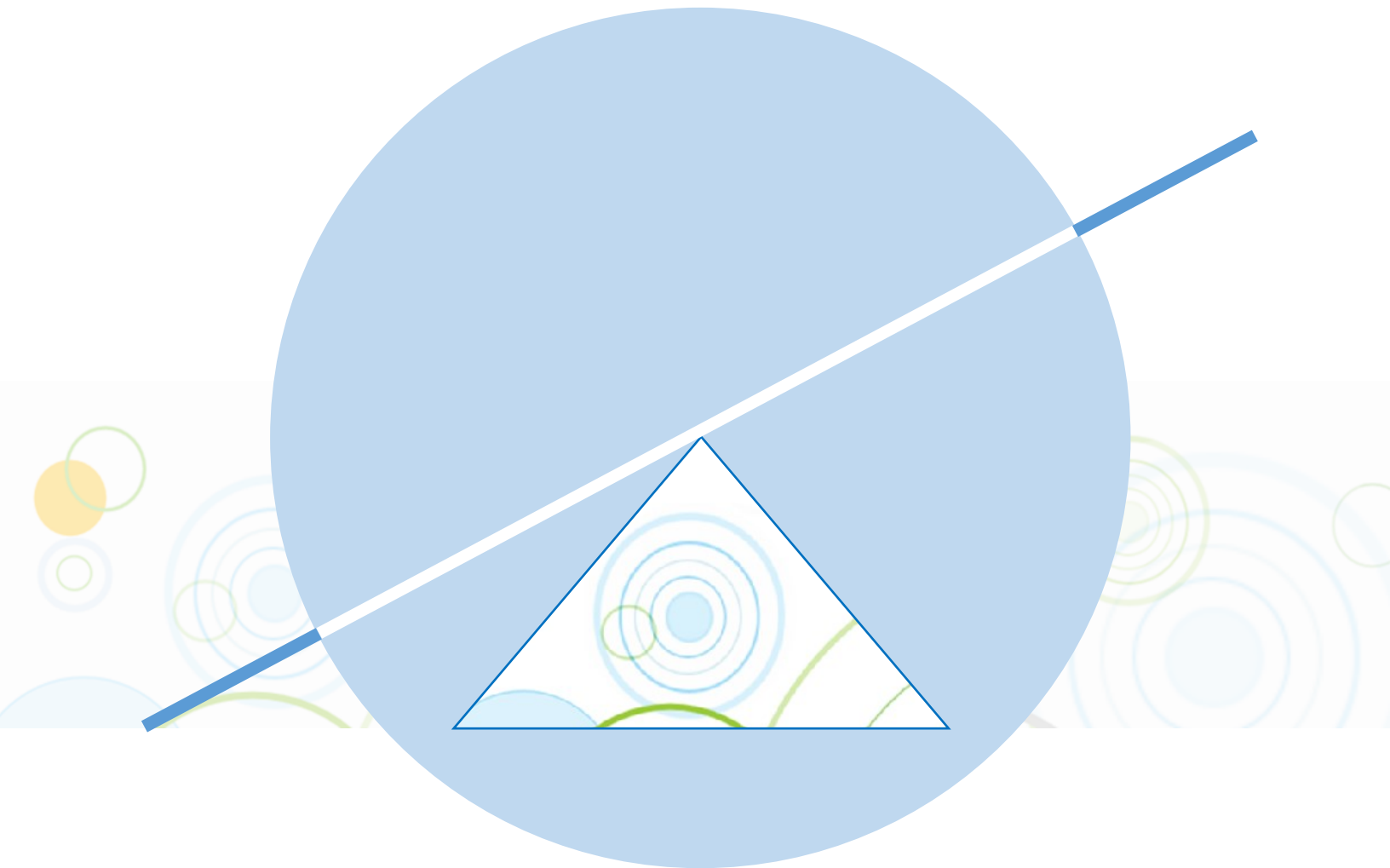
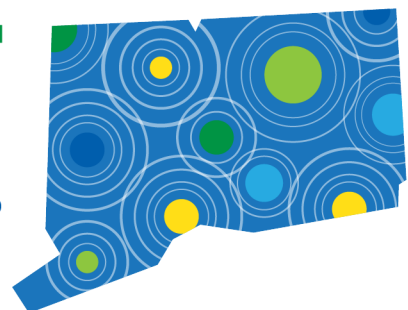


# Leveraging ARP

*Sustainable CT Actions and Projects to Increase  
the Impact of the American Rescue Plan*



**Sustainable CT**  
Local Actions. Statewide Impact.®



# Sustainable CT

Local Actions. Statewide Impact.®



We thank the [Emily Hall Tremaine Foundation](#), [Common Sense Fund](#) and the [Smart Seed Fund](#) for their generous support of the creation, development, launch, and administration of Sustainable CT.



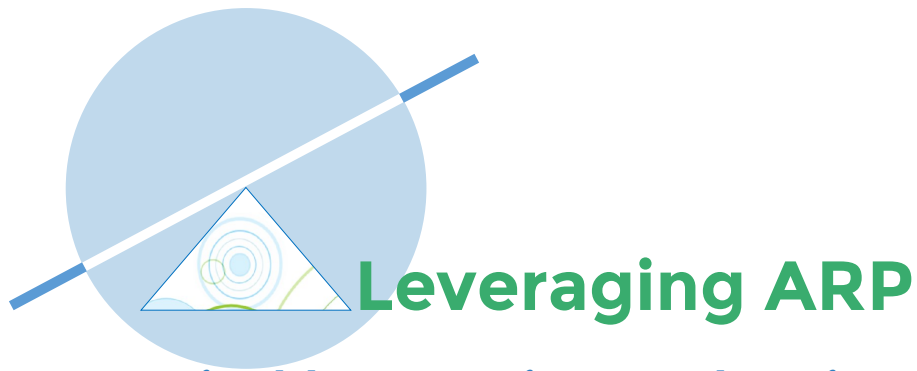
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## *Sustainable CT Actions and Projects to Increase The Impact of the American Rescue Plan*

Sustainable CT is a free, voluntary program to inspire and support sustainability actions by municipalities in Connecticut. From affordable housing to thriving local economies, vibrant public spaces, green infrastructure, and inclusive and equitable programs and policies, Sustainable CT's action roadmap helps towns improve the quality of life for all residents.

This document highlights some of the forward-thinking initiatives that Sustainable CT certified communities have taken (pre-ARP funding) that align with the goals of the American Rescue Plan. These stories might serve as examples, or generate ideas, about how you can use your ARP funds effectively. We have highlighted the specific Sustainable CT certification actions that correspond to each story. By clicking on those links, you will find a step-by-step guide to action implementation, available resources, and additional Connecticut municipal success stories.

 Indicates a project that received funding through [Sustainable CT's Community Match Fund](#), which has catalyzed investment of over \$2.3 million in community-led sustainability projects throughout Connecticut over the past two years.

# ECONOMIC RECOVERY

## Sustainable CT Certification Action 2.3

### Inventory and Promote Local Retail Options

#### Example: Wethersfield

Wethersfield has a robust buy-local campaign run by their Economic Development and Improvement Commission (EDIC) called “Shop Wethersfield.” This campaign has created logos and designations for local businesses and works together with the “Welcome to Wethersfield” program to create partnerships between the local real estate community and local business. The EDIC has created [a business inventory](#) and works across programs in town to support local businesses from farms to retail.

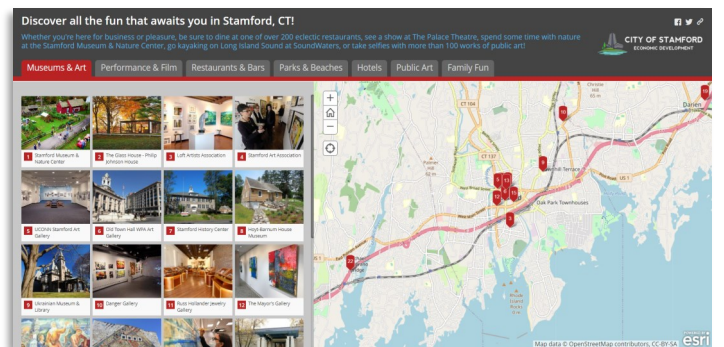


## Sustainable CT Certification Action 4.1

### Map Tourism and Cultural Assets

#### Example: Stamford

Stamford’s [culture and tourism maps](#) provide an overarching view of all that they have to offer from experiences to places to visit. Their innovative map is available online and offers easy visual identification and information about each location. This map format can help promote access and knowledge of local businesses and support their economic recovery. The way the map is laid out allows anyone looking for restaurants, arts, or genre-specific businesses to find what they are looking for in the city.



## Sustainable CT Certification Action 4.1

### Map Tourism and Cultural Assets

#### Example: Milford

The town of Milford created a [website](#) hosting information about events and places of interest within the town. There's also a showcase of images and photos from the town depicting some of their more picturesque locations. The website hosts moving pictures and small videos as the backdrop to their homepage making a very seamless and modern design. Each of the tabs with things to do includes a small map of the town with the locations of some of the "hidden gems" and where to find them, with some quick information about each location. Their website promotes a thriving town with an historic feel and vibrant nightlife, reflecting their local economy in a modern and impactful way.



## Sustainable CT Certification Action 4.3

### Develop a Creative Placemaking Plan

#### Example: Middletown

The City of Middletown developed a placemaking plan for the revitalization of their Middletown Riverfront. They convened a collaborative group to develop a plan that blended community characteristics and cultural elements with this project. The City's plan outlines a framework through which to view placemaking development. This model helps support all community members and can help serve as a framework for other towns looking to integrate placemaking into their development projects.





## Sustainable CT Certification Actions 2.4

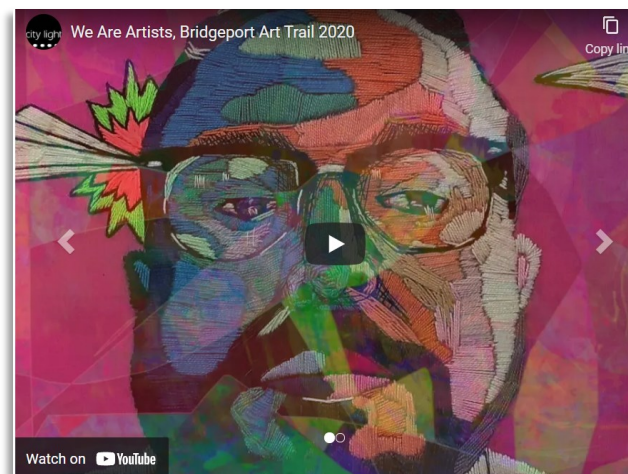
Provide Resources and Supports to Local Businesses

## Sustainable CT Certification Actions 4.2

Support Arts and Creative Culture

Example: [Art for Bridgeport Recovery Program](#) ★

This art project in Bridgeport was developed by City Lights/Bridgeport Art Trail. Known as “ArtCade,” it is an area where people can meander and mingle with musicians, vendors, and artisans. The event and table space for vendors are free, and musicians and dancers are compensated. This initiative was developed to specifically support entrepreneurs impacted by COVID and to bring more residents and community members to walk and visit the downtown small businesses.

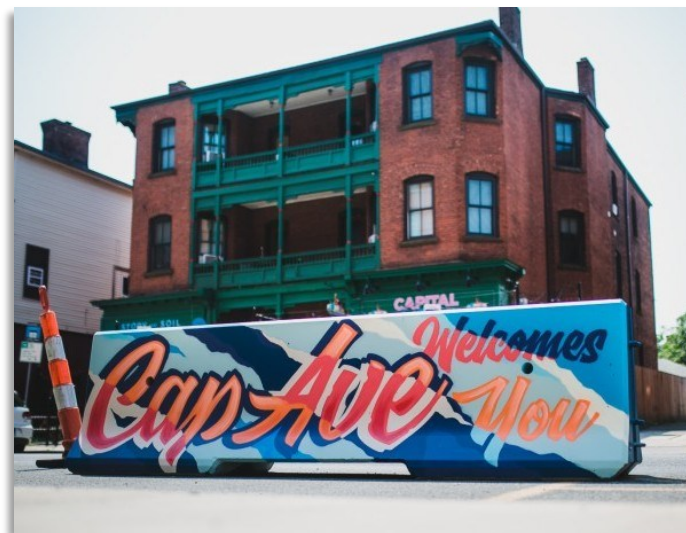


## Sustainable CT Certification Actions 2.4

Provide Resources and Supports to Local Businesses

Example: [A more welcoming Capitol Avenue \(Hartford\)](#) ★

The City of Hartford worked to beautify their downtown to create more vibrant, welcoming, and environmentally conscious spaces. Their efforts focused on improving the environments for block residents and natural foot traffic within the area. This project helped support the maintenance of light fixtures, picnic tables, and planters within the area, helping to create a more welcoming environment for residents and visitors and improve the neighborhood for local businesses.



## Sustainable CT Certification Actions 2.5

### Promote Sustainable Workforce Development

Example: Restorative Food Justice Program Emerge CT



Emerge CT is running workshops to educate formerly incarcerated people in creating equitable food systems. The workshops cover a wide range of topics including growing backyard herbs and composting, cooking healthy alternatives, food system inequities, centering voices, and community involvement and wellness. This program not only helps educate individuals in wellness and food equity, but plays a vital role in developing sustainable community by addressing the barriers to re-entry for the formerly incarcerated.



## Sustainable CT Certification Actions 2.5

### Promote Sustainable Workforce Development

Example: Youth Farming Apprenticeships (Simsbury)



The town of Simsbury is helping foster future farming development and professional expansion. This initiative connects farmers who may be experiencing strain on supporting their farm with youth interested in farming. This helps support local agriculture and businesses and offers job training skills and preparation for youth in an important field. Apprenticeships are an integral step in building resilient and thriving economies in diversified fields that support a sustainable municipality.





# WATER AND SEWER INFRASTRUCTURE

## Sustainable CT Certification Action 3.8

Implement Low Impact Development

Example: New Haven

Prior to the City's more widespread bioswale installations, Low Impact Development (LID) demonstration projects were conducted in coordination with local non-profits as proof of concept. These installations were used to test various construction methods, design details, and serve as educational and outreach tools.



# ADDRESSING RACIAL DISPARITIES, INEQUITY, AND DISPROPORTIONATE HARM

## Sustainable CT Certification Action 10.1

Encourage Healthy and Sustainable Food Networks

Example: New Britain

The City of New Britain convened a food policy group to address the access to healthy and sustainable food within their community after recognizing the high prevalence of fast food restaurants. Their collaborative work has resulted in establishing community gardens at all of the public schools within the city, as well as after school programs educating children about garden and food literacy. The program also supports high school youth with summer employment opportunities and the produce helps supply the local food pantry and mobile farmer's market. The work included fifty community gardening plots located in the more economically depressed portions of the City.





## Sustainable CT Certification Action 10.1

### Encourage Healthy and Sustainable Food Networks

#### Example: Food Recovery In Hamden ★

The food recovery project underway in Hamden seeks to partner with local business, residents, and community stakeholders to address food insecurity and food waste. Business owners don't want to waste food, but the time and energy needed to get food into the hands of vulnerable community members can be daunting and financially challenging. This program offers flexibility with donations and creates a network dedicated to transporting food to those who need it the most.

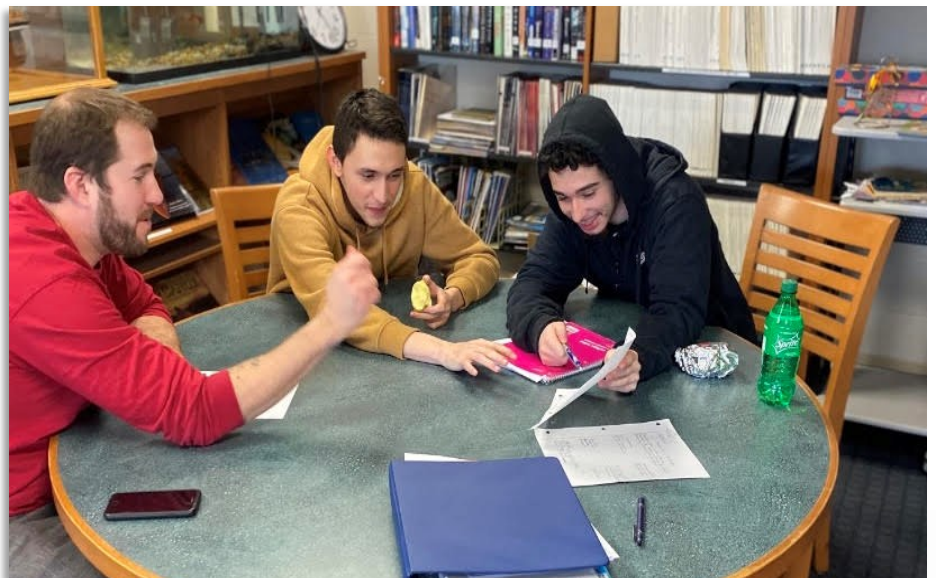


## Sustainable CT Certification Action 10.4

### Develop and Promote Community Growing Spaces

#### Example: Sojourn Market (New Haven) ★

The City of New Haven turned an empty lot in an economically distressed area of the City into a farmers market to help alleviate food insecurity and bring greater access to fresh produce and local vegetables. The market seeks to provide best resources, goods, and services, to promote abundant life, health, and prosperity. The market will also serve as the base for Recycled Justice, a youth-run program for neighborhood clean up, recycling, and composting.



## Sustainable CT Certification Action 11.1

### Design and Implement an Affordable Housing Plan

#### Example: Trumbull

The City of Trumbull conducted a housing diversity and needs assessment, including the examination of additional demographics and metrics relevant to providing ample housing. They've included plans for developing additional housing options in the town and for evaluating future plans of development



## Sustainable CT Certification Action 11.2

### Grow Sustainable and Affordable Housing Options

#### Example: Norwalk

Norwalk increased their affordable housing by 1.32 percentage points after intentional efforts to diversify and increase the stock. Norwalk has implemented measures to ensure their housing remains affordable to lower income and working households, and they're looking to further strengthen these guidelines. The Norwalk Plan of Conservation and Development works to improve upon the recommendations made to encourage more diverse housing options and mixed income development. The City is seeking to further expand housing options in an equitable way for all income levels.





## Sustainable CT Certification Action 11.2

### Grow Sustainable and Affordable Housing Options

Example: Affordable Housing Development Canaan



Falls Village is building an affordable housing development within their community to support aging populations and young people looking to stay in the community. They utilized Sustainable CT's Community Match Fund to crowd-fund for a well for the site that would support the housing development project.



For more information, visit [sustainablect.org](https://sustainablect.org) or write to us at [info@sustainablect.org](mailto:info@sustainablect.org). We look forward to working with you to create an ever better Connecticut.