



2022 Certification Webinar

March 14, 2022

Samantha A. McGraw, Program Manager



Housekeeping: All attendees are muted. Questions? Enter them into the Questions box or “raise your hand” and we will answer them at the end of the presentation. **The presentation and recording will be posted on the [Webinars page](#) by the end of the week.**

[Certification](#)[Actions](#)[Grants](#)[Events](#)[Resources](#)[Get Involved](#)[Data Center](#)[Publications](#)[Green Team Resources](#)[Presentations](#)[Sustainability Summit](#)[NJLM Conference](#)[Trainings](#)[Webinars](#)[Funding Database](#)

Webinar Recordings & Presentations

To further assist you in the certification process, we have provided links to previous webinar recordings and presentations that supply information relevant to all aspects of our program. If you were unable to attend one of our online presentations, this is a great opportunity to learn about what you missed. Webinars are listed by action category.

Category Navigation

- [Arts & Culture](#)
- [Brownfields](#)
- [Certification & Recertification](#)
- [Community Partnership & Outreach](#)
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Resources – Presentations – Webinars – Certification & Recertification



Agenda

1. Program Overview
2. Actions
3. Certification
4. Applying for Certification & Recertification
5. Resources



Tri-County Hub Meeting

Program Overview



Our Staff

What is Sustainable Jersey?

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

\$6.5 million in grants to municipalities and schools through the Sustainable Jersey Grants Program for sustainability initiatives.
Learn more: <https://www.sustainablejersey.com/grants/>

Actions

Tools,
resources,
guidance

Funding



THE COLLEGE OF NEW JERSEY
SUSTAINABILITY INSTITUTE

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

Sustainable Jersey Stats

2009
Program
Started

81%
Participating

89%
Population



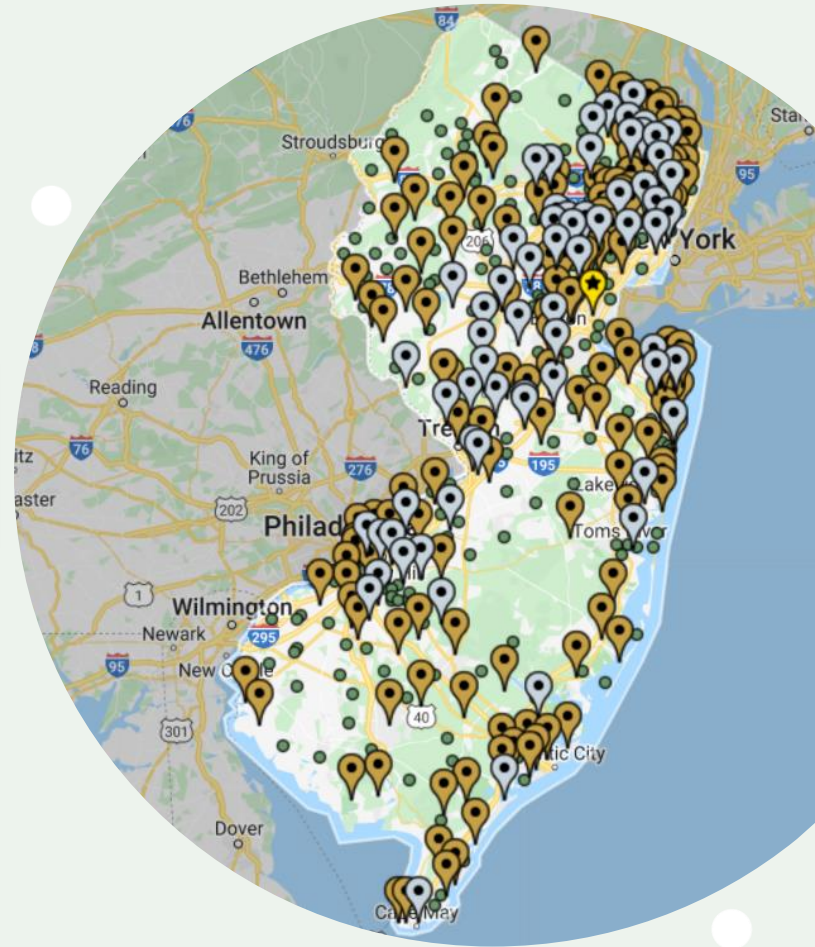
148
Certified



67
Certified



2
Stars



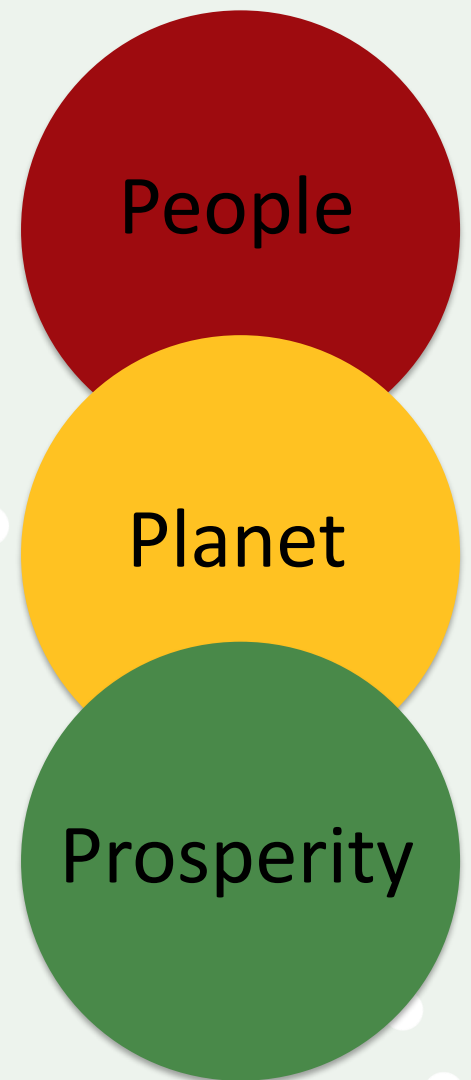
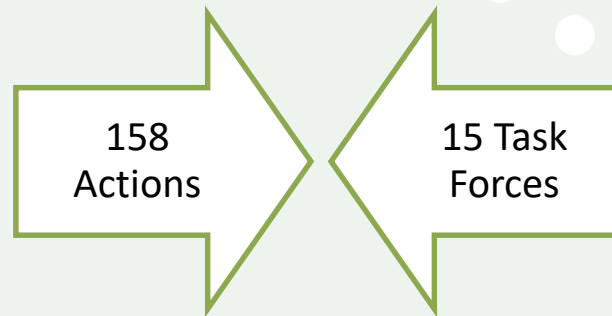


Actions

Components of Sustainability

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



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 Efficiency for Municipal Facilities**
- **Energy Tracking & Management**
- Fleet Inventory
- **Green Business Recognition Program**
- Municipal Carbon Footprint
- Municipal Water Story *NEW 2021*
- **Natural Resource Inventory**
- **Prescription Drug Safety and Disposal**
- Recycling and Waste Reduction Education & Compliance
- **Sustainable Land Use Pledge**
- Water Conservation Ordinance



Montgomery Township NRI Presentation

Want to learn more about these “low hanging fruit” priority actions?

*View the **Strategizing for Success** webinar recording and presentation on the [Webinars page](#)*

Most Popular Actions

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

Just getting started?

View the ***Strategizing for Success*** webinar recording and presentation on the [Webinars page](#)



South Plainfield Clean Up

Variable Point Actions

Building Healthier Communities

20 Points

• THIS ACTION HAS VARIABLE POINTS: 5, 10, 15, 20, 25 •

- The points awarded will vary based **accomplishments**
- For example, the Building Healthier Communities action allows you to earn points for having a health and wellness initiative for **four different population segments**
- 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

! Test Muni Application for Certification

Action Submission: **Building Healthier Communities**

Directions
Please complete this form to submit this action as part of your application by following these steps:

- Mark the status as **planned**.
- Indicate the **requested points** for variable point actions.
- Enter **description of implementation**, no more than 300 words.
- Upload supporting documentation.
- Click **save action submission** button.
- Once updates are finished, mark the action **completed** so points are calculated in your point totals to submit certification.
- **Save** the submission.

Status Current action submission status: Planned	Planned ▼
Requested Points Point level requested for this submission	20 ▼ 5 10 15 20 25
Description of Implementation In the text box below, please provide a short summary (300 word maximum) of what was accomplished and the on the community. Include relevant references to the uploaded materials. If updating a previous submission, outdated or unnecessary information.	

Master Action Tracking Spreadsheet

Available on the [Actions Page](#)

Spreadsheet includes:

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



Download

Planning
Tool

Submission
Summary

“Actions” in Action



Gold Star Standard

All certified municipalities are eligible to earn Gold Star recognition for reaching high levels of achievement in key dimensions of sustainability.

Energy

- Complete base program actions
- Municipal Operations
- Community-Wide Emissions

Health

- Complete base program actions
- Gold Star Standard in Health action

Water

- Complete base program actions
- Gold Star Standard in Water action



Learn more: sustainablejersey.com/actions/gold-star-standards/

2022 Program Updates

New & Updated actions being implemented

Look back and approval period adjustments – more time to complete actions!

- Actions that typically needed to be completed on an annual basis (such as the community garden action), now have a look back period of the current or previous year. Approved actions will be set to expire December 31 of the year after the certification application is submitted
- Example: Community Garden submitted in May 2022, approved action expires December 31, 2023.

Current and previous updates found on the Program Updates page (sustainablejersey.com/actions/program-updates/)

What's New in 2022? Program Updates Webinar

Monday, March 28, 12:00pm – 1:30pm

[Register](https://sustainablejersey.com/events)

sustainablejersey.com/events



Certification

Certification Benefits



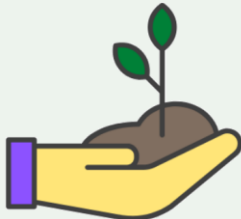
**Save money.
Get money.**



**Gain access to tools, training and
expert guidance.**



**Get recognized.
Promote your town.**



**Conserve valuable resources.
Protect the environment.**

2022 Certification Cycle Timeline

May 22	Initial Application Deadline <ul style="list-style-type: none"> Indicate actions you plan to earn credit for by marking “Completed”
Early-July	First round review comments provided
August 28**	<ul style="list-style-type: none"> Revision deadline to be eligible for recognition at the 2022 Sustainable Jersey Luncheon during the NJLM Conference Sustainable Jersey Annual Awards including the Sustainability Champions will be based on the point totals achieved following the second round of review.
Early-October	Second round review comments provided
November 20	FINAL application deadline
Mid-December	Final decision on pending applications

NOTE: If the majority of your actions do not have documentation, only mark enough actions completed to meet the minimum requirements for bronze certification. Additional actions can be added throughout the cycle.



Certification Requirements



- Total of at least 150 points
- Mandatory Green Team
- Implement 2 of 13 priority actions
- Actions completed in 6 of 18 categories



- Total of at least 350 points
- Mandatory Green Team
- Implement 3 of 13 priority actions
- Actions completed in 8 of 18 categories

What Does Certification Mean?



Bronze

- Made a commitment to Sustainability
- Created internal organization (green team)
- Succeeded in implementing first significant actions



Silver

- Beyond getting started
- Making significant progress in a number of categories toward sustainability
- Statewide leader

Thinking about applying for Silver certification? Watch the **Moving Up to Silver** webinar recording and presentation on the [Webinars page](https://sustainablejersey.com/resources/presentations/webinars) (sustainablejersey.com/resources/presentations/webinars)

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*

What is a Green Team?

- Leads and coordinates the sustainability activities of the community
- Develops plans, implements programs, and assists with educational opportunities that support the creation of a sustainable community
- Diverse group of members encouraged
- Aspire to create a team representing the demographics of the town
- Can be part of an existing group, like an Environmental Commission

Learn more about green teams:

sustainablejersey.com/resources/green-team-resources/



Resubmission Requirements:

- New resolution/mayor proclamation supporting green team
- List of current members & activities

Remove sensitive information such as email, phone, and mailing addresses

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



Applying for Certification & Recertification

Detailed guidance on navigating the Municipal Dashboard and certification application is in the [Application User Guide](#)

Your Application

Manage Municipal Users – Keep Contacts Updated!

- Update the Municipal Profile for current primary/secondary contacts.
- 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

If town officials such as the business administrator, clerk, mayor, etc., wish to receive notifications about the status of your application, please add them as a user to the account.

Sign up or
login

Municipal
Dashboard

Manage
Profile &
Users

Submitting Your Application

To submit the application, click the yellow submit button found on the right hand side of the main application page. NOTE: Depending on the size of your computer screen, you may need to scroll down a little bit to see the submit button.

Steps to Submit

- When finished working on an action mark it as "Completed."
 - **Remember:** Follow this procedure even if an action is not fully finished and you do not have all the documentation uploaded because the submit button only turns yellow when all completed and approved actions total to the minimum requirements for bronze certification.
 - **Tip:** Check to make sure the completed and approved totals meet the minimum requirements for bronze. Requirements are listed in the **Certification Criteria** section above Action Totals.
- Press the yellow submit button, confirm submission, and you will receive a notification in green at the top of the page that the application has been submitted.
- All users on the account will receive an automatic email that the application has been submitted for review. If the business administrator, clerk, mayor or other municipal official wishes to receive these notifications but is not on the account, please add them as an owner or contributor. Guidance is available on page 6.

Certification Criteria

	🏅
Required	1
Priority	2
Points	150
Categories	6

Show requirements for:

☒ 🏅 BRONZE ☐ 🏅 SILVER

Action Totals

(Completed, Approved)

Required	🏅 1/1
Priority	🏅 5/12
Total Points	🏅 255/1940
Categories	🏅 10/18
Total Actions	🏅 16/145

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**



Reviewer Feedback

After submitting the application, project area specialists review the submissions to see if they meet the requirements for each action. During the review process, the status of the actions submitted will change, but comments are not viewable until the review is complete. At that time updates can be made to actions based on the reviewer feedback.

Reviewer Feedback

- All users associated with an account will receive an automatic email notifying them when the application has been turned to "Awaiting Updates".
 - The email will list the actions marked "Must Revise" that need attention in the application.
- Reviewer feedback may be available for any action status, and can be found in one of two places:
 1. By clicking "**Published Comments**" in the Reviewer Feedback area at the top of the application. It will return a list of the actions with comments associated with them in the order they appear in the application.
 2. By clicking on the **action name** and scrolling to the bottom of the page to the "Reviewer Feedback" area.
- Reviewer feedback will provide information on the updates needed for action approval.
- Once all of your updates have been made, mark those actions updated as "Completed" and resubmit the application for review.
- At the end of the review cycle, all comments will be archived and accessible either at the top of the application, or at the bottom of each action's submission page.

This application is AWAITING UPDATES	
Application History This applicant has applied 2 times	CERTIFIED DECEMBER 10, 2015 CERTIFIED OCTOBER 15, 2015
Reviewer Feedback	2 PUBLISHED COMMENTS 7 ARCHIVED COMMENTS

Posted: 7/1/2015 3:43 PM	Status: ARCHIVED
Subject Submission Requirements Not Yet Met	1
Body Thank you for submitting for this action. In order to earn points, your submission must meet the following standards:	

2

[show archived comments](#)

Automatic
Email

Approved or
Must Revise

Archived
Comments

Action Submission Tips

#1

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

#2

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

#3

Delete old documents and upload new documents that support the information contained in the summary

#4

Type in descriptive document titles for all uploaded files (i.e. Wildlife Interaction Plan or Outreach Materials)

Why Actions are Not Approved

Pitfall	How to Overcome
Action expired/too old	Review look-back period; Update action as necessary. If you add new documentation, make sure to remove the old.
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.



Resources

A new [Resources](#) website page houses our Data Center, Publications, Green Team Resources, Presentations, and Funding Database

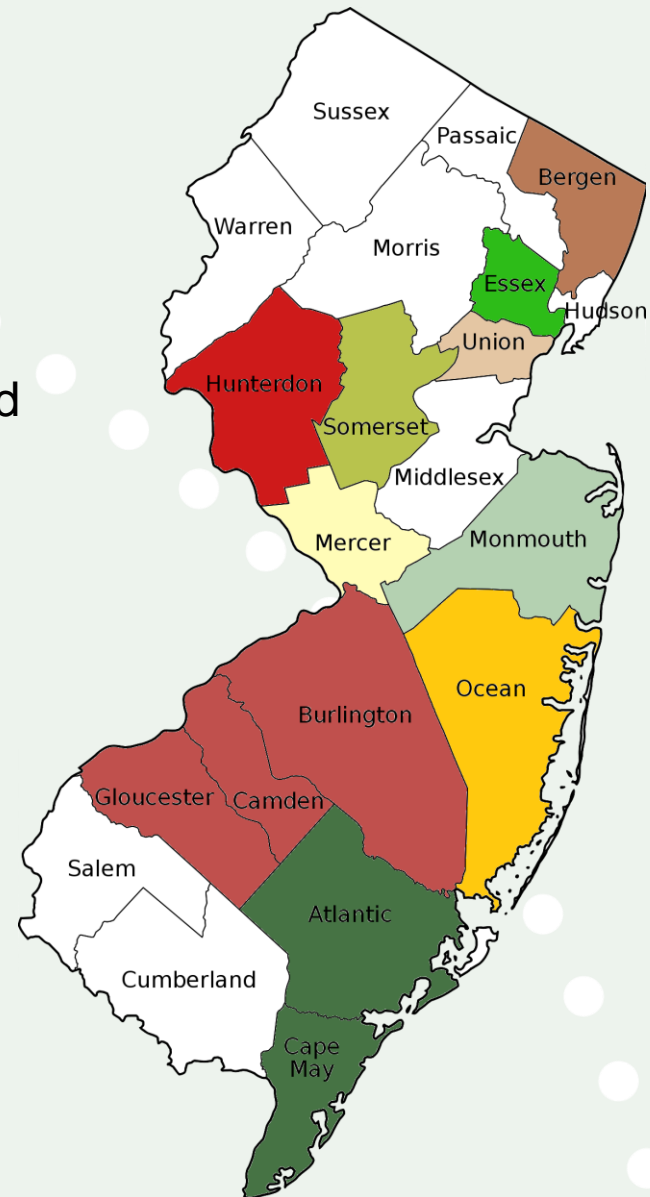
Sustainable Jersey Regional Hubs

Ten hubs around the state to help green teams build capacity through training, best practices resources and networking. Learn more

sustainablejersey.com/get-involved/

Benefits

- Peer mentoring
- Project collaboration
- Online communication platform
- Network of Leaders
- Quarterly Events
- Help Peers Get Certified
- Technical assistance & administrative support from SJ



Transportation Management Associations



Other Organizations

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

Association of New Jersey Environmental Commissions

- Sustainable Land Use Pledge
- Natural Resources Inventory
- Environmental Commission & Site Plan Review
- Single-Use Plastics

New Jersey Bicycle & Pedestrian Resource Center

- Complete Streets
- Bicycle and/or Pedestrian Plan

New Jersey Institute of Technology

- Brownfields through the Technical Assistance to Brownfield Communities Program

New Jersey Prevention Network

- Tobacco Free Community

Rutgers Cooperative Extension

- Community Gardens
- Green Infrastructure
- Water Conservation Education

Watershed Associations

- Water-related actions
- Private Well Outreach and Testing

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
May 22

Reach out with questions early and often!!

Final Thoughts

- **Add users to your account** to assist with uploading documentation to speed up the certification process.
- Use the **Master Action Tracking Spreadsheet** to develop your plan.
- Certification: It is **doable!**
- Go for **Silver!**
- **Questions?** Call us if you do not know how to complete an action and we will connect you with the reviewer. **Review the FAQs page:** sustainablejersey.com/about/faqs/



Parsippany-Troy Hills

Collaborate!

Use the [Participating Municipalities & Approved Actions](#) page 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

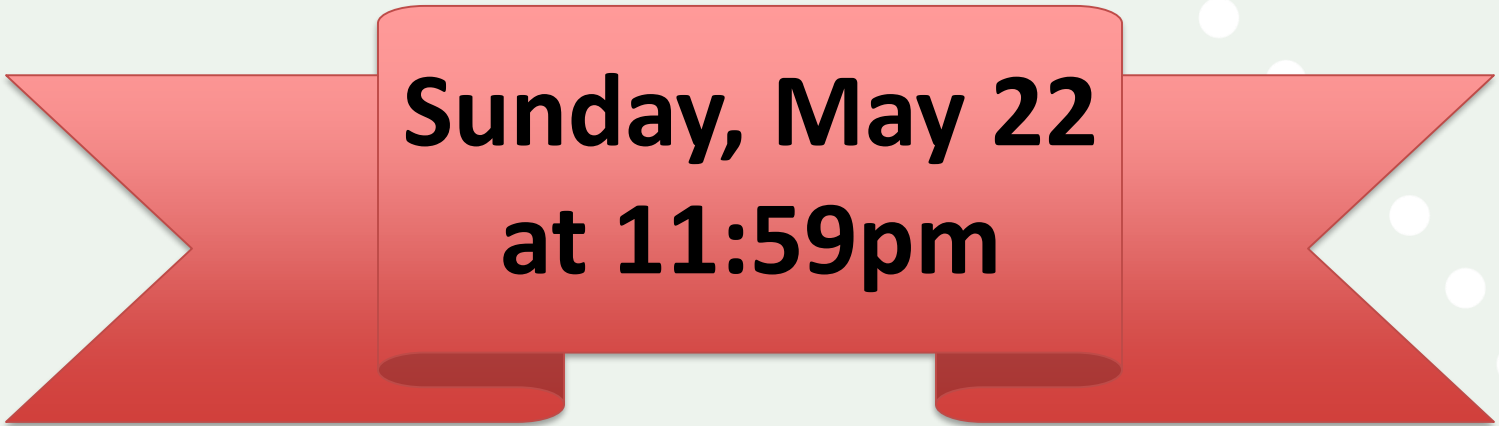
Animals in the Community

- ☐ Animals in the Community Education
- ☐ Companion Animal Management Pledge
- ☐ Companion Animal Management Plan
- ☐ Enhanced Licensing Compliance
- ☐ Pledge Supporting NJ Wildlife Action Plan
- ☒ Wildlife Interaction Plan

MUNICIPALITY	COUNTY	CERTIFICATION
Bernardsville Boro	Somerset	BRONZE
Cape May City	Cape May	SILVER
Chesterfield Twp	Burlington	BRONZE
East Brunswick Twp	Middlesex	SILVER
Hillsborough Twp	Somerset	SILVER
Montgomery Twp	Somerset	BRONZE
Oradell Boro	Bergen	SILVER
Princeton	Mercer	SILVER
Readington Twp	Hunterdon	SILVER
Sea Bright Boro	Monmouth	BRONZE



Certification Application Deadline

A red ribbon banner with a central rectangular box containing the deadline text.

**Sunday, May 22
at 11:59pm**

Sustainable Jersey Support

- Technical Support
 - **Maureen Jones:** 609-771-2938;
info@sustainablejersey.com
- Regional Hubs
 - **Lauren Skowronski:** 609-771-3129
skowronl@tcnj.edu
- Additional Questions? Visit the FAQs page:
sustainablejersey.com/about/faqs/



Sustainable
Jersey



SJ_Program
SJ_Schools



Sustainable-
Jersey



Sustainable_Jersey



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Resources – Presentations – Webinars – Certification & Recertification



Events & Technical Assistance Opportunities

Save the Date! 2022 New Jersey Sustainability Summit

We're going live again!

Friday, June 24, 2022 at Bell Works in Holmdel,
New Jersey.

**More details and registration will be announced
soon!**



Events

Best Practices in Planning and Zoning for Solar

March 22, 1:00pm – 2:00pm

A World of Difference: Green Infrastructure Resources for Your Town

March 22, 5:30pm – 7:00pm

Preparing for the Statewide Single-Use Plastic Ban

March 23, 7:00pm – 8:00pm

What's New in 2022? Program Updates Webinar

March 28, 12:00pm – 1:30pm

Register for all events at sustainablejersey.com/nc/events

Sustainable Jersey Regional Hub Events

Green Jobs Listening Forum (In-Person)

March 18, 11:00am – 1:00pm

My Coast Webinar

March 18, 12:00pm – 1:00pm



Register for all events at sustainablejersey.com/nc/events



Free Technical Assistance for Energy Projects: Apply for an EDF Fellow



Fellows help municipalities and school districts track and analyze energy usage and apply for New Jersey's Clean Energy Program and utility incentives!



Join us for “Drop-in” Sessions!

- March 15th @ 8AM
- March 16th @ 6PM
- March 24th @ 3PM
- March 25th @ 11:30AM

Register or apply at:
bit.ly/SJEDFClimateCorps

Questions?

Contact Brandon Rothrock at
rothrocb@tcnj.edu

