

New Actions and Other 2014 Program Enhancements



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Sustainable Jersey

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Participating Communities



- 401 (71%) NJ municipalities
- 82% of NJ's population lives in these communities
- 139 municipalities certified:
 - 117 towns at bronze level
 - 22 towns at silver level

2013 Program Accomplishments

- New focus on expiring towns
- June 2013 cycle
 - 85 towns applied
 - 14 silver
 - 53 Bronze
- New Website launched in January 2013
 - Better user interface
 - New features on “map” page



80 New Small Grant Projects Awarded



- \$380,000 awarded 2013 Small Grants program funded by Walmart
- \$200,000 in grant funds currently available are supported by PSEG Foundation
- Grant cycle closes on January 26, 2014



New & Ongoing Program Initiatives

- Sustainable Jersey for Schools
- Gold Level Sustainable Jersey Certification
- Regional Leadership Networks
- New Jersey Resiliency Network



2014 Program Updates

- **New Actions**
- **Additional Priority Actions**
- **Name Changes**



16 New Actions

- Climate Adaptation: Flooding Risk (PRIORITY)
- Bicycle and/or Pedestrian Audit *
- Bicycle and/or Pedestrian Plan *
- New Jersey Smart Workplaces – Gold *
- New Jersey Smart Workplaces – Platinum *
- Prescription Drug Safety and Disposal * (PRIORITY)
- Commercial & Institutional Recycling *
- Reusable Bag Education Program *
- Recycling Education & Enforcement *
- Non-Mandated Materials Recycling *

* Covered in detail later in webinar



16 New Actions

- Brownfields Inventory and Prioritization *
- Brownfields Reuse Planning *
- Creative Placemaking Plan *
- Innovative Community Project 3

Coming Soon

- Environmental Commission Site Plan Reviews
- Shared Use Agreements

* Covered in detail later in webinar



4 New Priority Actions

- Diversity on Boards & Commissions
- Green Business Recognition Program
- Prescription Drug Safety and Disposal
- Climate Adaptation: Flooding Risk



Existing Priority Actions

- Energy Tracking & Management
- Fleet Inventory
- Inventory & Upgrade All Buildings
- Municipal Carbon Footprint
- Natural Resource Inventory
- Sustainable Land Use Pledge
- Water Conservation Ordinance



Action Name Changes

- “Other” now Innovative **Community Project 1**
- “Other 2” now Innovative **Community Project 2**
- “Community Forestry Plan and Canopy Goal” now **Community Forestry Plan and Tree Cover Goal**
- “Computerized Assessment of Municipal Trees” now **i-Tree Assessment of Municipal Trees**
- “Tree Hazard and Health Assessment Inventory Projects” now **Tree Hazard Inventory**



New Land Use and Transportation Actions

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Land Use & Transportation

New LU&T Actions:

- Bicycle and/or Pedestrian Audit (5 pts)
- Bicycle and/or Pedestrian Plan (10 pts)
- Smart Workplaces Gold (5 pts)
- Smart Workplaces Platinum (10 pts)



Bicycle and/or Pedestrian Audit (5 pts)

Why

- Help communities identify barriers to walking and bicycling.

What to Do

- Evaluate sidewalks, roads, intersections and general neighborhood conditions.
- Identify key safety improvements that can make walking and biking a safer and easier.



Bicycle and or/Pedestrian Audit



Step 1: Form a team

Step 2: Choose a location & tool

Step 3: Survey existing conditions

Step 4: List opportunities & constraints



Sidewalks



Intersections/Crosswalks



ADA Issues



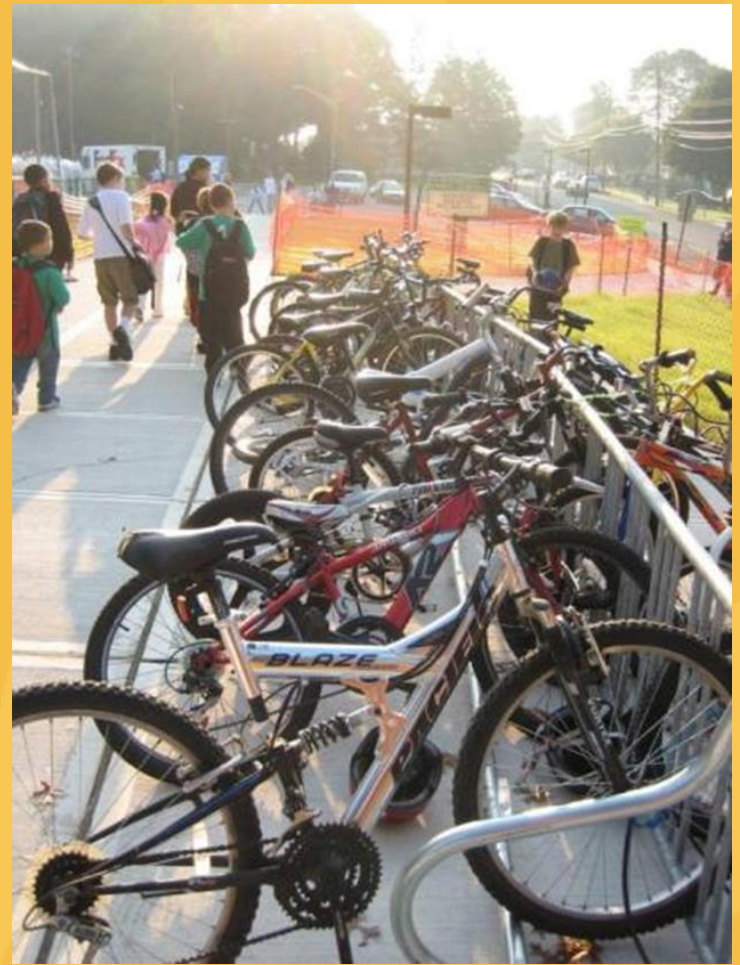
Road Conditions



Maintenance



Bicycle Parking



Bicycle and/or Pedestrian Audit (5 pts)

What to submit to get points

1. Submit a copy of the Bicycle and/or Pedestrian Audit, which must include:
 - Survey of existing infrastructure conditions
 - Description of opportunities and constraints (gaps and barriers)
2. The Bike and/or Pedestrian Audit must be no more than 5 years old at the time of submission.



Bicycle and/or Pedestrian Plan (10 pts)

Why

- Build healthy communities that support active living and reduce reliance on automobile.

Will involve

- Planning Board
- Project Steering Committee
- Internal staff, municipal committee members and/or consultants



Bicycle and Pedestrian Plan (10 pts)

What to submit to get points

- Vision, goals, objectives
- Existing conditions analysis
- Recommendations on policy changes, programs and improvements
- Implementation plan/strategy
- Adopt as part of Municipal Master Plan by Planning Board Resolution



FREE Technical Assistance

- NJ Dept. of Transportation Local Technical Assistance Program
- Metropolitan Planning Organizations (MPOs)
- Transportation Management Associations (TMAs)
- NJ Bicycle and Pedestrian Resource Center
- NJ Safe Routes to School Resource Center



Transportation Management Associations

TransOptions
(973) 267-7600
<http://www.transoptions.org>

HART
(908) 788-5553 ext. 15
<http://www.hartma.com>

Ridewise
(908) 704-1011 ext. 11
<http://www.ridewise.org>

Greater Mercer TMA
(609) 452-1491
<http://gmtma.org>



Hudson TMA
(201) 792-2825
<http://www.hudsontma.org>

Meadowlink
(201) 939-4242
<http://www.ezride.org>

Keep Middlesex Moving
(732) 745-3996
<http://www.kmm.org>

Cross County Connection
(856) 596-8228
<http://www.driveless.com>



Rutgers University

www.saferoutesnj.org

www.njbikeped.org

NEW JERSEY Safe Routes to School

About Partners & Friends Resources What's Happening Contact Us

Contact Your Local Safe Routes Coordinator

Local Safe Routes to School Coordinators within New Jersey's eight Transportation Management Associations are ready to offer advice and assistance in kicking off Safe Routes to School programs in communities from all 21 counties.

REGIONAL COORDINATORS

Alan M. Voorhes
Transportation Center

Become a Safe Routes Partner Find Your Regional Coordinator Get the Safe Routes Scoop

>Welcome

New Jersey Safe Routes to School (SRTS) is accessible to those to create streets to walk, bike and bicycle to school.

NJ SRTS Mission: Engage and assist communities with identifying issues, creating partnerships and implementing projects and programs to encourage walking and biking to and from school as a safe, daily activity.

NJ SRTS Vision: Develop a culture and environment where walking and bicycling to school is safer, more appealing and a part of daily life for students throughout New Jersey.

The NJ SRTS Resource Center and New Jersey Bicycle and Pedestrian Resource Center assist public officials, transportation and health professionals, and the general public in creating a safer and more accessible walking and bicycling environment through primary research.

NJ BICYCLE & PEDESTRIAN RESOURCE CENTER

Educate. Encourage. Empower.

About Complete Streets Resources Reports Blog FAQs Contact

DEPARTMENT OF TRANSPORTATION Complete Streets THE STATE OF NEW JERSEY

Making Complete Streets a Reality

Interested in how to complete the streets in your community? Click the banner to see how!

OUR MISSION

"To motivate, educate, and empower citizens to create safer and more accessible walking and bicycling environments through cutting edge research, education, and sharing of resources."



Smart Workplaces – Gold and Platinum

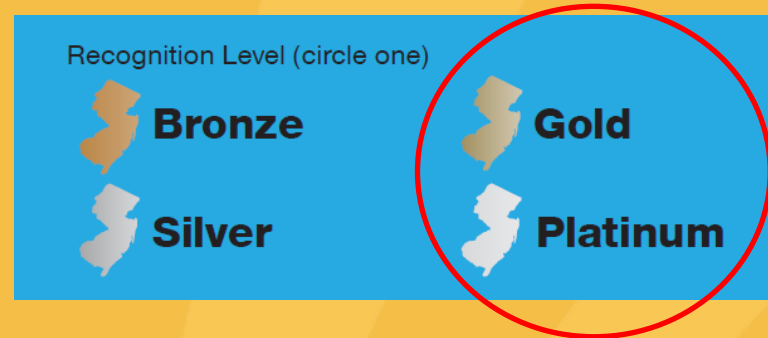
Why

- Improve air quality as well as reduce vehicle miles traveled and greenhouse gas emissions

What to Do

- Create alternative commute programs and utilize transportation demand management strategies for employees
- Work with your local Transportation Management Association toward gold or platinum recognition

Smart Workplaces – Gold and Platinum



- Points for NJSW gold (5 pts) and platinum (10 pts) levels
- Gold = 5 bronze- + 5 silver-level activities
- Platinum = gold + site-specific alternative commute program



Sample Eligible Activities

- Host commuter information events for your employees
- Host a carpool or vanpool formation event
- Offer a flextime or telecommuting program
- Sell transit passes on site
- Provide employees access to basic bike maintenance tools
- Provide employer-subsidized shuttle
- Provide electric vehicles and charging stations for business use



Smart Workplaces – Gold and Platinum

What to submit to get points

- Documentation of Gold or Platinum Level NJSW recognition
- Recognition must have occurred within 18 months of submission

To learn more about NJ Smart Workplaces, contact your local TMA or visit tmacouncilnj.org



New Waste Management Actions

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Vice President of Operations



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www.bayshorerecycling.com



Recycling & Source Reduction Actions

- 13 Existing Waste Management Actions
 - 7 Recycling and 6 Waste Reduction
- Historically the actions have been very logical and specific
- Reason for 5 Adding New Actions
 - Flexibility both in recycling activities and submission requirements
 - Example: Submission requirements include either adopted ordinance, or no ordinance in place but recycling still occurs
- Future Goals
 - Focus on performance metrics based on Municipal Tonnage Grants Program data



Five New Waste Management Actions

- Prescription Drug Safety and Disposal
- Commercial & Institutional Recycling
- Reusable Bag Education Program
- Education & Enforcement
- Non-Mandated Materials Recycling



Prescription Drug Safety and Disposal

- **Why is it Important?**
 - Need to address antibiotics, anti-convulsants, mood stabilizers and sex hormones in groundwater
- **What to Do and How to Do It**
 - Link to DEA National Take-Back Day, Project Medicine Drop, P2D2, RX4Safety, American Medicine Chest Challenge – or own program
 - Coordinate with law enforcement
- **Submission Requirements**
 - Establish permanent drop off location or conduct at least 2 drop off events/year
- **Point Value: 10 points**



Commercial & Institutional Recycling

- **Why is it Important?**
 - No dedicated tracking of performance in NJ; significant non-compliance, need to reach 50% state-wide recycling goal
- **What to Do and How to Do It**
 - Ordinance in place OR no ordinance, but recycles options
 - **Example Activities:** Municipality-wide inventory of generators, tracking system for stores/schools, food waste collection/recycling in restaurants, recycling competitions, recycling at sports venues.
- **Submission Requirements**
 - Ordinance and promotional materials OR promotional materials, implementation plan, tonnage reports
- **Point Value:** 10 points



Reusable Bag Education Program

- **Why is it Important?**

- Hot topic in the New Jersey Legislature and bans and surcharge programs proposed
- 500 billion plastic bags used annually worldwide
- Bags contribute to litter, clog MRF equipment, “Green Fence” Initiative in China at same time single stream popularized

- **What to Do and How to Do It**

- Ongoing education program with short and long range plans
- **Example Activities:** Public announcements, business outreach, linkages to schools, “Bag Care” component on hygiene”

- **Submission Requirements**

- Program outreach/educational materials, photos,
- Optional: ordinance or resolution of support

- **Point Value: 5 Points**



Education & Enforcement

- **Why is it Important?**
 - Many misconceptions about recycling & source reduction so education is critical
 - Recycling enforcement often non-existent
- **What to Do and How to Do It**
 - Ordinance in place OR no ordinance, but recycles options
 - Develop rewards/penalties and accepted materials recycling flyer
 - **Example Activities:** Focus on difficult sectors – businesses, institutions, office complexes, schools, multi-family housing, sports venues.
- **Submission Requirements**
 - Ordinance with rewards/penalties, accepted materials recycling flyer, promotional materials, plans/vendor contracts, tonnage reports
- **Point Value: 5 Points**



Non-Mandated Materials Recycling

- **Why is it Important?**
 - “Catch-all” action area, and allows for flexible submissions
 - Pertains to either source reduction or recycling
- **What to Do and How to Do It**
 - Ordinance in place OR no ordinance but recycles - must go beyond recycling county mandated materials
 - Example Activities: Toy take-back, clothing or textile recovery, recycling and marketing of 3-7 plastics
- **Submission Requirements**
 - Ordinance, promotional materials, tonnage reports
- **Point Value: 10 Points**



New Brownfields Actions

Dr. Wolfram Hoefler

Rutgers, The State University of New Jersey,
Center for Urban Environmental Sustainability

www.cues.rutgers.edu

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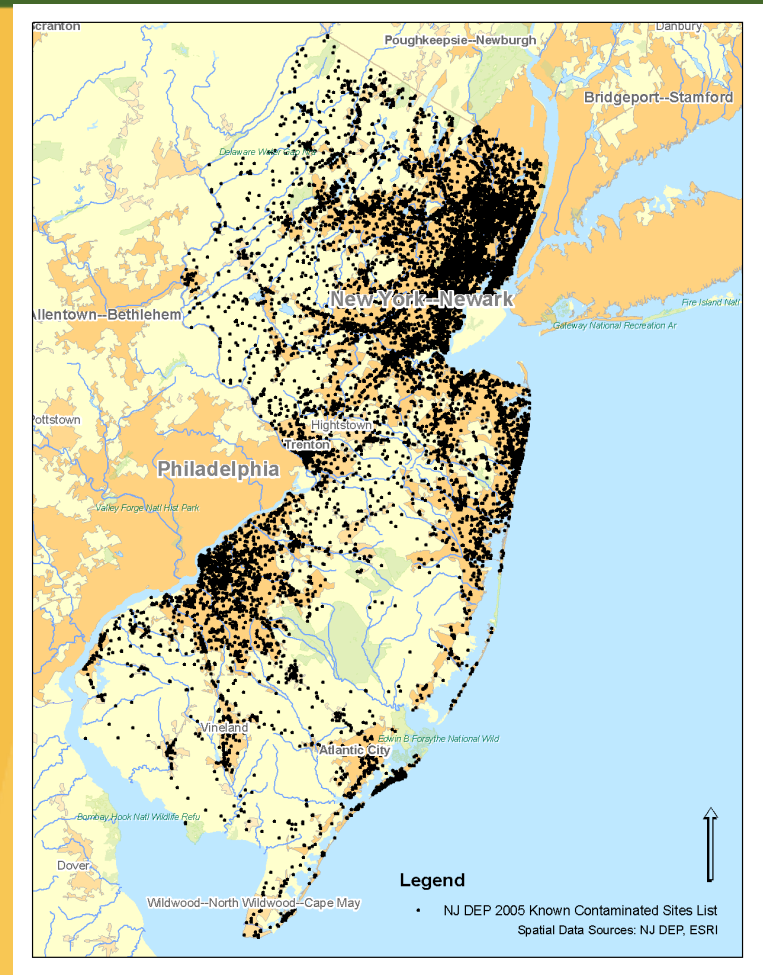


Definition

Brownfield:

New Jersey state law
(N.J.S.A. 58:10B-23.d):

"any former or current commercial or industrial site that is currently vacant or underutilized and on which there has been, or there is suspected to have been, a discharge of a contaminant."



Brownfields

- Hazardous to environment & human health
- Unsafe Eyesore
- Block neighborhood (re)development
- Hinder achievement of long-term municipal goals



CUES-SJ Task Force Participants

State of NJ & NJDEP: Alan Miller, Colleen Kokas*, Athena Sarafides, Barry Ableman, Tim Bartels, Stephen Kehayes

Municipalities: Caroline Ehrlich, Don Meisel*

Environmental Consulting: Sue Boyle, Leah Yashenchek*, Bob Ceberio

Legal: Wanda Monahan*, Barbara Koontz

NGO: Debbie Mans

Sustainable Jersey: Randy Solomon

Rutgers: Beth Ravit, Wolfram Hoefler, Judy Shaw, David Hanrahan



Brownfields Action Item Goals

- Increase public knowledge and involvement
- Support municipal redevelopment efforts
- Enable Green Teams to participate in returning Brownfields to productive uses



Brownfields Subcommittee Topics

- **Inventory (Leah Yaschenchek, Chair):**
Identification and Prioritization of a municipality's Brownfield sites
- **Assessment & Education (Wanda Monahan, Chair):**
Understand the process governed by the recently enacted NJ Department of Environmental Protection (DEP) Licensed Site Remediation Professional (LSRP) program
- **Reuse Planning (Don Meisel, Chair):**
Community Planning Steps and Options
- **Marketing (Colleen Kokas, Chair):**
Communicating the availability of a Brownfield property for reuse



Brownfields Action Process



Brownfields Action 1 Inventory & Prioritization (10 pts)

- **(Required)** Inventory information downloaded from DEP Dataminer and a written policy for regularly updating the Brownfields Inventory that includes who is responsible and how often this will occur.
- **(Required)** Documentation of all public meetings pertaining to development of the prioritization factors, a description of the weighted factors used to determine priority Brownfield sites, and a listing of the priority sites.
- Mapping based on the Block/lot information or the X/ Y coordinate information.





- site search
- reports by category
- reports search
- help

Below are a series of Searches which allow you to find one or more Sites or Individuals that are currently regulated by NJDEP. Once you have found your particular Site(s) or Individual(s), you can then find additional environmental information.

If you want to search for information by program or category, please click on the [reports by category](#) button above.

Please be advised that Dataminer reports go offline on Sundays due to maintenance purposes.

Search for Regulated Sites by Location



Find the Sites or Certified/Licensed Individuals regulated by NJDEP in your County/Municipality and obtain inspection results, status of permit applications/registrations, and other environmental data.

Search by County

Search by Municipality

OR

Search by Zip Code

Include:

- All
 Sites
 Licenses/Certifications/Regulated Individuals

site
searchreports by
categoryreports
search

help

Sites by county & municipality**Middlesex/New Brunswick City**

(Sites)

[Middlesex/New Brunswick City Inspections](#) [Middlesex/New Brunswick City Enforcement Actions](#) [Middlesex/New Brunswick City Violations](#)

[1 to 25 of 1213]

PI's	SITE NAME ▲	ADDRESS			REPORTS
		[street_name] ▲	[county] ▲	[municipality] ▲	
List Pls	1 ADAMS PLACE	1 ADAMS PL, Middlesex, New Brunswick City, 08901	[zip] ▲		Enf. Actions by Site →
List Pls	10 DENNIS STREET	10 DENNIS ST, Middlesex, New Brunswick City, 08901			Enf. Actions by Site →
List Pls	10 EDGEWORTH PLACE	10 EDGEWORTH PL, Middlesex, New Brunswick City, 08901			Enf. Actions by Site →
List Pls	10 LANDING LANE APARTMENTS	10 LANDING LN, Middlesex, New Brunswick City, 08901			Enf. Actions by Site →
List Pls	1002 JERSEY AVENUE	1002 JERSEY AVE, Middlesex, New Brunswick City, 08903			Enf. Actions by Site →
List Pls	1007 JERSEY AVENUE OFFICE	1007 JERSEY AVE, Middlesex, New Brunswick City, 08903			Enf. Actions by Site →

site
searchreports by
categoryreports
search

help

Sites by county & municipality**Cumberland/Deerfield Twp**

(Sites)



[Cumberland/Deerfield Twp
Inspections](#)



[Cumberland/Deerfield Twp
Enforcement Actions](#)



[Cumberland/Deerfield Twp
Violations](#)

[1 to 25 of 134]

PI's	SITE NAME ▲	ADDRESS [street name] ▲ [county] ▲ [municipality] ▲ [zip] ▲	REPORTS
List PIs	416 BIG OAK ROAD	416 BIG OAK RD, Cumberland, Deerfield Twp, 08302	<input type="text" value="Enf. Actions by Site"/> →
List PIs	56 WEST TAVERN	565 LANDIS AVE, Cumberland, Deerfield Twp, 08302	<input type="text" value="Enf. Actions by Site"/> →
List PIs	578 LANDIS AVENUE	578 LANDIS AVE AKA RT 56, Cumberland, Deerfield Twp, 08332	<input type="text" value="Enf. Actions by Site"/> →
List PIs	6 POINT PRODUCE INC	LANDIS AVE & GREENMAN AVE BOX 326, Cumberland, Deerfield Twp, 08352	<input type="text" value="Enf. Actions by Site"/> →
List PIs	628 LANDIS AVENUE	628 LANDIS AVE, Cumberland, Deerfield Twp, 08302	<input type="text" value="Enf. Actions by Site"/> →
List PIs	711 LANDIS AVENUE	711 LANDIS AVE, Cumberland, Deerfield Twp, 08302	<input type="text" value="Enf. Actions by Site"/> →

Step 2: Public Meetings to Prioritize



Documentation of all public meetings pertaining to development of the prioritization factors, a description of the weighted factors used to determine priority Brownfield sites, and a listing of the priority site.



Step 3 Map (Optional)

Mapping of
contamination
levels Newark,
Kearny,
East Newark

Source NJDEP
Map
Rutgers Dept. of
Landscape
Architecture



Action 2 Brownfields Re-Use Planning (15 pts)

- **Reuse Data**

Upload SiteMart data sheets demonstrating that you have collected additional information for all prioritized Brownfield sites. The SiteMart data sheets must at a minimum include: current site description, current zoning, information on accessibility, site stakeholders, land use of adjacent properties, and redevelopment/rehabilitation area designations if applicable.

- **Public meeting notes and conclusions**

Upload meeting notification documentation and minutes of public meeting(s) held to discuss various reuse options. Meeting minutes should include a synopsis of the methods used to advertise the public meeting, as well as a sign-in sheet from the meeting and any conclusions regarding the recommended targeted reuse options.

- **Mayor & Council Resolution endorsing the proposed reuse(s)**

Upload a copy of the certified resolution indicating prioritized Brownfield sites and recommended reuse option(s)

- **Brownfields Reuse Element or Redevelopment Plan for municipal Master Plan**

Upload a copy of the certified resolution approving incorporation of a Brownfields Element into the community's Master Land Use Plan and a copy of the Brownfields element. Alternatively, if the municipality has completed a Redevelopment Plan, which has been passed by the Mayor & Council and added to the Master Plan, the Resolution authorizing the Plan and the Plan itself may be submitted in lieu of a Master Plan Brownfields Element.





NEW JERSEY'S ONLINE SEARCHABLE DATABASE FOR BROWNFIELD PROPERTIES

[Home](#)
[About](#)
[Search](#)
[Submit A Property](#)
[Brownfield Programs](#)
[NJ Business Portal](#)
[Related Links](#)

Brownfields. What are they?



Any former or current commercial or industrial site, currently vacant or underutilized and on which there has been, or there is suspected to have been, a discharge of a contaminant.



The Federal Hill at Perth Amboy project is one where the residents adjacent to the redevelopment project benefit directly from the project. The project utilizes numerous grant funds for new sidewalks, lighting, curbing and road improvements as well as individual property home improvements. This project is also adjacent to the new municipal complex and recreation center and offers residents access to the public swimming pool and other recreational amenities in the center.

Contact Alan Miller, Brownfields Director, please call (609) 777-3474 or via email: alan.miller@sos.state.nj.us or via regular mail: Attn: Alan Miller, Office for Planning Advocacy, Department of State, PO Box 820, 225 W. State Street, Trenton, NJ 08625-0820 or via Fax: 609-292-3292

Benefits of Reclaiming Brownfields

- Increase municipal tax base
- Provide business, residential, and/or public infrastructure
- Opportunity to introduce high quality open space
- Industrial or historic elements can be incorporated in reuse
- Quality of life improvement for neighbors and the larger community



New Arts and Creative Culture Actions

Leonardo Vazquez, AICP/PP

Executive Director, The National Consortium for
Creative Placemaking

leo@artsbuildcommunities.com

<http://creativeplacemaking.blogspot.com/>



Establish a Creative Team

Pre-Requisite for other “Arts and Creative Culture Actions.”

- Like a Green Team, but focused on arts and culture
- Small, but diverse and representative
- Authorized to oversee creative asset inventory and development of Creative Placemaking Plan

The creative team is not necessarily your local arts council



Getting points (10)

- Team is authorized to meet
- Team meets and develops mission and structure
- Team defines area of concern (single municipality to region)
- Team undertakes activities (such as public engagement sessions) and reports on them



Why a Creative Placemaking Plan?

- Provides direction and focus
- Indicates priorities
- Identifies values for taking action
- Connects ideas through a verbal/visual composition
- Provides guidance to investors and funders



The Plan should connect arts with...

- Community development: *Improving quality of life for more people*
- Economic development: *Enhancing opportunities for prosperity for more people*
- Cultural development: *Building a healthier climate for individual and cultural expression*
- Sense of place
- Existing and accessible assets



The Plan must answer these types of questions:

- Who...
 - ...benefits ...is involved in the plan ...should do what ...etc.
- What...
 - ...is recommended ...are the issues being addressed ...are the priorities for action ...etc.
- Why...
 - ...is this plan being done ...were these the issues selected ...etc.
- How...
 - ...will the strategies address the issues ...etc.



What should the Plan say or look like?

- It's up to your Creative Team
- It's a points-earning plan if...
 - ...it can provide a clear sense of focus, direction, strategies and values for decision-making
 - ...it identifies issues clearly and explains why they matter to making a better place
 - ...it shows clear connections between the placemaking issues identified and the arts strategies recommended
 - ...the local Planning Board is willing to incorporate it into the municipality's Master Plan



Sustainable Jersey Sponsors



Upcoming Events

- Upcoming Webinars: **Certification Assistance**
Secrets for Success: Planning ahead for the June Application Deadline

Resources and tools to help you prepare and submit your application by June 8, 2014

- January 28, 2014 - 1:00 pm to 2:00 pm
- January 30, 2014 - 7:00 pm to 8:00 pm
- To register, go to www.sustainablejersey.com/Events and Trainings



- For additional information, there is now a page on the Sustainable Jersey website, Program Updates:
- <http://www.sustainablejersey.com/actions-certification/program-updates/>



Questions?

- **For more information, visit www.sustainablejersey.com**
- *This powerpoint will be available on the Sustainable Jersey website under “Green Team Resources/Past Events and Trainings”*
- You can also email [info@sustainablejersey](mailto:info@sustainablejersey.com) or
- Call Samantha McGraw at 609-771-2938

