

Introduction of Clean Air City Certification Sustainable Jersey Case Study



New Jersey

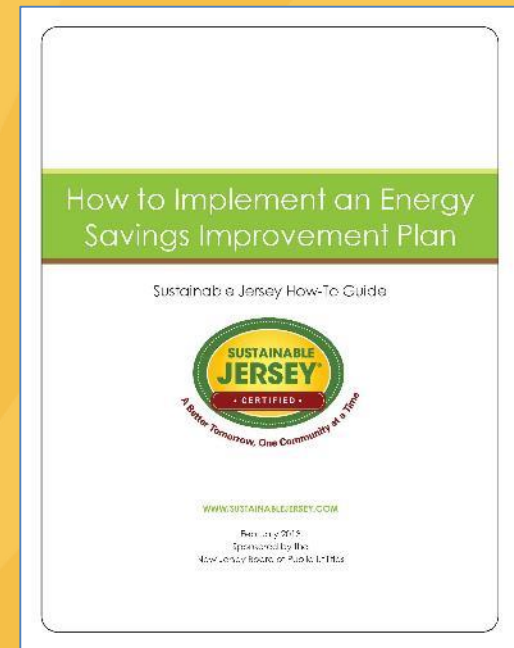
- Population: 9 million
- Coastline: 204 km (127 mi)
- Cities have wide range of authority including land use, public health and safety, education, water and waste management
- Able to innovate and implement customized solutions, but often lack capacity.



Sustainable Jersey

Free certification program for local governments:

- Identifies **actions** that cities can implement to become more sustainable
- Provides **tools, resources, and guidance** to enable cities to make progress
- Provides access to **grants and resources**



Certification Benefits

- Provides a framework for action
 - What cities can do
 - How they can do it
 - Who can help
- Helps cities save money and manage resources effectively
- Builds capacity through training, technical support, and facilitating networking
- Recognizes achievements



Program Impact



- Program start: February 2009
- 437 (78%) cities participating
- 88% of NJ's population
- 193 cities certified:
 - 160 cities at bronze level
 - 33 cities at silver level
- Over 6,000 actions successfully completed
- Emulated in other states, nationally recognized leader



Recognition and Promotion

- Annual Sustainable Jersey Awards presented at largest statewide conference for local government elected officials and staff
- Robust marketing and outreach effort
 - Regular press releases
 - Email updates, social media, articles
 - Dozens of training, outreach, social, and networking events
 - Leverage partner organizations to provide and distribute information



Certification Steps

- Pass a resolution; register city online
- Form Green Team
- Implement actions to score 150/350 points
- Submit documentary evidence for each action
- Certification awarded after review and verification



Green Team Members

- Only Mandatory Action
- Formal body of local government
- Brings together stakeholders and officials from different sectors, overcoming bureaucratic silos and engendering broad community support
- Works together to identify actions to pursue and coordinates implementation



Actions

- Concrete steps cities can implement to become more sustainable
 - Ordinances
 - Programs and plans
 - Policies and procedures
 - Retrofit or renovation of facilities
- Developed by 22 topic area taskforces that identify best practices for cities to undertake



Policy Alignment w/Other Organizations

- Energy Star: US Environmental Protection Agency
- Anti-Idling: NJ Environmental Federation
- Green Building: USGBC, Somerset Partnership
- Energy Audits: NJ Board of Public Utilities
- Natural Resource Inventory: Association of NJ Environmental Commissions
- Land Use: New Jersey Future (Land Use NGO) and NJDOT
- Health and Wellness: NJDOH
- Recycling and Waste, Water, and Resource Protection Ordinances: NJDEP



Case Study - Camden, NJ

- Sustainable Jersey Green Team was formed
- Brought together key city stakeholders - hospital, community development corporation, environmental utility, local university, and city government
- Sustainable Jersey actions and incentives led to first successes
- Collaboration expanded and is playing leadership role in revitalization of city

