

# Moving Up to Silver Certification



January 31, 2018



# Presenters



**Samantha McGraw**  
Program Manager



**Kate Lawrence**  
Senior Environmental Planner, Jersey City



**Lauren Cranmer & Ed Russick**  
Sustainable Morristown



# Webinar Agenda

- Certification Requirements
- Strategizing with your online application and Master Action Tracking Spreadsheet
- Recommended Actions
- Presentations from Jersey City and Morristown
- Results of Silver Certified Town Questionnaire
- Takeaways
- Q&A

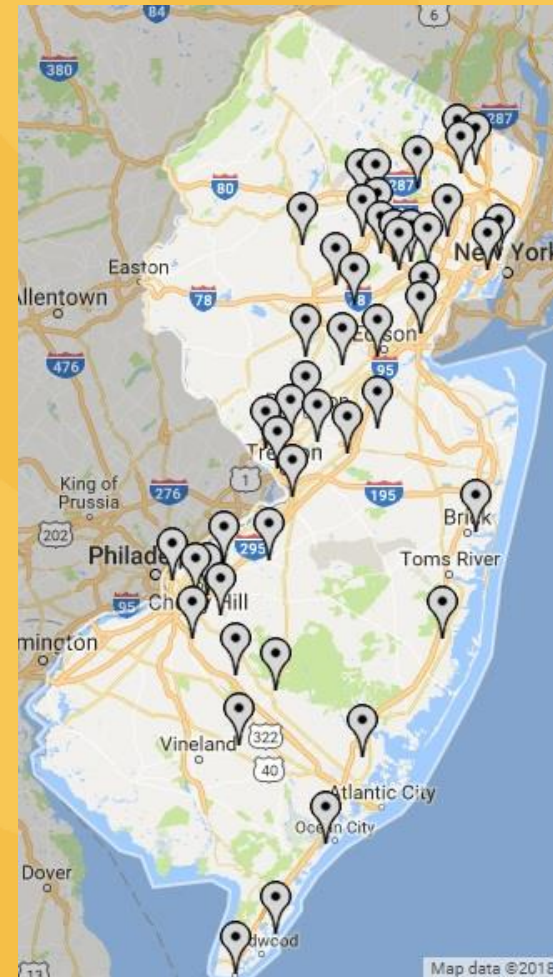


# Current Stats and Requirements

350

Silver

- 48 municipalities silver certified
- Average approved points: 410
- Total of at least 350 points
- Mandatory Green Team
- Implement 3 of 12 priority actions
- Actions completed in 8 of 18 categories



# Strategizing with your Online Application

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**

**Animals in the Community Education**

**10 Points**

- Expires on 12/12/18
- Last updated 12/12/17

**Companion Animal Management Pledge**

**5 Points**

- Submissions for this action do not expire
- Last updated 09/26/17

Actions that expire **after** the June submission deadline (6/3/18) **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



# Strategizing with your Online Application

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, 2011	
<b>Reviewer Feedback</b> Click here →	2 published comments 1 archived comments	

## 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, shelf-life, resubmission requirements, and points for each action



# Strategizing with your Online Application

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

<u>Action</u>	<u>Category</u>	<u>Points</u>	<u>Shelf Life</u>
Companion Animal Management Plan	Animals in the Community	10	5.5 years
Climate Adaptation: Flooding Risk (Priority)	Emergency Management & Resiliency	20	3.5 years
Energy Efficiency for Municipal Facilities (Priority)	Energy Efficiency	5 – 50	5 or 10 years
Innovative Community Project 1-3	Innovation & Demonstration Projects	10 - 30	Up to 5 years
Bicycle and/or Pedestrian Plan	Land Use & Transportation	10	10 years
Effective Parking Management	Land Use & Transportation	10	5.5 years
Natural Resources Inventory	Natural Resources	20	10 years
Environmental Assessment Ordinance*	Natural Resources	10	Non-Expiring
Tree Protection Ordinance*	Natural Resources	10	Non-Expiring
Water Conservation Education Program	Natural Resources	10	3.5 years
Community Forestry Plan and Tree Cover Goal	Natural Resources	20	1 year
• Tree Hazard Inventory		• 10	• 5.5 years
• Tree Maintenance Programs		• 10	• 2.5 years
• Tree Planting Programs		• 10	• 3.5 years
• i-Tree Assessment of Municipal Trees		• 10	• 2.5 years

This is a list of actions with the highest point value, shelf life of 3 years or longer, and highest approval rating

*\* All non-expiring actions will be changed in the future to be expiring actions*







*A Better Tomorrow, One Community at a Time*

# Jersey City

Katherine Lawrence, Senior Environmental Planner

Registered 2009

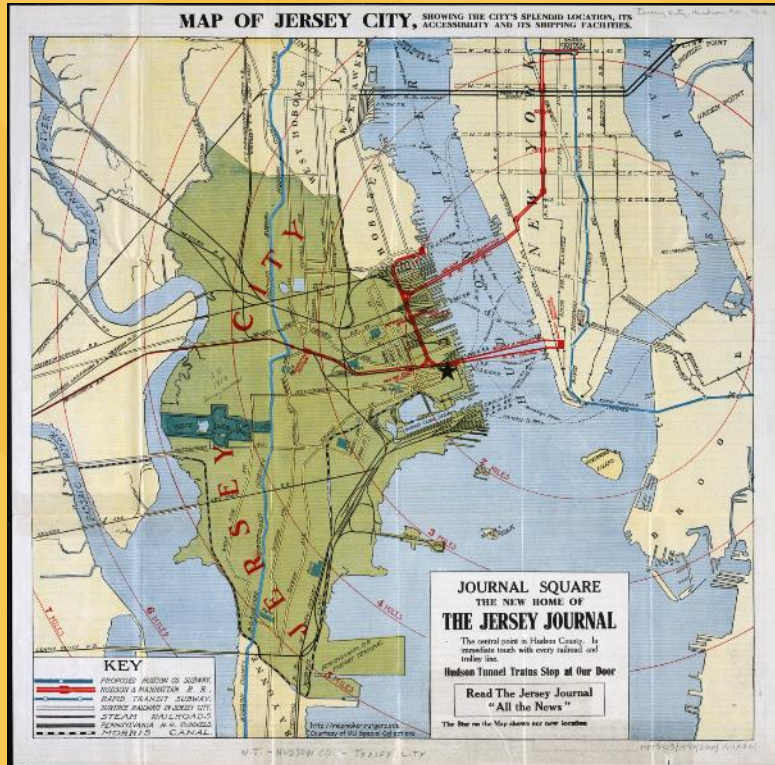
Bronze Certified 2014

Silver Certified in 2011 & 2017





# Jersey City



- Population: 264,152 (2016 U.S. Census Pop. Estimates)
- Area: 21 square miles
- 10th densest municipality in NJ
- 6.7% population increase since 2010



# Jersey City



Industrial powerhouse



Rapidly-growing metropolis



# Jersey City Sustainability Evolution

- 2011 – Relaunch of Environmental Commission
- 2011 – Silver Certification
- 2014 – Bronze Certification
- 2015 – Tree Canopy Assessment
- 2016 – Hiring of Environmental Planner
- 2016 – Environmental Resource Inventory
- 2016-2017 – Resiliency Planning
- 2017 – Office of Innovation focuses on Sustainability – Year of Water
- 2017 – Silver Certification
- 2018 – Launch of Office of Sustainability

# Certification Team

- Division of Planning – 1-3 staff
  - Environmental Planner = overall point person
  - Additional staff input for specific action items
- Office of Innovation – 2 staff as part of Year of Water effort
  - Weekly meetings
- Additional City Staff for specific action items
- Environmental Commission – 1 main point person
  - Updates at monthly meetings
- Green Team – 2 people
  - Monthly meetings for about 5 months

# Contact

**Kate Lawrence**

Senior Environmental Planner

City of Jersey City

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201-547-5010





# Morristown Town

Lauren Cranmer & Ed Russick, Sustainable Morristown

Registered 2009

Bronze Certified in 2013 & 2014

Silver Certified 2017





# Morristown

- 3 square miles
- 18,000 residents
- Centered on the Revolutionary-era Morristown Green
- Mixed-use business district
  - 141 restaurants, 20 bars, 9 coffee shops, large theatre, train station, parks, public and private schools, many churches and diversity, library, Morristown Medical Center and many other small businesses and nonprofits.
- In 2014 new master plan “to become the most welcoming, beautiful, healthy, resilient, and sustainable place to live, work, and play in New Jersey.”



# Sustainable Morristown

<https://www.sustainablemorristown.org/>

- Green team for Morristown  
SJ Bronze 2009, 2014
- Develops networks, tools, resources, and guidance/partnership and organizes events with businesses, nonprofits, residents, faith community, schools, government.



*Sustainable Morristown's mission is to promote and support a sustainable future for the Morristown community through education, leadership, and action.*



# Topic Areas – look at what's been done...

- Animals in the Community
- Arts and Creative Culture
- Brownfields
- Community Partnership & Outreach
- Diversity & Equity
- Emergency Management and Resiliency
- Energy Efficiency
- Food
- Green Design
- Health and Wellness
- Innovation & Demonstration Projects
- Land Use & Transportation
- Local Economies
- Natural Resources
- Operations & Maintenance
- Public Information & Engagement
- Sustainability Planning
- Waste Management



18 topic areas and 150 actions





Morristown, NJ  
**Patch**



# Example: Community Partnership & Outreach

- 10 points: create a green team and submit info.
- 10 points: 2016-2017 Library lecture series
  - Recycling in Morristown
  - Bag It Movie (plastic bag education)
  - Your Water, Your Health, Your World
  - Electric Vehicles & Anti Idling
  - Animals in the Community
  - NJ Clean Energy Program
- 10 points: Energy Education for residents and businesses



# Example: Animals in the Community

- Goal of this action: implement humane education programs to foster appreciation and respect for wildlife and/or domestic animals in the environment.
- 10 points to show animal census & narrative; 10 points for education materials & narrative
- Involvement: animal control office, green team, animal owners (residents), organizations like Mardog, seeing eye, vets, pet suppliers

# What are we already doing

- Recurring/Annual events, festivals, outreach
- Solar Projects
- Bicycle Plans
- Sustainable Buildings (i.e. 14 Maple)
  - Establish energy, water, materials, standards per p. 70 Master Plan
- Promote Public Transportation
- Waste Projects i.e. Household haz. waste, shredding events, Recycling Center
- Supporting the Arts/Culture
- Environmental Research and Efforts (EC)
  - Cleanups
- Water Education and Projects
- Training for town employees and residential outreach from the town such as lead education
- Encourage Health and Wellness Education Efforts – social media and website
- Making your town EV friendly



# Challenges and Success

- Other nonprofits
  - What are they doing, how to get them involved
- Town government
  - Workload
  - Sharing info. Publicly on SJ website
  - Benefits of bronze over silver
- Choosing which events and programs to focus on
  - Sustainable Business Initiative
  - Pledge on our website (no points)
  - Hub for other organizations
  - CAP for Morristown
  - Advisory Council



- Green Drinks
- Library series
- Social Media
- Board Meetings





**Festival Earth**

# Gran Fondo/EV Events



# School Programs and Corporate Sponsorship



# Breakdown

- Sustainable Morristown – 10 Trustees with 2 -5 supplying bulk of documentation. Two main individuals had main responsibility.
- Town of Morristown – 3 to 5 employees with Town Administration as liaison. Board member works for Town.
- Local Board of Education – 3 employees plus help of all schools
- Initial focus – retain as many points as possible from previous certification. Develop actions and documentation for educational presentations to involve the community. Event every month for 8 months.
- Assemble Town's documentation for all actions.



# Master Tracking Sheet Example

TOPIC	approved	initial app	possible	unlikely	SUSMO resubmission - if information is in this column only SusMo needs to do the work to re-submit for points - we do not need every action identified in this column	Town assistance - if actions are in this column, susmo would need additional info. from the town. We do not need every action identified in this column	Status
<a href="#">Animals in the Community Education</a>		10	10		ONGOING PROGRAMS -- PLEASE PROVIDE DATES, AUDIENCES AND ESTIMATES OF IMPACT		LC complete
<a href="#">Enhanced Licensing Compliance</a>		5		5		animal census - do we have one we can share with SJ?	LC complete
<a href="#">Establish a Creative Team</a>		10	10		move the Creative Asset Inventory documentation to the CAI action,		Waiting on Lee
<a href="#">Creative Assets Inventory</a>		5	5		completed inventory and updated action		Waiting on Lee
<a href="#">Municipal Commitments to Support Arts and Creative Culture *NEW*</a>		25		25	reference arts and culture in the master plan - municipal action(s) taken that directly supports arts and creative culture.		Waiting on Lee
<a href="#">Create Green Team</a>		10	10		list of the names and affiliations of members currently serving on the Green Team.		LC complete
<a href="#">Community Education and Outreach</a>		10	10		provide one additional event for approval, that does not fall into any other actions in the program		LC complete
<a href="#">Energy Education and Outreach</a>		10	10		Move festival earth and other events to the right topic areas, cannot use for two topics	the municipality must conduct an ongoing outreach and education effort, i.e. post on the website?	LC complete

# Contact Us

Sustainable Morristown

ed@sustainablemorristown.org

973-723-0430



lauren@sustainablemorristown.org

856-912-6586

www.sustainablemorristown.org



**DON'T FORGET TO CELEBRATE!**

# Summarizing Results of the Silver Certified Town Questionnaire



# Timeframe & Champion

6 months

5 years

Decide to submit for Silver



3 to 15 team members

Motivated green team leader or members and supportive mayors

6 months

3 years

Collect documentation





# Participants

- 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

**GREEN** indicates groups utilized by more than one municipality



# Participants

- Historic Preservation Society
- 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

**GREEN** indicates groups utilized by more than one municipality

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



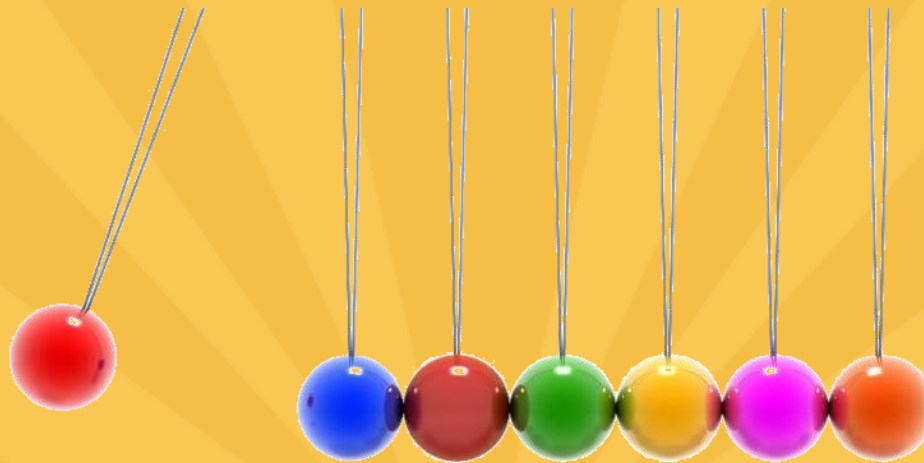
# Maintaining Momentum

- Towns maintained momentum by:
  - Building off the “high” of attaining bronze certification and to pursuing more than “certification” initiatives
  - Outlining to officials & other team members exactly what had to be done
  - Creating mutually beneficial working relationship between town and sustainability goals
  - Providing timelines for deliverables



# Maintaining Momentum

- Towns maintained momentum by:
  - 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 had a passion



# 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

## Internal Resources

- Support of Township Committee and Mayors
- Guidance from Administrators, council, commission members, and the recreation and parks department
- Continued interest by council in how the project was progressing
- Good record keeping by municipal departments

## External Resources

- Jacques Cousteau National Estuarine Reserve
- Greater Mercer Transportation Association (and other TMAs)
- Post-Sandy Planning Grant Program at NJDCA
- Safe Routes to School





# 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

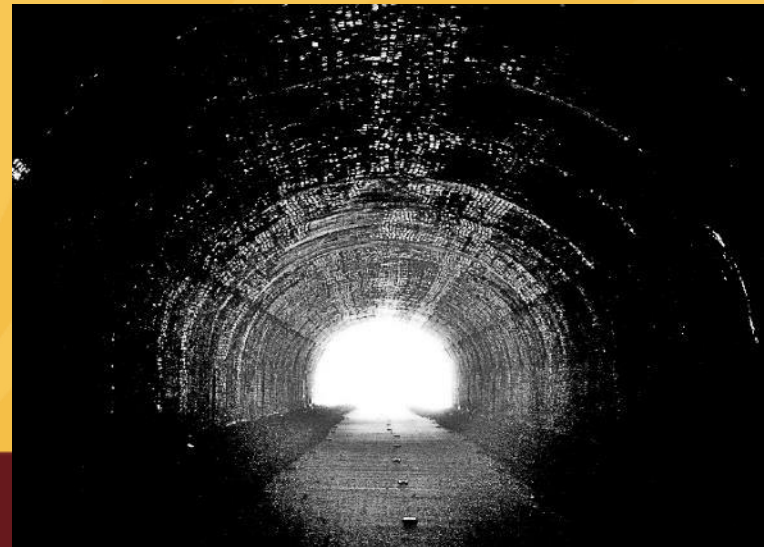
## Unsupportive High Ranking Officials & Community Members

- **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
- 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



# Benefits to Being Silver Certified

- Prestige, pride, recognition for being a sustainable community
- 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

Maximize  
action point  
potential

Establish a  
reasonable  
timeframe

Solicit  
government,  
school &  
community  
member  
participation

Demonstrate  
progress to  
key officials

PRAISE  
volunteers  
along the  
way

See the light  
at the end of  
the tunnel

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



# Certification Application Deadline

**Sunday, June 3 at 11:59pm**

## 2018 Certification Cycle Timeline

<b>June 3</b>	Initial Application Deadline <ul style="list-style-type: none"><li>Indicate all actions you plan to complete for credit by marking "Completed"</li></ul>
<b>Early-July</b>	First round review comments provided
<b>September 9*</b>	Revision deadline to be eligible for recognition at the 2018 Sustainable Jersey Luncheon during the NJLM Conference
<b>Mid-October</b>	Second round review comments provided
<b>November 18</b>	FINAL application deadline
<b>Mid-December</b>	Final decision on pending applications

**Questions? Contact Us!**

Samantha McGraw

609-771-2938

[info@sustainablejersey.com](mailto:info@sustainablejersey.com)



# Upcoming Events

## ***Stay In the Game! Strategize your Recertification***

**Wednesday, February 7, 2017 - 1:00 PM - 2:00 PM [REGISTER](#)**

**Wednesday, February 7, 2018, 7:00 PM – 8:00 PM [REGISTER](#)**

Now is the time to start planning for recertification!

This webinar will provide helpful information to help you avoid a lapse and/or maintain your certification including:

- An overview of the certification cycle for the year
- An update on new and existing action including a change to non-expiring actions, and an explanation of variable point actions
- Suggestions to prevent leaving actions “on the table”
- Accessing and using your online application
- Why actions are not approved

If you have questions that you would like us to answer during the webinar, please email them to [info@sustainablejersey.com](mailto:info@sustainablejersey.com)





# Upcoming Events

## ***Making a Game Plan for Getting Certified***

**Wednesday, February 21, 2018 - 1:00 PM - 2:00 PM**

**[REGISTER](#)**

This webinar will share proven strategies and tools to help map out a path to certification within six to twelve months.

Learn how to:

- Mobilize your green team
- Navigate the Sustainable Jersey website
- Select “start-up” actions
- Get assistance completing actions from non-profits and other groups
- Track your progress and more!



# Grant Funding Available

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](#).

**Application Deadline: Wednesday, February 28, 2018 at 11:59pm**

