



## Clean Ocean Action's Municipal Blue Star Program

*Linking the benefits of Sustainable Jersey certification  
with improvement and enhancement of our  
waterways*

### What is the Blue Star Program?

The Blue Star Program is an action-oriented initiative for New Jersey municipalities interested in enhancing community water quality and resiliency. The program operates within the framework of the well-known Sustainable Jersey certification program by promoting actions that establish towns as leaders in environmental stewardship and help ensure the resiliency and vitality of a clean coastal ecosystem and economy.

### Who Can Participate?

By signing a Blue Star Intent form, any New Jersey municipality can begin the program. Individuals can help by joining their town green team and by helping COA promote the Blue Star Program.

### How to Earn a Blue Star



### COA choices for required action:

- Climate Adaptation: Flooding Risk
- Innovative Water Quality Project
- Model Stormwater Control Ordinance
- Plastic Bag Ban or Fee
- Stormwater Utility Support Resolution

### Why Become a Blue Star?

By becoming Blue Star certified, municipalities are:

- Improving and protecting the environmental and economic future of their community
- Reducing costs through sustainability initiatives, while increasing municipal funds through enforcement
- Promoting healthy waters, resilient communities, and environmentally sound practices
- Showcasing their community as a statewide role model through COA media spotlights
- Increasing community pride and participation

The Municipal Blue Star Program was made possible by funding from the Geraldine R. Dodge Foundation and collaborative support from Sustainable Jersey.



### Who is Clean Ocean Action?

Clean Ocean Action (COA), established in 1984, is an environmental non-profit that has worked to improve the quality of the marine waters off the New Jersey/New York coast using research, education, and citizen action.

To learn more about the Municipal Blue Star Program visit:

[www.CleanOceanAction.org](http://www.CleanOceanAction.org)

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