



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, 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.

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Actions for Sustainable Communities:

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

ACTION ITEM	POINTS
COMMUNITY ACTION	
Green Team	
Participate in SM Green Team Training	5
Create a Green Team	10 M
Complete a Green Team Action Plan	10 M
Conduct Community Barriers and Benefits Assessment	15
Build SM Resource Center	5
Participation in MD Green Schools	10
Innovative Demonstration Projects	5 to 20
COMMUNITY-BASED FOOD SYSTEM	
Local Food Consumption	
Local Food Fair	10
Local Food Consumption & Preservation Classes	5 per class
Establish Local Farmers Market	15
Promote Local Farmers Market	5
Local Food Production	
Community Gardens	15 P
Spring Transplant Sale	10
Fall Transplant Sale	10
Establish CSA Drop-off Location	10
Innovative Demonstration Projects	5 to 20
ENERGY	
Municipal Energy Audits	10 (1st bldg), 5 (consec bldgs) P
Residential Energy Efficiency	5 to 20+
Wind Energy Project	10
Innovative Demonstration Projects	5 to 20
GREENHOUSE GAS	
Municipal Carbon Footprint	15 P
Community Carbon Footprint	15
Climate Planning	
Climate Action Plan	10 to 25+
Climate Change Adaptation Element	5
Innovative Demonstration Projects	5 to 20
HEALTH & WELLNESS	
Let's Move	15
Workplace Wellness	
Join Healthiest Maryland Businesses	5
Workplace Wellness Program	5 to 15
Living Well Program	5 per class
Innovative Demonstration Projects	5 to 20
LOCAL ECONOMIES	
Buy Local	
Establish Local Business Directory	10
Promote Local Business Directory	5
Buy Local Campaign	15
Local Business Roundtable	5 per roundtable
Local Business Procurement Notices	10
Economic Analysis of Procurement Practices	15
Local Purchasing Preference Policy	10
Green Business Recognition	
Join Maryland Green Registry	5
Promote Maryland Green Registry	5 points per 2 businesses

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

P denotes Priority Action M denotes Mandatory Action

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HELPING COMMUNITIES INVEST TODAY FOR A MORE LIVABLE TOMORROW

Sustainable Maryland – Proposed Legislation

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

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 21st 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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<http://scpp.ubalt.edu>

LEADERSHIP DEVELOPMENT

The Maryland Certified Public Manager® Program is a nationally accredited program for current and future leaders in the public sector. The program is open to state, city and county employees including those who do not have a college degree. Custom training programs are also available.

<http://MarylandCPM.ubalt.edu>



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

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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



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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

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