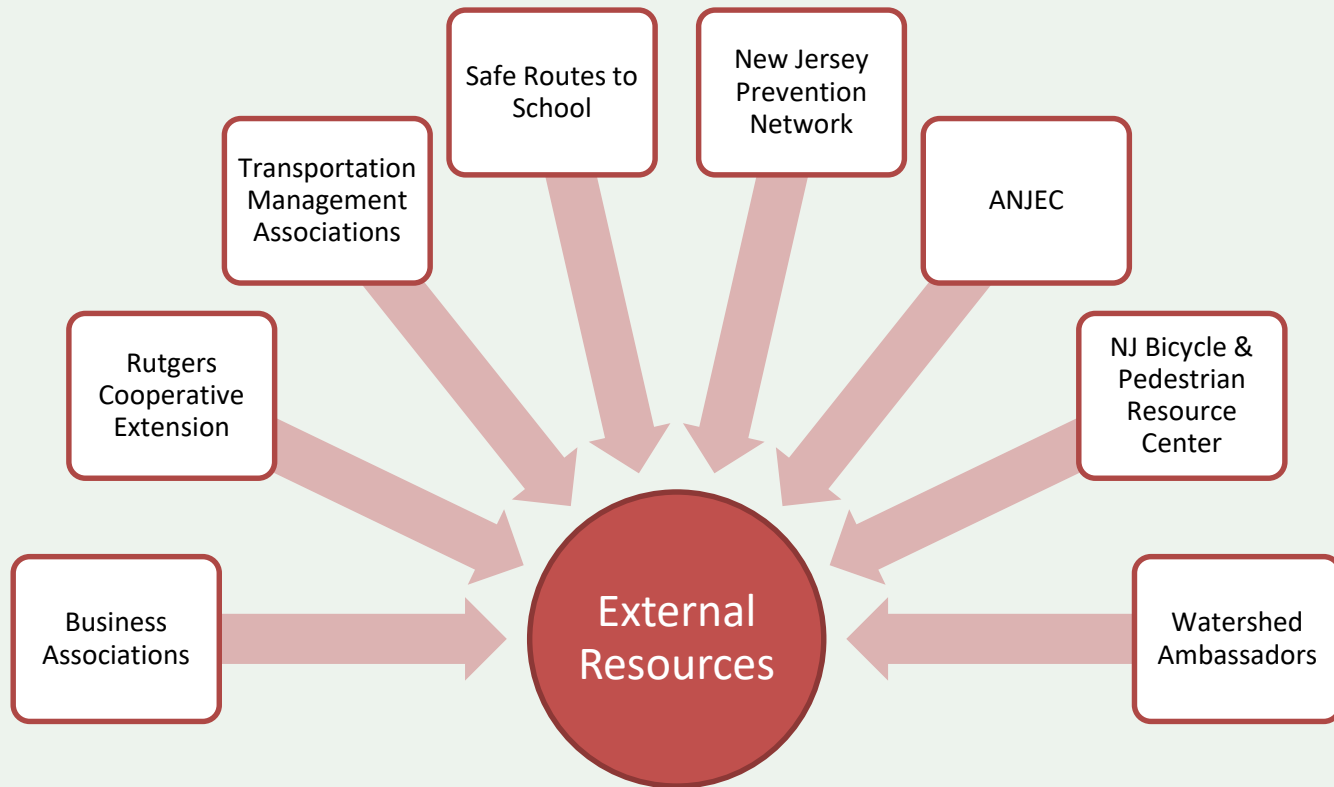


# Essential Resources





# Essential Resources



*Remember to view the Resources section of each action*



# Sustainable Jersey Resources





# Challenges

## **Time**

- Understanding requirements for each action submission, follow up research, collecting documentation
- Spending time on actions that do not get completed
- Solution: Plan ahead and build in time for resolutions and ordinances to be passed

## **Satisfactory Documentation**

- Solution: Make sure to read action requirements carefully and call Sustainable Jersey if you have questions about the validity of a piece of documentation

## **Access to Documentation**

- Solution: Institutionalize a process with the municipality for gaining access to the documentation needed

## **Engaging the Community with the Green Team**

- Solution: Publicize the work of the green team as much as possible through municipal communications and social media; solicit those with a common interest to work toward your goals

# Challenges

## **Lack of Record Keeping**

- Solution: Identify senior municipal officials and those with knowledge about the past

## **Recognition of Accomplishments**

- Solution: Invite all town groups to green team meetings; maintain transparency

## **Unsupportive High-Ranking Officials & Community Members**

- Solution: Perseverance & have those on your side make a strong argument, highlight the benefits



# Tips for Towns

- Look at the shelf life of your approved actions and resubmission requirements
- Take it one action at a time
- Try to secure a sustainability commitment from town leadership
- Establish a municipal staff representative to coordinate the effort
- Utilize interns to help with collecting and uploading documentation
- Plan ahead for documentation collection
- Tap into the knowledge of senior township officials
- See the light at the end of the tunnel



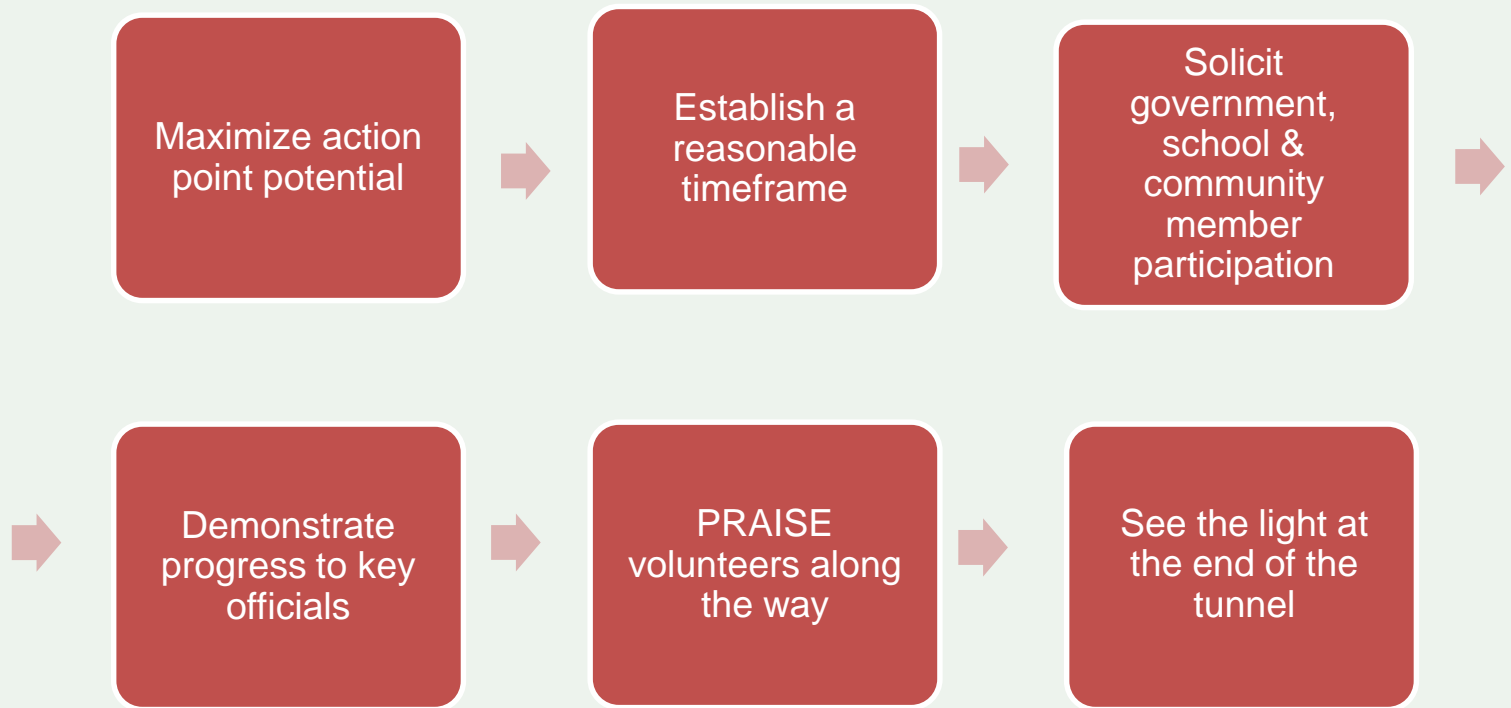
# Silver Certification Benefits

- Prestige, pride, recognition for being a sustainable community
- Highlights all town accomplishments in one place
- Provides a roadmap for future action
- Greater sway with government leaders
- Green team leader recognition by the town
- Establishing the Green Team by ordinance
- Saving thousands of dollars on energy costs
- Priority access to Sustainable Jersey Grants Program and ability to apply for other grants





# Takeaways



***Remember to reach out to Sustainable Jersey for assistance!***



# 2020 Certification Cycle Timeline

May 17	Initial Application Deadline <ul style="list-style-type: none"><li>Indicate actions you plan to earn credit for by marking “Completed”</li></ul>
Early-July	First round review comments provided
September 11**	Revision deadline to be eligible for recognition at the 2020 Sustainable Jersey Luncheon during the NJLM Conference
Mid-October	Second round review comments provided
November 22	FINAL application deadline
Mid-December	Final decision on pending applications

**NOTE:** If the majority of your actions do not have documentation, only mark enough actions completed to meet the minimum requirements for bronze certification. Additional actions can be added throughout the cycle.





# 2020 Updates Still to Come - New Website



Certification

Actions

Grants

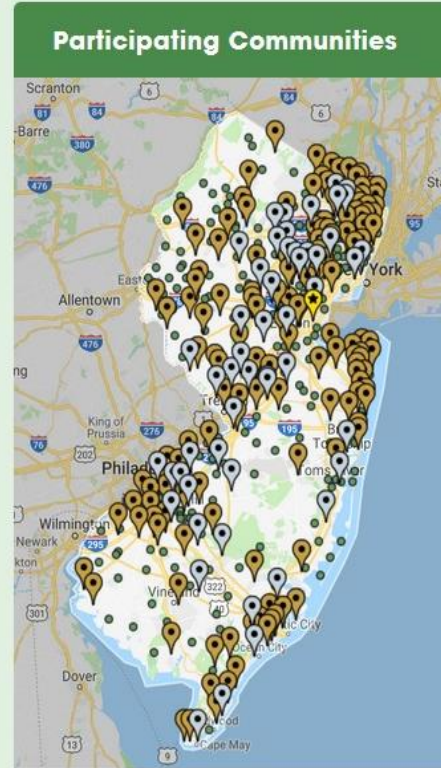
Events

Resources

Get Involved



Need Funding? Sustainable Jersey Grants Available  
Applications due Friday, February 14, 2020



### Sustainable Jersey Municipal Certification Program

<p><b>80%</b></p> <p>of municipalities are participating and 89% of NJ's population lives in these communities</p>	<p><b>437</b></p> <p>Participating Municipalities</p>	<p><b>205</b></p> <p>Certified Municipalities</p>	<p><b>15,218</b></p> <p>Actions Approved</p>
	<p><b>152</b></p> <p>Bronze Certified</p>	<p><b>53</b></p> <p>Silver Certified</p>	<p><b>1</b></p> <p>Total Gold Stars Awarded</p>

View participating communities and their supporting documentation for certification.

[View Map](#)



> Review

**Municipal Dashboard**

> Certification Overview

**Why Get Certified?**

**2019 Certification Cycle**

> Participating Communities

> Register a Municipality

> Annual Certification Awards

**Resources**

**FAQs**

## Municipal Dashboard

Listed below is the municipal account(s) for which you are an identified user. To gain access to additional accounts, you must be invited by a current user.

### Need Help?

If you have have questions about what to do next now that you have access to your municipal dashboard, download and review the Application User Guide or visit the [FAQs page](#).

If you have additional questions contact us at [info@sustainablejersey.com](mailto:info@sustainablejersey.com) or 609-771-2938.

### ! Test Muni

**Update Application**

Update your existing certification application



**Update Gold Star Application**

Update your existing Gold Star application



**Update Municipal Profile**

Update the primary contact, secondary contact, and certification report "introduction"



**Manage Municipal Users**

Manage municipal owners and contributors



**Download Resolution**

Click to download the municipal resolution





[←Return to Dashboard](#)

# ! Test Muni Certification Application

Status: SUBMITTED

Reviewer Feedback: 0 comments

Details And History

Help

## 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
- Mandatory
- Priority

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 ⌵
● <b>Animals in the Community</b>	∨	
● <b>Arts &amp; Creative Culture</b>	∨	
● <b>Brownfields</b>	∨	
● <b>Community Partnership &amp; Outreach</b>	∨	
● <b>Diversity &amp; Equity</b>	∨	
● <b>Emergency Management &amp; Resiliency</b>	∨	
● <b>Energy</b>	∨	
● <b>Food</b>	∨	

### Certification Criteria

Required	1
Priority	2
Points	150
Categories	6
Show requirements for:	
<input checked="" type="checkbox"/> BRONZE	<input type="checkbox"/> SILVER

**Action Totals**  
(Completed, Approved)





# 2020 Census Complete Count Initiative

# Why An Accurate Census Count is Important



**\$23 billion** in federal funding for New Jersey depends on Census counts, like SNAP, transportation planning, Environmental Programs, and more.



**Two fewer** representatives in Congress and **two fewer** electoral votes than in 1990.



Important to **improve the count**, especially in hard-to-count communities, across the state for full representation so communities can plan and manage public goods

Funding

Representation

Everyone counts!



# Role of Green Teams & Getting Started

As a **trusted community voice**, green teams can help improve participation rates by sharing information about the importance of an accurate and complete count.

## Get Started!

- Download the [flyer](#)
- Work with or establish a [Complete Count Committee](#)
- Become a [Census Partner](#)
- Review Advocates for Children of New Jersey's [Census Ambassador Toolkit](#)

Complete  
Count  
Committee

Census  
Partner

Ambassador



# Earning Sustainable Jersey Points

[Community Education & Outreach](#): Census 2020 outreach efforts performed by municipal elected or appointed officials and/or staff or green team volunteers.

[Innovative Community Project](#): Implement a comprehensive Census 2020 education and outreach effort that includes multiple communications strategies and establishes a site, referred to as Census Kiosk, where people can complete the census.



## **Census Webinar**

Recording and presentation are available on the Sustainable Jersey [website](#)





# Upcoming Webinars & Events

# Green Team 2.0: Building Your Capacity & Promoting Your Team Webinar

Wednesday, March 4, 11:00am – 12:00pm

[REGISTER](#)





# Save the Date: 2020 New Jersey Sustainability Summit

Friday, June 12, 8:00am – 4:30pm  
Bell Works, Holmdel, NJ



# Sustainable Jersey Support



- Technical Support
  - **Maureen Jones:** 609-771-2938;  
[info@sustainablejersey.com](mailto:info@sustainablejersey.com)
- View Upcoming Events & Trainings
- Attend Regional Hub Meetings in Your Area
  - Contact **Lauren Skowronski,**  
[skowronl@tcnj.edu](mailto:skowronl@tcnj.edu) or 609-771-3129
- Follow Sustainable Jersey on Facebook, Twitter, Instagram and LinkedIn

