

Sustainable Jersey™

Certification program for municipalities in New Jersey:

- Identifies actions to implement to help towns become more sustainable
- Provides tools, resources, and guidance to enable communities to make progress
- Provides access to grants and funding for municipalities that are working toward certification



Participating Communities

- Program start: February 2009
- 351 or 62% of NJ towns/cities registered
- 71% of NJ's population lives in these communities
- 97 municipalities certified:
 - 8 towns at silver level
 - 89 towns at bronze level



Who Participates In Sustainable Jersey?

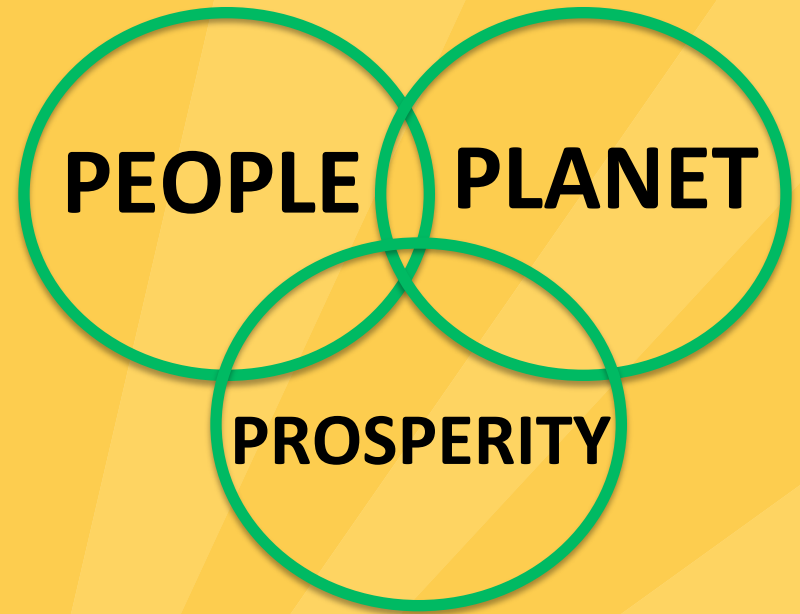
Municipal Governing Body Majority	All New Jersey Municipalities		Registered in Sustainable Jersey		Certified in Sustainable Jersey	
Democrat	183	32%	119	33%	36	33%
Republican	325	58%	203	57%	57	53%
Independent	58	10%	37	10%	15	14%

Notes:

- (1) Partisan category based on data from 2010 NJ Legislative District Data Book.
- (2) Registration and Certification Statistics current as of 4/2/2012.



Components of Sustainability



Sustainable Jersey Structure

- Partnership Between:
 - The College of New Jersey (ISPG), The New Jersey League of Municipalities, The State of New Jersey
- Partnership formed a non-profit Non-Governmental Organization (NGO)
- Sustainability actions and standards created by volunteer expert and stakeholder Task Forces



Program Funding

Three Funding Sources:

- 1/3 Private Foundations
- 1/3 Business Sponsors
- 1/3 State Funding



Certification Steps

- Pass a resolution; register municipality online
- Form Green Team
- Implement actions to score 150/350 points
- Submit documentary evidence for each action
- Certification awarded after review and verification



Program Impact

- Since 2010, over 2400 individual actions have been implemented and submitted for certification
- 1500 were approved as meeting the Sustainable Jersey standards
- A 65% success rate
- Hundreds of formal “Green Teams” have been formed by local governments



Actions

- Concrete steps municipalities can implement to become certified and more sustainable; actions include:
 - Ordinances
 - Programs and Plans
 - Policies and procedures
 - Retrofit or renovation of facilities



Actions: Prosperity, Planet, People

PROSPERITY

ENERGY EFFICIENCY

POINTS

Energy Audits for Municipal Facilities* 20-50

High Efficiency Municipal Buildings 10-20

FOOD

Farmland Preservation 10 each

Food Production 10 each

Planning for Local Food Production 10 each

Support Local Food 10 each

LOCAL ECONOMIES

Buy Local Programs 10 each

Green Business Recognition Program 10

Green Jobs/Economic Development 10

OPERATIONS AND MAINTENANCE

Green Fleets* 10-30 each

Adopt Behavioral Policies 5

Green Purchasing Program 10 each

Grounds and Maintenance 10 each

ARTS/CULTURE/HISTORIC PRESERVATION

Historic Preservation 10

Strengthening School Arts Programs 10

COMMUNITY PARTNERSHIP AND OUTREACH

Create Green Team* 10

Community Education and Outreach 10

Energy Outreach and Incentive Programs 10 each

Education for Sustainability Programs 10

School-Based Energy Conservation Programs 10

PLANET

GREEN DESIGN

POINTS

Green Building Policy/Resolution 5

Green Building Training 5

Green Design Commercial and Residential Buildings 5-20

Green Design Municipal Buildings 10-20

GREENHOUSE GAS

Municipal Carbon Footprint* 10

Community Carbon Footprint 10

Climate Action Plan 10

Wind Ordinance 10

INNOVATIVE DEMONSTRATION PROJECTS

Geothermal 10

Green Roofs 10

Raingardens 10

Solar 10

Wind 10

Other 10

LAND USE & TRANSPORTATION

Sustainable Land Use Pledge* 10

Complete Streets Program 20

Municipal Planning & Zoning Self-Assessment 10

Sustainability Master Plan Revision 20

NATURAL RESOURCES

Natural Resource Inventory* 20

Water Conservation Ordinance* 20

Conservation Easements 10-15

Environmental Commission 10

Natural Resource Protection Ordinances 10 each

PEOPLE

Priority Actions

- ENERGY STAR Portfolio Manager
- Audit and Upgrade All Municipal Buildings
- Municipal Carbon Footprint
- Sustainable Land Use Pledge
- Water Conservation Ordinance
- Natural Resource Inventory
- Green Fleets



Energy/GHG Related Actions

- Audits for Municipal Buildings
- Upgrade Municipal Buildings
- High Performance Buildings Rating (Energy Star)
- GHG Inventory and Action Plan
- Green Municipal Fleets
- Anti-Idling Campaigns
- Community Outreach on Energy
- Solar, Wind, Geothermal
- Wind Ordinance



Certification Levels

- Bronze:
 - Total of at least 150 points
 - Mandatory Green Team
 - 2 Priority Actions
 - 6 of 16 Sustainability Categories
- Silver:
 - Total of at least 350 points
 - Mandatory Green Team
 - 3 Priority Actions
 - 8 of 16 Sustainability Categories



Who Created The Actions/Standards?

- To create rigorous and broadly accepted standards, we created a **Sustainable Communities Working Group**
- Over 300 volunteer leaders from:
 - Academia
 - the non-profit sector
 - the business community, and
 - state, local, federal, and county government
- Organized 22 Taskforces to identify best practices in their topic area
- Identified top actions for local governments to undertake



Task Force Duties

- Develop Candidate “Actions”
 - “Brainstorm” ideas for new actions with stakeholders
 - Research and evaluate existing best practices and models
- Assess candidate actions based on criteria:
 - Do we have the technological knowledge to explain exactly how to do it?
 - Is it implementable with current resources (funding and human resources) available at local level? If not, can we create a new program to support them?
 - What is the impact of this action to achieving a low-carbon and sustainable future?
 - Is this implementable by most or all local governments?
- Develop Programs to Support Implementation of Best Practices
 - Training - Workshops, online resources
 - Financing - New funding or link existing funding based on priority access



Policy Alignment w/ Other Organizations

- Energy Audits: NJ Board of Public Utilities
- Walking and Wellness: Mayor's Wellness Campaign, NJ Dept. of Health
- Natural Resource Inventory: Assoc NJ Environmental Commissions
- Energy Star: US Environmental Protection Agency
- Anti-Idling: NJ Environmental Federation
- Lead: NJ Public Advocates Office
- Green Building: USGBC, Somerset Partnership
- Land Use: New Jersey Future (Land Use NGO)
- Recycling and Waste, Water and Resource Protection Ordinances: NJ Department of Environmental Protection



Tools, Training and Guidance

Who to Involve

Timeframe

Project Costs

Why Important

What to Do

Submission
Requirements

Spotlight

Resources

- Each “action” comes with a detailed tool and step by step “how to” directions
- Access to free Sustainable Jersey workshops, trainings, webinars and resource center (CEUs provided)
- Training sessions showcase successful municipalities



Summary of Trainings 2010-2011

- Total # of Trainings: 83
- Total People Reached: Over 10,000 participants
- Topics Included:
 - Building Efficiency Upgrades
 - Financing Renewable Energy
 - Complete Streets & Safe Routes to Schools
 - Woodlands Conservation
 - Greening Municipal Vehicle Fleets
 - Appliance Recycling
 - Green Maps- Community Asset Mapping
 - Capacity Building and Action Planning
 - Water Conservation Education



2011 Technical Support and Direct Assistance

Approx. 3,000 email queries were processed. Topics addressed include:

- Specific Actions (many queries on the Energy Audit for 1 Building & Inventory All Buildings actions)
- Registration & Certification processes
- Sustainable Jersey Small Grants
- Website problems/upload problems/log-in issues (losing/forgetting passwords)

Approx. 1,500 phone calls were fielded. Topics addressed include:

- General info/Certification process/re-certification
- Registration questions
- Actions
 - Multiple actions in one call
 - Energy Audits/ DI, etc.
 - CPI actions
 - NRI/ ERI, green fairs, water conservation ordinance, recycling, education & outreach, MP Element, historic preservation, etc.



Certification Benefits

- Save money. Get money.
 - Implement actions that lead to cost savings (energy, water, garbage bills)
 - Improve efficiency, cut waste, stimulate local economy
 - Access to incentives and grants
- Gain access to training, tools and expert guidance.
- Get recognized. Promote your town.
- Conserve valuable resources. Protect the environment.



Incentives and Grants

- Over \$100 Million in Leveraged Public and Private Funds
- Sustainable Jersey Small Grants Funded by PSEG/Walmart
 - \$575k in 3 years
- Priority in NJBPU Municipal Energy Audit Program
- Priority in NJ DEP - Community Forestry Grants



Recognition and Promotion

- Annual Sustainable Jersey Awards
 - Sustainability Champion Awards (large, medium and small population categories)
- Recognition at Sustainable Jersey Conference
- Promotion in publications and outreach
- Robust marketing and outreach effort
 - Email updates, social media, articles
 - Dozens of outreach, social, and networking events
 - Leveraging partner organizations to distribute information



Program Impact

- Since 2010, over 3,000 individual actions have been implemented and submitted for certification
- 2,400 were approved as meeting the Sustainable Jersey standards
- A 65% success rate
- Hundreds of formal “Green Teams” have been formed by local governments

