



NEW MILFORD  
CERTIFICATION  
2021

**Sustainable CT**  
Local Actions. Statewide Impact.®







# WHAT IS SUSTAINABLE CT?

- Mission-driven, rigorous certification program
- Understands economic, environmental, and human well-being are linked
- Free, voluntary, grass roots + municipal, “for towns, by towns” effort
- Funded and developed by the Sustainable Energy Institute, Eastern Connecticut U
- Rewards CT towns for completing sustainability “actions” across town systems including:
  - Local economy
  - Land and Natural Resources
  - Arts and Culture
  - Planning
  - Transportation systems
  - Infrastructure
  - Public Services
  - Housing

# WHY DID NEW MILFORD GO FOR CERTIFICATION?

## the PROCESS

1.

Helps identify sustainability gaps and opportunities

2.

Provides rallying point and community-wide opportunity to share in collective vision

3.

Offers access to matching funds for projects

4.

Recognizes/showcases our accomplishments and commitment to sustainability

5.

Promotes civic pride

6.

Serves as tool to attract new business, smart development, skilled workforce, new families

## the CREDENTIAL





## HOW DID WE DO IT?

- Set the goal to achieve SILVER certification (400 points)
- Identified YES, NO, and MAYBE classes of actionable ACTIONS
- Assembled team of 30+ resident volunteers, pro-bono experts, and municipal leaders and staff who in turn enlisted 50+ contributors
- Collectively clocked thousands of hours over 12 months
- Responded to 40 different actions from Waste Management to the Arts; from Homelessness to Historic Preservation
- Generated nearly 200 separate documents including strategic plans, detailed inventories, maps, proposals
- Awarded 870 points total to (over)achieve Silver Certification – 3<sup>rd</sup> highest number of points awarded following Greenwich and New Haven
- 1 of only 12 towns in this cycle, and 27 statewide currently with this status
- BOTTOM LINE: WE DID GOOD.



# WHAT DID WE DO?

## HIGHLIGHTS

economy. environment. everybody

### ENVIRONMENTAL IMPACT/STEWARDSHIP

- Brownfields Inventory
- Open Space Inventory
- Natural Resource and Wildlife Inventory
- Community/Climate Resilience Plan
- Invasive Plant Management plan and training DPW
- Great Brook/Hulton Meadow clean-up and restoration
- Expansion of Galileo's Garden



### COMMUNITY/INCLUSIVITY/ COMMUNICATIONS

- Strategic Communications Plan
- Affordable Housing Plan
- Farmer's Forum
- Multi-lingual Notify New Milford
- Food Network inventory/Food Council
- \$40K crowd-sourced/matched to fund 3 projects

### ARTS & CULTURE ECOSYSTEM

- Arts by Youth Initiative – My Heart Beats For
- Inventory of Historic Assets
- Historic Preservation digital Workshop
- Multiple “sustainability” events



### MANTENTE INFORMADO

### MUNICIPAL PLANS, SYSTEMS AND SERVICES

- Energy Star Portfolio update to track municipal energy reduction rates.
- Showcased effective strategy for addressing homelessness
- Key sustainability goals in 2021 POCD
- Multiple workshops and training sessions



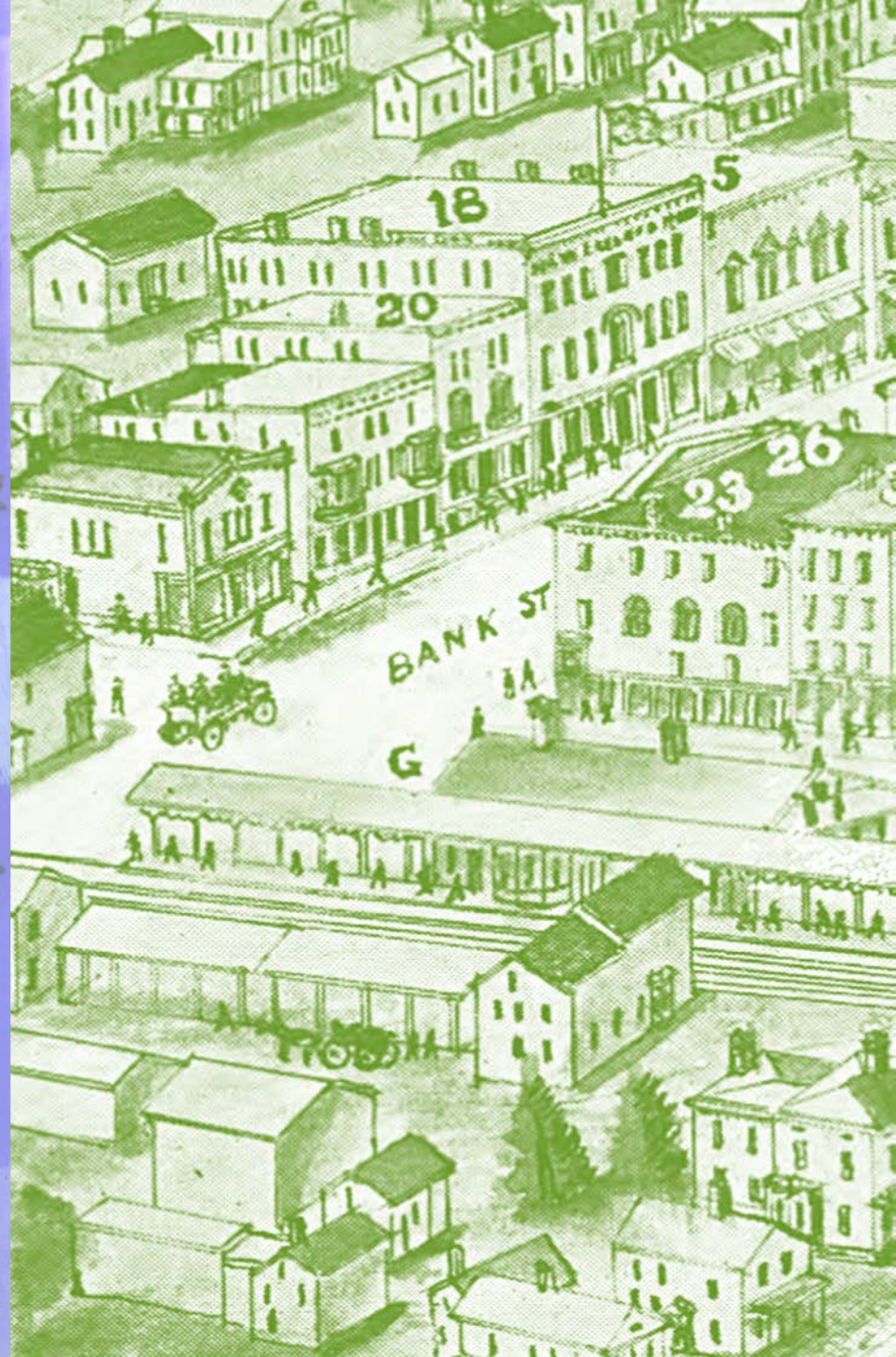
### ECONOMIC DEVELOPMENT

- NewMilfordNow.org – new arts, commerce, and recreation site for residents/tourists.
- Riverfront Renewal plan recognized as model of innovation: commerce, culture, housing, brownfield mitigation, enhanced municipal operations





IMAGINE A  
SUSTAINABLE,  
THRIVING,  
VIBRANT,  
INCLUSIVE,  
INVITING,  
INNOVATIVE,  
CELEBRATED,  
RECOGNIZED  
NEW MILFORD.



## SO, WHAT NOW?

SUSTAIN THE MOMENTUM

SEIZE THE HEIGHTENED AWARENESS of where we are TODAY and look again through the lens of TOMORROW

ANALYZE all the plans and reports generated by or referenced in this initiative in a comprehensive and wholistic way

DETERMINE WHEN/WHAT/WHY to build, build on, or change what we see in the data—figure out how actions might amplify or support each other

TRANSFORM OUR SCATTERGRAM of achievements into a road map...go from a collage of snapshots to big picture—from a collection of small wins to a colossal victory

SET GOALS. ENSURE ACCOUNTABILITY. TAKE ACTION.

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THE BEST WAY TO PREDICT  
THE FUTURE IS TO CREATE IT.

Peter Drucker

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