

Sustainable Jersey

Coordinating Priorities, Policy, and Resources

April 28, 2015



What is Sustainable Jersey?

Sustainable Jersey coordinates priorities, resources, and policy among public and private, state and local actors to help communities achieve their sustainability goals. Capped by prestigious certification, the program has three components.

Sustainable Jersey:

- Identifies **actions** to help municipalities and schools become more sustainable
- Provides **tools, resources, and guidance** to make progress
- Provides access to **grants and funding** for municipalities and schools



What is Sustainable Jersey?

- Sustainable Jersey is a 501c3 Non-Profit
- Initiated by a partnership between State, municipalities, and higher education
- Program implemented by public college (The College of New Jersey) as instrumentality of the State
- Non-profit Board owns brand and IP, and governs standards and strategy
- Board membership rules enshrine local government and other representation
- State appoints Ex-Officio Board Members
- Funding 1/3 State, 1/3 Foundations, 1/3 Corporations
- Quasi-government function and structure – Shared governance, not dominated by any one entity



Participating Communities



- Program start: February 2009
- 423 (75%) NJ municipalities participating
- 86% of NJ's population lives in these communities
- 177 municipalities certified:
 - 149 towns at bronze level
 - 28 towns at silver level



Current Certification Levels

- Bronze:
 - Has 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 broad range of areas
 - Statewide leader



Municipal Program Metrics

6,000+	Actions completed (since 2009)
398+	Trainings and outreach events completed around the State. Topics include energy, health, capacity building, equity, water, land use, fleets, waste, etc.
60(AVG)	People attending each event
5,000(AVG)	Web Page visits per month
35,000(AVG)	Facebook page views per month
4,200+	Circulation of Sustainable Jersey email list



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

PEOPLE

ENERGY EFFICIENCY		POINTS
Energy Audits for Municipal Facilities*		20-50
High Efficiency Municipal Buildings		10-20
FOOD		
Farmland Preservation	GREEN DESIGN	POINTS
Food Production	Green Building Policy/Resolution	5
Planning for Local Food	Green Building Training	5
Support Local Food	Green Design Commercial and Residential Buildings	5-20
	Green Design Municipal Buildings	10-20
LOCAL ECONOMIES		
Buy Local Programs	GREENHOUSE GAS	
Green Business Recognition	Municipal Carbon Footprint*	10
Green Jobs/Economic Development	Community Carbon Footprint	10
	Climate Action Plan	10
	Wind Ordinance	10
OPERATIONS AND MAINTENANCE		
Green Fleets*	INNOVATIVE DEMONSTRATION PROJECTS	
Adopt Behavioral Policies	Geothermal	10
Green Purchasing Programs	Green Roofs	10
Grounds and Maintenance	Raingardens	10
	Solar	10
	Wind	10
	Other	10
ARTS/CULTURE/HISTORIC PRESERVATION		
Historic Preservation	LAND USE & TRANSPORTATION	
Strengthening School Attendance	Sustainable Land Use Pledge*	10
	Complete Streets Program	20
	Municipal Planning & Zoning Self-Assessment	10
	Sustainability Master Plan Revision	20
COMMUNITY PARTNERSHIPS		
Create Green Team*	NATURAL RESOURCES	
Community Education and Outreach	Natural Resource Inventory*	20
Energy Outreach and Information	Water Conservation Ordinance*	20
Education for Sustainable Living	Conservation Easements	10-15
School-Based Energy Conservation	Environmental Commission	10

- Participants choose from the menu of 100+ actions to accumulate the required points
- Actions created by 23 issue-based Task Forces
- 12 Priority Actions:
 - Energy Tracking & Management
 - Inventory & Upgrade All Buildings
 - Green Business Recognition Program
 - Fleet Inventory
 - Climate Adaptation: Flooding Risk
 - Municipal Carbon Footprint
 - Sustainable Land Use Pledge
 - Natural Resource Inventory
 - Prescription Drug Safety and Disposal
 - Diversity on Boards & Commissions



Who Creates The Actions/Standards?

- To create rigorous and broadly accepted standards and actions we convened Task Forces on 23 different issues in both school and municipal programs
- Task Forces utilize 300 volunteer leaders from:
 - academia
 - non-profit sector
 - business community
 - state, local, federal, and county government
- Task Forces identify best practices and standards; develop new models; and coordinate resource allocation among state agencies, private foundations, and the corporate sector



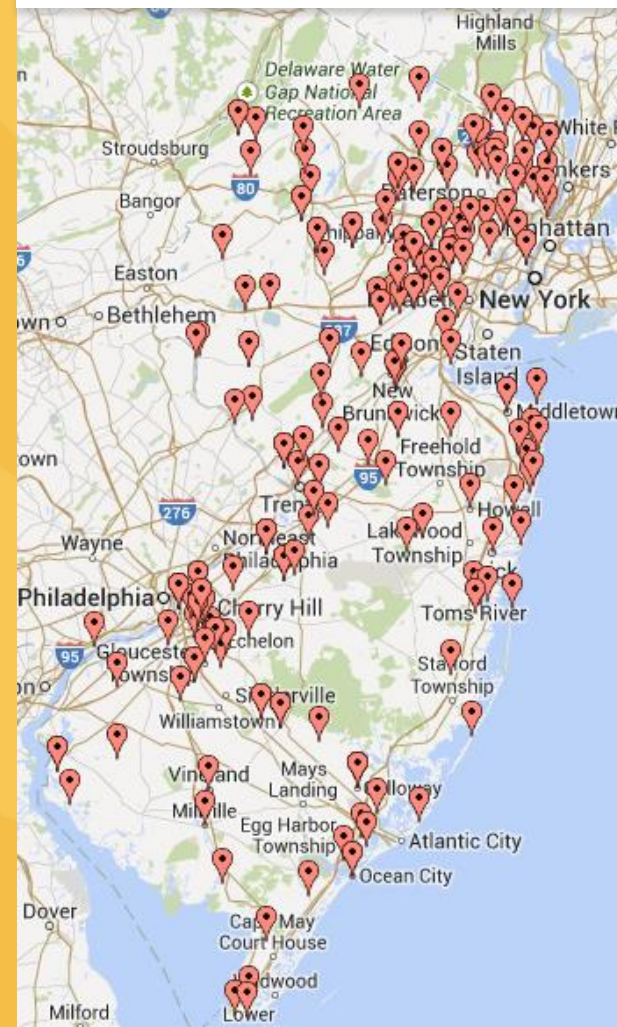
Policy Alignment w/ Other Organizations

- Building Energy Efficiency: NJ Board of Public Utilities
- Walking and Wellness: Mayor's Wellness Campaign, NJ Dept. of Health, Safe Routes to School Coalition
- Natural Resource Inventory: Association of NJ Environmental Commissions
- Energy Star: US Environmental Protection Agency
- Anti-Idling: NJ Environmental Federation
- Lead Exposure: NJ Public Advocates Office
- Green Building: USGBC, Somerset Partnership
- Land Use: New Jersey Future (Land Use NGO), APA
- Recycling and Waste, Water and Resource Protection Ordinances: NJ Department of Environmental Protection
- Green Infrastructure: NRDC, NWF, NJDEP



Small Grants Program

Awarded Grant Locations



Since 2009 Sustainable Jersey has awarded 235 grants through the Small Grants Program ranging from \$2,000 capacity building grants to \$35,000 model project grants. To date, over \$1,700,000 has been awarded. Our first Small Grants Cycle for Schools kicked off in 2015.



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



Six Years of Growth

1. Historic Growth in Municipal Program
2. Moving the Dial - 6,000+ Documented Actions Implemented
3. Collective Impact - All Major Actors Participating
4. Moving Beyond Low Hanging Fruit - Innovating New Actions
5. Launching New Certifications in Different Sectors
6. Expanding Definition of Sustainability - Arts, Community, Economy, Equity, Quality of Life Over Long Term
7. Spreading the Model to Other Places
8. Using Momentum to Launch Strategic Initiatives



Strategic Initiatives

1. Building Capacity in Communities
 - a) Regional Sustainable Jersey Hubs
 - b) Community Information and Citizen Engagement
2. Building Capacity in the Movement: New Jersey and Nationally
 - a) Fostering a National Collaboration of States
 - b) Developing Goals and Indicators (vision and tracking progress)
 - c) Creating a Gold Level of Certification
3. Digging Deeper: Going Beyond Low Hanging Fruit in Key Areas
 - a) Health Impacts and Building a Community Culture of Health
 - b) Land Use and Smart Growth
 - c) Climate Resilience
 - d) NextGen Energy Infrastructure
 - e) NextGen Water (green) Infrastructure



Objectives for Gold Level of Certification

- Highest level of certification
- Recognizes that a municipality is “on course” to becoming sustainable
- If every municipality were to perform at the Gold level, collectively municipalities would be “doing their part” to achieve “Sustainable State”
- Enables innovation/rewards performance/gets beyond current prescriptive actions



Objectives for Gold, *continued*

- Understands municipal role in Federal system
- Strikes balance between scientific necessity and practical reality
- Measures outcomes and performance instead of actions and inputs (wherever possible)
- Does not require burdensome new tracking and data collection (for the sole purpose of applying for gold)



Sustainable Jersey for Schools



- Program Launch: October 2014



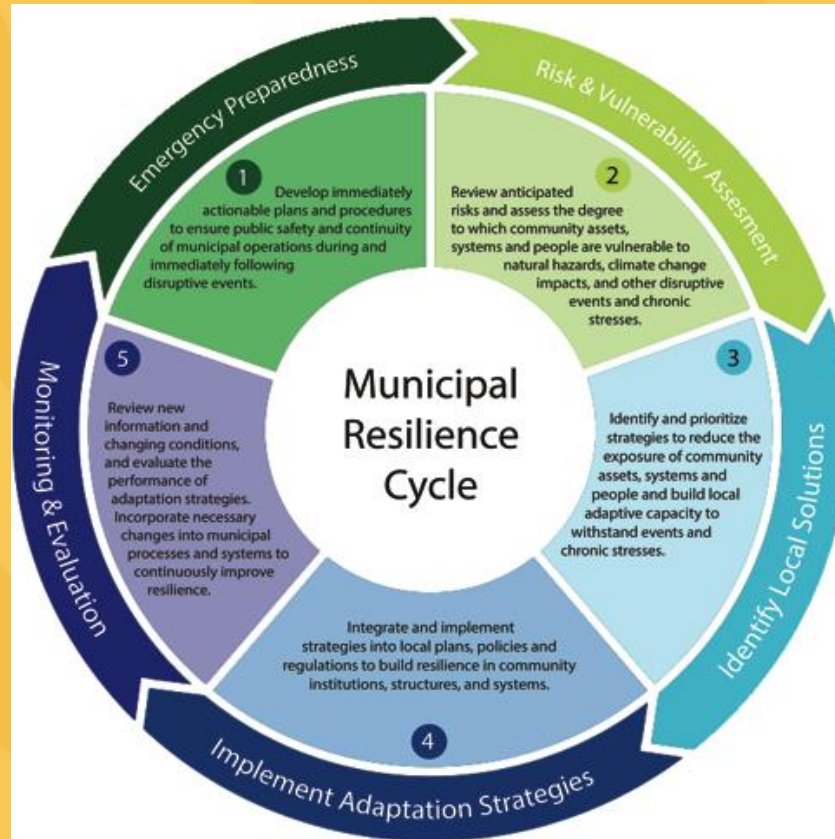
- As of April 9, 2015
 - 60 School Districts Registered
 - 191 Individual Schools Registered



Municipal Resilience Cycle

Emergency Preparedness

Monitoring & Evaluation



Risk & Vulnerability Assessments

Identify Local Solutions

Implement Adaptation Strategies



Sustainable Energy: Actions

New Actions In 3Q14.

New Actions/Update 1Q15.

New actions being developed for 3Q15.

Energy Impact
Of Municipal
Operations

Climate, Planning & Efficiency

- Municipal Carbon Footprint
- Energy Tracking & Management
- Complete Energy Audit
- Energy Transition Plan
- Implement EE Measures
- Hi Performance Buildings

Municipal Impact
On Community
Energy Use

- Community Carbon Footprint (*)
- Climate Action Plan
- HPwES Program (*)
- HPwES Outreach (*)
- Direct Install Program (*)
- Direct Install Outreach (*)

Renewable Energy & Adv-Infra

- On-Site Solar Energy
- On-Site Geothermal
- On-Site Wind Energy
- Purchase Renewable Energy

- Wind Ordinance
- Make Your Town Solar Friendly
- Community Buying Program: Solar
- Renewable GEA Program

Alternative Vehicles

- Fleet Actions
- Procurement Actions

- Make Your Town EV Friendly
- Public EV Chargers

(*) Actions proposed for particular marketing focus in FY16.



Next Gen Energy Infrastructure

- Shaping NJ Energy Resiliency Bank
- Solarize and Community Solar Programs
- Alternative Financing – PACE, On Bill
- Supportive Zoning & Permitting for Renewable Energy
- Renewable and Resilient Audit Program
- Resiliency Applications – Solar with Storage, Combined Heat and Power
- Next Steps: Micro-Grids, Municipal Renewable Utilities
- Support for “Pioneer Towns”



Building a National Collaboration of State Sustainability Programs



Should we work together?

- Sustainable Jersey
- Sustainable Maryland
- Sustainable PA Communities
- Michigan Green Communities
- NC League of Municipalities Green Challenge
- Go Green Virginia
- Green Cities California
- Cool California
- MN Green Step Cities
- MA Green Communities
- New York Climate Smart Communities
- Energize Connecticut



Nat'l Network of State Sustainability Programs

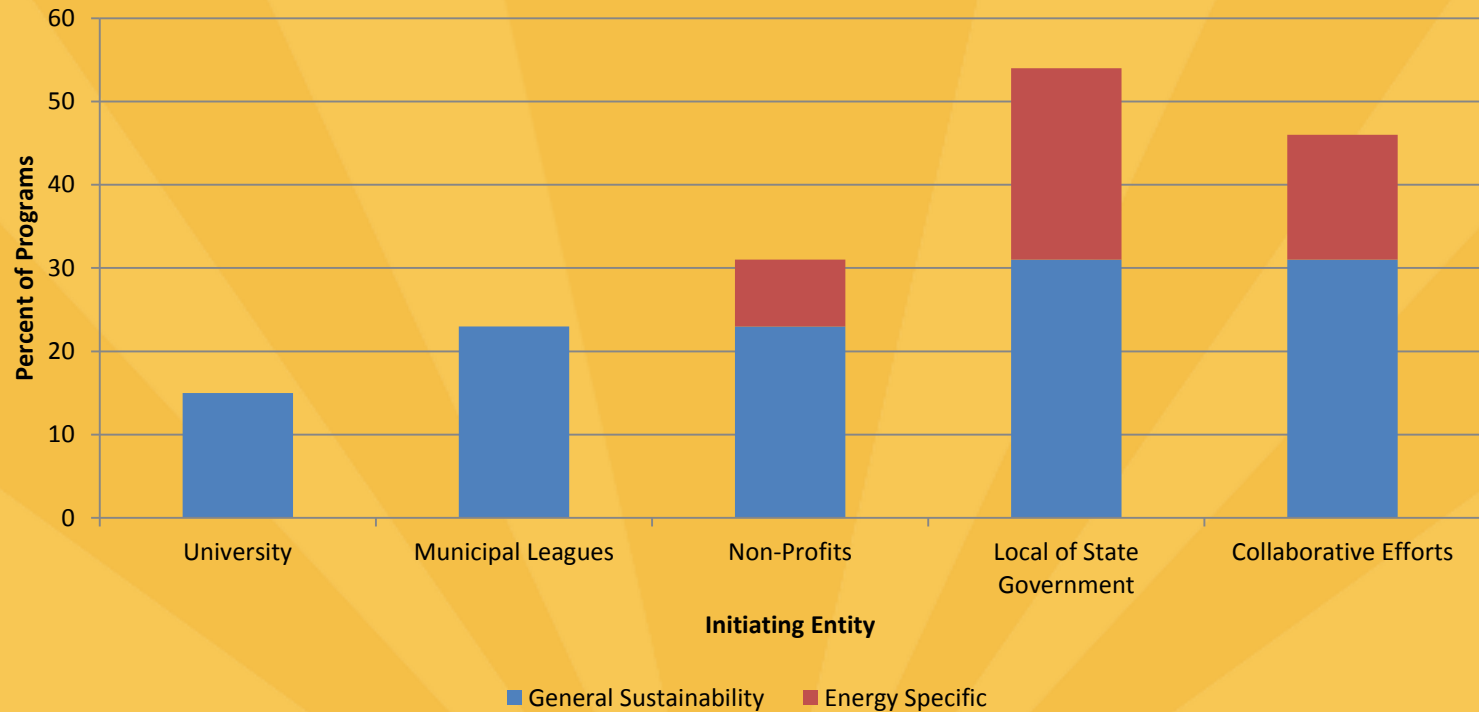
Study goal:

- Analyze existing state/local sustainability+ programs to
- identify best practices, challenges, needs, &...
- opportunities for collaboration, including the potential benefits of a national network



Initial findings

What Entities Initiated Programs



Participation statewide:

Percent Population by Program Type

