

# The Municipal Blue Star Program



## ***What is The Blue Star Program?***

The municipal Blue Star program combines the visionary [Sustainable Jersey](#) Program with Clean Ocean Action's focus on water quality protection. Our goal is to inspire coastal towns to achieve Sustainable Jersey Certification and reap its benefits, while at the same time focusing on watershed-wide water quality improvements.

## ***Who can participate in the Blue Star Program?***

Any municipality registered or certified in the Sustainable Jersey program is eligible to work toward a Blue Star Award. In order to receive Blue Star Certification, the municipality must first become Sustainable Jersey certified.

## ***Why become a Blue Star Municipality?***

Nearly all of New Jersey's waters fail to meet the fishable, swimmable, and drinkable goals of our laws. Most of these issues are a result of our everyday actions, and the way we use land and water resources. Fortunately, many can be fixed or prevented with small changes within our daily lives and communities. Through this Blue Star initiative, not only will your community become a leader in environmental stewardship, but you will help ensure the resiliency and vitality of a clean coastal ecosystem and economy.

## ***How to become a Blue Star Municipality?***

To achieve Blue Star Award status, simply target "Blue Star" actions while counting points for Sustainable Jersey Certification. At either Bronze or Silver certification level, 50% of your points must come from the Blue Star List of Sustainable Jersey actions. In addition, you must choose one COA specific action to complete.

### ***Five steps to becoming a Blue Star!***

1. Follow the application requirements for [Sustainable Jersey](#).
2. Ensure that 50% of your certification or re-certification points are "Blue Star Actions" to meet both Sustainable Jersey & Municipal Blue Star certification.
3. Submit documentation to Sustainable Jersey to receive certification. (Must be Sustainable Jersey certified to apply for Blue Star certification)
4. Submit your Blue Star Application to Clean Ocean Action for certification
5. Celebration/Award Presentation hosted by Clean Ocean Action

## ***What are the benefits of the Blue Star Program?***

All certified Municipal Blue Stars will receive an acknowledgment package which includes a celebratory Blue Star Award event and an attractive plaque. The Sustainable Jersey and Blue Star programs:

1. Improve and protect the economic and environmental future of the community
2. Reduce costs through green initiatives, while increasing municipal funds through enforcement
3. Promote healthy waters, resilient communities, and environmentally sound practices
4. Showcase communities as statewide role models through COA communications
5. Increase community pride and participation

## ***What is Sustainable Jersey?***



[Sustainable Jersey](#) is an action and point-based certification program for municipalities in New Jersey that want to go green, save money, and take steps to sustain their quality of life over the long term.

The program promotes the 3 equal, interrelated components of sustainability:

- **Prosperity:** support your local economy and use community resources
- **Planet:** practice responsible environmental management and conservation
- **People:** embrace social equality and fairness.

## ***How do I get more information?***



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Clean Ocean Action would like to acknowledge the Geraldine R. Dodge Foundation for their generous support.

