

*A Better Tomorrow,  
One Community at a Time*

**SUSTAINABLE  
JERSEY**

• **CERTIFIED** •

[www.SustainableJersey.com](http://www.SustainableJersey.com)

# SUSTAINABLE JERSEY™



**SUSTAINABLE JERSEY™** is a certification program for municipalities in New Jersey that want to go green, control costs and save money, and take steps to sustain their quality of life over the long term.

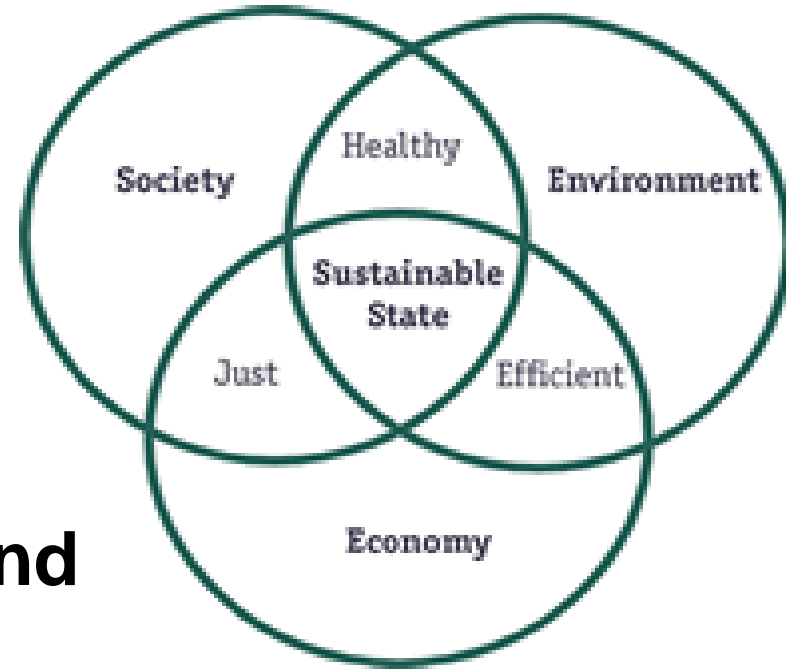
Sustainable Jersey encompasses issues such as global warming, pollution, biodiversity, land use air and water quality, equity, buying local, local living economies, and sustainable agriculture.

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# Preserving our Quality of Life for Us and Future Generations



Sustainability addresses the interconnected realms of **Society, Environment, and Economy...**



...to promote lifestyles that are **Healthy, Just, and Efficient.**

# **A Better Tomorrow, One Community at a Time**

**Sustainable Jersey** is a certification program for municipalities in New Jersey that want to go green, control costs and save money, and take steps to sustain their quality of life over the long term.

**The NJ League of Municipalities' Mayors' Committee for a Green Future officially announced this exciting new initiative at the 93<sup>rd</sup> Annual Conference November 2008.**

**The program began registering municipalities in February 2009 and as of March 2010 267 municipalities have registered**

# Sustainable Jersey: Participating Communities

Click on a colored pin to view information about a participating community.

**Communities**

-  In Process
-  Certified

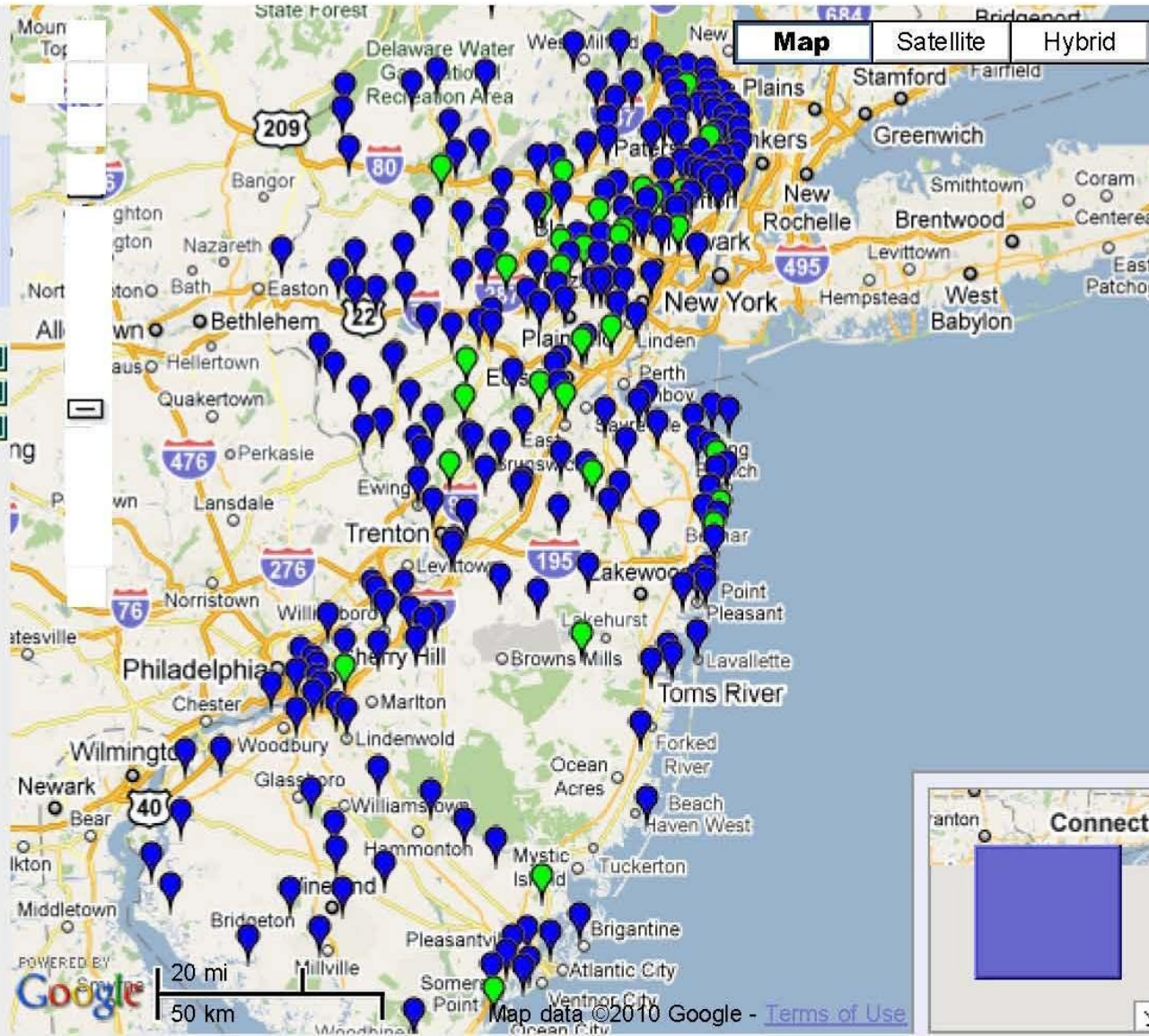
**ACTION** 

**STATUS** 

**GEOGRAPHY** 

All Counties





# Sustainable Jersey™ Partners



**MUNICIPAL  
LAND USE  
CENTER**

**The College of  
New Jersey**



**NEW JERSEY SUSTAINABLE  
STATE INSTITUTE**

**RUTGERS**



**RUTGERS** center for  
**Green Building**

**And many others...**

# Sustainable Jersey: Three Part Program



- Identify **actions** that define what communities must achieve;
- Provide **tools and guidance** to enable communities to make progress; and
- Link or create **incentives** for municipalities that are making progress toward the actions.

# Who Created the Actions?



To create rigorous and broadly accepted standards we convened a ***Sustainable Communities Working Group***

# Sustainable Communities Working Group



- Over 150 leaders from:
  - academia
  - the non-profit sector
  - the business community, and
  - state, local, and county government
- Organized 16 Taskforces to identify best practices in their topic area
- Identified top actions
- Taskforces will be updating and creating the 3rd round of actions, tools, and incentives

# Sustainable Communities Working Group

## Participants Included

- NJ Board of Public Utilities, Office of Clean Energy
- New Jersey Future
- US Environmental Protection Agency, Region 2
- New Jersey Natural Gas/New Jersey Resources
- New Jersey Environmental Federation
- New Jersey Public Advocates Office
- Environment New Jersey
- Farleigh Dickson University
- Association of New Jersey Environmental Commissions
- Public Service Electric and Gas
- Delaware Valley Regional Planning Commission
- Atlantic County Utilities Authority
- Plan Smart New Jersey
- NJ Department of Community Affairs, Office of Smart Growth
- Middlesex, Mercer, and Somerset Counties
- Isles Inc.
- NJ Dept of Agriculture
- New Jersey Chapter of the American Planning Association
- Somerset County Business Partnership- new High Performance Building resources
- Dozens of municipal officials from all over New Jersey



# Policy Alignment with Partner Organizations



- Anti-Idling: NJ Environmental Federation
- Lead: NJ Public Advocates Office
- Green Building: RCGB, Somerset Partnership
- Energy Audits: NJBPU
- Natural Resource Inventory: Assoc NJ Environmental Commissions
- Land Use: New Jersey Future
- Walking and Wellness: Mayor's Wellness Campaign, NJ DOH
- Energy Star: USEPA
- Recycling and Waste, Water and Resource Protection Ordinances: NJDEP

# Sustainable Jersey Grants Funded by Wal-Mart



- Four \$25,000 grants
- Ten \$10,000 grants
- Eligible to municipalities that register with Sustainable Jersey
- Eligible activities are those that score points toward the Sustainable Jersey Certification



# Incentive\$

- Sustainable Jersey Grants Funded by Wal-Mart
- Priority in NJBPU Municipal Energy Audit Program
- NJDEP Regional Greenhouse Gas Grants provided 10 point bonus
- NJBPU –Community Partners linking cash rewards for scoring points
- The Sustainable Jersey Certification (being the best)



# Actions

Actions are the concrete steps municipalities can take to become more green and sustainable.

Actions include:

- Ordinances
- Programs
- Policies and procedures
- Facilities



# Tools and Guidance



- Each “action” comes with a detailed tool and step by step “how to” directions
- Access to Sustainable Jersey Workshops, Trainings, and Resource Center
- Training sessions showcase successful municipalities
- Provide multiple benefits-CEU’s

# Sustainable Jersey Bronze



- Municipality Has Completed First Significant Steps
- Requires **150** Total Points
- Mandatory Green Team
- **2/6** Priority Actions
- Actions Must Be Completed in 6 of 16 Categories

# Sustainable Jersey Silver



- Municipality is Making Significant Progress and is a Statewide Leader
- Requires **350** Total Points
- Mandatory Green Team
- **3/6** Priority Actions
- Actions Must Be Completed in **8 of 16** Categories

# How Does a Municipality become Sustainable Jersey Certified™ ?



## Register with SUSTAINABLE JERSEY™

- 1. Pass a municipal resolution** stating your intent to seek Sustainable Jersey Certification and designating an entity to be in charge of the process. (Sample resolution provided.)
- 2. Select a municipal point of contact person** and have them register with pertinent contact info.
- 3. Identify Actions that may be implemented** and need for training. This does not commit the municipality to these Actions!

[www.sustainablejersey.com](http://www.sustainablejersey.com)

# Explore the SUSTAINABLE JERSEY™ Actions

Sustainable Jersey - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Internet Options

Address http://www.sustainablejersey.com/actionlist.php

Go Links SnagIt

Google Sustainable jersey Search + - Bookmarks Find Check AutoFill Sign In



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REGISTER YOUR MUNICIPALITY

ACTION CATEGORIES

COMMUNITY PARTNERSHIP & OUTREACH

DIVERSITY & EQUITY

ENERGY EFFICIENCY

GREEN HOUSE GAS

GREEN DESIGN

HEALTH & WELLNESS

LAND USE & TRANSPORTATION

## PLAN YOUR ACTIONS FOR A SUSTAINABLE COMMUNITY

Explore the actions below by clicking an action title to get guidance about implementation, see specifics on what is required, and browse the related tools and resources. **To apply for certification, you must first register with Sustainable Jersey.**

**Communities are certified after completing at least 100 action points**

Click the boxes next to actions your community is considering and your action point score will tabulate at the bottom of the page. *Every community must create a Green Team and select at least 2 of the 4 Priority actions listed below.* The balance of certification points can be earned by completing any of the other listed actions. In order to select actions with a range of points, you must first open the action by clicking on the title. You will then find a drop down menu or boxes to indicate how many points you plan to earn.

COMMUNITY PARTNERSHIP & OUTREACH	Points	Select
<a href="#">Create Green Team</a> <small>Mandatory Action</small>	10	<input type="checkbox"/>
<a href="#">Community Education and Outreach</a>	10 each	<input type="checkbox"/>
<a href="#">School Programs and Partnerships</a>	10 each	<input type="checkbox"/>
<a href="#">Green Challenges</a>	10 each	<input type="checkbox"/>
<a href="#">Green Fairs</a>	10	<input type="checkbox"/>
DIVERSITY & EQUITY	Points	Select
<a href="#">Diversity on Boards and Commissions</a>	10	<input type="checkbox"/>

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**Who to Involve**



**Timeframe**



**Project Costs**



**Why Important**



**What to Do**



**Submission  
Requirements**



**Spotlight**

**Community Education and Outreach**

Browse the links to the left of this page for more information about this action and how to score points toward your certification.

Community Education and Outreach is an essential element of any effort to make change. It provides community members with an understanding of sustainability as it relates to their everyday lives by giving them an understanding of how the choices they make can lead to a more sustainable future for themselves and their communities. This action promotes sustainability literacy and builds awareness, understanding, and action by educating municipal staff, residents, and the business and non-profit sectors of the community about the need for sustainable choices and behaviors. In addition to promoting action outside of local government, it can build support within the community for local government to take bolder steps. Through Community Education and Outreach, the Green Team and other partners offer opportunities for various stakeholders to learn about sustainability initiatives and to implement sustainable practices.

Municipalities may earn 10 points toward Sustainable Jersey certification for having an active education and outreach program that incorporates one or more of the activities outlined in this action.



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## Create a Policy

Browse the links to the left of this page for more information about this action and how to score points toward your certification.

A Green Grounds and Maintenance program ensures that municipally maintained parks, gardens, and landscaped areas are managed in the most efficient and environmentally friendly manner. This includes landscaping with low-maintenance plantings, maximizing water conservation and minimizing surface runoff, utilizing recycled and composted materials, and taking eco-friendly approaches to integrated pest management. Adopting a policy is the first step toward program implementation.

Adoption of a Green Grounds and Maintenance Policy is a pre-requisite and must be completed before a municipality may earn points for Grounds and Maintenance actions. After a policy is in place, municipalities may earn points for completing the following actions:

1. **Efficient Landscape Design** - 10 points
2. **Minimize Water Consumption** - 10 points
3. **Recycled Materials and Composting** - 10 points
4. **Integrated Pest Management** - 10 points

Follow this link to **download** the entire action as a pdf document.

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# Integrated Pest Management

Browse the links to the left of this page for more information about this action and how to score points toward your certification.

Integrated Pest Management (IPM) is a system of pest management that uses multiple approaches to pest control to minimize pesticide use, production costs, damage to the natural environment, and erosion of the natural landscape. IPM optimizes eco-friendly pest management techniques such as natural predators, improved sanitation, physical barriers, traps, and organic products. The primary goal is to significantly reduce or eliminate the use of pesticides.

Adoption of a [Green Grounds and Maintenance Policy](#) is a pre-requisite and must be completed before the town may earn points for this action. Once a policy has been adopted, 10 points can be awarded for implementing Integrated Pest Management.

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## Efficient Landscape Design

Browse the links to the left of this page for more information about this action and how to score points toward your certification.

Efficient landscaping techniques create an attractive environment in balance with the native surroundings, local climate, and function of the space. An efficiently landscaped area should require little, if any, fertilizer, pesticides, and water. Efficient landscaping should be functional, cost-efficient, environmentally friendly, and aesthetically pleasing. Sustainable landscaping practices known as "xeriscaping" are recommended to minimize water required by incorporating native and low-maintenance plantings. Complementary strategies for "rainscaping" include design features to minimize surface runoff so that areas retain water through natural controls, rather than letting it wastefully flow off site.

Adoption of a [Green Grounds and Maintenance Policy](#) is a pre-requisite and must be completed before earning points for this action. Once a policy has been adopted, points may be awarded for implementing Efficient Landscape Design.

Follow this link to [download](#) the entire action as a pdf document.

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## Minimize Water Consumption

Browse the links to the left of this page for more information about this action and how to score points toward your certification.

This action focuses on maintenance of landscape plantings after they are in the ground and is comprised of rainwater collection and efficient watering strategies. Minimizing the volume of water used in landscape maintenance can be achieved through using efficient watering techniques such as drip irrigation and smart sprinklers, implementing efficient watering schedules, and collecting water in rain barrels. A complimentary undertaking to minimize water used in landscaping is to install native and drought-tolerant plantings that demand very little water. This design strategy is outlined in another Grounds and Maintenance action, "Efficient Landscape Design."

Adoption of a [Green Grounds and Maintenance Policy](#) is a pre-requisite and must be completed before points are earned for this action. Once a policy has been adopted, points may be awarded for Minimizing Water Consumption.

Follow this link to [download](#) the entire action as a pdf document.



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## Recycled Materials and Composting

Browse the links to the left of this page for more information about this action and how to score points toward your certification.

Utilizing recycled and composted materials involves taking the waste generated from normal park and grounds maintenance and turning it into usable materials. Composting is a method that controls the decomposition of this waste into a nutrient rich fertilizer that can be reused to maintain local gardens or parks. Another example of landscape material recycling is the processing of tree prunings into mulches. The goal is to imagine any existing landscaping waste as input materials with potential for functional use.

This action also can involve the use of materials reclaimed from other municipal activities to construct hardscape features in parks and municipal grounds. For instance, old tires can be used as planters, and recycled wood can become furniture. Recycled materials also can be used for pathways and other design elements as applicable.

Adoption of a [Green Grounds and Maintenance Policy](#) is a pre-requisite and must be completed before earning points for this action. Once a policy has been adopted, points may be awarded for using Recycled Materials and Composting.

Follow this link to [download](#) the entire action as a pdf document.

# 2010 Progress



- 267 Registered Municipalities
- 47 Applications for Certification
- 34 Certified Municipalities
- Dozens of Workshops and Seminars
- 14 Wal-Mart Funded Grant Projects
- Numerous Leveraged State Grant Programs

# Other New Additions



- On-Line Community Profiles for Certified Municipalities
- Searchable Map
  - Lists Registered and Certified
  - Search for Municipalities Implementing Specific Actions
  - Search in Specific Areas
  - View certified actions documents

# Sustainable Jersey Sponsors



THE  
GERALDINE R.  
**DODGE**  
FOUNDATION



**PSEG**

*We make things work for you.*



New Jersey  
Natural Gas



**COVANTA**

E N E R G Y

*for a cleaner world*



**Smart Energy Group**



**NautilusSolar**

**xerox**



# Questions...

Thank you

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