Making a Game Plan for Getting Certified

February 5, 2020

Presenter

Samantha A. McGraw

Program Manager

Agenda

1. Program Overview
2. Moving Toward Certification
3. 2020 Program Updates
4. Applying for Certification
5. Actions & Resources Help you Get Ahead
6. Final Thoughts & Take Aways
7. Updates Still to Come
8. Question & Answer Session

Program Overview

Tri-County Hub Meeting

Our Staff

What is Sustainable Jersey?

A nonprofit organization that provides **tools**, **trainings** and **financial incentives** to support communities as they pursue sustainability programs.

$5.6 million in grants to municipalities and schools through the Sustainable Jersey Grants Program for sustainability initiatives

Washington Township (Gloucester) receives a $2,000 grant for green team support

Actions

Tools, resources, guidance

Funding

THE COLLEGE OF NEW JERSEY
SUSTAINABILITY INSTITUTE

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Sustainable Jersey Stats
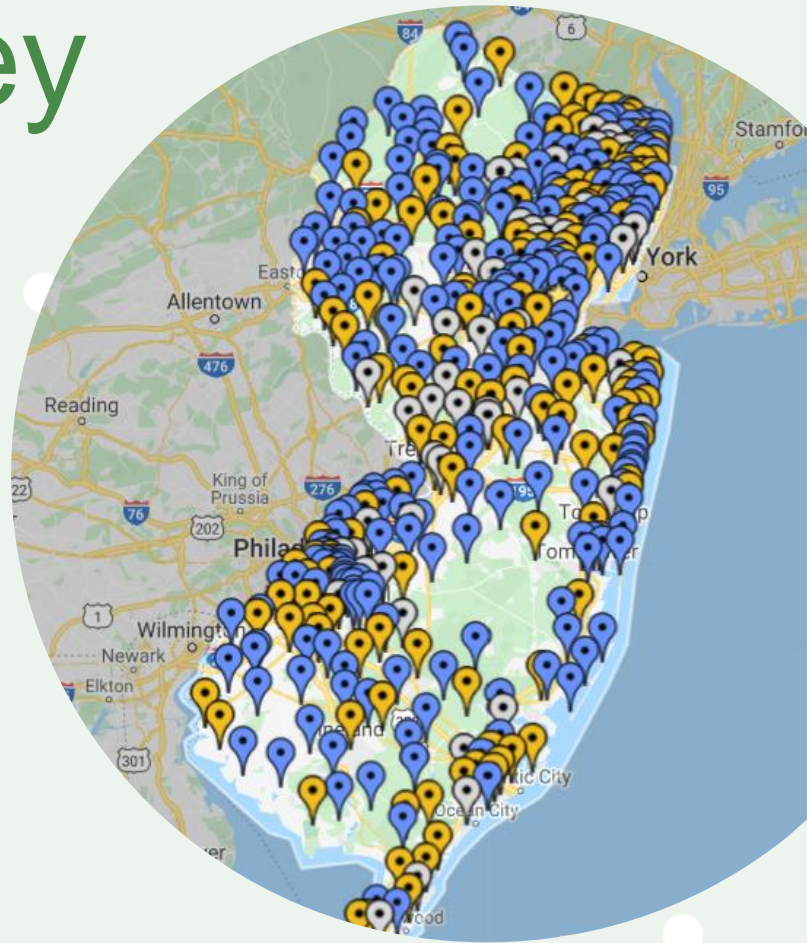
2009 Program Started	80% Participating	89% Population	45% of Participants Certified

| **SUSTAINABLE JERSEY** **150** **BRONZE**	**SUSTAINABLE JERSEY** **350** **SILVER**	**GOLD STAR**
151 Certified	53 Certified	1 Star

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Actions

Action Sections

- What is it?

- Why is it important?

- Who should be involved?

- How long will it take and what will it cost?

- **What to do and how to do it**

- **What to submit**

- **Spotlights**

- **Resources**

148 Actions → ← 19 Task Forces

People

Planet

Prosperity
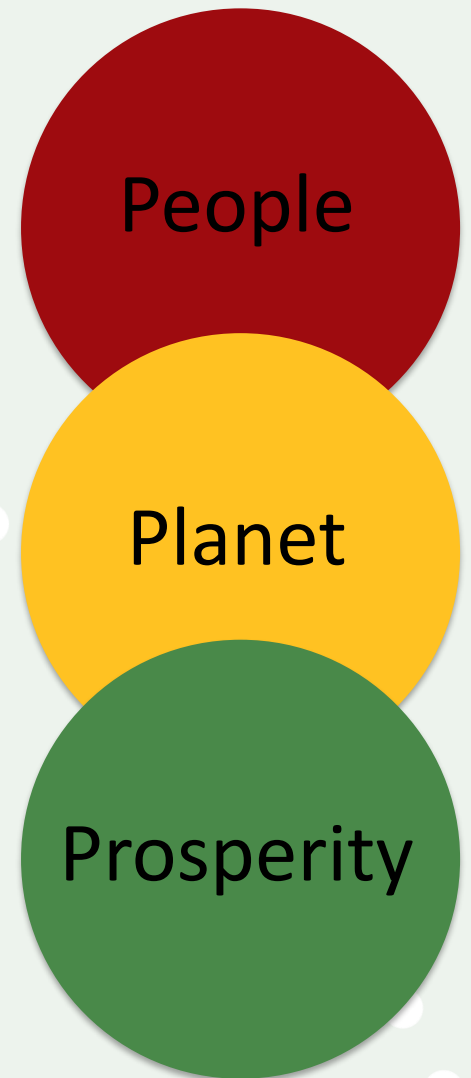
"Actions" in Action

Certification Benefits

Save money.
Get money.

Gain access to tools, training and expert guidance.

Get recognized.
Promote your town.

Conserve valuable resources.
Protect the environment.

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A Better Tomorrow, One Community at a Time

Highland Park , NJ

Audubon Borough – Rookie of the Year

Moving Toward Certification

Certification Steps

#1

Pass resolution & register municipality

#2

Form ***mandatory*** green team

#3

Meet criteria for bronze or silver certification

#4

Submit documentation for each action

**Certification awarded after review and verification

Develop a Plan

1 • Organize green team

2 • Review actions already in progress in your community

3 • Identify group leader & form small groups to work on specific actions

4 • Develop task list with target completion dates

5 • Track progress & adjust plan as needed

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Certification Requirements

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

- 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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Action Categories

- Animals in the Community
- Arts & Culture
- Brownfields
- Community Partnership & Outreach
- Diversity & Equity
- Emergency Management & Resiliency
- Energy
- 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

Priority Actions

- Climate Adaptation: Flooding Risk

- Diversity on Boards & Commissions

- Energy Tracking & Management

- **Energy Efficiency for Municipal Facilities**

- Fleet Inventory

- **Green Business Recognition Program**

- Municipal Carbon Footprint

- **Natural Resource Inventory**

- **Prescription Drug Safety and Disposal**

- Recycling and Waste Reduction Education & Compliance

- **Sustainable Land Use Pledge**

- Water Conservation Ordinance

> **Priority Actions Webinar Recording & Presentation**
> View the webinar recording and presentation here

Most Popular Actions

Start Up Actions

- Actions that have been attempted the most by municipalities and have the HIGHEST success rate of approval upon review.

Some popular action areas include:

- Arts & Culture
- Community Partnership & Outreach
- Energy
- Food
- Health & Wellness
- Natural Resources
- Public Information & Engagement
- Waste Management

Master Action Tracking Spreadsheet

Download

Planning Tool

Submission Summary

Available on Sustainable Jersey website

Spreadsheet includes:

- Action name
- Submission requirements
- Look back period
- Approval period
- Resubmission requirements
- Points

2020 Program Updates

2020 Census Complete Count Initiative

Why An Accurate Census Count is Important

Funding

Representation

Everyone counts!

$23 billion in federal funding for New Jersey depends on Census counts, like SNAP, transportation planning, Environmental Programs, and more.

Two fewer representatives in Congress and **two fewer** electoral votes than in 1990.

Important to **improve the count**, especially in hard-to-count communities, across the state for full representation so communities can plan and manage public goods

@SJ_Program • #SustainableJersey

Role of Green Teams & Getting Started

As a **trusted community voice**, green teams can help improve participation rates by sharing information about the importance of an accurate and complete count.

Get Started!

- Download the flyer
- Work with or establish a Complete Count Committee
- Become a Census Partner
- Review Advocates for Children of New Jersey's Census Ambassador Toolkit

Complete Count Committee

Census Partner

Ambassador

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Earning Sustainable Jersey Points

Community Education & Outreach: Census 2020 outreach efforts performed by municipal elected or appointed officials and/or staff or green team volunteers.

Innovative Community Project: Implement a comprehensive Census 2020 education and outreach effort that includes multiple communications strategies and establishes a site, referred to as Census Kiosk, where people can complete the census.

Census Webinar
Recording and presentation are available on the Sustainable Jersey website

Community Gardens

10 to 20 Points

Variable point allowing towns to earn up to 20 points for a community garden, using environmentally friendly gardening practices, and donating produce.

What to Submit

1. Community garden submission questionnaire.
2. Required supporting documentation.

Energy

- **Community-Led Solar Initiatives:** 5 to 15 Points

- **Residential Energy Efficiency Outreach:** 10 to 20 Points

- **Purchase Alternative Fuel Vehicles:** 5 to 15 Points

Questions? Contact Nancy Quirk, Energy Program Manager, 609-771-2902 or quirkn@tcnj.edu

What's New in 2020? Program Updates Webinar Recording & Presentation

Learn more about updates to Energy and other program actions in the webinar recording and presentation [here](#)

Applying for Certification

2020 Certification Cycle Timeline

May 17	Initial Application Deadline • Indicate actions you plan to earn credit for by marking "Completed"
Early-July	First round review comments provided
September 11**	Revision deadline to be eligible for recognition at the 2020 Sustainable Jersey Luncheon during the NJLM Conference
Mid-October	Second round review comments provided
November 22	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.
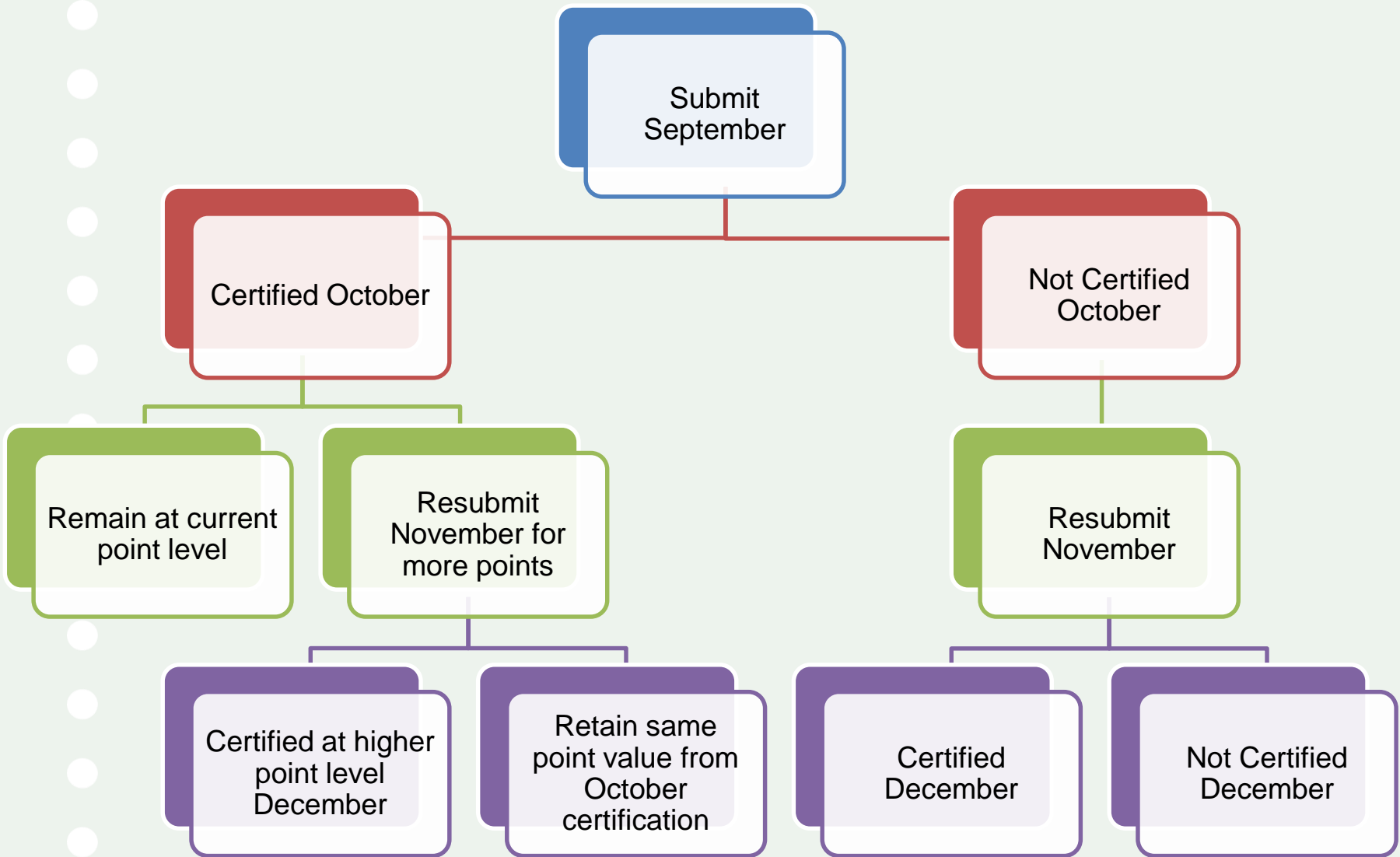
Accessing & Using Your Application

Your Application

Manage Municipal 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

Sign up or login

Municipal Dashboard

Manage Profile & Users

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Working on Your Application

- Click "Begin/Update Application" on Municipal Dashboard
- Living document – file cabinet that can constantly change and get updated
- View the application's current status, history, reviewer feedback, access information in "Help"
- Search actions and track progress

Application Overview	IN PROGRESS
View details and history | Help	**Reviewer Feedback:** 0 comments
Current Status This application is IN PROGRESS	IN PROGRESS ▼ update
Application History This applicant has applied 0 times	
Reviewer Feedback	0 published comments 0 unpublished comments 0 archived comments

Working on Your Application

3 Statuses for New Applications

Unplanned	• Default status if action has never been worked on

Planned	• Changed by user to indicate it will or has been worked on

Completed	• Changed by a user to indicate the action submission is completed including the uploading of supporting documentation

Additional Statuses

– Must Revise, Approved, Not Approved, Expired

Variable Point Actions

Building Healthier Communities

5 Points

● This action has variable points: 5, 10, 15, 20, 25
● Competitive funding available

ACTION SUBMISSION: BUILDING HEALTHIER COMMUNITIES

You are editing the action submission for the action "Building Healthier Communities." Learn more about this action.

DIRECTIONS

Please complete this form to submit this action as part of your application. First, mark the Status "planned" and, if it is a variable point action, indicate the **Requested Points**. See the action text action requirements associated with each point level. After you have entered the **Description a Implementation** and **Uploaded the Supporting Documentation**, click on the **Save Action Submission** button. Finally, when the action submission is complete and ready for review, char status from "planned" to "completed" and resave.

✓ **Status**
Current action submission status: **Approved**

[Approved ▼]

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

[20 ▼]

- The points awarded will vary based on what has been accomplished

- For example, the BHC action allows you to earn points for having a health and wellness initiative for each population segment

- 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

Action Submission Page

- Provide documentation for specific actions

- Update the status of the action

- Enter a narrative description

- Upload documentation

- Save action submission

ACTION SUBMISSION: DIVERSITY ON BOARDS & COMMISSIONS

You are editing the action submission for the action "Diversity on Boards & Commissions." 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 ▼
✓	**Points** Points for this action are not variable.	10

DESCRIPTION OF IMPLEMENTATION:

In the text box below, please provide a short summary (300 word maximum) of what was accomplished and the impact it had or will have on the school community. Include relevant references to the uploaded materials. If you are pasting information into the text box, please be sure to check the content and format of the entry.

> Type your text here about how you completed the action.

UPLOAD SUPPORTING DOCUMENTATION

Please upload the supporting documentation required as outlined in the "*What to submit to earn points for this action*" section of the action. Simply enter a document title, click on the **Choose File** button to select the file, and then click on the **Upload** button. Up to six files can be uploaded. Each file must be uploaded individually. Individual files cannot exceed 20 MB. If there is a need to provide more than six documents, please combine documents into one PDF file. To remove any uploaded file, simply click the "X" in the column labeled "Delete." Be sure to click on the **Save Action Submission** before exiting this page.

Document Title (optional)

Diversity on Boards & Commissions Documentation

Choose File | No file chosen   Upload

Type	Title	Uploaded On	Delete
🖼	Diversity on Boards & Commissions Documentation	3/11/2015 at 01:44 PM	✕

Save Action Submission

Jump to another planned action submission:

Diversity on Boards & Cor ▼

← Back to Application

Save Action Submission

Action Submission Tips

#1

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

#2

Provide a summary of what was accomplished that aligns with the action

#3

Upload documents 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)

Submitting Your Application

- **Search Actions** to view different point combinations
- Mark actions "completed"
- Action Totals will recalculate
- Submit button turns yellow when the combination of Approved and Completed actions meets minimum certification requirements
- Submit!

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.

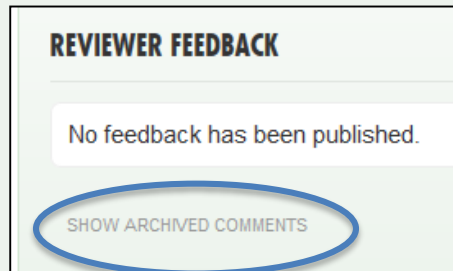To achieve silver certification, see certification criteria above.

Submit Application for Review and Certification

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

Reviewer Feedback

Feedback available at the bottom of the action submission page or top of the application

Action Submission Page

REVIEWER FEEDBACK

No feedback has been published.

SHOW ARCHIVED COMMENTS

Top of Application

0 published comments
0 unpublished comments
26 archived comments

Automatic Email

Approved or Must Revise

Archived Comments

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Why Actions are Not Approved

| Pitfall	How to Overcome
Action expired/too old	Review look-back period; Update action as necessary.
Proper documentation not submitted	Review 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
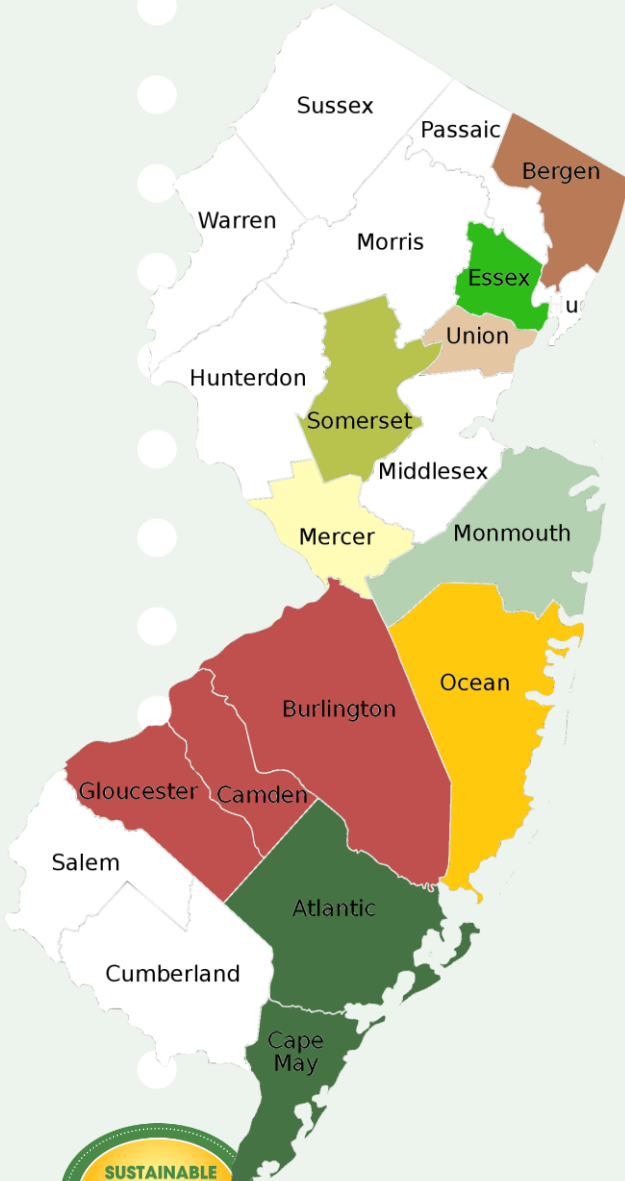
Atlantic-Cape May Hub
Mercer County Sustainability Coalition
Monmouth County Hub
Ocean County Sustainability Hub
Somerset County Green Leadership Hub
Sustainable Bergen County
Sustainable Essex Alliance
Tri-County Sustainability Alliance
Union County Hub

Helpful Resources

Transportation Management Associations

Cross County Connection TMA

Greater Mercer TMA

Hudson TMA

HART TMA

Keep Middlesex Moving TMA

Meadowlink TMA

Ridewise TMA

TransOptions TMA

Helpful Resources

Other Organizations

These are some of MANY organizations that can help with actions. View the **Resources** section of all actions for more information

NJ Prevention Network	ANJEC	NJ Bicycle & Pedestrian Resource Center	Rutgers Cooperative Extension	Watershed Ambassadors
•Prescription Drug •Anti-Idling	•Sustainable Land Use Pledge •Natural Resources Inventory •Environmental Commission & Site Plan Review •Single-Use Plastics	•Complete Streets •Bicycle and/or Pedestrian Plan	•Food •Green Infrastructure •Water Conservation Education	•Water-related actions •Tree planting

Quick Guide to Certification

Sign In/Sign up for Website Account

→

Pass a Resolution to Register with the Program

→

Assemble *mandatory* green team

Select actions to pursue & collect documentation

→

Upload Documentation & Mark Actions **Completed**

→

Submit Application on or before June 3

Reach out with questions early and often!!

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Final Thoughts

- **Add users to your account** to assist with uploading documentation to speed up the certification process.

- Use the **Start Up Actions** document and **Master Action Tracking Spreadsheet** to develop your plan.

- Certification: It is **doable**!

- **Questions?** Call us if you do not know how to complete an action and we will connect you with the reviewer.

- Reach out **early and often** to ensure a successful submission.

Collaborate!

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

BY CERTIFIED ACTION

☐ All Actions
OR CHOOSE A SUB-ACTION

☐ Environmental Commission Site Plan Review
☐ Water Conservation Education Program
☐ Water Conservation Ordinance
☐ Environmental Commission
☑ Natural Resource Inventory
☐ Open Space Plans

Tree & Woodlands Management

BY COUNTY

All Counties

Update Search   Reset

Participating Communities

Map view | List view   423 Total Participating   177 Currently Certified

Applicant	County	Certification
Andover Twp	Sussex	bronze
Atlantic Highlands Boro	Monmouth	bronze
Bedminster Twp	Somerset	bronze
Berkeley Heights Twp	Union	silver
Bernards Twp	Somerset	silver
Bernardsville Boro	Somerset	bronze
Bethlehem Twp	Hunterdon	bronze
Bordentown City	Burlington	silver
Bordentown Twp	Burlington	bronze
Brick Twp	Ocean	bronze
Bridgewater Twp	Somerset	bronze
Caldwell Boro	Essex	bronze
Cape May City	Cape May	silver
Chatham Boro	Morris	silver
Clinton Town	Hunterdon	bronze
Cranbury Twp	Middlesex	bronze
Denville Twp	Morris	bronze
Eatontown Boro	Monmouth	bronze
Edison Twp	Middlesex	bronze

Participating Communities

Map view | List view   423 Total Participating   177 Currently Certified

WEST WINDSOR TWP
MERCER COUNTY

Certification Level: Silver
Certified On: October 22, 2013
Total Points: 450
Certification Report: View Report
Applicant Profile: View Profile

Certification Application Deadline

Sunday, May 17 at 11:59pm

Sustainable Jersey Support

- Technical Support
  - **Maureen Jones:** 609-771-2938; info@sustainablejersey.com

- View Upcoming Events & Trainings

- 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

2020 Updates Still to Come - New Website

10 SUSTAINABLE JERSEY
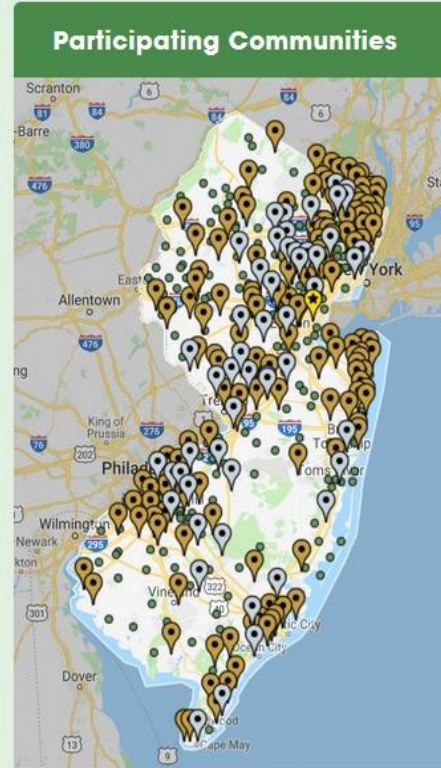### A Decade of Impact

Certification   Actions   Grants   Events   Resources   Get Involved

Need Funding? Sustainable Jersey Grants Available
Applications due Friday, February 14, 2020

Participating Communities

View participating communities and their supporting documentation for certification.

View Map

Sustainable Jersey Municipal Certification Program

80%
of municipalities are participating and 89% of NJ's population lives in these communities

437
Participating Municipalities

205
Certified Municipalities

15,218
Actions Approved

152
Bronze Certified

53
Silver Certified

1
Total Gold Stars Awarded

Certification Actions Grants Events Resources Get Involved

> Review

**Municipal
Dashboard**

> Certification
  Overview

Why Get Certified?

2019 Certification
Cycle

> Participating
  Communities

> Register a
  Municipality

> Annual Certification
  Awards

Resources

FAQs

Municipal Dashboard

Listed below is the municipal account(s) for which you are an identified user. To gain access to additional accounts, you must be invited by a current user.

Need Help?

If you have have questions about what to do next now that you have access to your municipal dashboard, download and review the Application User Guide or visit the FAQs page.

If you have additional questions contact us at info@sustainablejersey.com or 609-771-2938.

! Test Muni

Update Application
Update your existing certification application   →

Update Gold Star Application
Update your existing Gold Star application   →

Update Municipal Profile
Update the primary contact, secondary contact, and certification
report "introduction"   →

Manage Municipal Users
Manage municipal owners and contributors   →

Download Resolution
Click to download the municipal resolution   →

ABOUT   NEWS   SUPPORT US   Q   [Dashboard]   [Sign Out]

SUSTAINABLE JERSEY
A Decade of Impact

Certification   **Actions**   **Grants**   **Events**   **Resources**   **Get Involved**

←—**Return to Dashboard**

! Test Muni Certification Application
Status: SUBMITTED
Reviewer Feedback: 0 comments

[Details And History] [Help]

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

☐ Mandatory ☐ Priority

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**]

↑ BACK TO TOP	EXPAND ALL ⌄ COLLAPSE ALL ⌃

● **Animals in the Community** ⌄

● **Arts & Creative Culture** ⌄

● **Brownfields** ⌄

Certification Criteria

● **Community Partnership & Outreach** ⌄

	🏅
Required	1
Priority	2
Points	150
Categories	6

● **Diversity & Equity** ⌄

● **Emergency Management & Resiliency** ⌄

Show requirements for:
☑ 🏅 BRONZE   ☐ 🏅 SILVER

● **Energy** ⌄

Action Totals
(Completed, Approved)

● **Food** ⌄

Upcoming Grants & Webinars

Grant Funding Available

Application Deadline: Friday, February 14 at 11:59pm

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.

Census Webinar

Thursday, February 6 at 1pm

[REGISTER](#)

Learn more about the 2020 Census, the various resources and tools you can use to educate your community, how your efforts will pay off with certification points today, and the equitable distribution of federal funding and political representation for the next decade. For more information about how your green team can get involved in 2020 Census education and outreach efforts, download the [flyer](#).

Certification Webinars

Stay in the Game! Strategize Your Recertification
Monday, February 10, 7:00pm – 8:00pm [REGISTER](#)
Tuesday, February 11, 11:00am – 12:00pm [REGISTER](#)

Moving Up to Silver Certification
Wednesday, February 19, 11:00am – 12:00pm [REGISTER](#)

Green Team 2.0: Building Your Capacity & Promoting Your Team
Wednesday, March 4, 11:00am – 12:00pm [REGISTER](#)

Certification Deadline: Sunday, May 17

Save the Date: 2020 New Jersey Sustainability Summit

Friday, June 12, 8:00am – 4:30pm

Bell Works, Holmdel, NJ