

Leveraging Your Sustainable Jersey Efforts to Highlight the Importance of Water Quality Protection



April 7, 2015



Agenda

- **Overview of COA's Blue Star Program** - Catie Tobin, *Marine Science and Education Coordinator for Clean Ocean Action (COA) (Education@cleanoceanaction.org)*
- **Overview of Sustainable Jersey actions that are compatible with Blue Star Program** – Winnie Fatton, *Program Manager, Sustainable Jersey (fatton@tcnj.edu)*
- **Explanation of Raritan River Week Initiative: *Linking COA's Blue Star Program to Municipalities* (April 18 - 25, 2015)** - James Rokosny, *Raritan River Week (jamesRokosny@SummitSMT.com)*



The Municipal Blue Star Program



Building on the successful foundation of Sustainable Jersey



Clean Ocean Action

- A COAlition of 125 groups, concerned businesses, and citizens
- ***Mission Statement:*** “Our goal is to improve the degraded water quality of the marine waters of the New Jersey/New York coast.”
- Our tools:
 - Advocacy
 - Research
 - Education
 - Citizen Action



Photo: Ryan Struck Photography



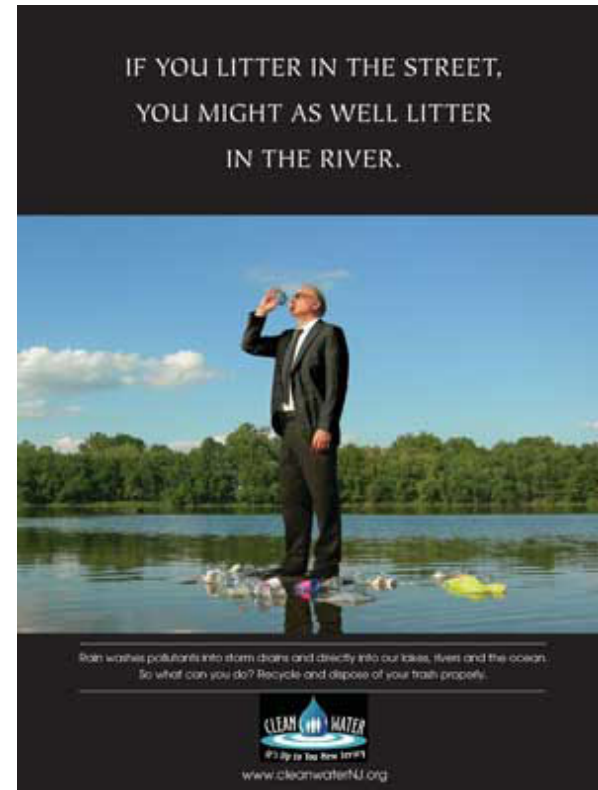
Municipal Blue Star Program

- Point-certification program for municipalities
- **Goal:** Inspire coastal towns to achieve Sustainable Jersey Certification, while supporting and promoting water quality improvements
- **Who can participate:** All municipalities are welcome to participate in the program, and must become Sustainable Jersey Certified to earn their Blue Star.

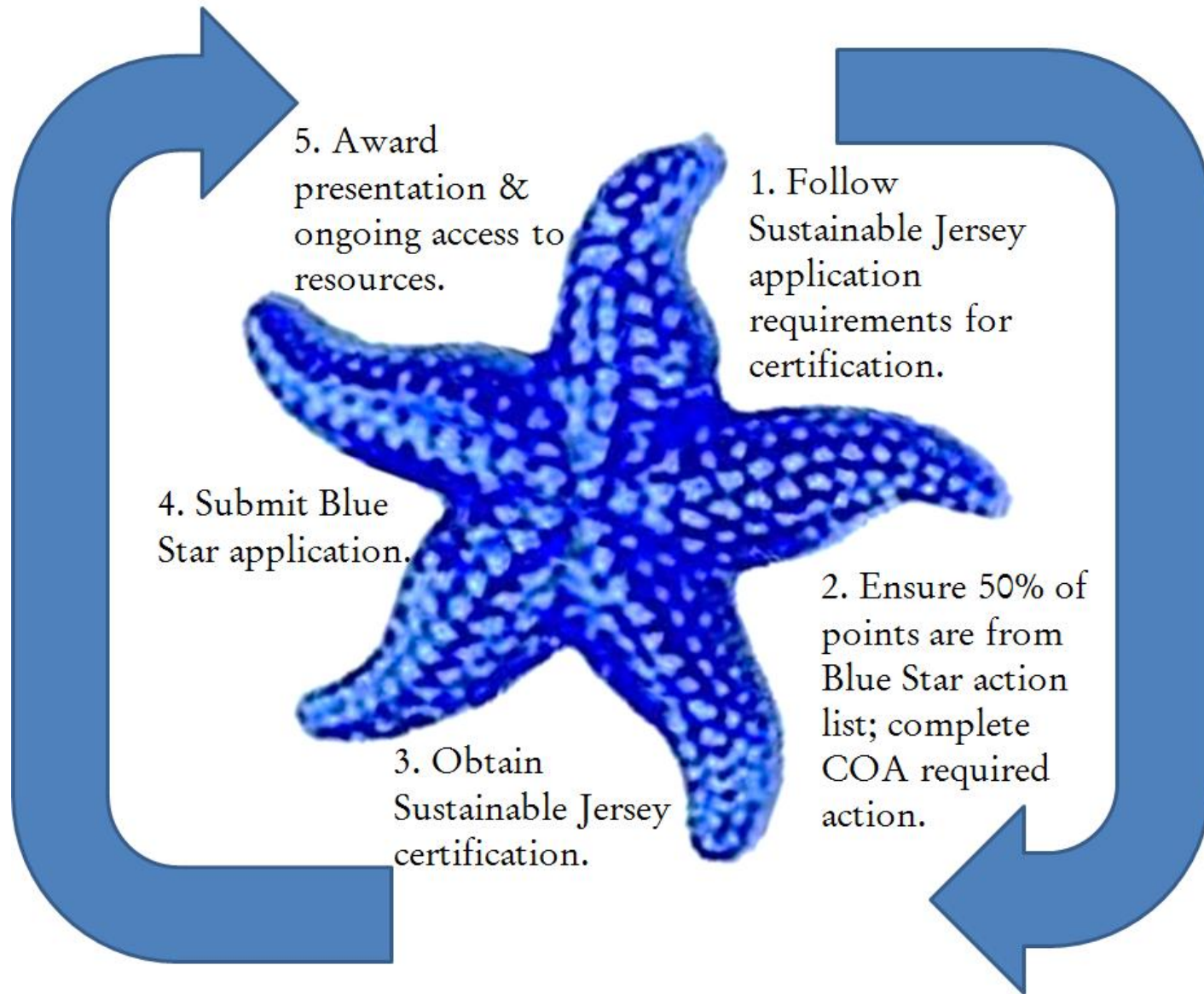


Why become a Blue Star?

- Most NJ waters don't meet the fishable, swimmable, and drinkable goals of our laws
- These issues result from our everyday actions
- They are both *fixable* and *preventable*



How to become a Blue Star




Important Deadlines

- Municipalities will have the opportunity to submit an application to become Blue Star Certified on either of the following dates:
 - **May 1st**
 - **November 1st**



Blue Star Action List

						
Sustainable Jersey Categories	Sustainable Jersey Sub-Categories	Sustainable Jersey Actions that count as Blue Star Actions	Number of Points	Interested, but not yet started	Started	Completed
Climate Mitigation & Adaptation		Climate Action Plan	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Climate Adaptation: Flooding Risk	20 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Partnership & Outreach		Community Education & Outreach	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Education for Sustainability Programs	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Green Challenges & Community Programs	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Green Fairs	Green Your Green Fair	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Hold a Green Fair	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Design	Green Design Municipal Buildings	Upgrade/Retrofit Water Conservation	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovation & Demonstration Projects		Green Roofs	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Innovative Community Project 1	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Rain Gardens	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land Use & Transportation		Green Building and Environmental Sustainability Element	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Economies		Green Business Recognition Program	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Environmental Commission	10 Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Program Synergy

- There are many Sustainable Jersey actions that can be used to fulfill the requirements of the Blue Star Program, and count toward your Sustainable Jersey certification.
- These actions will help to protect water quality and earn points for municipalities in both programs.



Action Format

All Sustainable Jersey actions follow the same template:

- Who Should Lead and Be Involved?
- Timeframe
- Project Costs and Resource Needs
- Why Is it Important?
- What to Do and How to Do It (“How to”)
- What to Submit to Get Credit/Points
- Spotlight: What New Jersey Towns are Doing
- Resources



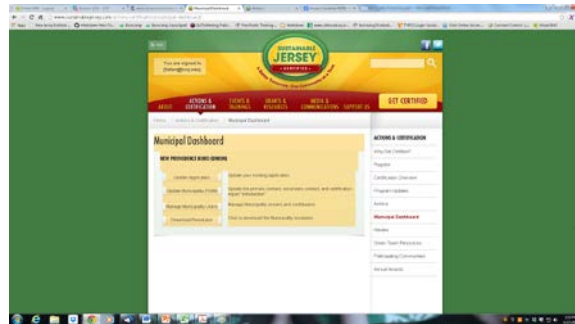
Important Action Information

- Most important for green teams to think about:
 - **What to Submit** – describes what documentation must be provided and timeframe during which action should be completed
 - On “municipal dashboard” towns can view the current status of their actions (Unplanned, Planned, Completed, Must Revise, Approved, (with an Expiration Date if applicable) or Expired



Important Action Information

- A town's municipal dashboard will show points that the town has achieved (if certified).



- Can also see points for actions in various “statuses.”
- New for the 2015 cycle are variable point actions.




Important Action Information

Additional Resources for Towns:

Sustainable Jersey works with many partners that can assist towns to complete actions.

For example, for the “Climate Adaptation: Flooding Risk” action, towns can reach out to:

- - the NJ Resiliency Network;
- to NJ DEP’s Office of Coastal and Land Use Planning;
- Jacques Cousteau National Estuarine Research Reserve (JC NERR),  **JC NERR** ... and others.
- *See the “**Resources**” section of each action for organizations that can assist your municipality.*



Blue Star Required Actions

- Choose 1 of 5:
 - Climate Adaptation: Flooding Risk*
 - Innovative Water Quality Project*
 - Model Control Stormwater Ordinance for Municipalities*
 - Plastic Bag Ban or Fee*
 - Stormwater Utility Support Resolution

*may receive Sustainable Jersey points: please contact Sustainable Jersey prior to starting the project to confirm



Climate Adaptation: Flooding Risk

- This action is identical to Sustainable Jersey's action



Example: Sustainable Jersey action



Category: Climate Mitigation and Adaptation

Climate Adaptation: Flooding Risk (20 points)

- **Priority Action for both Bronze and Silver**
- Designed to help communities identify vulnerability to flooding impacts and ways to improve community's overall resilience.
- **Must be completed within 3.5 years of date municipality submits for certification.**



Sustainable Jersey actions

Climate Adaptation: Flooding Risk (20 points)

What to Do:

- Form a team. Utilize the NJ Flood Mapper Tool to visually assess your community's vulnerability.
- Complete the on-line "Getting to Resilience: Community Planning Evaluation Tool," which assesses a town's readiness to deal with flooding situations.
- Submit the documented output from the GTR Tool, along with proof of team formation and a detailed discussion of how the NJ Flood Mapper Tool was used.



Innovative Water Quality Project

- These initiatives should have a demonstrable impact on water quality and be models that can be replicated by other towns.
- This action includes, but is not limited to, the following:
 - Ordinances
 - Implementation of alternative or new technologies
 - Policies
 - Practices
 - Programs
- To complement the effort, an educational component that promotes public awareness of the value of the project to the community is required for this action



What to submit:

- Short narrative (300 word maximum) summarizing the project including what the project is, who was involved in implementing it and its impact in your community
- Additionally, include the following supporting documentation:
 - Evidence that the project was completed
 - Examples of the community education and outreach that was associated with the project
 - Documentation illustrating the outcome of the project on water quality



Environmental Canine Services

- First company in the world specializing in using canines to detect and source track human fecal contamination in stormwater systems
- Based on the success of ECS on projects in Michigan, in 2011 the Michigan Department of Environmental Quality added ECS's canine source tracking procedures to their Quality Assurance Project Plan (QAPP) template for all beach monitoring projects.
- Presented at the Blue Star Launch in September 2014



Model Control Stormwater Ordinance for Municipalities

- *Adopt the forthcoming Sustainable Jersey Model Stormwater Ordinance in your municipality.*



Plastic Bag Ban or Fee

- Pass an ordinance that either bans the distribution of plastic bags at all retail shops in the municipality or charges a minimum five-cent fee per plastic bag provided to customers at checkout
- Funds generated by the collection of the fee must be remitted to the municipality on a quarterly basis for deposit into a fund that is used to support municipal water quality programs, natural resource conservation, energy conservation, waste reduction, and/or environmental education



What to submit:

- Short narrative (300 word maximum) describing actions taken, a copy of the plastic bag ban or fee ordinance, and any printed materials associated with the public awareness campaign
- If a fee option was selected, a municipality must also provide a brief description of who is responsible for collecting the funds and how they will be administered



Stormwater Utility Support Resolution

- This Resolution is a public affirmation of a municipality's intent to support the establishment of a dedicated fund to address stormwater pollution with the state of New Jersey



What to submit:

- Your submission must meet the following standards:
 - The governing body must adopt a Stormwater Utility Support resolution
 - The adopted Resolution must be distributed to relevant agencies, boards, and commissions



Benefits of the Blue Star Program

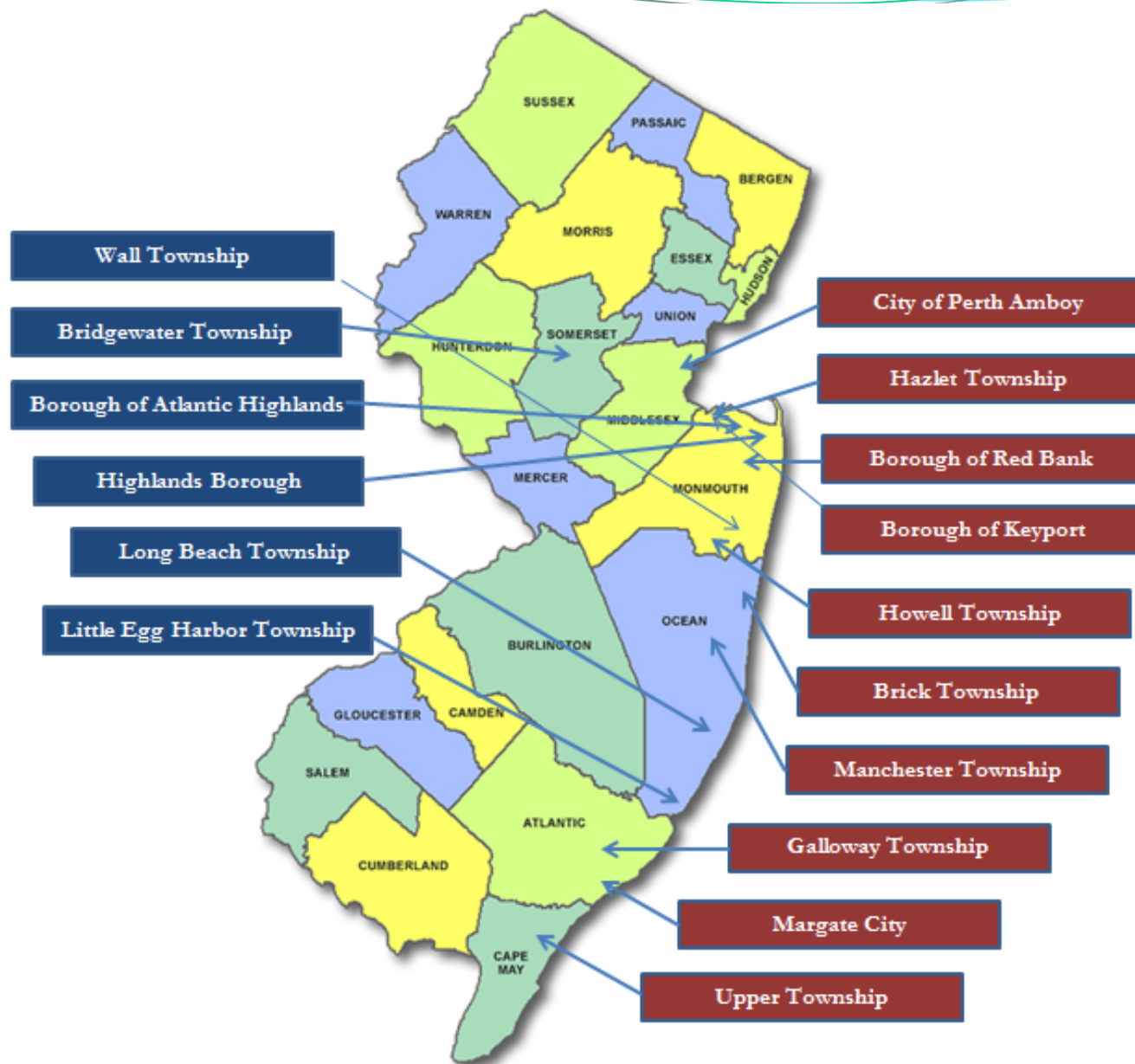
- Increase municipal funds through enforcement
- Improve and protect the economic and environmental future of the community
- Reduce costs through green initiatives
- Promote healthy waters
- Serve as a statewide role model
- Increase community pride and participation



Clean Ocean Action Resources

- Barnegat Bay Buddies/Wreck Pond Pals Model
- Beach Sweeps Program
- COA's Series of "10 Tip Cards"
- Pointless Pollution Education Kit (K-12)
- Presentations
- Student Summit
- Teacher Resources





Additional actions that can earn points

Community Partnership and Outreach

Education for Sustainability Programs (10 points)

Green Challenges and Community Programs (10 points)

Hold a Green Fair (10 points)

Green Your Green Fair (10 points)



Category: Green Design

Upgrade/Retrofit Water Conservation (10 points)

Category: Innovation and Demonstration Projects

Green Roofs (10 points)

Rain Gardens (10 points)



Additional actions that can earn points

Category: Land Use and Transportation

**Green Building and Environmental Sustainability
Element (10 points)**

Category: Natural Resources

Environmental Commission (10 points)

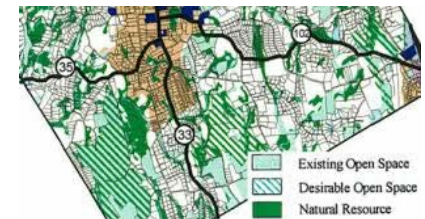
Natural Resource Inventory (20 points)

Open Space Plans (10 points)

**Water Conservation Education Programs (10
points)**

Water Conservation Ordinance (20 points)

Environmental Assessment Ordinance (10 points)



Additional actions that can earn points

Category: Natural Resources continued:

Habitat Conservation Ordinance (10 points)

Community Forestry Plan and Tree Cover Goal (10 points)

i-Tree Assessment of Municipal Trees (20 points)



Category: Operations and Maintenance

Adopt a Green Purchasing Policy by Ordinance (10 points)

Adopt a Green Purchasing Policy by Resolution (5 points)

Energy Efficient Appliances or Equipment (10 points)



Additional actions that can earn points

Category: Operations and Maintenance continued:



Green Cleaning Products (10 points)

Green Maintenance Equipment and Materials (10 points)

Create a Policy (10 points)* (*Prerequisite*)

Efficient Landscape Design (10 points)

Integrated Pest Management (10 points)

Minimize Water Consumption (10 points)



Questions?

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Protecting our water, Sustaining our communities



Photo: Ryan Struck Photography

