



Sustainable Jersey Certification Report

This is the Sustainable Jersey Certification Report of Maplewood Twp, a Sustainable Jersey silver certified applicant.

Maplewood Twp was certified on October 28, 2019 with 440 points. Listed below is information regarding Maplewood Twp's Sustainable Jersey efforts and materials associated with the applicant's certified actions.

Contact Information

The designated Sustainable Jersey contact for Maplewood Twp is:

Name:	DE LUCA VICTOR
Title/Position:	TOWNSHIP COMMITTEE MEMBER / TOWNSHIP COMMITTEE
Address:	574 VALLEY STREET MAPLEWOOD, NJ 07040
Phone:	973-762-8120 EXT. 2108

Actions Implemented

Each approved action and supporting documentation for which Maplewood Twp was approved for in 2019 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.

Animals in the Community

Companion Animal Management Plan *Retired 12/31/22*

10 Points

Program Summary: During the past three years Maplewood Township has developed, passed a pilot ordinance and worked with local animal rescue groups to conduct a feral cat colony trap-Neuter-Vaccination-release program. The designated by Township Committee resolution volunteer TNVR organization is Furry Hearts Rescue. As of this date 5/27/16, 17 feral cat colonies are under the supervision of Furry Hearts Rescue. A dozen spay/neuter vaccinate clinics in the Associated

Humane Society mobile van were held at the Town Hall. The Township has contracted with St. Hubert's Animal Welfare for ACOservice which includes spay/neuter return of feral cats and adoption services for dogs and cats. Public education has been done for the whole residential and business community. Over 150 feral cats have received TNVR care. We are currently in the planning stage to work with People for Animals to increase TNVR. Maplewood contracted with People for Animals to assist residents with feral cats. We also now have monthly Associated Humane Society mobile spay/neuter and well care van service.

PDF: [COMPANION ANIMAL MANAGEMENT PLAN DOCUMENTATION](#)

PDF: [COMPANION ANIMAL MANAGEMENT PLAN DOCUMENTATION](#)

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Arts & Creative Culture

Municipal Commitments to Support Arts and Creative Culture

10 Points

Program Summary: Maplewood has a long history of support for art, music and culture. It operates four facilities: Burgdorff Center for the Performing Arts, 1978 Visual Arts Center, Springfield Avenue Gazebo and The Woodland. The Township's Office of Cultural Affairs is staffed by a full-time Manager, full-time Scheduler and part-time employees. An annual appropriation of \$55,000 is provided for programming by the Office. The Township is well known for its festivals and concerts, including Maplewoodstock, two days of music in the park. In the past two years, public art has become a priority. The Township Committee has adopted ordinances and resolutions for facilitate mural painting along Springfield Avenue and in the tunnels at the New Jersey Transit Maplewood Train Station.

WORD: [MUNICIPAL COMMITMENTS TO SUPPORT ARTS AND CREATIVE CULTURE DOCUMENTATION](#)

PDF: [MUNICIPAL COMMITMENTS TO SUPPORT ARTS AND CREATIVE CULTURE DOCUMENTATION](#)

PDF: [MUNICIPAL COMMITMENTS TO SUPPORT ARTS AND CREATIVE CULTURE DOCUMENTATION](#)

PDF: [MUNICIPAL COMMITMENTS TO SUPPORT ARTS AND CREATIVE CULTURE DOCUMENTATION](#)

Community Partnership & Outreach

Green Team

10 Points

 Bronze Required

Program Summary: The Maplewood Green Team meets every month and consists of up to 12

members appointed to the advisory committee and a general committee which is open to all residents of Maplewood. The full committee meets monthly sub committees work by email between meetings. The Green Team also has a liason from the Township Committee and a seat on the Sustainable Maplewood Committee, which is a quarterly meeting of the Township Department Heads, Elected Leadership, Green Team, and Environmental Advisory Committee. The core role of the Green Team is completing sustainability projects and outreach. Projects of the Maplewood Green Team from the last 12 months include: Recycling education campaign Working with Township Departments to install a public EV Charger Hosted a Electric Cars and Coffee Event Ongoing promotion of the Maplewood Solar Challenge Ongoing promotion of residential and commercial NJCEP programs Organized a Pop-Up Bike shop at the Maplewood Farmers Market The green team has also been a collaborative partner in both the Essex County Hub and the MAPSOMIL (Maplewood, South Orange and Millburn) collaboration. Collaboration projects for the Maplewood Green Team in the past 12 months include Greener to Go (a Styrofoam reductions campaign) and the upcoming county wide Comfort Partners Promotion. The green Team also partnered with GreenFaith to host an Energy Efficiency education event specifically tailored to Houses of Worship.

PDF: [ORDINANCE ESTABLISHING THE MAP](#)

WORD: [CREATE GREEN TEAM DOCUMENTATION](#)

PDF: [CREATE GREEN TEAM DOCUMENTATION](#)

Diversity & Equity

Diversity on Boards & Commissions

10 Points

 Bronze Priority  Silver Priority

Program Summary: The Township of Maplewood has long embraced and welcomed individuals of diverse racial, ethnic, religious, national and sexual orientation backgrounds. For over 20 years, the Maplewood Township Committee has followed a policy of making appointments to the Township's Boards and Committees to reflect the demographic make-up of the community. To capture the demographics of Board and Committee appointees, the Township used a Survey Monkey questionnaire with six questions: 1) What is your gender? 2) What is your age? 3) Are you White, Black or African-American, Hispanic or Latina/o, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race? 4) Are your living quarters owned by you or someone in your household or rented? 5) Do you consider yourself a member of the Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) community? 6) How many years have you lived in Maplewood? The results of the survey (attached) were discussed at the Township Committee's December 18, 2018 public meeting (minutes attached). The survey and survey results also are attached. The 2018 Survey Monkey results will become the baseline on which to annually measure efforts to diversify Boards and Committees. Surveys will be utilized each year to measure progress. The Township Committee will continue its efforts to diversity Boards and Committees. It will work with the Community Coalition on Race and the South Orange/Maplewood Clergy Association on recruitment strategies to recruit a diverse pool of potential appointees. Recruitment efforts also will be made through the Committee's monthly "Talk to the Township Committee" sessions around town and at newly constructed apartment complexes. In addition, volunteer recruitment will be a major component of the annual "Welcome to Maplewood Program." Appointment goals will be set annually by the Township Committee to have the Township's Boards and Committees reflect Maplewood's demographics.

WORD: [DIVERSITY ON BOARDS & COMMISSIONS DOCUMENTATION](#)

WORD: [DIVERSITY ON BOARDS & COMMISSIONS DOCUMENTATION](#)

WORD: [DIVERSITY ON BOARDS & COMMISSIONS DOCUMENTATION](#)

WORD: [DIVERSITY ON BOARDS & COMMISSIONS DOCUMENTATION](#)

Lead Education & Outreach Programs

10 Points

Program Summary: The Maplewood Public Health Division is a resource for local pediatricians' offices who rely on local health departments for NJ DOH guidance on case management and environmental interventions after a capillary or venous blood lead test. The Maplewood Public Health Division contracts with the East Orange Health Department for additional home visit, education and case management of pediatric blood lead cases. In 2018, East Orange and Maplewood collaborated to provide free blood lead testing in at-risk childcare centers. The Health Officer makes home visits to test the outside homes for lead (soil, exterior paint, etc). In 2017 the Public Health Division worked with the South Orange/ Maplewood School district to address lead in the drinking water and worked with Facilities to add new water filters to all the school water fountains. Additionally, the Public Health Division worked with the Building Department to send out information on lead remediation and exposure mitigation obligations to landlords. Maplewood is part of a multitown grant, issuing state funding for childhood lead poisoning prevention to the grantee, East Orange Health Department. In 2019, household lead information and renovation was provided to new residents to the township and to be shared at Children's Health and Wellness Day through our community partner, South Mountain YMCA.

PDF: [LEAD EDUCATION AND OUTREACH PROGRAMS DOCUMENTATION](#)

WORD: [LEAD EDUCATION AND OUTREACH PROGRAMS DOCUMENTATION](#)

WORD: [LEAD EDUCATION AND OUTREACH PROGRAMS DOCUMENTATION](#)

PDF: [LEAD EDUCATION AND OUTREACH PROGRAMS DOCUMENTATION](#)

Energy

Energy Tracking & Management

20 Points

 Bronze Priority  Silver Priority

Program Summary: None of Maplewood's buildings meet the requirements for Energy Star Certification. Instead they have been benchmarked for Energy Use Intensity (EUI) and compared to national medians in the Energy Performance spreadsheet. Members of the Maplewood Environmental Advisory Committee have been given electronic access to Maplewood's PSE&G accounts and its Energy Start Portfolio Manager account. PSE&G provides retrospective information online for its account billing in increments of 6- or 13-months. These have been used to track monthly utility information since March of 2015, and will allow committee members to update the Energy Start Portfolio Manager on a regular basis, ideally quarterly. This in turn will facilitate continuous monitoring of weather-adjusted Energy Use Intensity metrics as the township goes through the process of identifying and implementing appropriate energy upgrades. Two buildings have been added to the ESPM inventory since 2015, with data starting in January 2016:

the Community Pool and the Municipal Greenhouses. The latter had been counted as part of the Town Hall accounts but was split out as a separate building. The Civic House was removed from the inventory in 2016 when the building operations and utility accounts were leased out to a non-profit entity. The Township completed the Local Governmental Energy Audit (LGEA) process with TRC Energy Solutions November 2018. The Township is taking steps in 2019 to participate in the ESIP program of comprehensive building upgrades. Continued tracking with ESPM will give an understanding of the value of building improvements that will be undertaken. The Township has submitted an RFP to participate in the ESIP program and are excited to participate in the process (see attached RFP upload).

EXCEL: [MAPLEWOOD ESPM MY-PORTFOLIO](#)

PDF: [ENERGY TRACKING AND MANAGEMENT DOCUMENTATION](#)

EXCEL: [ESPM MAPLEWOOD BUILDINGS PERFORMANCE HIGHLIGHTS](#)

Buy Electricity From A Renewable Source

10 Points

Program Summary: Maplewood is an active participant in the Essex and Hudson counties' electricity purchasing aggregation agreement. This aggregation agreement now includes a 20% renewable energy Maplewood has been an active participant in the Essex County's municipal electricity purchasing aggregation agreement, the Essex County Aggregate Energy Procurement Cooperative (ECAEPC). As the previous purchase contract was coming to a close in December 2018 the ECAEPC joined with the Passaic County Energy Regional Cooperative Pricing Agreement in agreeing to a 24-month supply contract with Constellation NewEnergy through December 2020. This contract calls for verified retirement of PJM Class I RECs to cover 6% more of the energy purchase than required by the prevailing NJ RPS.fraction purchased through Constellation Energy as a third-party supplier. This translates to 29.429% in EY2020 (6/2019 - 5/2020) and 34.6% in EY 2021(6/2020 - 12/2020). Savings are hard to estimate since they will vary from month to month due to fluidity in the utility market. Past contracts were estimated to save 10 -12% of the supply cost over PSE&G rates.

PDF: [BUY ELECTRICITY FROM A RENEWABLE SOURCE DOCUMENTATION](#)

Municipal Onsite Solar System

10 Points

Program Summary: Solar Demonstration Project The Maplewood Police & Court Building was dedicated in 2008 as the first LEED-certified municipal building in the State (LEED Silver). The building currently houses the Maplewood Police Department, court operations of both Maplewood and South Orange, and the Joint Violations Bureau of Maplewood and South Orange. The building was constructed with a flat roof that included the installation of a 20-kilowatt photovoltaic array. The size of the array was limited by the size of the building's footprint. By constructing this building according to LEED specifications, the Township demonstrated its commitment to renewable energy technologies that function on a local level, thereby setting an example both to other municipalities, and to our residents who could, on a smaller scale, employ similar technologies in their own homes. Thus, it was the Township's intent to keep the public informed about the how the buildings' systems functioned over time. In 2018 despite relatively unfavorable weather conditions the solar array still was credited with producing 20,479 kWh of electricity,

about 2.8% of the building's electricity use. This saved Maplewood taxpayers over \$7000 for the year. Two milestones were reached in 2018: the system surpassed 200,000 kWh of electricity production and exceeded \$100,000 in combined savings and revenue from selling Solar Renewable Energy Certificates (SRECs). This also represents over 100 tons of avoided carbon dioxide emissions.

EXCEL: [MUNICIPAL ON-SITE SOLAR SYSTEM DOCUMENTATION](#)

PDF: [MAYOR'S CERTIFICATION](#)

Renewable Government Energy Aggregation

50 Points

Program Summary: The Maplewood Township Committee, as lead agent for the Sustainable Essex Alliance (“SEA”), voted on April 2 to buy electrical power from Direct Energy LLC, an alternative electrical supplier to PSE&G. In partnership, SEA member communities Maplewood, South Orange, Verona, Glen Ridge, and Montclair, combined their purchasing power to net a contract for electricity supply resulting in individual household savings of \$100 per year. There are approximately 36,000 households serviced by PSE&G in these SEA member communities, 9000 of them in Maplewood. Roughly 40% of that electricity will be purchased with renewable energy credits, about twice the current amount required of PSEG. Participating residents can also look forward to help navigating energy efficiency opportunities for their homes as part of the program, thereby saving more money and reducing their environmental impact. “Our combined populations gave us an advantage in negotiating for cheaper and greener electrical power. Utility cost-savings for our residents; greener energy for our planet: this is an outcome we are very proud of.” said Maplewood’s Mayor Victor DeLuca, an early and enthusiastic supporter of this initiative, “We are so proud to be on the cutting edge of government energy aggregation, and proud to represent like-minded communities in this effort. It is incumbent on local officials to do their part to stem the disastrous effects of climate change.”

PDF: [ORDINANCE ESTABLISHING MAPLEWOOD'S RGEA](#)

WORD: [LETTER FROM MAPLEWOOD TO RESIDENT ANNOUNCING AGGREGATION](#)

PDF: [RESOLUTION APPOINTING AN AGGREGATION CONSULTANT](#)

PDF: [RGEA CONTRACT](#)

WORD: [CERTIFICATION LETTER](#)

Commercial Energy Efficiency Outreach

10 Points

Program Summary: Maplewood has undertaken a Commercial EE outreach program working with Wildan, our Direct Install Contractor. We partnered with Green Faith and the green teams of South Orange, Irvington, and Millburn in February of 2018 to host a DI event focused specifically on Houses of Worship. Outreach for this event included a paper mailing to every house of worship, an email and social media campaign, tabling at public events, partnering with Green Faith to spread the word through their network. After the event a follow up paper mailing was sent to each house of worship. The event was one and a half hours long In May of 2018 the Green Team worked with Wildan to send a letter from the mayor to every commercial entity in Maplewood (301 commercial property owners and 54 retail tenants. We hosted a follow up coffee hosted by the mayor and green team on May 30th. The coffee was about an hour long. Outreach for this

event included a webpage for the event, follow up emails sent out to the retail tenants from the business district managers, we did a second follow up paper mailing (sent directly by the Maplewood Green Team) to the industrial section owners, as we noted that entities that both owned the building and were the occupant were the most receptive to the program. 20 point upload, see attached the list of Direct Install Projects in Maplewood.

IMAGE: [COMMERCIAL ENERGY EFFICIENCY OUTREACH DOCUMENTATION](#)

WORD: [COMMERCIAL ENERGY EFFICIENCY OUTREACH DOCUMENTATION](#)

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PDF: [COMMERCIAL ENERGY EFFICIENCY OUTREACH DOCUMENTATION](#)

Public Electric Vehicle Charging Infrastructure

15 Points

Program Summary: The Township of Maplewood has already installed a level 2 Bosch EV charger at our 60 Woodland Rd. municipal parking lot. The Township had a ribbon cutting ceremony November 2018 to launch the charger to inform the public. Signage has been added to help the public identify its location. Two (2) public parking spaces have been reserved next to the charger for the purpose of charging. The Township has put out a request for proposal for an Electrical Vehicles Car Sharing program. The RFP will allow a vendor to come in and install two vehicles. The vehicles will be parked at 1600 Springfield Avenue as a central location for the various building apartments recently built. Attached is also a copy of the RFP.

PDF: [PUBLIC ELECTRIC VEHICLE CHARGING INFRASTRUCTURE DOCUMENTATION](#)

IMAGE: [PUBLIC ELECTRIC VEHICLE CHARGING INFRASTRUCTURE DOCUMENTATION](#)

IMAGE: [PUBLIC ELECTRIC VEHICLE CHARGING INFRASTRUCTURE DOCUMENTATION](#)

IMAGE: [PUBLIC ELECTRIC VEHICLE CHARGING INFRASTRUCTURE DOCUMENTATION](#)

PDF: [RFP - EV CAR SHARING PROGRAM](#)

IMAGE: [ONLINE DIRECTORY DOCUMENTATION](#)

Food

Farmers Markets

10 Points

Program Summary: The Maplewood Farmers Market is in its 25th season of serving residents in Maplewood and surrounding towns. The market is located in the 1848-1852 Springfield Ave in a municipal parking lot, within the Township's largest commercial corridor. The Avenue is a major traffic artery connecting Maplewood with Union on the west and Irvington and Newark on the east. Bus stops for two major routes (#25 & #70) are within one block of the market. This prime location is one of the many reasons the Farmers Market thrives. The 2019 Farmers Market will open on June 3rd and will close on November 18th. It operates on Mondays from 2 pm to 7 pm and consists mainly of two farmers and vendors. The office of the Township Administrator is in

charge of the Farmers Market. During the market season, weekly notice of the market is sent to the community via various means of communications: 1. A display advertisement in the weekly newspaper, News Record of Maplewood & South Orange (see photo) and advertisement in Edible Jersey's Farmer's Market edition. 2. Email blast to over 4,000 residents. 3. Posted on the main calendar of the official township's website. 4. Posted in the news flash section of the Township's official website; this has the ability to notify users who have signed on to the township's Facebook and Twitter accounts. 5. Posted in the quarterly township newsletter: The Maple Leaflet. 6. Permanent sign of the Farmers Market is placed at its current location. 7. Two banners are strung across Springfield Avenue (see photo) 8. Portable signs are placed by the train station and in front of Town hall. 9. Portable sign is also placed at the community pool which serves approximately 600 residents daily. 10. Stories in local Internet newsletters (see Village Green story) The Maplewood Health Department conducts periodic inspections to make sure everything is safe according to the health code standards. There are five vendors at the market this year: 1. Hoboken Farm - Fresh Mozzarella cheese, artisan breads, crab cakes, steaks, gourmet ravioli 2. Alstede Farms LLC (Farmers) - Fruits, vegetables 3. Stony Hills Garden & Farm Market (Farmers) - vegetables, fruits, eggs, jelly 4. Pickles & Olives 5. Paolo's Kitchen (gluten free products) The fees for having a spot at the Farmers' Market are \$55.00 registration and \$400.00 for the season. All fees are used to publicize the market and obtain signage.

PDF: [FARMERS MARKETS DOCUMENTATION](#)

PDF: [FARMERS MARKETS DOCUMENTATION](#)

Green Design

Green Building Policy/Resolution

5 Points

Program Summary: The Maplewood Township Committee unanimously adopted Resolution No. 87-19 on May 7, 2019. A copy is attached. The Resolution was distributed by the Mayor to members of the Planning Board, Zoning Board of Adjustment, Committee on Entrepreneurship and Economic Development, Environmental Advisory Committee and Green Team. The Mayor also distributed the Resolution to the Business Administrator, Township Engineer, Health Officer, Construction Official, Public Works Director and Director of Community Development. Additionally, the Mayor distributed the Resolution to the Manager of the Maplewood Village Alliance Special Improvement District and the Manager of the Springfield Avenue Partnership Special Improvement District. The Resolution was also posted on the Township's website.

PDF: [GREEN BUILDING POLICY/RESOLUTION DOCUMENTATION](#)

PDF: [GREEN BUILDING POLICY/RESOLUTION DOCUMENTATION](#)

IMAGE: [GREEN BUILDING POLICY/RESOLUTION DOCUMENTATION](#)

Upgrade/Retrofit-Water Conservation

10 Points

Program Summary: UPDATE: The Township has inventoried our buildings and compiled a list of

fixtures needing water conservation measures. These repairs are all high priority and will be done in the next 18 months or as designated/required by Sustainable NJ. The Township of Maplewood has retrofitted many of our Township buildings and facilities with water conserving faucets and toilets to date. All new fixtures and toilets are spec'd out as water conserving. We have also equipped many of our toilets with sensing technology such as our DeHart Community Center on Burnett Avenue. Other locations have aerators installed on their faucets. The Township has taken steps to re-program our irrigation systems in our athletic fields to only provide watering when required, minimizing water consumption. Best example of this is our real grass organic athletic field at DeHart Community Park. We also work with NJAW on water conserving measures. Since NJAW is the owner of the water distribution system, we rely on them to distribute water conserving literature to their residents. We are currently inventorying our buildings of the types of toilets and fixtures and plan to upgrade these facilities with energy saving measures. Once prepared, the list of each of our buildings with a plan on upgrading water sense fixtures and toilets will be implemented. These upgrades may span over 18 months.

PDF: [UPGRADE/RETROFIT-WATER CONSERVATION DOCUMENTATION](#)

Health & Wellness

Building Healthier Communities

25 Points

Program Summary: Maplewood is submitting for all four sub populations: Youth, Seniors, General Community and Employee Wellness. Maplewood is a member of the Mayor's Wellness Campaign and promotes a Maplewood Loves Wellness campaign of community-wide programs with a health and wellness focus via social media. Services provided for seniors address livability, affordability and recreation. Services for youth target healthy physical activities, alcohol and drug prevention, and a summer meals program and recreation for children with special needs. Services for the entire community include cancer awareness, adult health clinics to raise awareness of diabetes and heart disease prevention, promoting our township-wide durable medical equipment service and increase opportunities for blood donation.

WORD: [BUILDING HEALTHIER COMMUNITIES DOCUMENTATION](#)

WORD: [BUILDING HEALTHIER COMMUNITIES DOCUMENTATION](#)

PDF: [BUILDING HEALTHIER COMMUNITIES DOCUMENTATION](#)

PDF: [BUILDING HEALTHIER COMMUNITIES DOCUMENTATION](#)

WORD: [BUILDING HEALTHIER COMMUNITIES DOCUMENTATION](#)

Innovative Projects

Innovative Community Project 1

10 Points

Program Summary: Litter control program in Maplewood's Parks. All of Maplewood's Public Parks have been divided into sites that are small enough for a single family or group to conduct a trash clean up in about an hour. By adopting a site, each group is agreeing to clean their site at least once a month. Every adoptive family or group will be listed on the "Maplewood is Green" website next to the site description for the site they have adopted. Each group must have an adult over the age of 18 who will be present at the cleanups. The program is administrated by the Maplewood Green Team and we include outreach materials at all of our tabling events. The program webpage is located at <http://www.maplewoodisgreen.org/adopt-a-park>, examples of outreach materials are uploaded. Since the programs creation in 2014 over 75 community groups have participated and currently over 85% of the available park locations are adopted. The number of participants has stayed constant over the last three years, but "retiring volunteers" have been replaced with new volunteers. We estimate that ten of the 75 participants have turned over in the last three years. We do not track how often the parks are cleaned (the participants are supposed to clean their sites once a month) However, the DPW director reports that the parks are less litter filled since the inception of the program.

PDF: [INNOVATIVE COMMUNITY PROJECT 1 DOCUMENTATION](#)

PDF: [INNOVATIVE COMMUNITY PROJECT 1 DOCUMENTATION](#)

Innovative Community Project 2

10 Points

Program Summary: Innovative Project; Greener to go In January 2019, the Maplewood, South Orange, and Millburn Green Teams collaborated on Greener to Go, a single use plastic reduction program. For Greener to Go the green teams collaborated with local restaurants to offer greener take out packaging. Replacing Styrofoam and non recyclable containers with "Greener" take out options. We chose packaging that was competitive in price and function while getting us closer to the goal of greener to-go packaging. Offerings included food containers which are made in the U.S.A. from 100% recycled paper. It has a minimum 35% post-consumer content which means that 35% of the materials were used by consumers, returned to a recycling facility and remade into the product you will get in your bag. It is 100% Processed Chlorine Free and can be recycled if cleaned of food. The website for the project is www.greenertogo.org. Phase 2 is planned for July 2019 and over 100 residents answered the after project survey. Outreach for the project included a website, www.greenertogo.org; a social media campaign including a ribbon cutting event, ad purchases in local theater playbills, and local media coverage.

IMAGE: [INNOVATIVE COMMUNITY PROJECT 2 DOCUMENTATION](#)

PDF: [INNOVATIVE COMMUNITY PROJECT 2 DOCUMENTATION](#)

PDF: [INNOVATIVE COMMUNITY PROJECT 2 DOCUMENTATION](#)

PDF: [INNOVATIVE COMMUNITY PROJECT 2 DOCUMENTATION](#)

Innovative Community Project 3

10 Points

Program Summary: re:Yard is a community-oriented program that awards lawns, gardens and yards for being sustainable and reducing many of the negative environmental impacts of standard yard care developed collaboratively by volunteers from the Green Teams of Maplewood, Millburn, and South Orange. To receive re:Yard certification, a yard must earn points by satisfying

requirements from credits within the re:Yard guidelines. As a yard accumulates enough points, the participant achieves different levels of certification (Member, Bronze, Silver, Gold). The first step was creating guidelines for the program in six categories: Site and Soil, Water Use and Water Quality, Energy and Air, Plants and Animals, Materials and Resources, and Beyond the Yard. The guidelines were peer reviewed by gardening experts then the team developed promotional materials, a website, and promotion plan to share the program with the community. The program launched October 3, 2015 with a gardening workshop at the Elks Lodge in South Orange. Promotion of the program continues with events and social media outreach driving new participants to the website. Person to person, hands-on events have proven to be the most successful at recruiting new participants to re:Yard, with over 130 members signed up to date, with 30 of those registrations being since 2017. Uploaded is documentation of outreach completed in the last 2.5 years. Events hosted during that time period include a drip irrigation demonstration at a Maplewood Resident's home in 2017, Eco Mower Test Drive on October 2017, and the Maplewood ECO House and Garden Tour in September of 2018.

PDF: [INNOVATIVE COMMUNITY PROJECT 3 DOCUMENTATION](#)

Land Use & Transportation

Sustainable Land Use Pledge

10 Points

 Bronze Priority  Silver Priority

Program Summary: The Maplewood Township Committee unanimously adopted Resolution No. 88-19 on May 7, 2019. A copy is attached. On May 31, 2019, the Resolution was distributed by the Mayor to members of the Planning Board, Zoning Board of Adjustment, Committee on Entrepreneurship and Economic Development, Environmental Advisory Committee and Green Team. (examples of emails are attached) The Mayor also distributed the Resolution to the Business Administrator, Township Engineer, Health Officer, Construction Official, Public Works Director and Director of Community Development. Additionally, the Mayor distributed the Resolution to the Manager of the Maplewood Village Alliance Special Improvement District, the Manager of the Springfield Avenue Partnership Special Improvement District, and the Coordinator of the Two Towns for All Ages Initiative. The Pledge was also publicized on the Township's website.

PDF: [SUSTAINABLE LAND USE PLEDGE DOCUMENTATION](#)

WORD: [SUSTAINABLE LAND USE PLEDGE DOCUMENTATION](#)

WORD: [SUSTAINABLE LAND USE PLEDGE DOCUMENTATION](#)

Bicycle & Pedestrian Audits

10 Points

Program Summary: The Township of Maplewood has already had Urbana Consulting perform a bicycle audit of our Township to access which roads should be bicycle routes. Since the Township is a complete streets compatible, share the road signs and bicycle striping has been implemented on roadways for this purpose. Attached is the report by Urbana. In addition, the Township in 2018 had NJDOT/NV5 perform a pedestrian audit of the numerous street in the Township, we are

implementing many of the recommended measures. The Township continues to follow the recommendations in the Urbana report and includes share the road striping and signage on roads as they are reconstruction each year for our road construction capital program. We have updated striping of Claremont and Elmwood Ave as part of our 2018 Road program.

PDF: [BICYCLE AND OR PEDESTRIAN AUDIT DOCUMENTATION](#)

PDF: [BICYCLE AND OR PEDESTRIAN AUDIT DOCUMENTATION](#)

PDF: [BICYCLE AND PEDESTRIAN AUDITS DOCUMENTATION](#)

PDF: [BICYCLE AND PEDESTRIAN AUDITS DOCUMENTATION](#)

Effective Parking Management

10 Points

Program Summary: This Parking Study has been commissioned by the Township in association with the project “Maplewood Village Parking Plan” for the Township of Maplewood. The “Maplewood Village Parking Plan” also includes an existing zoning analysis, a future redevelopment analysis, and a set of conceptual development recommendations. The purpose of this Parking Study is to issue a set of recommendations based upon the downtown parking investigation and the results of the aforementioned analyses. The Township is actively pursuing restriping of existing parking lots to increase their efficiency and increase the number of parking spaces. Areas throughout the Township such as Dunnell Road and Maplewood Ave, which are near the train station, are being considered for parking restriping as well as other areas in the Township. This increases the available parking without increasing impervious cover and stormwater runoff. Additional measures taken by the Township include 2 hour parking restrictions to encourage more foot traffic. The Township has also permitted tenants of residential complexes to park in public parking lots overnight to reduce the onstreet parking demand. Newly uploaded documents include the 2016 Striping Improvement plans, which were implemented to improve the efficiency of parking and were constructed (see uploaded invoice from Straight Line Striping), this includes areas where there is shared parking. Also uploaded are the Time Limit Parking Ordinance, which revises parking times to 2 hours.

PDF: [EFFECTIVE PARKING MANAGEMENT DOCUMENTATION](#)

PDF: [EFFECTIVE PARKING MANAGEMENT DOCUMENTATION](#)

PDF: [EFFECTIVE PARKING MANAGEMENT DOCUMENTATION](#)

PDF: [EFFECTIVE PARKING MANAGEMENT DOCUMENTATION](#)

Local Economies

Support Local Businesses

10 Points

Program Summary: The Township of Maplewood sponsored three “Keep It Local - Doing Business with the Township” sessions (2016, 2018 & 2019) designed to increase municipal purchasing of more local goods and services. The one-hour sessions begin with a welcome from the Mayor and a presentation by the Township Administrator/Qualified Purchasing Agent covering

the following topics: What types of businesses does the Township use? How do I find out about these opportunities? What is the quote and public bidding process? How much time does it take for the Township to make a decision on a purchase? What qualifications do I need to work with the Township? What are the insurance requirements? How long do I have to wait to get paid? After the presentation and any questions, each business owner describes the goods and services she/he provides and each municipal department director explains what she/he purchases. The session ends with networking and business card exchanges between the business owners and department directors. The event is publicized through announcements at public meetings, various Facebook posts, stories with two local Internet news services, and by a Township email blast to over 4,000 people. The two special improvement districts in town and the Chamber of Commerce also help publicize the event. Each year the event has attracted 30 to 40 local businesses. The Township Business Administrator has instructed department directors to “look local first” when making purchasing decisions. This has resulted in more spending by the Township with local food businesses, graphic designers, artists, photographers, printers and a range of consultants. The Township’s “buy local” efforts are coordinated by the Committee on Entrepreneurship and Economic Development (CEED), which promotes entrepreneurship, provides opportunities for economic growth and job development, and seeks to expand the Township’s commercial tax base. CEED fosters opportunities for entrepreneurs and businesses to learn, network and collaborate.

WORD: [SUPPORT LOCAL BUSINESSES DOCUMENTATION](#)

PDF: [SUPPORT LOCAL BUSINESSES DOCUMENTATION](#)

WORD: [SUPPORT LOCAL BUSINESSES DOCUMENTATION](#)

WORD: [SUPPORT LOCAL BUSINESSES DOCUMENTATION](#)

Natural Resources

Environmental Commission

10 Points

Program Summary: Maplewood’s Environmental Advisory Committee is established and its members appointed under Ordinance 2685-12 adopted on March 6, 2012 which updated a similar ordinance adopted in 1997. It is an active member of the Association of New Jersey Environmental Commissions and performs the functions of an environmental commission. It meets nine times per year and performs a significant role in environmental policy matters that come before Maplewood’s governing body.

PDF: [ORDINANCE AMENDING THE CODE OF](#)

WORD: [ENVIRONMENTAL COMMISSION DOCUMENTATION](#)

Operations & Maintenance

Recycled Copy Paper

10 Points

Program Summary: Purchasing of copy paper for all departments in the Township of Maplewood is centralized in the Business Administrator's Office. The Township has been using 30% post-consumer recycled paper for at least 8 years. See attached copy of recent invoices.

PDF: [RECYCLED PAPER DOCUMENTATION](#)

PDF: [RECYCLED PAPER DOCUMENTATION](#)

Public Information & Engagement

Municipal Communications Strategy

10 Points

Program Summary: The Township's primary public information source is the Township Website: twp.maplewood.nj.us. Members of the public can access e-alerts for specific areas of interest through the Township website. The also Township maintains two Facebook accounts, Maplewood Township and Maplewood Village Construction News, and a Twitter account, @MaplewoodTWP. Code Red is used by the Office of Emergency Management (OEM) during states of emergency. Other Township departments maintain social media accounts and offer alerts covering their services and activities: The Maplewood Township Police Department (MPD) maintains the following accounts: FaceBook: Maplewood Township Police Department @maplewoodpolicedepartment Maplewood Traffic @maplewoodtrafficbureau The MPD also offers Nixle Alerts, allowing public access by text or email for public safety notifications from the Township. Maplewood Township Department of Public Works maintains an Instagram account: @maplewooddpw Maplewood Recreation Department FaceBook: Maplewood Recreation and Cultural Affairs Maplewood Library Department: FaceBook: Maplewood Memorial Library Twitter: @maplwdlibrary Policies for Sharing Information ALL web content and email alerts shall be written and edited by the Assistant Township Administrator. That position will be responsible for all media coverage throughout the Township. FaceBook postings and Twitter Tweets should reference the Township Website whenever possible. The Township Website should be the hub of information and readers should be encouraged to get detailed information about government services and policies from our website. When items are posted by the Township Departments who would like it shared on others accounts, the initiating party should email asstadmin@twp.maplewood.nj.us for further electronic distribution. ? RESOURCE INSTRUCTIONS Township Website Main Page & Department Pages All content to be edited by the Administration Department. It is the responsibility of the Assistant Township Administrator to edit information on the main page. Departments are to regularly update their websites. Emergencies (Weather, Traffic, etc) OEM (PD) initiate Nixle alert, which will also post to Township FaceBook and Twitter. Planned Road Closings / Construction / Maintenance Work Police initiate Nixle alert, which will also post to Township FaceBook and Twitter. Message provides info and drives reader to visit township website for updates, including link to website Department News Departments to submit monthly news items/dates to be promoted on Twitter and FaceBook. Township Hours Committee Meetings Events / Clinics Department info / FAQ Recreation Events / Flyers Initiated by Administration Police News & Information Police Incidents/ Activity/ Criminal Matters Shared at the discretion of the PD PD Events Initiated by PD. PD to email asstadmin@twp.maplewood.nj.us with social media notice, Township may share/retweet. PD News Initiated by PD. PD to email asstadmin@twp.maplewood.nj.us with social media notice, Township may share/retweet.

Employee and Volunteer Policy See Social Media Policy in handbook. Requests for distribution of information is sent to asstadmin@twp.maplewood.nj.us by the Department Head or Committee Chair. If the request is made by a non-Department Head employee or Committee Member, the Department Head or Committee Chair must be copied on the request, confirm the accuracy and appropriateness of the posting, then authorize the Assistant Township Administrator to publish the post. Each Department must submit two items each month (it can be an upcoming event or useful info) to be shared on social media when they submit their monthly report. ***NOTE*** The Maplewood Recreation and Library Departments are responsible for the content on their pages along with public information sent through their individual social media accounts.

WORD: MUNICIPAL COMMUNICATIONS STRATEGY DOCUMENTATION

IMAGE: MUNICIPAL COMMUNICATIONS STRATEGY DOCUMENTATION

WORD: MUNICIPAL COMMUNICATIONS STRATEGY DOCUMENTATION

WORD: CHECKLIST_UPDATED

Improve Public Engagement in Municipal Government

15 Points

Program Summary: The Maplewood Township Committee has successfully used a variety of tools to communicate with the public and engage them in civic life. The Township's website is the primary source to disseminate municipal information. E-mail, Nixle notification services and social media are ways in which the Township pushes out alerts and information to the public and to attract them to the website. Public access television continues to be used for community programming and a schedule of events. More recently the Township Committee has used on-line surveys to elicit responses from the public. Surveys have been used to help select a new police chief, to craft a vision for the Maplewood Village commercial district, and to determine the best strategies for traffic calming. The Township Committee has held numerous community meetings on various topics and it sponsors the popular Talk to the Township Committee sessions on one Saturday per month. Increasingly printed material distributed in the community is translated into Spanish and French Creole to reach those residents whose first language is not English. More details on the above are on the submission checklist.

WORD: IMPROVE PUBLIC ENGAGEMENT IN MUNICIPAL GOVERNMENT DOCUMENTATION

WORD: IMPROVE PUBLIC ENGAGEMENT IN MUNICIPAL GOVERNMENT DOCUMENTATION

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WORD: IMPROVE PUBLIC ENGAGEMENT IN MUNICIPAL GOVERNMENT DOCUMENTATION

Online Municipal Public Service Systems

15 Points

Program Summary: The Township Clerk's section of Maplewood's website allows residents to complete various applications. The Township maintains a "Notify Me" sign up feature on its website through which residents can request various types of notifications. More than 4,000 contacts are on the Township's e-mail list. The Police Department maintains a "Nixle" notification program for safety and traffic notices. A request for service feature also exists on the Township's website. This allows a poster to report a problem and to receive a follow-up on the status of its resolution. The Township has an on-line payment link for the convenience of taxpayers. The

Township also uses the spatial data logic platform for automated complaints, and permit tracking. The platform also has interactive maps and zoning information available. Links:
<http://www.twp.maplewood.nj.us/index.aspx?nid=88> (Township Committee Clerk)
<http://www.twp.maplewood.nj.us/requesttracker.aspx> <https://wipp.edmundsassoc.com/Wipp0711/>

WORD: [ONLINE MUNICIPAL PUBLIC SERVICE SYSTEMS DOCUMENTATION](#)

WORD: [UPDATED_CHECKLIST](#)

Sustainability & Climate Planning

Municipal Carbon Footprint

10 Points

 Bronze Priority  Silver Priority

Program Summary: Maplewood’s municipal carbon footprint for the calendar year 2018 came to 3,481 metric tons of carbon dioxide equivalent using the Sustainable Jersey calculation methodology. Of this total, electricity use accounted for the largest fraction, 1515 tons or about 44%. Transportation fuels accounted for about 27% of the total, about 933 tons. Natural gas use was responsible for 17%, about 590 tons. There were no other fuels used. Waste was either recycled or incinerated at a waste to energy facility yielding a 1% negative impact. Outsourced construction services, were estimated to account for 471 tons, or 14 %, significantly from road repair projects. Breaking the total figure down in a different way, buildings and facilities were responsible for almost 1471 tons of emissions, about 42% of the total emissions. Street lighting and traffic signals accounted for 634 tons and 18% of the total. Among motor fuels, gasoline was the largest source of emissions, about 15% of the total, while diesel and B-5 biodiesel were responsible for 8% and 4% of the total emissions, respectively. All of the gasoline and diesel motor fuels are supplied through single tanks in the Public Works facility and the biodiesel fuel is purchased from a single vendor, Woolley Fuel of Maplewood. Total mileage for secondary greenhouse gases was estimated since no exact information was available. Comparing Maplewood’s municipal carbon footprint for 2018 with that of 2015 using identical methods shows a 2% decrease in emissions. 2018 emissions were about 64 tons lower than those in 2015. Natural gas emissions were actually up 12% over this period, but this was offset by a decline in both electricity and vehicle emissions of 4% and 7% respectively. These changes appear to be the result of random variability in weather and use patterns since no particular actions can be cited to account for the changes in emissions observed. Individual building data can be found on the “Meter Entries” tab of Maplewood ESPM My-Portfolio and summarized every three years since 2008 in Maplewood PSE&G Accounts 2008 – 2018.

EXCEL: [MAPLEWOOD MUNICIPAL CARBON FOOTPRINT CALCULATOR 2018](#)

EXCEL: [MAPLEWOOD ESPM MY-PORTFOLIO](#)

Waste Management

Community Paper Shredding Day

5 Points

Program Summary: The Township of Maplewood has offered to its residents, two paper shredding events per year at the Township's Recycling Center located at 359 Boyden Ave., Maplewood, NJ. The purpose of the events are twofold. First, to offer residents the opportunity to safely shred important documents paper documents. Secondly, to assist in improving the Township's recycling program by eliminating shredded paper from the township's single stream market. Due to recent changes within the industry, there is currently no value for shredded paper when it is mixed in with regular recyclables, and having a shredding event prevents significant amounts of shredded paper from entering the waste stream. The event on October 12th 2018 was held between 8am and 12pm. The contractor was Pro Shred (formerly Safe Shredding) located in Roseland NJ who provided one truck which collected a total of 5 tons of material. The event was staffed by four Public Works employees. The event was advertised to residents in the DPW Schedule of events brochure, the Township website, and the DPW social media sites (Facebook, Instagram, and Twitter). The event on April 6th, 2019 was also held between 8am and 12pm. The contractor was Pro Shred (formerly Safe Shredding). Due to the significant increase in resident participation, each this event was staffed with two vehicles, which collected a combined total of 10tons of shredded material. The event was also staffed by four Public Works employees. The event was advertised to residents in the DPW Schedule of events brochure, the Township website, and the DPW social media sites (Facebook, Instagram, and Twitter).

PDF: [2019 INVOICE FROM PROSHRED FOR SHREDDING EVENT](#)

IMAGE: [2019 SHREDDING EVENT \(PICTURE\)](#)

PDF: [2018 ADVERTIMENT OF SHREDDING EVENT](#)

IMAGE: [2019 SHREDDING EVENT \(PICTURE 2\)](#)

PDF: [2019 ADVERTISEMENT OF SHREDDING EVENTS](#)

Recycling Depot

10 Points

Program Summary: The Township Maplewood Recycling Center ("MRC", the "Center") is located at 359 Boyden Ave., Maplewood, NJ. It is Open Monday thru Friday from 7:30am to 3pm, and Saturday's from 9am to 12pm. The Recycling Center accepts recyclables such as paper, newspaper, cardboard, glass containers, aluminum/bi-metal containers, and plastics (number #1 and #2). Motor oil, cooking oil, anti-freeze, car tires, light iron/scrap metal, household and car batteries, books, and clothing, are also collected at the Recycling Center. Additionally, appointments can be made for DPW to collect large scrap metal and old appliances from residents. The Center also has a textiles shed which allows residents to deposit used clothing and textiles. These in turn will be will recycled into wearable clothing, not just cut into shreds. The MRC is also the host of three electronics recycling events per year. During these events, residents can drop off any unwanted electronics items. Residents can also obtain wood chips and mulch, which are produced from the chipping of trees that have been removed, and the recycling of leaves. Because the Center is a popular Saturday morning location for residents, the governing body frequently uses it to host their monthly, "Talk to the Township Committee" meet and greet sessions. The depot is advertised on the Township website at: <https://www.twp.maplewood.nj.us/recycling>

IMAGE: [SCREENSHOT OF RECYCLING INFO. ON WEBSITE](#)

IMAGE: [DEPOT PHOTO](#)

IMAGE: [RECYCLING DEPOT SIGN PHOTO](#)

PDF: [RECYCLING DEPOT LIST OF ACCEPTABLE AND NON-ACCEPTABLE ITEMS](#)

Reusable Bag Education Program *Retired 12/31/25*

5 Points

Program Summary: In 2019 Maplewood passed a check out bag ordinance which calls for a ban on plastic check out bags and a .05 fee on paper bags. To support this ordinance, a vigorous bag education campaign was conducted in the summer of 2019 by the green team and the administrative staff. It is reasonable to assume that most Maplewood residents saw the outreach program. Posters with the details of the ordinance were printed and hand delivered to each retail location. The volunteer delivering the poster was trained in all the frequently asked questions for the campaign instructed to direct any unfamiliar questions to the project leadership. Social Media and email campaigns were conducted using the township and green team lists. There was a "Bring your own bag" raffle (uploads attached) and the township had reusable bags printed and had a bag giveaway. Local media coverage of the bag education and ordinance is here: <https://villagegreennj.com/towns/maplewood/its-in-the-reusable-bag-maplewood-bans-plastic-bags-adds-fee-for-paper/> The township webpage for the ordinance is here: <https://www.twp.maplewood.nj.us/green-team-advisory-committee/pages/plastic-bag-ordinance>

WORD: [REUSABLE BAG EDUCATION PROGRAM DOCUMENTATION](#)

PDF: [REUSABLE BAG EDUCATION PROGRAM DOCUMENTATION](#)

IMAGE: [REUSABLE BAG EDUCATION PROGRAM DOCUMENTATION](#)