



T E N T H   A N N I V E R S A R Y   E D I T I O

Municipalities Certified: 203, Participating: 450 ♦ Schools Certified: 242, Participating: 856 ♦ Districts Participating: 328

## SUSTAINABILITY IN ACTION: FIVE SUCCESS STORIES

Sustainable Jersey turns ten this year! Our anniversary theme, "Celebrating Progress, Envisioning the Future," is a recognition of past accomplishments and a renewal of our resolve to work with communities for a sustainable New Jersey. We'll engage in many activities this year to recognize all the relationships that have gone into making Sustainable Jersey a success and to ensure our success will continue to grow for many years to come. To create a vision for the future, we'll conduct a listening tour, which will include online engagement and in-person events. What matters most is what we do next. We recognize that we must continually evolve in order to achieve an even greater impact. Make sure you register for the New Jersey Sustainability Summit. Join an amazing group of 500 change-makers from across the political, private and public sectors. Register: [bit.ly/SustainabilitySummit19](http://bit.ly/SustainabilitySummit19).



Celebrating Progress, Envisioning the Future

## Local Heroes Support Municipal Certification Program: Sustainable Camden County

Sustainable Jersey's municipal certification program has grown dramatically since it was first launched in 2009. From the first forty municipalities that registered to become Sustainable Jersey certified in March 2009, to the 450 municipalities currently registered in 2019, Sustainable Jersey has inspired towns to complete thousands of sustainability actions. We are lucky to have dedicated partners at the local level who can meet with towns and encourage them to participate in Sustainable Jersey. For the past seven years, [Christopher Waldron](#) has served as the Director of Sustainability for Camden County. Camden County was the first county in New Jersey to create and fund a county sustainability director position. Waldron coordinates with the 37 mayors in Camden County to assist the towns with their

Sustainable Jersey certification -- all of the towns have registered. Seven towns have achieved silver-level of certification and five towns have achieved bronze-level of



certification. Waldron is also responsible for developing and implementing the [Sustainable Camden County Plan](#) and the [Sustainable Camden County website](#). You can read about the accomplishments of the many local heroes who, like Waldron, have helped Sustainable Jersey grow strong over the past ten years: [Sustainability Heroes](#).

## Grant Program Empowers Towns: Maplewood Township

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[Sustainable Jersey Grants Program](#) continues to be an important benefit and incentive for municipalities and schools. From the first \$100,000 of grants that were distributed in June 2009, to over \$4.9 million in grants to municipalities, schools and school districts over ten years, these community-based projects have improved the quality of life in New Jersey. Maplewood Township received one of the first \$10,000 grants offered in the 2009 grant cycle to implement outreach and education programs to connect low-income households to [New Jersey's Clean Energy Program](#). Maplewood successfully used this grant and five additional grants totaling \$26,000 to implement projects that have helped the township maintain its silver-level certification. The grants enabled the green team to build its capacity with a [website](#), [social media](#) and implementation of outreach programs that serve the community. Their focus on outreach provided a strong base for Maplewood's sustainability work and led to partnerships with green teams from other towns in Essex County. Building on these partnerships, the Maplewood Green Team used grant funding to develop the [Sustainable Essex Alliance](#) which is a Sustainable Jersey regional hub for Essex County.

## NJ Municipalities and Schools Pursue Sustainable Jersey Energy Actions

Since the launch of Sustainable Jersey in 2009, participants have successfully implemented and documented thousands of discrete [actions](#) from our list of best practices. Energy is a key element of the Sustainable Jersey municipal and school certification programs. Because so many energy related actions have been completed over the past ten years, Sustainable Jersey's communities have contributed to the growth of the sustainable energy economy and the effort to reduce New Jersey's carbon footprint. The [New Jersey Board of Public Utilities](#) is a founding partner and sponsor of the Sustainable Jersey program. The Board of Public Utilities' Office of Clean Energy administers [New Jersey's Clean Energy Program](#) which is one of the strongest in the nation. It is a national leader in solar



installations, carbon emissions reduction and programs that benefit all New Jersey residents, helping them to reduce energy usage and save money. Sustainable Jersey's certification program includes actions that help municipalities, schools and school districts to make the most of these incentives and supports overall energy planning like carbon footprints, building efficiency upgrades and other strategies to reduce greenhouse gas emissions. In 2017, Sustainable Jersey launched the [Gold Star Standard in Energy](#) which provides a roadmap to reducing greenhouse gas emissions at the local level. In 2018, Woodbridge Township was the first town to

achieve the Gold Star in Energy. Woodbridge Mayor John E. McCormac said, "We would like to thank Sustainable Jersey for the first-ever Gold Star Standard in Energy. Sustainable Jersey serves as a benchmark for our sustainable initiatives, while providing the township with additional resources needed to plan for our green future. Sustainable Jersey is an important vehicle by which our township will continue to move into the future as a sustainable and environmentally-conscious community."

## Regional Hubs Support Collective Action: Atlantic-Cape May Hub

In 2014, Sustainable Jersey launched the first three regional green team hubs; there are now a total of [nine regional hubs](#). Working through collective action between municipalities, county agencies and nonprofit partners, the regional hubs have made significant progress on important issues. The [Atlantic-Cape May Hub](#) has spurred collaborative action to address single-use plastics. The towns developed a successful single-use plastics reduction campaign, complete with the adoption of a single-use plastic bag fee and ban ordinances, educational programming, catchy marketing materials, portable water bottle refilling stations and more. Their collective efforts have set the stage for a state-wide movement on the issue. The Atlantic-Cape May Hub is coordinating a series of workshops focused on issues involving plastic waste. Experts from the Atlantic County Utilities Authority, the Cape May County Utilities Authority and Bayshore Recycling presented to a packed room of community members about the global market changes that directly affect recycling. In keeping towns connected to each other, green teams gain the opportunity to learn what has been successful elsewhere in the state and partner on projects with neighboring towns in order to boost limited resources.



## Sustainable Jersey for Schools Supports Progress: Long Branch Public Schools





From the first four school districts to register for Sustainable Jersey for Schools in 2014, to the 328 school districts and 855 schools currently registered in 2019, the certification program for schools has experienced record participation and enabled new connections between schools and municipalities. There are a number of school districts that have served as examples for what is possible. Under the leadership of Dr. Michael Salvatore, the Long Branch Superintendent of Schools, all nine of the Long Branch Public Schools have achieved Sustainable Jersey for Schools certification and have become state and national models. "Our schools live and breathe green," said Dr. Salvatore. "We achieve this by incorporating sustainable principles into our teaching, learning, thoughts and actions." Dr. Salvatore's team works hard to improve the future of the district's schools and the planet. Four Long Branch Public Schools, (George L. Catrambone Elementary, Long Branch Middle School, Long Branch High School and Morris Avenue Elementary School), have achieved Sustainable Jersey's higher-level silver certification and five schools have achieved the bronze-level certification. In addition, Catrambone School, the middle school and the high school each received the Sustainability Champion Award for earning Sustainable Jersey for Schools certification with the highest point level in their respective category. Sustainable Jersey for Schools and Long Branch Public Schools were featured on Go Green Radio; you can listen to the interview [here](#).

## More Sustainability Stories

Take a moment to read about five people doing impressive work in their communities. Catch up on the monthly Sustainable Jersey blog for the Geraldine R. Dodge Foundation.

- December Hero: [Elise Bremer-Nei, Bicycle and Pedestrian Coordinator, NJ Department of Transportation](#)
- December Blog: [New Jersey schools ride the green wave for a brighter future](#)
- January Heroes: [Fred Profeta, Jr. & Meryl Frank, New Jersey Mayors Committee for a Green Future](#)
- January Blog: [Identifying local strengths to build sustainable communities](#)
- February Heroes: [Pam Mount and Richard S. Dovey, Sustainable Jersey Board of Trustees](#)

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