Sustainable Maryland Wednesday Webinars

### Sustainable Maryland Action Plan

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MAY 11, 2016





## **Sustainable Maryland**

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





#### 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
COMMUNITY ACTION	
Green Team	
Participate in SMC Green Team Training	5
Create a Green Team	10 M
Complete a Green Team Action Plan	10 M
Conduct Community Barriers and Benefits Assessmen	t 15
Build SMC Resource Center	5
rticipation in MD Green Schools	10
In protive Demonstration Projects	5 to 20
COMMUNITY-BASED FOOD SYSTEM	
Local Food Consumption	
Local Food Fair	10
Local Food Consumption & Preservation Classes	5 per class
Establish Local Farmers Market	15
Promote Local Farmers Market	5
Local Food Production	-
Community Gardens	15 P
Spring Transplant Sale	10
Fall Transplant Sale	10
Establish CSA Drop-off Location	10
Innovative Demonstration Projects	5 to 20
ENERGY	
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Residential Energy Efficiency	5 to 20+
Wind Energy Project	
Innovative Demonstration Projects	5 to 20
GREENHOUSE GAS	
Municipal Carbon Footprint (pre-requisite)	15 P
Community Carbon Footprint (pre-requisite)	15
Climate Planning	
Climate Action Plan	10 to 25+
Climate Change Adaptation Element	5
Innovative Demonstration Projects	5 to 20
HEALTH & WELLNESS	a second second
Let's Move	15
Workplace Wellness	
Join Healthiest Maryland Businesses	5
Workplace Wellness Program	5 to 15
Living Well Program	5 per class
Innovative Demonstration Projects	5 to 20
LOCAL ECONOMIES	
Buy Local	
Establish Local Business Directory	10
Promote Local Business Directory	5
Buy Local Campaign	15
Local Business Roundtable	5 per roundtable
Local Business Procurement Notices	10
Economic Analysis of Procurement Practices	15
Local Purchasing Preference Policy	10
Green Business Recognition	
Join Maryland Green Registry	5
Promote Maryland Green Registry 5 points	per 2 businesses
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# SM Actions related to today's webinar

COMMUNITY ACTION	
Green Team	
Participate in SM Green Team Training	5
Create a Green Team	10M
Complete a Green Team Action Plan	10M
Conduct Community Barriers and Benefits Assessment	15
Build SM Resource Center	5
Participation in ME Green Schools	10
Innovative Demonstration Projects	5 to 20





## **ACTION PLAN**

- Conduct a survey
- **Determine** vision and goals
- Assess what Actions you have completed
- Identify Actions you wish to undertake
- Rank each Action's difficulty and duration
- Assign project leads
- Identify potential partners, funding sources
- **Recruit** volunteers, assign to projects
- **Track** progress; update Green Team regularly
- Get the word out publicize your efforts



### **Conduct a Survey**

- If just starting out, a survey is a good way to identify the needs, interests and issues in your community
- Many forms: mailing, listserv, website link, email via Survey Monkey
- Use SM template; compile and publish results





### **Determine the Vision**

- Vision: describe the characteristics of the sustainable community you want to foster.
- A few sentences that set out the role of the Green Team in the municipality, clarify its direction, inspire enthusiasm for its efforts, and point towards



### Goals: Assess What Actions have Been Completed

- Review the SM Action Menu
- Assess which Actions your municipality has completed
- Compile the documentation (text, photos, brochures, reports, etc.)







### Identify Actions You Wish to Undertake

- Identify which SM Actions are suitable for your community
- Identify Actions that are "Innovative Demonstration Projects"







# Rank each Action's difficulty and duration

- Each Action is unique
- Some require municipal/staff time, others may be entirely comprised of volunteers
- Short-term Actions:
  - Ordinances: within a month
  - Events: 1-6 months
  - Planning Documents: 1-2 years
- Long-term Actions:
  - Community Garden: 1-2 years
  - Stormwater Program/Fee: 2-3 years
  - Infrastructure (Solar, Green Street): 2-3 years





### Organization

- Start a SM folder
- Create sub-folders for each Action
- Create sub-folders within each Action for: Word docs, photos, PDFs, etc.
- Utilize Google docs or similar platform for sharing/editing
- Provide access to specific users to upload and update info



### **Project Leads**

- Green Team member who will oversee Action, liaise with council and staff
- Project lead: volunteer, staff





#### **Burkittsville SM Action Plan**

#### Updated 4-19-2015

Year 1: September 2014 – August 2015 Year 2: September 2015 – August 2016 Year 3: September 2016 – August 2017

(IDP stands for Innovative Demonstration Project) - Need Vision Statement...

YEAR ONE						
Category:	COMMUNITY	IDP?	Points	Responsible Team Member	Year/Begin/Conclude	Current Status
Action 1:	Create a Green Team		10	Lisa Orr; NO Action Folder needed	Year 1 Begin: Sept. 2014 Conclude: Feb.20 15	COMPLETED and submitted
Action 2:	Participate in SMC Green Team Training		5	Lisa Orr; NO Action Folder needed	Year 1 Begin: Mar. 15 Conclude: Apr. 2015	COMPLETED 4-12-2015 and submitted
Action 3:	Create a Green Team Action Plan (includes Community Survey)		10	Lisa Orr; NO Action Folder needed	Year 1 Begin: Jan. 15 Conclude: Apr <sub>a</sub> 2015	COMPLETED 4-19-15 and submitted
Action 4:	Create SMC Resource Center		5	Lisa Orr, Deb Burgoyne; NO Action Folder needed	Year 1 Begin: Feb. 2015 Conclude: April. 2015	Determining best location; Online until Little Red Green Barn completed. Website IN PROGRESS 5-17-15
TOTAL POI	NTS:		30			



				Member; Action Packet Status		
Action 5:	Green Business Recognition (Recruit businesses to join the MD Green Registry; 5 pts for every 2 Businesses Recruited)		5	TBD; Action Folder Needed	Year 1 Begin: Conclude:	Not assigned. Only a few businesses in <u>Bville</u> .
Action 6:	Buy Local – Develop Local Business Directory (Directory of local food and crafts). Promote the Business directory.		10	D.Burgovne with assistance from L. Orr and C. Cottingham. Action Folder created and picked up	Year 1 Begin: Spring 2015 Conclude:	Action Folder Assigned to Kirsten Mortimer who left the Green Team in April, 2015; Deb Burgoyne to take over.
TOTAL PO	INTS:		30		·	
Category:	COMMUNITY BASED FOOD SYSTEM	IDP?	Points	Responsible Team Member	Year/Begin/Conclude	Status
Action 7:	Local Food Production - IDP: Designate/promote Guyton Park as "The Burkittsville Food Forest"	~	TBD	Kim Hughes; IDP Action Folder Needed	Year 1:Begin: Spring 2015; Conclude: Summer 2015	
Action 8:	Local Food Production – IDP: Garden Produce Exchange	~	TBD	Kim Hughes; IDP Action Folder Needed	Year 1 Begin: Spring 2015 Conclude:	Deb Burgoyne will contact Lesa Cook who knows how and where this has been successfully implemented.
Action 9:	Local Food Cooking & Preservation Classes		5 pts per class up to Max. <u>of</u> 15 pts.	Shelby Beaver; Action Folder created and picked up 2-8-15	Year 1 Begin: Summer 2015? Conclude:	Action Folder created and picked up by Shelby Beaver
Action 10:	Promote Local Farmers' Markets		5	Charlie Cottingham ; Action Folder created and	Year 1 Begin: Spring 2015 Conclude:	Action Folder created and picked up by Charlie Cottingham.



## Identify potential funding sources

- Local
- Regional
- State
- Non-profit
- Crowd-funding
- SM grants portal, email newsletter







## **Identify potential partners**

- Schools
- Non-profits
- Scouts
- Business community
- Faith-based groups







# Recruit volunteers, assign to projects

- Capture every contact's email address
- Identify their interests
- Focus their passions or expertise







### Track progress; update Green Team regularly

- Regular meetings
- Sub-committees
- Report to mayor/council





# Get the word out – publicize your efforts!

- Website
- Social Media
- Press Releases
- Photos

Brand Your Town!





### WEBSITE

- Contact info: at least email
- Photos: crop for landscape format
- Update regularly: events, press releases, photos, etc.
- Platforms: existing site, Wordpress, Nationbuilder
- **Examples:** Bowie, Poolesville, Riverdale Park, Gaithersburg



#### **ANIMAL CONTROL**

#### **COMMUNITY SERVICES**

#### ECONOMIC AND BUSINESS DEVELOPMENT

#### **ENVIRONMENTAL SERVICES**

#### **FACILITY RENTALS**

HOUSING / NEIGHBORHOOD SERVICES

LICENSING

**ONLINE SERVICES** 

PASSPORTS

**PERMITTING & INSPECTIONS** 

**PLANNING SERVICES** 

**PUBLIC SAFETY** 

**PUBLIC WORKS** 

**RECYCLING & BULK PICK UP** 

**REQUEST FOR SERVICE** 

SENIOR SERVICES

#### **Environmental Services**

Home / Services / Environmental Services



Gaithersburg supports a healthy, productive environment with clean air and clean water. The role of Gaithersburg's environmental program is to understand environmental concerns, develop strategies, and make decisions consistent with the City's Mission and Strategic Plan that protect and enhance our environmental resources.

Sustainable Living: Gaithersburg Brochure

Throughout all of our activities, an underlying principle is the realization that every aspect of our environment and environmental health is interrelated. Air pollution affects water quality; impervious surfaces impact groundwater recharge and stream flows; solid waste management affects air and water quality; and noise pollution impacts quality of life. Environmental quality and our ecosystem impacts extend beyond the City of Gaithersburg's boundaries. Solutions to many environmental problems, such as ground level ozone, must consequently address issues on a broader scale that includes all of Montgomery County and the entire metropolitan Washington area. Therefore, the environmental protections attained by the City of Gaithersburg benefit not just the residents of Gaithersburg but all residents in the immediate area.



# Email 🖨 Print + Share





#### HELP US BLOSSOM.

We are working to improve Riverdale Park's sustainability by improving the local economy, reducing our impacts on our environmental resources, and encouraging community involvement. The team is comprised of residents concerned with making Riverdale Park a more sustainable community.



#### We are Sustainable Maryland Certified!

We received Sustainable Maryland Certification September of 2014. Sustainable Maryland Certification (SMC) is a new initiative of the Environmental Finance Center at the University of Maryland. The initiative was created to enhance livability for all Marylanders by helping municipalities choose a direction for their sustainability efforts, improve access to resources needed to implement action, measure their progress, and gain recognition for their accomplishments. We hope to achieve 150 through sustainable actions. Learn more about SMC



#### We are your green **Pesource**.

#### Beautify Beale Cir.

Join us Tuesday, March 31st 0 7:30PM 0 Riverdale Park Town Hall to share your thoughts on how to improve Beale Circle. Learn more





Send



#### Check out our **DPOGPESS**.

We are completing actions worth a total of 150 points from the following action categories:

- Community Action
- Community Based Food System
- Energy
- Greenhouse Gas
- Health & Wellness
- Local Economies
- Natural Resources
- Planning & Land Use

#### View our current projects >>





## **SOCIAL MEDIA - FACEBOOK**

- Set up account
- Like relevant pages: local orgs, non-profits, etc.
- Post a photo if possible
- Post daily or weekly
- When to post? Lunchtime, end of day
- Schedule posts for upcoming events
- Advertising: Set price \$5/day, target your audience
- Contests/Prizes
- Widgets: embed FB link
- Examples: Berwyn Heights, Mount Rainier, Calvert County, Cambridge Green Street



#### facebook



















### PHOTOS



- Take photos every chance you get!
- Document your own events and external events, meetings, etc.
- People, landscapes, quirky!
- Create photo database: Flickr or Instagram, or simply a shared folder all can contribute to
- Tag photos according to location, subject, date



# Questions?

- **Sustainable Maryland**
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- Follow EFC on Twitter

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