



Sustainable Jersey Certification Report

This is the Sustainable Jersey Certification Report of Hoboken City, a Sustainable Jersey bronze certified applicant.

Hoboken City was certified on October 28, 2011 with 160 points. Listed below is information regarding Hoboken City's Sustainable Jersey efforts and materials associated with the applicant's certified actions.

Contact Information

The designated Sustainable Jersey contact for Hoboken City is:

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Actions Implemented

Each approved action and supporting documentation for which Hoboken City was approved for in 2011 appears below. Note: Standards for the actions below may have changed and the documentation listed may no longer satisfy requirements for that action. Additionally, points associated with actions prior to 2013 certifications may not be accurate.

Community Partnership & Outreach

Green Team

10 Points

 Bronze Required

Program Summary: In April of 2010, Hoboken City Council passed a resolution supporting the City's participation in the Sustainable Jersey certification program. Since that time, an ad-hoc committee comprised of city staff and members of the local community has met once per month to evaluate and identify sustainable-oriented city initiatives that may satisfy Sustainable Jersey

actions criteria.. This group has been able to identify several city projects aligning with Sustainable Jersey criteria, and continue to work toward accumulating a minimum of 150 points to achieve Sustainable Jersey certification. Actions submitted to date include: • Farmers market • Energy audits for all municipal buildings • Tree planting program • Purchase alternative fuel vehicle • Energy audits for one building In August 2011, the City decided to establish a formal Green Team for the dual purposes of pursuing Sustainable Jersey certification and furthering sustainability in Hoboken. On August 24, 2011, Hoboken City Council passed a resolution establishing the Green Team, whose membership will be populated by the Mayor. Members of the ad-hoc committee who will be transitioning to the official Green Team are: • Chris Brown • David Calamoneri • Ryan Sharp • Tom Chartier At the time of this submission, the City of Hoboken is preparing residents and city services for the effects of Hurricane Irene. As a result of these preparations, City officials are unable to produce a full list of Green Team members. This list will be submitted at a later date in the near future. The Green Team will be meeting approximately once per month to identify sustainability issues that are important to both the City and community. At the next meeting, the Green Team will adopt a "Points Goal" for Sustainable Jersey submissions during the next year. Preliminary issues of interest to the Green Team include: • Composting • Green design • Stormwater management • Safe routes to school • Tree inventory and canopy goal

PDF: [GREEN TEAM RESOLUTION](#)

EXCEL: [GREEN TEAM LIST](#)

Energy

Fleet Inventory

10 Points

 Bronze Priority  Silver Priority

Program Summary: The City of Hoboken is committed to the pursuit of a more sustainable fleet. As a result, the City has established 2011-2012 as its baseline year, and will be using the Fleet Inventory template from Sustainable Jersey to track its vehicles' annual mileage, fuel consumption, and emissions. Although only in its baseline year, The City is already working on greening its fleet. For example, the Department of Transportation and Parking (DTAP) has a three-pronged strategy in place for improving the cost and fuel efficiency of its fleet. The first part of the strategy involves phasing out gasoline and diesel fuel vehicles in favor of electric vehicles. DTAP has already purchased four electric vehicles (GEM) for Parking Utility staff to use when out in the field. The second part of DTAP's green fleet strategy is to purchase bicycles for staff members to use for field visits and for Parking Enforcement Officers (PEOs) to use to access distant parts of the city. DTAP plans on purchasing two bikes (from a local bike shop) along with appropriate safety equipment next month. The third part of DTAP's green fleet strategy incorporates the city's on-street car sharing program, known as "Corner Cars". Through a public-private partnership with Hertz On Demand, car sharing vehicles owned by Hertz are placed in reserved on-street parking spaces (pods) around the city, which residents can reserve by the hour for an hourly fee. The City has an agreement with Hertz to have two vehicles parked on-street next to City Hall, which employees can use during the day to run an errand instead of needing to bring their own vehicle to work. Ultimately, the City's goal is to have approximately 5% to 10% of its fleet as electric or zero-emissions vehicles by the end of 2010.

EXCEL: [FLEET INVENTORY SPREADSHEET](#)

PDF: [FLEET INVENTORY NARRATIVE](#)

EXCEL: [2011_10_27 FLEET INVENTORY SPR](#)

Purchase Alternative Fuel Vehicles

10 Points

Program Summary: So far in 2011, the City of Hoboken has purchased four fully electric vehicles to replace older vehicles in its fleet. The City is also preparing to purchase at least two bicycles for employees to use around the community.

PDF: [PURCHASE OF ELECTRIC VEHICLES](#)

Food

Farmers Markets

10 Points

Program Summary: The City of Hoboken has supported a Jersey Fresh Farmers' Market downtown for 14 years and one uptown for two. The downtown market runs every Tuesday from 3:00pm to 7:30pm and has six vendors, three conventional farmers, an organic farmer, a pickle person, and an organic baker. The uptown market runs every Thursday from 3:00pm to 7:30pm, and has two conventional farmers, an organic farmer, a baker, a pickle person, and a more general food vendor. Every season the Hoboken City Council votes on a resolution establishing the official farmers' market locations. The City provides bags for parking meters and enforcement of parking signs for the markets. It also provides and picks up trash receptacles from Market locations. Funding for Market expenses comes from weekly dues and registration fees that the Farmers' Markets' vendors pay. Next Market season we will be looking into meat and/or cheese vendors, as well as some possible entertainment or other attractions to the Market.

PDF: [DOWNTOWN FARMERS' MARKET POSTER](#)

Innovative Projects

Innovative Community Project 1

10 Points

Program Summary: Other - Innovative Project #1 (Corner Cars) During summer 2010, the City of Hoboken implemented the nation's first true citywide car sharing program, known as "Corner Cars". The program is designed to be a 21st century solution to reducing on-street parking demand in dense urban areas. Though the majority of workers in Hoboken commute by transit,

walking, or bicycle (nearly 70%), a large number of these workers still own vehicles even though they only operate them a couple times per month. The Corner Cars program works great filling the niche for this subset of the population, because it allows them to save thousands of dollars per year and the hassle of urban car ownership, while still having convenient access to a vehicle a few times per month. The Department of Transportation and Parking first put out an RFP for a car sharing companies to bid on the right to operate the program. The program's first winning vendor, Connect by Hertz, was then provided 42 reserved on-street parking spaces at over 20 corners around the city to keep their vehicles parked. Unlike traditional car sharing arrangements, where car sharing vehicles are kept in parking garages and surface lots, the Corner Cars program creates a situation where vehicles are both highly-visible to residents on street and highly accessible because they are spread out around the city to purposes be within a 5 minute walk of 90% of Hoboken residents. Vehicles can be reserved online and then rented by the hour (starting at \$5/hr), and gas, insurance, and EZ-Pass are included in the free membership. Residents save money on car ownership and never have to worry about searching endlessly for on-street parking, and the car sharing vendor pays the city for the privilege of parking on-street per space each month.

PDF: [CARS AT CURBSIDE - NY TIMES](#)

PDF: [PRESS RELEASE](#)

PDF: [UCLA ACCESS TRANSPORTATION JOURNAL](#)

Local Economies

Buy Local Campaign

10 Points

Program Summary: Buy Local Campaign The City of Hoboken recently instituted a "Buy Local" campaign to encourage residents of Hoboken to shop at small businesses within the city. The campaign is called "Shop Hoboken", and the first weekend of the campaign (June 11-12) was strong success. Nearly 40 retailers in the city participated, and the City of Hoboken provided free shuttle service and a promotional flyer/map of the businesses. "Shop Hoboken" will be an annual weekend event, but the City will continue to promote buying locally and may do another weekend promotion with free shuttle service later on in the year. <http://www.hobokennj.org/shophoboken/>

PDF: [SHOP HOBOKEN LOGO](#)

PDF: [SHOP HOBOKEN POSTER](#)

PDF: [SHOP HOBOKEN FLYER](#)

Support Local Businesses

10 Points

Program Summary: Support Local Businesses The City of Hoboken has created a series of very detailed and informative web pages about local businesses and services. Our website promotes a list of attractions and sites, which includes reference to our local cinema, the arts community, and "Mangia! Hoboken", a unique food tour of many local, non-chain eateries around town. Our site

goes a step further by also including an entire page dedicated to listing local restaurants and cafes along with their addresses and links to their websites. Lastly, the City has created a page dedicated entirely to recommending the best ways for visitors to come to Hoboken. In the spirit of Hoboken's focus on sustainable transportation, the City has recommended that visitors arrive using transit or bicycle before driving by car. <http://www.hobokennj.org/visit/>

PDF: [WEBSITE SUPPORT PAGE](#)

Waste Management

Recycling Depot

10 Points

Program Summary: The Hoboken Recycling Drop Off Center is located at 256 Observer Hwy. It is currently open to the public from 7am - 4pm, seven days a week. Batteries, used motor oil, antifreeze, light iron, white goods, electronics, paper, cardboard, aluminum and tin cans, glass bottles and cans, and plastics #1-#7 can be dropped off at the Center. The Center has been open at its current location for residents to drop off their recycling for ten years. It is advertised as part of our recycling schedule which is distributed through the school system, is attached to the City's Yearly "Summer Fun" Recreation Schedules, and is distributed at events like the Hoboken Art & Music Festival and Hoboken's two farmers' markets. The City of Hoboken purchased dumpsters to store recyclables, with help from the Hudson County Improvement authority for electronics. Electronics, white goods, motor oil and filters, and antifreeze are all picked up from the Center by private contractors. Our single stream recyclables, light iron, and batteries are transported by the City to recyclers.

WORD: [LIST OF ACCEPTED MATERIALS](#)

PDF: [RECYCLING SCHEDULE AND ADVERTI](#)

PDF: [RECYCLING DEPOT PICTURES](#)