

Sustainable Maryland Green Team Training A Greenprint for Communities



Green Team Training
Chesapeake Beach, MD
February 5, 2018



ENVIRONMENTAL FINANCE CENTER

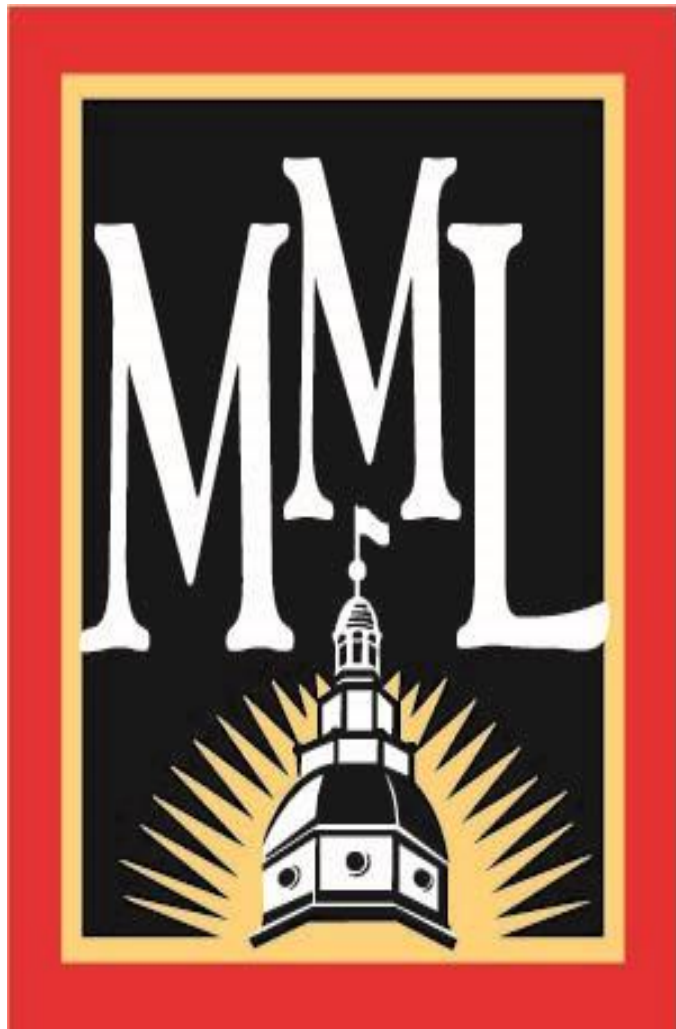
Sustainable Maryland

(www.sustainablemaryland.com) is an initiative of the **Environmental Finance Center** (www.efc.umd.edu), which is part of the **School of Architecture, Planning & Preservation** at the **University of Maryland in College Park**.

Modeled on the successful **Sustainable Jersey** program.

Certification is currently only for municipalities.

Program Partners



THE
MARYLAND
MUNICIPAL
LEAGUE

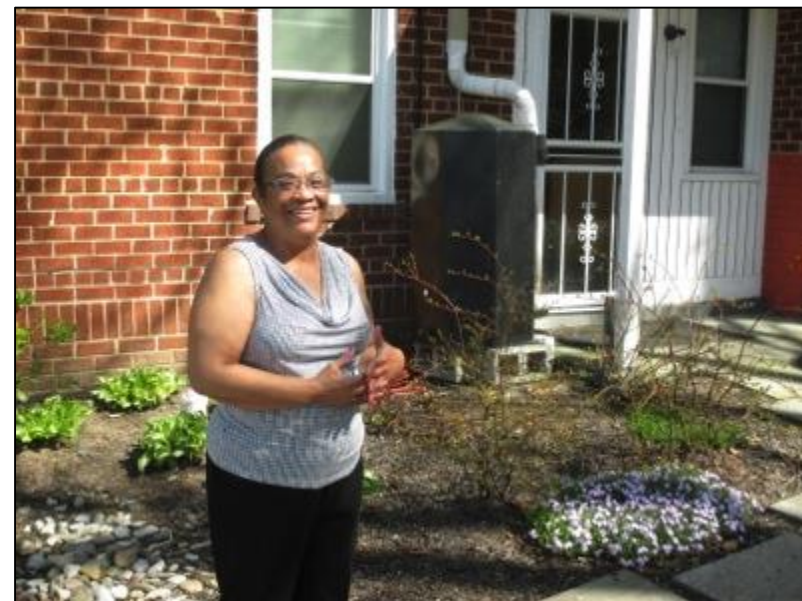


**Town
Creek
Foundation**



Mission

- **A Free and Voluntary program for municipalities that want to go green and save green!**
- **We help municipalities:**
 - Choose a direction for their sustainability efforts
 - Improve access to resources
 - Measure their progress
 - Share success with other municipalities



Program Benefits

- **Technical assistance:** SM staff, UMD, state, non-profits
- **UMD:** Student/Faculty resources
- **Training:** Green Teams/Local Leaders
- **Grants portal:** up to date info
- Peer-to-peer leadership network
- **Community modeling:** sharing ideas across MD
- **Statewide recognition of your efforts!**



Requirements

- **Resolution** indicating municipality intends to pursue SM certification
- **2 Mandatory Actions**
 - Create a **Green Team**, Create an **Action Plan**
- **2 of 6 Priority Actions**
 - Community Garden, Municipal Energy Audit, Green Purchasing Policy, Municipal Carbon Footprint, Watershed Plan, Stormwater Management
- Total of **150 points** to receive certification

Actions for Sustainable Communities:

To become Sustainable Maryland Certified, municipalities must complete and document actions from the list below. To achieve certification, municipalities will need to complete actions worth a total of 150 points, including two Mandatory Actions (M) and two of six Priority Actions (P), and submit the appropriate documents as evidence that the requirements have been satisfied.

ACTION ITEM	POINTS	ACTION ITEM	POINTS
COMMUNITY ACTION		LOCAL ECONOMIES (CONTINUED)	
Green Team		Green Business Certification Program	15
Participate in SMC Green Team Training	5	Green Purchasing	
Create a Green Team	10 M	Green Purchasing Policy (pre-requisite)	15 P
Complete a Green Team Action Plan	10 M	Evaluate Current Purchasing Practices (pre-requisite)	10
Conduct Community Barriers and Benefits Assessment	15	Vendor Preference Statement (pre-requisite)	10
Build SMC Resource Center	5	Purchase Recycled Products	10
Participation in MD Green Schools	10	Purchase Environmentally Preferable Products	10
Innovative Demonstration Projects	5 to 20	Implement Waste Reduction Program	10
COMMUNITY-BASED FOOD SYSTEM		Innovative Demonstration Projects	5 to 20
Local Food Consumption		NATURAL RESOURCES	
Local Food Fair	10	Watershed Stewardship	
Local Food Consumption & Preservation Classes	5 per class	Implement Watershed Stewardship/Pollution Prevention Outreach Program(s)	10
Establish Local Farmers Market	15	Facilitate Engagement in Existing Watershed Stewardship Opportunities	5 per event
Promote Local Farmers Market	5	Provide Voluntary Opportunities for Citizen Engagement in Watershed Stewardship	10
Local Food Production		Provide Incentives for Watershed Stewardship on Private Lands	15
Community Gardens	15 P	Create a Watershed Plan	20 P
Spring Transplant Sale	10	Stormwater Management	
Fall Transplant Sale	10	Stormwater Management Program	15 P
Establish CSA Drop-off Location	10	Stormwater Manager/Coordinator	15
Innovative Demonstration Projects	5 to 20	Stormwater Fee Structure	20
ENERGY		Septic Management	
Municipal Energy Audits	10 (1st bldg), 5 (consec bldgs) P	Septics System Assessment and Inventory	15
Residential Energy Efficiency	5 to 20+	Septics System Management Plan	20
Wind Energy Project	10	Dedicated Septic System Fund	20
Innovative Demonstration Projects	5 to 20	Water Conservation	
GREENHOUSE GAS		Develop a Water Conservation Plan	15
Municipal Carbon Footprint (pre-requisite)	15 P	Develop a Water Conservation Outreach Program	10
Community Carbon Footprint (pre-requisite)	15	Tree City USA	15
Climate Planning		Pet Waste	
Climate Action Plan	10 to 25+	Implement a Pet Waste Education Program	5
Climate Change Adaptation Element	5	Develop a Pet Waste Program	5
Innovative Demonstration Projects	5 to 20	Adopt a Pet Waste Ordinance	5
HEALTH & WELLNESS		Innovative Demonstration Projects	5 to 20
Let's Move	15	PLANNING AND LAND USE	
Workplace Wellness		Participation in DHCD Sustainable Communities	20
Join Healthiest Maryland Businesses	5	Housing and the Comprehensive Plan	10
Workplace Wellness Program	5 to 15	Land Preservation	
Living Well Program	5 per class	Conduct Easement Outreach that Encourages Inspection, Evaluation, and Stewardship	15
Innovative Demonstration Projects	5 to 20	Build Easement Inventory	10
LOCAL ECONOMIES		Innovative Demonstration Projects	5 to 20
Buy Local		P denotes Priority Action M denotes Mandatory Action	
Establish Local Business Directory	10	To learn more visit	
Promote Local Business Directory	5	www.sustainablemaryland.com	
Buy Local Campaign	15	 Environmental Finance Center www.efc.umd.edu	
Local Business Roundtable	5 per roundtable		
Local Business Procurement Notices	10		
Economic Analysis of Procurement Practices	15		
Local Purchasing Preference Policy	10	June 2014	
Green Business Recognition			
Join Maryland Green Registry	5		
Promote Maryland Green Registry	5 points per 2 businesses		

Please note: Sustainable Maryland Certified actions and points may be subject to change. Printed on 55% recycled & 30% post-consumer waste paper.

Action Partners



MAEOE

Maryland Association for Environmental
& Outdoor Education



TREE CITY USA®



FAQs

- Action must have **some connection** to the municipality.
- Points for “Promote” **or** “Establish”, but **not both**.
- Events should be **within 12 months** of application.
- Planning documents should be **less than 6 years old**, or updated within that time.
- **No timeline** for certification - 1, 2, 3 or more years.
- Towns must apply for re-certification **every 3 years**.
- Applications are done through the website (deadline **June 30 each year**).
- Each Action is documented with a **text box** (300 words max) and **uploaded documents** (up to 6).

Program Update

- **Launched in 2011**
- **69** communities registered (*44% of 157 MD municipalities*)
- **39** communities certified to date
- **4 new** communities plus **9 re-certifications** in 2017
- **Facebook page** – Like Us!
- **Website** - Events & Grants
- **New Actions** coming soon!



Some of the MD Municipalities Participating in Sustainable Maryland



[Home](#) > [Actions & Certification](#) > [Participating Communities](#)

Map view

List view

69 Total Participating

40 Currently Certified

Update Search

Reset

FILTER THIS MAP

BY STATUS

Registered

 **Certified** 

All

BY CERTIFIED ACTION

SEE INSTRUCTIONS BELOW

Community Action

Community Based Food System

Energy

Greenhouse Gas

Health & Wellness

Local Economies

Natural Resources

Planning & Land Use

Calvert County Update

- **Certified: Chesapeake Beach and North Beach**



Chesapeake Beach accepting Sustainable Maryland Award in 2017

Green Team

- **Recruit members:** business, schools, public health, etc.
- Chair, regular members, liaisons to government and community
- Monthly meetings, sub-committees for specific Actions
- **Develop an Action Plan**
- **Training:** Green Teams/Local Elected Officials



Edmonston Green Team

Example: Farmers Market

Each Sustainable Maryland Action features a *Roadmap for Success*

- Assess the marketplace
- Survey local vendors
- Location and day
- Budget
- Staffing
- Publicity



Build on Local Assets

- Engaged community members with their **personal passion and/or professional expertise**
- History and heritage
- **Specific sites:** parks, waterways, business district
- **Partnerships** with local businesses, schools, congregations, non-profits



Certification Strategy

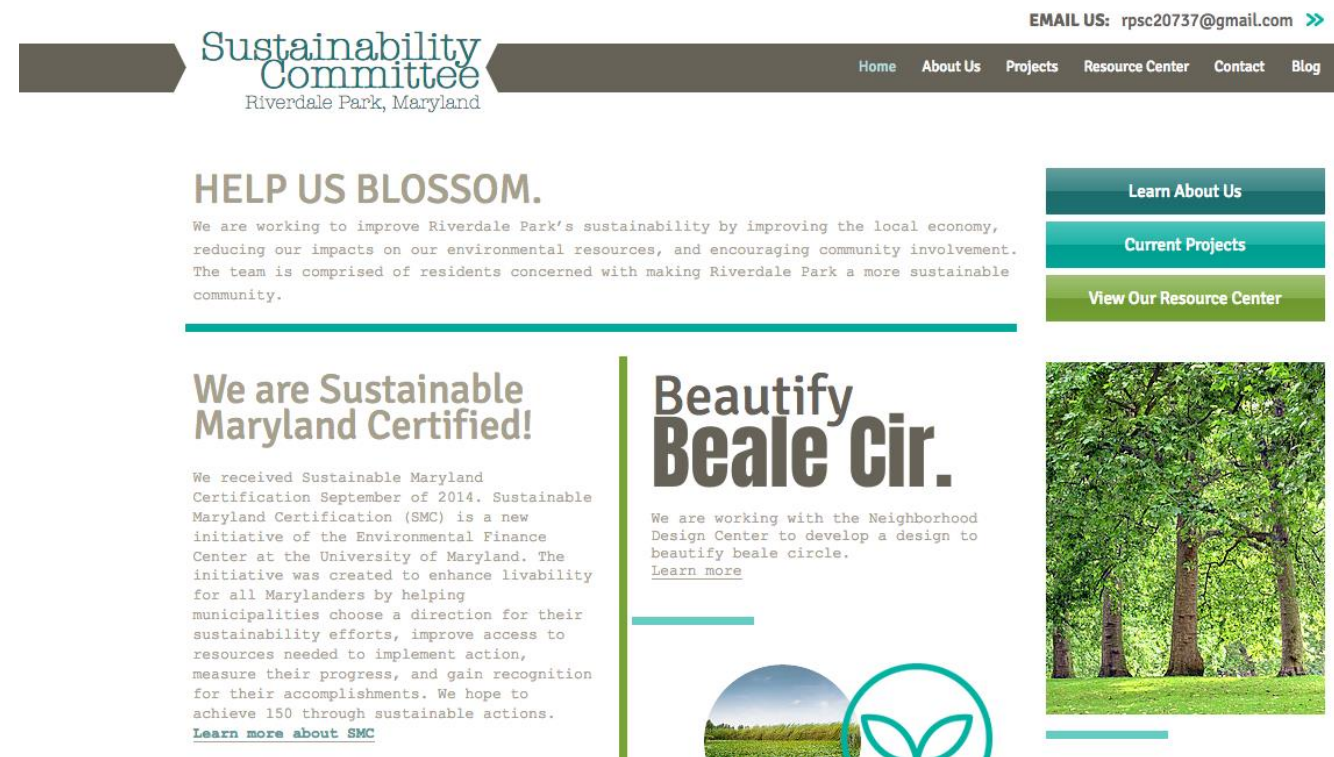
- **Assess** what Actions you have completed
- **Identify** Actions you wish to undertake
- **Rank** each Action's difficulty and duration
- **Identify** potential funding sources
- **Recruit** volunteers, assign to projects
- **Track** progress; update Green Team regularly
- **Get the word out** – publicize your efforts!



Mount Rainier re-certified in 2015

Getting the Word Out

- Recruiting volunteers
- Press releases
- Website
- Social media
- Local businesses



Chesapeake Beach Action Plan Review

2017 Actions

- Community Action IDP: Bayfront Nature Walk Series (5)
- Participation in MD Green Schools (Three, 15)
- Green Team/GT Action Plan (Mandatory - 10/10)
- Participate in Green Team Training (5)
- Promote Farmers Market (5)
- Municipal Energy Audits (20, P)
- Let's Move (15)
- Join Healthiest MD Businesses (5)
- Workplace Wellness Program (5)
- Local Economies IDP: Taste the Beaches/Beach Bots (10)
- Establish Local Business Directory (10)
- Green Purchasing Policy (15, P)
- Implement Waste Reduction program (10)
- Natural Resources IDP: CBOCS, Fishing Creek Cleanup (25)
- Pet Waste program, ordinance (5/5)
- Develop a Water Conservation Program (10)
- Facilitate Engagement in Existing Watershed Stewardship Activities (10)
- DHCD Sustainable Communities designation (20)
- Total 210 points (150 required)

Chesapeake Beach Action Plan Review

2018-2020 Potential Actions

- Pet Waste Education?
- New Resource Conservation District / Green Infrastructure Plan?
- Community Garden?
- Watershed Stewardship Projects?
- Main Street Program?
- Keep Maryland Beautiful?

Others??

Moving Forward



Mike Hunninghake

Program Manager – Sustainable Maryland

mikeh75@umd.edu

301 405-7956

www.sustainablemaryland.com

www.facebook.com/SustainableMaryland