Strengthening Your Sustainable CT Application: Lessons from Pre-Application Reviews
June 4, 2019
You are Leaders in Sustainability

**Certification Program Statistics**

<table>
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<tr>
<th>Level</th>
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<td>5</td>
</tr>
<tr>
<td>Silver</td>
<td></td>
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<table>
<thead>
<tr>
<th>Total Registered</th>
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<tbody>
<tr>
<td>83</td>
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Visualize Success!
2019 Certification Cycle Overview

- **May 2**: Pre-application submission deadline (optional)
- **June 5**: Comments published from initial application review
- **August 30**: Final application deadline
- **Second half of October**: Invited request for revisions and additional information
- **Early November**: Public announcement of certified communities
- **December 3**: Award certifications at CCM Annual Meeting
Certification Review Team

• 50 trained, volunteer expert reviewers representing 30 organizations
• Every action submission read twice
  o Quality control review by Sustainable CT staff
  o Reviewers will receive feedback on their reviews
• Action improvement and refinement for 2020 embedded in process
• No action revisions for 2019
Pre-Application Information

• Actions marked “completed” as of pre-application submission deadline were reviewed
• By close of business tomorrow (June 5): applications unlocked and comments released
Pre-Application Information

• “Approved” if points received, even if fewer than requested
• Action status set to “approved” or “must revise”
• E-mail info@sustainablect.org to unlock “approved” actions for editing
Pre-Application Statistics

- 39 municipalities participated in pre-application review
  - Population over 25,000: 12
  - Population 10,000-24,999: 13
  - Population below 10,000: 14
- Average approval rate: 46%
- Average number of categories approved: 3 of 9
- Number of equity toolkits approved: 0
- Stronger pre-application statistics than 2018
Optimize for Equity

- Building an inclusive process
- Apply to a new Sustainable CT action (initiated on or after August 1, 2018)
- Two separate action submissions
  - Optimize for Equity
  - Action it was applied to
- Requirement for certification
- More information coming soon on equity workshops this summer
Supports: Sustainable CT Equity Coaches

- No-cost consultative support to complete “Optimize for Equity” action
- Contact Jess LeClair at leclairj@easternct.edu
- Requests accepted on first-come, first-serve basis until July 1, 2019
Supports: Sustainable CT Fellows

- 15 Sustainable CT Fellows to support you in your application process
- Contact your council of government to connect
Supports: COG Question and Answer Sessions

- Register ([https://tinyurl.com/y4gbegby](https://tinyurl.com/y4gbegby)) for your date and location; we’ll contact you to schedule a 1-hour, one-on-one appointment
- Attend any session that’s most convenient
- Open to all; priority to applicants for 2019 certification
- Informal review of select actions for near-complete applications
Feedback Available on Municipal Dashboard

Test Town 2 Certification Application
Status: IN PROGRESS
Reviewer Feedback: 2 comments

Search Actions
Type in a word(s) to identify all actions with that word(s) in the title

Planned  Completed  Must Revise  Not Approved  Approved  Expired

Filter by Action Benefit

To identify actions by status, check the desired box or boxes above. The Action Totals box at right will also reflect only those actions selected. Click on the Clear Search button to return to the full action listing.
How to Access Archived Comments

Test Town Application Feedback

Feedback for "1.1 Support Redevelopment of Brownfield Sites"

POSTED: 3/5/2018 10:23 AM
SUBJECT
Missing Attachments for "Brownfields" action

BODY
Hello Test Town,
The application submitted for Support Redevelopment of Brownfield Sites is missing the supporting documentation for a map of the Brownfield sites listed on the inventory. Only 40 points were awarded based on this. The municipality can re-submit for full points by attaching the documentation needed in the action on their municipality dashboard. We encourage you to do this, as the inventory map may already exist inside your inventory or in the planning/zoning committee records.

This comment has been archived.

• Access town application
• Click “Details and History”
• Then click “Archived Comments”
Submission Information:
1.1: Overview of all actions related to Town of Vernon Brownfields
1.1.1: Town of Vernon Brownfield Inventory (15 points), updated 3/27/2019
1.1.2: Town of Vernon Map of Brownfield Sites (5 points), updated 1/10/2019
1.1.3: Town of Vernon Priority Brownfield Sites (10 points), updated 1/10/2019
1.1.4: Town of Vernon Grant Proposal - Daniel's Mill (10 points), updated 3/29/2019. The grant was submitted to DECD on 10/31/2018. Attached is email verification of receipt of submission, and a copy of the grant application. The Town was not awarded funding for this project.
1.1.5: Town of Vernon Narrative and LEP Remediation Report (10 points), updated 4/29/2019
1.1.6: Town of Vernon Brownfield sites Reuse Options (5 points) updated 4/2/2019
1.1.8: Town of Vernon Remediation of Brownfield Site - Talcott Brothers Mill (15 points)

- Describes components applying for, how many points and date of work
- Date of activity/implementation/update, not date of upload
## Supporting Documentation

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<td>115 - Town of Vernon Narrative and LEP Remediation Report - Ameribelle Mill</td>
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<td>11 - Overview - Support of Redevelopment of Brownfield Sites</td>
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1.1 SUPPORT REDEVELOPMENT OF BROWNFIELD SITES
Activities Overview

Sec. 1.1.1 - Over the years, Vernon has maintained an Inventory of Brownfield sites. This inventory is updated regularly by Shaun Gately, Economic Development and Leslie Campolongo, Project Coordinator, and was most recently updated on 3-27-19.

Sec. 1.1.2 - A map of Vernon’s key Brownfield sites, was created on 12-14-18.

Sec. 1.1.3 - The Town of Vernon has been working towards redeveloping its Brownfields for many years. As part of this action item, a list of priority sites and dates of community planning sessions was developed with the assistance of Vernon’s Economic and Development Commission. This document was updated on 1-7-19.

Sec. 1.1.4 - The Town of Vernon has submitted numerous grant proposals for the assessment and remediation of its Brownfield sites. The most recent submittal was for the remediation of Daniel’s Mill as part of the greater Amerelle Mill Complex submitted to CT Dept. of Economic and Community Development on 10-31-18. Attached is email verification of receipt of submission, and a copy of the grant application.
Strengthening for Final Submission: Example

Documentation Details:
All documents are simplified marked appropriately and contain highlighted key words or phrases to direct reviewers attention to specific requirements.

Gina Chiarella, CEO
Take 2 Inc.
122 Avenue of Industry
Waterbury, CT 06705

Re: Contract Award 2A18-110 Electronics Waste Recycling

Dear Ms. Chiarella,

I am pleased to inform you that the City of Bristol has made award to your firm for electronics waste recycling as outlined in Invitation to Bid 2A18-110, and per the rate schedules provided in your submission, for the period through December 31, 2021, with option to renew for two (2) additional one year periods.

Upon receipt of an insurance certificate as outlined in Section II of the Standard Bid and Contract Terms and Conditions, services will be commenced with your firm, providing authorization for you to perform services under this agreement.
Strengthening for Final Submission: Examples

**Documentation Details:**
The Town of Woodbury Board of Selectmen passed a Resolution adopting a Sustainable Purchasing Policy on February 28, 2019. The Policy was provided to all Department Heads on March 4, 2019 via email and was published on the Town website. (see attached documents)

Pages two and three of the policy identify key areas for immediate consideration such as source reduction, recycled content (office supplies), energy and water savings, green buildings, landscaping, renewable energy, purchasing cooperatives, and toxins and pollution.
Strengthening for Final Submission: Examples

Sustainability Team Guidance

Your Sustainability Team will help your community navigate the Sustainable CT program and implement actions to achieve points toward certification.

Watch: An Introduction to Sustainable CT

Production facilities provided by Simsbury Community Television, Inc. Volunteer videography service provided by Cheri Calnan.

Resources for your Team

- Sustainable CT Master Action List
- Sustainable CT Equity Toolkit
- Sustainable CT 2018 Guide
- Municipal Partner Guidance
- Sustainable CT Resolution
- Sustainable CT Introduction
- Sustainable CT Brochure
- Sustainable CT Action Flash Cards
Collaborating with Partners on Actions

• When collaborating with other municipalities, each municipality submits documents and earns points
• When collaborating with other stakeholders, describe the municipality’s role in implementation
• Examples of partners: schools, health districts, COGs, public utilities, state agencies, nonprofits, academic institutions, businesses
Credit for Past Action

- With the exception of Steps 7 and 8 see below, the look-back period for each step in this action is up to three years prior to application submission.

- For step 7, screenshot must have been taken within 1 year of submission, and printed materials must have been developed or revised 3 years prior to application submission.

- For step 8, redevelopment must have been completed within ten years of application submission.

Count back from August 1, 2019
Submission Clean-up: Example Needing Improvement

Submission Information:
No submission information has been provided by the applicant.

Supporting Documentation

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Documentation Details:
No documentation details have been provided by the applicant.

Partners:
No information on partners has been provided by the applicant.
Website as Peer Leaning Tool
2019 Certification Requirements

• **Bronze Certification**
  • Complete at least 1 action in each of categories 1-9
  • Complete 1 Equity Toolkit in action 9.1 Optimize for Equity
  • Successfully complete actions totaling 200 or more points

• **Silver Certification**
  • Complete at least 1 action in each of categories 1-9
  • Complete 3 Equity Toolkits in action 9.1 Optimize for Equity
  • Successfully complete actions totaling 400 or more points
Important Tips

• No double-counting (i.e., no points for same activity under different actions)
• Apply for a point total beyond the required thresholds to allow for some “not approved” marking
• Strong focus on equity needed for application success
• Strong attention to actions where only one in the category completed
• Be realistic: aim for the right certification level & apply in the year right for you

<table>
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<tr>
<th>Point Approval Rate</th>
<th>One approved per category?</th>
<th>Number of equity toolkits approved?</th>
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<tr>
<td>✓</td>
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</table>
Coming Soon: Sustainable CT Community Match Fund

- Extensive training, support and funding for great projects
- Must align with Sustainable CT actions
- Launch announcement and training sessions forthcoming