Stay in the Game!
Strategize Your Recertification

Review of Recertification

February 7, 2018

Presenter

Samantha McGraw
Program Manager

Webinar Agenda

- Why Get Recertified?

- 2018 Certification Cycle

- Certification Requirements

- Action Updates

- Online Recertification Process

- Why Actions are Not Approved

- Actions & Resources to Help you Get Ahead

- Final Thoughts and Take-Aways

Why Get 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 - 200 municipalities certified

2018 Certification Cycle Timeline

June 3	Initial Application Deadline • Indicate actions you plan to complete for credit by marking "Completed"
Early-July	First round review comments provided
September 9**	Revision deadline to be eligible for recognition at the 2018 Sustainable Jersey Luncheon during the NJLM Conference
Mid-October	Second round review comments provided
November 18	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

150
Bronze

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

350
Silver

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

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★ Priority Actions ★

- Climate Adaptation: Flooding Risk

- Diversity on Boards & Commissions

- Energy Tracking & Management (earn up to 20 points!)

- Energy Efficiency for Municipal Facilities* (consolidates Implement Energy Efficiency Measures and Energy Audit)

- Fleet Inventory

- Green Business Recognition Program (earn up to 20 points!)

- Municipal Carbon Footprint

- Natural Resource Inventory

- Prescription Drug Safety and Disposal

- Recycling and Waste Reduction Education & Compliance

- Sustainable Land Use Pledge

- Water Conservation Ordinance

Action Categories

- Animals in the Community
- Arts & Culture
- Brownfields
- Community Partnership & Outreach
- Diversity & Equity
- Emergency Management & Resiliency
- Energy (Formerly Energy Efficiency)
- Food
- Green Design

- Health & Wellness
- Innovation & Demonstration Projects
- Land Use & Transportation
- Local Economies
- Natural Resources
- Operations & Maintenance
- Public Information & Engagement
- Sustainability & Climate Planning
- Waste Management

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Retired Actions

- 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

ℹ Bulky Rigid Plastics

10 Points

- Non-competitive funding available
- This action is retired and can no longer be modified
- Expires on 12/31/17
- Last updated 10/12/16

2018 Program Updates

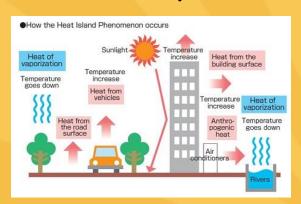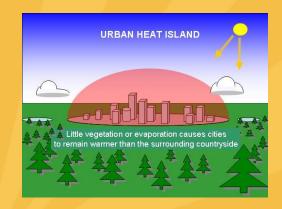**Coastal Vulnerability Assessment (20 Points):** COMING SOON!

Heat Island Assessment (10 Points)

- Awards points to municipalities that have assessed the Urban Heat Island effect, identified the hot spots and developed strategies for mitigation.

Land Use & Transportation NEW Actions

Green Infrastructure Planning (5 to 20 Points)

- Awards points to municipalities that have taken steps to better manage stormwater runoff from impervious surfaces that reduce flooding and improve water quality in streams.

Green Infrastructure Implementation (10 to 20 Points)

- Awards points to municipalities that have implemented green infrastructure at one of three levels: demonstration projects; action plan; strategic plan.

http://www.sustainablejersey.com/actions-certification/program-updates/

Action Updates

Brownfields: All brownfields actions will be updated to reflect current best practices along with new resources and guidance.

Local Economies

- Green Business Recognition Program

Energy

- Make Your Town Electric Vehicle Friendly

2017 Program Updates

Arts & Creative Culture NEW Action

Municipal Commitments to Support Arts and Creative Culture (5 to 25 pts)

- Rewards municipalities for building a more welcoming environment for artistic and cultural activity through land use ordinances and other regulations, contractual relationships with cultural organizations, municipal ownership of spaces reserved for cultural and creative activities, tax abatements that help creative people to live or work in the community, and art-specific strategies in the municipality's Master Plan.

Waste Management NEW Action

Household Hazardous Waste (5 to 15 pts)

- Recognizes municipalities that create permanent household hazardous waste collection programs for two or more materials.

- Required Documentation: Promotional materials, annual Recycling Tonnage Report

Other Waste Action Updates

Modified Actions

- **Construction and Demolition Waste Recycling (5 to 15 Points)**
  - Formerly Construction & Demolition Waste Recycling Ordinance. Addresses the recycling of construction and demolition waste from both municipal facilities and private sources. Expiration date set.

- **Non-Mandated Materials Recycling (5 to 60 Points)**
  - Consolidates Bulky Rigid Plastics, Carpet & Foam Padding and Shrink Wrap into this action. Changed to a variable point action.

Retired Actions

- Construction Waste Recycling (formerly in the Green Design Category)

- Bulky Rigid Plastics, Carpet & Foam Padding, Shrink Wrap

Other Retired Actions

- Education for Sustainability Programs
- Energy Efficient Appliances or Equipment
- High Performance Building
- High Performance Building Portfolio
- Energy Efficient Appliances or Equipment
- School-Based Energy Conservation Programs
- Sustainable Energy Transition Plan

Energy Action Updates

Considerable changes have been made to the energy suite of actions. Tune in for a webinar, "What you Need to Know about Changes to the Energy Actions," March 1 from 1:00pm to 2:00pm to learn about the new and revised actions

REGISTER

2016 Program Updates

New Land Use & Transportation Related Actions

- Complete Streets Program retired 12/31/16

- Variable Point Actions Introduced

- New Actions

  - Adopt a Complete Streets Policy

  - Institute Complete Streets

Recorded Webinar

A "Healthy Decisions Heathy Communities" webinar was given on January 26, 2016. View the recording and presentation to learn more about the transition on the Webinar Recordings & Presentations page.

Emergency Management and Resiliency (NEW Category)

- Climate Adaptation: Flooding Risk ** (NEW location)

- Extreme Temperature Event Plan

- Community Wildfire Protection Plans

- Firewise Community

- Ready Set Go! Fire Company

Recorded Webinar

"Get Your Smokey On – Learn How to Prepare for a Wildfire Emergency", February 16, 2016. View the recording and presentation to learn more on the Webinar Recordings & Presentations page.

2016 New Actions

- Arts & Creative Culture

  – Utilizing Your Creative Assets

- Health & Wellness

  – Health in All Policies Professional Development

    - Training Opportunity February 23

  – Smoke-Free and Tobacco-Free Public Places

Recorded Webinar

"Healthy Decisions - Healthy Communities", January 26, 2016. View the recording and presentation to learn more about the HIA action on the Webinar Recordings & Presentations page.

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 Recertification

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

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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

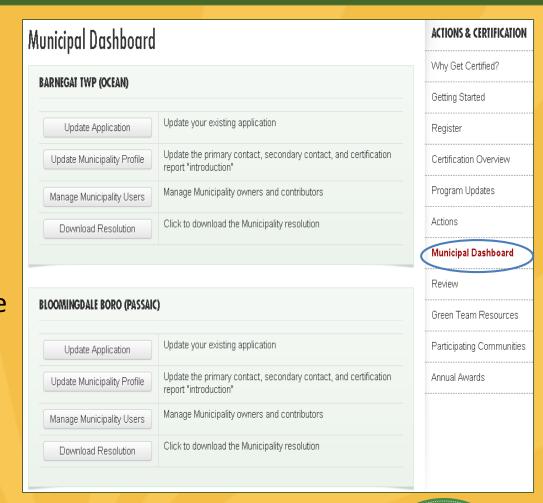- Download Resolution: view the resolution submitted to register with the program. It does **not** need to be updated and is different than the **green team resolution** required for certification

Municipal Dashboard

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

ACTIONS & CERTIFICATION

Why Get Certified?

Getting Started

Register

Certification Overview

Program Updates

Actions

Municipal Dashboard

Review

Green Team Resources

Participating Communities

Annual Awards

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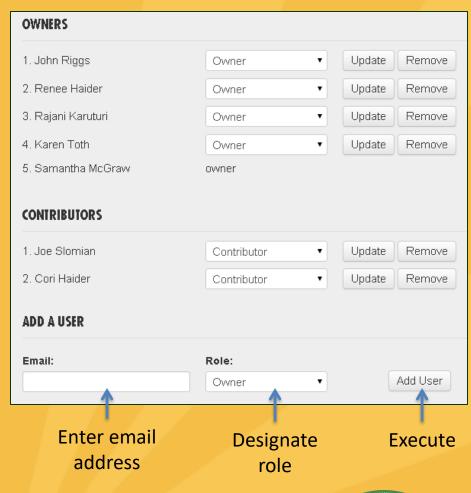
Update Municipality Profile

- Keep your contact information updated 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 Municipality 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: Owner ▾   [Add User]

Enter email address   Designate role   Execute

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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
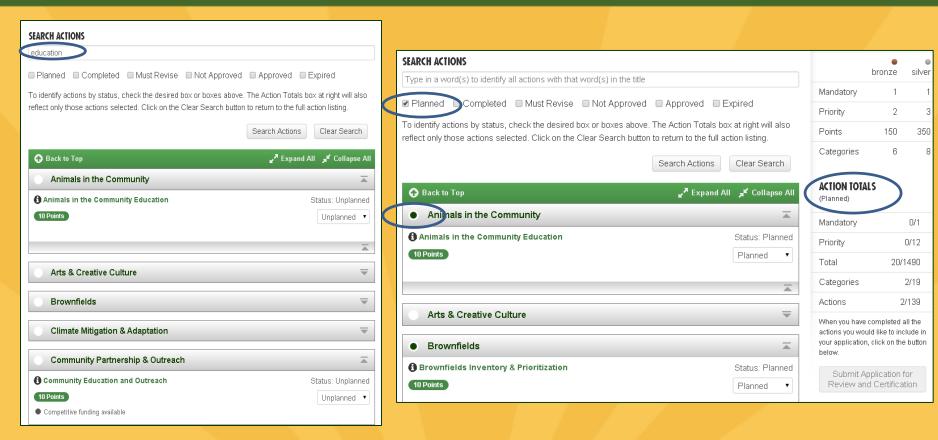 - Click "View details and history" to see:

Application Overview
View details and history | Help

CERTIFIED
Reviewer Feedback: 0 comments

Current Status This application is CERTIFIED	CERTIFIED ▼ [update]
Application History This applicant has applied one time	Certified October 12, 2015 - December 31, 2018
Reviewer Feedback	0 published comments 0 unpublished comments 33 archived comments

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

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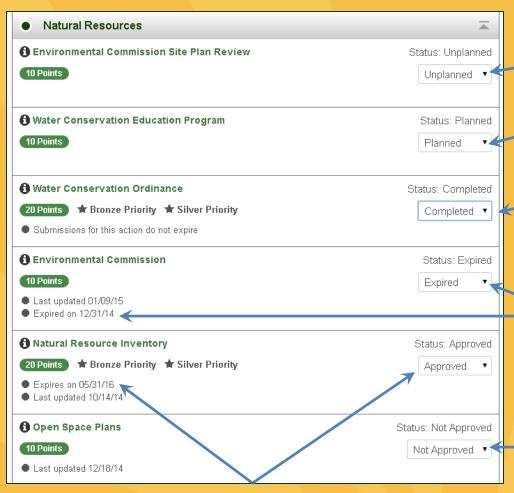A Better Tomorrow, One Community at a Time

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

Action Statuses

Natural Resources

Environmental Commission Site Plan Review — Status: Unplanned
10 Points — Unplanned ▾
→ Default unless changed by user

Water Conservation Education Program — Status: Planned
10 Points — Planned ▾
→ Changed by user to indicate it will or has been worked on

Water Conservation Ordinance — Status: Completed
20 Points ★ Bronze Priority ★ Silver Priority — Completed ▾
● Submissions for this action do not expire
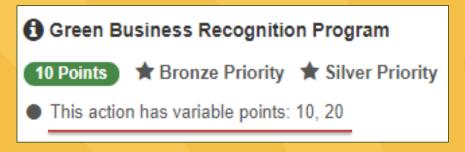→ Changed by user to indicate the action submission is completed including the uploading of supporting documentation

Environmental Commission — Status: Expired
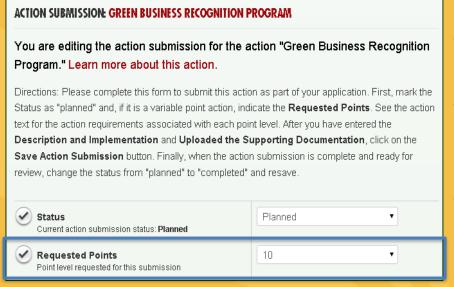10 Points — Expired ▾
● Last updated 01/09/15
● Expired on 12/31/14
→ Previously received credit, but due to shelf life of the action, points are no longer counted in application

Natural Resource Inventory — Status: Approved
20 Points ★ Bronze Priority ★ Silver Priority — Approved ▾
● Expires on 05/31/16
● Last updated 10/14/14

Open Space Plans — Status: Not Approved
10 Points — Not Approved ▾
● Last updated 12/18/14
→ Credit not awarded last time action submitted

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

Variable Point Actions

Green Business Recognition Program

10 Points ★ Bronze Priority ★ Silver Priority

● This action has variable points: 10, 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**

Planned ▼

✓ **Requested Points**
Point level requested for this submission

10 ▼

- 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
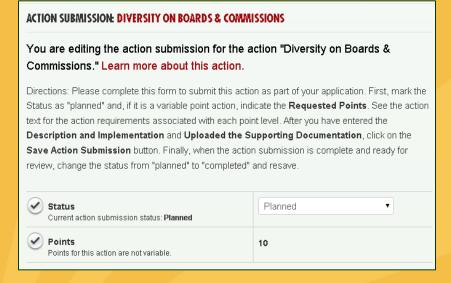
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Action Listing

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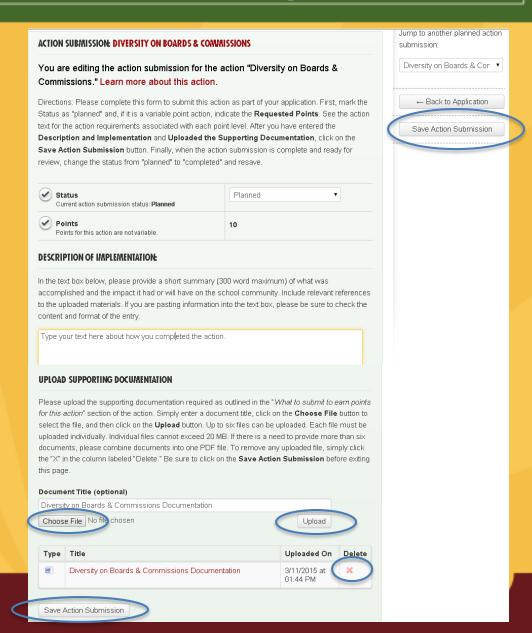
- Click on ⓘ to view action

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

Tips for Action Submissions

1
- Read the action descriptions in order to understand what the action requires

2
- Use the Description of Implementation box to provide a recent summary of what was accomplished. The accomplishments should be in-sync with the action

3
- Delete old documents and upload new ones 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)

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Submitting Your Application

- Track your progress
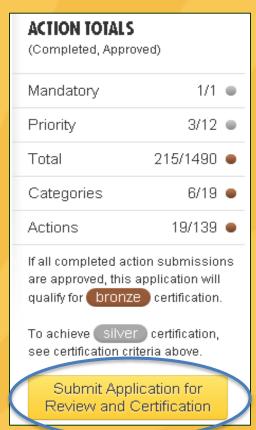 - Use SEARCH ACTIONS to view different point combinations using the status filters

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]

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.

[Submit Application for Review and Certification]

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Submitting Your Application

- 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 the combination of Approved and Completed actions meets all the minimum certification requirements
  - Press submit button
  - Once submitted Completed actions are locked from editing

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.

Submit Application for Review and Certification

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 Not Approved actions from a previous submission can be found by clicking "Show Archived Comments"

REVIEWER FEEDBACK

No feedback has been published.

SHOW ARCHIVED COMMENTS

0 published comments
0 unpublished comments
26 archived comments

Why Actions Are Not Approved

Pitfall	How to Overcome
Action documentation completion date is outside the shelf life of the action	Review the "What to Do" and "What to Submit" sections of the action to find the shelf life (how long an action is good for from the date of completion) that your documentation must be from. Only submit documentation that falls within this period.
Proper documentation not submitted	Double check 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.

Actions to Help You Get Ahead

Strategies to Prevent Leaving Actions on the Table

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

Bergen County

Essex County

Hunterdon Sustainability Team

Mercer County Sustainability Coalition

Middlesex County

Monmouth County

Somerset Green Leadership

Tri-County Sustainability Alliance
(Camden, Burlington, Gloucester)

Helpful Resources

- New Jersey Prevention Network
  - [Smoke-Free and Tobacco-Free Public Places](), [Bicycle and or Pedestrian Audit/Plan](), [Safe Routes to School, Anti-Idling Education and Enforcement]()

- Transportation Management Associations
  - Can assist with Safe Routes to School, Anti-Idling Education and Enforcement, Smart Workplaces

Helpful Resources

- Association of New Jersey Environmental Commissions
  - Community Education & Outreach, Diversity & Equity, Sustainable Land Use Pledge, Natural Resources, Environmental Commission and Site Plan Review

- New Jersey Bicycle and Pedestrian Resource Center
  - Adopt a Complete Streets Policy, Institute Complete Streets, and Bicycle and/or Pedestrian Plan/Audit

- Rutgers Cooperative Extension
  - Food actions, Green Roofs, Raingardens, On-Site Solar System, Water Conservation Education Program

- Watershed Associations

Actions to Maximize Points

- Innovative Community Project
  - There are three possibilities to earn points for projects that do not fall into any other actions in the program for a potential to earn **30 points**.

- Contact town commissions and departments

Actions To Maximize Points

- Community Forestry Plan and Tree Cover Goal
  - Prerequisite for ALL Tree and Woodlands Management actions
  - Work with your Shade Tree Commission/designated tree committee
  - Key things to remember:
    - Only two submission requirements – BUT your community must **first** be participating in the NJDEP Community Forestry Program

Actions To Maximize Points

- Community Forestry Plan and Tree Cover Goal
  - Requirements:
    1. Adopt a Tree Cover Goal
       - Do not need to pay a consultant to do this, simple guidance is provided in the action
       - Tree cover goal statement must be adopted by Shade Tree Commission or group responsible for tree management
    2. NJDEP Community Forestry Annual Report of Accomplishment
       - NJDEP Community Forestry Program issues these reports and posts them on their website **http://www.nj.gov/dep/parksandforests/forest/community/**
       - **$3,000 grants available HERE to cover the cost of plan preparation**

- After this information is complete, you are eligible to apply for the other Tree and Woodlands Management actions

- Also FREE tree seedlings available through New Jersey Tree Recovery Campaign

Quick Guide to Recertify

Sign In/Sign Up for Website Account → Update Contact Information on Municipal Dashboard → Add Additional Users to Account

Review Status of Actions in Application – focus on Approved, Expired, then new actions → Remove Old & Upload NEW Documentation & Mark Actions **Completed** → Submit Application on or before June 3

Final Thoughts & Take Aways

- Certification Cycle: It is doable! We had one of the highest percentages of towns achieve recertification last year.

- Go for Silver! Even though your certification is good for 3 years, you can still submit every June.

    – Moving Up to Silver Certification [webinar](#) and [presentation](#)

- Collaborate! Work with neighboring towns & other organizations

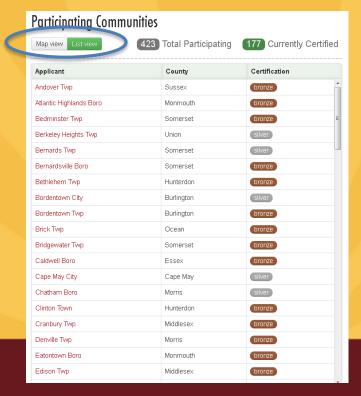- **Certification Application Deadline: June 3 at 11:59pm**

Final Thoughts & Take Aways

- 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

Sustainable Jersey Support

- Technical Support
  - **Samantha McGraw:** 609-771-2938; info@sustainablejersey.com

- View Upcoming Events & Trainings

- Join the Sustainable Jersey Mailing List

- 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

Upcoming Webinars

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!

Upcoming Webinars

What You Need to Know about
Changes to the Energy Actions
Wednesday, March 7, 2018 - 1:00 PM - 2:00 PM
REGISTER

This webinar will help municipalities understand the changes to the suite of energy actions in the Sustainable Jersey program. Learn about changes to existing actions as well as about new actions which have been added to the program.

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