Webinar:
Getting Sustainable CT Certified
November 30, 2018
We have forgotten how to be good guests, how to walk lightly on the earth as its other creatures do.

TOWN OF ROXBURY

Sustainable CT Success Stories

<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>Community Garden</th>
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<tbody>
<tr>
<td>CATEGORY</td>
<td>Dynamic and Resilient Planning</td>
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<tr>
<td>ACTION</td>
<td>4.3 Develop Agriculture-Friendly Practices</td>
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CITY OF HARTFORD

Sustainable CT Success Stories

PROJECT TITLE: Complete Streets
CATEGORY: Clean and Diverse Transportation Systems and Choices
ACTION: 5.1 Implement Complete Streets
Agenda

1. Certification Requirements
2. Certification Process
3. What Happens After Submission
Certification Requirements
The ultimate test of man's conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard.

—Gaylord Nelson (1916-2005), former governor of Wisconsin, founder of Earth Day
Key Dates for 2019

December 14:
Getting Started with Sustainable CT: Sustainability Teams, Equity and Community Engagement

End of January:
Action revisions complete for 2019 certification cycle

May 2:
Deadline for pre-application review (highly encouraged); application can be a work in progress

August 30:
Final submission deadline for 2019 certification cycle

Fall:
Application review (and potential request for additional information); announcement of 2019 certified municipalities
Actions Updates for 2019

Actions & Certifications

Actions
View a comprehensive list and full description of Sustainable CT actions in all categories.

Action Updates
View the most recent updates to Sustainable CT Actions.
Certification Overview

**2019 Bronze Certification Requirements**
Complete 1 Equity Toolkit in action “9.1 Optimize for Equity.”
Complete at least 1 action in each of the categories (1-9).
Successfully complete actions totaling **200 or more points**.

**2019 Silver Certification Requirements**
Complete 3 Equity Toolkits in action “9.1 Optimize for Equity.”
Complete at least 1 action in each of the categories (1-9).
Successfully complete actions totaling **400 or more points**.
Optimize for Equity

- Build and strengthen municipal processes to be more inclusive, cohesive, and representative of all community members, now and in the future.
- Equity Toolkit lays out a process that your Sustainability Team should use to engage your community in order to design a response to one of the Sustainable CT actions.
- To be certified under Sustainable CT your community is required to apply this Equity Toolkit to at least one action (any action other than 9.1 Optimize for Equity).
- Begin the process before you start to work on the Sustainable CT action to which the Equity Toolkit will be applied.
1 Action Per Category

1.4 Provide Resources and Supports to Local Businesses

- 5 Points
- 10 Points
- 15 Points
- 20 Points
- 25 Points

**Objective**

**What to Do**

**Potential Municipal and Community Collaborators**

**Funding**

**Resources**

**Benefits**

**CT Success Stories**

**Credit for Past Action**

*The more you do, the more points you earn.*

1. Create and maintain a business-to-business registry to promote peer learning, the sharing of best practices, and mutual support. The registry may be created or updated in partnership with other municipalities in the region or with a regional entity, such as a chamber of commerce. *(5 points)*

**Submit:** A copy of the business-to-business registry, evidence of its dissemination among businesses (via e-mail, an in-person convening, or other channels), and contact information of the person(s) responsible for updating the registry at least annually.

2. Identify or create, and then disseminate a toolkit for pre-disaster business preparedness and for post-disaster conditions. Publish in key languages that are presented in your business community. *(5 points)*

**Submit:** A copy of the toolkit, evidence of its dissemination among businesses (via e-mail, an in-person convening, or other channels), and
Credit for Past Action

1.4 Provide Resources and Supports to Local Businesses

5 Points 10 Points 15 Points 20 Points 25 Points

Objective
What to Do
Potential Municipal and Community Collaborators
Funding
Resources
Benefits
CT Success Stories

Credit for Past Action

- Annual Healthy West Hartford Fair

Credit for Past Action

- Registries must have been created or updated and disseminated within 1 year prior to application submission.
- Toolkits must have been created or updated and disseminated within 1 year prior to application submission.
- The roundtable must have occurred within 1 year prior to application submission.
- Entities may have been created at any time, so long as support has been ongoing and has occurred within 1 year prior to application submission.
- The events must have occurred within 1 year prior to application submission.
Innovation Actions

- **Collaboration:** The action enables/encourages multi-town collaboration.
- **Multisolving:** The action generates multiple, co-existing benefits. Those benefits may extend to other categories of Sustainable CT.
- **Equity:** The action has the potential to reduce disparities for the most marginalized populations while improving well-being for all.
- **Policy Alignment:** The action aligns with state goals.
- **Measurement:** There are reliable existing or easily obtainable data indicators available to measure progress over time.
- **Applicability/Replicability:** The action is applicable to and easily replicable for most towns (small/large, rural/urban).
- **Forward-Looking:** The action is forward-looking (e.g., awards points for something framed in the positive, rather than ban).

*Actions included in Sustainable CT should meet all or most of these guiding principles, with flexibility in the discretion of Sustainable CT staff, who will collaborate with thought leaders to help make determinations.*
Certification Process
It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one destiny, affects all indirectly.

—Dr. Martin Luther King, Jr. (1929-1968), Christmas Eve sermon, 1967
Collaboration with Other Partners

- **Education and Outreach.** *Example:* A nonprofit organization runs a textile collection program in your municipality. Your municipality conducts education and outreach to promote the program (e.g., information about the program is on the municipal website and is distributed at municipally-sponsored events).

- **Municipal Staff Time.** *Example:* An academic institution coordinates a local or regional Food Policy Council. A representative from your municipality regularly attends meetings.

- **Use of Municipal Land.** *Example:* A consortium of local businesses holds a sustainable business fair. Your municipality hosts the fair at town hall.

- **Funding or Other In-Kind Support.** *Example:* A health district conducts a health impact assessment. Your municipality partially funds the effort and prints hard copies of the reports in-house.

- **Active Use and Education of a Partner-Created Plan or Product.** *Example:* Your council of governments creates a regional watershed management plan. You actively use the plan and have integrated aspects of it into your municipal Plan of Conservation and Development.

- **Participation in Process or Production.** *Example:* A school in your municipality develops and implements a food waste reduction campaign. Municipal staff actively participated in the process of developing and refining the campaign concept and materials.
Resources: Direct Assistance
Resources and Supports: Trainings
2019 Municipal Accelerator Grants and Services- Draft

- Grants supporting climate, energy, and sustainability projects related to Sustainable CT action implementation
- Grants supporting arts and culture initiatives aligned with Sustainable CT action implementation
- Technical services in many areas, including:
  - Energy data and benchmarking (Portfolio Manager), walk-through audits of municipal buildings – to prepare munis to connect with Energize CT and Green Bank programs to finance energy upgrades
  - Equity coaches, training
  - Housing actions
  - Assessing climate vulnerability
  - Hopefully more TBD
Dashboard

Municipal Dashboard

Listed below is the municipal account(s) for which you are an identified user. To gain access to additional accounts you must be invited by a current user. Here you will find the resources and tutorials that will help you apply for the certification.

Manage Your Certification Applications
Only users who have registered a applicant may apply for certification. Applicants may be registered by authorized representatives only. To begin the registration process, click on the "register" button at the top of the page or click here.

Video Tutorials

Adding Municipality Users

Applying for Certification
Website Transparency
Website Transparency

### Supporting Documentation

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<td><a href="https://www.coventryct.org/index.aspx?NID=35">1.3 Link to our web page on “come visit”</a></td>
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**Additional Information:**

We have attached our tourism brochure which is on line and printed for distribution at event such as our weekly farmers market to draw people to other local businesses. We also have enclosed a link to our searchable business directory on the towns web site. Finally we have included a link to our tourism section on the web page to entice people to come to town.

**Program Summary:** We have attached our tourism brochure which is on line and printed for distribution at event such as our weekly farmers market to draw people to other local businesses. We also have enclosed a link to our searchable business directory on the towns web site. Finally we have included a link to our tourism section on the web page to entice people to come to town.

**WORD:** [1.3 LINK TO OUR WEB PAGE ON “COME VISIT”](https://www.coventryct.org/index.aspx?NID=35)
**PDF:** [TOURISM BROCHURE](https://www.coventryct.org/index.aspx?NID=35)
**WORD:** [LINK TO SEARCHABLE BUSINESS DIRECTORY](https://www.coventryct.org/index.aspx?NID=35)
Submission Tips

- Submit precisely the documents requested by the action.
- Wherever possible, provide pdfs and hyperlinks, rather than website links.
- Number your documents to match the numbers in the action.
- Draft a short and thoughtful summary in the additional information box for every action submitted, including where to find documentation within larger documents.

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### Additional Information:

https://drive.google.com/file/d/1iKm3ICkHQ8lm_uOtMG-cjbfTnGeGH9N/view?ts=5b7beb90
What Happens After Submission
Our task must be to free ourselves ... by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty.

—*Albert Einstein* (1879-1955).
2018 Post-Submission Review Process

- **Early September: 1st round expert review**
- **Mid-September: 2nd round SCT staff quality control review**
- **Late September: 1st round expert review**
  - Additional information requested from selected applicants
- **Late September: Board endorsement**
- **1st week October: Announce certified towns, press releases**
- **Late October: Awards at CCM Convention**
- **Currently: Ongoing recognition and visibility, peer sharing**
Reviewer Checklist

2018 Reviewer Checklist

Getting Started

☐ Do you know your username and password?
☐ Do you know which action(s) you’re reviewing?
☐ Have you thoroughly reviewed the write-ups for your action(s)?
☐ Have you consulted the Sustainable CT Action Update Log for revisions to your action(s)?
☒ Do you understand what a municipality has to submit to earn points?
☐ In the action write-up, did you read the “Credit for Past Action” section? (Note: For this year, count back from August 24, 2018.)

In the Reviewer Portal

☐ Are all required documents and required elements present in the submission?
☐ Did municipalities work with other municipalities to implement the action? Each receives points.
☐ Did municipalities work with non-municipal partners? They must submit a partner letter or alternative documentation (see Municipal Partner Checklist).
☐ Are the actions within the look-back period (see “Credit for Past Action” in the action write-up)?
☒ For round 1, did you change the status from “completed” to either “approved” or “must revise”?
☒ For round 2, did you change the status from “completed” to either “approved” or “not approved”?
☒ Did you evaluate strictly based on what the action requires?
☒ For approved actions, if the approved number of points is different than the requested number of points, did you explain that in your comments?
☒ For actions marked “must revise” or “not approved,” did you provide constructive feedback with an encouraging, supportive tone, acknowledging the municipality’s efforts?
☒ For actions with multiple components, did you explain clearly in your comments which parts received points?
☒ If you want municipalities to reach out to you, did you provide your e-mail address in your comments? (Note: We’ll otherwise assume you wish to remain anonymous to municipal applicants, and Sustainable CT staff will answer any questions about your feedback.)
☐ Did you award the correct number of points?
☐ Did you review every submission and recommend superb submissions to be featured in the “CT Success Stories” section of action write-ups?

Additional Considerations

☐ Did you review only your assigned actions?
☐ Do you have a conflict of interest? If yes, you can still review that application, if you believe you can be objective. Otherwise, contact us so we can use a different reviewer, as needed.

After Review

☐ Did you submit your reviewer feedback summary form?

Questions? E-mail certify@sustainabject.org.
Recertification

Vision

Sustainable CT communities strive to be thriving, resilient, collaborative, and forward-looking. They build community and local economy. They equitably promote the health and well-being of current and future residents, and they respect the finite capacity of the natural environment.
Expiration Dates

1.3 Inventory and Promote Local Retail Options

30 Points

STATUS: NOT APPROVED

- This action has variable points: 10, 20, 30
- Last updated 11/06/18

1.4 Provide Resources and Supports to Local Businesses

5 Points

STATUS: APPROVED

- This action has variable points: 5, 10, 15, 20, 25
- 10 points were requested for this action
- Expires on 09/01/19
- Last updated 11/06/18

1.5 Promote Sustainable Workforce Development

5 Points

STATUS: UNPLANNED

- This action has variable points: 5, 10, 15, 20, 25

Certification Criteria

Priority 9
Points 200

Show requirements for:
- BRONZE
- SILVER

Action Totals

Completed, Approved

Priority 9/9
Total Points 310/1655
Total Actions 24/55

Based on the approved actions, this application currently qualifies for BRONZE certification.

By submitting this application, you affirm that the information given in this application is true.
Celebrating Certified Communities
Awards Ceremony at CCM Convention
Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

(Margaret Mead)
Sustainable CT
Local Actions. Statewide Impact.

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