

Sustainable Jersey

A New Model for Sustainable Governance

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Roles of New Jersey Government for Sustainability

1 State Government

- Energy Generation Portfolio and Distribution
- Major Roads and Bridges
- Toxics, Hazardous Materials, Air and Water (major environmental regulation and permitting)
- Natural Resources, Wildlife, Protection

21 County Governments

- Some Roads
- Public Health
- Water and Waste
- Coordinate Shared Services for Municipalities



New Jersey Government

566 Municipal Governments

- Land Use Planning and Zoning
- Development
- Public Health and Safety (shared with County)
- Education
- Solid Waste and Recycling
- Water and Wastewater
- Anything Not Preempted by State and Federal

Local Governments Vary Greatly

- Population Size: 275,000 to <100
- Dense Urban to Rural
- Capacity: Sophisticated Professional Government to 1 Part-time Employee



Sustainable Jersey

Certification program for municipalities in New Jersey:

- Identifies **actions** to implement to help towns become more sustainable
- Provides **tools, resources, and guidance** to enable communities to make progress
- Provides access to **grants and funding** for municipalities that are working toward certification



Participating Communities

- Program start: February 2009
- 383 or 68% of NJ towns/cities registered
- 71% of NJ's population lives in these communities
- 113 municipalities certified:
 - 11 towns at Silver level
 - 102 towns at Bronze level



Who Participates In Sustainable Jersey?

Municipal Governing Body Majority	All New Jersey Municipalities		Registered in Sustainable Jersey		Certified in Sustainable Jersey	
	Count	Percentage	Count	Percentage	Count	Percentage
Democrat	183	32%	119	33%	36	33%
Republican	325	58%	203	57%	57	53%
Independent	58	10%	37	10%	15	14%

Notes:

- (1) Partisan category based on data from 2010 NJ Legislative District Data Book.
- (2) Registration and Certification Statistics current as of 4/2/2012.



Sustainable Jersey Basics

- Sustainable Jersey looks to empower communities by providing choices and guidance on best practices
- Sustainable Jersey is bottom up, not top down
- Sustainable Jersey is always voluntary and incentives based, never mandatory
- There is no cost to join, and no penalty to withdraw
- Sustainable Jersey offers meaningful incentives and strategies to help municipalities lower costs and improve quality of life



Sustainable Jersey Structure

- Partnership Between:
 - The New Jersey League of Municipalities, The College of New Jersey (ISPG), The State of New Jersey
- Partnership formed a Non-profit Organization (NGO)
- Sustainability actions and standards created by volunteer expert and stakeholder Task Forces



Program Funding

Three Funding Sources:

- 1 / 3 Private Foundations
- 1 / 3 Business Sponsors
- 1 / 3 State / Federal Funding



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



Program Impact

- Since 2010, over 3000 individual actions have been implemented and submitted for certification
- 2400 were approved as meeting the Sustainable Jersey standards
- A 65% success rate
- Hundreds of formal “Green Teams” have been formed by local governments



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

ENERGY EFFICIENCY	POINTS
Energy Audits for Municipal Facilities*	20-50
High Efficiency Municipal Buildings	10-20
FOOD	
Farmland Preservation	10 each
Food Production	10 each
Planning for Local Food Production	10 each
Support Local Food	10 each
LOCAL ECONOMIES	
Buy Local Programs	10 each
Green Business Recognition Program	10
Green Jobs/Economic Development	10
OPERATIONS AND MAINTENANCE	
Green Fleets*	10-30 each
Adopt Behavioral Policies	5
Green Purchasing Program	10 each
Grounds and Maintenance	10 each

PEOPLE

ARTS/CULTURE/HISTORIC PRESERVATION	
Historic Preservation	10
Strengthening School Arts Programs	10
COMMUNITY PARTNERSHIP AND OUTREACH	
Create Green Team*	10
Community Education and Outreach	10
Energy Outreach and Incentive Programs	10 each
Education for Sustainability Programs	10
School-Based Energy Conservation Programs	10

PLANET

GREEN DESIGN	POINTS
Green Building Policy/Resolution	5
Green Building Training	5
Green Design Commercial and Residential Buildings	5-20
Green Design Municipal Buildings	10-20
GREENHOUSE GAS	
Municipal Carbon Footprint*	10
Community Carbon Footprint	10
Climate Action Plan	10
Wind Ordinance	10
INNOVATIVE DEMONSTRATION PROJECTS	
Geothermal	10
Green Roofs	10
Raingardens	10
Solar	10
Wind	10
Other	10
LAND USE & TRANSPORTATION	
Sustainable Land Use Pledge*	10
Complete Streets Program	20
Municipal Planning & Zoning Self-Assessment	10
Sustainability Master Plan Revision	20
NATURAL RESOURCES	
Natural Resource Inventory*	20
Water Conservation Ordinance*	20
Conservation Easements	10-15
Environmental Commission	10
Natural Resource Protection Ordinances	10 each

Building Energy Upgrades

- Audits for Municipal Buildings
- Upgrade Municipal Buildings
- Energy Management and Tracking
- High Performance Buildings Rating (Energy Star)
- Community Outreach on Energy - Home and Business Upgrades
- School Based Energy Conservation Programs



Green Building and Design

- Training
- Policies/Resolution for Muni Buildings
- Green Development Checklist
- Green Site Design Standards
- Building a New Green Rated Gov. Building
- Upgrade Existing Buildings:
 - Water conservation
 - Light pollution
- Construction Waste Recycling
 - Municipal projects
 - Ordinance for private sector



Planning and Land Use

- Complete Streets
- Bike/Ped Audit and Plan
- Caring for Conservation Easements
- Wind and Solar Siting Ordinances
- Natural Resources Inventory
- Green Infrastructure (rain gardens, stormwater)
- Tree Protection Ordinance
- Clustering Ordinance



Facilities Management

- Green Purchasing - Cleaning Supplies
- Integrated Pest Management
- Water Conservation on Grounds
- Energy Tracking and Management
- Anti-Idling Rules
- Green Equipment
- Efficient Landscape Design
- Use of Recycled Materials



Certification Levels

- Bronze:
 - Total of at least 150 points
 - Mandatory Green Team
 - 2 Priority Actions
 - 6 of 16 Sustainability Categories
- Silver:
 - Total of at least 350 points
 - Mandatory Green Team
 - 3 Priority Actions
 - 8 of 16 Sustainability Categories



Priority Actions

- ENERGY STAR Portfolio Manager
- Audit and Upgrade All Municipal Buildings
- Municipal Carbon Footprint
- Sustainable Land Use Pledge
- Water Conservation Ordinance
- Natural Resource Inventory
- Green Fleets



Who Created The Actions/Standards?

- To create rigorous and broadly accepted standards, we created a **Sustainable Communities Working Group**
- Over 300 volunteer leaders from:
 - Academia
 - the non-profit sector
 - the business community, and
 - state, local, federal, and county government
- Organized 22 Taskforces to identify best practices in their topic area
- Identified top actions for local governments to undertake



Task Force Duties

- Develop Candidate “Actions”
 - “Brainstorm” ideas for new actions with stakeholders
 - Research and evaluate existing best practices and models
- Assess candidate actions based on criteria:
 - Do we have the technological knowledge to explain exactly how to do it?
 - Is it implementable with current resources (funding and human resources) available at local level? If not, can we create a new program to support them?
 - What is the impact of this action to achieving a low-carbon and sustainable future?
 - Is this implementable by most or all local governments?
- Develop Programs to Support Implementation of Best Practices
 - Training - Workshops, online resources
 - Financing - New funding or link existing funding based on priority access



Policy Alignment w/ Other Organizations

- Energy Audits: NJ Board of Public Utilities
- Walking and Wellness: Mayor's Wellness Campaign, NJ Dept. of Health
- Natural Resource Inventory: Assoc NJ Environmental Commissions
- Energy Star: US Environmental Protection Agency
- Anti-Idling: NJ Environmental Federation
- Lead: NJ Public Advocates Office
- Green Building: USGBC, Somerset Partnership
- Land Use: New Jersey Future (Land Use NGO)
- Complete Streets: NJ Dept. of Transportation
- Recycling and Waste, Water and Resource Protection Ordinances: NJ Department of Environmental Protection



Tools, Training and Guidance

Who to Involve

Timeframe

Project Costs

Why Important

What to Do

**Submission
Requirements**

Spotlight

Resources

- Each “action” comes with a detailed tool and step by step “how to” directions
- Access to free Sustainable Jersey workshops, trainings, webinars and resource center (CEUs provided)
- Training sessions showcase successful municipalities



Summary of Trainings 2010-2011

- Total # of Trainings: 83
- Total People Reached: Over 10,000 participants
- Topics Included:
 - Building Efficiency Upgrades
 - Financing Renewable Energy
 - Complete Streets & Safe Routes to Schools
 - Woodlands Conservation
 - Greening Municipal Vehicle Fleets
 - Appliance Recycling
 - Green Maps- Community Asset Mapping
 - Capacity Building and Action Planning
 - Water Conservation Education



2011 Technical Support and Direct Assistance

Approx. 3,000 email queries were processed. Topics addressed include:

- Specific Actions (many queries on the Energy Audit for 1 Building & Inventory All Buildings actions)
- Registration & Certification processes
- Sustainable Jersey Small Grants
- Website problems/upload problems/log-in issues (losing/forgetting passwords)

Approx. 1,500 phone calls were fielded. Topics addressed include:

- General info/Certification process/re-certification
- Registration questions
- Actions
 - Multiple actions in one call
 - Energy Audits/ DI, etc.
 - CPI actions
 - NRI/ ERI, green fairs, water conservation ordinance, recycling, education & outreach, MP Element, historic preservation, etc.



Certification Benefits

- Save money. Get money.
 - Implement actions that lead to cost savings (energy, water, garbage bills)
 - Improve efficiency, cut waste, stimulate local economy
 - Access to incentives and grants
- Gain access to training, tools and expert guidance.
- Get recognized. Promote your town.
- Conserve valuable resources. Protect the environment.



Incentives and Grants

- Over \$100 Million in Leveraged Public and Private Funds
- Sustainable Jersey Small Grants Funded by PSEG/Walmart
 - \$575k in 3 years
- Priority in NJBPU Municipal Energy Audit Program
- Priority in NJ DEP - Community Forestry Grants



Recognition and Promotion

- Annual Sustainable Jersey Awards
 - Sustainability Champion Awards (large, medium and small population categories)
- Recognition at Sustainable Jersey Conference
- Promotion in publications and outreach
- Robust marketing and outreach effort
 - Email updates, social media, articles
 - Dozens of outreach, social, and networking events
 - Leveraging partner organizations to distribute information



Basic Principles of Success

- The certification is a means to an end
- What is the essential element of each “action”?
- Standards link to, and support, partners
- Don’t just judge, help
- The effort must match the benefits
 - Recognition
 - Quality of life
 - Incentives
- Broader vision – Theory of change



Gold Level of Certification

- Develop Goals, Indicators, Targets
- Scenarios of the Future
- Build Gold based on levels of performance
 - Linking local performance to central goals. For example:
 - Reducing GHG according to statewide targets
 - Improving fleet efficiency 35%



SJ Climate Adaptation Task Force

Members include:

- Delaware Valley Regional Planning Commission
- The State Climatologist David Robinson
- The Jacques Cousteau National Estuarine Research and Reserve
- The Barnegat Bay Partnership
- The NJDEP
- Monmouth Urban Coast Institute
- Rutgers Center for National Brownfields
- North Jersey Transportation Planning Authority



SJ Climate Adaptation Task Force

Mission:

Work with relevant local, state, and federal entities to establish basic understanding and a common direction for action to prepare for current and anticipated climate change

Activities:

- Completed Definitions Document - Terms and Concepts
- Completed Climate Change Impacts - Past, Present, Future
- Completed a new “action” to help municipalities adapt to a changing climate



Flooding Threats: A Tool for at Risk Communities

- First Action Deals with Coastal and Inland Flooding
- Coastal Component Addresses projected Sea Level Rise
- Inland Flooding does NOT address anticipated changes to precipitation and flooding YET
- Guides municipality through process of identifying and addressing threats



Flooding Threats: A Tool for at Risk Communities

Components of New SJ Action:

1. Create Team
2. Utilize NJ Flood Mapper Tool to ID Vulnerabilities
3. Utilize the “Getting to Resilience Tool” to:
 - Assess your current level of preparedness to the identified threats
 - Receive recommendations on how to become more resilient and prepared



Future Climate Adaptation Actions

- Upgrade Inland Portion of Flooding Tool to be Predictive
- Move Beyond Self-Assessment to Achievement
- Water Conservation and Drought
- Health Issues: Heat Events, Infectious Disease, Mold
- Ecology and Invasive Species
- Other Extreme Weather Events



Resilience/Sandy Related Activities

- Developing a Network of Recovery and Resiliency Managers in partnership with New Jersey Future and Recovery Fund
- Deploying the new tools through formal workshops and trainings, held in January 2013 in partnership with the Association of NJ Environmental Commissions and the Climate Adaptation Alliance at Rutgers
- Working with State and Federal agencies to integrate Sustainable Jersey actions into new recovery programs such as beach access, backup power, alternative vehicles, and resiliency planning
- Held workshops and outreach in partnership with the NJ Board of Public Utilities (BPU) on new Sandy Recovery energy incentives to “rebuild green”

