

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.

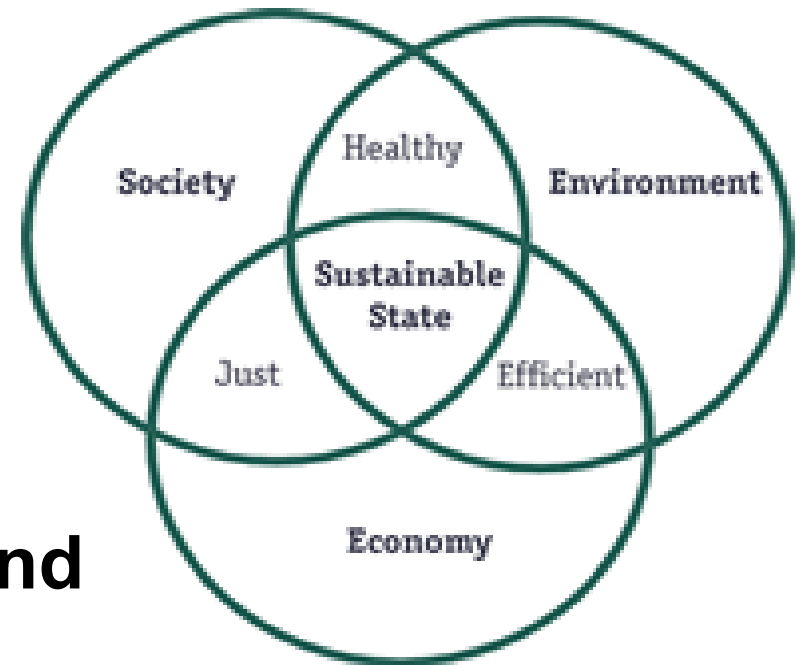


“**Sustainable development** is meeting the needs of the present generation without compromising the ability of future generations to meet their needs.”

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 80 NJ municipalities have signed on to the Mayors Climate Protection Agreement (or similar)
- Over 100 municipalities are members of the NJLM Mayors' Committee for a Green Future
- Municipal leaders want to build green, sustainable communities

**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 the initiative at their 93rd Annual Conference in November 2008.

A national model, the program will begin registering municipalities in February 2009.

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.

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...

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	
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

Linking Actions with Tools



Toolkits: soup to nuts, turn key guidance on how municipalities can institute high priority initiatives

- **For example: a toolkit module on “energy audits” would contain:**
 - Condensed version of the DEP & BPU guide to performing energy audits
 - Sample RFPs and RFQs from Montclair, etc. (in Word so they can be cut and pasted)
 - Sample cover letters
 - A list of qualified NJ vendors
 - Links to funding information
 - NJ case studies, with names and contact info

Incentives



- Sustainable Jersey Grants Funded by Walmart
- Priority in NJBPU Municipal Energy Audit Program
- Working with State on other incentives such as RGGI carbon credit auction proceeds
- 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



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 early in 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
- 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

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.

Green Team



How to create an Implementation Team?

Mayor should appoint a Green Team through the adoption of a resolution. (samples provided) Committee members could include municipal staff, elected officials, board and commission members, at large community members, local business, school district representatives, youth representatives and community organizations. Identify staff resources, funding available to the Team to support their work. Tool will include examples of resolutions, team structures, links to municipal Green Team websites and summary of Team Activities submittal form.

What Submit?

Resolution & Team Member list a summary of Team activities

Municipal Carbon Footprint



What is it?

A Municipal Carbon Footprint measures the amount of greenhouse gas emissions produced by municipal government facilities and operations.

Who implements it?

Administrator, Facilities Manager, Public Works, CAP Task Force

Time and Costs to Implement It?

Time- Several months to a year depending on availability of data, staff and resources.

Costs- Moderate staff time. Consultants can be hired.

Municipal Carbon Footprint



How to Do it

1. Collect data on:
 - Utility bills by fuel and end use
 - Municipal Fleet
 - Waste generation (waste per/ton) sent to landfill and methane captured
2. Convert energy use to greenhouse gas emissions

What Submit?

Final Carbon Inventory Report

Getting at the CO₂ – Local Government's Role



1-12% GHG

- Municipal Buildings
- Schools
- Public Works
- Municipal Operations

99-88% GHG

- Residents
- Businesses
- Industry

Community Carbon Footprint



What is it?

A Carbon Footprint measures the amount of greenhouse gas emissions (in units of carbon dioxide) produced by the whole community – businesses, residents, cars, government.

Who implements it?

Administrator, Planning Department, Task Force

Time and cost to implement it?

Time- Several months to a year depending on availability of data, staff and resources.

Costs- Moderate staff time.

Community Carbon Footprint



How to Do it

1. Collect data on:

- Energy and natural gas consumption in residential, commercial and industrial sectors by end use.
- Transportation consumption, to include type of vehicle, average miles traveled per vehicle, an type and amount of fuel used
- Waste generation (waste per/ton) sent to landfill and methane captured

2. Apply coefficients to convert energy use to greenhouse gas emissions

3. Report Publicly

What Submit/Accomplish?

Final Carbon Footprint Report

Components of a Municipal CO2 Inventory (Maplewood)



1. Electricity—61 K metric tons
2. Natural Gas—64 K tons
3. Heating Oil—22 K tons
4. Vehicles and Mass Transit—57 K tons
5. Airline travel—34 K tons
6. Solid Waste including its Greenhouse Gas Content—49 K tons
7. Food Consumed—96 K tons
8. Uncategorized to reach the 24 tons per capita total—193 K tons

Energy Star Buildings



What is it?

ENERGY STAR labeled buildings consume on average about 35% less energy than their non-ENERGY STAR counterparts.

Who Implements

Energy Management Team composed of representatives from different municipal departments; Energy Service Company (ESCO) if available.

Resources and cost

Time- Several weeks to several months

Costs- Staff time.

Energy Star Buildings



• How to Do It

Follow EPA's six steps and apply for the Energy Star Label for at least one or more municipal facilities.

Or, apply for Energy Star Leader Recognition and meet requirements for all facilities in your building portfolio.

• What Submit/Accomplish?

Send a copy of Energy Star Award letter to the Green Future Roadmap Review Committee.

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 Challenge

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.

Climate Action Plan



What is it?

A Climate Action Plan (CAP) is a municipality's step by step plan for how they will reduce their CO2 emissions.

Who implements it?

Task Force, Reps from Municipal Depts.

Resources and Cost

Time- Variable. Initial Planning 6-12 Months. Annual, ongoing process. Reaching initial milestones varies depending on availability of data, staff and resources.

Costs- Staff and volunteer time. Varies depending on scope & comprehensiveness.

Climate Action Plan



How to Do it

1. Designate a CAP Task Force to coordinate & monitor progress
2. Analyze carbon footprint. (see CO2 Inventory)
3. Identify actions that reduce CO2 Footprint
4. Implement the plan
5. Measure, verify and report performance.

What Submit/Accomplish?

Submit adopted plan.

Other Actions



- Mayor's Wellness Campaign
- Anti-Idling Education and Enforcement
- Walkable Bikable Streets
- Recycling
- Environmentally Preferable Purchasing
- Green Design for Commercial and Residential Buildings
- Upgrade and Retrofit Municipal Buildings
- Sustainable Land Use

Sustainable Jersey Next Steps



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

Sustainable Jersey Milestones



- November 19-20, 2008 – Formal unveiling at NJLM Annual Conference
- Four Sustainable Jersey Sessions at Conference
- February 2009 – 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 Sponsors

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