



# Sustainable Jersey's Progress in Essex County Municipalities

The Efficacy of Sustainable Development Frameworks



Presented by Christopher Hanson  
SUST 720: Capstone Project  
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# The questions:

- How effective is Sustainable Jersey?
  - What is working?
  - What isn't working?
- Long term viability?



# The method:

- Interview decision makers, participants and stakeholders
  - Rate Sustainability importance
  - Sustainability goals
  - Biggest challenges to sustainability
  - Best help for sustainability efforts



# The method:

- About Sustainable Jersey
  - Challenge of certification
  - Changes they would make to the certification
  - Best aspects of certification process

The background of the slide is a photograph of a desk. In the top left corner, there is a silver desk lamp with a glass shade. The desk surface is white and has a large, faint architectural drawing or blueprint spread across it. A blue ruler is visible on the right side of the desk, and a red pen lies horizontally at the bottom right. The background wall is made of reddish-brown bricks.

# The literature:

- Lots of barriers
  - Communication
  - Funding, funding, funding
    - Kastenhofer & Rammel 2005
  - Aesthetic concerns
  - Career conservatism
    - Booth & Skelton 2011



# The literature:

- What its going to take...
  - Stakeholder involvement
    - Koontz 2006
  - Better evaluative tools
    - Gonzales, et. al. 2011
  - Unified values, unique weights
    - Poveda, 2011



# The literature:

- Opportunities
  - Better decision-making and management
    - Braun 2007
  - Progressive legislation citing cost savings
  - Better land use planning
    - Okubo 2010

# Sustainable Jersey



- Launched in 2009
- Promotes:
  - Local economy
  - Conservation and stewardship
  - Social equity and fairness
- Certification through actions and policy, making municipalities more sustainable.



A desk lamp with a silver base and a glass globe is positioned in the upper left corner, casting light on a large blueprint spread across a table. The blueprint features architectural drawings, including a large blue 'N' shape and various text labels like 'COATS' and 'LOVES'. Two red markers are visible on the blueprint. The background is a brick wall.

# Sustainable Jersey

- 566 NJ Municipalities
- 110 certified
- 260 in process
- 65% participation

A desk lamp with a silver base and a white shade is positioned in the upper left corner, casting light on a large sheet of paper. The paper is a blueprint or architectural drawing, featuring various lines, grids, and text, including the words "LOVES" and "COATS". The background is a brick wall. Two red and white markers are lying on the paper in the lower right area.

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# Sustainable Jersey

- 566 NJ Municipalities
- 110 certified
- 260 in process
- 65% participation
- 1/3 plan to recertify
- Projected 22% participation

A desk lamp with a white shade and a silver base is positioned in the upper left corner, casting light on a large sheet of paper. The paper is a blueprint or architectural drawing, featuring various lines, grids, and text, including the words "GARDEN" and "LOVER". The background is a brick wall. Two red and white markers are visible on the paper: one is lying horizontally in the lower right, and the other is lying vertically on the right side.

## Talking Sustainable Jersey with Randy Solomon, co-founder

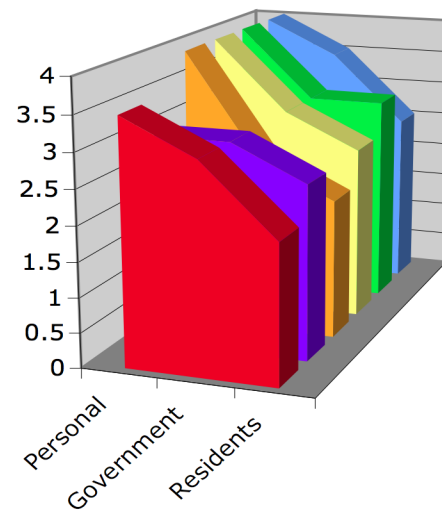
- The challenges
  - Inability to react to information
  - Human psychology
  - Municipal powers not proportionate to decision-making ability

# Municipalities

- Bloomfield
- Cedar Grove
- Glen Ridge
- Montclair
- Verona
- West Orange

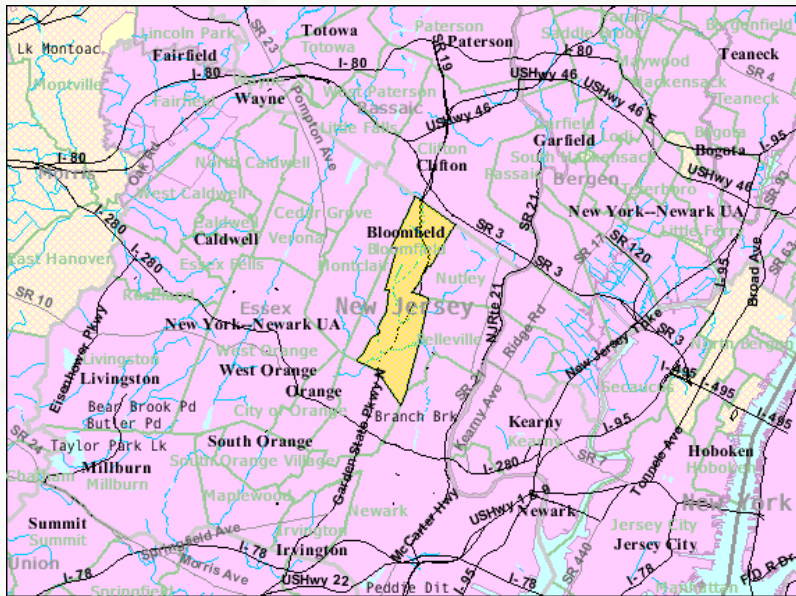


# Rating Sustainability



	Personal	Government	Residents
■ Glen Ridge	3.5	3	2
■ Cedar Grove	3	3	2.5
■ Verona	4	2.5	2
■ Bloomfield	4	3	2.5
■ West Orange	4	3	3
■ Montclair	4	3.5	2.5

# Bloomfield



- Status:  
Certified
- Recertification:  
No plans
- Interview subject:  
John Palomaki,  
Green Team Leader

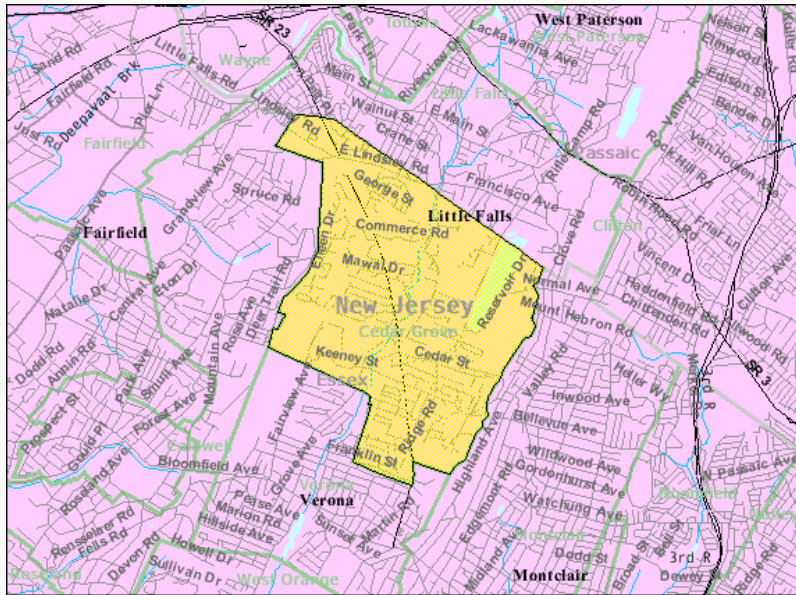


# Bloomfield findings

- Sustainability challenges:
  - Momentum
  - Budget
- Most helpful to sustainability efforts:
  - Full-time sustainability “point” person



# Cedar Grove



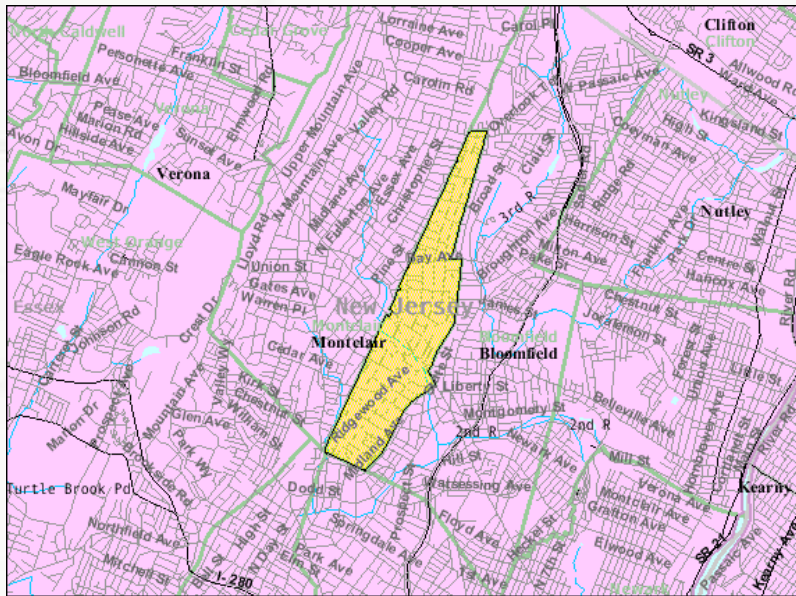
- Status:  
In process
- Recertification:  
N/A
- Interview subject:  
Alex Palumbo,  
Dir. Public Works



# Cedar Grove findings

- Sustainability goal:
  - None at the time of interview
- Sustainability challenges:
  - Funding
  - “Just another thing to do.”

# Glen Ridge



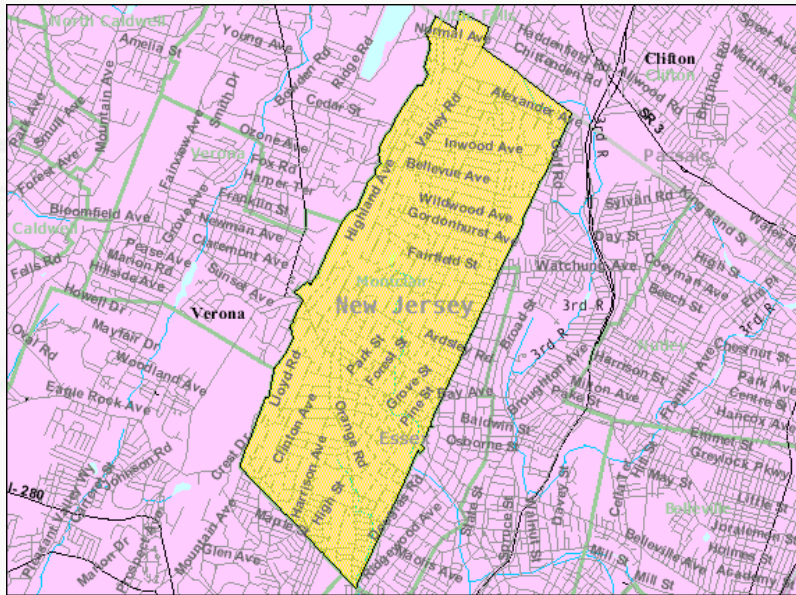
- Status:  
Certified
- Recertification:  
No plans
- Interview subjects:  
Elizabeth Baker,  
Councilwoman  
Michael Rohal, Borough  
Administrator



# Glen Ridge findings

- Suggested changes:
  - Baker
    - Customized plan
    - Best practices and mentoring
    - Regionalize certification

# Montclair



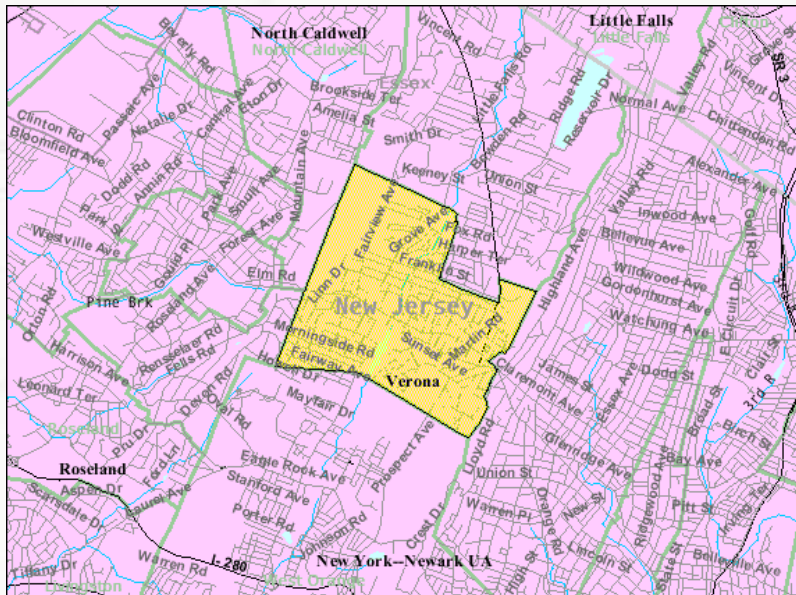
- Status:  
Certified
- Recertification:  
In process
- Interview subjects:  
Jerry Fried, (former) Mayor  
Gray Russel, Environmental  
Coordinator



# Montclair findings

- Sustainability goal:
  - Walkability
  - Triple bottom line
- Sustainability challenges:
  - Suburban structure
  - Public participation

# Verona



- Status:  
None
- Recertification:  
N/A
- Interview subject:  
Gerard Shimonaski,  
Verona Environmental  
Commission

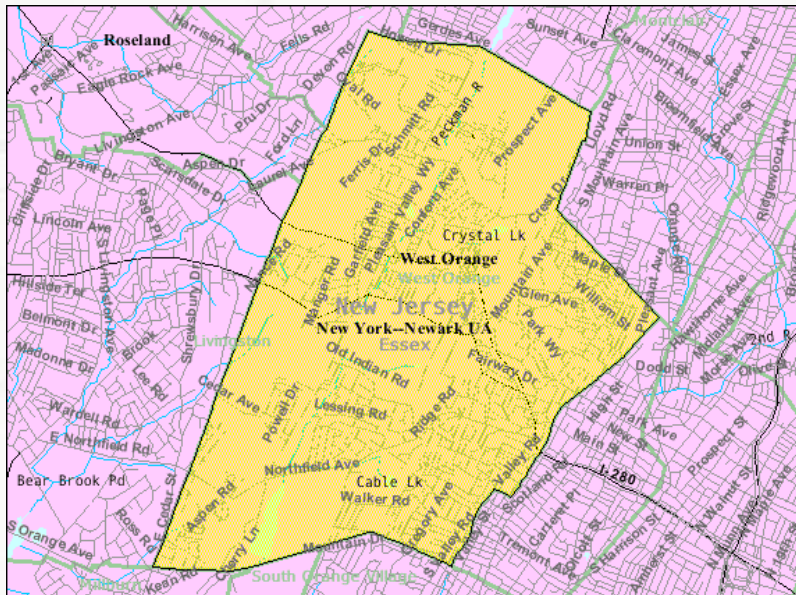
The background of the slide features a desk with a lamp in the top left corner, a brick wall at the top, and architectural drawings with a red pen and a white marker on the desk surface. The title 'Verona findings' is centered in a large, bold, black font.

# Verona findings

- Sustainability challenges:
  - Visibility of problems and effects
- Most helpful to sustainability efforts:
  - Decision maker interest
  - Children and education



# West Orange



- Status:
  - In process/Certified
- Recertification:
  - N/A (but likely)
- Interview subject:
  - Susan McCartney, Councilwoman

A desk lamp is positioned in the upper left corner, casting light on a workspace. The background features a brick wall above a desk. On the desk, there are architectural blueprints with various lines and text, a large blue L-shaped ruler, and two red markers. The overall scene suggests a professional or academic setting.

# West Orange findings

- Sustainability challenges:
  - Ideas/Vision
- Suggested changes:
  - Factoring economic feasibility



# In closing...

- SJ Challenges:

- MONEY
- Culture
  - Political
  - Societal

- Recommendations:

- (Lots of) Criteria points earned for sustainability staff position created.
- Regional/Economic specific certification plans
- Prioritize BOE program development



# Sources

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