



Roadmap to Our Future

A blueprint for building a sustainable future and maintaining the vitality of the Cherry Hill community for future generations.

May 2016

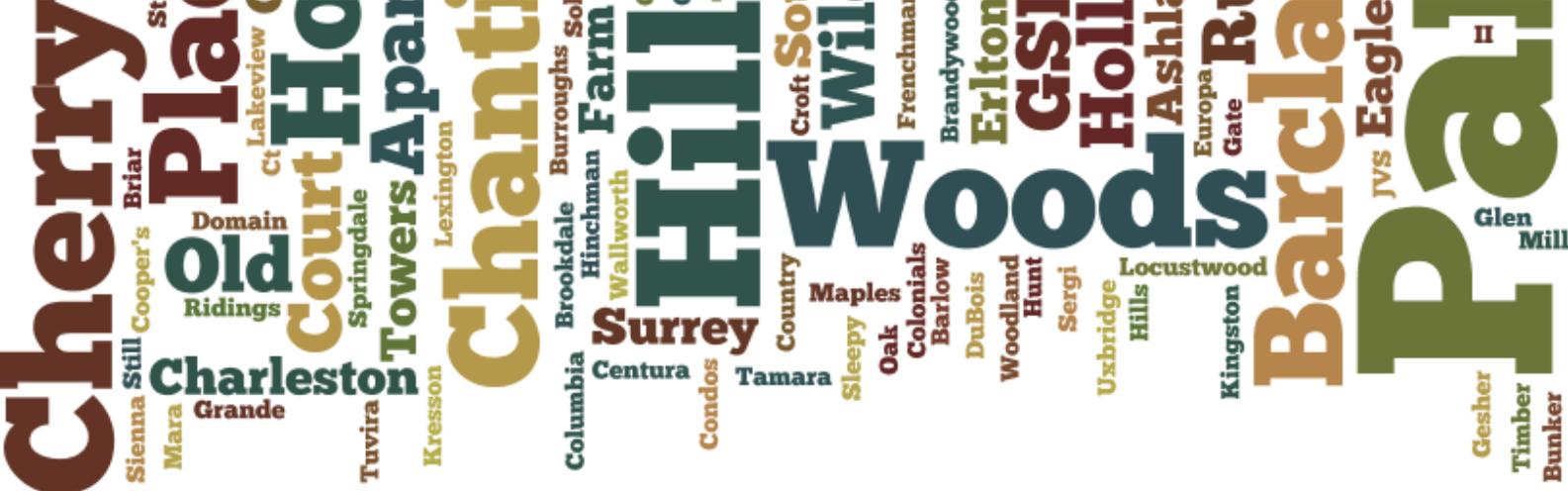


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Context and Summary

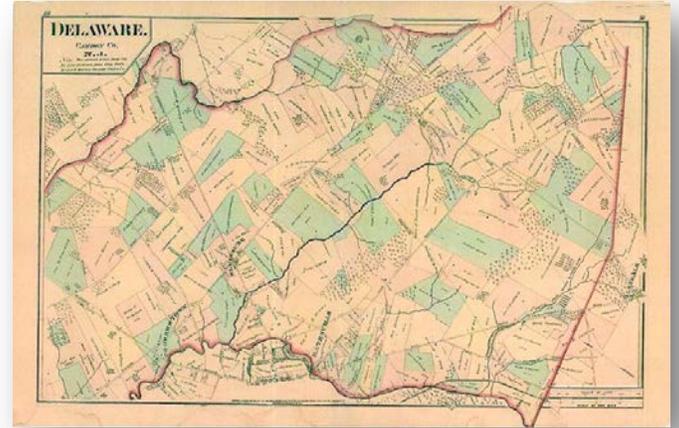
Defining Sustainability

Sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs. In short, the essence of sustainability is leaving a planet to our children and grandchildren that will still be able to provide them with sustenance, shelter, and economic opportunity. Municipalities such as Cherry Hill Township are in a unique position to partner with local residents and business owners regarding sustainable development by incorporating sustainable practices into municipal activities and using the relationship to communicate ways to practice sustainability at home and in business. This Sustainability Plan provides a roadmap for the Township to practice sustainability in its own actions, guide property owners toward energy-efficient “green” building and site design, and help residents, workers and visitors incorporate green practices into their everyday lives.

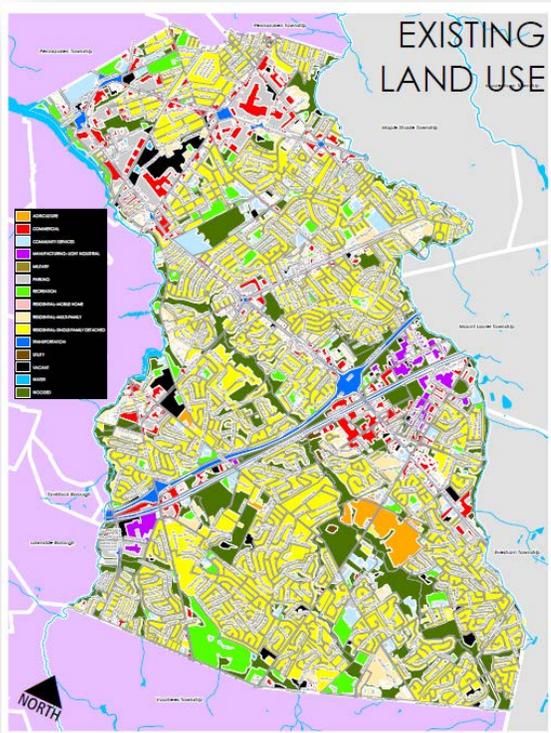
Introduction

Cherry Hill Township, located on the western side of Camden County, New Jersey, is home to more than 71,000 residents, over 4,000 businesses and 55 parks and recreational facilities, all within 24-square-miles. The Township has an award-winning public school system, over 40 places of worship, and is a regional destination for shopping, dining, and entertainment. According to 2010 U.S. Census information, Cherry Hill is made up of a diverse population including:

- 60 Languages and/or Dialects Spoken
- 25% Non-Caucasian
- 11.7% Asian



- 6.1% Black
- 5.6% Hispanic or Latino



The Township’s growth is typical of the suburban sprawl that occurred throughout New Jersey from the 1950s through the 1980s. During that time, economic and social forces and a growing federal highway system prompted the development of today’s suburban landscape and car dependence.

Vehicle-reliant land-use patterns are difficult to reverse, and the resulting automotive emissions released by the more than 250,000 vehicles traveling throughout the Township each day have helped create a significant carbon footprint. In addition, Cherry Hill’s thousands of businesses and nearly 25,000 homes, coupled with millions of square feet of office complexes, shopping centers and other uses, significantly add to that footprint through heavy energy consumption, waste output, and impervious surface coverage.

With both present and future generations in mind, this roadmap helps outline the benefits of laying a foundation

for sustainability, and fosters sound policies regarding land-use, transportation, energy, economic, preservation of natural resources and waste-management, and local governmental initiatives that could do much to achieve a sustainable outcome.

This roadmap is a blueprint for a sustainable future, and is essential to maintaining the vitality of the Cherry Hill community for future generations. The Township has committed to many environmental initiatives, and has become a regional leader in municipal sustainability. In recent years, the Township has begun to advocate for clean-power choices, changed zoning regulations and options, adopted green-purchasing policies, enacted a substantial leaf-composting program, and spearheaded an array of shared services with other municipalities, and today, the Township remains steadfastly committed to acting as an innovator in this regard.



In 2008, the New Jersey Municipal Land Use Law (MLUL) was amended to create an additional and optional element of a comprehensive plan, allowing the adoption of a sustainability plan (C.40:55D-1 et seq.):

“A green buildings and environmental sustainability plan element, which shall provide for, encourage, and promote the efficient use of natural resources and the installation and usage of renewable energy systems; consider the impact of buildings on the local, regional and global environment; allow ecosystems to function naturally; conserve and reuse water; treat storm water on-site; and optimize climatic conditions through site orientation and design.”

This plan upholds environmental sustainability as a priority for the Township and establishes leadership qualities for our community to implement and follow. All of the initiatives will be pursued through a strong partnership between the Mayor and Township Council with Sustainable Cherry Hill (SCH), the Cherry Hill Environmental Board (CHEB), and all Township departments, staff and boards, as well as local business, home and property owners. These partnerships will be critical in developing initiatives and promoting community awareness and education relative to environmental issues. They will also help to provide a system to analyze existing conditions, identify deficiencies, determine actions and initiatives, identify resources for implementation, and address monitoring and evaluation techniques.

Sustainable Jersey Accolades:

- 2009 Bronze Certification
- 2009 Creativity and Innovation Award
- 2011 Silver Certification
- 2014 Silver Certification
- 2014 Sustainability Champion Award

Why does sustainability matter?

Some effects of climate change are already being felt, including rising sea levels, diminishing glaciers, increased lengths of growing seasons, changes in freeze/thaw patterns of lakes and rivers, and changes in weather patterns and storm severity. There is no way to predict the exact impact climates change will have on different regions of the country, but scientists generally expect three major effects, of varying degree: rising

temperatures, increased precipitation, and rising water levels. Each of these changes could affect Cherry Hill Township in some capacity.



What are the benefits of a sustainable Cherry Hill community?

There are tangible benefits to integrating sustainable principles into a community, including:

- saving tax, government and consumer dollars;
- improved public health;
- elevated standards of living;
- community-wide economic growth.

The most direct benefit for municipalities, private homeowners and businesses is savings realized through energy-efficiency improvements. Reduced electricity and fuel

consumption means less money is spent on operating costs and utility bills. Additionally, home and business owners may benefit from various tax incentives for “going green.” Tax deductions may be available for home upgrades to heating, cooling and water-heating equipment and systems, energy-efficient windows, and assorted similar improvements.

Reducing greenhouse gas emissions presents direct public-health benefits, as well. The main causes of greenhouse-gas emissions (power plants, buildings and vehicles) also emit sulfur oxide, the leading cause of acid rain and particulate matter in the air, and nitrogen oxide, the leading cause of smog. This air pollution can cause respiratory disease, trigger asthma attacks, and has been increasingly linked to cardiovascular disease. We can improve our air quality – and, in turn, improve public health – by becoming more energy efficient, increasing our reliance on hybrid vehicles, and reducing our overall energy dependence.

Additionally, by promoting mixed-use development and improved pedestrian and bicycle facilities, we can foster behavioral changes that reduce our dependence on vehicular travel, and may increase daily exercise by the public in a country where obesity is a growing epidemic.

Promoting sustainability also presents numerous economic benefits to existing and future businesses and residents. Waste reduction, energy efficiency and pollution prevention can result in cost savings, increased efficiency, and better use or possible reduction in spending on municipal waste-management services. Sustainable development can also create business enterprises and product lines that provide more jobs and greater wealth.



Communities that are designed to improve the environment often have the positive consequence of creating a stronger sense of community and a better quality of life. Getting people out of their cars through

improved pedestrian and bicycling transit ways can lead to more interaction among residents. Thriving recreation facilities provide locations for community gatherings and can be a focal point of community pride. The process, in itself, of creating a sustainable town can unite citizens from a variety of backgrounds. Businesses, school groups, municipal officials, religious organizations, senior groups and others working toward a common goal can help build a stronger sense of community pride.

Objectives and Strategies

Cherry Hill Sustainability Plan Categories and Objectives at a Glance

Health and Wellness

- A. Promote and increase access to healthy local food and nutritional information
- B. Increase engagement in physical activity, fitness and recreation
- C. Improve indoor and outdoor air quality
- D. Identify and reduce environmental toxins, pesticides and other hazards
- E. Promote the use of environmentally friendly products

Homes, Buildings and Transportation

- A. Encourage energy efficiencies and clean energy use
- B. Reduce waste and increase recycling
- C. Educate about stormwater and wastewater management and reducing water use
- D. Promote sustainable practices in land use, building and renovations
- E. Encourage safe streets and multi-modal transportation

Leadership, Education and Training

- A. Provide and promote sustainability education and literacy
- B. Develop innovation, leadership and management capabilities in business, government and neighborhoods
- C. Link resources to encourage action
- D. Market the township's assets and special competencies
- E. Develop strategies and promote sustainable business practices

Community Vitality and Ecology

- A. Designate and encourage creative, smart and sustainable uses for underutilized land and buildings
- B. Strengthen use, access and programming of community amenities, public spaces and streets
- C. Support and increase the township's greenscape, including its existing park system
- D. Promote and conserve local natural resources and encourage the use of native species
- E. Preserve the township's historically and architecturally significant sites
- F. Incorporate alternative transportation trails/paths into corridors that can connect neighborhoods and businesses

Empowerment through Arts and Culture

- A. Embrace the value of diversity and attract and retain a diverse population and culture
- B. Encourage township-wide civic engagement, leadership and transparency across government and agency departments
- C. Develop, promote and increase access to arts, cultural and innovation facilities, resources and events
- D. Promote youth and senior civic involvement, empowerment and intergenerational engagement
- E. Ensure access to amenities, business opportunities, transportation and safe and healthy neighborhoods

Definitions

Mission

A statement which will provide a path and overall goal for the specific category.

Objectives

A list of actions which are intended be attained and relate to the specific category mission.

Strategies

Methods for achieving a specific category objective or objectives.

Goals

Targeted milestones to be obtained which will help accomplish the related strategy.

Metrics

The unit of measure or measures used to quantify the corresponding strategy.

Highlights

A sampling of accomplishments related to the corresponding category.

Mission

The Health and Wellness category dovetails with the Mayor's Wellness Campaign (MWC); its goal is to improve the health and wellness of our residents and businesses, and to recognize and publicize the significant overlap between personal health and the health of our land, water and air. This goal can be achieved by promoting healthy and sustainably grown food, encouraging fitness and outdoor recreational opportunities, helping to decrease exposure to environmental toxins, and reducing our community's dependence on motor-vehicle transportation.

Objectives

- A. Promote and increase access to healthy local food and nutritional information
- B. Increase engagement in physical activity, fitness and recreation
- C. Improve air quality, outdoor and indoor
- D. Identify and reduce environmental toxins, pesticides and other hazards
- E. Promote use of environmentally friendly products

Strategies

Strategy 1 – Health and Wellness

Working in partnership with Sustainable Cherry Hill (SCH), the Cherry Hill Environmental Board (CHEB) and other entities, create a “Cherry Hill Loves the Great Outdoors!” as a marketing and education campaign that aims to:

- Reduce motor-vehicle use;
- Reduce idling;
- Publicize trails and walkways and bike lanes;
- Create updated maps of above;
- Promote township-sponsored bike rides;
- Promote township-sponsored tree-planting events;
- Publicize the Barclay Farmstead Plant-a-Patch program.

Goals:

- 1-year goal: Become an Official “Let’s Move!” Community: <http://www.letsmove.gov/become-lets-move-city-or-town>.
- 2-year goal: Secure sponsorships for wellness campaign and/or state or federal grants to fund marketing materials and outreach.
- 3-year goal: Retool marketing campaign to reflect current conditions and targets.

Metrics:

- Number of participants on trails.
- Number of media saturation points.
- Number households showing awareness of campaign.



Strategy 2 – Health and Wellness

Work with police and local businesses to enforce idling regulations and issue informative tickets.

Goals:

- 1-year goal: Police hand out informational “tickets” from NJDEP.
- 2-year goal: Police write citations for idling incidents.

Metrics:

- Number of idling vehicles in front of schools.
- Number of informational tickets distributed.



Strategy 3 – Health and Wellness

In conjunction with the Camden County Environmental Center, develop an education and incentive campaign about reducing residential pesticide and fertilizer use.



Goals:

- 1-year goal: Obtain grants or sponsorships for education campaign and purchase of signs.
- 2-year goal: Ambassadors go door-to-door to educate the community about the problems with pesticide use. Residents, businesses or community organizations that use Integrated Pest Management (IPM) or organic solutions will be given a small sign announcing their participation in the program (the ladybug sign!).

Metrics:

- Number of properties with a ladybug, pesticide-free sign.
- Number of local landscaping companies using IPM or organic solutions.

Strategy 4 – Health and Wellness

Partner with SCH Food Day to support an annual Food Day event, promoting local, organic, sustainably grown, accessible food via restaurants and farms and markets.

Goals:

- 1-year goal: Creation of a full day or weekend of events featuring vendors and speakers, and “how to” workshops celebrating Food Day.
- Ongoing goal: Annual continuation of Food Day including possible “Multicultural Day” to encourage people to learn to cook a variety of ethnic dishes, a potluck supper, publicizing gift vouchers for seniors at Farmers’ Markets in Camden County, SCH Food Day represented at Harvest Festival in October.



Metrics:

- Number of attendees.

Strategy 5 – Health and Wellness

Use healthy, non-toxic products for cleaning in all municipal buildings; adopt a Green Cleaning Policy.

Goals:

1-year goal: Annually inspect all buildings to confirm that such products are being used.

2-year goal: Increase the number of healthy, non-toxic products being used.

Metrics:

- Number of products being used.

Strategy 6 – Health and Wellness

Develop a recognition/certification program for restaurants and businesses that provide local, organic or chemical-free products.

Goals:

- 1-year goal: Create criteria for a restaurant incentives, i.e. to obtain a window sticker, mayoral proclamation and website listing as a restaurant that values sustainability, possibly in conjunction with “Jersey Fresh.”
- 2-year goal: Education restaurants of the certification via Chamber of Commerce or other industry network events. Also use Cherry Hill Restaurant Week to highlight “Farm to Fork” restaurants.
- Ongoing goal: As restaurants become increasingly more sustainable, a continued certification process will take place.

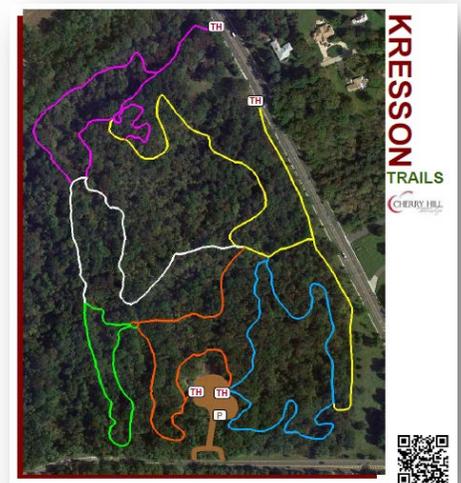


Metrics:

- Number of businesses receiving official sustainability recognition.

Highlights

- No-mow zones: Reducing resources needed to cut grass, reducing emissions from mowing equipment, and restoring natural wildlife habitats.
- No-idling and smoke-free polices: Improving our air quality, reducing litter on public grounds.
- 13-mile trail system: Formalized since 2009 adoption of the Cherry Hill Trails Plan, with continued investments.
- Invest in hybrid vehicles and fleet-management software: Reducing fuel consumption and operating costs.
- Plant-a-Patch Community Garden program: Provides space for residents to grow their own produce at Barclay Farmstead.



- Free compost: Available for residents at Public Works to encourage local gardening.
- Pesticide-free parks: Providing a safe environment for children to play.
- Mayor’s Wellness Campaign: Implemented in 2013; Healthy Town Designation achieved in 2014, first in South Jersey and one of just 13 in the state.



Mission

A sustainable community offers residents and businesses enhanced environmental, economic and social value. This goes beyond the traditional focus on growth and development, considering ways to achieve growth and development that are also beneficial to the environment and the social well-being of residents. Assessment of a sustainable community looks beyond the traditional measures of growth (e.g.: increased business activity) to a more holistic viewpoint, targeting resources to achieve overall added value over time. This includes efforts to increase sustainable practices among existing businesses and residents and attract businesses which conduct themselves in more sustainable ways, support alternative transportation options, or contribute to the strengthening of Cherry Hill's natural environment.

Encouraging sustainable practices such as recycling, clean energy use and multi-modal transportation will enhance access to the Township's environmental, economic and social resources, and improve the value proposition offered to those who live, work and relocate within Cherry Hill Township.

Objectives

- A. Encourage energy efficiency and clean energy use**
- B. Reduce waste and increase recycling**
- C. Educate about stormwater and wastewater management and reducing water use**
- D. Promote sustainable practices in land use, building and renovations**
- E. Encourage safe streets and multi-modal transportation**

Strategies

Strategy 1 – Homes, Buildings and Transportation

Work with businesses to establish educational programs focused on reducing waste in their supply chain and operating practices and establish a commercial recycling program to improve recycling among businesses.

Goals:

- 1 year goal: Conduct a baseline waste survey to gauge commercial waste generation in the township. Partner with community and business resources to host informational programs about the steps businesses can take to reduce waste throughout the waste stream.
- 2 year goal: Establish a commercial waste recycling program with incentives to increase recycling rates similar to the residential program in the township.

Metrics:

- Commercial waste tonnage.
- Commercial recycling tonnage.
- Commercial recycling rate.

Strategy 2 – Homes, Buildings and Transportation

Continue to increase residential recycling rates through education.



Goals:

- 1-year goal: Establish a regular communication message through various forums to re-emphasize the success of the program to date and the benefits moving forward.
- 2-year goal: Continue to expand the reach of information efforts including communication through schools to students, realtors and others who would interact with incoming residents and business groups.

Metrics:

- Residential recycling rate.
- Residential recycling tonnage.
- Number of educational saturation points.

Strategy 3 – Homes, Buildings and Transportation

Improve the sustainable practices of existing Cherry Hill businesses with a program designed to help them understand how they can implement more sustainable practices and how these changes can improve their bottom line and/or desirability to customers. Include education about various incentive programs offered through NJ Clean Energy and other programs. Include “incentives” as part of this program (e.g.: green business recognition) to encourage participation.

Goals:

- 1-year goal: Formalize a program to educate businesses about how to become more sustainable, its costs and benefits, and actions to take to achieve such improvements.
- 2-year goal: Advance the education and information program through various media, formats, and partners to reach desirable sustainably focused businesses.



Metrics:

- Number of educational saturation points.

Strategy 4 – Homes, Buildings and Transportation

Develop a campaign highlighting Cherry Hill as a supportive and desirable destination for sustainably themed businesses.

Goals:

- 1-year goal: Considering the measures implemented across the categories of the Cherry Hill Township Sustainability Plan; establish the compelling value proposition that Cherry Hill offers sustainable businesses looking for a location in which to operate. Formalize an education and information program.
- 2-year goal: Advance the education and information program through various media, formats, and partners to reach desirable sustainably focused businesses.

Metrics:

- Number of educational saturation points.
- Number of businesses embracing sustainable practices.

Strategy 5 – Homes, Buildings and Transportation

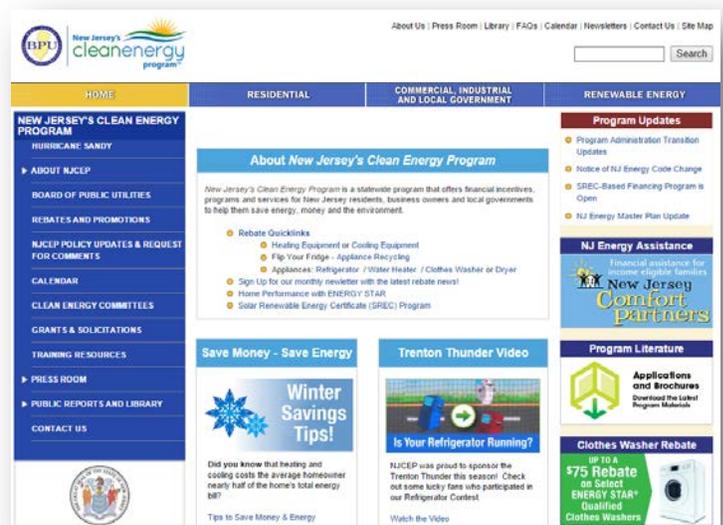
Establish the township as a supportive, reliable source for information on energy efficiency and incentive programs.

Goals:

- 1-year goal: Identify a resource database of programs and opportunities. Communicate regularly and consistently with residents and businesses through current township communication means, e.g.: website, Mayor's messages, social media, etc.
- 2-year goal: Augment with other communications, e.g.: inserts in tax bills, fliers at service counters in each department, tag lines on receipts issued and other documents, etc.

Metrics:

- Number of educational saturation points.



Strategy 6 – Homes, Buildings and Transportation

Develop an educational mindset and supporting material to encourage all residential and commercial improvement activities to consider sustainable building and construction practices. This would include circulating information on:

- Common and understandable green building practices and products.
- Construction waste recycling.
- Education about design methods that can increase local management of stormwater and wastewater and reduce water use.
- Exposure to green building and improvement resources and rating systems.
- Education for contractors and building operators.

Goals:

- 1-year goal: Develop a survey and checklist process that can be engaged at the time projects come in for permitting or approval. Process should educate and offer a range of sustainable practices that would be appropriate to consider.
- 2-year goal: Enhance the survey and checklist process to include: 1) a list of actions that would provide sustainable benefits to the applicant and/or community benefit, 2) would require/request that 4 of 10 actions be considered while leaving the selection to the applicant, and/or 3) substitute an objective rating system for a list to be developed by the Township.

Metrics:

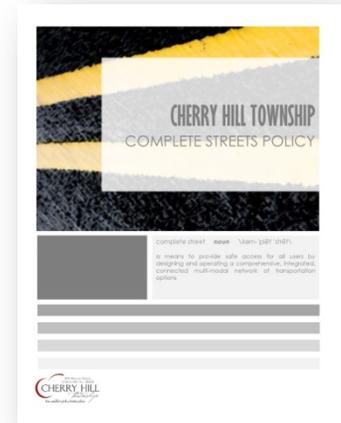
- Number of educational saturation points.
- Number of new applications including green building practices.

Strategy 7 – Homes, Buildings and Transportation

Implement improvements to support safe streets and encourage multi-modal transportation based on the Township Complete Streets Plan and Bicycle and Pedestrian Master Plan. Work with Camden County to achieve results.

Goals:

- 1-year goal: Finalize a 5- and 10-year plan for improvements with a goal of funding the initial year of the plan.
- 2-year goal: Develop a campaign to encourage multi-modal transportation use by educating residents about pedestrian, bike, and public transit options. Utilize multiple media such as announcements at meetings, emails, social media and signage.



Metrics:

- Number of Complete Streets implementations.
- Number of educational saturation points.

Strategy 8 – Homes, Buildings and Transportation

Achieve the master plan expectations for open space acquisition and incorporate alternative transportation trails/paths into those corridors that can connect neighbors and businesses without the need for vehicles.

Goals:

- 1-year goal: Coordinate a 5- and 10-year plan with the Township Complete Streets Plan and Bicycle and Pedestrian Master Plan.
- 2-year goal: Continued implementation focused on plan year 2-3 as a goal.

Metrics:

- Number of Complete Streets implementations.
- Number of trails.

Strategy 9 – Homes, Buildings and Transportation

Make multi-modal transportation options more available and safer for use by all forms of transportation. Develop a program of bike and pedestrian safety instruction to be delivered in multiple venues and to multiple audiences on a regular basis (including automobile users). Work with the county, schools and local groups such as cyclists and trail users to expand delivery.

Goals:

- 1-year goal: Develop program and deliver through media and directly to residents, with a focus on the schools.
- 2-year goal: Expand the program to include additional audiences and distribution methods including working with the County, local cycling and trail groups.

Metrics:

- Number of educational saturation points.
- Number of trails, bike paths and other multimodal pathways.



Highlights

- Consistently one of the top recyclers in the state
- 32% Diversion Rate – The amount of material recycled instead of placed in the curbside waste stream.
- 64% Recycling Rate – Total amount of waste recycled (curbside, yard waste, tires, e-waste) over the total waste volume.
- Recycled more than 1 million pounds of E-waste in program's first five years.
- 2 Solar Arrays (130 Kwh) – Average annual savings of \$45,000.00 (SRECs and Energy). Reductions of 47 metric tons of CO₂ on an annual basis.
- Lighting Retrofit Upgrade – Average annual savings of \$45,950.00 (based on product specifications and Kw efficiency gain).
- Complete Streets Policy Adoption (3/24/2014)



Mission

Aspire to be a beacon for highly educated and talented individuals to live, work and play, while providing an environment which accepts forward-thinking governmental, business, civic and individual practices.

Objectives

- A. Provide and promote sustainability education and literacy**
- B. Develop innovation, leadership and management capabilities in business, government, and neighborhoods**
- C. Link resources to encourage action**
- D. Market the township's assets and special competencies**
- E. Develop strategies and promote sustainable business practices**

Strategies

Strategy 1 – Leadership, Education and Training

Link township employees to information and training programs to ensure that fundamental and specialized skills are obtained and kept current.

Goals:

- 1-year goal: Include Sustainability Plan as part of the Employee Handbook which is distributed to all employees every year. Work with NJ Clean Energy office and New Jersey League of Municipalities to disseminate all current incentive programs and training opportunities. Create a web portal to all State programs.
- 2-year goal: Create in-house training on how Cherry Hill is making a difference, and how employees can do the same.

Metrics:

- Number of educational saturation points.

Strategy 2 – Leadership, Education and Training

Encourage and celebrate new ideas developed by employees and/or departments.

Goals:

- 1-year goal: Require all departments to develop at least one waste-reducing idea to implement as part of their budget presentations to the Mayor.
- 2-year goal: Develop a township-wide eco-challenge where ideas/suggestions can be submitted and reviewed by the Green Team. If idea is implemented, the employee or department will gain recognition by the Mayor and on on website and social media.

Metrics:

- Number of sustainable practices.

Strategy 3 – Leadership, Education and Training

Develop strategic plan for each neighborhood. Plans can be prepared in ways that involve substantial neighborhood involvement with the planning process and the planning objectives. Stronger neighborhoods help retain residents and businesses who, in turn, contribute investments and leadership back into their neighborhoods.

Goals:

- 1-year goal: Establish communication with individual neighborhoods and stakeholders and hold initial conceptual meeting.
- 2-year goal: With the Department of Community Development as the lead, work with neighborhoods to draft a Neighborhood Strategic Plan. Incorporate individual plans into the Township’s Master Plan.



Metrics:

- Number of saturation points.

Strategy 4 – Leadership, Education and Training

Educate and empower residents on the methods and benefits of being environmentally sustainable.

Goals:

- 1-year goal: Promote and collaborate with Sustainable Cherry Hill on educational programs and events.
- 2-year goal: Offer classes and other programs through the Township’s Recreation Department.

Metrics:

- Number of saturation points.
- Number of events planned.
- Event/class attendance.



Strategy 5 – Leadership, Education and Training

Establish and promote spaces where children can explore their environmental curiosity. Encourage children to explore nature and, as a result, become connected to their surroundings and become stewards of local nature.

Goals:

- 1-year goal: Determine list of areas and activities where children can explore the outside world.
- 2-year goal: Develop and advertise programs and events which utilize outside designated environments.

Metrics:

- Number of educational saturation points.
- Number of visitors at our parks.

Strategy 6 – Leadership, Education and Training

Develop a program which celebrates local sustainable practices by residents and businesses.

Goals:

- 1-year goal: Connect businesses with the State’s Sustainable Business Registry.
- 2-year goal: Develop an annual Sustainable Achievement Award program which will have a criteria for residents and businesses. Awards will be verified and given recognition at council meetings.

Metrics:

- Number of educational saturation points.
- Number of businesses registered.
- Number of business participants.

Highlights

- Sustainable New Jersey Silver Certified since 2011. This is currently the top level of achievement, reached by just 33 of the 434 participating municipalities. Cherry Hill was one of 8 towns to meet the requirements when first certified in 2011.
- 2014 Sustainable Jersey Sustainability Champion Award: Cherry Hill achieved the most points in the Sustainable Jersey certification program among large municipalities.
- Cherry Hill 2020 and Master Plan updates: Participants representing a microcosm of the Cherry Hill community layout their vision of what Cherry Hill should be for future generations.
- Town Hall Meetings: Mayor Cahn regularly hosts neighborhood meetings to share information and hear concerns; 13 such meetings were held in 2015.
- Community Partner with the Office of Clean Energy: Promote current incentive programs to residents and businesses, including Direct Install, Home Performance with Energy Star, Refrigerator/Freezer Recycling Program and Pay for Performance.



Mission

Cherry Hill is home to a diverse collection of neighborhoods, enhanced by great parks, shopping districts and other amenities that support a unique character and sense of place. Many of these areas have been on the rise and continue to see private and public investment by a committed citizenry and township. It is vital that we utilize and appreciate our existing resources while making smart decisions about our growth and future.

Objectives

- A. Designate and encourage creative, smart and sustainable uses for underutilized land and buildings
- B. Strengthen use, access to and programming of community amenities, public spaces and streets
- C. Support and increase the township's greenscape, including its existing park system
- D. Promote and conserve local natural resources and encourage use of native species
- E. Preserve the Township's historically and architecturally significant sites
- F. Incorporate alternative transportation trails/paths into corridors to connect neighborhoods and businesses

Strategies

Strategy 1 – Neighborhoods, Vitality and Ecology

Create and fund a Sustainability Director to coordinate and lead all sustainability efforts throughout town.



Goals:

- 1-year goal: Hire a part-time staffer.
- 2-year goal: Hire a full-time staffer.
- 3-year goal: Hire full-time and part-time staffers.

Metrics:

- Sustainable staffing levels.

Strategy 2 – Neighborhoods, Vitality and Ecology

Plan and create designated neighborhood cleanup and beautification days. Engage neighborhood and business leaders to support efforts.

Goals:

- 1-year goal: Incorporate program in 8 neighborhoods.
- 2-year goal: Incorporate program in the remaining neighborhoods.

Metrics:

- Number of residents participating.
- Number of businesses participating.
- Number of neighborhoods participating in program.

Strategy 3 – Neighborhoods, Vitality and Ecology

Create a “Discover Cherry Hill” campaign to promote and highlight our natural, historical and architecturally significant sites.

Goals:

- 1-year goal: Create “Discover Cherry Hill” page to centralize all efforts and #DiscoverCherryHill campaign to encourage visitors to spread the word through social media.
- 2-year goal: Create a “Discover Cherry Hill” video campaign



Metrics:

- Number of saturation points.
- Track total engagement through social media (Facebook, Twitter, Instagram), including total number of followers, hashtags, likes, shares, comments, retweets, and other methods of interaction.

Strategy 4 – Neighborhoods, Vitality and Ecology

Develop a tree, shrub, plant offset policy and program.

Goals:

- 1-year goal: Pass offset policy as a resolution which will include a list of native species.
- 2-year goal: Create “Green Swap” program to provide discounted or free replacement of trees and/or plants.

Metrics:

- Number of native species planted.
- Number of participants in the “Green Swap” program.

Highlights

- Restoration of Croft Farm and Barclay Farmstead: Continued investment in and preservation of historic properties; increased ADA accessibility at Barclay.

- **Connecting Neighborhoods:** Created paths to join pedestrians to transit stations and shopping areas. Paths reduce travel distance and encourage walking and/or biking, i.e. Kenilworth Connector.
- **Revitalization of underutilized properties:** Reinvestment in the Ellisburg Circle corridor, Haddonfield Road and the old Syms site, as examples.
- **Increased bike lanes:** Kings Highway and Springdale Road bike lanes installed.
- **Carol Highsmith gallery:** Captured images of the Cherry Hill community that will forever be preserved in the Library of Congress.
- **Civic Associations:** Continued engagement with groups, and revitalization of dormant associations.
- **Creation of the Cherry Hill Association of Pools (CHAP):** New level of support to the existing swim club facilities, to help maintain their financial stability as they are a critical community asset.
- **Social Media connectivity:** Using networking tools to stay in touch with residents and neighborhoods.
- **Recreation facility upgrades:** Including resurfacing of sport courts and equipment upgrades/replacements.



Mission

Provide township opportunities to engage, educate and expose residents and businesses to events, projects and programs that offer access to creative and multicultural outlets in order to foster a more sustainable and integrated community and population.

Objectives

- A. Embrace the value of diversity, and attract and retain a diverse population and culture**
- B. Encourage township-wide civic engagement, leadership and transparency across government and agency departments**
- C. Develop, promote and increase access to arts, cultural and innovation facilities, resources, and events**
- D. Promote youth and senior civic involvement, empowerment and intergenerational engagement**
- E. Ensure access to amenities, business opportunities, transportation and safe, healthy neighborhoods**

Strategies

Strategy 1 – Empowerment through Arts and Culture

Engage businesses in opportunities to volunteer, sponsor and provide stewardship for community events; encourage cross-promoting via social media, web and other outreach to the broader community.

Goals:

- 1-year goal: Engage businesses as sponsors for Township events, and allow to allow businesses table at events; offer standardized sponsor guidelines that include businesses showing “green” efforts and instructions on “green” displays, including supplies used for display; no generators; consider discounts or special offer cards for citizens who visit the table. Encourages sustainable business practices and shopping local.
- 2-year goal:
 - Provide business volunteers with a series of one-hour tutoring sessions to teach computer and other technological skills (smart phone) to seniors or others who need training.
 - Neighborhood block parties: Sponsors engage with township and neighborhood leaders to plan and produce block party-style events that can also focus on work or improvements, including clean-ups, repair work, or small building projects (e.g. park benches or picnic tables).

Metrics:

- Number of businesses participating in events.

Strategy 2 – Empowerment through Arts and Culture

Sponsors engage with township and neighborhood leaders to plan and produce events that engage youth, families and seniors.

Goals:

- 1-year goals:
 - Partner with schools and other youth groups (i.e. scouts; faith-based youth groups) for electronics recycling days; school garden planting projects; waste reduction and recycling projects.
 - Cross-promote with township and school district to tell arts/culture/empowerment/leadership stories; partner with school district for multicultural events.
 - Engage with businesses for potential sponsorships to defray any costs. Have seniors represented at Harvest Festival, Earth Festival and other township events and offer tabling opportunities at the events.
 - High school seniors work in small groups or one-on-one with senior citizens to teach social media literacy and skills.
- 2-year goal: Township offers space at Town Hall and/or library for high school students to record histories of senior citizens. Students would set up recording stations with A/V gear and conduct short interviews. Information can be used personally and/or saved for township history.



Metrics:

- Number of events held.
- Number of participants at each event.

Strategy 3 – Empowerment through Arts and Culture

Improve sustainable practices of existing Cherry Hill businesses with a program designed to help them understand how they can implement more sustainable practices and how these changes can improve their bottom line and/or desirability to customers. Include education about various incentive programs offered through NJ Clean Energy and others. Include “incentives” as part of this program (e.g.: green business recognition) to encourage participation.

Goals:

- 1-year goal: Formalize an education and information program about ways businesses can become more sustainable, actions to take to achieve such improvements, costs and benefits.
- 2-year goal: Advance the education and information program through various media, formats, and partners to reach desirable sustainably focused businesses and publicize these businesses.

Metrics:

- Number of educational saturation points and/or viewership.



Strategy 4 – Empowerment through Arts and Culture

Engage with local cultural groups to promote diversity and foster awareness and understanding.

Goals:

- 1-year goal: Outreach to cultural groups to encourage representation at Harvest Festival, Earth Festival and other township events and offer tabling opportunities at the events.
- 2-year goal: Increased involvement. Consider a multicultural event with businesses and other sponsorships.

Metrics:

- Number of diverse groups engaged in activities.

Strategy 5 – Empowerment through Arts and Culture

Provide opportunities to bring people together for events that provide opportunities to learn about other cultures and art.

Goals:

- 1-year goal: Initiate programs such as a Cherry Hill Family Night Out program; Movie in the Park with a Diversity Night or Multicultural Night where families enjoy free movie/entertainment with food vendors/sponsors/businesses to display and sell goods. Focus on sustainability: no generators, water bottles, etc. Offers option of short-term arts/culture programs so more people can drop in rather than commit to a six- or eight-week program.
- 2-year goal: Develop a thematic approach to arts/culture programming to focus on sustainability issues. Example: Recreation/arts/wellness programs can have a water theme focused on conservation; art and photography classes depicting water sites in township; art display on conservation.



Metrics:

- Number of events held.
- Number of participants at each event.

Strategy 6 – Empowerment through Arts and Culture

Utilize township spaces for visiting art and culture displays and provide more cross-promotion of events throughout the township.

Goals:

- 1-year goal: Allow organizations to enter arts/culture events on a township online calendar (with review/permission) and then promote appropriate events; partner where possible in order to give organizations buy-in to township. Offer 30- or 60-day displays in high-traffic public spaces such as the entrance to Town Hall; Community Center; Croft Farm House; Barclay Farm House. Develop a survey to discover what arts/culture events appeal to various segments within the township. Refresh the Arts Board to bring in new leaders and members to coordinate programs with township and other organizations; schools, etc.
- 2-year goal: Provide display opportunities for weather-proof sculptures for our open space areas on a rolling basis. Create a Per Cent Art program (PCA) - requiring developers to include a set percentage of funding for public displays of art (sustainable) in, on and on grounds of buildings.



Metrics:

- Number of events held.
- Number of participants at each event.

Strategy 7 – Empowerment through Arts and Culture

“Walk the walk and talk the talk” to promote sustainability among businesses, residents and within township government.

Goals:

- 1-year goal: Promote and publicize township “green” requirements for arts/culture/recreation events to include, but not limited to: Compostable, recyclable or reusable cups, plates, serving items; prohibiting plastic water bottles at township events and by vendors, sponsors, groups; clearly label recycling/waste containers at all events; ensure proper disposal/recycling/composting will take place by township vendors and groups.
 - 2-year goal: Require “green” guidelines be followed for all partners, sponsors, participants and groups.



Metrics:

- Number of “green” practices implemented.
- Number of educational saturation points.

Highlights

- Cherry Hill Citizens Cabinet: A volunteer group that meets regularly with the Mayor and senior members of the administration to help the Township discuss ongoing initiatives, residents' concerns, community needs and more.
- Mayor's Business Council: A volunteer committee composed of leaders from a diverse cross-section of Cherry Hill businesses who work collaboratively with the Mayor and senior staff to identify areas of concern for local businesses, develop solutions and discuss new initiatives for the Township.
- Cherry Hill Green Team: A selected group that serves as a resource, catalyst and advocate for sustainability practices throughout the Cherry Hill community, including businesses, residents, government, schools and organizations.
- Arts Advisory Board: Established in 1986, the board seeks to spotlight and present the work of dedicated artists and performers of all ages while bringing quality arts programming to Cherry Hill residents.
- Sustainable Cherry Hill Earth Festival: An annual event held in April with over 5,000 people attending, spotlighting township services and available "green" vendors.
- Music Under the Stars: An annual summer concert series with more than 3,000 attendees. The event highlights Cherry Hill's historic Barclay Farmstead and encourages community involvement.
- Art Blooms: An annual springtime celebration of arts and cultural activities at Croft Farm.



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 - Dr. Maureen Reusche, Former Superintendent of Schools and Green Team member
- Cherry Hill Township Staff and Departments

Additional Resources:

Reports:

- Cherry Hill Master Plan - <http://www.cherryhill-nj.com/205/Master-Plan>
- Bicycle & Pedestrian Master Plan - <http://www.cherryhill-nj.com/DocumentCenter/View/2184>
- Cherry Hill Complete Streets Policy Plan - <http://www.cherryhill-nj.com/DocumentCenter/View/2182>
- Cherry Hill Open Space and Recreation Plan - <http://www.cherryhill-nj.com/DocumentCenter/View/4097>

Websites:

- Cherry Hill Township - <http://www.cherryhill-nj.com/>
- Cherry Hill Recreation - <http://www.cherryhill-nj.com/118/Recreation>
- Cherry Hill GIS Mapping - <http://www.cherryhill-nj.com/1027/GIS-Mapping>
- Cherry Hill Library - <http://www.chplnj.org/>
- Sustainable Cherry Hill - <http://www.sustainablecherryhill.org/>
- Sustainable Jersey - <http://www.sustainablejersey.com/>
- New Jersey Clean Energy Program - <http://www.njcleanenergy.com/>