

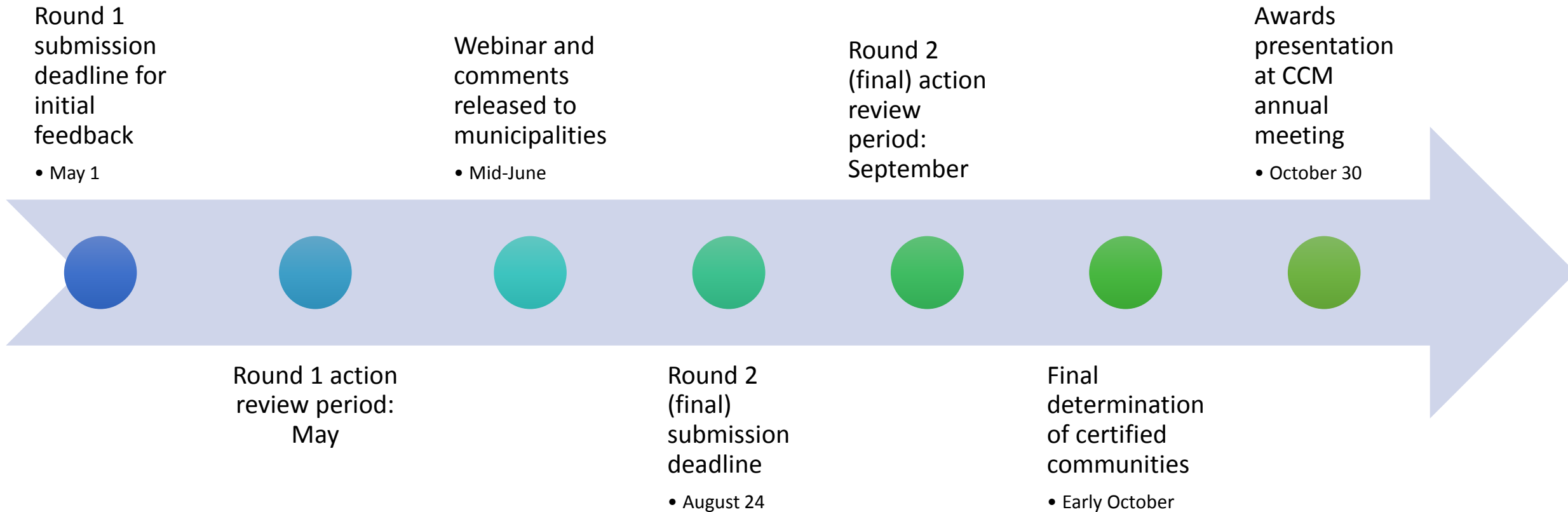
# Strengthening Your Sustainable CT Application: Lessons from Pre-Application Reviews



# Agenda

- **Certification Timeline**
- Review Process Overview
- Round 1 Statistics
- Support for Municipalities
- Substantive Clarifications
- How to Access Feedback
- Avoiding Errors in Final Submission
- Next Steps

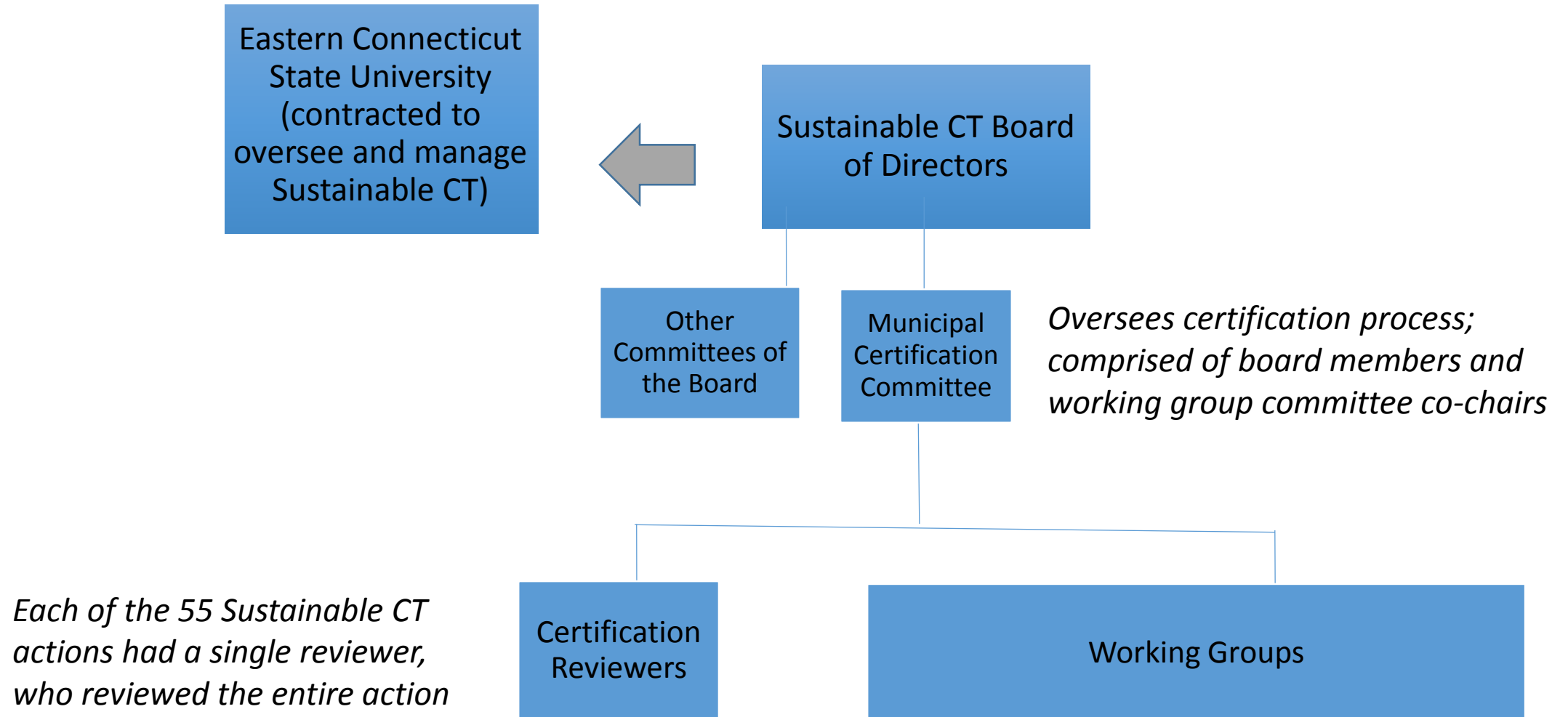
# 2018 Certification Timeline



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# Roles and Responsibilities




# Tenets of Certification Process

- Supportive: Many resources offered
- Rigorous: Strict interpretation of substantive criteria (with opportunity for feedback; potential revisions in 2019 and beyond)
- Inclusive: Lots of external reviewers/subject matter experts
- Regional collaboration and external partnership valued
- Breadth: 1 action/category, including equity
- Ongoing: Rolling work on application with 2 rounds of review and 1 round of awards annually

# Principles for Action Inclusion in Sustainable CT

*Developed by the Municipal Certification Committee from the 2017 Working Group criteria used to determine whether an action should be considered for inclusion in Sustainable CT*



## Optimizing the action

- *Collaboration*: The action enables/encourages multi-town collaboration.
- *Multisolving*: The action generate 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 or **awarded points as innovation actions** 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.*

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**If at first you don't succeed... you're normal**



# Certification: Round 1 Review

- 48 municipalities registered (~28%)
- 18 municipalities (~38% of registered municipalities) submitted applications
- Total of 188 actions (average ~10 per application)
- 23% approved vs. 77% must revise
- Categories with the greatest need for additional support:
  - Healthy, Efficient and Diverse Housing
  - Inclusive and Equitable Community Impacts
  - Vibrant and Creative Cultural Ecosystems


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# Available Support

Free technical support resources: <https://sustainablect.org/resources-news-events/>

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## Resources for Certification

(You can check out [Upcoming Events here](#))

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**FREE Webinar: “Strengthening Your Sustainable CT Application: Lessons Learned from Pre-Application Reviews”**

Thursday, June 14th 2018, 1:00 p.m (EST)

[Register now](#)

# Available Support: Sustainable CT Fellows

Contact your regional council of governments. Consider additional municipal and regional intern support.




# Sustainable CT Application Q & A Sessions

- Sustainable CT will hold application Q & A sessions. Attend any session that's most convenient. Come with your questions, and if your application is near-complete, receive an informal review, with feedback on what to fix before submitting. Sessions are open to all but especially encouraged for municipalities that did not submit for round 1 review.
- Register at <https://tinyurl.com/y97rooy9>
  - **Monday, July 30, 9:00 a.m. to 11:30 a.m.:** Northwest Hills COG
  - **Monday, July 30, 1:00 p.m. to 4:00 p.m.:** Western COG
  - **Tuesday, July 31, 9:00 a.m. to 11:30 a.m.,** Lower CT River Valley COG
  - **Tuesday, July 31, 1:00 p.m. to 4:00 p.m.,** South Central Regional COG
  - **Tuesday, August 7, 9:00 a.m. to 11:30 a.m.,** Northeastern COG
  - **Tuesday, August 7, 1:00 p.m. to 4:00 pm.,** Capitol Region COG

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# Single Point Actions



Develop a Food Waste Reduction Campaign

10 Points



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Objective

What to Do

Potential Municipal and Community Collaborators

Funding

Resources

Why This Matters

Benefits

CT Success Stories

Credit for Past Action

Objective

Reduce or eliminate food waste.

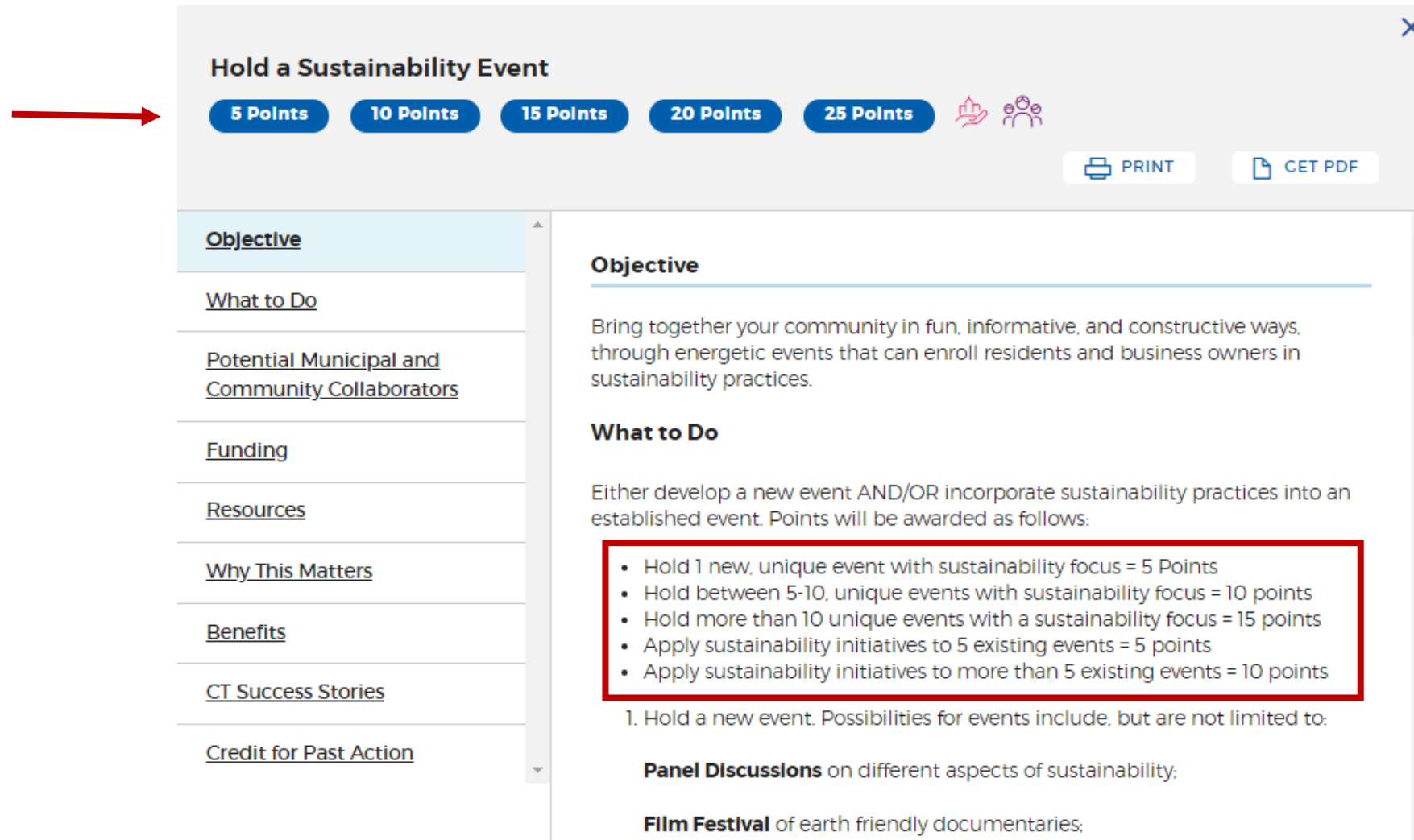
What to Do

Choose one or more target sectors and implement or maintain an ongoing food waste reduction campaign in those sectors. Consider any measurable impacts observed as a result of the program. If you collaborate with one or more neighboring municipalities, each municipality will earn points. Examples of campaigns eligible for points under this Action are listed below. (10 points)

- An educational campaign to raise awareness about food waste in schools. Schools may then implement a campaign to proactively decrease and divert food waste.
- A campaign to reduce residential food waste. Strategies include educating community members on backyard composting, distributing compost bins to members of the community, which may be obtained with government grants, and educating residents on the difference between "sell-by," "use-by," "best-by," and expiration dates.



# Variable Point Actions



**Hold a Sustainability Event**

5 Points 10 Points 15 Points 20 Points 25 Points

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**Objective**

What to Do

Potential Municipal and Community Collaborators

Funding

Resources

Why This Matters

Benefits

CT Success Stories

Credit for Past Action

**Objective**

Bring together your community in fun, informative, and constructive ways, through energetic events that can enroll residents and business owners in sustainability practices.

**What to Do**

Either develop a new event AND/OR incorporate sustainability practices into an established event. Points will be awarded as follows:

- Hold 1 new, unique event with sustainability focus = 5 Points
- Hold between 5-10, unique events with sustainability focus = 10 points
- Hold more than 10 unique events with a sustainability focus = 15 points
- Apply sustainability initiatives to 5 existing events = 5 points
- Apply sustainability initiatives to more than 5 existing events = 10 points

1. Hold a new event. Possibilities for events include, but are not limited to:

**Panel Discussions** on different aspects of sustainability;

**Film Festival** of earth friendly documentaries;

# Variable Point Actions, continued

×

Provide Resources and Supports to Local Businesses



5 Points


10 Points


15 Points

20 Points

25 Points



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[Objective](#)

[What to Do](#)

[Potential Municipal and Community Collaborators](#)

[Funding](#)

[Resources](#)

[Benefits](#)

[CT Success Stories](#)

[Credit for Past Action](#)

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 contact information of the person(s) responsible for disseminating the toolkit and evaluating when identifying or creating an updated toolkit is necessary.

3. Host one or more business roundtables with municipal officials and staff to support dialogue on topics including but not limited to the needs and opportunities to build and expand business development in the


# Variable Point Actions, continued

2.10 Facilitate Invasive Species Education and Management

5 Points

10 Points

15 Points



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Objective and Requirements

What to Do

Potential Municipal and Community Collaborators

Funding

Resources

Why This Matters

Benefits

Municipal Management of Invasive Species (10 points)

All items must be completed to receive credit.

1. Examine your regulations to ensure that your municipality is not unintentionally supporting the use of non-native species. Eliminate all invasive species from lists of acceptable plants (include a review of subdivision guides' approved planting lists).

**Submit:** A description of your regulation review process, including which regulations you reviewed and amended and how you amended them.

2. Educate municipal staff and adapt management practices to reduce the presence of unintended invasive plant species through environmentally-sound methods (as opposed to widespread application of herbicides and

# Optimize for Equity

- The Equity Toolkit must be applied to a new Sustainable CT action (one initiated after November 28, 2017).
- You must include this new action in your application submission materials (for the appropriate action, not “Optimize for Equity”)
- Registered communities each have 4 hours of free Equity Coaching available. Email us at [info@sustainablect.org](mailto:info@sustainablect.org) or call 860-465-0258 to schedule!
- Upcoming Equity/Housing Workshop: Work session to apply the Equity Toolkit to the “Design and Implement a Housing Needs Assessment” action (Morning of July 11<sup>th</sup>, Manchester Community College)

# Energy Actions

- 6.1. Benchmark and Track Energy Use
  - Originally, this action required 100% of muni buildings. Revising to list building categories that must be tracked (categories as defined by Energy Star, e.g., K12 schools, police stations...), eliminates small energy users.
  - Sustainable CT is creating a standard report in Portfolio Manager – you will open report in your PM account, select buildings, and data will populate the report. You will export this report into excel, then upload it into Sustainable CT to document that you completed this action.
- 6.2. Reduce Energy Use Across All Municipal Buildings
  - Sustainable CT is creating a standard report in Portfolio Manager – you will open report in your PM account, select buildings, and data will populate the report. You will export this report into excel, then upload it into Sustainable CT to document that you completed this action.

# Collaboration with Other Municipalities

- Regional collaboration is encouraged!
- Each municipality in a collaborative to implement a specific Sustainable CT action is eligible to receive full points for implementing that action.
- Each municipality must submit the appropriate documentation for that action when submitting for certification.
- Examples: Multi-town events, educational campaigns, etc.

# Collaboration with Non-Municipal Stakeholders

- This is also highly encouraged!
- Examples:
  - ☐ Schools
  - ☐ Health districts
  - ☐ Councils of governments
  - ☐ Public utilities (e.g., regional water companies, etc.)
  - ☐ State agencies
  - ☐ Nonprofit organizations
  - ☐ Academic institutions
  - ☐ Businesses
- If your municipality requests points for an action completed with a non-municipal stakeholder, ***you must submit a partnership letter, signed by both your municipality and the non-municipal stakeholder, articulating the role of the municipality in action implementation.***

# Partner Letter Template and Checklist

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## Sustainability Team Guidance

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

### Resources for your Team


[Sustainable CT Master Action List](#) - .xlsx[Sustainable CT Resolution](#) - .docx[Sustainable CT Equity Toolkit](#) - .docx[Sustainable CT Introduction](#) - .pptx[Sustainable CT 2018 Guide](#) - .pdf[Sustainable CT Brochure](#) - .pdf[Municipal Partner Checklist](#) - .docx



# Look-Back Period

## 5.1 Implement Complete Streets

5 – 100 Points



[PRINT](#) [GET PDF](#)

<a href="#">Objective</a>	<h3>Credit for Past Action</h3>
<a href="#">What to Do</a>	
<a href="#">Potential Municipal and Community Collaborators</a>	
<a href="#">Funding</a>	
<a href="#">Resources</a>	
<a href="#">Benefits</a>	
<a href="#">CT Success Stories</a>	
<a href="#">Credit for Past Action</a>	<ul style="list-style-type: none"><li>• Regardless of when it was created, your Complete Streets Team will receive points as long as its most recent meeting occurred within 1 year prior to application submission.</li><li>• Your broader stakeholder meeting, workshop or walkability audit will receive points as long as it occurred within 5 years prior to application submission.</li><li>• The Complete Streets training must have occurred within 3 years prior to application submission.</li><li>• The Complete Streets policy will be considered for points as long as it meets the requirements, regardless of when it was adopted, and distribution occurred within 5 years prior to application submission.</li><li>• Inventories and reviews must have occurred within 3 years prior to application submission.</li><li>• Eligible implementation projects must have been completed within 3 years prior to application submission and can include projects that are currently in the design phase.</li></ul>

*Count back from the final submission deadline of August 24, 2018, to determine whether or not you're in the look-back period.*

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# Accessing Feedback

- Comments will be published after today's webinar (by midday tomorrow)
- Reviewers are anonymous, unless they provided contact information. Contact [certify@sustainablect.org](mailto:certify@sustainablect.org) or a Sustainable CT staff member directly for clarification on a reviewer comment
- Even if an action is marked “must revise”, you may have been approved for points for some elements of the action
- All actions reviewed will be marked either “approved” or “must revise.”
- “Approved” actions need no further changes; you’ve earned those points!

# Reviewing Feedback

- To submit for more points on approved actions, e-mail [certify@sustainablect.org](mailto:certify@sustainablect.org) to unlock them
- Ignore the “expiration date” listed; it will change after the Municipal Certification Committee recommends processes on future certification cycles

[↑ BACK TO TOP](#)[EXPAND ALL](#)[COLLAPSE ALL](#)

1. Thriving Local Economies

1.1 Support Redevelopment of Brownfield Sites

5 Points

STATUS: APPROVED

• THIS ACTION HAS VARIABLE POINTS: 5 – 50 • EXPIRES ON 05/01/19 • LAST UPDATED 06/05/18

• THIS SUBMISSION IS CURRENTLY LOCKED

1.2 Implement Sustainable Purchasing

20 Points

COMPLETED

1.3 Inventory and Promote Local Retail Options

10 Points

PLANNED

Certification Criteria

Priority9

Points200

Show requirements for:

☒ BRONZE ☐ SILVER

Action Totals

(Completed, Approved)

Priority2/9

Total Points40/1595

Total Actions5/55

Even if all completed actions were approved, this application would still not qualify for certification.

SUBMIT APPLICATION FOR REVIEW AND CERTIFICATION

# Reviewing Feedback

## Test Town 2 Certification Application

Status: IN PROGRESS

Reviewer Feedback: [2 comments](#)



[DETAILS AND HISTORY](#)

[HELP](#)

### 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.

[SEARCH ACTIONS](#)

[CLEAR SEARCH](#)

- All actions marked “must revise” should have an explanatory comment.
- At the top of the actions page on your municipal dashboard, you will see available comments.

# Reviewing Feedback

- Once you click on “comments,” a list of available comments will appear.
- Comments are listed in the same order as the actions.

## Test Town 2 Application Feedback

[← BACK TO APPLICATION](#)

### Feedback for "1.2 Implement Sustainable Purchasing"

---

POSTED: 5/7/2018 12:39 PM

SUBJECT

Does this work.

BODY

This is a test

[✓ SHOW ARCHIVED COMMENTS](#)

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- Certification Timeline
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# When Submitting...

- Check you've completely met the **action requirements** and are **submitting all appropriate documents**.
- Provide pdfs over website links (so others can learn from your efforts, even if websites go offline), when possible; no shared drive documents.
  - Contact us if you're unable to upload something.
  - File size limits have been increased to 30 MB, and up to 10 files.
- For long documents, note relevant page numbers and/or highlight relevant text portions.
- All items should be accessible with just one click.
- Think from the perspective of promoting ease for the reviewer (e.g., use "Additional Information" section to elaborate on uploaded documents, as needed).



# Numbering of Actions

- Please clarify which supporting documents are for which part of the action by numbering them. Examples:
  - 1.PoetLaureateOrdinance
  - 5a.Letter
  - 5b.StaffList
  - 5c.MissionAndWorkPlan
  - 5d.Budget+FundingProof




3.2 Support Arts and Creative Culture


10 Points


15 Points

20 Points

25 Points



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Objective

What to Do

Potential Municipal and Community Collaborators

Funding

Resources

Benefits

CT Success Stories

Credit for Past Action

What to Do

Complete at least three of the following eleven activities. (10 points for completion of 3 activities, and an additional 5 points for each additional activity, plus an additional 5 points if sub-action #11 supports artists that identify as marginalized or underserved, maximum of 25 total points for this action).

1. Establish a Poet Laureate through ordinance.  
**Submit:** A copy of the ordinance.
2. Include arts and culture in all publicly available municipal marketing (printed or web-based).  
**Submit:** Links to online marketing materials and/or samples of printed marketing materials.
3. Commit dedicated funding to the arts (during the twelve-months prior to application submission). Funding may be directed at an Arts Office, as part

# Clarifying Actions

- Action drafts updated with clarifying language (based on municipal and reviewer feedback)
- Some requirements eased (e.g., establishment of a Poet Laureate in the Arts and Culture category can now occur by ordinance *or* resolution)
- ***Look online for the most recent action drafts***

## Sustainable CT Actions

Sustainable CT actions are designed with flexibility to meet the varying needs of all municipalities. Each action description below shows [benefit icons](#) and includes action steps, certification points, resources, and Connecticut success stories.

You must complete **one action from each of the nine action categories** to receive either [Bronze or Silver certification](#). Many Sustainable CT actions have variable points, which means there are several ways to complete the action. All you need to do is achieve one of the designated point levels listed for that action to consider it complete.

Actions, points, and Bronze and Silver point levels are for **2018** and may change for future certification cycles. Action development is ongoing, and many important topics not captured in the current list are in development. [A master list of actions is available for download.](#)

### Search Actions

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

Filter by Action Benefit



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.

SEARCH ACTIONS

CLEAR SEARCH

↑ BACK TO TOP

EXPAND ALL

COLLAPSE ALL

### 1. Thriving Local Economies

#### 1.1 Support Redevelopment of Brownfield Sites

5 Points



UNPLANNED

• THIS ACTION HAS VARIABLE POINTS: 5 – 50

#### 1.2 Implement Sustainable Purchasing

5 Points



UNPLANNED

• THIS ACTION HAS VARIABLE POINTS: 5, 20, 25

# Clarifying Actions

- Master Action List Excel spreadsheet (short-hand checklist) updated to reflect changes
- No additional changes (even small clarifying ones) to Excel spreadsheet for 2018 after July 20<sup>th</sup>

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Sustainability Team Guidance

Municipality

Individual

Non-Profit

Business

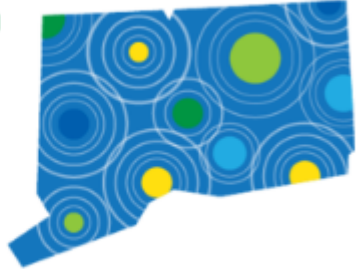
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Local Actions. Statewide Impact.



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[Sustainable CT Equity Toolkit - .docx](#)

[Sustainable CT Introduction - .pptx](#)



[Sustainable CT 2018 Guide - .pdf](#)


[Sustainable CT Brochure - .pdf](#)

[Municipal Partner Checklist - .docx](#)

# Frequently Asked Questions

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## FAQs - 2018 Municipal Certification

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1. [Are there any required actions?](#)
2. [Do I have to submit an innovation action?](#)
3. [Do I need to do every part of the action?](#)
4. [Can I get credit for a past action?](#)

▼ **Resources, News, Events**

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[Resources for your Team](#)

[Upcoming Events](#)

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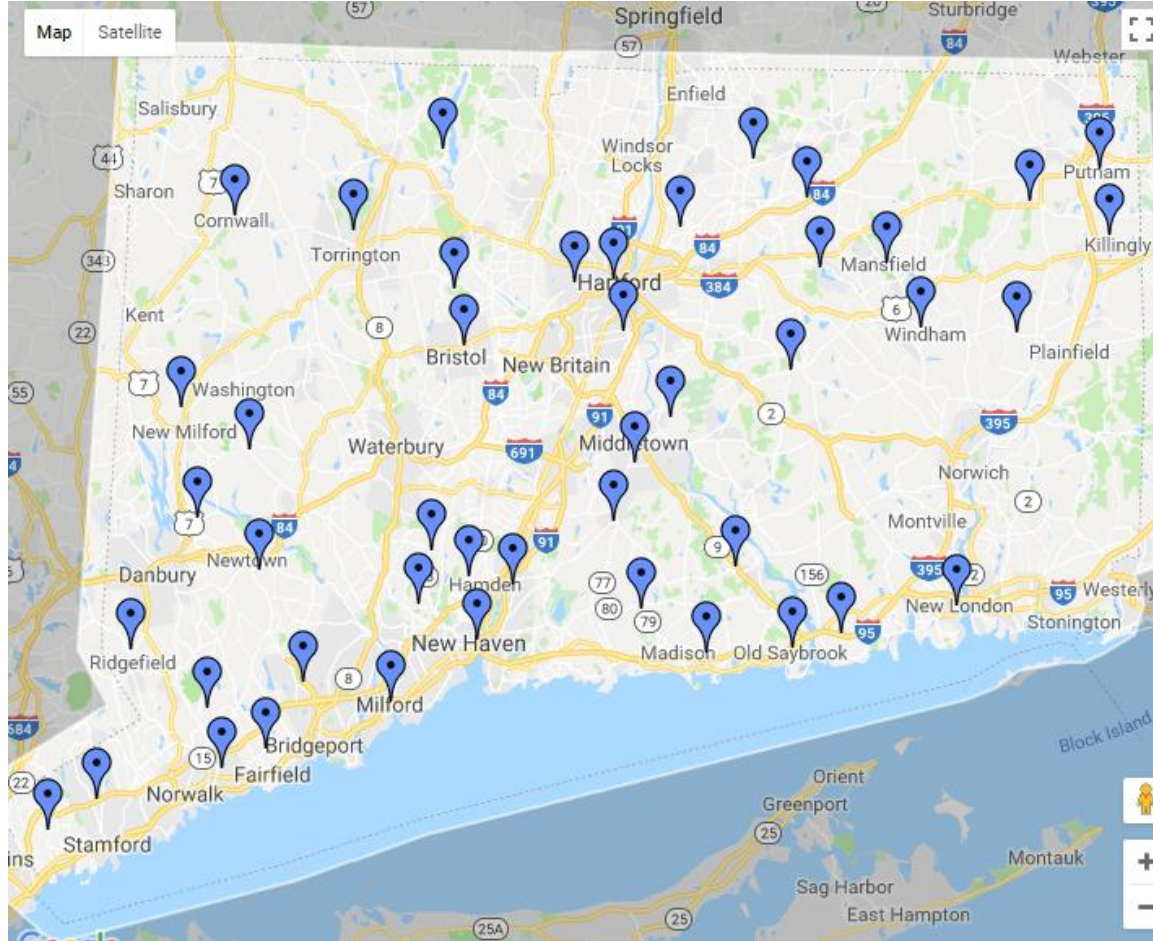
**[FAQ's](#)**

<https://sustainablect.org/resources-news-events/faqs>

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# Celebrating Participation

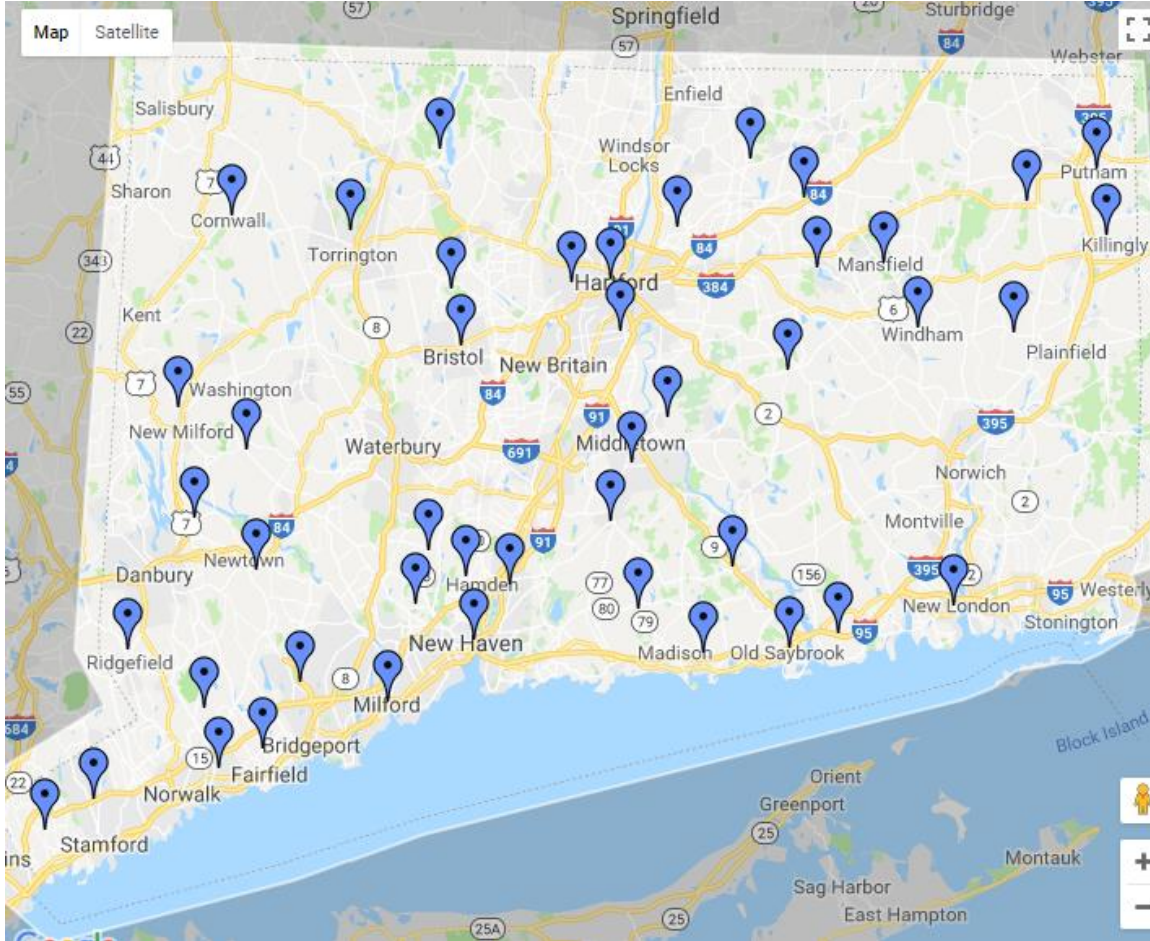


## Mission

To provide municipalities with a menu of coordinated, voluntary actions, to continually become more sustainable; to provide resources and tools to assist municipalities in implementing sustainability actions and advancing their programs for the benefit of all residents; and **to certify and recognize municipalities for their ongoing sustainability achievements.**



# Celebrating Participation



## Mission

**To provide municipalities with a menu of coordinated, voluntary actions, to continually become more sustainable; to provide resources and tools to assist municipalities in implementing sustainability actions and advancing their programs for the benefit of all residents; and to certify and recognize municipalities for their ongoing sustainability achievements.**

# Certification Overview

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## 2018 *Bronze* Certification Requirements

Complete at least **1 action** in each of the 9 categories.

Successfully complete actions totaling **200 or more points**.



## 2018 *Silver* Certification Requirements

Complete at least **1 action** in each of the 9 categories.

Successfully complete actions totaling **400 or more points**.

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**Note:** Actions, points, and certification point thresholds are for **2018** and may change for future certification cycles.

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# Looking Forward

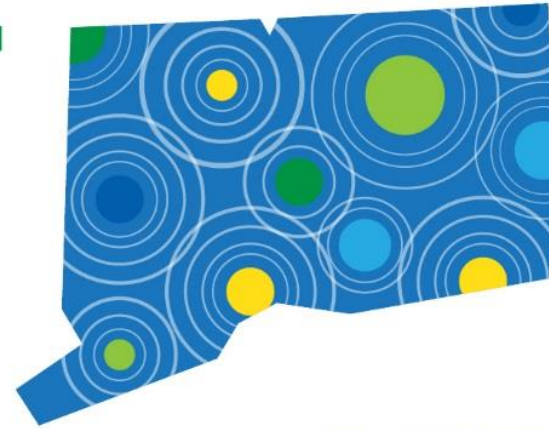
- When you submit, you'll be asked to (1) affirm that the information given is true and accurate, and (2) grant permission to Sustainable CT to use the photographs and electronic media images in your Sustainable CT application for presentation in web content, social media, print materials, etc.
- Certification lasts for 3 years, but if you earn bronze-level certification, you can apply for silver-level certification as early as next year.
- If you are certified, all elements of your documentation will be publicly available on the Sustainable CT website.

# Looking Forward

- Action requirements, point values and other program elements may change in the 2019 certification cycle.
- If you registered this year, you can always choose to apply for certification in a different year. Certification opportunities are annual, so work at your own pace.
- If you are not successful this year, try again next year! You'll need to resubmit everything but will likely re-earn many of the same points you earned this year (subject to look-back periods and future programmatic revisions).

# Sustainable CT

Local Actions. Statewide Impact.



*Lead for certification process; your primary contact as reviewers*

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