

# Support for MD HB1520 Sustainable Maryland Program Fund- Establishment

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## I. Letters of Support

- Sustainable Maryland Mayors Joint Letter
- Sustainable States Network
- University of Maryland School of Architecture, Planning & Preservation
- Metropolitan Washington Council of Governments
- Prince George's County Municipal Association
- Individual City Letters
  - City of College Park
  - City of Greenbelt
  - City of Hyattsville
  - Town of Cottage City
- Sustainable Maryland Green Teams
  - City of Frederick
  - City of Frostburg
  - City of Greenbelt
  - City of Havre de Grace
  - City of New Carrollton
  - City of Salisbury
  - Town of Barnesville
  - Town of Bel Air
  - Town of Berwyn Heights
  - Town of Boonsboro
  - Town of Colmar Manor
  - Town of Edmonston
  - Town of Emmitsburg
  - Town of Galena
  - Town of Glen Echo
  - Town of Goldsboro
  - Town of New Market
  - Town of Riverdale Park
  - Town of Thurmont
  - Town of Upper Marlboro
  - Village of North Chevy Chase

## II. Additional Supporting Documentation

- Sustainable Maryland Flyer
- Map or Participating Sustainable Maryland Communities
- Sustainable Maryland Overview
- Sustainable Maryland MML Magazine



## HELPING COMMUNITIES INVEST TODAY FOR A MORE LIVABLE TOMORROW

March 4, 2020

Re: MD HB1520 Sustainable Maryland Program Fund - Establishment

Dear Delegates of the Appropriations Committee,

Maryland's municipal communities stand united in support of the MD HB1520 and urge a "YES" vote on the bill to establish the Sustainable Maryland Program Fund. Our cities and towns represent a broad-based and diverse cross-section of over 79 communities from across that state that have benefited from the technical assistance, education, and resources provided by the Sustainable Maryland (SM) program. This bill to expand and enhance SM is a critical step in the state's effort to empower local action and realize statewide environmental, economic, and social sustainability.

Over the past nine years, SM has supported municipal governments across the state of Maryland by providing jurisdictions like ours with a comprehensive suite of policies, resources, direct support, and incentives designed to help municipalities make progress across a broad range of sustainability goals. In addition, SM has helped communities build a strong network of active citizens committed to building the capacity of local governments and improving local-level sustainability throughout the state. This bill to establish an SM program fund will help codify this statewide effort and ensure local governments have the education, technical assistance, and financial resources necessary to improve quality of life.

As registered and certified municipalities of the SM program, we have firsthand experience with the benefits of a dedicated and comprehensive technical assistance program. While other programs may offer specific environmental services, the SM program framework helps provide our elected officials, staff, and local Green Teams the education and technical assistance needed to develop our own capacity to manage local sustainability issues and take advantage of resources already available.

Not only does SM enable us to more easily navigate other state and local programs, but it also helps us to organize our residents to take action. Through the SM program we have received training and information necessary to communicate the importance of sustainability to our residents, established a plan for taking action, and increased our ability to pursue funding to improve our community. The SM program has become a primary driver for building community capacity to engage in sustainability projects. By supporting this bill, the state will help to elevate and amplify these efforts. The SM Program Fund will help to replicate and scale Green Teams to

other local jurisdictions and provide much needed funding to pursue new innovative community-based projects.

By supporting the SM Program Fund, you honor the state's commitment to support Maryland communities. The current legislation advocates for local governments and helps provide much needed resources for improving the civic infrastructure upon which our communities depend. The state should take this opportunity to expand and support this high performing program in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action.

Sincerely,

Sustainable Maryland Registered and Certified Municipalities

**City of Annapolis**

Gavin Buckley, Mayor

**City of Cambridge**

Victoria Jackson-Stanley, Mayor

**City of College Park**

Patrick L Wojahn, Mayor

**City of Frederick**

Michael C. O'Connor, Mayor  
Kelly Russell, President Pro Tem

**City of Frostburg**

Bob Flanigan, Mayor  
Nina Forsythe, Commissioner of Water,  
Parks and Recreation  
Laura Bennett, Community Development  
Director

**City of Gaithersburg**

Jud Ashman, Mayor

**City of Greenbelt**

Collin Bird, Mayor  
Luisa Robles, Sustainability Coordinator

**City of Havre de Grace**

William Martin, Mayor

**City of Hyattsville**

Candace Hollingsworth, Mayor

**City of Laurel**

Craig A. Moe, Mayor

**City of Mount Rainier**

Malinda Miles, Mayor  
Luke Chesek, Councilmember  
Scott B. Cecil, Councilmember  
Celina Benitez, Councilmember

**City of New Carrollton**

Duane Rosenberg, Mayor

**City of Rockville**

Bridget Donnell Newton, Mayor

**City of Salisbury**

Jake Day, Mayor

**City of Seat Pleasant**

Eugene W. Grant, Mayor

**City of Takoma Park**

Kate Stewart, Mayor

**Town of Barnesville**

Mildred Callear, Commission President

**Town of Bel Air**

Amy G Chmielewski, Mayor

**Town of Berlin**

Gee Williams, Mayor

**Town of Berwyn Heights**

Stephen Isler, Mayor

**Town of Baldensburg**

Takisha James, Mayor

**Town of Boonsboro**

Howard Long, Mayor

**Town of Capitol Heights**

Shawn Maldon, Mayor

**Town of Chestertown**

Chris Cerino, Mayor

**Town of Cheverly**

Laila Riazi, Mayor

**Town of Colmar Manor**

Sadara B. Barrow, Mayor

**Town of Cottage City**

Ann Marshall Young, Chair Commission

**Town of Denton**

Abby McNinch

**Town of Edmonston**

Tracy Gant, Mayor

Rod Barnes, Town Administrator

**Town of Emmitsburg**

Donald N. Briggs, Mayor

Maddy Shaw, Town Clerk

**Town of Federalsburg**

Kimberly Abner, Mayor

**Town of Forest Heights**

Habeeb-Ullah Muhammad, Mayor

**Town of Galena**

John Carroll, Mayor

Kathleen Billmire, Town Facilities and  
Zoning Coordinator

**Town of Glen Echo**

Willem Polak, Mayor

Elizabeth Boa, Town Manager

**Town of Goldsboro**

Robin Cahall, Mayor

**Town of Hampstead**

Christopher Nevin, Mayor

**Town of Landover Hills**

Jeff Schomisch, Mayor

**Town of Middletown**

Mark Carney, Planning Commission  
chairman

Cynthia Unangst, Staff Planner

**Town of New Market**

Lawrence "Jake" Romanell, Councilman

**Town of North Beach**

Mike Benton, Mayor

**Town of North Brentwood**

Petrella Robinson, Mayor

**Town of Perryville**

Robert Rashby, Jr, Mayor

**Town of Pittsville**

George Whited, Jr, Commission President

Joseph A Mangini, Jr, Town Manager

**Town of Poolesville**

Jerome Klobukowski, Commission President

**Town of Riverdale Park**

Alan K. Thompson, Mayor

**Town of Snow Hill**

Gary Weber, Mayor

**Town of Somerset**

Jeffrey Slavin, Mayor

Marnie Shaul, Council President

**Town of Thurmont**

Town of Thurmont, John A. Kinnaird, Mayor

Jim Humerick, Chief Administrative Officer

Vickie Grinder, Economic Development  
Manager

**Town of Upper Marlboro**

Linda Pennoyer, President/Mayor

**Village of North Chevy Chase**

Adrian Andreassi, Council Chair

# SUSTAINABLE STATES network

Shared Vision. Local Impact.

March 4, 2020

Re: MD HB1520 Sustainable Maryland Program Fund - Establishment

Dear Delegates of the Maryland House Appropriations Committee,

The Sustainable States Network (SSN), a network of state-aligned local sustainability programs across 12 states, supports HB1520 Sustainable Maryland Program Fund – Establishment.

States are the frontline implementers of major environmental, social, and economic policies and programs. They are large enough to make investments, think regionally, and organize significant and systemic changes. Local governments are more responsive to community needs and are best able to adapt solutions to local variations in preferences and conditions. Most local governments, however, have very limited resources to assess and implement new strategies to address emerging problems. Moreover, when higher levels of government fail to act, focus inevitably shifts to more local actors.

In order to meet the sustainability imperative, states must marshal local forces and scale them up to achieve significant and timely impact. Over the past decade, at least a dozen programs have formed at the state scale that set standards, provide guidance and coordinate the provision of resources in order to promote local action for sustainable transformation. Coordinated by these programs, thousands of local governments across the United States have placed sustainability on the local policy agenda and implemented tens of thousands of discrete sustainability projects within a short span of time.

Like all of the SSN members, Sustainable Maryland focuses on local governments as the primary change agent for sustainable development progress. Sustainable Maryland works to:

- Engage local governments at scale;
- Identify tools, best practices; resources and campaigns to support local action;
- Set standards to provide a framework to guide change;
- Support cities moving from pledges & plans to implementation, by providing data, tools, training, and hands-on technical assistance;
- Develop peer-to-peer city engagement for regional action; and,
- Measure, reward, and track city progress.

By connecting and aligning statewide sustainability programs, SSN enables members to share resources and best practices, foster the success of local sustainability initiatives, and collaborate on projects that advance shared goals with the ultimate vision of building a future where sustainability is the norm for every community.

The Sustainable Maryland program has been a leader in sustainability, not only in Maryland, but in the Sustainable States Network. They have served on the network's steering committee for four years, acted

*The kind of change required by sustainability implicates each community, each household, and each individual. Successful solutions to problems at this level of society will need to be rooted in the cultural specificity of the town or region if the people are to be supportive of and involved in such change.*

*~UNESCO (1997) Educating for a Sustainable Future: A Transdisciplinary Vision for Concerted Action*

as co-chair for two years, and have been actively engaged in the network's equity, climate change, and education working groups. They serve as an ambassador for Maryland's sustainability efforts. While Sustainable Maryland has successfully managed an ambitious program that has demonstrated leadership over the years, their biggest challenge remains insufficient funding.

As a network, we have found that statewide sustainability programs are most successful when they have access to adequate funding for staff and the ability to offer municipalities direct funding support. Programs that have achieved close coordination with their respective states and receive financial support are able to increase community participation, advance state goals, and mobilize a network of statewide sustainability champions.

Some of our network's most well-resourced programs include Sustainable Jersey who receives about \$600,000 a year, or approximately 1/3 of its annual budget, from New Jersey State agencies; Minnesota, whose budget includes 1.5 FTE supported by the state; and New York's Climate Smart Communities, which receives about \$10 million a year from the New York State legislature as part of the state's Environmental Protection Fund. These programs are able to provide secure, on-going technical assistance with a focus on comprehensive issues that align with state goals. They act as trusted state partners that are able to translate state-level policies to the local level and serve as a conduit for continued improvement of state-local relationships.

While SSN does not expect to achieve parity of state-level support between SSN members, we do ask that States consider the precedence of similar programs being supported and funded by their respective state governments. SSN members that have more closely aligned with their respective states demonstrate that there is value to the state in such labor-intensive efforts as direct local engagement, broad community outreach and education, and intensive collaboration with volunteer stakeholder committees. These efforts, being undertaken by the Sustainable Maryland program, greatly increase participation in local sustainability programs and enable greater civic engagement throughout the state of Maryland.

By supporting HB1520 Sustainable Maryland Program Fund – Establishment, Maryland codifies their commitment to sustainability and empowers local communities for years to come. In addition, Maryland would join other state leaders in building a future where sustainability is the norm for every community.

We hope you will take this opportunity to support the expansion of this cost-effective, trusted, and beneficial program so that it can continue to provide technical assistance, coordinate local efforts, and encourage the attainment of local sustainability priorities throughout Maryland and beyond.

### **Sustainable States Network**

#### **Lola Schoenrich**

Great Plains Institute Vice President  
Sustainable States Network Coordinator

#### **Jim Price**

Sustainable Pennsylvania Program Manager  
Sustainable States Network Steering Committee  
Co-Chair 2019, 2020

#### **Jessica LeClair**

Sustainable CT Program Manager  
Sustainable States Network Steering Committee  
Member Co-Chair 2017, 2018, 2019

#### **Randy Solomon**

Sustainable Jersey Director  
Sustainable States Network Steering Committee  
Member 2017, 2018, 2019, 2020



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College Park, Maryland 20742  
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[www.arch.umd.edu](http://www.arch.umd.edu)

*Office of the Dean*

February 24, 2020

Dear Senate Education, Health & Environment Committee Members and House Appropriations Committee Members:

The University of Maryland School of Architecture, Planning and Preservation is pleased to offer its strong support of Senate Bill 0737 / House Bill 1520 establishing the Sustainable Maryland Program Fund.

Established in 2011 as an initiative of the School, the Sustainable Maryland (SM) program has supported communities across the state by helping them pursue a sustainable future. Serving the University's land grant mission, SM provides local governments and community associations with a broad range of support to create just, resilient and economically vibrant communities. The program has built a broad and strong network of active citizens, with Green Teams working in half of the municipalities in Maryland.

The SM program connects Maryland communities with the expertise of researchers and students in our School and across the University. Our School has just completed a dynamic new Strategic Plan that calls for us to address society's "big" challenges including climate change; insufficient housing supply, quality, and equity; immigration; creating a diverse and inclusive world; and the impact of digital technology on the social fabric. The School community commits to "strategically working toward solutions for improving our environment and society through innovative, community-engaged practice and research, that utilizes our world class research and scholarship; and preparing our students to tackle these challenges as they enter the professions," and the SM program embodies this commitment and approach to improving our built environment for future generations of Marylanders.

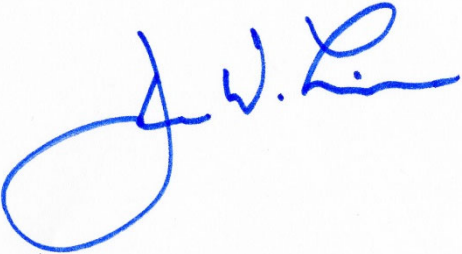
SM staff provide support to local governments and residents with workshops, webinars, regional conferences and leadership trainings. On a daily basis, the program advises communities on initiatives as diverse as stormwater management, community gardens, renewable energy, urban tree canopy, Buy Local campaign, and smart land use planning. Additionally, the certification element of the program, Sustainable Maryland Certified, has become a branding for towns and cities to demonstrate their "green" credentials and has the potential to be extended to unincorporated communities throughout the State.

The SM program effectively acts as the "sustainability extension" arm of our School, organizing Green Teams, creating peer-to-peer networks and supporting the implementation of projects that benefit communities and further the State's own sustainability goals. It also engages undergraduate and graduate students in local projects where they gather real-world experience working with elected officials, municipal staff, and local residents.



The SM program truly provides holistic support to communities in every area of local sustainability. It is the only program doing this type of work, and it has become the trusted source for communities seeking sustainable future.

Best regards,

A handwritten signature in blue ink, appearing to read "D.W. Linebaugh". The signature is fluid and cursive, with a large loop at the beginning of the first name.

Donald W. Linebaugh, PhD, RPA  
Dean and Professor  
[dwline@umd.edu](mailto:dwline@umd.edu)  
301-405-6309 (office); 240-461-8936 (mobile)



Metropolitan Washington  
Council of Governments

February 25, 2020

The Honorable Jared Solomon  
Maryland House of Delegates  
222 House Office Building  
6 Bladen Street  
Annapolis, MD 21401

RE: Support for HB 1520, Legislative Initiative to Establish the Sustainable Maryland Program Fund

Dear Delegate Solomon,

On behalf of the Metropolitan Washington Council of Governments (COG) Climate, Energy and Environment Policy Committee (CEEPC), we are writing to offer our support for your bill (HB 1520) to establish the Sustainable Maryland Program Fund mandate for a minimum annual allocation of \$750,000 be included in the Governor's Budget Bill.

Sustainable Maryland has received no core funding for the last four years, the program has been 99% supported through special project grants. Currently, Sustainable Maryland does not have enough resources to issue funds directly to local projects. The development and the maintenance of the core program functions has been under invested. The bill would allow staff to provide on-going training, peer-networking convening, and the ability to focus on comprehensive and technical sustainability projects. It will also allow Sustainable Maryland to issue funds and support direct projects to localities, totaling over 70 Maryland municipalities since 2017.

Supporting initiatives to meet the region's climate goals is a COG policy priority and the bill's passage will directly assist implementation of actions in Maryland communities that protect natural resources, facilitate suitable land use, conserve energy, reduce greenhouses gas emissions, and encourage smart growth.

Please contact Steve Walz, COG's Director of Environmental Programs at (202) 962-3205 or [swalz@mwkog.org](mailto:swalz@mwkog.org) if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Walz', with a horizontal line extending to the right.

Hon. Daniel Sze  
Chair, Climate, Energy and Environment Policy Committee

cc: The Honorable Ben Barnes  
The Honorable Tony Bridges  
The Honorable Lorig Charkoudian  
The Honorable Jim Gilchrist  
The Honorable Lesley J. Lopez  
The Honorable Sara Love  
The Honorable Julie Palakovich Carr  
The Honorable Emily Shetty  
The Honorable Dana Stein

The Honorable Vaughn Stewart  
The Honorable Pat Young



# Prince George's County Municipal Association

*An Association Of 27 Municipalities*



February 21, 2020

Maryland Senate  
Education, Health and Environment Committee

Maryland House of Delegates  
Appropriations Committee Members

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Senators and Delegates:

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Prince George's County Municipal Association (PGCMA) urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As elected officials represented the 27 communities in Prince George's County our members have firsthand experience with the benefits of the Sustainable Maryland program. Twenty-five of our 27 communities are either a registered or certified municipality that has relied on the SM program to support their comprehensive sustainability efforts the SM program provides our municipalities a valuable toolbox of resources to seek sustainable solutions that improve our environment.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop capacity to manage local sustainability issues comprehensively and navigate other state and local programs that can be beneficial to our member communities. Establishing a Sustainable Maryland Program Fund would strengthen the PGCMA member communities' efforts, ensuring that each member gets the support needed to develop, fund or implement ground level projects that are innovative solutions to improving the environment in the State of Maryland.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in the PGCMA communities, but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

A handwritten signature in black ink, appearing to read "Tracy R. Gant".

Tracy R. Gant  
President, Prince George's County Municipal Association  
Mayor, Town of Edmonston



# CITY OF COLLEGE PARK

OFFICE OF THE MAYOR & CITY COUNCIL

8400 BALTIMORE AVENUE SUITE 375 COLLEGE PARK MD 20740 | COLLEGEPAKMD.GOV

February 18, 2020

## MAYOR

Patrick L. Wojahn

pwojahn@collegeparkmd.gov  
240.988.7763

## DISTRICT 1

Fazlul Kabir

fkabir@collegeparkmd.gov  
301.659.6295

Kate Kennedy

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202.400.1501

## DISTRICT 2

P.J. Brennan

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202.288.5569

Monroe S. Dennis

mdennis@collegeparkmd.gov  
301.474.6270

## DISTRICT 3

Robert W. Day

rday@collegeparkmd.gov  
301.741.1962

John B. Rigg

jrigger@collegeparkmd.gov  
443.646.3503

## DISTRICT 4

Maria E. Mackie

mmackie@collegeparkmd.gov  
240.472.0681

Denise Mitchell

dmitchell@collegeparkmd.gov  
301.852.8126

Delegate Maggie McIntosh, Chair  
Appropriations Committee  
Room 121  
House Office Building  
Annapolis, MD 21401

### Re: HB 1520 Sustainable Maryland Program Fund - Establishment

Dear Delegate McIntosh and Committee Members:

The City of College Park Council voted unanimously to support HB 1520, and on behalf of the Council and our residents, I respectfully request that you vote in favor of this important bill.

The City of College Park, a certified Sustainable Maryland community, has greatly benefitted from the technical assistance, education, and resources provided by the Sustainable Maryland (SM) program. Nearly 80 other communities throughout Maryland have also benefitted from this program. The bill to expand and enhance SM is a critical step in the State's effort to empower local action and realize statewide environmental, economic, and social sustainability.

For almost a decade SM has provided jurisdictions with a comprehensive suite of policies, resources, direct support, and incentives designed to help municipalities achieve a broad range of sustainability goals. In addition, SM has helped communities build a strong network of active residents committed to building the capacity of local governments and improving local-level sustainability throughout the state. HB 1520 will establish an SM Program Fund to help codify this statewide effort and ensure local governments have the education, technical assistance, and financial resources necessary to improve quality of life.

SM program has become a primary driver for building community capacity to engage in sustainability projects. It has provided training and information to communicate the importance of sustainability to residents and establish an action plan. HB 1520 offers the opportunity to expand this high-performing program, and I urge you to support it.

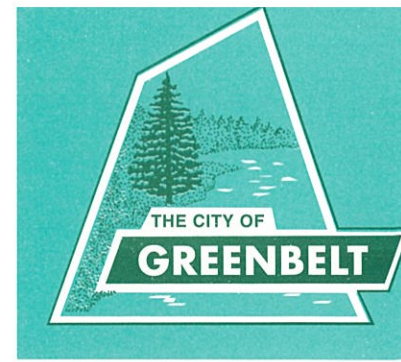
Sincerely,

Patrick L. Wojahn  
Mayor

cc: Members of the Senate Appropriations Committee  
21<sup>st</sup> District Delegation

# CITY OF GREENBELT

25 CRESCENT ROAD, GREENBELT, MD. 20770-1886



February 24, 2020

The Honorable Maggie McIntosh, Chair  
Appropriations Committee  
Maryland General Assembly  
121 House Office Building  
6 Bladen Street  
Annapolis, Maryland 21401

**CITY COUNCIL**  
Colin A. Byrd, Mayor  
Emmett V. Jordan, Mayor Pro Tem  
Judith F. Davis  
Leta M. Mach  
Silke I. Pope  
Edward V.J. Putens  
Rodney M. Roberts

**Re: MD SB0737 / HB1520 Sustainable Maryland Program Fund - Establishment**

Dear Chair McIntosh & Committee Members:

Maryland's municipal communities stand united in support of the MD SB0737 / HB 1520 and urge a "YES" vote on the bill to establish **the Sustainable Maryland Program Fund**. Our cities and towns represent a broad-based and diverse cross-section of over 76 communities from across our state that have benefited from the technical assistance, education, and resources provided by the Sustainable Maryland (SM) program. This bill to expand and enhance SM is a critical step in the State's effort to empower local action and realize statewide environmental, economic, and social sustainability.

Over the past nine years, SM has supported municipal governments across the state of Maryland by providing jurisdictions like ours with a comprehensive suite of policies, resources, direct support, and incentives designed to help municipalities make progress across a broad range of sustainability goals. In addition, SM has helped communities build a strong network of active citizens committed to building the capacity of local governments and improving local-level sustainability throughout the state. This bill to establish an SM Program Fund will help codify this statewide effort and ensure local governments have the education, technical assistance, and financial resources necessary to improve quality of life.

As registered and certified municipalities of the SM program, we have firsthand experience with the benefits of a dedicated and comprehensive technical assistance program. While other programs may offer specific environmental services, the SM program framework helps provide our elected officials, staff, and local Green Teams the education and technical assistance needed to develop our own capacity to manage local sustainability issues and take advantage of resources already available.

Not only does SM enable us to more easily navigate other state and local programs, but it also helps us to organize our residents to take action. Through the SM program we have received training and information necessary to communicate the importance of sustainability to our residents, established a plan for taking action, and increased our ability to pursue funding to improve our community. The SM program has become a primary driver for building community capacity to engage in sustainability projects. By supporting this bill, the state will help to elevate and amplify these efforts. The SM Program Fund will help to replicate and scale Green Teams to other local jurisdictions and provide much needed funding to pursue new and innovative community-based projects.

By supporting the SM Program Fund, you honor the state's commitment to support Maryland communities. The current legislation advocates for local governments and helps provide much needed

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[www.greenbeltmd.gov](http://www.greenbeltmd.gov)



resources for improving the civic infrastructure upon which our communities depend. The State should take this opportunity to expand and support this high-performing program in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action.

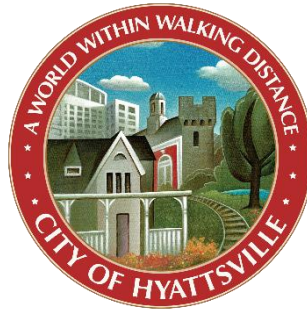
Sincerely,

A handwritten signature in black ink that reads "Colin Byrd". The signature is written in a cursive, flowing style.

Colin A. Byrd  
Mayor, City of Greenbelt

cc: City Council  
Senator Paul Pinsky  
Delegate Anne Healey  
Delegate Alonzo Washington  
Delegate Nicole Williams  
Mike Hunninghake, Program Manager, Sustainable Maryland  
Luisa Robles, Sustainability Coordinator  
Nicole Ard, City Manager  
David Moran, Assistant City Manager

Candace B. Hollingsworth  
Mayor



Tracey E. Douglas  
City Administrator

February 19, 2020

Honorable Paul G. Pinsky  
Chairman  
Education, Health and  
Environmental Affairs Committee  
Miller Senate Office Building  
11 Bladen Street  
Annapolis, Maryland 21401

Honorable Maggie McIntosh  
Chairman  
House Appropriations Committee  
House Office Building, Room 121  
6 Bladen Street  
Annapolis, Maryland 21401

**RE: MD SB0737 / HB1520 Sustainable Maryland Program Fund - Establishment**

Dear Chairman Pinsky and Chairman McIntosh:

I am writing on behalf of the City of Hyattsville to state our support for Senate Bill 737 and House Bill 1520, for the establishment of the Sustainable Maryland Program Fund.

Our cities and towns represent a broad-based and diverse cross-section of over 76 communities from across our state that have benefited from the technical assistance, education, and resources provided by the Sustainable Maryland (SM) program. This bill to expand and enhance SM is a critical step in the State's effort to empower local action and realize statewide environmental, economic, and social sustainability.

Over the past nine years, SM has supported municipal governments across the state of Maryland by providing jurisdictions like ours with a comprehensive suite of policies, resources, direct support, and incentives designed to help municipalities make progress across a broad range of sustainability goals. In addition, SM has helped communities build a strong network of active citizens committed to building the capacity of local governments and improving local-level sustainability throughout the state. This bill to establish an SM Program Fund will help codify this statewide effort and ensure local governments have the education, technical assistance, and financial resources necessary to improve quality of life.

As registered and certified municipalities of the SM program, we have firsthand experience with the benefits of a dedicated and comprehensive technical assistance program. While other programs may offer specific environmental services, the SM program framework helps provide our elected officials, staff, and local Green Teams the education and technical



assistance needed to develop our own capacity to manage local sustainability issues and take advantage of resources already available.

Through the SM program we have received training and information necessary to communicate the importance of sustainability to our residents, established a plan for taking action, and increased our ability to pursue funding to improve our community. The SM program has become a primary driver for building community capacity to engage in sustainability projects. By supporting this bill, the State of Maryland will help to elevate and amplify these efforts. The SM Program Fund will help to replicate and scale Green Teams to other local jurisdictions and provide much needed funding to pursue new and innovative community-based projects.

By supporting the SM Program Fund, you honor the state's commitment to support Maryland communities. The current legislation advocates for local governments and helps provide much needed resources for improving the civic infrastructure upon which our communities depend. The State should take this opportunity to expand and support this high-performing program in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action.

We thank you for your consideration of this request and ask for your respective Committee's approval of Senate Bill 737 and House Bill 1520.

Sincerely,

A handwritten signature in black ink, appearing to read "Candace B. Hollingsworth". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Candace B. Hollingsworth  
Mayor

cc: Maryland Delegation, District 22  
Maryland Delegation, District 47A



## TOWN OF COTTAGE CITY

3820 – 40th Avenue  
Cottage City, Maryland 20722  
(301) 779-2161 • Fax (301) 779-3525

February 17, 2020

### **Re: MD SB0737 / HB1520 Sustainable Maryland Program Fund - Establishment**

Dear Delegates of the Appropriations Committee,

Maryland's municipal communities stand united in support of the MD SB0737 / HB 1520 and urge a "YES" vote on the bill to establish the Sustainable Maryland Program Fund. Our cities and towns represent a broad-based and diverse cross-section of over 76 communities from across our state that have benefited from the technical assistance, education, and resources provided by the Sustainable Maryland (SM) program. This bill to expand and enhance SM is a critical step in the State's effort to empower local action and realize statewide environmental, economic, and social sustainability.

Over the past nine years, SM has supported municipal governments across the state of Maryland by providing jurisdictions like ours with a comprehensive suite of policies, resources, direct support, and incentives designed to help municipalities make progress across a broad range of sustainability goals. In addition, SM has helped communities build a strong network of active citizens committed to building the capacity of local governments and improving local-level sustainability throughout the state. This bill to establish an SM Program Fund will help codify this statewide effort and ensure local governments have the education, technical assistance, and financial resources necessary to improve quality of life.

As registered and certified municipalities of the SM program, we have firsthand experience with the benefits of a dedicated and comprehensive technical assistance program. While other programs may offer specific environmental services, the SM program framework helps provide our elected officials, staff, and local Green Teams the education and technical assistance needed to develop our own capacity to manage local sustainability issues and take advantage of resources already available.

Not only does SM enable us to more easily navigate other state and local programs, but it also helps us to organize our residents to take action. Through the SM program we have received training and information necessary to communicate the importance of sustainability to our residents, established a plan for taking action, and increased our ability to pursue funding to improve our community. The SM program has become a primary driver for building community capacity to engage in sustainability projects. By supporting this bill, the state will help to elevate and amplify these efforts. The SM Program Fund will help to replicate and scale Green Teams to other local jurisdictions and provide much needed funding to pursue new and innovative community-based projects.

By supporting the SM Program Fund, you honor the state's commitment to support Maryland communities. The current legislation advocates for local governments and helps provide much needed resources for improving the civic infrastructure upon which our communities depend. The State should



## TOWN OF COTTAGE CITY

3820 – 40th Avenue  
Cottage City, Maryland 20722  
(301) 779-2161 • Fax (301) 779-3525

take this opportunity to expand and support this high-performing program in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action.

Sincerely,

Ann Marshall Young  
Chair, Commission  
Town of Cottage City, Maryland



sustainable  
**FREDERICK**

---

March 2, 2020

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee/ Dear Delegates of the Education, Health and Environment Committee,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Municipality Name Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Sustainability Committee members of The City of Frederick we have firsthand experience with the benefits of the Sustainable Maryland program. As a three-time certified municipality our city has relied on the SM program to support our comprehensive sustainability efforts since 2013. The Sustainable Maryland Leadership Trainings offered to green teams throughout the state are important to provide our members with actions, ideas, and learning about what other local teams are doing.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to communicate the importance of sustainability to our elected officials.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in The City of Frederick but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

The City of Frederick Sustainability Committee:  
Katey Grogan, Sustainability Committee Chair  
James Baker  
Christine Maher  
Phil LeBlanc  
Eric Daniels  
Greg Sember  
David Berliner



# City of Frostburg

**W. Robert Flanigan**  
*Mayor*

February 21, 2020

Laura (L.J.) Bennett  
Community Development Director, Green Team Member  
City of Frostburg  
59 E. Main Street  
Frostburg, MD 21532

**Commissioners**

**Donald L. Carter, Jr.**  
*Commissioner of  
Finance*

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the City of Frostburg Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

**Kevin G. Grove**  
*Commissioner of  
Public Safety*

As residents and Green Team members of the City of Frostburg we have firsthand experience with the benefits of the Sustainable Maryland program. As a certified municipality our City has relied on the SM program to support our comprehensive sustainability efforts for over 4 years. The City of Frostburg has benefitted from participating in the SM program in numerous ways. A Community Garden was constructed in a vacant lot with space for 16, 24 SF plots, a donated rain cube, and water hydrant. Frostburg's Green Team spearheaded a campaign to encourage citizens to responsibly dispose of pet waste, and educate the community on the human health and environmental consequences of proper disposal. Leadership training sponsored by the SM Program and attended by City Staff and Green Team members has led to an application for a Maryland Energy Administration grant for an electric police vehicle, leading the way for our very first EV in the City fleet. The SM Program has been instrumental in helping Frostburg develop its Green Team and identify potential sustainability projects. The reliability of SM staff in terms of technical assistance for sustainability projects and guidance throughout the program is exemplary. As a result, citizens are more deeply engaged with local elected officials and municipal projects where their volunteer time and expertise is appreciated. The SM framework is the model followed in Frostburg and has been crucial to the formation, development, and cohesiveness of the Green Team. The peer-to-peer network has added value to not only the work conducted in the Community Development Department, but also has added value and growth potential to the relationships with the citizenry in the private sector.

**Nina Forsythe**  
*Commissioner of  
Water, Parks and  
Recreation*

**Adam Ritchey**  
*Commissioner of  
Public Works*

**Elizabeth Stahlman**  
*City Administrator*

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to expand marketing to encourage buying local produce at the Farmer's Market, and supporting food preservation demonstrations. Support to develop a "CSO EDU" program to educate local University and High School students about the Consent Decree to eliminate the combined sewer overflows in our community, where current and future projects directly impact University

and High School adjacent areas, would lead to a greater understanding of how and why these projects are so important to our watersheds and our ability to sustain our valuable natural resources. Our local community takes great pride in the many natural resources we enjoy and is dedicated to developing initiatives to sustain solid stewardship of those resources.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our city but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,



Laura (L.J.) Bennett  
Community Development Director  
Green Team Member  
City of Frostburg

Brian Vought  
Parks and Recreation Director  
Green Team Member  
City of Frostburg

Deirdre Robertson  
Executive Director, Frostburg First  
Green Team Member

Mr. Thomas M. Kozikowski  
Environmental Science and  
Physics Teacher  
Green School Coordinator  
Mountain Ridge High School  
Community Member

Claire A. Raesly  
Green Team Member  
Mountain Ridge High School

Kevin Grove  
Commissioner of Public Safety  
Green Team Member  
City of Frostburg

February 20, 2020

Delegates Solomon, B. Barnes, Bridges, Charkoudian, Gilchrist, Lopez, Love, Palakovich Carr, Shetty, Stein, Stewart, and P. Young  
Maryland House of Delegates  
6 Bladen Street  
Annapolis, MD 21401

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee:

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the City of Greenbelt Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of the City of Greenbelt, we have firsthand experience with the benefits of the Sustainable Maryland program. As a certified municipality our city has relied on the SM program to support our comprehensive sustainability efforts for over 10 years.

The City of Greenbelt has strived to be sustainable since its inception during World War II as a pedestrian- and bicycle-friendly planned community with an extensive tree canopy. The Greenbelt City Council has participated in the Sustainable Maryland program from its inception, forming a Green Team and sending members to training, in order to continue its sustainability programs and activities and to strive for excellence in sustainability practices.

Although the City of Greenbelt had been developing a Sustainability Framework when the SM program was being established, following the guidelines of the program has enabled Greenbelt to organize and concentrate our activities into a focused effort. By interacting with Green Teams from other Maryland municipalities at SM summits, the Green Team has learned about and collaborated with other cities and towns. For example, soon we will start a compost drop-off program modeled after the City of College Park's compost drop-off program. We hope this will lead to a community-wide compost pick-up program, like the City of Bowie is doing in 7 of its neighborhoods in a pilot program. Most importantly, we not only learn from other Maryland Green Teams, we can develop programs that will have a more likely chance of succeeding if we join together. At last week's SM Route 1 Corridor summit, we learned of municipalities wishing to join forces to have PEPCO agree to change our municipal streetlights to LED street lighting at a reasonable cost—PEPCO currently ensures that it keeps its current less efficient lighting by charging municipalities an exorbitant amount to switch to LEDs, far beyond the cost of LEDs. In the meantime, our municipalities must pay for the higher electricity usage of the existing lighting.

The Greenbelt Green Team consists of: Susan Barnett, Ron Bjorkland, Rhema Bjorkland, Maggie Callalan, Matt Dirksen, Josh Hamlin, Michael Hartman, Erica Hernandez, Larry Hilliard, William Manico, Steve Skolnik, Jane Young, and Xochitl Zamora-Thompson. Our Green Team Zero Waste subgroup members include Hally Ahearn, Kathy Bartolomeo, John Campanile, Ben Fischler, Beth Leamond, Naomi Littlefield, Lore Rosenthal, and Tom Taylor.

Please vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in Greenbelt but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

A handwritten signature in black ink, appearing to read "John R. Lippert". The signature is fluid and cursive, with the first name "John" being the most prominent.

John Lippert, Chair  
Greenbelt Green Team



February 19, 2020

Delegates of the Appropriations Committee

Delegates of the Education, Health, and Environment Committee

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Havre de Grace Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of Havre de Grace we have firsthand experience with the benefits of the Sustainable Maryland program. As a certified municipality our city has relied on the SM program to support our comprehensive sustainability efforts for over 3 years. Our Green Team strives to assist our city through adopting and implementing practices that protect our environment both now and for future generations. The support provided by Sustainable Maryland through information and available trainings are integral to our continued success.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed continue communicating the importance of sustainable environmental practices to our elected officials.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in Havre de Grace but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

*Danielle Wolfe*

Danielle Wolfe  
Secretary, Havre de Grace Green Team

Carol Zimmerman  
President, Havre de Grace Green Team



## CITY OF NEW CARROLLTON GREEN TEAM

6016 PRINCESS GARDEN PARKWAY  
NEW CARROLLTON, MARYLAND 20784

February 18, 2020

Maryland Senate Education, Health and Environmental Affairs Committee  
2 West Street  
Miller Senate Office Building  
Annapolis, Maryland 21401

ATTN: The Honorable Paul G. Pinsky, Chair

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear The Honorable Paul G. Pinsky and Honorable Members of the Education, Health and Environmental Affairs Committee:

On behalf of the City of New Carrollton Green Team, I urge you to support SB0737/HB1520 and vote "YES" to establish the Sustainable Maryland Program Fund. Please note that the Green Team discussed this legislation and voted unanimously to request your support of SB0737/HB1520.

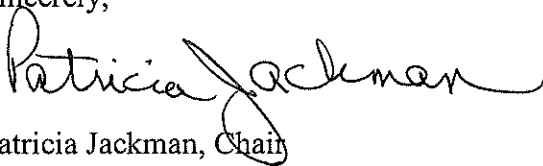
As residents and Green Team members of the City of New Carrollton, we have firsthand experience with the benefits of the Sustainable Maryland program. As a Sustainable Maryland (SM) certified municipality our City has relied on the SM program to support our comprehensive sustainability efforts for over a year and a half.

SM has been instrumental in the City of New Carrollton launching its environmental programs and initiatives. SM provided advice and assistance to the City when it was establishing its Green Team and trained the Green Team once it was constituted. It has provided guidance to City staff who are liaisons to the Green Team. SM conducted a Pet Waste Management Summit that the City's Horticulturist, Mayor and Green Team Chair attended, and provided several pet waste stations that were installed in the City. SM has conducted various training sessions that have been of tremendous help to the City such as Growing the Community Forest and Community Energy Efficiency: Meeting the Climate Deadline. As a result of attending the latter training and implementing a SM required survey of City residents, the Green Team is focusing on energy efficiency in 2020. The City installed electric vehicle chargers and purchased an electric vehicle this Fiscal Year.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to independently manage local sustainability issues and navigate other state and local programs so that we can take advantage of available resources. Establishing a SM Program Fund would strengthen these efforts, ensuring that we get the support needed to influence our residents regarding sustainability issues.

Please vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund. Such a Fund will ensure that SM can increase its technical assistance to municipalities and help build community capacity to engage in environmental, economic and social sustainability projects.

Sincerely,



Patricia Jackman, Chair  
City of New Carrollton Green Team

cc: The Honorable Cheryl C. Kagan, Vice Chair  
The Honorable John D. Bailey  
The Honorable Mary Beth Carozza  
The Honorable Arthur Ellis  
The Honorable Jason C. Gallion  
The Honorable Katie Fry Hester  
The Honorable Clarence K. Lam  
The Honorable Obie Patterson  
The Honorable Bryan W. Simonaire  
The Honorable Mary L. Washington  
The Honorable Sarah K. Elfreth  
The Honorable Jared Solomon



February 24th, 2020

Terri Gladus, Chair, City of Salisbury Green Team

**Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment**

Dear Delegates of the Appropriations Committee/ Dear Delegates of the Education, Health and Environment Committee,

As you deliberate the State of Maryland’s legislative priorities in the coming weeks, the **City of Salisbury Green Team** urges you to support SB0737/HB1520 and vote “YES” on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of the City of Salisbury we have firsthand experience with the benefits of the Sustainable Maryland program. As a certified municipality our City has relied on the SM program to support our comprehensive sustainability efforts for over 5 years. Salisbury’s growing sustainability initiatives are largely in part due to our participation in the Sustainable Maryland Program. We are proud to be a Sustainable Maryland Certified Community, and work constantly to improve our practices and continue to achieve more actions. Sustainable Maryland has provided resources, initiatives, and assistance to us throughout the years, and this certification has helped us bolster community engagement on environmental issues.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to be a more resilient and sustainable community.

Vote “Yes” on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our City but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

Terri Gladus, Chair, City of Salisbury Green Team  
Ryan Weitzel Vice-Chair, City of Salisbury Green Team  
Matthew Heim, Member, City of Salisbury Green Team  
Michael Auger, Member, City of Salisbury Green Team  
Charles Simms, Member, City of Salisbury Green Team  
Kaitlyn Grigsby-Hall, Member, City of Salisbury Green Team  
Elise Trelegan, Member, City of Salisbury Green Team  
Lisa Howard, Member, City of Salisbury Green Team  
Marina Feeser, Member, City of Salisbury Green Team



## **Town of Barnesville Green Team**

February 23, 2020

Appropriations Committee  
Education, Health and Environment Committee

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund –  
Establishment

Dear Delegates of the Appropriations Committee/ Dear Delegates of the Education,  
Health and Environment Committee,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Sustainable Barnesville Committee, otherwise known as the Barnesville Green Team, urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of the town of Barnesville we have firsthand experience with the benefits of the Sustainable Maryland program. As an incorporated municipality our town has relied on the SM program to support our comprehensive sustainability efforts for three years. Barnesville is a "tiny" town within the Agricultural Reserve in Montgomery County. Although our town population is small, we are sustaining a community that includes residents in the surrounding unincorporated parts of Montgomery County. We have limited resources and face many challenges in our efforts to preserve the way of life enjoyed by our residents. The Sustainable Maryland program helped provide a framework for the town to launch its efforts in sustainability. Members of our town's Green Team have taken advantage of several opportunities to expand our capabilities with the assistance of the Sustainable Maryland program. As a tiny town, we have no paid staff and rely on volunteer Commissioners and citizens for any projects we undertake. We can leverage our own capacity with help from Sustainable Maryland. Three members attended the ACCO Climate Change Officers training offered by the Department of Natural Resources, and introduced to us through SM. We were able to launch a Sustainable Barnesville webpage for our community thanks to a summer intern that was provided to us by SM. We take advantage of the SM website frequently so we can review

PO Box 95  
Barnesville, MD 20838

projects that other communities have provided to their residents. We anticipate working with SM over the coming years as we explore funding for other issues we encounter.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that our town gets the support needed to pursue many projects it has in its pipeline -- such as replacement of our streetlights with LED dark-sky-compliant fixtures, dealing with worsening stormwater management issues on our streets, and continuing to improve our open space in town and create a walkable environment.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our town but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

The Barnesville Green Team  
Joyce Bailey, Co-chair  
Audrey Morris, Co-chair and Commissioner  
Jane Thompson  
Anne Sturm  
Julee Evans  
Lauren Greenberger  
Linda Pepe  
Veronica O'Connor



# TOWN OF BEL AIR

DEPARTMENTS OF PLANNING AND PUBLIC WORKS  
705 E. CHURCHVILLE ROAD  
BEL AIR, MARYLAND 21014  
[www.belairmd.org](http://www.belairmd.org)

PLANNING 410-879-9500  
PUBLIC WORKS 410-879-9507  
FAX 410-838-0775

**BOARD OF COMMISSIONERS**

Amy G. Chmielewski  
Kevin M. Bianca  
Erin S. Hughes  
Donna L. Kahoe  
Patrick T. Richards

**DIRECTOR OF PLANNING**

Kevin L. Small

**DIRECTOR OF PUBLIC WORKS**

Stephen D. Kline

February 20, 2020

Paul G. Pinsky, Chair  
Education, Health and Environment Affairs Committee  
11 Bladen Street  
Annapolis, MD 21403

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Education, Health and Environment Committee,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, Town of Bel Air's Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of the Town of Bel Air, we have firsthand experience with the benefits of the Sustainable Maryland program. As a certified municipality our Town has relied on the SM program to support our comprehensive sustainability efforts for over six years. Sustainable Maryland has helped our elected officials understand the benefits of green design and has provided clear and easy to understand explanations of complicated projects. The Town staff and Sustainability Committee regularly reference resources on the SM website to come up with innovative ways to attack difficult environmental problems. This especially relates to the inclusion of social and economic issues as part of the sustainable paradigm. The Town has applied the advice of SM staff to the identification of funding sources, provision of technical information and connection to other towns and cities that have confronted similar challenges.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would Paul G.

Pinsky, Chair  
Education, Health and Environment Affairs Committee  
February 20, 2020  
Page 2

strengthen our efforts, ensuring that we get the support needed to address climate change and how it affects our town and the region.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our Town but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,



Kevin L. Small, AICP, RLA, LEED GA  
Director of Planning & Community Development  
Chair of the Bel Air Sustainability Committee  
Town of Bel Air





TOWN OF  
**Berwyn Heights**  
MARYLAND

February 17, 2020

Amanda Dewey

Councilmember, Town of Berwyn Heights

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee/ Dear Delegates of the Education, Health and Environment Committee,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Berwyn Heights Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of Berwyn Heights we have firsthand experience with the benefits of the Sustainable Maryland program. As a certified municipality our Town has relied on the SM program to support our comprehensive sustainability efforts for over 6 years. The SM program launched our Town's Green Team, largely starting our community-based sustainability efforts. We have benefited in many ways from our participation in the program. Recently, SM helped connect us to other municipalities and state programs that allowed us to install pet waste stations that have reduced contamination of our watershed. We have participated in trainings and green team summits that have given us ideas for new programs and connected us to collaborative opportunities in our region. The support and structure of this program have allowed us to undertake countless efforts that have improved quality of life and sustainability in our community, including starting a community garden, implementing a shade tree program, providing residents with resources and education to combat stormwater problems on their properties, and hosting a workshop focused on solutions to climate change.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to learn about innovative solutions to environmental challenges and connect with agencies, municipalities, and organizations.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our town but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

Amanda Dewey, Councilmember, Berwyn Heights  
Therese Forbes, Outreach Coordinator, Berwyn Heights Green Team  
Genevieve de Messieres, Berwyn Heights Green Team  
Jenny Coral, Berwyn Heights Green Team  
Jeffrey Knutson, Berwyn Heights Green Team  
Laura Knutson, Berwyn Heights Green Team



February 24, 2020

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee/ Dear Delegates of the Education, Health and Environment Committee,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the **Boonsboro Green Team** urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of Boonsboro, we have firsthand experience with the benefits of the Sustainable Maryland (SM) program. As a registered /certified municipality, our Town has relied on the SM program to support our comprehensive sustainability efforts for over five and a half years (since 2014). The Sustainable Maryland program helped Boonsboro kick-start its way to more sustainable practices, successfully completing many actions for certification. Some of these include the following: Started a farmer's market, completed energy audits (all town buildings now use LED bulbs, many old and outdated heat pumps have been replaced with Energy Star-efficient units, and the town began a Green Purchasing Policy), initiated curbside recycling, became Tree City USA certified, approved a Pet Waste Ordinance, installed pet waste receptacles in the town park, and hosted an annual Stream Clean-up and tree planting, in concert with National Arbor Day. We have also received credit for our Green Fest, now in its 12th year. A Green Team member has attended SM-hosted yearly Leadership Training and webinars. These are just a few of the required/suggested SM actions that have helped Boonsboro become certified. Without SM's help, Boonsboro would not be as far along on sustainability practices as it is.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to begin a community garden, and make our town more "walkable," with paths/access to the park and schools. We look forward to Sustainable Maryland's support and cost-effective solutions.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our town but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability. Sustainability is the wave of the future.

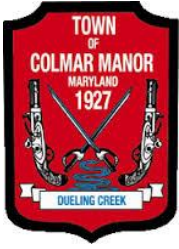
Sincerely,

Boonsboro Green Team Members: Kathy Vesely, Laura Schnackenberg, Amy Jones, Leah Grasso, Scott McIlwee, Jessica Renner, Alison Preston, Barb Wetzel and Anthony Dowell

Boonsboro Mayor Howard Long

Boonsboro Town Manager Paul Mantello

Boonsboro Town Planner Ethan Strickler



# Town of Colmar Manor

*A Port Towns Community*  
3701 Lawrence Street  
Colmar Manor, Maryland 20722



---

Office (301) 277-4920 \* Fax (301) 699-5245

February 20, 2020

Colmar Manor Green Team

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee/ Dear Delegates of the Education, Health and Environment Committee,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the town of Colmar Manor, Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of the town of Colmar Manor, we have firsthand experience with the benefits of the Sustainable Maryland program. As a registered /certified municipality our town of Colmar Manor, has relied on the SM program to support our comprehensive sustainability efforts for over 11 years, Colmar Manor participated in the Green Team program. The Sustainable Maryland program has provided our town with educational materials and a community program which has engaged town residents in sustainable green practice. SM, help us lay the blueprint on how to be a green town, we have the pet waste management program the big belly trash cans located on our main road Bladensburg Rd. The pet owners have changed their behavior more are picking up the pet waste. This has decreased the contamination of our watershed and our town lawn surrounding grass is a lot cleaner. Our town has two personal stories: the Rain Garden next door the IHOP and the rose bed on our new green street called the Triangle located on Newark Rd. The rain garden brought out business community town residents, the green team and garden club together whereby everyone rolled up their sleeves, put the groves pick up work shovels and rakes and cleaned the rain garden, the business donated the plants and materials. The Triangle rose bed on Newark Rd., the plants that were donated by the town residents. The town councils and public works assist in preparing the groundwork and planting. The Mayor and Council are strong supporters for the green team they represent strongly at our meeting and also partake in physical work in any of our programs and classes.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available.

Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to maintain our green sustainability practices.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our town of Colmar Manor, but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

Colmar Manor Green Team

Green Team members and/or supportive residents

Council members Jackson-Liaison

Doreatha Epps, resident /Chairperson

CM Lois Blue

CM Melinda Mendoza

Mayor Sadara Barrow

Julianna Bethea resident/Master Garden

Paul Howe, resident/Secretary

Irina Hobbs resident/ Researcher

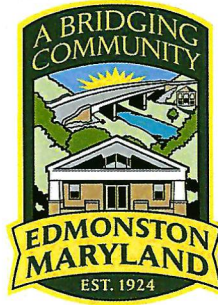
Martha Williams- supportive resident

Del. Diana M. Fennell- supportive resident

Rufus Lusk- Owner of the Port Towns Shopping Center

# TOWN OF EDMONSTON

GREEN TEAM  
NICK PETERS  
CHAIRMAN



GREEN TEAM MEMBERS  
JOHN A. JOHNSON  
HILARY CHESTER  
JOHN & EMILY DAY  
ED HOOKER  
ROD BARNES

February 20, 2020

Maryland Senate  
Education, Health & Environment Committee

Maryland House of Delegates  
Appropriations Committee

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Committee Members,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Edmonston Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of Edmonston we have firsthand experience with the benefits of the Sustainable Maryland program. As a certified municipality our Town has relied on the SM program to support our comprehensive sustainability efforts for over 7 years. Sustainable Maryland provided the Town of Edmonston crucial training and funding to implement a pet waste program in the Town. Reducing pollutants to the Anacostia River is a major priority to improve the Chesapeake Bay watershed. This is just one example of how the Town has been impacted by the work of the SM program. With the Town's limited resources, the the Green Team Action Plan would not be able to be implemented without the support and technical assistance from the SM program. The SM program provides training opportunities and networking events that help identify common objectives that communities in Maryland share. Due to a recent summit event conducted by SM, the Green Teams on the Route 1 Corridor identified composting and food waste collection as an action item that communities could unite to create a positive outcome. The SM team facilitated this group. Without their involvement, identifying regional issues that can be worked on through collaborative solutions would be much harder to implement.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to assist Edmonston with identifying sustainable alternatives for our residents. Edmonston leads the way in the region for our green initiatives. The Sustainable Maryland program provides the network to identify financing solutions for options and to educate our elected officials and green team members on options available to meet the Town's sustainability action plan.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our town but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,  
  
The Edmonston Green Team

5005 52<sup>nd</sup> Avenue, Edmonston, MD 20781  
301 699-8806 (Office) 301 699-8203 (Fax)  
Website: [edmonstonmd.gov](http://edmonstonmd.gov)



# Town of Emmitsburg

Mayor Donald N. Briggs

**Board of Commissioners,**  
Clifford Sweeney, *President*  
Timothy O'Donnell, *V.P. & Treasurer*  
Joseph Ritz III  
Frank Davis  
T.J. Burns

**Town Manager**  
Cathy Willets

**Town Clerk**  
Madeline Shaw

February 24, 2020

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund –  
Establishment

Dear Senate Education, Health & Environment Committee members & House Appropriations Committee members:

As you deliberate the State of Maryland's legislative priorities in the coming weeks, Town of Emmitsburg's Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland (SM) Program Fund.

As residents and Green Team members of the Town of Emmitsburg in northern Frederick County we have experienced firsthand the benefits of the program. The Town has been a certified Sustainable Maryland (SM) municipality since 2014. The SM program provides our Green Team ideas and resources for developing further sustainability initiatives in our Town and valuable training for our members, which is composed of 11 community members from various families, businesses and non-profits. Numerous times in the past we have emailed SM asking for additional resources or contacts for starting a new "green" project within our Town. The monthly newsletters also provide valuable grant opportunities and help our team members to see how neighboring municipalities are becoming more sustainability focused and how we can partner together to achieve a common goal.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to receive training, fund future green projects and learn about innovative solutions.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in the Town of Emmitsburg but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

Emmitsburg Green Team Members:

Madeline Shaw, Charlotte Mazaleski, Barbara Weedon, Diane Walbrecker, Stephen McGinley, Zach Gulden, Libby Briggs, Donald Briggs, Wayne Slaughter, Sandy X, and Kelsey Wailes.

February 24th, 2020

Justinian Dispenza

Chairperson, Galena Green Team/Park and Tree Committee

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Hello,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Galena Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of Galena, we have firsthand experience with the benefits of the Sustainable Maryland program. As a municipality, our little town has relied on the SM program to support our comprehensive sustainability efforts for the last year. When I became the chairperson of the park and tree committee two years ago *we didn't even HAVE a green team*. The Park and Tree committee's responsibilities basically were to help hang Christmas lights on the town tree and replace a Dogwood tree every year or two that got killed by the winter road salts. Pretty basic stuff. And not changing the world.

Getting the SM grant changed everything. And I mean that.

Since getting the 2019 grant, we have ramped up our sustainability **10 fold**. We handed out 300 reusable cloth shopping bags with our green team info on it to local businesses to give to their customers, we designed and built NINE (9) trash cans/local wildflower planters that our elementary school students painted with eco-friendly messages, we educated the local school students about picking up trash for the ENTIRE fourth and fifth grades, and handed out over TWO THOUSAND compostable shopping bags, tasting spoons, take out containers and coffee cups to help our small town's businesses transition away from 'single-use' and 'disposable' plastic items to a greener and more livable future.

I have been involved in eco-projects since college and this grant is **BY FAR** the best thing that we could have ever received. It has started the long and difficult process of changing our citizens into eco-aware consumers and since our town is close to a river that runs into the bay, the reduction in both plastic waste (from our handouts to businesses) and trash in town (due to our construction and placement of the planters/trash bins) has been noticeable by our mayor (John Carroll). We have big plans for the SM grant this year if we get it, and we hope this program continues to grow for years to come. By 2050, scientists say that there will be as much plastic in the oceans as fish, and this grant has enabled us to do our small part in reducing waste and trash that gets blown or washed into the Chesapeake Bay.

At the end of the day, most people are lazy, and this grant enables us to create positive change through a small committee that benefits not only our town but also the environment around our municipality. The options are endless on what we can do, and we're already starting to plan for our grant application next year (say hello to a Monarch friendly butterfly and local wildflower garden in our Dogwood Park!!)

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance



needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to fund REAL, LASTING, and MEANINGFUL change on the ground in our little community.

I beg you to vote with a resounding “Yes” on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in Galena, but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability. We only have one planet, the time to act is NOW.

Sincerely,

Justinian Dispenza (Galena Park and Tree/Green Team Chairperson)  
Richard Amato (Park and Tree Committee member)  
Gary Robinson (Park and Tree Committee member)  
Kathleen Billmire (Town Administrator)  
John Carroll (Mayor of Galena)

The Town of  
***GLEN ECHO***  
Chartered 1904

Town Hall • 6106 Harvard Avenue • P.O. Box 598 • Glen Echo • MD 20812 • (301) 320-4041

February 19, 2020

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee,

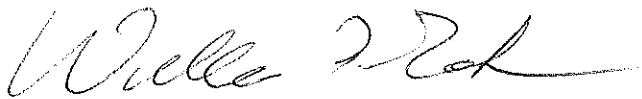
As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Town of Glen Echo urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of Glen Echo we have firsthand experience with the benefits of the Sustainable Maryland program. As a registered municipality our Town has relied on the SM program to support our comprehensive sustainability efforts for over 2 years. Being involved with the Sustainable Maryland Program has provided a guide for our priorities in being a Sustainable Town as well as providing an identity that is valued by our residents. Moreover, the information shared and gathered through the program has given us new ideas for sustainable activities and outreach for our community. These are essential changes, improvements and priorities needed throughout Maryland.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to develop rain and conservation gardens, to establish a composting program, to reduce waste, to plant more trees, to create bio corridors and habitats, and to value our natural heritage through the actions of residents.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our Glen Echo but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,



Willem Polak, Mayor and The Glen Echo Green Team



Robin Cahall, Mayor  
Eugene Carver, Council Member  
Rob Jarrell, Council Member

Cindy Burns, Town Manager  
Virginia Albers, Town Clerk  
Office Phone 410-482-8805

February 18, 2020

Dr. Cindy Burns, Circuit Rider Town Manager  
Towns of Goldsboro and Templeville

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations and Education, Health and Environment Committees,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Town of Goldsboro's Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

The Goldsboro Green Team has firsthand experience with the benefits of the Sustainable Maryland program. As a registered municipality, our Town has relied on the SM program to support our comprehensive sustainability efforts for 2 years. The program has been the key to establishing and maintaining our sustainable efforts. The Town registered in 2018 with the help of Mike Hunninghake. Mike attended our kick-off meeting to explain the benefits and process of becoming a certified municipality. From that meeting, we created our Vision and an Action Plan; we have been using that Action Plan as our map for action. The program pointed us to the Maryland Smart Communities grant, we applied and are currently working on reducing the electricity usage in our Town Hall. Last spring the Town hosted the first ever Farmer's Market; the market was so successful the committee is currently working on plans for the 2020 season. Additionally, the Town is working towards greening the Town Office property using the Green Street, Green Jobs, Green Towns grant program. The program has been a great motivation as we work towards earning points towards certification. The SM Leadership seminars, the newsletters, and the link to other Towns' efforts have provided information on actions and resources to improve our sustainability.

While other programs offer specific environmental services, the SM program framework helps our Commissioners and Green Team members. The resources and technical assistance enable the Town to develop its own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. The assistance provided by the SM Program is especially critical to the tiny towns with little or no staff. Every resource you can provide to establish a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to identify solutions, pay or contribute to payment for projects, and communicate with Town and surrounding community residents – especially critical for Towns without an on-line presence.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our Town but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

*Cindy Burns*



February 13, 2020

**Re: MD SB0737 / HB1520 Sustainable Maryland Program Fund - Establishment**

Dear Delegates of the Appropriations Committee,

The New Market Green Team wishes to express its support of the MD SB0737 / HB 1520 and urges a "YES" vote on the bill to establish **the Sustainable Maryland Program Fund**. Our Green Team and our community have benefited greatly from the technical assistance, education, and resources provided by the Sustainable Maryland (SM) program. This bill to expand and enhance SM is a critical step in the State's effort to empower local action and realize statewide environmental, economic, and social sustainability.

As a registered municipality of the SM program, we have firsthand experience with this unique framework that helps provide our Green Team, elected officials, and staff with the education and technical assistance we need to develop our own capacity to manage local sustainability issues.

Not only does SM enable us to more easily navigate other state and local programs, but it also helps us to organize our residents to take action. Through the SM program we have received training and information necessary to communicate the importance of sustainability to our residents, established a plan for taking action, and increased our ability to pursue funding to improve our community. The SM program has become a primary driver for building community capacity to engage in sustainability projects.

With the assistance of SM staff, our team has been able to establish programs, which allow New Market to address its sustainability. Our residential compost program has been in existence for three years and continues to add participants on an average of 20 residents per year. This year, we have established a rain barrel program, which will reduce runoff into our local tributaries of the Chesapeake Bay. With guidance from SM Staff, we hope to build on these two programs and pursue other sustainable activities such as residential pollination gardens and vegetable gardens.

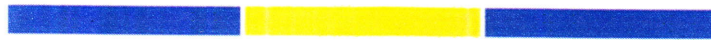
By supporting this bill, the state will help to elevate and amplify these efforts. The SM Program Fund will help to replicate and scale Green Teams to other local jurisdictions and provide much needed funding to pursue new and innovative community-based projects. The State should take this opportunity to expand and support this high-performing program in order to create more and stronger Green Teams across the state of Maryland.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jennifer Runkles", is written over a light blue horizontal line.

Jennifer Runkles  
Chair, New Market Green Team

# RIVERDALE PARK



February 19, 2020

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee and Delegates of the Education, Health and Environment Committee,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Town of Riverdale Park Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of the Town of Riverdale Park we have firsthand experience with the benefits of the Sustainable Maryland program. As a Sustainable Maryland (SM) certified municipality since 2014 our Town has relied on the SM program to support our comprehensive sustainability efforts for the last 6 years. Over the years, the SM team has taken the lead in connecting the dots between our Maryland communities that literally amplify benefits to both human and environmental sustainability for the region.

Specifically, the Town of Riverdale Park has benefitted from the relationship established for us by SM with the University of Maryland School of Information Science, Community Outreach Coordinator. Through the work of graduate students completing CAPSTONE projects, our Town staff have multiple studies on stormwater issues, food security, composting, community gardens and energy efficiency upon which to base decisions and make recommendations to our Town Council for the betterment of the quality of life for our Town's residents. In addition, members of our Green Team and Town staff have taken full advantage of attending SM Leadership Trainings as well as the individualized attention we get from the dedicated SM team.

Our Town website documents Visions and Commitments which all include an element of sustainability. While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to achieve the resilience demanded to address environmental challenges, such as stormwater management, in the future.

Vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our town but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

# RIVERDALE PARK



Town of Riverdale Park Sustainability Committee (Green Team)

Sarah F Batts

D. Lee

An C. Ful

Mara H. Faulk

Lora Katz

Monica E. Gall

Vicky Smith

W.P.

Steph Savage

Thurmont Green Team  
[ThurmontGreen@gmail.com](mailto:ThurmontGreen@gmail.com)  
615 E Main Street, Thurmont, MD 21788



February 13, 2020

**Re: MD SB0737 / HB 1520 Sustainable Maryland Program Fund – Establishment**

Dear Delegates of the Appropriations Committee & Delegates of the Education, Health and Environment Committee,

The Thurmont Green Team wishes to express its support of the MD SB0737 /HB 1520 and urges a “YES” vote on the bill to establish the **Sustainable Maryland Program Fund**. Our Green Team and community has benefited greatly from the technical assistance, education and resources provided by the Sustainable Maryland (SM) program. This bill to expand and enhance SM is a critical step in the State’s effort to empower local action and realize statewide environmental, economic and social sustainability.

As a Certified Municipality of the SM program, we have firsthand experience with this unique framework that helps provide our Green Team, elected officials and staff with the education and technical assistance we need to develop our own capacity to manage local sustainability issues. Thurmont approved a Green Purchasing Policy, Arbor Day events and residential clustering to allow for more areas to be set aside for environmental uses.

Not only does SM enable us to more easily navigate other state and local programs, but it also helps us to organize our residents to take action. Through the SM program we have received training and information necessary to communicate the importance of sustainability to our residents, established a plan for taking action and increased our ability to pursue funding to improve our community. The SM program has become a primary driver for building community capacity to engage in sustainable projects. The Green Team arranged for Stream Clean-Up of Hunting Creek, Storm drain Stenciling for the Chesapeake Bay Watershed, and a local Farmers Market and other outreach events for the town and neighboring area.

The Town of Thurmont has been able to upgrade most of the town street lights, light the walk/bike Trolley Tail, and renovate an older home to accommodate the Town Offices in a sustainable manner. Through the camaraderie of other state Green Teams and training via the Sustainable Maryland Program we have established our own Thurmont Green Fest which provides educational materials, demonstrations, and information on sustainability to our residents.

By supporting this bill, the state will help to elevate and amplify these efforts. The SM Program Fund will help to replicate and scale Green Teams to other local jurisdictions and provide much needed funding to pursue new and innovative community-based projects. The State should take this opportunity to expand and support this high-performing program in order to create more and stronger Green Teams across the state of Maryland.

Sincerely,

A handwritten signature in black ink that reads "Cindy Poole". The signature is written in a cursive style.

Cindy Poole, chairman, Town of Thurmont Green Team



# Town of Upper Marlboro

Town Hall, 14211 School Lane  
Upper Marlboro, MD 20772

Tel: (301) 627-6905  
Fax: (301) 627-2080

[info@uppermarlboromd.gov](mailto:info@uppermarlboromd.gov)  
[www.uppermarlboromd.gov](http://www.uppermarlboromd.gov)

Mailing address: P.O. Box 280 • Upper Marlboro, MD 20773-0280

February 20, 2020

The Honorable Paul Pinsky, Chair  
Education, Health and Environmental Committee  
2 West, Miller Senate Office Building  
Annapolis, MD 21401

## Re: Support for SB0737 Sustainable Maryland Program Fund – Establishment

Dear Chairman Pinsky,

As you deliberate the State of Maryland's legislative priorities in the coming weeks, on behalf of the Town of Upper Marlboro, Maryland and its future Green Team, I urge you to support SB0737 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

We have firsthand experience with the benefits of the Sustainable Maryland program. As a registered municipality our Town has relied on the SM program to support the beginning of our comprehensive sustainability efforts.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials, municipal staff, and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that the Town and Upper Marlboro area is supported to bring green initiatives, save money, and take steps to sustain residents' quality of life over the long term.

Please vote "Yes" on SB0737 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. Help build community capacity to engage in sustainability projects, not just in our town but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

Linda Pennoyer  
President / Mayor

Board of Town Commissioners

---

**Kai Bernal-LeClaire**  
Commissioner/Treasurer

**Wanda Leonard**  
Commissioner

**Linda Pennoyer**  
Commissioner/President





**VILLAGE OF NORTH CHEVY CHASE**  
**PO BOX 15887, CHEVY CHASE, MD 20815**

February 20, 2020

Re: Support for SB0737/HB1520 Sustainable Maryland Program Fund – Establishment

Dear Delegates of the Appropriations Committee/ Dear Delegates of the Education, Health and Environment Committee:

As you deliberate the State of Maryland's legislative priorities in the coming weeks, the Village of North Chevy Chase's Green Team urges you to support SB0737/HB1520 and vote "YES" on the bill to establish the Sustainable Maryland Program Fund.

As residents and Green Team members of the Village of North Chevy Chase, we have firsthand experience with the benefits of the Sustainable Maryland program (SM). The Village of North Chevy Chase registered for the Sustainable Maryland program in the summer of 2019 and in just that short time, we have already benefited from the program substantially. We received a Sustainable Maryland certification training from the Program Manager, Mike Hunninghake, who shared best practices and lessons learned from a number of municipalities with similar challenges as ours. Based on the training, the Green Team is planning the Village's first-ever Earth Day celebration this year, during which it plans to disseminate information to residents on zero waste practices, native tree plantings, stormwater management, and a range of other important topics that will help the community further its green practices.

While other programs offer specific environmental services, the SM program framework helps provide our elected officials and Green Team members the education and technical assistance needed to develop our own capacity to manage local sustainability issues comprehensively and navigate other state and local programs so that we can take advantage of resources already available. Establishing a Sustainable Maryland Program Fund would strengthen our efforts, ensuring that we get the support needed to fund on-the-ground projects and learn about innovative solutions throughout the State of Maryland.

We strongly encourage you to vote "Yes" on SB0737/HB1520 and establish the Sustainable Maryland Program Fund in order to increase technical assistance, coordinate local efforts, and encourage more communities to take action. The bill will help build community capacity to engage in sustainability projects, not just in our Village but in the growing number of communities throughout the state who are deeply invested in pursuing local environmental, economic, and social sustainability.

Sincerely,

Helen Santiago Fink, Jane Houlihan, Mike Houlihan, Howard Kaplan, Dana Peterson, Carrie Witkop  
Village of North Chevy Chase Environment Committee



**HELPING COMMUNITIES INVEST TODAY FOR A MORE LIVABLE TOMORROW**

## **Sustainable Maryland**

is a free and voluntary certification program for municipalities in Maryland that want to go green, save money, and take steps to sustain their quality of life.

The mission of Sustainable Maryland is 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.

### **Sustainable Maryland helps communities:**

- Gain access to training, tools, funding, and expert guidance;
- Save money and improve the bottom line;
- Conserve resources while promoting community resiliency.

### **Sustainable Maryland features:**

- Free and voluntary program that makes participation easy and accessible
- Comprehensive vision that helps communities plan across multiple priorities
- Customizable menu of concrete actions, allowing communities to select initiatives that best fit their specific needs
- Statewide recognition of certified communities' accomplishments

### **Getting Started**

Please visit the Sustainable Maryland website, [www.sustainablemaryland.com](http://www.sustainablemaryland.com), to learn more about the program and how to begin the process of certification. The list of sustainability actions and implementation tools available for your community to consider adopting are provided and explained in detail on the website.

To initiate the certification process, municipalities need to adopt a resolution, ordinance, or proclamation or draft a formal letter stating intent to pursue Sustainable Maryland certification and then register on the website. After registration, municipalities are strongly encouraged to participate in Green Team Training. To achieve certification, municipalities will need to implement the necessary actions to qualify and submit the appropriate documents as evidence that satisfies the Sustainable Maryland requirements.

### **SPONSORS**



THE  
MARYLAND  
MUNICIPAL  
LEAGUE



Town  
Creek  
Foundation



## 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
<b>COMMUNITY ACTION</b>	
<b>Green Team</b>	
Participate in SM Green Team Training	5
Create a Green Team	10 <b>M</b>
Complete a Green Team Action Plan	10 <b>M</b>
Conduct Community Barriers and Benefits Assessment	15
Build SM Resource Center	5
<b>Participation in MD Green Schools</b>	10
<b>Innovative Demonstration Projects</b>	5 to 20
<b>COMMUNITY-BASED FOOD SYSTEM</b>	
<b>Local Food Consumption</b>	
Local Food Fair	10
Local Food Consumption & Preservation Classes	5 per class
Establish Local Farmers Market	15
Promote Local Farmers Market	5
<b>Local Food Production</b>	
Community Gardens	15 <b>P</b>
Spring Transplant Sale	10
Fall Transplant Sale	10
<b>Establish CSA Drop-off Location</b>	10
<b>Innovative Demonstration Projects</b>	5 to 20
<b>ENERGY</b>	
<b>Municipal Energy Audits</b>	10 (1st bldg), 5 (consec bldgs) <b>P</b>
<b>Residential Energy Efficiency</b>	5 to 20+
<b>Wind Energy Project</b>	10
<b>Innovative Demonstration Projects</b>	5 to 20
<b>GREENHOUSE GAS</b>	
<b>Municipal Carbon Footprint</b>	15 <b>P</b>
<b>Community Carbon Footprint</b>	15
<b>Climate Planning</b>	
Climate Action Plan	10 to 25+
Climate Change Adaptation Element	5
<b>Innovative Demonstration Projects</b>	5 to 20
<b>HEALTH &amp; WELLNESS</b>	
<b>Let's Move</b>	15
<b>Workplace Wellness</b>	
Join Healthiest Maryland Businesses	5
Workplace Wellness Program	5 to 15
<b>Living Well Program</b>	5 per class
<b>Innovative Demonstration Projects</b>	5 to 20
<b>LOCAL ECONOMIES</b>	
<b>Buy Local</b>	
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
<b>Green Business Recognition</b>	
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 ITEM	POINTS
<b>LOCAL ECONOMIES (CONTINUED)</b>	
Green Business Certification Program	15
<b>Green Purchasing</b>	
Green Purchasing Policy	15 <b>P</b>
Evaluate Current Purchasing Practices	10
Vendor Preference Statement	10
Purchase Recycled Products	10
Purchase Environmentally Preferable Products	10
Implement Waste Reduction Program	10
<b>Innovative Demonstration Projects</b>	5 to 20
<b>NATURAL RESOURCES</b>	
<b>Watershed Stewardship</b>	
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 <b>P</b>
<b>Stormwater Management</b>	
Stormwater Management Program	15 <b>P</b>
Stormwater Manager/Coordinator	15
Stormwater Fee Structure	20
<b>Septic Management</b>	
Septics System Assessment and Inventory	15
Septics System Management Plan	20
Dedicated Septic System Fund	20
<b>Water Conservation</b>	
Develop a Water Conservation Plan	15
Develop a Water Conservation Outreach Program	10
<b>Tree City USA</b>	15
<b>Pet Waste</b>	
Implement a Pet Waste Education Program	5
Develop a Pet Waste Program	5
Adopt a Pet Waste Ordinance	5
<b>Innovative Demonstration Projects</b>	5 to 20
<b>PLANNING AND LAND USE</b>	
<b>Participation in DHCD Sustainable Communities</b>	20
<b>Housing and the Comprehensive Plan</b>	10
<b>Land Preservation</b>	
Conduct Easement Outreach that Encourages Inspection, Evaluation, and Stewardship	15
Build Easement Inventory	10
<b>Innovative Demonstration Projects</b>	5 to 20

P denotes Priority Action M denotes Mandatory Action

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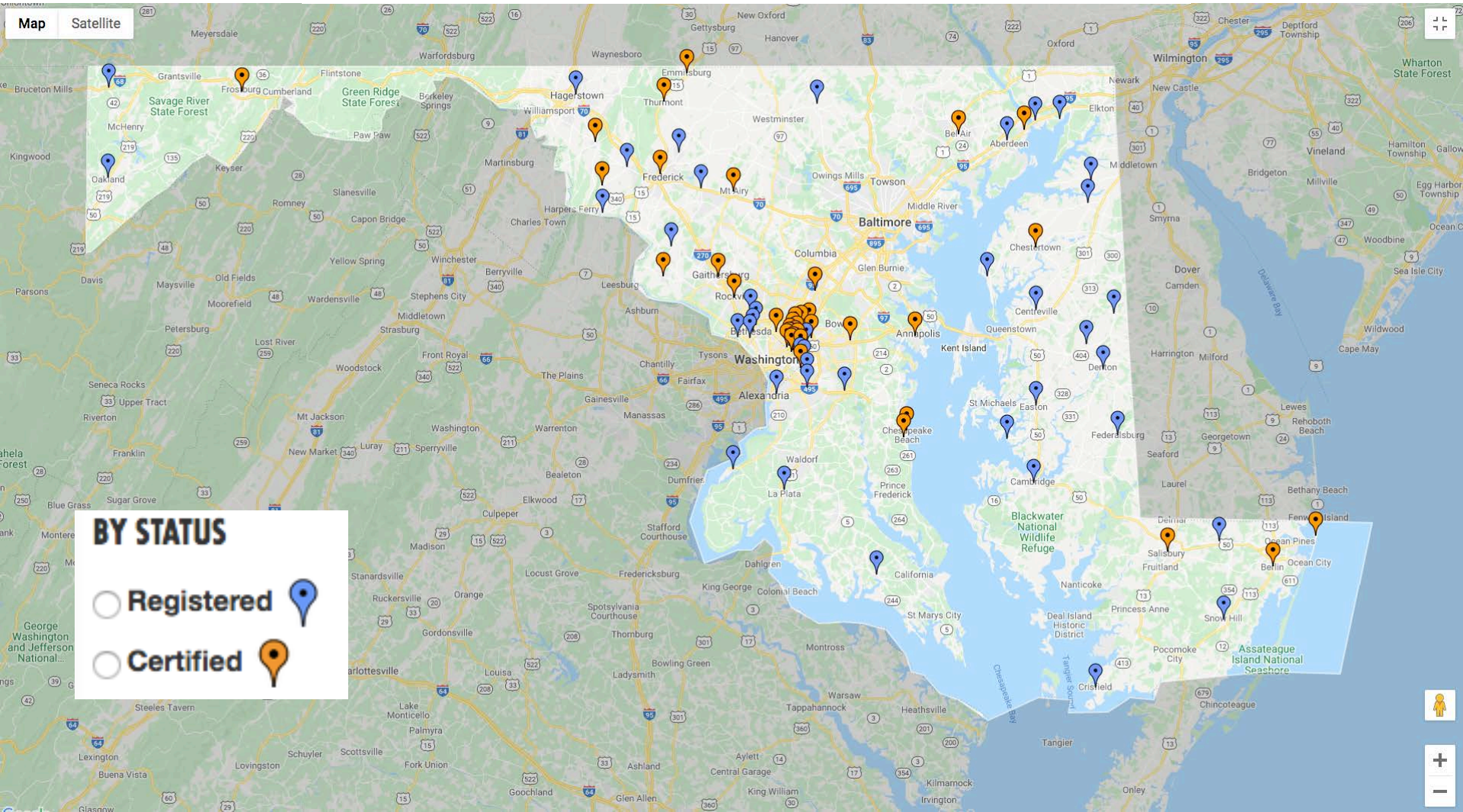


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79 Total Participating

37 Currently Certified



**BY STATUS**

Registered 

Certified 



**HELPING COMMUNITIES INVEST TODAY FOR A MORE LIVABLE TOMORROW**

## Sustainable Maryland – Proposed Legislation

[www.sustainablemaryland.com](http://www.sustainablemaryland.com)

Established in 2011 at the Environmental Finance Center at the University of Maryland, **Sustainable Maryland (SM)** is a free and voluntary outreach and certification program that helps Maryland communities pursue a sustainable future. Serving the University's land grant mission, SM provides local jurisdictions with a unique framework with which to **benchmark local sustainability initiatives**, and a **comprehensive suite of policies, resources, direct support, and incentives** designed to help communities advance a broad range of sustainability goals. **To date, the program has been entirely self-funded, and offered at no cost to communities.**

Since 2011, the Sustainable Maryland program has:

- Created and trained more than **50 Green Teams in municipalities across the state**, from Garrett County to Ocean City
- Directly engaged **50% of the state's 157 municipalities, across 20 counties**
- Designated **25% of the state's municipalities as "Sustainable Maryland Certified"**
- Certified and cataloged over **900 individual sustainability actions** taken by SM-Certified communities
- Provided training and education opportunities that have **collectively engaged more than 1,400 elected officials, local government staff, and community members** at:
  - **70+ Green Team Trainings**
  - **10 County-wide Green Team Summits**
  - **18 Regional Leadership Trainings in Western Maryland, Central Maryland, and the Eastern Shore**
- Helped start **6 composting programs** across the state, keeping thousands of pounds of food waste out of landfills
- Installed more than **170 pet waste stations in 17 municipalities** across Prince George's County, which have collectively **kept 30,000 pounds of pet waste out of the Bay**
- Certified **16 municipal stormwater management programs, supporting local WIP implementation and the targeting of investments to the basins with the greatest potential for meaningful water quality improvements**
- Assisted **19 communities with implementing watershed stewardship programming** for residents
- Created the capacity to **help implement state priorities with 76 Green Teams** across the Bay watershed
- Helped identify and secure funding for the **first all-electric Chevy Bolt police vehicle in the United States** (Hyattsville)

The proposed Sustainable Maryland legislation aims to:

- Ensure that Maryland communities more easily understand and identify the full slate of **state, county, and non-profit programs that local governments, businesses, and residents can tap into for support of their sustainability efforts;**
- Enable the **expansion and enhancement of voluntary community sustainability actions** across Maryland, inclusive of a small grants program to incentivize action;
- Help communities implement their chosen actions with help from **program tools, trainings, case studies, and other resources;** and
- **Continue to be recognized statewide, and by their peers,** for their sustainability accomplishments at annual Maryland Municipal League conference.

**Program Goal by 2025:** At least 90% of Maryland municipalities have active Green Teams

# Municipal Maryland

SEPTEMBER    OCTOBER 2016



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SEPTEMBER/OCTOBER 2016



## On the cover ...

Registered Sustainable Maryland municipalities gathered for a group photo at MML's 2015 fall conference in Cambridge. Registered Sustainable Maryland municipalities are recognized each year during MML's fall conference. This year recognition will occur at the business meeting on October 14 at the Solomons Holiday Inn.

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## Municipal Maryland

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# Local Actions: Maryland

By Tracy Gant, MML President



Edmonston LED Street Light



Emmitsburg Farmers Market



Easton Smart Car



Green Teams

The Maryland Municipal League has been a proud supporter of the Sustainable Maryland program since its inception in 2011. Our organization's commitment to the economic, social, and environmental sustainability of Maryland's 157 municipalities is amplified through the hundreds of local actions that have been certified in this program, ranging from installing energy-efficient LED streetlights, to starting local farmers markets, to fostering stewardship activities that improve the health of a local watershed. It is also reflected in the Green Teams that have been organized at the local level, comprised of elected officials, municipal staff, business owners and residents, whose personal passion and professional expertise have been harnessed to advance the improvement of the places they call "home."

During this time, 66 municipalities have registered with the program, and of those, 30 have successfully become Sustainable Maryland Certified. In addition, many municipalities have successfully become re-certified in the program. Through re-certification, these communities have also demonstrated an expansion of the depth and breadth of their sustainability initiatives, and offer new and innovative examples for other Maryland towns and cities to model as they strive toward achieving the same goals.

The Green Teams that are fostered at the local level by Sustainable Maryland have helped implement hundreds of cost-effective solutions to the challenges of the early 21<sup>st</sup> century, from composting programs that help ease landfill fees, to new solar arrays that power wastewater treatment plants and reduce polluting emissions, to creative "Buy Local" campaigns that help keep more dollars circulating within local economies.

# Key to Sustainable Success

2016-17 and Mayor, Edmonston

Our state's incorporated towns and cities face many obstacles as they navigate their obligations to maintain and improve the quality of life, make efficient investments, and protect natural resources. The Maryland Municipal League is committed to supporting our stakeholders in these efforts by connecting them with the most effective resources available. The Sustainable Maryland framework, featuring Green Teams completing a variety of Actions as they progress towards achieving certification, is an excellent tool for addressing these challenges. In the following pages, you will meet the people engaged in this work, and learn about the model projects they have achieved at the local level. Their accomplishments offer a road map to a sustainable future for all communities. ■



Tracy Gant, MML President, 2016-17 Mayor, Edmonston



Bladensburg Eco-pole



Hyattsville Parking Compliance Vehicle



Frederick Shop Local emblem



Brentwood Solar Panels on Town Hall

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# Sustainable Maryland

Over the past five years a growing number of local governments in Maryland have become proactive in their efforts to create healthy, resilient, and sustainable communities. In lieu of broad federal and frequently jumbled state efforts, local governments have begun to look to citizen-led, and integrated efforts in areas such as energy efficiency, pollution reduction, waste water treatment, and flood hazard reduction. This work has been strongly encouraged and dramatically focused by the Sustainable Maryland program of the Environmental Finance Center at the University of Maryland. There are 66 municipal governments that are now certified or enrolled in the program.

Each begins with the creation of a local green team that focuses on both broad planning across Three Pillars (social equity, economic viability, and environmental well being) – and identifying a number of specific projects that count as progress toward the goals most appropriate to that community and enhancing its quality of life. State and federal support is sought where needed but the keys are citizen involvement, local government engagement, and outreach. Assembled here are examples of this work to highlight the value, benefits, and impact in communities across Maryland.

The Sustainable Maryland program reflects the challenges of finding champions for “Governing Green” in every community. Chief among these are ensuring the vision and availability of financial and human resources to begin and support these efforts. It is for these reasons we share this special theme issue on the Sustainable Maryland program.

Gary G. Allen  
Executive Director  
Center for Chesapeake Communities

## Registered Sustainable Maryland Municipalities

Aberdeen • **Annapolis** • **Bel Air** • **Berlin** • **Berwyn Heights** • **Bladensburg** • **Boonsboro** • **Bowie**  
• **Brentwood** • **Brunswick** • **Burkittsville** • **Cambridge** • **Cecilton** • **Centreville** • **Charlestown**  
• **Chesapeake Beach** • **Chestertown** • **Cheverly** • **Town of Chevy Chase** • **College Park** •  
**Colmar Manor** • **Cottage City** • **Crisfield** • **Denton** • **District Heights** • **Easton** • **Edmonston**  
• **Emmitsburg** • **Fairmount Heights** • **Federalsburg** • **Forest Heights** • **Frederick** • **Frostburg**  
• **Gaithersburg** • **Garrett Park** • **Greenbelt** • **Hagerstown** • **Hampstead** • **Havre de Grace** •  
**Hyattsville** • **Indian Head** • **Landover Hills** • **Laurel** • **Leonardtown** • **Middletown** • **Mount Airy**  
• **Mount Rainier** • **New Carrollton** • **New Market** • **Oakland** • **Ocean City** • **Oxford** • **Perryville**  
• **Poolesville** • **Ridgely** • **Riverdale Park** • **Rock Hall** • **Rockville** • **Salisbury** • **Seat Pleasant** •  
**Snow Hill** • **Somerset** • **Takoma Park** • **Thurmont** • **University Park** • **Walkersville**

**Green** = Have earned Sustainable Maryland Certified designation

**Black** = working toward earning sustainable Maryland Certified designation

# Sustainable Maryland Overview

By Mike Hunninghake, Sustainable Maryland

Environmental Finance Center – University of Maryland



ENVIRONMENTAL  
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efficiency, cut waste, stimulate local economies, and improve long-term community resilience.

Since 2011, Sustainable Maryland has registered 42% of Maryland's municipalities and certified 30 towns and cities. Sustainable Maryland Certified communities represent more than a half million Maryland residents, and collectively have completed more than 600 individual sustainability actions. The certification is a rigorous and meaningful designation. All actions taken by municipalities toward certification are supported by documentary evidence, which is thoroughly reviewed. In order to maintain the prestigious certified status, these communities must reapply every three years for re-certification, which means they must maintain their existing activities and continue to improve. The statewide recognition these communities have achieved through certification has significantly contributed to the steady increase of additional Maryland municipalities registering with, and eventually becoming certified in, the **Sustainable Maryland program**.

The cornerstone of the program is the creation of **Green Teams**. Sustainable Maryland works with municipalities to pull together a coalition of the willing, made up of municipal staff, elected officials, the business community, and residents in order to utilize their local knowledge and professional experience to address sustainability issues. Once organized, Green Teams then work toward achieving municipal certification. They use the Sustainable Maryland Action menu as a framework toward sustainability, but are essentially free to choose a path that is most appropriate to their town's unique circumstances. The only requirements are that they must complete at least 150 points worth of Actions, including two Mandatory Actions and at least two Priority Actions. These Actions are comprehensive and not simply limited to environmental sustainability, but also embrace health and wellness, promoting local economies, planning and land use, energy efficiency, community-based food, and other aspects that increase livability. Among the more than 80 Actions, they include performing energy audits, developing pet waste programs, developing Buy Local campaigns, and ensuring that there are affordable housing elements in the municipalities' comprehensive plan. By providing a way to measure their success both internally and against other communities, Sustainable Maryland has successfully "gamified" local sustainability efforts, and in the process

Elected officials and municipal staff engage in an exercise to identify and prioritize Political, Environmental, Social, Technological, Economic and Legal (PESTEL) issues and stakeholders, at a Sustainable Maryland Leadership Training.

Maryland's incorporated towns and cities face challenges both locally unique, and broadly similar, when it comes to addressing the long-term viability of their communities. Economic constraints are often foremost on the minds of elected officials and tax-paying residents as they seek to maximize their efficiencies while also ensuring the social and environmental sustainability of their communities. They often struggle to carry out sustainability initiatives in the face of a myriad of obstacles, including an absence of comprehensive training, lack of clear policy goals, insufficient funding, and inadequate capacity. Over the last five years, the Environmental Finance Center at the University of Maryland has been the home of a unique initiative designed to help fill these gaps and address these issues: the **Sustainable Maryland program**.

The Sustainable Maryland program supports Maryland's 157 municipalities as they seek cost-effective and strategic ways to revitalize their communities, protect their natural assets, and strategically design a resilient future where residents and businesses can thrive. The **"Sustainable Maryland Certified" designation** is a prestigious award conferred on towns and cities and is considered by their peers, by state government, and by experts and civic organizations to be a significant indicator that the municipality is a statewide leader in these efforts. Sustainable Maryland-registered and certified municipalities implement practices that lead to cost savings in energy, water and waste bills. The program helps improve overall

created a climate of friendly competition between municipalities, which provides a further incentive for continuous improvement.

In due course, these efforts have established an **action-oriented sustainability network** in Maryland, which provides a community and an avenue for municipalities to learn from each other and replicate projects. At the Leadership Trainings and Green Team Summits that Sustainable Maryland hosts across the state, the recurring feedback received from participants is that they are pleased to learn that they are not alone in their efforts. They are excited to see that there are other individuals and local groups working toward similar goals, and believe the networking aspect of the Sustainable Maryland program to be invaluable.

The successful **re-certification** of the first four certified municipalities from 2012 is another demonstration of the program's success and a significant milestone on a number of fronts. Re-certification demonstrates the value of having in place a platform and clear organizing principle for harnessing the talents and passion of local leaders. It also provides an ongoing presence for recruiting more diverse voices and experiences to local Green Teams, resulting in a more robust and authentic effort. By choosing to re-certify, municipalities demonstrate not only that they are maintaining effective Actions

and implementing plans, but also that the incentives of the Sustainable Maryland program have resulted in both a more refined approach to their existing programs and activities, as well as an expansion of sustainability efforts into new areas. Finally, as the number of certified municipalities and Green Teams expands, cross-sharing of ideas and challenges helps strengthen overall efforts, and creates a team of mentors and role models for other communities and local leaders whose sustainability programs are at a more modest stage.

In the end, transformational change must happen at the local level, and community resilience requires long-term, generational investments. Investing in leadership and in the paradigm shift of our most basic units of local government is the only way to get to large-scale transformation. The Sustainable Maryland program is a unique mechanism for fostering the **continuous improvement and long-term engagement** of communities and encouraging them to effect positive change. Sustainable Maryland helps provide the expertise, guidance, and training to move projects forward that help ensure the long-term economic, social, and environmental health and resilience of Maryland's towns and cities. ■

For more information visit:  
[www.sustainablemaryland.com](http://www.sustainablemaryland.com).



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# Berlin Establishes Stormwater Utility

by Jane Kreiter, Water Resources & Public Works Director, Berlin & Darl Kolar, EA Engineering, Science, and Technology Inc.

The Town of Berlin had been suffering for years with failing, undersized, and limited stormwater infrastructure and conveyance systems. We were experiencing flooding with higher than average frequency, during even the modest one and two year storm events, which occur multiple times throughout a single year.

As a result, water quality in our Coastal Bays was being negatively impacted by our failing system. Citizens, as well as the Mayor and Council, were eagerly seeking relief. In 2005, the United States Army Corps of Engineers (USACE) initiated a comprehensive evaluation of the Town's stormwater management and conveyance network. The USACE evaluation, completed in 2007, concluded that the Town's stormwater system was significantly undersized in many areas. It was in dire need of significant improvements to provide flooding relief.

Recognizing the need for assistance with developing a plan to design, permit, and construct the stormwater management improvements identified in the USACE report, the Town solicited proposals for a stormwater management engineer. Through this process which included proposal review, interviews and presentations, the Town sought the services of EA Engineering, Science, and Technology Inc. In 2010, the Town connected with the University of Maryland Environmental Finance Center (EFC) to evaluate Berlin's eligibility for EFC's assistance in determining the financial cost of addressing the Town's stormwater management system needs.

Led by Joanne Throwe, the EFC presented Berlin's Mayor and Council with the opportunity for EFC to provide a financial study for stormwater management at no cost to the Town. The Council unanimously approved the receipt of the grant for EFC to complete a financial study. EFC's approach included public outreach meetings in each of the four voting districts within the Town focusing on setting stormwater priorities in those districts. In addition, the stormwater issues and how to address them was a topic at several Council meetings and the focus of a town-wide public work session.

Hearing the concerns of our citizens was very enlightening and helpful. The feedback from each of the community meetings was documented, reviewed, and ultimately played a critical role in developing a strategic plan to address not only the stormwater management issues identified in the USACE report, but those of the impacted residents as well.

After much study, outreach and testing, a report was produced that evaluated all areas in Town and ranked the areas in order of priority. The entire process took about 18 months, but as a result the Town had a good starting point for determining which project(s) would provide the most relief. The specific areas were prioritized and cost estimates associated with the retrofits or new stormwater structures were provided. The study concluded a dedicated funding source was essential to complete the much needed improvements to the Town's stormwater management system. The study detailed how to establish a stormwater utility. As outlined in the plan, the utility would collect a fixed rate or a

flat fee from each residence and business based on the amount of impervious areas on their parcel.

Following the completion of the EFC study, the Town acted quickly on the recommendation to establish a stormwater utility. The utility was set up so that each residential property owner would pay a flat fee, while each business owner would pay based on the amount of their property's impervious area. The method used to complete this was identifying an equivalent dwelling unit (EDU). It was estimated that the average residential property had approximately 2,100 square feet of impervious area. The commercial property fee was calculated by dividing the impervious area by 2,100 and multiplying that by the flat rate for commercial properties (which was a lower flat fee rate compared to residential properties).

The fees were not outrageous nor was there much resistance to their implementation. As a result, the Town established a stormwater utility in July 2013. The monthly fees are included in Berlin's water and sewer and electric bills. The fee is used toward the maintenance and upkeep of all of the Town's stormwater infrastructure and conveyance systems.



*Berlin worked with the University of Maryland Environmental Finance Center to develop a stormwater management plan.*

The establishment of the utility immediately opened up opportunities for low interest loans and grants from government agencies and environmental groups. Since 2013 the Town has been awarded over \$2,000,000 in grants. These funds will not correct all the needed infrastructure repairs and construction but will fund the majority of the highest priority areas identified in the report. To date, we have completed one project and have four others that are fully designed, two of which are out for bid and the other two are waiting for permits.

The Town of Berlin is grateful to the EFC and all our partners for helping us become one of the first municipalities to have a stormwater utility not because we were mandated, but because it was the right thing to do to help address flooding in our community and protect the Coastal Bays. ■

# Emmitsburg Ensures Quality of Life for Future Generations

By Donald N. Briggs, Mayor, Emmitsburg

Sustainability of a town is about future value - what you want to sustain and how to go about sustaining it. It includes ratcheting “sustainability” into a verb, because sustainability consists of actions to make a town an organic extension of its natural setting and arrest the conflict. Sustaining comes with some pruning as accepted practices have to be modified. There are things and actions you want to sustain and others you do not. A change from prescriptive compliance to a blend with performance ratings and baseline comparisons can give a more accurate and predictable valuation of its progression or regression.

What we want to sustain in Emmitsburg is a time tested quality of life in a rural hamlet with a rich history. With a strong sense of self-sufficiency, Emmitsburg is set amid rolling contour farmed fields at the northern reach of the Catoclin Mountains where Tom’s Creek and Flat Run flow through and along part of the town boundary. A setting reinforced by a 1,300 acre greenbelt of preserved land and 2,000 acres of university or town owned mountain land. Emmitsburg’s historic pallet includes settlement in the pre-revolutionary 1700s, a more formal establishment in 1785, founding of Mount Mary’s University in 1808, and America’s first Saint Elizabeth Ann Seton moving here in 1809. Civil War events include serving as an encampment site for thousands of troops, Union one day and shortly thereafter Confederate, as they moved on to the battle of Gettysburg. In 1973 the National Emergency Training Center (NETC) - FEMA/Fire Academy was established. The quaint town of 2,900 residents serves sizable daytime employment at NETC - 750 civilian and contractors, Mount Saint Mary’s University - 500 employed (and 2,900 students), and the Shrine of St. Elizabeth Ann Seton - 300 employed. These numbers are bolstered by the steady stream of visitors to the Fallen Firefighters Memorial and the National Shrine Grotto of Lourdes.

For years the town perspective with regard to its place in history and setting became muddled at best and challenging to what was

best for the town. In the federally recognized historic district, pedestrian accommodations more and more gave way to vehicular concerns of expediting traffic through town as quickly as possible. The town was in regressive spin and changes were needed. But how? As a springboard to reverse the trend, we integrated US Green Building Council neighborhood development guidelines into our planning. Our main project was to “Take back the Square”. While most towns have a main intersection, Emmitsburg has a square. Revitalization of the town square and sidewalks along its main arteries was set as a priority. In partnership with State Highway Administration (SHA), after four years of planning that included public charrettes, work is scheduled to commence in Spring 2017. Other priorities included:

- Becoming a State of Maryland Sustainable Community (SC) and with that came entitlements that included Community Legacy grants. We have since been awarded four 50-50 façade grants for property owners. The total of \$200,000 in grants has led to \$400,000 of improvements to properties in the SC - Historic District.

- Connecting the town from a concentric perspective around the square to make the town more walkable with eight sidewalk connections and one street connection.
- Replacing expensive town street lighting with low emitting diode (LED) lights that reduced the energy expense of lighting by 40%. Project costs were almost 100% covered by a grant and a utility company rebate.
- Becoming a solar renewable energy provider to offset town electricity demands. Our solar array was built in two phases, each with over a million kilowatt capacities. The total project cost of over \$4.4 million was financed through 20 year power purchase agreements (PPAs) with investors. Emmitsburg had surplus land at its wastewater treatment plant so there was no impact on conservation or agricultural land. By virtual aggregation of town accounts the town compensated for electricity grid reliance with creation of renewable energy. Environmentally, the equivalent of over 1,200 cars a day have been taken off the road. What we could not do because of location and being a car dependent community, we compensated for by being a renewable energy provider. Our new \$19.4 million wastewater treatment plant electricity needs are offset by renewable solar energy.
- Continuing our momentum, we applied to become a Sustainable Maryland (SM) certified community, formed a Green Team, and took action to qualify. In the fall of 2015 we earned the certification. This was a critical step in continuing our efforts. SM certification brings guidance, new ideas, education opportunities and most of all staff support.

Mark Twain once quipped, “Common sense ain’t so common.” We took up that challenge! If your municipality hasn’t, it should. Sustainability is about every day common sense decisions like being less wasteful, and enhanced actions that respect our natural environment and resources. It’s a responsibility of our generation to protect and ensure a quality of life that will endure both now and for those who come after us. ■



The Town’s new wastewater treatment plant electricity needs are offset by renewable energy from the solar array built on surplus land at the wastewater plant site.





# Annapolis Addresses Coastal and Tidal Flooding

By Maria Broadbent, Director, Office of Environmental Policy, City of Annapolis

When we think of downtown Annapolis we think of historic buildings on brick-lined streets with beautiful water views. But what can we expect in 10, 20 or 30 years from now? This is a question that all historic seaside communities should be asking themselves.

Settled in 1649, Annapolis has always been defined by the waters that surround it. Early commerce and transportation depended on the City's location at the mouth of the Severn River on the Chesapeake Bay. Today, its location on the water still defines Annapolis. With a population just over 38,000, Annapolis is a capital city, home to the United States Naval Academy and a destination for more than 4 million people each year. Residents and tourists alike are drawn downtown to be by the water.

the increase in nuisance flooding, the City is constantly reminded that damaging tropical storm surges will continue to impact our location on the Severn River and in turn affect future generations. In 2003, Hurricane Isabel flooded downtown Annapolis and nearby Eastport, creating a new floodplain line and severely damaged McNasby's, the last oyster packing plant in the area.

The City of Annapolis is taking a multi-faceted approach to preparing for floodplain changes as well as preparing for more severe storms. In 2011, with funding from the Maryland Department of Natural Resources, Annapolis commissioned a study on flood mitigation strategies for the City Dock and Eastport areas.

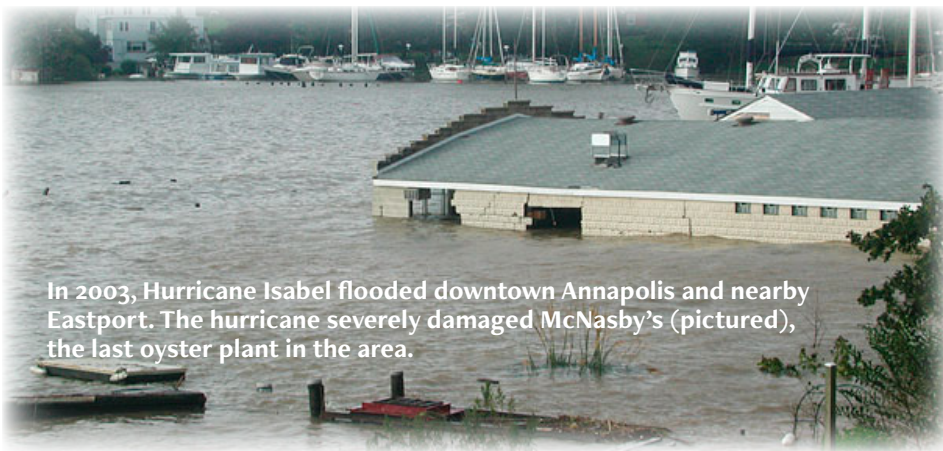
Mayor Michael Pantelides was one of four local representatives invited to offer testimony at Congressman John Sarbanes' Field Hearing for Climate Change Adaptation at the United States Naval Academy in 2015.

The City recognizes that our watershed protection and restoration program cannot be separated from our floodplain management program. We must take a comprehensive approach to planning and implementing both programs. To that end, the city has created the Office of Environmental Policy with responsibility for the protection and enhancement of the natural environment within the City of Annapolis through policies and programs that include watershed protection and restoration, floodplain management, resiliency planning, and a variety of other environmental initiatives.

Partnerships with the community and projects like living shorelines and flood resistant stormwater best management practices are key to both initiatives. The recent installation of a living shoreline at the old McNasby's oyster processing plant, now the Annapolis Maritime Museum, funded and installed by the Maryland Department of the Environment, is an excellent example of how these partnerships benefit our environment and the community as a whole.

Through the University of Maryland Environmental Finance Center, Annapolis has partnered with Newport, Rhode Island to share ideas, discuss concerns, collectively develop solutions, and explore ways to leverage available funding to expand resources for environmental water quality to include frequent flooding projects. With Annapolis's location on the Chesapeake Bay and Newport's on Narragansett Bay, both historic communities are working to prepare for what the future will bring.

So I ask all of you that are reading this, what will your water view be decades from now? Do you have initiatives, programs and partnerships in place to mitigate the impact of coastal and tidal flooding on your community? This is a question that all historic seaside communities should be asking themselves. ■



In 2003, Hurricane Isabel flooded downtown Annapolis and nearby Eastport. The hurricane severely damaged McNasby's (pictured), the last oyster plant in the area.

Annapolis is recognized internationally as "America's Sailing Capital" but we are also a popular fishing and recreational boating destination, with marine-related trades comprising a large part of the City's economy.

However, since its founding, the Annapolis waterfront has been changing, responsible by both by man-made and natural influences. Early colonists found marshy shore land, a shallow port with living shorelines of marsh grasses. As the economy prospered and the population grew, marshes were filled, shorelines were hardened, and waters were no longer pristine.

The Annapolis waterfront continues to change. Over the past 100 years sea-level has risen more than one foot. Nuisance flooding has increased by 925% in Annapolis over the past 50 years, from an average of 4 nuisance floods per year to 40 per year. In addition to

The City is currently working to develop a Cultural Resource Hazard Mitigation Plan which will be a Model Resiliency and Response Plan for Historic Properties. Along with that we are working on the Regulatory Response to Sea Level Rise and Storm Surge Inundation. Meanwhile, we are also working on a Sea Level Rise Strategic Plan and Designing a Cultural Resources Resiliency Plan.

*Weather It Together: Protecting Our Historic Seaport* is a multi-agency initiative of the City of Annapolis to develop a plan and implementation strategy, which will reduce the risk of damage or loss to private and public properties most vulnerable to the effects of climate change. This 18-month planning effort represents an important collaborative partnership between City, state and federal agencies and private non-profit partners.



# Guide to Sustainability

Local communities are facing increasingly greater threats every day. They are required to address the intersecting challenges of environmental degradation, social injustice, and unstable economies with fewer and fewer resources available to assist them in their efforts. The following pages are offered as a guide to help municipal leaders consider the big picture when developing a comprehensive community sustainability plan. It is intended to provide direction for local sustainability efforts and a sampling of resources to implement action.

## What is Sustainability?

In its simplest form, sustainability can be described as meeting the needs of the present without compromising the ability of future generations from meeting their own needs. It is a broad-based approach designed to make us ask: “What sort of world do we want to leave our grandchildren and their children and their children after that?”

Sustainability traditionally focuses on the three pillars of society: *social equity, environmental well-being, and economic vitality*. Without addressing all of these pillars, sustainability will be difficult to achieve. How we treat our vulnerable populations, what we buy, and how we dispose of our

waste are all interconnected decisions and are incorporated into the sustainability movement.

While there are many and varied actions that a community can undertake to chart a path toward a more sustainable future, this guide provides basic examples under each sustainability pillar. Whether we are addressing food insecurity, access to health care, the importance of cleaning up our waterways, investing in renewable energy production, or the need to develop resilient economies with robust jobs for local residents, we are tackling the issue of sustainability, which requires fundamental economic and social change to improve human well-being while reducing environmental degradation.

This at-a-glance view offers suggestions on how to lead by example, incorporate various aspects of sustainability into a community’s everyday activities, and actively engage citizens in the process. We use the examples of select topics under the pillars of *social equity, environmental well-being, and economic vitality*.

## Think Strategically

Because sustainability covers such a wide array of topics, it is necessary to take

some time to assess your community’s priorities and determine what issues are most relevant to your residents. Develop community-based plans with defined goals to help establish which actions you should take, and in what order of importance.

## Set Policies

Enacting laws and policies that direct action in an efficient and coordinated fashion is a vital step in addressing sustainability issues that are deep-seated and complex. Embed your plans within your community’s institutional framework. Develop a set of policies, ordinances, and regulations which codify your commitment and help to establish a fundamental shift toward a more sustainable future.

## Implement Action

Plans, goals and policies are only as useful as a community’s ability to implement action. Municipalities must engage their leadership, municipal staff, and residents to effect greater change. Instituting interventions, outreach and education programs, infrastructure projects, and residential incentives will all help bring your community one step closer to its goals. ■

		<b>Think Strategically</b>	<b>Set P</b>
		<i>Assess, Plan, Set Goals</i>	<i>Ordinances, Regu</i>
<b>Social Equity</b>	Community Action	Community Needs Survey Community Asset Map	Green Team Action Plan Sustainability Plan Affordable Housing Plan
	Community Based Food	Food Desert and Access Map Healthy Food Assessment Food Security Plan	Right of Way Gardening Policy
	Health & Wellness	Community Health Assessment Health Improvement Goals Bicycle and Pedestrian Plans	Municipal Wellness Policies
<b>Environmental Well-Being</b>	Green Space	Natural Resource Inventory Conservation Easement Inventory Tree Canopy Inventory and Plan	New and Re-Development Tree Canopy Preservation
	Stormwater & Watershed	Stormwater Asset Map and Plan Septics System Assessment and Inventory Watershed Plan Water Conservation Plan Septics System Management Plan	Stormwater Manager/Coordinator Onsite Stormwater Requirements Stormwater Fee Structure
	Energy & Resiliency	Energy Audits and Reduction Plans Commuter Plans Community Carbon Footprint Community Resilience Assessment Disaster and Flood Mitigation Plans Climate Action Plan	Anti-Idling Policies Energy Efficiency Policies
<b>Economic Viability</b>	Economic Development	Economic Development Opportunity Assessment Sustainable Economic Development Plan Local Business Directory Green Jobs Plan	Economic Development Director Enable Public-Private Partnerships
	Waste Reduction	Evaluate Municipal and Local Waste Sources	Pay-As-You Throw
	Purchasing	Evaluate Current Purchasing Practices	Sustainable Purchasing



Policies	Implement Action	
<i>Regulations, Mandates</i>	<i>Programs, Education, Outreach</i>	
Community Policing Affordable Housing Plan Community Policing	Develop a Municipal Green Team Dedicated Sustainability Fund Sustainability Resource Center	Sponsored Cultural Events Diverse Outreach Materials Free Wi-Fi in Public Places
Urban Agriculture Ordinances	Community Garden Farmers Markets	Public Food Forests Healthy Food Options at Events
Safe Routes to School Policies	Work Place Wellness Program Community Fitness Classes	Sponsored Health Screenings Bicycle infrastrucutre
	Tree Canopy Development Program	Easement Outreach
Dedicated Septic System Fund Pet Waste Ordinance	Pollution Prevention Outreach Incentives for Watershed Stewardship on Private Lands	Water Conservation Outreach Pet Waste Education Outreach
Renewable Energy Purchase Policy Carbon Neutral Development	Onsite Renewable Energy Capacity Perform Energy Efficiency Upgrades Residential Energy Programs	Install Anti-Idling Devices Install E-Vehicle Charging Stations Purchase Alternative Fuel Vehicles
Dissuade Predatory Lending	Buy Local Campaign  Local Business Round Table	Green-Business Certification
One Day Trash Pick-Up	Municipal Waste Reduction Program	Community Single Stream Recycling
Green Requirements in Service Contracts	Sign on to Green Purchasing Cooperative Agreements	Purchase Green Alternatives



Resources		
Social Equity	Community Action	Sustainable Maryland- A "one-stop-shopping" program 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
		Business Volunteers Maryland- connects companies and individuals to results-focused volunteerism.
		Sign Up Genius- A free group organizing web tool that helps communities keep track of and communicate with volunteers.
		Easel.ly & Piktocharts- A free web tool that features thousands of infographic templates and design objects which allows users without intensive experience as graphic designers to easily share their visual ideas online.
	Community Based Food	Atavist- A free multimedia publishing platform that assists communities design online reports and serves as a storytelling tool.
		UMD Extension- Provides programs and technical assistance in food & nutrition, home gardening, agriculture, and many more citizen engagement outreach opportunities.
		Local Food Shift- A campaign designed to empower communities to marshal their efforts in beginning to shift their food systems towards the local.
		Maryland Department of Agriculture- Information on Maryland Farmers Markets.
	Health & Wellness	Managing Maryland's Growth: Planning for the Food System- This publication outlines how the "food system" is central to Maryland's land use planning, economy, and well-being. The report provides case studies, guidelines and models of various local agricultural practices and programs.
		HEAL Cities & Towns- Free technical assistance and support to local elected officials and their staff to adopt policies that stem the obesity epidemic and create healthy, prosperous communities.
		Healthiest Maryland Businesses-Campaign that engages leaders, provides technical assistance and resources to support healthy employees and businesses.
		Action for Healthy Kids- Provides tools and resources to develop school action plans, programs & practices, and partnerships to combat childhood obesity.
Environmental Well Being	Green Space	Maryland Bikeways Program- promote biking as a fun, healthy transportation alternative that is great for our environment.Provides support for projects that maximize bicycle access and fill missing links in the state's bicycle system.
		Tree City USA- Provides a framework for developing a robust tree canopy program.
		iTree Inventory- A free software tool that helps communities strengthen their forest management and advocacy efforts by quantifying the structure of trees and forests, and the environmental services that trees provide.
		TREE-MENDOUS Maryland- program aimed at helping citizens restore tree cover on public land and community open space.
	Stormwater & Watershed	Maryland Urban and Community Forestry Committee Grants- Program helps community groups fund tree planting and education projects statewide to enhance Maryland's urban forest.
		Municipal Online Stormwater Training Center-online platform to provide stormwater education and training that includes tools, resources, and brief educational videos for the purpose of increasing awareness and empowering its stakeholders to take action toward effective stormwater management.
		Mayors' Water Challenge for Water Conservation-Resources and tools to motivate residents to conserve water and energy resources.
		Maryland Sea Grant Extension- Provides grants, capacity, education and outreach,and technical assistance in design assessments, social marketing and behavior change to help the Bay and coastal communities.
	Energy & Resiliency	Backyard Composting- Grants and educational tools to help promote residential composting.
		Chesapeake Bay Trust- Grant-making organization dedicated to improving the Chesapeake Bay and its rivers through environmental education, community outreach, and local watershed restoration.
		Re:Focus Partners- They design integrated resilient infrastructure systems and develop new public-private partnerships to align public funds and leverage private investment for vulnerable communities.
		Groundswell- Assists towns with obtaining 100% wind power.
Economic Vitality	Economic Development	CoastSmart Communities Grant- Financial assistance to local governments to encourage the incorporation of coastal hazards, sea level rise, and/or related coastal management issues into their plans, policies and operations.
		Maryland Smart Energy Communities program- Grant program empowering local governments to adopt energy policy goals and commit to them leading to sustained energy savings and additional opportunities for renewable energy development.
		ICLEI- Provides tools and technical assistance to local governments to build more sustainable cities and communities.
		National League of Cities: Community & Economic Development Committee- Policy resources on issues involving housing, community and economic development, land use, recreation and parks, historic preservation, and international competitiveness.
	Waste Reduction	DHCD Sustainable Communities- A place-based community revitalization program used to incentivize planning and action.
		DHCD Mainstreet Program- Downtown revitalization program to strengthen the economies of main street and neighborhoods.
		U.S. Economic Development Administration- Tools on new and emerging economic development concepts for practitioners and policymakers.
		RecycleBank- Free online residential recycling outreach and rewards program.
	Purchasing	Trash summit- Grants, toolkits, and other resources for establishing a large scale community trash clean up.
		TapIt – An app that identifies sites for refillable water bottles helping to reduce the use of plastic bottles.
		Responsible Purchasing Network- Tools and resources on sustainable purchasing policies, practices, and guides.
		NASPO Green Purchasing Guide- Recommended steps and proven strategies to enable the implementation of a green purchasing program with links to other resources offering detailed information on specific elements of the process.
	Trash Network- Database designed to foster connections between volunteers, organizations, businesses, and governments who are involved with solving the litter problem in the Potomac Watershed.	
	Maryland Green Travel- Program helps businesses evaluate their procedures, set goals and take specific actions towards environmental sustainability.	
	Green America- Comprehensive sustainable purchasing resource helping businesses and communities change their purchasing practices.	

For more information and links to the programs identified in this centerfold, please see the MML Guide to Sustainability Resource page at <http://sustainablemaryland.com/grants-resources/>

# Backyard Composting Municipal Grant Program

*A project of the non-profit NIE Institute  
By Doug Alexander, NIE Institute*

The mission of the Backyard Composting Municipal Grant program is promoting at-home composting as an easy, cost-effective way to divert residential organic waste from landfills.

Municipalities and residents benefit in a number of ways:

- Backyard composting can reduce tipping fees by thousands of dollars per year. About \$15 in tipping fees are saved per compost bin per year — 100 bins save \$1,500 a year at \$60 per ton; \$15,000 over the 10-year minimum life of the bins. (Based on an average of 500 pounds, composted per bin per year.)
- Municipalities can promote home-based composting as part of moving toward the [Maryland Zero Waste Plan](#).
- Using a science-based model, this practice turns food scraps, soiled paper, and other organic waste into useful – and free – compost which residents can use in their own gardens.
- As they compost, residents begin to monitor and ultimately reduce their food waste. Losses are estimated at \$1,350 - \$2,275 per household each year (Source: Bloom, *American Wasteland*, page 187).

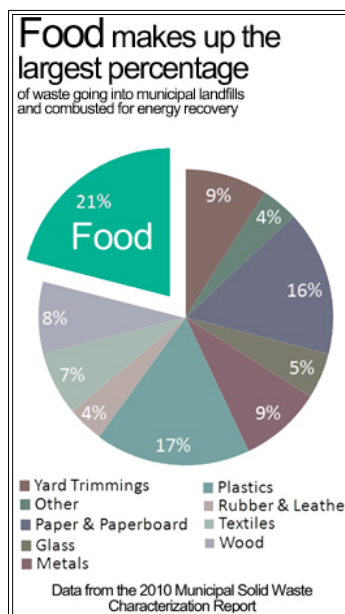
Our backyard composting model is based on the [Town of Cheverly Composting Project](#), first implemented in 2011. Cheverly is a suburban community, population 6,200, primarily single-family housing. By partnering with the Town, multiple non- and for-profit organizations, and residents, we could leverage funding. This allowed us to purchase four times as many compost bins (400 bins, 25% of 1,600 homes compost) resulting in 100 tons of waste being diverted from our local landfill, plus \$5,900 saved in tipping fees each year. We also found residents willing to invest \$20 to purchase the bins (good quality compost bins retail for \$80 to \$100 with shipping).

Making a relatively modest investment provided incentive for them to take composting seriously and to continue their composting efforts over time.

Implementing the program required new legislation by the Town Council to permit and create guidelines for composting. Backyard Composting provided the informational framework for the new regulations.

Besides the Council, several organizations were involved in implementing the project, including the Cheverly Green Infrastructure Committee (our Green Team), the Public Works Department, the Cheverly Community Market (where we sold bins), and of course numerous residents. We worked together to purchase, store, market, and sell the bins.

Funding came from multiple sources. The Town provided about \$4,000 of funding, about one-quarter of the \$16,000 total.



Non-profit and corporate donations were \$4,000. Residents purchased the 400 compost bins for \$20 each for a total of \$8,000. The total savings in tipping fees over the 10-year minimum life of the bins is expected to exceed \$100,000. That's a huge return on the Town's \$4,000 investment.

Backyard composting is a sensible step in moving toward the [Maryland Zero Waste Plan](#), which will eventually require municipalities to compost food scrap and soiled paper waste, and to recycle up to 90% of all waste, significantly reducing landfill waste. Eliminating food scrap and soiled paper waste from the landfill reduces the potent greenhouse gas methane and extends the useful life of the landfill.

Sustainable Maryland has been a wonderful partner in helping to promote the Backyard Composting Program at its summits and in producing a one-hour webinar for municipalities.

[BackyardComposting.org](#) provides everything a municipality needs to get started, including a Composting Guide that covers all aspects of composting (browns and greens, what and what not to compost, etc.), flyers, sign-up forms and other print materials, and a 40-minute training video for residents.

As the program expanded to other local municipalities, we used our growing purchasing power to seek worldwide quotes on compost bins and have negotiated the lowest price per compost bin, \$31 each plus shipping, with our vendor, EnviroWorld. Not only are these bins available at the lowest price, they were the highest quality of the dozen bins we purchased and inspected.

Backyard Composting will help municipalities who would like to implement this program by setting up their purchase with the vendor and providing a grant of \$6 per compost bin, up to a maximum of \$2,400 to help get them started. ■

#### Links:

Backyard Composting Project  
[www.BackyardComposting.org](http://www.BackyardComposting.org)

Maryland Zero Waste Plan  
<http://tinyurl.com/hbysu2q>

SM Composting Webinar for Municipalities  
<http://tinyurl.com/zhrzzc5>

The Gazette newspaper story about Cheverly Composting Project  
<http://www.backyardcomposting.org/#!/blog/cinv8>



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*October 13-15, 2016*

*Holiday Inn – Solomons*

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## Deadlines

- September 12 (5:00 p.m.) – hotel reservations
- September 16 – discounted pre-registration
- September 30 – pre-registration
- October 5 - registration changes/cancellations (for refunds)

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# ImagineBowie: A City's Planning Process Through Engagement

By Lorraine Doo, Doo Consulting, LLC.

Everything is connected. This phrase was coined by the American ecologist Barry Commoner, as one of his four laws of ecology in his 1971 book, *The Closing Circle*. The four laws are:

1. *Everything is connected to everything else.* There is one ecosphere for all living organisms and what affects one, affects all.
2. *Everything must go somewhere.* There is no "waste" in nature and there is no "away" to which things can be thrown.
3. *Nature knows best.* Humankind has fashioned technology to improve upon nature, but such change in a natural system is, likely to be detrimental to that system.
4. *There is no such thing as a free lunch.* Exploitation of nature will inevitably involve the conversion of resources from useful to useless forms.

There are of course many other versions of the "everything is connected to everything else" law over the centuries, and across all cultures. This only provides greater support for its veracity. So what does this "everything is connected" theory have to do with a city sustainability plan? A great deal in fact, because developing a plan is a process, not a product.

In order to create a meaningful sustainability plan, one must understand and leverage a variety of connections. Furthermore, within the plan itself, there will be connections that must be understood for their own impacts - such as the connection between water use and energy consumption, or indoor air quality and productivity improvement. Understanding these interdependencies will help to prepare a better plan and engage the right people in the development and implementation.

In 2015, the City of Bowie decided to create a sustainability plan. It already had an approved Climate Action Plan and had made significant progress on its objectives. In 2013 Bowie was certified under the Sustainable Maryland program and was working on its three-year action plan. The Department of Planning and Economic Development is responsible for overseeing the work related to the Climate Action Plan, and a Green Team of volunteers had implemented the Sustainable Maryland projects. However, the City planners recognized that even though they offered programs, there was very little engagement from residents, and almost none from businesses. Attendance at educational sessions was low and did not represent the res-

ident population. Further, there were only two certified green businesses after three years. Increasing engagement was a top priority for the Sustainability Planning project.

**Barriers Assessment.** The consulting team began the project by conducting a barriers assessment to try to learn why participation in the City's programs was low, and to find out what residents knew about existing City sustainability initiatives. In late December 2015 and early January 2016, a survey was released to assess knowledge, awareness, and interests. 360 individuals and 25 businesses responded to the survey which was distributed electronically and on paper. Participation in this survey was the high-



Residents chose community gardening as the most highly ranked initiative in Bowie's Sustainability Plan.

est the City has ever had. The consulting team followed the survey with a Hispanic focus group (conducted in Spanish) and then with a daylong facilitated visioning exercise with 100 individuals. The interactive event, called ImagineBowie, was conducted in such a way to encourage participants to envision and describe the sustainable features their city would have in 25 years. This exercise generated an extensive list of concepts which was translated into nearly 100 objectives, goals, and actions. This list became the foundation for the sustainability plan. Ideas included community gardens, improved transportation options, better access to bicycle paths, eliminating food waste, creating green and/or living buildings, wind power, and innovative technology. Other issues arose during the facilitated discussion, such as more communication from the City, different educational programs,

and different locations for the programs.

ImagineBowie was followed by events targeted at millennials - and held in bars. A facilitated session was also held with high school students, with similar positive results and engagement. The whole program culminated in a city-wide celebration, where all of the objectives were displayed for the public to view, discuss, and vote. Not surprisingly, the interests and priorities were consistent. In Bowie, community gardening was still the most highly ranked.

**Lessons Learned.** At the beginning of this endeavor, City leadership expressed concern about difficulties attracting people to their programs. This continued to be a challenge throughout the contract due to internal staffing and City policies. Bowie continued to have difficulty attracting participation to its programs - even for interesting evening programs with great topics and the final celebration at City Hall.

The critical lessons for Bowie in developing its sustainability plan and improving engagement from the residents and businesses are to enhance promotion and develop partnerships. Promotion must come in the form of using social media more effectively. For any municipality that does not have the staff or skill set, the recommendation is to secure a grant and bring in a person who can create the tools and systems that will work for the organization, and train the team to use them effectively. Partnerships are the other side of the coin. Identifying and nurturing partnerships within the City agency and the community are critical actions, both when developing the plan and when implementing the programs. Each individual and organization will have their network and can assist in promoting programs and initiatives. City staff and Green Team members should be tasked with developing the partnerships and maintaining them over the long term. These relationships will also help ensure that the programs are created that meet the interests or needs of the community.

Sustainability planning is a process that connects the whole community. By making the connections, and communicating the information frequently with the right information, everyone will feel that they are a part of the plan. When people feel they are part of something, they will help ensure its success. Everything is connected. ■





# Frederick: Paint the City Green

*By Jenny Willoughby, Sustainability Manager, Frederick*

As I crested the hill on I-270 in September 2001, I fell in love with the charming City of Frederick. The sun was bright orange and hanging low in the sky, the air was warm, and the city street lamps were just turning on to light up the night. Nestled in the valley and flanked to the west by a forested mountain and to the east by the Monocacy River, this little city captured everything that I wanted in a community. I didn't know then that I would become the City's sustainability manager or that I would be helping to grow the canopy of this little community.

I say "little" community because it still feels that way even though it's the second biggest city in the state with a population of about 70,000. Today, I think about how Frederick has grown from a farming town to bustling city. Its history as a farming community reaches back to 1745, when some of the area's first farms were settled by German immigrants. Since that time, more land was cleared for agriculture and City streets.

Science shows that trees help clean our air and water and can provide significant energy savings, in addition to all the terrific benefits for wildlife. Of all the sustainable projects, Frederick chose to focus on tree canopy because it's inexpensive, easy to engage residents, and can help jumpstart sustainability for the community. Technology is terrific for encouraging sustainability among residents, but the simplicity of gathering residents of all ages near a stream to plant a tree doesn't compare to any gadget or gizmo. And it's those trees along the creeks, or riparian buffers, that benefit water quality.

Frederick now requires a minimum 50-foot riparian buffer along all of its waterways for new development

and no new construction is allowed in floodplains. Floodplains are often dedicated to the City for use as public park land, which the City has been actively planting to help improve waterway health and increase its overall tree canopy. Over the past few years, approximately 52 new acres have been forested along riparian areas with assistance from a State grant. For perspective, Frederick's land area is about 22 square miles, or about 14,200 acres.

Despite Frederick's Tree City USA designation and the distinction of being the oldest Tree City in Maryland, the last urban tree canopy assessment in 2009 revealed that the City had only 14 percent canopy cover, significantly lower than other municipalities in the region. Annexed land is often old farmsteads with very few trees, the ideal blank slate to begin a new development and plant a viable forest. To meet the statewide goal of 40 percent canopy coverage by 2030, we need to plant nearly 3,700 more acres of forest. At about 100 trees per acre, that's nearly 370,000 trees. As Frederick annexes new land into the City boundaries these numbers increase.

Some of this forest will be planted as land is developed. Developments over 40,000 square feet are subject to the State Forest Conservation Act

***The "Five Trees for Me" program encourages residents to plant 5 trees in private yards, HOA common spaces, and private land.***

(FCA) and required to plant forest under protective easements. Ideally, forest plantings are concentrated in critical land areas, such as floodplain, wetland, and steep slope areas and along waterways. Forest conservation plantings include a variety of native species of various mature sizes that will form a rich riparian forest community.

In addition, street trees count toward the FCA tree planting requirements in new developments. While this is an excellent step to increase canopy, the quality of these urban street trees is a concern. Street trees often are smaller and shorter-lived because the planting spaces have limited and compacted soil volume, which disrupts access to nutrients and water. Where feasible, City staff works with developers to shift planting street trees into the front yards of new homes, so that the tree matures to its fullest potential. With the onsite yard location, these trees can shade both the home and sidewalk, avoid heaving sidewalks, and reduce impacts to utilities.

While tree planting in new development areas is an important part of increasing canopy, the majority of land available for planting is on residential properties, according to the *2009 Report on the City of Frederick's Existing and Possible Urban Tree Canopy*. This is true for most municipalities. Keeping the 488,500 trees in mind and understanding that the City needs residents to accomplish the 40 percent goal, I offered a short tree course in Fall 2014 for residents to encourage more planting on private land. It was so successful that I offered it in spring and fall 2015 as well.

The tree trainings are easy to replicate in your community by offering simple hikes or walks with the City arborist or forester in local parks and along streets. If your municipality doesn't have an arborist or forester, ask to borrow one of the local Forestry Board members, a Master Gardener, or a local arborist who is willing to teach tree identification.

I began emphasizing the need for each resident to plant five trees in private yards, HOA common spaces, and other private land. The "Five Trees For Me" program was born. The biggest hurdle is that residents often feel paralyzed at all the choices and leave their yard blank for fear of planting the wrong tree. The tree training is a way to show the variety of choices for different planting spaces and help residents make good choices for their landscape.

In the Summer of 2016, Frederick launched a tree map for residents and businesses to show where they've planted trees and to be counted as part of Frederick's canopy. The City arborist inventoried the street trees and those seeded the map. As each tree is added, the stormwater, air quality, and energy savings benefits are tallied real-time so each resident can see how they can positively impact their own lot and community. A Capital Improvement Project

funds the customized online mapping program called OpenTreeMap.

A true community effort, the City's Sustainability Committee, garden clubs, the Frederick County Forestry Board, Master Gardeners, and folks who attended the tree training will be asked to help neighbors choose appropriate trees for their landscapes. As the program gains momentum, we hope to share our successes and hurdles with other Sustainable Maryland communities so they can replicate the project.■



Tree canopy on Market Street in Frederick.

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Solar field in Poolesville.

# Rural Town Goes Solar

By D. Wade Yost, Poolesville Town Manager

Poolesville, a rural town of 5,500 residents nestled in the center of a 93,000 acre Agricultural Reserve, leaps into the 21st century green technology field with a 1.1 mega-watt solar array covering six acres and consisting of over 4,000 panels. For the elected officials and staff, this was a formidable task and frankly, a significant learning experience.

The genesis of the project was to explore alternative energy sources for the Town's Wastewater Treatment Plant. All the research pointed toward solar as our best option. With the facility's large energy requirements, purchasing a large solar array was cost prohibitive. As an alternative, a solar power purchase agreement (PPA) was considered. A PPA is a financial agreement where a developer designs, permits, finances and installs a solar energy system on municipal property at no cost. The developer sells the power generated to the Town at a rate that is lower than the power company's rate. This lower electricity rate serves to offset the municipality's purchase of electricity from the grid. The developer receives income from the sale of electricity as well as any tax credits and other incentives generated from the system. The PPA requires the Town to purchase electricity for a 20-year period, and the developer is responsible for the operation and maintenance of the system for the duration of the agreement. At the end of the PPA contract term, the Town can renegotiate the PPA, have the developer remove the array or choose to purchase the solar array at fair market value.

Negotiating the PPA was intense, challenging and took nearly two years to complete. Developing an understanding of power agreements, electrical billing charges, and negotiating across the table with folks that are experts in this field necessitated a deliberate community involvement process while becoming knowledgeable on the issues. Fortunately, the Maryland Energy Administration provided helpful insight and guidance throughout the

process. For the most part, the community advocated in favor of the solar development project. The only skeptical public scrutiny came from residents living in close proximity to the solar array and most of their concerns were mitigated by adding landscaping.

While negotiating a PPA, there are some key components that you and your legal counsel will need to consider.

## Contract length

- PPAs generally have terms of 15 to 25 years. This will play into the rate structure.

## Construction/operational milestones

- To ensure the timely achievement of the commercial operation date, a PPA should include deadlines for items such as:
  - Permit acquisition for construction
  - Construction contract execution
  - Construction commencement
  - Evidence of the purchase of solar panels

## Contract Termination

- A PPA should give you the opportunity to terminate the contract if certain events do or do not occur before the commercial operation date. These events may include:
  - Lengthy repair after severe weather
  - Not receiving the necessary construction or operation permit approvals
  - The inability to secure financing
  - Not securing transmission access

## Rate Terms

- The cost of solar energy depends on factors such as geographic location, the quality of the solar resource, the cost of PV cells and labor. A PPA should outline flat rates or electric rate escalators.

## Interconnection agreement

- The PPA should detail who is responsible for the cost of metering the power being transmitted into the grid, and both

parties should be aware of the best rate option for that meter.

## End of term expectations

- At the end of PPA's term, the solar owner may remove the PV system or sell it to the customer. If you opt to buy the system, the contract should include a provision to have the system appraised at fair market value.

The Poolesville Solar Project is part of the larger Sustainable Poolesville initiative to educate Town residents. The initiative encourages energy conservation and sustainability by addressing the long term impacts of fossil fuels such as pollution, global warming, and climate change. A kiosk provided by the developer is displayed on the Town's website and details the amount of energy produced daily and information on the reductions in greenhouse gas emissions. Poolesville provides tours for the local high school ecology program and other interested parties to increase the community's knowledge of renewable energy.

The financial incentive structure is an important aspect for developing solar projects. Monetary savings are realized, however they are not substantial and were not the driving force behind Poolesville's decision to seize the opportunity. To take full advantage of the PPA and power company rate structures, consideration should be given to the solar array size, the Maryland virtual metering law, and contract with a third party electrical supplier for periods when the solar array doesn't cover the full energy requirements.

Overall, setting aside the challenges of negotiating the PPA, every aspect of the solar array has been positive and an invaluable tool to spotlight our community's green initiatives. These efforts show how a small town in the middle of a large county can be a leader in green technologies. ■

# Greening a City of Grace

By Erika Quesenberry-Sturgill, Economic Coordinator, Havre de Grace

Mayor William T. Martin announced shortly after being sworn in both a goal and an initiative to reduce the carbon footprint of Havre de Grace, the city by the Chesapeake Bay in Harford County. To bring about the types of meaningful changes Mayor Martin foresaw required a great deal of thought and some very creative methodologies.

Mayor Martin challenged his staff to get creative in their thinking and to put into action goals expressed by the long-standing Havre de Grace Green Team.

“We followed a principle, a quote really, of Archbishop Desmond Tutu,” Mayor Martin explained. “Do your little bit of good where you are; it’s those little bits of good put together that overwhelm the world.”

Havre de Grace Deputy Director of Administration Jim Newby even found a way for the City to purchase the vehicles that saved a different kind of green in the way of City funds. “We are utilizing a Visa Card 2% Cash Back program to bank sufficient funds to purchase these new electric vehicles without utilization of budget funds,” he explained.

The American-made Polaris/GEM cars seat four passengers and have space to haul items as well. Havre de Grace installed a stanchion for electric service to these vehicles for recharging in front of City Hall. “The City of Havre de Grace, I am very proud to say, has flipped the switch,” Mayor Bill Martin explained to a recent public meeting. “All City buildings have switched over to solar power from the solar farm in nearby

year of electricity for municipal operations. Constellation Generation advised Havre de Grace that the source of this solar power is derived from a 20-megawatt solar generating facility in Perryman, located a short distance away in Harford County.

Harford County Government also utilizes the same generation facility for power to operate the Sod Run Wastewater Treatment Plant, located close to the generating station. Government water production and wastewater treatment facilities are traditional heavy users of electric power.

Havre de Grace is also leading the charge with small projects that have big results. Among these are the continued operations, and corporate funding, of a completely volunteer-supported organization, the CAT (Citizens Against Trash) Club of Havre de Grace. CAT Club members patrol the City’s streets picking up trash, emptying trash cans, ensuring cigarette outposts are available and regularly maintained, and otherwise ensuring the City shines. Upon receiving recognition for their efforts from the 88-year old Havre de Grace Chamber of Commerce, CAT Club members confirmed they remove tens of thousands of discarded cigarette butts and bags of bottles, cans, and other debris from streets and storm drains that may otherwise end up in our precious Chesapeake Bay.

New signage identifies the old growth trees in Tydings Park to visitors. Donated books are gaining new life after the City became the first municipality in Harford County to install and charter Little Free Libraries. To date nearly 400 books have been donated and recycled back into the community.

The City also installed LED up-lights rather than traditional street lights in the downtown business district. Existing street lights not replaced on this rolling multi-year project, are being improved to reduce energy consumption. Recycling containers are installed throughout City gathering places and supplied at the numerous festivals and events held in Havre de Grace each year.

The message is even being heard and carried out by City businesses with the Tidewater Marina in the center of Havre de Grace being recertified July as a Maryland Clean Marina for their environmentally sound practices.

Havre de Grace is a city which is going green to protect, promote, and preserve our natural resources and our Chesapeake Bay. ■



Havre de Grace purchased two Polaris/GEM cars to replace standard six-cylinder automobiles for short trips around the City. The operating cost of 3 cents per mile for the GEM cars compared with 12 to 14 cents per mile for standard autos saves money and reduces the carbon footprint.

One of the most creative initiatives to date has been a significant reduction of the City’s carbon footprint by changing the City’s fleet vehicles. Rather than the standard fossil-fuel vehicle for short trips through the City on tours, inspections or between events and activities, Polaris/GEM cars were purchased. Operating at a cost of 3 cents per mile rather than 12 to 14 cents per mile of a standard six-cylinder automobile, brings some savings. But it is the reduction of the carbon footprint of this still small fleet of two electric vehicles that was the main goal.

The two GEM cars, bearing the city logo, were delivered in the summer of 2016 and immediately put into action. They carried officials in the Independence Day Parade and carried Governor Larry Hogan through the City on a recent tour.

Perryman and we’re off the electricity grid in favor of renewable solar energy.”

Mayor Martin believed the City of Havre de Grace could realize a significant cost savings and “do more good” in greening our shared environment efficiently and effectively in the first year of his administration. The City-owned buildings are now 100% powered through solar sources. This change allows Havre de Grace to be both environmentally conservative as well as fiscally responsible.

Havre de Grace’s Director of Finance George DeHority led the charge to negotiate the best possible contract to take the City of Havre de Grace to a 100% solar-powered municipality. The benchmark for completion will be the end of December 2016. That contract was made with Constellation Energy who supplies the City with just over six megawatts per

# Building Local Economies: Plug the Leaky Bucket!

By Vickie Grinder, Thurmont Main Street Manager

Building a local economy has historically been a challenging endeavor, while sustaining a local economy becomes the focal point of a more difficult undertaking.

Glocal-/ˈglɒk(ə)l/

Reflecting characterized by both local and global considerations:

*Oxford Dictionary, Oxford Press*

Local economies have experienced the evolution into a global economy, and economic uncharted waters are still remnants from the downturn of 2007. Small towns have experienced an even greater mission to build the local economy, and preserve the economic progress which has already been established. Many contributing factors exist to this dilemma, but one obstacle shared by many towns and cities, large or small, is how to change the psychology of the community to “Buy Local” and instill the value associated for all in the community. Ecommerce is here to stay and we will continue to shop online, but we can still shop local by thinking “Glocal” for all within the community while supporting the local merchants who are also your neighbors.

## The Leaky Bucket

In economic terms it means focusing on attracting more revenue into the town, while slowing down the rate of leakage through local sourcing, adding value locally, and using local resources. New businesses, better benefits, investments, grants, etc., may be filling the bucket, but if goods and services are acquired outside the community, this becomes one of the holes in the Leaky Bucket process. How can we plug a few of those leaks?

## Buy Local Programs

Thurmont is very vigilant with “Buy Local” platforms and has developed a “Thurmont Business Bucks” program which focuses

on a local buying incentive. Thurmont Business Bucks is a gift certificate format sold in increments of \$25 and \$50 which may be used at one of the participating 36 local businesses. The consumer purchases a gift certificate at the town office, and receives a booklet to accompany the certificate which lists all participating merchants with a description, location, and all pertinent information about that particular business. Thurmont Business Bucks does not offer any discounts, so the merchant is receiving full face value of the gift certificate. Once the full amount of the gift certificate is redeemed, the merchant returns the gift certificate to the town office, and a check for the full amount returns to the merchant.

Thurmont Business Bucks is just one of several incentives to keep local bucks in the community, and the convenience of not having to leave town to purchase a gift. Thurmont Business Bucks saves fuel and time for shoppers while keeping the local dollars in the community. The cost of instituting a “Buy Local” gift certificate program is relatively inexpensive as the only expense is printing the certificates, envelopes, and directory of merchants.



*“When you purchase at local, independently owned companies rather than nationally owned businesses, more money is kept within your community. For every dollar spent at a local business, 73¢ stay in the community versus 43¢ at non-local companies. Locally owned businesses tend to support other local companies, which in turn encourages their profitability as well as the growth of the local tax base, and less tax burden on residents.*

*(Source: Neil Collins, Contributing Writer, Silicon Valley Biz Journal. (2016).*

The multiplier results from the fact that independent locally owned businesses recirculate a far greater percentage of revenue locally compared to absentee-owned businesses.

## Why not use a gift card program versus gift certificates?

Obviously, the perfect solution in a high-tech society, but this avenue was not feasible for the local merchants due to setup expenses for equipment and cards. Thurmont Business Bucks was the most cost effective route for this type of program.



### Farmers Market

Thurmont enjoys a very well attended **Farmers Market** by vendors and customers. The Farmers Market is centrally located in the downtown area which will give Main Street businesses added exposure in the long run. The Thurmont Green Team participated in a few of the Farmers Markets this year, and provided gifts of 150 native trees in the summer and seedlings in the fall to patrons. In addition, for National Farmers Market Week in August, Thurmont Main Street presented free tote bags to attendees which included local business coupons, rack cards, pens, etc., along with local materials supplied by the County.

**Small Business Saturday** sponsored by American Express is held the Saturday after Thanksgiving. Participating businesses are spotlighted daily on social media the week prior to Small Business Saturday with the proprietors displaying a Shop Small advertisement.

The **Thurmont Business Showcase** was created to highlight the numerous products, services, and restaurants within the Thurmont community. Participating businesses supply attendees with information, and giveaways for a five-hour expo. Demonstrations from local businesses such as fitness, health, history, etc., are held throughout the Showcase.

### Thurmont Main Street Center

The Main Street Center features local artists and authors, locally made products, participating business literature, restaurant menus, and visitor information for points of interest in the Thurmont area.

### Future

While no one program will be a panacea for preventing the economic leakage, these programs serve as a core beginning to building a local economy by creating awareness. With the volatile economic conditions ever changing, new and better strategies will be needed to sustain economic development policies currently in place. With the constant fluxing in the marketplace through technological innovations, most planners have learned



to not necessarily develop tomorrow's strategies on yesterday's success.

Thurmont is a small town just like many of our other Main Street partners across the state, so we share "commonomics" encouraging people to "Buy Local" while communicating the benefits in the community. We recycle paper, bottles, etc., why not recycle our money. ■



### Benefits to Buying Local

- Builds community relationships
- Keeps your taxes lower
- Local job creation
- Sense of community pride
- Enhances local democracy
- Supports non-profit organization through donations

Source: American Independent Business Alliance (2015).

# UPCOMING events & meetings

events

## MARYLAND MUNICIPAL LEAGUE • 410-268-5514

### ANNUAL CONVENTION

June 25-28, 2017 • Ocean City Convention Center

June 10-13, 2018 • Ocean City Convention Center

### FALL CONFERENCE

October 13-15, 2016 • Solomons

October 11-14, 2017 • Rockville

### NATIONAL LEAGUE OF CITIES • 202-626-3105 CITY SUMMIT

November 16-19, 2016 • Pittsburgh, Pennsylvania

November 15-18, 2017 • Charlotte, North Carolina

### CONGRESSIONAL CITIES CONFERENCE

March 11-15, 2017 • Washington DC

### INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION • 202-962-3540 ANNUAL CONFERENCE

September 25-28, 2016 • Kansas City, Missouri

October 22-25, 2017 • San Antonio, Texas

meetings

## MEETINGS

### September 2016

- 8 Legislative Committee, Annapolis
- 10 Board of Directors, College Park
- 10 Hometown Emergency Preparedness Ad Hoc Committee, Annapolis
- 14 Southern Maryland Chapter, La Plata
- 15 Legislative Committee, Annapolis
- 15 Carroll Chapter, Manchester
- 15 Montgomery Chapter, Takoma Park
- 15 Prince George's Chapter, New Carrollton
- 15 Joint Municipal Clerks/Attorneys Department, Gaithersburg
- 16 Code Enforcement & Zoning Officials Association, Bowie
- 17 Convention Planning Committee, Annapolis
- 20 Eastern Shore Chapter, Chestertown
- 22 Municipal Parks & Recreation Department, Bowie
- 22 Municipal Public Works Department, Boonsboro
- 26 Washington Chapter, Keedysville
- 28 Engagement and Outreach Committee, Annapolis
- 30 Executive Committee, Annapolis

### October 2016

- 13 Board of Directors, Solomons
- 13 Legislative Committee, Solomons
- 20 Cecil-Harford Chapter, Chesapeake City
- 20 Joint Montgomery/Prince George's Chapter, Glenarden
- 26 Engagement and Outreach Committee, Annapolis
- 27 Frederick Chapter, Middletown

### November 2016

- 5 Convention Planning Committee, Annapolis
- 9 Southern Maryland Chapter, North Beach
- 10 Montgomery Chapter, Somerset
- 17 Prince George's Chapter, North Brentwood
- 28 Washington Chapter



## Website of the Month

### MML Guide to Sustainability Resources

For more information and links to the programs identified as Resources

(page 16), please visit the MML Guide to Sustainability Resources page:

<http://sustainablemaryland.com/grants-resources/>



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# Get to know



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