Sustainable Maryland Wednesday Webinars

Sustainable Maryland **Action Plan**

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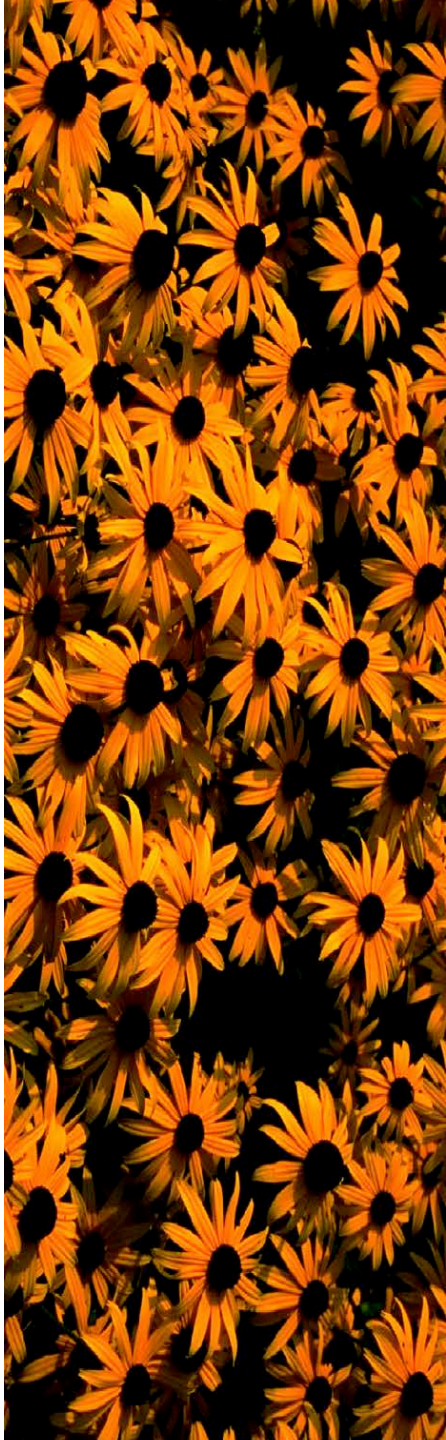
MAY 11, 2016



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 Assessment	15
Build SMC Resource Center	5
Participation in MD Green Schools	10
Innovative 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	
Municipal Energy Audits	10 (1st bldg), 5 (consec bldgs) P
Residential Energy Efficiency	5 to 20+
Wind Energy Project	10
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	
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

ACTION ITEM	POINTS
LOCAL ECONOMIES (CONTINUED)	
Green Business Certification Program	15
Green Purchasing	
Green Purchasing Policy (pre-requisite)	15 P
Evaluate Current Purchasing Practices (pre-requisite)	10
Vendor Preference Statement (pre-requisite)	10
Purchase Recycled Products	10
Purchase Environmentally Preferable Products	10
Implement Waste Reduction Program	10
Innovative Demonstration Projects	5 to 20
NATURAL RESOURCES	
Watershed Stewardship	
Implement Watershed Stewardship/Pollution Prevention Outreach Program(s)	10
Facilitate Engagement in Existing Watershed Stewardship Opportunities	5 per event
Provide Voluntary Opportunities for Citizen Engagement in Watershed Stewardship	10
Provide Incentives for Watershed Stewardship on Private Lands	15
Create a Watershed Plan	20 P
Stormwater Management	
Stormwater Management Program	15 P
Stormwater Manager/Coordinator	15
Stormwater Fee Structure	20
Septic Management	
Septics System Assessment and Inventory	15
Septics System Management Plan	20
Dedicated Septic System Fund	20
Water Conservation	
Develop a Water Conservation Plan	15
Develop a Water Conservation Outreach Program	10
Tree City USA	15
Pet Waste	
Implement a Pet Waste Education Program	5
Develop a Pet Waste Program	5
Adopt a Pet Waste Ordinance	5
Innovative Demonstration Projects	5 to 20
PLANNING AND LAND USE	
Participation in DHCD Sustainable Communities	20
Housing and the Comprehensive Plan	10
Land Preservation	
Conduct Easement Outreach that Encourages Inspection, Evaluation, and Stewardship	15
Build Easement Inventory	10
Innovative Demonstration Projects	5 to 20

P denotes Priority Action M denotes Mandatory Action

To learn more visit
www.sustainablemaryland.com

EFC Environmental Finance Center
www.efc.umd.edu

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

June 2014

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
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Participation in ME Green Schools	10
Innovative Demonstration Projects	5 to 20

Green Roofs
Green Police Station
MUTC
Sustainable
City of Mount Rainier Green Team
Community Tool Shed
The City of Mount Rainier
Healthy Eating Active Living (HEAL) City
Reduce, Reuse & Recycle
Tree City
Bike Coop
Corn Bin
Compost Bin
NetZero Homes
Tree Commission
Garden Committee
DESIGN REVIEW BOARD
State of Maryland Sustainable Community
Sustainable Maryland Certified
Green Roof

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

Brunswick
community
garden

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

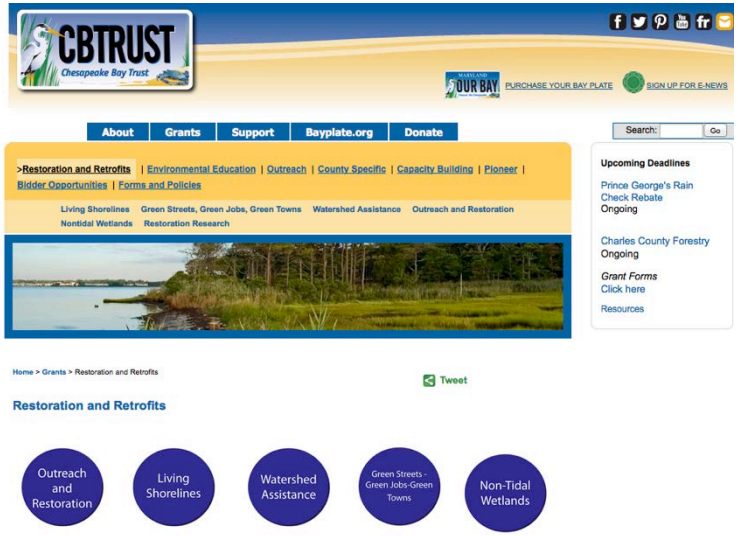
(IDP stands for Innovative Demonstration Project) – Need Vision Statement…

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., 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 POINTS:			**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 Bville.
Action 6:	Buy Local – Develop Local Business Directory (Directory of local food and crafts). Promote the Business directory.		10	D.Burgoyne 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 POINTS:			**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. of 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!

CITY OF FREDERICK
SUSTAINABLE
MARYLAND
•CERTIFIED•

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

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.

CITY OF GAITHERSBURG SUSTAINABLE MARYLAND •CERTIFIED•

MARYLAND Green Registry MEMBER mde.maryland.gov

EPA GREEN POWER PARTNER

Search

EMAIL US: rpsc20737@gmail.com >>

Sustainability Committee
Riverdale Park, Maryland

Home | About Us | Projects | Resource Center | Contact | Blog

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.

Learn About Us

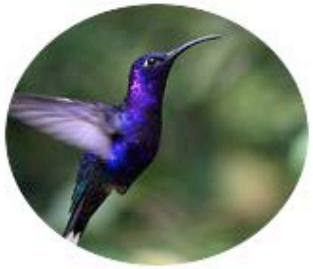
Current Projects

View Our Resource Center

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 resource.

Beautify Beale cir.

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

Learn more

Join RPSC ...

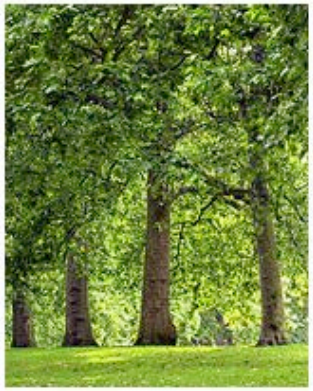
Name

Email

Subject

Message

Send



Check out our progress.

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

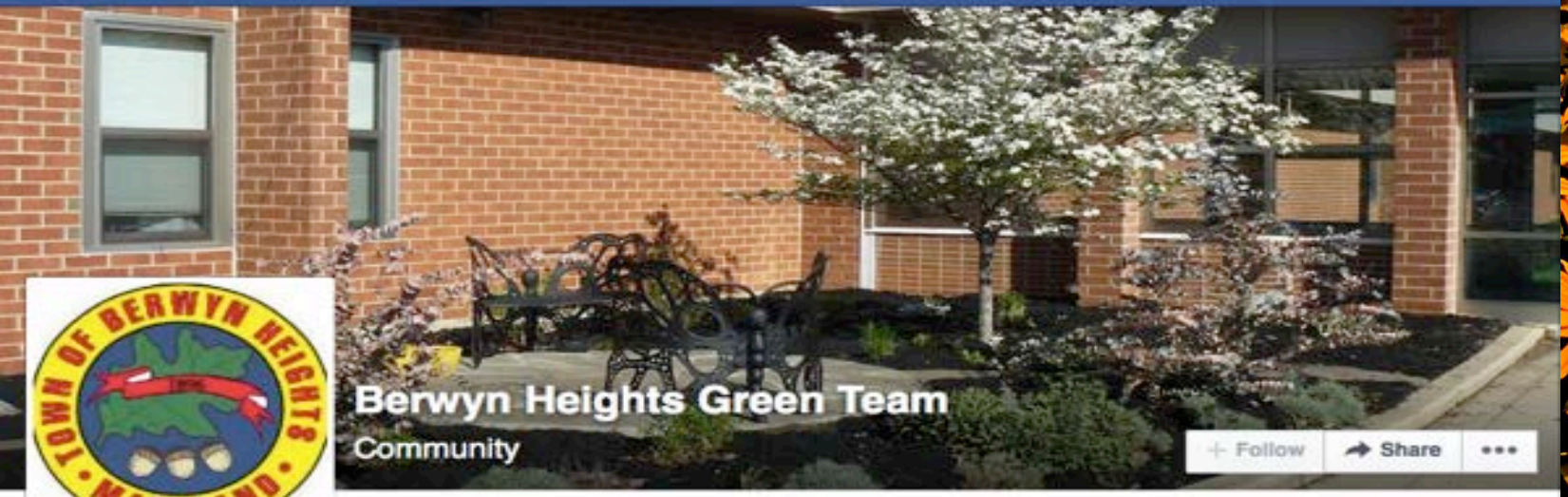
- Community Action
- Community Based Food System
- Energy
- Greenhouse Gas
- Health & Wellness
- Local Economies
- Natural Resources
- Planning & Land Use

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



Berwyn Heights Green Team

Community

+ Follow | Share | •••

Timeline | About | Photos | Likes | Events

PEOPLE >

93 likes

ABOUT >

The Berwyn Heights GreenTeam was created to help the municipality earn a "Sustainable Maryland Certificate (SMC)" and improve local living.

Suggest Edits

PHOTOS >

Post | Photo / Video

Write something...

Post

Berwyn Heights Green Team
54 minutes ago · Edited

Thank you to the Berwyn Heights Department of Public Works for posting our new community garden signs!

Mount Rainier Green Team

Government Organization

+ Follow | Share | •••

Timeline | About | Photos | Likes | More

128 people like this

Invite friends to like this Page

ABOUT

Ask for Mount Rainier Green Team's address

Ask for Mount Rainier Green Team's phone

You requested Mount Rainier Green Team's website

PHOTOS

Post | Photo / Video

Write something...

Post

Mount Rainier Green Team shared Mount Rainier Elementary PTO's event.

October 9 at 7:50am

Y

211 people like this

Invite friends to like this Page

ABOUT

Creating a Sustainable Green Calvert County and Southern Maryland!

http://www.annmariegarden.org/annmarie2/node/245

PHOTOS

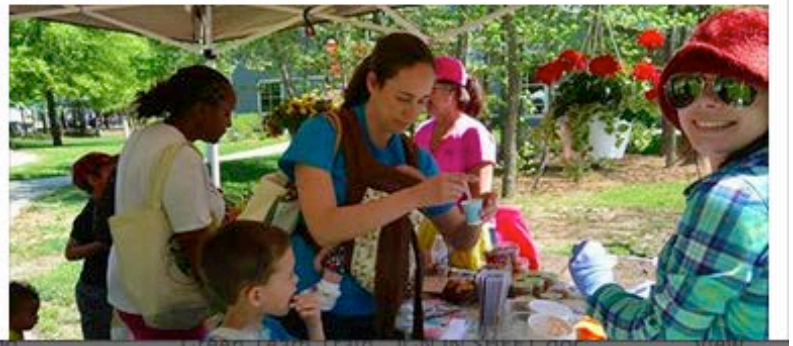
Post | Photo / Video

Write something...

Post

Calvert County Citizen's Green Team
May 13 ·

A healthy green shout-out to the more than 90 vendors that participated in the 7th Annual Calvert Green Expo on May 2 at Annmarie Garden! Attendance this year was 1,309 guests - our largest crowd yet! Thank you for sharing your green practices, services, and products with our visitors. And last, but not least, THANK YOU to the event sponsors - your financial support made all the difference in the world! Looking forward to the 8th Annual Calvert Green Expo!



Photos

Photos posted to Cambridge's Marylan...
Photos
Albums

2014

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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