



Sustainable Jersey's Gold Star Standard in Health

An initiative funded by the Robert Wood Johnson Foundation

A Framework for Action

Sustainable Jersey, circa 2009

Sustainable Jersey for Schools, circa 2014

- Coordinate priorities, resources, and policy among public and private, state and local actors to identify actions to achieve their sustainability goals
- Collaboratively develop **tools, resources, and guidance** to make progress

Benefits of the Sustainable Jersey Program

- ✓ Technical assistance
- ✓ Connecting communities with existing resources
- ✓ Sharing success between communities
- ✓ Grants program
- ✓ Recognition throughout the year



Grassroots Meets Top-Down

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*
Community Carbon Footprint
Climate Action Plan
Wind Ordinance

INNOVATIVE DEMONSTRATION
Geothermal
Green Roofs
Raingardens
Solar
Wind
Other

LAND USE & TRANSPORTATION
Sustainable Land Use Pledge
Complete Streets Program
Municipal Planning & Zoning
Sustainability Master Plan Review

NATURAL RESOURCES
Natural Resource Inventory*
Water Conservation Ordinance
Conservation Easements
Environmental Commission

PROSPERITY

ENERGY
Energy Tracking & Management*
Energy Efficiency for Municipal Facilities*
Buy Electricity from a Renewable Source
Municipal On-Site Solar System
Municipal Geothermal Energy System
Municipal Wind Energy System
Sustainable Energy Transition Plan
Renewable Government Energy Aggregation
Commercial Energy Efficiency Outreach
Residential Energy Efficiency Outreach
Make Your Town Electric Vehicle Friendly
Public Electric Vehicle Charging Infrastructure
Make Your Town Solar Friendly
Community-Led Solar Initiatives
FOOD
Farmland Preservation Plans
Community Garden

- Municipalities / Schools choose from menu of actions to accumulate points
- Actions created by issue-based Task Forces:
 - subject matter experts
 - local leaders
 - state / federal agencies
 - stakeholders



SUSTAINABLE JERSEY | COLLECTIVE IMPACT

89%

OF NJ POPULATION
LIVES IN A
**REGISTERED
OR CERTIFIED
COMMUNITY**



80%

OF MUNICIPALITIES
PARTICIPATING

55%

of NJ public school districts
registered with Sustainable
Jersey for Schools



204

**MUNICIPALITIES
CERTIFIED**

55

SILVER
CERTIFIED

149

BRONZE
CERTIFIED



242

**SCHOOLS
CERTIFIED**

15

SILVER
CERTIFIED

227

BRONZE
CERTIFIED

13,000



SUSTAINABILITY ACTIONS

COMPLETED by both municipalities and schools

**\$4.9
MILLION**



IN GRANTS FOR
MUNICIPALITIES, SCHOOLS
& SCHOOL DISTRICTS

Regional Hubs



- ✓ Network of Leaders
- ✓ Quarterly Events
 - Trainings
 - Social
 - Service projects
- ✓ Shared Models
- ✓ Increased Collaboration
- ✓ Help Peers Get Certified
- ✓ Online Communication Platform

Gold Star Standards

- ✓ Highest level of certification
- ✓ Recognizes that a municipality is on course to becoming sustainable
- ✓ Has actions that are linked to needed levels of performance
- ✓ If every municipality were to perform at the Gold level, collectively municipalities would be “doing their part” to achieve our goals

Current Gold Star Standards

- Existing Gold Star Standards
 - Energy
 - Reduce GHG emissions every year to meet state and global targets
 - Waste
 - Achieve state target recycling rate & reduce solid waste every year
- Up next ... Water & Health

"Health Gold"

- Provide evidence based actions to address a community's priority issues
- Must be w/in authority & influence of local governments
- Action development
 - ✓ Improve existing Sustainable Jersey actions
 - ✓ Identify existing best practices to fold into Gold
 - ✓ Develop new standards
- Resources to help municipalities implement actions

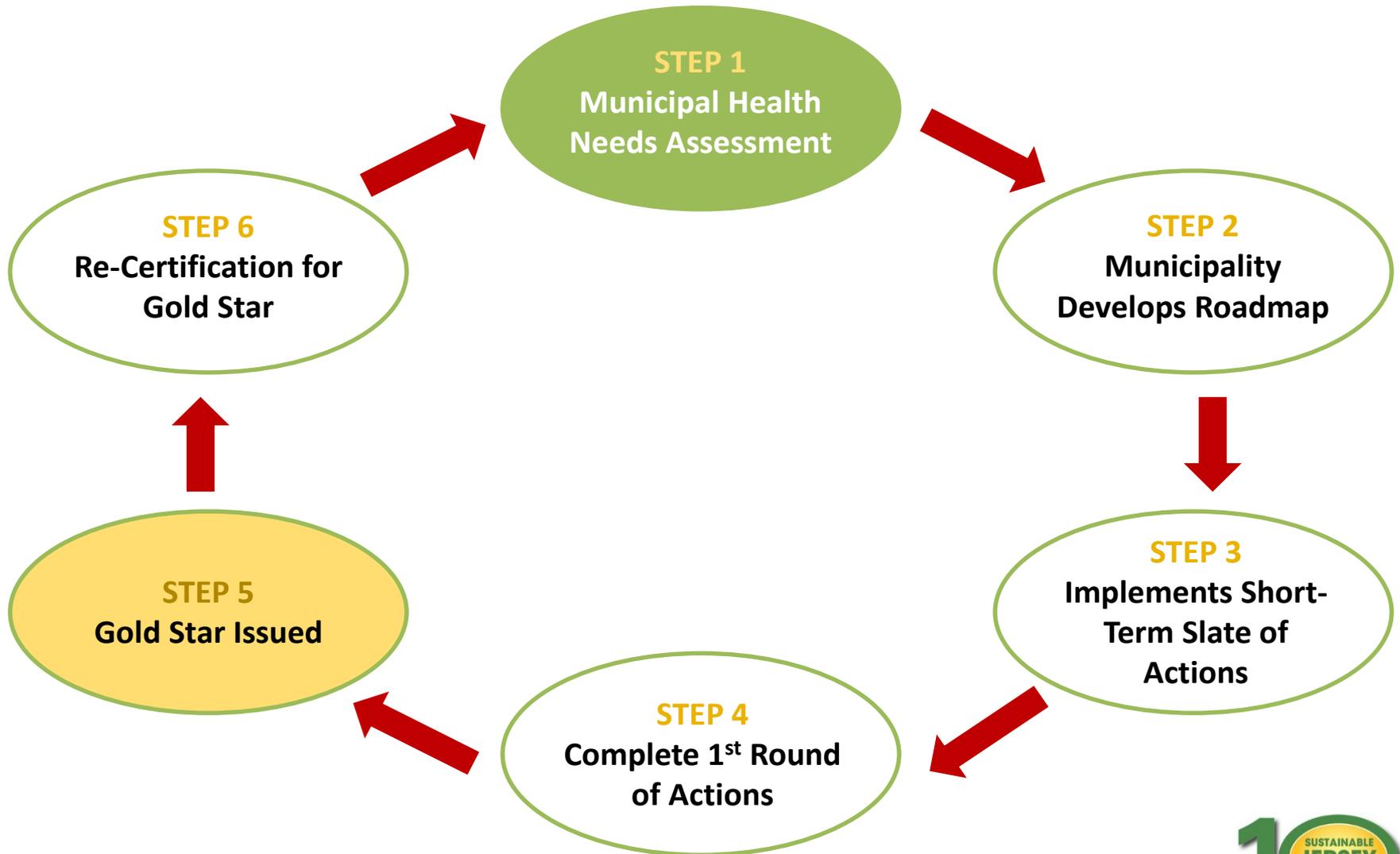
“Health Gold” Will ...

- Build a Culture of Health
 - Municipal decision making through a health lens
 - Collaboration with community stakeholders
 - Institutionalize procedure
- Address ‘Upstream’ Determinants
 - Tackle the issues impacting public health
 - Influence individual behavior where appropriate
 - Develop programs & policies

"Health Gold" Outcomes

- ✓ Convene experts and stakeholders (*Spring 2019*) **Complete**
- Define goals & standards (*Spring – Summer 2019*) **Ongoing**
- Develop new actions & certification content (*Spring 2019 - Winter 2020*)
- Develop collective-impact implementation plan (*Winter 2019 – Fall 2020*)
 - Identify resources and support that communities will need to implement the certification actions
- Roll-out, outreach, & technical support (*Spring 2020 – Summer 2021*)
- Track implementation & estimate impact (*Spring 2021 – Fall 2021*)

Steps in the Gold Star Standard in Health (proposed)



Categorizing Municipal Roles and Influence

- **Municipal Governance and Decision-Making**
 - Responsibly executing legal health authorities
 - Institutionalized consideration of health impacts of all decisions
 - Institutional capacity and organization
 - Equitable representation
 - Equitable, informed civic engagement
- **Health and Social Services**
 - Access to affordable, healthy food
 - Access to affordable health care
 - Prevention and behavioral health
- **Development Patterns and the Built Environment**
 - Urban design and planning
 - Healthy and affordable housing
 - Safe and accessible transportation [mobility] options
 - Additional infrastructure (water, sewer, energy, waste)
 - Resilience/adaptation to present and future hazards
- **Environmental Quality**
 - Air and water quality
 - Open space and green infrastructure
 - Environmental Justice (correcting disproportionate pollution and access)
- **Sustainable Local Economy and Quality of Life**
 - Local employment and economic vitality
 - Recreation and arts
 - Public safety and emergency management
 - Community well-being (inclusiveness, social safety net, organizations)

Roles of Stakeholders w/in Health Gold Process

- An Advisory Committee – “The Advisors”
 - Provides guidance and help to identify available resources on topics relevant to each individual’s area of expertise throughout the process
 - Able to join working groups as see fit
 - Will meet twice within this two-year initiative (today & towards its completion)
 - An online platform will be provided for communication and file sharing
- Working Groups – “The Worker Bees”
 - Created based on priority issue areas included in the framework
 - Responsible for the development of new actions & identification of resources
 - Will meet as needed, in person or online, as determined by the group itself
- The Health Gold Task Force - “The Decision-Makers”
 - Charged with finalizing the Gold framework and standards, or “actions”
 - Will meet regularly on a monthly or bimonthly basis