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
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

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

1. Emergency Preparedness
   - Develop immediately actionable plans and procedures to ensure public safety and continuity of municipal operations during and immediately following disruptive events.

2. Review & Vulnerability Assessment
   - Review anticipated risks and assess the degree to which community assets, systems and people are vulnerable to natural hazards, climate change impacts, and other disruptive events and chronic stresses.

3. Identify & Prioritize
   - Identify and prioritize strategies to reduce the exposure of community assets, systems and people and build local adaptive capacity to withstand events and chronic stresses.

4. Implement Adaptation Strategies
   - Integrate and implement strategies into local plans, policies and regulations to build resilience in community institutions, structures, and systems.

5. Monitoring & Evaluation
   - Review new information and changing conditions, and evaluate the performance of adaptation strategies. Incorporate necessary changes into municipal processes and systems to continuously improve resilience.

Risk & Vulnerability Assessments

Identify Local Solutions

Implement Adaptation Strategies

Emergency Preparedness

Monitoring & Evaluation

Local Assessments
## Sustainable Energy: Actions

### Climate, Planning & Efficiency
- Municipal Carbon Footprint
- Energy Tracking & Management
- Complete Energy Audit
- Energy Transition Plan
- Implement EE Measures
- Hi Performance Buildings

### Renewable Energy & Adv-Infra
- On-Site Solar Energy
- On-Site Geothermal
- On-Site Wind Energy
- Purchase Renewable Energy

### Alternative Vehicles
- Fleet Actions
- Procurement Actions

### Energy Impact Of Municipal Operations
- Community Carbon Footprint (*)
- Climate Action Plan
- HPwES Program (*)
- HPwES Outreach (*)
- Direct Install Program (*)
- Direct Install Outreach (*)

### Municipal Impact On Community Energy Use
- Wind Ordinance
- Make Your Town Solar Friendly
- Community Buying Program: Solar
- Renewable GEA Program

(*): 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
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 Entitles Initiated Programs

- University
- Municipal Leagues
- Non-Profits
- Local of State Government
- Collaborative Efforts

Initiating Entity

- General Sustainability
- Energy Specific
Participation statewide:

**Percent Population by Program Type**

- **General Sustainability**
  - PA
  - CA
  - VA
  - NC
  - SMA
  - MI
- **Energy Specific**
  - SJ
  - NY
  - MN
  - MA
  - CT