



Celebrating Progress, Envisioning the Future

Moving Up to Silver Certification

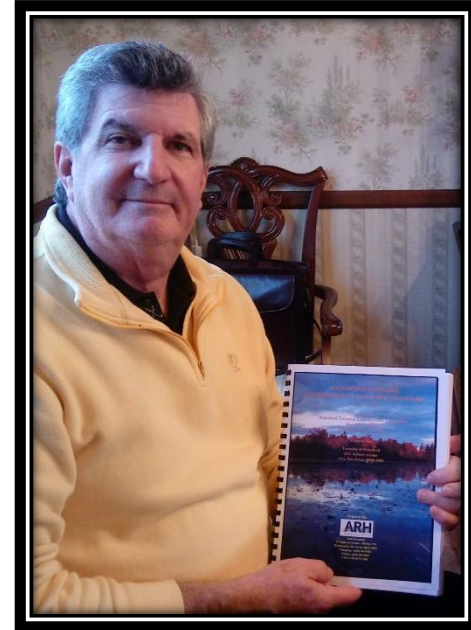


January 30, 2019

Presenters



Samantha McGraw
Program Manager



Dave Chiddenton
Environmental Commission
Chair
Waterford Township

Webinar Agenda

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

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	●

Natural Resources

Natural Resource Inventory

20 Points ★ Bronze Priority ★ Silver Priority

- Expires on 10/31/19
- Last updated 01/28/19
- This submission is currently locked

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 June submission deadline (6/2/19) **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
View details and history Help		
Current Status This application is IN PROGRESS	IN PROGRESS	
Application History This applicant has applied one time	Certified December 6, 2017	
Reviewer Feedback 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>Approval Period</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	5 – 50	5 or 10 years
Municipal On-Site Solar System	Energy	10 - 40	5 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	1.5 years
• Tree Hazard Inventory		• 10	• 5.5 years
• Tree Maintenance Programs		• 10	• 2.5 years
• Tree Planting Programs		• 10	• 3.5 years

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



Case Study: Waterford Township

Dave Chiddenton,
Environmental Commission Chair

Bronze Certified 2014 & 2017
Silver Certified 2018

Waterford Township

- Located in Camden County
- 36.267 square miles (60% is Wharton State Forest)
- Population: 10,649
- Motto: Proud Past,
Promising Future



Waterford Township



Firewise Training

Green fair



Waterford Township



Annual Fishing Derby Awards Ceremony

Shredding day



Waterford Township



Bi-Annual Clean-Up Day

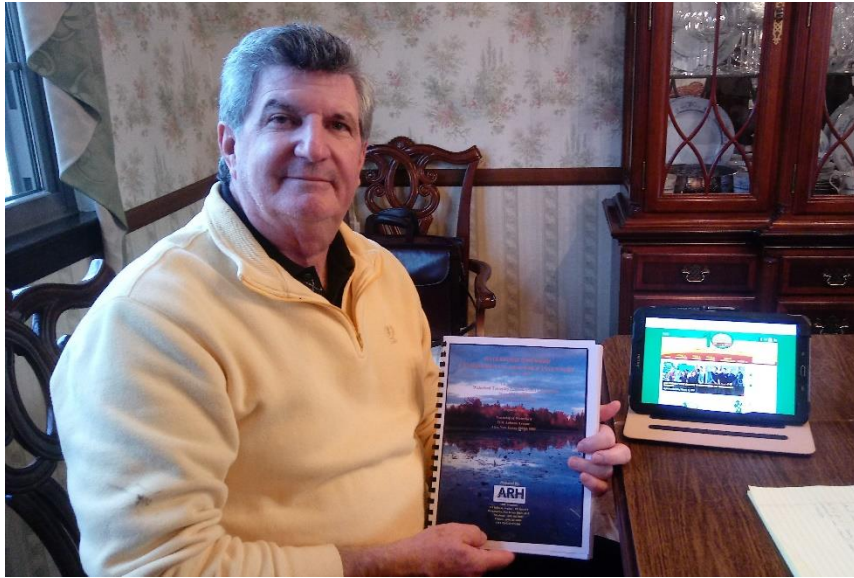
Reusable Bag Campaign Presentation



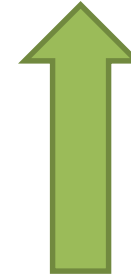
Reusable Bag Campaign Giveaway



Waterford Township



Environmental Resource Inventory
funded by 2018 Sustainable Jersey grant



Rainbarrel workshop funded by
Sustainable Jersey grant



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

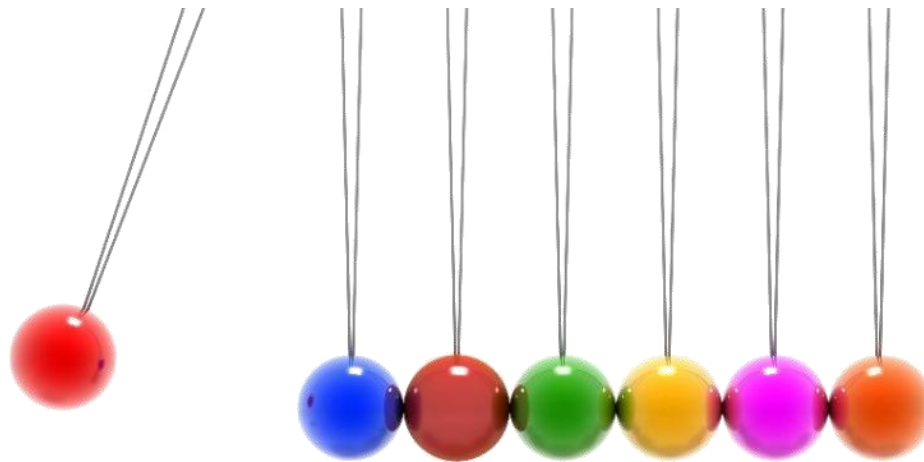
Maintaining Momentum

- 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 2 at 11:59pm

2018 Certification Cycle Timeline

June 2	Initial Application Deadline <ul style="list-style-type: none">Indicate all actions you plan to complete for credit by marking "Completed"
Early-July	First round review comments provided
September 8*	Revision deadline to be eligible for recognition at the 2019 Sustainable Jersey Luncheon during the NJLM Conference
Mid-October	Second round review comments provided
November 17	FINAL application deadline
Mid-December	Final decision on pending applications

Questions? Contact Us!

Maureen Jones
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info@sustainablejersey.com

Upcoming Certification Webinars

Stay In the Game! Strategize your Recertification

- Wednesday, February 13, 2019 - 1:00 PM - 2:00 PM [REGISTER](#)
- Wednesday, February 13, 2019, 7:00 PM – 8:00 PM [REGISTER](#)

Making a Game Plan for Getting Certified

- Wednesday, February 20, 2019 - 1:00 PM - 2:00 PM [REGISTER](#)

Green Team 2.0: Building Your Capacity & Promoting Your Team

- Wednesday, March 6, 2019, 1:00pm – 2:00pm [REGISTER](#)
- Wednesday, March 6, 2019, 7:00pm – 8:00pm [REGISTER](#)

Upcoming Webinar

Foundations for Using Technology Effectively in Your Town

Wednesday, February 27, 2019 - 1:00 PM - 2:00 PM

[REGISTER](#)

Technology can help local government communicate with and engage the public in decision making in a more meaningful way. And with the growing pool of tech tools out there on the market, it is easy to want to jump in head first to try them out. But before you do, it is essential to make sure you have set a foundation so that the digital programs you put in place are successful. Justin Heyman, Franklin Township's IT Director and past president of GMIS International, will discuss the elements to a solid foundation of governance and how your community will benefit. This webinar is co-sponsored by NJ-GMIS, New Jersey's premiere association for local government technology professionals.

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: Friday, February 15, 2019 at 11:59pm

