



Stay in the Game! Strategize your Recertification

February 10 & 11, 2020

Presenter

Samantha A. McGraw Program Manager



Agenda

- Why Get Recertified?
- 2. 2020 Certification Cycle
- 3. Certification Requirements
- 4. Program Updates
- 5. Online Recertification Process
- 6. Why Actions are Not Approved
- 7. Resources to Help you Get Ahead
- 8. Final Thoughts and Take-Aways



Why Get Recertified?

- 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 Grants Program)



Training & Grants

Recognition



2020 Certification Cycle Timeline

May 17	 Initial Application Deadline Indicate actions you plan to earn credit for by marking "Completed" 	
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.

Certification Requirements



- Total of at least 150 points
- Mandatory Green Team
- Implement 2 of 12 priority actions
- Actions completed in 6 of 18 categories



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



Priority Actions

- Climate Adaptation: Flooding Risk
- Diversity on Boards & Commissions
- Energy Tracking & Management
- Energy Efficiency for Municipal Facilities
- Fleet Inventory
- Green Business Recognition Program
- Municipal Carbon Footprint
- Natural Resource Inventory
- Prescription Drug Safety and Disposal
- Recycling and Waste Reduction Education & Compliance
- Sustainable Land Use Pledge
- Water Conservation Ordinance



Priority Actions Webinar Recording & Presentation

View the webinar recording and presentation here





Program Updates 2018 - 2020

What is a Retired Action?

Capability implemented in 2016

 Needed to keep actions current with best practices while being sensitive to the embedded base of approved actions.

Protocol

- A retired action means that applicants are no longer able to apply for points for that action.
- A previously approved submission for a retired action will remain in a municipality's certification application until it expires in a "read only" mode



Retired Actions

Action & Year Retired	Eligible for Points Elsewhere?
Driver Training (2020)	No
i-Tree Assessment of Municipal Trees (2019)	Innovative Community Project
Energy Education & Outreach (2019)	 Residential/Commercial Energy Efficiency Outreach Community Education & Outreach
Green Roofs (2020)Raingardens (2020)	 Green Infrastructure Planning Green Infrastructure Implementation
Lead-Safe Training Program (2019)	Innovative Community Project
Site Plan Green Design Standards (2020)	No
Vehicle Conversions (2019)	Purchase Alternative Fuel Vehicles

New Actions

2019

Brownfields Assessment & Investigation

2018

- Coastal Vulnerability Assessment
- Enhancement Stormwater Management Control Ordinance
- Green Infrastructure Planning
- Green Infrastructure Implementation
- Heat Island Assessment

Community Revitalization through Brownfields Webinar

Recording and presentation available on the Sustainable Jersey website





2020 Census Complete Count Initiative

Why An Accurate Census Count is Important



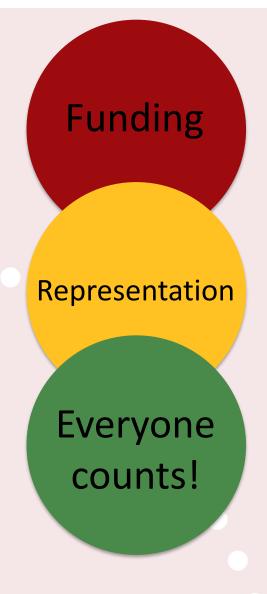
\$23 billion in federal funding for New Jersey depends on Census counts, like SNAP, transportation planning, Environmental Programs, and more.



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





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 <u>Complete Count Committee</u>
- Become a <u>Census Partner</u>
- 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



Updated Actions

2020

- Community
 Gardens
- Commercial Energy Efficiency Outreach
- Community-Led Solar Initiatives
- Community Partnership & Outreach
- Purchase
 Alternative Fuel
 Vehicles

2019

- Bicycle and Pedestrian Audits
- Building Healthier Communities
- Commercial Energy Efficiency Outreach
- Community

 Forestry
 Management Plan
 NJUCF
 Accreditation
- Residential Energy Efficiency Outreach

2018

- Climate Adaptation: Flooding Risk
- Green Business Recognition Program



Updates Still to Come

New Actions

- CommunityWater Story*
- Private Well Testing
- Removing Lead in Drinking Water

*Water Gold action

Action Updates

- Complete and Green Streets for All
- Water Conservation Education Program

NJ Bike & Walk Coalition Summit

Saturday, March 7, 8:00am – 4:00pm Mercer County Community College REGISTER – Fee applies

Panel on Complete Streets where the new SJ action will be discussed

Questions about Complete Streets?

Contact NJ Safe Routes to School Resource Center: srts@ejb.Rutgers.edu or 848-932-7901



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

Master Action Tracking Spreadsheet

Updated to reflect 2020 Program Updates.

Contains one tab with all actions, and subsequent tabs for each action category to make it easier to use.

Download from the <u>website</u>.



Applying for Recertification

Your Application

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

Sign up or login

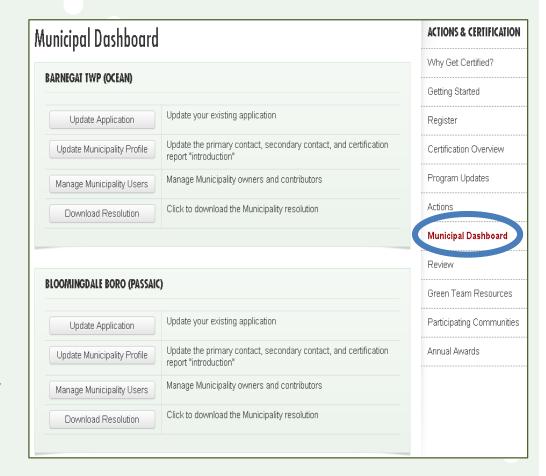
Municipal Dashboard

Manage Profile & Users



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





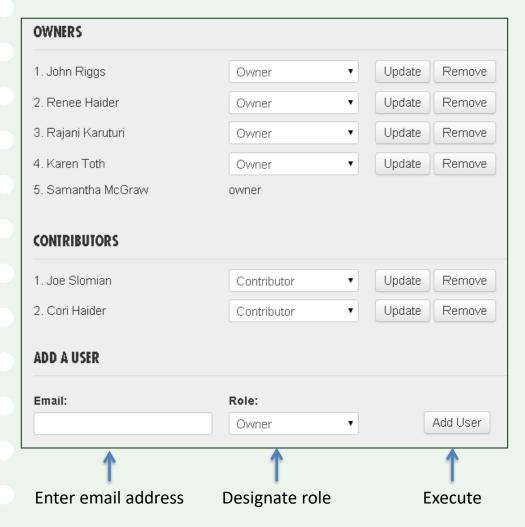
Update Municipality Profile

Update Municipality Profile Information from your municipality profile is included in the public version of your application. PRIMARY CONTACT **First Name** Last Name McGraw Samantha Position Title Department Phone Email Address 609-771-2938 mcgraws@tcnj.edu Address: SECONDARY CONTACT **First Name Last Name**

- Keep your contact information updated to receive important Sustainable Jersey notifications
- Click "Update Profile" at the bottom of the page when complete.



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

SUSTAINABL

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:



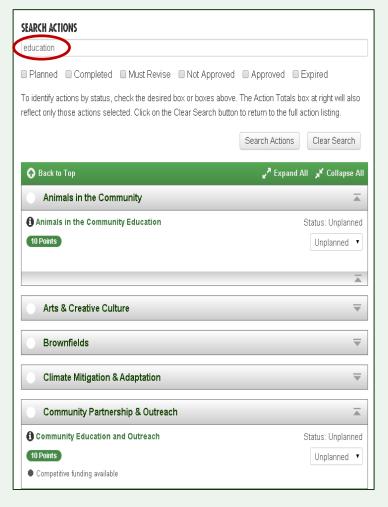
Application
History: Certified
applicants can
view a report of
their certification
actions

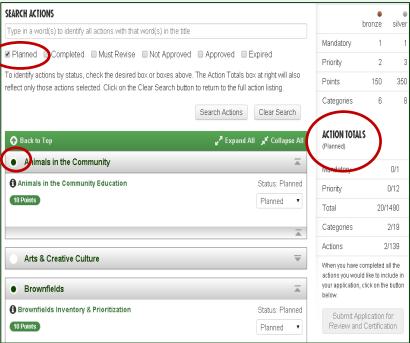
Get help: Access more detailed instructions on navigating the application

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



Search Features

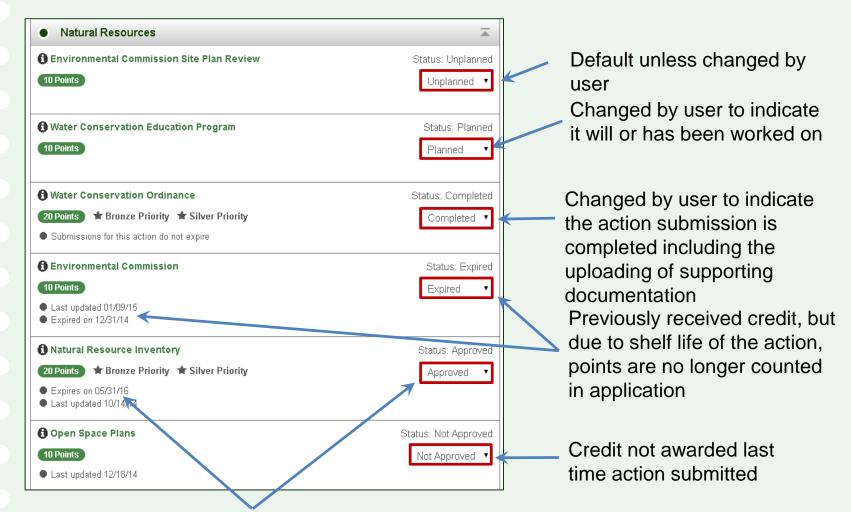




- Search for actions using key words in the action title OR by action status
- Actions that meet search criteria will expand
- Clear search when complete

SUSTAINABL

Action Statuses



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



Variable Point Actions

- **1** Building Healthier Communities
- 5 Points
- This action has variable points: 5, 10, 15, 20, 25
- Competitive funding available

- The points awarded will vary based accomplishments
- For example, the BHC action allows you to earn points for having a health and wellness initiative for each population segment
- 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 SUBMISSION: BUILDING HEALTHIER COMMUNITIES

You are editing the action submission for the action "Building Healthier Communities." Learn more about this action.

DIRECTIONS

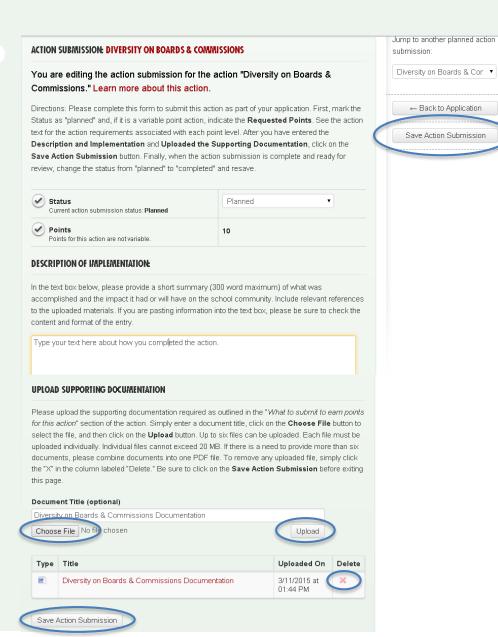
Please complete this form to submit this action as part of your application. First, mark the Statu "planned" and, if it is a variable point action, indicate the **Requested Points**. See the action text action requirements associated with each point level. After you have entered the **Description a Implementation**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

Status Current action submission status: Approved	Approved	~
Requested Points Point level requested for this submission	20	~

Action Submission Page

- Provide documentation for specific actions
- Update the status of the action
- Enter a narrative description
- Upload documentation
- Save action submission





← Back to Application

Save Action Submission

Action Submission Tips

#1

Read the action description in order to understand what the action requires

#2

Provide a summary of what was accomplished that aligns with the action

#3

Delete old documents and upload new documents that support the information contained in the summary

#4

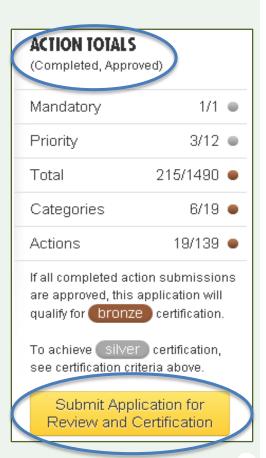
Type in descriptive document titles for all uploaded files (i.e. Green Purchasing Policy or Outreach Materials)



Submitting Your Application

- Search Actions to view different point combinations
- Mark actions "completed"
- Action Totals will recalculate
- Submit button turns yellow when the combination of Approved and Completed actions meets minimum certification requirements
- Submit!







Reviewer Feedback

Feedback available at the bottom of the action submission page or top of the application

Application Overview – View Details & History

Reviewer Feedback

1 published comments
1 archived comments

Action Submission Page

REVIEWER FEEDBACK Subject No Documentation Submitted Posted 2/9/2020 12:45 AM Body No documentation has been submitted yet in support of this action. We look forward to your documentation. Status PUBLISHED

REVIEWER FEEDBACK

No feedback has been published.

SHOW ARCHIVED COMMENTS



Approved or Must Revise

Archived Comments



Why Actions are Not Approved

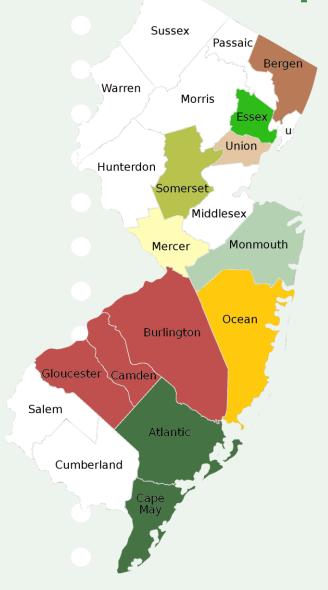
Pitfall	How to Overcome	
Action expired/too old	Review look-back period; Update action as necessary. If you add new documentation, make sure to remove the old.	
Proper documentation not submitted	Review action submission requirements and documentation uploaded	
Misinterpretation of Action Goals	Be sure 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	
Seeking credit for same activity under two different actions	One activity may only be given credit under one action; Have someone that oversees entire application	
Not conducting outreach/education component required for many actions	Read the submission "What to Do" and "What to Submit" sections closely	
Not completing the prerequisite action	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.



Resources to Help Your Get Ahead

Helpful Resources



Sustainable Jersey Regional Hubs

Nine hubs around the state to help green teams build capacity through training, best practices resources and networking

Atlantic-Cape May Hub

Mercer County Sustainability Coalition

Monmouth County Hub

Ocean County Sustainability Hub

Somerset County Green Leadership Hub

Sustainable Bergen County

Sustainable Essex Alliance

Tri-County Sustainability Alliance

Union County Hub



Helpful Resources

Transportation Management Associations



















Helpful Resources

Other Organizations

These are some of MANY organizations that can help with actions. View the **Resources** section of all actions for more information

NJ Prevention Network

- Prescription Drug
- Anti-Idling

ANJEC

- •Sustainable Land Use Pledge
- Natural Resources Inventory
- Environmental Commission & Site Plan Review
- Single-Use Plastics

NJ Bicycle & Pedestrian Resource Center

- Complete Streets
- Bicycle and/or Pedestrian Plan

Rutgers Cooperative Extension

- Food
- Green Infrastructure
- Water Conservation Education

Watershed Ambassadors

- Water-related actions
- Tree planting



Quick Guide to Certification

Sign In/Sign up for Website

Account



Pass a Resolution to Register with the Program



Assemble mandatory green team

Select actions to pursue & collect documentation



Upload
Documentation &
Mark Actions
Completed



Submit Application on or before

May 17

Reach out with questions early and often!!



Final Thoughts

- Add users to your account to assist with uploading documentation to speed up the certification process.
- Use the Master Action Tracking Spreadsheet to develop your plan.
- Certification: It is doable!
- Go for Silver!
- Questions? Call us if you do not know how to complete an action and we will connect you with the reviewer.
- Reach out early and often to ensure a successful submission.



Collaborate!

Use the Participating Communities Map to find examples of documentation from certified towns

Search by action

BY CERTIFIED ACTION

All Actions
OR CHOOSE A SUB-ACTION

Environmental
Commission Site Plan
Review
Water Conservation
Education Program
Water Conservation
Ordinance
Environmental
Commission

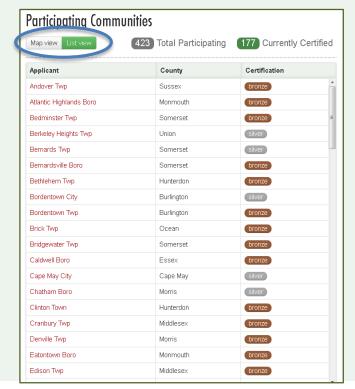
Natural Resource
Inventory
Open Space Plans
Tree & Woodlands
Management

BY COUNTY

All Counties

Update Search

View certified towns approved for that action



View certification report for example documentation



Certification Application Deadline

Sunday, May 17 at 11:59pm



Sustainable Jersey Support

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







2020 Updates Still to Come - New Website

Review

🄰 🛭 in 🖸

Certification

Actions

Grants

Events

Resources

Get Involved



Sustainable Jersey Municipal Certification Program

80%

of municipalities are participating and 89% of NJ's population lives in these communities 437

Participating Municipalities

152

Bronze Certified

205 Certified Municipalities

Silver Certified

Total Gold Stars Awarded

15,218

Actions

Approved

Participating Communities Scranton

View participating communities and their supporting documentation for certification.

View Map



0 in •

Certification

Actions

Grants

Events

Resources

Get Involved

> 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 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"	\rightarrow
Manage Municipal Users	
Manage municipal owners and contributors	_/
Download Resolution	_
Click to download the municipal resolution	-/



Search Actions

<u>Certification</u> Actions Grants Events Resources Get Involved

Sign Out

Peturn to Dashboard ! Test Muni Certification Application Status: SUBMITTED Reviewer Feedback: 0 comments Details And History Help

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

Planned Completed Must Revise Not Approved Approved E	xpired			
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		
Animals in the Community		~		
Arts & Creative Culture		~		
Brownfields		Certification Criteria		
Community Partnership & Outreach		~	Required	® 1
Diversity & Equity		Priority	2	
		Points	150	
Emergency Management & Resiliency		Categories 6 Show requirements for:		
● Energy		~	₩ BRONZE	SILVER
• Food		~	Action Totals (Completed, Approved)	



Upcoming Grants & Webinars

Grant Funding Available

Application Deadline: Friday,

February 14 at 11:59pm

The PSEG Foundation is contributing \$200,000 to support the Sustainable Jersey Grants Program for municipalities. Funding supports efforts to implement projects that help municipalities gain points needed for Sustainable Jersey certification and make progress toward a sustainable future. For more information, visit our website.



Certification Webinars

Moving Up to Silver Certification

Wednesday, February 19, 11:00am – 12:00pm REGISTER

Green Team 2.0: Building Your Capacity & Promoting Your Team

Wednesday, March 4, 11:00am – 12:00pm REGISTER

Certification Deadline: Sunday, May 17



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
- View Upcoming Events & Trainings
- Attend Regional Hub Meetings in Your Area
 - Contact Lauren Skowronski, <u>skowronl@tcnj.edu</u> or 609-771-3129
- Follow Sustainable Jersey on Facebook, Twitter, Instagram and LinkedIn



