

A Better Tomorrow, One Community at a Time

**SUSTAINABLE
JERSEY**

• CERTIFIED •

www.SustainableJersey.com

World Commission on the Environment and Development, 1987



Sustainability first defined and addressed as a global goal by the United Nations.

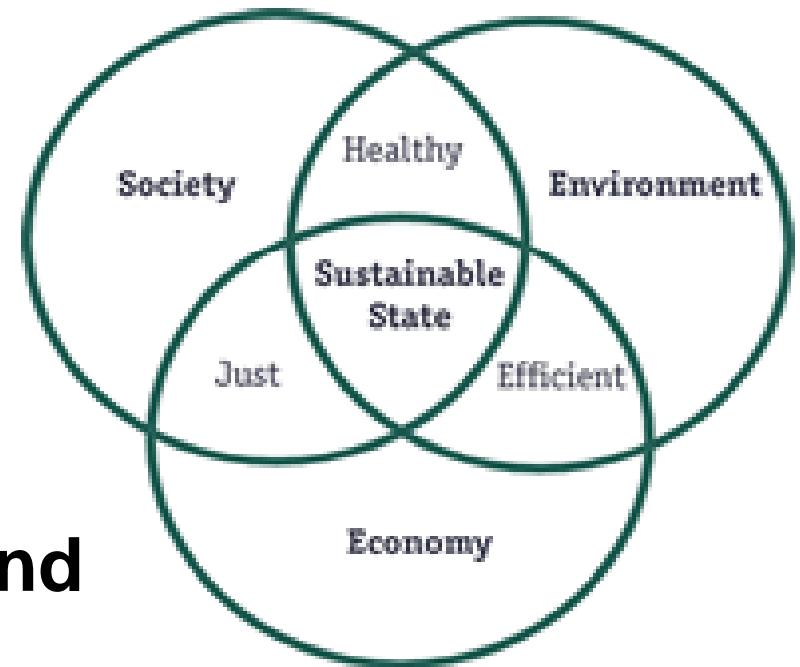


“Sustainable development is meeting the needs of the present generation without compromising the ability of future generations to meet their needs.”

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.**

NJ Municipal Governments Show Leadership



- Over 90 NJ municipalities have signed on to the Mayors Climate Protection Agreement (or similar)
- Over 150 municipalities are members of the NJLM Mayors' Committee for a Green Future
- Municipal leaders want to build green, sustainable communities

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.

Actions

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

Actions include:

- Ordinances
- Programs
- Policies and procedures
- Facilities



Actions for Sustainable Communities:

Municipalities are certified after completing 100 points from the list of actions below. The website www.SustainableJersey.com provides tools and guidance materials to help municipalities implement each action area.

COMMUNITY PARTNERSHIP & OUTREACH	POINTS
Create Green Team	10
Community Education and Outreach	10
School Programs and Partnerships	10
Green Challenges & Community Programs	10 each action
Green Fairs	10-20
DIVERSITY & EQUITY	
Diversity on Boards & Commissions	10
Incorporate Environmental Justice in Planning & Zoning	10
ENERGY EFFICIENCY	
Energy Audits for Municipal Facilities	30
Energy Star Buildings	10-30
GREEN HOUSE GAS	
Municipal Carbon Footprint	10
Community Carbon Footprint	10
Climate Action Plan	10-30
GREEN DESIGN	
Green Design Commercial and Residential Buildings	10-30
Upgrade and Retrofit Municipal Building	10-30
HEALTH AND WELLNESS	
Mayors Wellness Campaign	10-20
Anti-Idling Education & Enforcement Program	10-20
LAND USE & TRANSPORTATION	
Sustainable Land Use Pledge	10
Sustainability Master Plan Element	10-20
Complete Streets Program	10

LOCAL ECONOMIES	POINTS
Local Food Production & Gardens	10 each action
Buy Local Programs	10
Green Business Recognition Program	10
Green Jobs & Economic Development	10
NATURAL RESOURCES	
Natural Resource Inventory	10-20
Natural Resource Protection Ordinances	10 each action
Water Conservation Ordinance	10
Environmental Commission	10
Tree & Woodlands Management	10-20
OPERATIONS & MAINTENANCE	
Green Purchasing Program	10-20
Grounds & Maintenance	10-20
Green Fleets	10-30
SUSTAINABILITY PLANNING	
Community Asset Mapping	10
Community Visioning	10
Sustainable Community Plan	10-40
WASTE REDUCTION & RECYCLING	
Recycling	10 each action
Waste Reduction	10 each action
INNOVATIVE DEMONSTRATION PROJECTS	Up to 20
Alternative Energy	10-30
Water Infiltration Techniques	10-20
Other	10-30

To learn more visit www.SustainableJersey.com

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

Incentive\$



- Sustainable Jersey Grants Funded by Wal-Mart
- Priority in NJBPU Municipal Energy Audit Program
- Working with State on other incentives such as RGGI carbon credit auction proceeds
- Working with PSEG, Honeywell, and NJBPU to create additional cash rewards for scoring points
- The Sustainable Jersey Certification (being the best)

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



Leveraged Government Funds



- New Jersey Board of Public Utilities - Municipal Energy Audit and Retrofit Grants: \$2,300,000
- Other Office of Clean Energy funds that will be linked to Sustainable Jersey in the future: \$20,000,000.
- NJDEP – Carbon Emissions Reduction Fund: Estimated \$4-7,000,000

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 13 Taskforces to identify best practices in their topic area
- Identified top actions for local governments to undertake
- Taskforces will be reconvened spring 2009 to start updating and creating the second round of actions, tools, and incentives for Sustainable Jersey

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
- Matrix Development Corporation
- Environment New Jersey
- 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.
- 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
- Green Building: RCGB, NJDEP
- Energy Audits: NJBPU
- Natural Resource Inventory: Assoc NJ Environmental Commissions
- Land Use: New Jersey Future
- Walking and Wellness: Mayor's Wellness Campaign
- Energy Star: USEPA
- Recycling and Waste, Water and Resource Protection Ordinances: NJDEP

Green Team



- **Green Team is critical to the long term success of municipal sustainability programs.** The formation of a “Team” or appointment of a “Point person” to serve as the organizing body for municipal government sustainability efforts is the first step in establishing a community sustainability program.
- - **Who lead?-** Mayor should introduce resolution and appoint “TEAM”
 - **Timeframe estimate** – 1month to recruit members and adopt ordinance to create a standing municipal committee
 - **Costs-** minimal staff resources to modify example resolutions, additional staff time cost associates with serving on “TEAM”. Potential costs of municipal professionals to support specific Team planning and initiatives.

Getting at the CO₂ – Local Government's Role



1-12% GHG

- Municipal Buildings
- Schools
- Public Works
- Municipal Operations

99-88% GHG

- Residents
- Businesses
- Industry

Green Challenge Program



What is it?

A Green Challenge program asks residents to pledge to reduce their individual impact on the environment through a series of specific challenges

Who implements it?

Sustainability Committee, green team, Environmental Commission, Mayor

Resources and Cost

Time- 1-3 month planning, release one time/yearly/quarterly

Costs- Minimal. Staff and/or volunteer time

Green Challenge Program



How to Do It

A team identifies specific actions individuals and businesses can take, challenges the community to take the challenge, and tracks the number of people who do.

Detailed strategies for approaching this program are included in the tool kit. The program planning should involve community input, and the best way to track pledges and progress is through a community website.

What Submit/Accomplish?

Outreach/press materials reporting progress, Green Challenge pledge forms

Highland Park's Green Challenges

Change a light bulb

To date, 450 Highland Park residents have taken the first Green Challenge to exchange a traditional incandescent light bulb for a more energy-efficient, long-lasting compact fluorescent lightbulb (CFL) that uses 20% less energy and can last 10x longer. Assuming that you live in Highland Park and pay about 11.91 cents/kwh for energy, by replacing one 60-watt bulb with a CFL (which will last 6000 hours) that over the life of your new bulb, you will save:

\$32.16 in energy bills

205 pounds of CO2 will be prevented

Together we will avoid emitting 92,250 pounds of CO2 in Highland Park!

Shop with a canvas bag

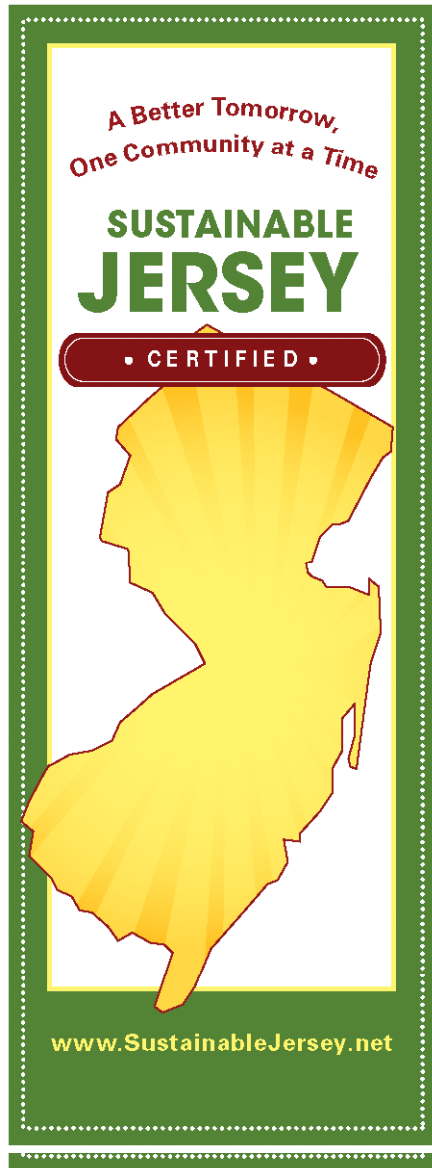
According to [National Geographic: Going Green](#), Americans go through 100 billion grocery bags every year. One estimate suggests that Americans use more than 12 million barrels of oil each year just to produce plastic grocery bags that end up in landfills after one use and then take centuries to decompose.

Other Actions



- Mayor's Wellness Campaign
- Anti-Idling Education and Enforcement
- Complete Streets/Walkable Bikable Streets
- Recycling and Waste Improvements
- Environmentally Preferable Purchasing
- Green Design for Commercial and Residential Buildings
- Upgrade and Retrofit Municipal Buildings
- Green Muni Fleets
- Sustainable Land Use Pledge
- Alternative Energy Demonstration Projects
- Natural Resource Protection Ordinances

Sustainable Jersey Milestones



- November 19-20, 2008 – Formal unveiling at NJLM Annual Conference
- Four Sustainable Jersey Sessions at Conference
- February 2009 – Go live. Accept municipal applications for grants and certification, implement recruitment and marketing effort
- Winter and Spring 2009 –Promotional events, establish technical support center, launch training program, and workshops
- November 2009 – Awards Program, Unveil “round 2” of Roadmap (new actions, tools, etc.)

Sustainable Jersey Next Steps



- Initiate municipal recruitment, certification & recognition program
- Establish a program administration and technical resource center (at NJSSI)
- Provide training programs for municipal employees and professionals (CGS)
- Provide limited direct field support to communities
- Evaluate & monitor sustainability efforts of New Jersey's municipalities.

Sustainable Jersey Next Steps



- Develop Successive Rounds/Levels for Higher Performance (Silver, Gold, etc).
- Identify urban/suburban/rural and small/medium/large muni subsets
- Develop targets corresponding to sustainability and integrate with scoring system and actions