



Main Street New Jersey

NJ Dept. of Community Affairs

**FOSTERING THRIVING AND
SUSTAINABLE LOCAL
ECONOMIES**

NJ Sustainability Summit
June 10, 2015



12



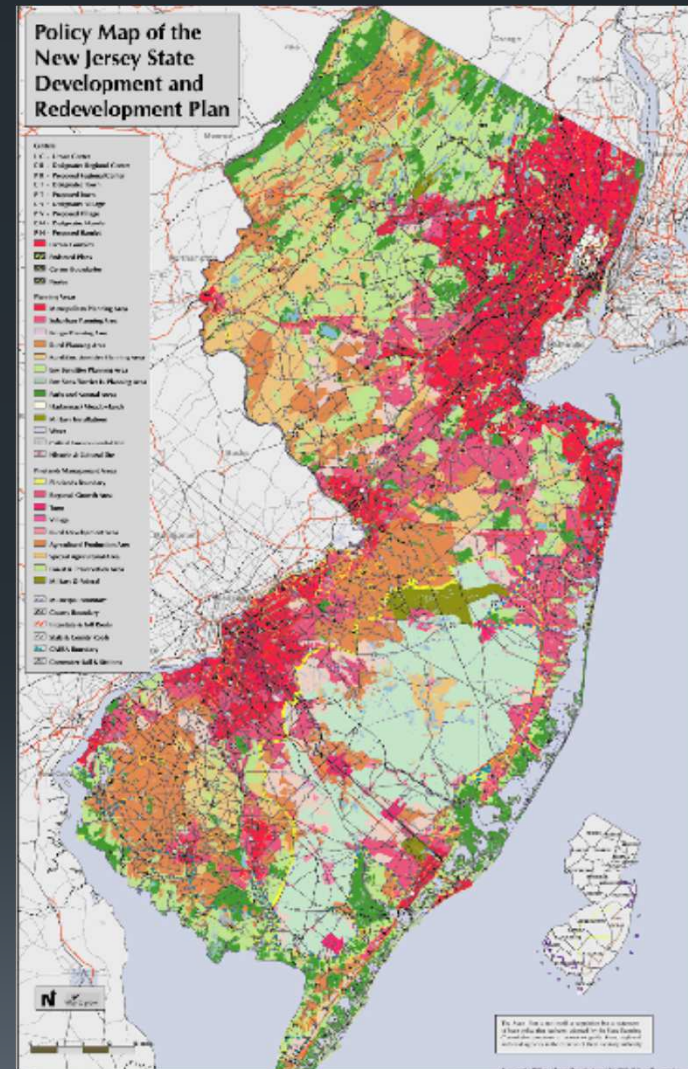
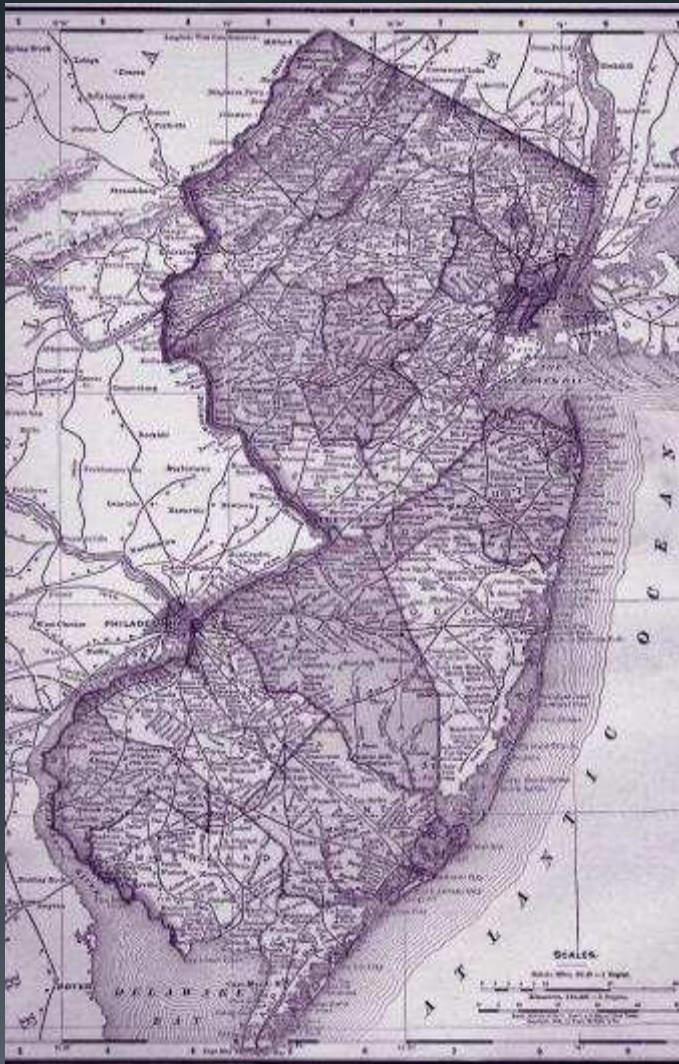
2

New Jersey:

Before...

...and After

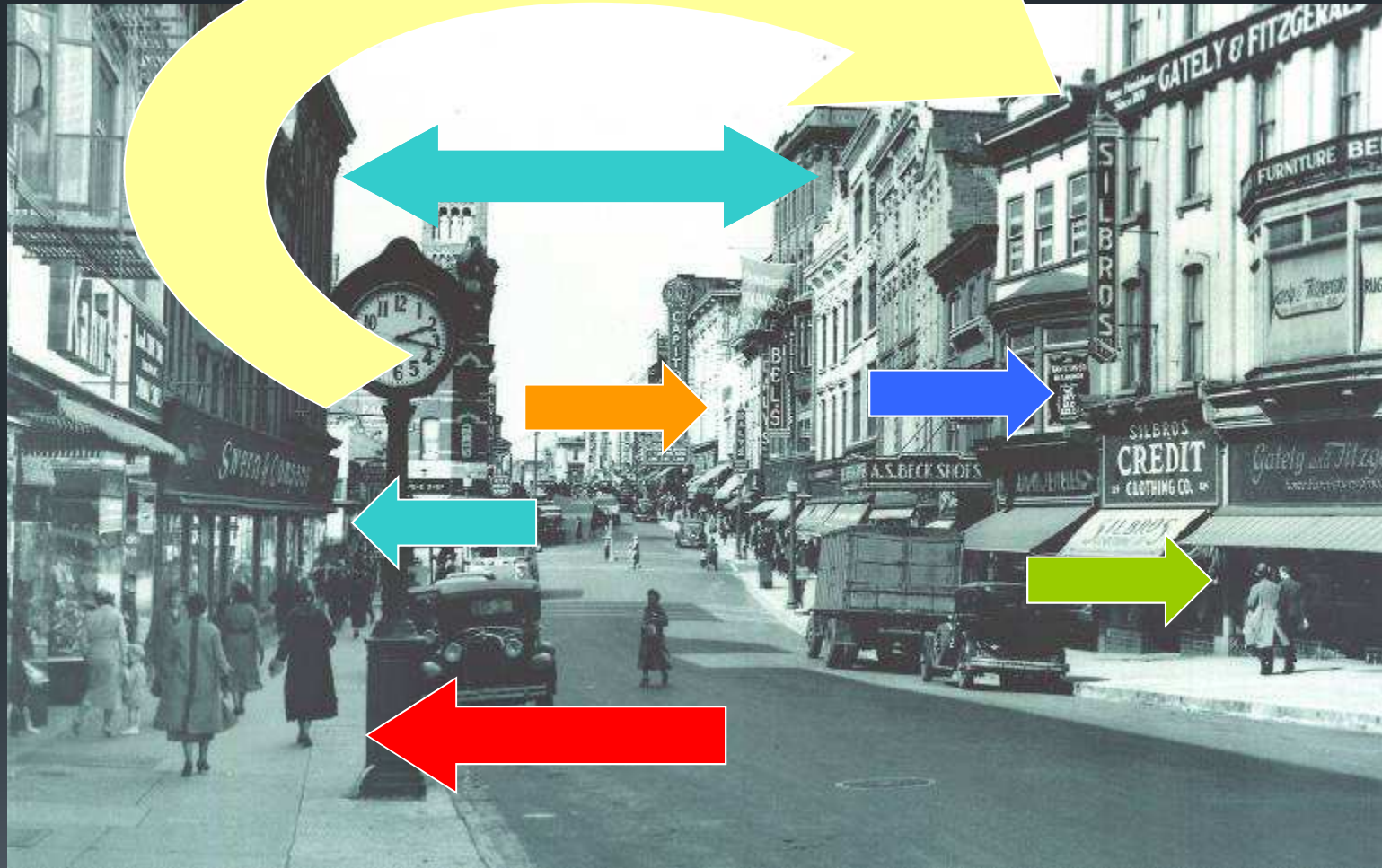
5



1

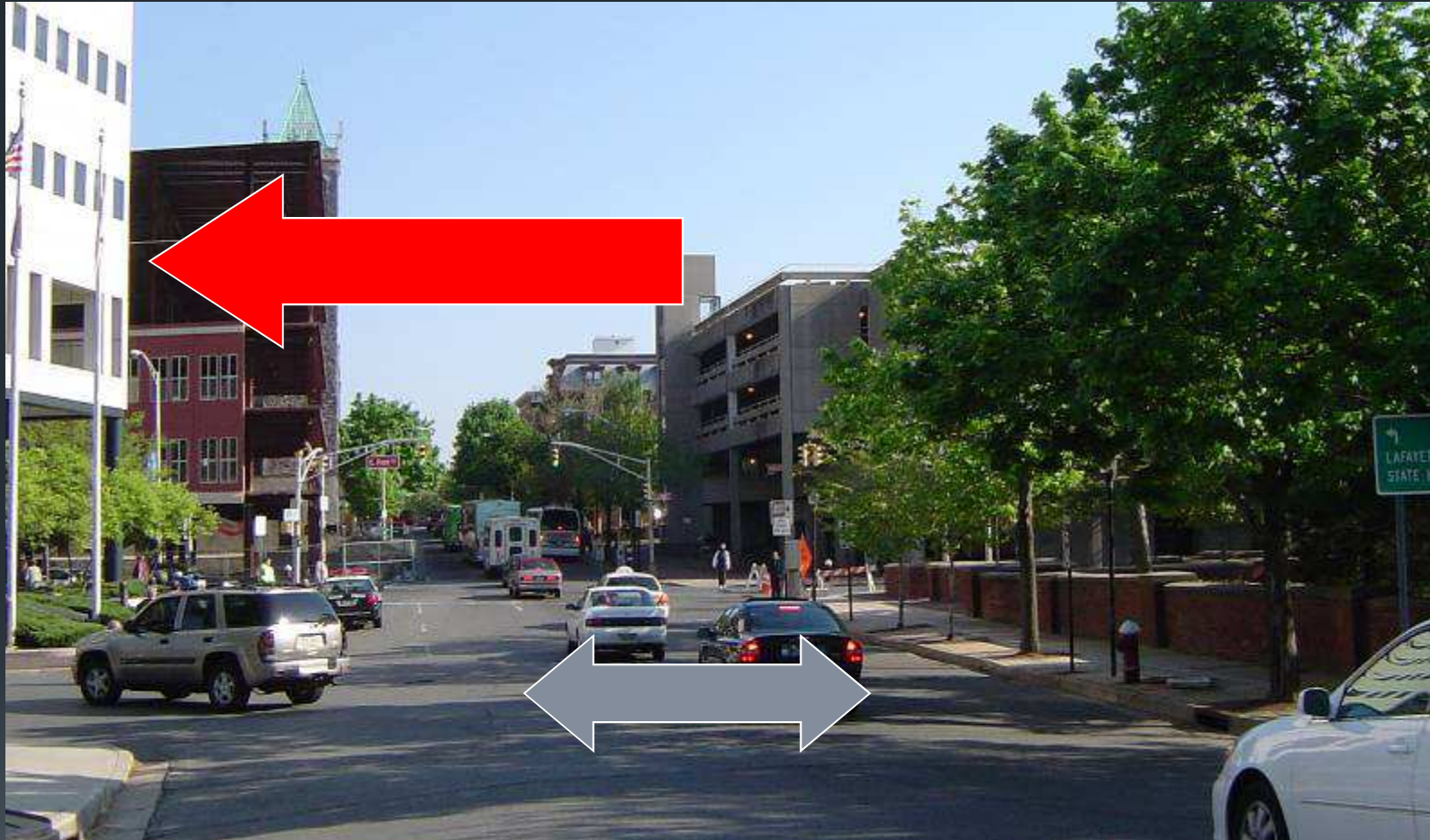
A Capital City c. 1937, 2:17 PM

7



Said City in 2005, 2:17 PM

8



500+

Local Economies = Inherently More Sustainable

•10

WHY BUY LOCAL?

SPEND \$100 AT A LOCAL BUSINESS

\$68 STAYS IN
YOUR COMMUNITY



\$43 STAYS IN
YOUR COMMUNITY

SPEND \$100 AT A NON-LOCAL BUSINESS



\$32 LEAVES
LOCAL ECONOMY

\$57 LEAVES
LOCAL ECONOMY

Stats from Local First's 2008
"Local Works!" study by Civic Economics

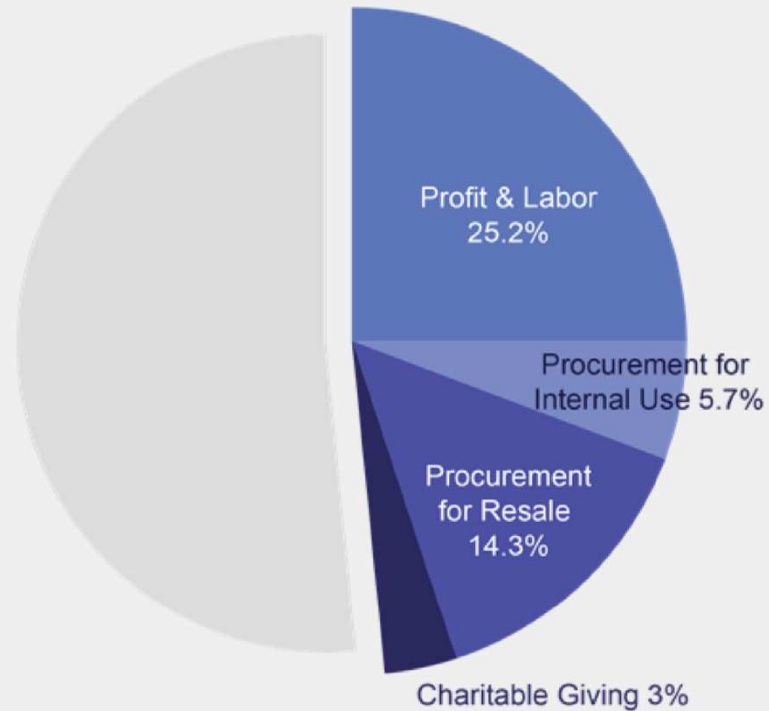
Local Economic Return of Indies v. Chains

Chain Retailers



Local Recirculation of Revenue: 13.6%

Independents



Local Recirculation of Revenue: 48%

*Compiled results from nine studies by Civic Economics, 2012: www.civiceconomics.com
Graph by American Independent Business Alliance: AMIBA.net

Put YOUR Community to WORK!



JOBS CREATED
for each \$10M spent
at **INDEPENDENT** Retailers



14

JOBS CREATED
per \$10M spent
at **Amazon Corp.**

Think Local First!



© American Independent Business Alliance | AMIBA.net | Data from ILSR.org



\$10.27M

6 to 15



O

Things You Can Do Now

- Celebrate Your Local Character & Uniqueness: Events, Ongoing PR
- Organize Your Local Businesses – Leverage National Campaigns: *Sm. Biz Sat, Ind. Retailers Week/Month*
- Reward Good Behavior!
- Ask the Community What It Wants
- Ask the Businesses What they Need
- Cash Mobs
- Trip Advisor/YELP/Social Media Reviews*

Things You Can Do Now

- Talk to Municipality About Local Sourcing
- Paint: Improve Facades
- Paint: Improve Public Spaces
- Clean Up: Store Windows
- Clean Up: Public Spaces
- Start a Community/District Gift Card
- Crowdfund District Improvements:
*CircleUp, IndieGoGo, Kickstarter, ioby,
Pozible, Smallknot, StartSomeGood, etc.*

Generally Speaking:

*If there is not a rule/law that
says you **can't** do something,
that means you **CAN** do
something.*

So: Do Something!



mainstreetnewjersey.com

msnj@dca.nj.gov



Thank YOU!

June 10, 2015

SUSTAINABILITY SUMMIT


TCNJ



Green Business Recognition Program Action

Are you ready to start working with your community's businesses?

- ⦿ Any business can become greener.
- ⦿ Many businesses are already moving toward greener practices.
- ⦿ A Green Business Recognition Program engages the private sector.



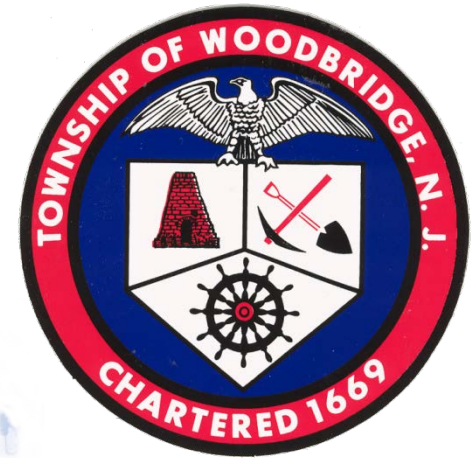
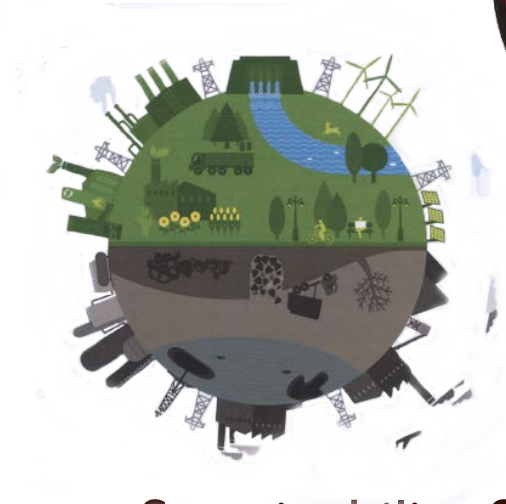
Green Business Recognition Program Action

This action awards a variable number of points, depending on the scope of work completed.

- **Tier 1:** For 10 points, a municipality implements a Green Business Recognition Program for local companies that includes criteria for participation and a marketing strategy to recognize participants.
- **Tier 2:** Municipalities can earn a total of 15 points by implementing everything in Tier 1, and additionally adopting the criteria established by [the New Jersey Sustainable Business Registry Program \(NJSBR\)](#), and including participation in the Registry (which is free) as a mandatory element in their Recognition Programs.
- **Tier 3:** Municipalities can receive 20 points if they satisfy the requirements of Tier 2 and additionally promote and encourage participation one or more sector-specific green business programs that are geographically and economically appropriate for your municipality.

GREENABLE WOODBRIDGE

Fostering Thriving and Sustainable Local Economies



2015 New Jersey Sustainability Summit
June 10, 2015

Mayor John E. McCormac

Caroline Ehrlich / Chief of Staff / Redevelopment



Greenable Woodbridge Prosperity Plan

“To use sustainability to create demand and a market as a basis of fueling a better economy in Woodbridge Township and the surrounding regions and to foster the creation of new market opportunities and local economic growth.”

Defining the Green Economy

Output approach or Core Green Businesses

- Firms that produce green goods and services



SIEMENS



Process approach or Adaptive Businesses

- Firms that have sustainable or green production processes or business practices



Supply ↔ Demand

- Promote widespread education
- Expand cleaner transportation and infrastructure
- Provide support through policy



EDUCATION



DEMAND



INNOVATION



GREEN TECHNOLOGY



NEW MARKETS



STRONGER ECONOMY



GREEN ECONOMY
=
CLEAN ECONOMY

Buy Local

Shop WOODBRIDGE!

**When
YOU
BUY
Locally:**

- **It helps out the environment.** Buying locally saves transportation fuel.
- **It nurtures our community.** Studies show that local businesses donate to community causes. Support the businesses that support us.
- **It makes us unique.** There's no place like Woodbridge! We are a Township of neighborhoods. Where we shop, where we eat and hang out — all of it makes our neighborhood home. Our businesses and business districts are part of what make us special and a great place to live.
- **It creates jobs.** Local businesses are the best at creating jobs for our residents.
- **It improves your health.** If you can walk to your local stores, you become healthier in the process.
- **Buying locally is an investment in the community.** Local businesses are often owned by people who live here, work here and are invested in our Township's future.
- **You get better service.** Local businesses often hire people who have a better understanding of the products they're selling and take more time to get to know their customers. More often than not, you are dealing with other Woodbridge residents.
- **Buying locally boosts entrepreneurship.** Entrepreneurship fuels America's economic innovation and prosperity and serves as a key means for families to move out of low-wage jobs and into the middle class.



BUY LOCAL!

GREENABLE

WOODBRIDGE

Support Our Economy And Our Environment

Buy Local Club Membership Card 2014

Present this card to any participating Buy Local businesses for discounts and promotions.

Go to www.twp.woodbridge.nj.us for special offers.

Card Expires 12/31/2014

- **It keeps dollars circulating in our economy.** Local businesses are more likely to utilize other local businesses and services.
- **It ensures our success.** Woodbridge Township is only as successful as our local businesses. We all take great pride in our business districts and our thriving downtowns.

Support your local businesses!

Woodbridge

Avenel

Port Reading

Sewaren

Colonia

Hopelawn

Iselin

Menlo Park Terrace

Fords

Keasbey

John E. McCormac, Mayor



Buy Local. CREATE JOBS.



Buy Local Club Membership Card 2015

Present this card to any participating Buy Local businesses for discounts and promotions.

Go to www.twp.woodbridge.nj.us for special offers.

Card Expires 12/31/2015

Buy Local

WOODBIDGE BUY LOCAL



Your **FREE**
APP is here!



brought to you by
Mayor John E. McCormac &
Woodbridge Township.



Green Business Walking Tour

Green Business Walking Tour

START:

17 Green Street, Walgreens: Sells a variety of Natural Vitamins and supplements to jump start a healthy, sustainable life style.

66 Main Street, Physical Features: Sells all natural beauty products including hair spray. All natural hair spray deduces the chance of harmful chemicals filtering the air.

74 Main Street, Stone Mountain Printing: Gives customers the option of printing on recycled invitations and holiday cards. 10,000 trees are cut down annually in China to make holiday cards.

76 Main Street, Standard Skate Shop: Short car journeys are the most damaging to the environment as the first 2 miles produce 60% more fumes. Skateboarding is great for exercise and living sustainable. Many skateboards are now being manufactured out of recyclable material such as bamboo.

82 Main Street, Main Street Sports: Sells reusable metal water bottles versus plastic water bottles which take 1,000 years to decompose in landfills.

94 Main Street, Carpet Maven: Sells a variety of environmentally friendly flooring. Recycled floors reduces dependency on oil, can last longer than conventional flooring, and ensures a healthy environment for future generations.

100 Main Street, Ago A Go-Go: Sells and recycles antiques to help minimize waste in over-crowded landfills.



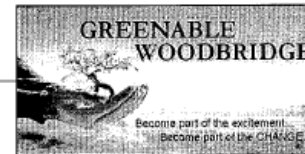
108 Main Street, eXtremz Bike Shop: Sells and repairs bicycles. Avoiding just 10 miles of driving every week would eliminate about 500 pounds of carbon dioxide emissions a year.

Green Business Competition

GREEN BUSINESS RECOGNITION: Choose Your "Green" Category

Become a "Greenable Woodbridge" Green Business... Let us know what you've done... or are planning to do... to join the ranks of Woodbridge Green Business. Check the appropriate categories for your "Green Business"... then return the "Green Business" Recognition Form to:

"Greenable Woodbridge ~ Buy Local Registration"
Office of the Mayor
1 Main Street
Woodbridge, NJ 07095



Select Your "Green Business" Category

GREEN: Implement 6 or more GREEN Steps

- ☐ Recycle-business products as well as consumer products
- ☐ Be in a Walkable Community-within 1/4 mile from bus stop or 1/2 mile from train station or within walking distance from 10 other retail establishments
- ☐ Say "No" to shopping bags-No plastic bags or an incentive for using recycled bags.
- ☐ Eliminate bottled water-install drinking water filtration system
- ☐ Replace light bulbs with energy efficient bulbs
- ☐ Have plants: 1 plant every 100 sq. ft. allowing air to naturally filter
- ☐ Turn up or turn back the thermostat during unoccupied times or use an Energy Star programmable Thermostat
- ☐ Use green cleaning products
- ☐ Use recycled paper
- ☐ Unplug appliances not in use
- ☐ Turn off computers and other equipment when the business is closed and/or recycled disposables is necessary
- ☐ Open early/late to make it easier for residents to access businesses
- ☐ Change storefront displays quarterly to maintain an attractive face for visitors
- ☐ Offer a webstore or home delivery
- ☐ Support community programs

Business
Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

GREENER: Implement 6 GREEN Steps plus 4 GREENER Steps

- ☐ Complete an energy audit
- ☐ Implement actions to conserve water such as installing low flow toilets and aerators for faucets
- ☐ Offer programs to educate employees on sustainable practices at work and at home
- ☐ Support community and/or sustainable programs
- ☐ Regularly maintain and clean HVAC systems
- ☐ Sell Green or organic products
- ☐ Commitment to local economy such as purchasing products from local suppliers, offering jobs or apprenticeships to Woodbridge residents



EMERALD GREEN: Implement 6 GREEN Steps, 4 GREENER Steps, and 3 EMERALD GREEN Steps

- ☐ Purchase Energy Star products such as computers, monitors, fax machines, printers and copiers
- ☐ Use solar panels or alternate forms of energy
- ☐ Implement a Green fleet of vehicles
- ☐ LEED certified building
- ☐ Green landscaping
- ☐ Implement Energy Audit recommendation(s)
- ☐ Green supply chain
- ☐ Green packaging
- ☐ Install ceiling fans
- ☐ Provide a bike rack or have one within walking distance

John E. McCormac, Mayor

Green Office Competition

Woodbridge Township



John E. McCormac, Mayor



Go to the below website for Contest Guidelines
www.twp.woodbridge.nj.us/greenable

Become a "Greenable Woodbridge" Green Business...
www.twp.woodbridge.nj.us/Green/BuyLocalSignup

MANAGEMENT CREDIT TABLE

Click on the credit number to skip to the description of each credit

LANDLORD/MANAGEMENT COMPANY- 250 POINTS TOTAL

Credit	Description	Points	Done	In Progress	Planned
P1	Waste Evaluation	10			
P2	Energy Bill Tracking	10			
P3	Sustainable Business Policies/Procedures	15			
P4	Buy Local and Green Jobs Directories	5			
1	Community Involvement	10			
2	Sustainable Business Plan	20			
3	Energy Audit	20			
4	Building Envelope				
a)	Insulation Addition	10			
b)	Windows	10			
c)	Doors	10			
5	Cool Rooftops				
a)	Green Roof	10			
b)	Reflective Rooftop Materials	10			
6	Green Landscaping				
a)	Chemical & Pesticide Free Gardening	10			
b)	Rain Gardens	10			
7	Interior Lighting	10			
8	Building Mechanical Systems (HVAC)				
a)	HVAC Control Systems/Strategies	10			
b)	HVAC Maintenance/Commissioning	10			
9	Indoor Landscaping	10			
10	Water-Conserving Fixtures	10			
11	Green Cleaning Products/Practices	10			
12	Preferred Green Parking	10			
13	Waste Audit	10			
O1	Renewable/High Efficiency Energy	(50)			
O2	Contest Partnership	(20)			
O3	Creative Solutions	(30)			
TOTAL	Total of All Credits Earned	250			

TENANT CREDIT TABLE

Click on the credit number to skip to the description of each credit

TENANTS-250 POINTS TOTAL

Credit	Description	Points	Done	In Progress	Planned
P1	Energy Bill Tracking System	10			
P2	Employee Transportation Survey	10			
P3	Sustainable Business Policies/Procedures	15			
P4	Buy Local and Green Jobs Directories	5			
1	Lighting Audit/Analysis	20			
2	Community Involvement	10			
3	Green Business Recognition Program	10			
4	Sustainable Business Plan	10			
5	Energy Conservation				
a)	Install Energy Star Appliances	10			
b)	Auto Turn On/Off Cycles	10			
6	Solid Waste & Material Management				
a)	Establish a Baseline	10			
b)	Full Waste Audit	10			
c)	Paper Waste Reduction	10			
d)	Zero Waste	10			
7	Eco-Supply Chain				
a)	Green Purchasing	10			
b)	Local Manufacture	10			
c)	Woodbridge Distributor	10			
8	Health/Well Being				
a)	Employee Wellness Program	10			
b)	Indoor Landscaping	10			
9	Transportation				
a)	Bike Racks/Changing Rooms	10			
b)	Carpools	10			
c)	Telecommuting/Flex Hours	10			
d)	Green Car Rentals	10			
e)	Preferred Green Parking	10			
O1	Renewable Energy Sources	(50)			
O2	Sustainable Office Partnership	(20)			
O3	Creative Solutions	(30)			
TOTAL	Total of All Credits Earned	250			

Raritan River Area and Keasbey Redevelopment Area Furtheres Township Development



Wawa and Aldi Foods Develop
Abandoned Route 9 Site



Woodbridge Center Mall Implements
“Green” Business Practices



Wakefern/Shoprite Regional Warehouse Expansion



Cisco Expands Operations
at MetroPark Center

Woodbridge Waterfront Park



Woodbridge: Economic Development... Environmental Remediation and Conservation

Working Together to Foster Redevelopment...



BDA Aerial Map...
Keasbey Redevelopment Site and
Brownfield Development Area



Woodbridge Waterfront Park...
Raritan River Access Area

Avenel Arts Village

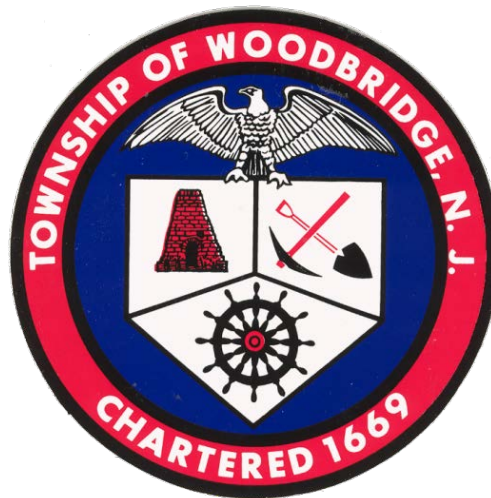
Avenel Station Loft & Arts Village



AriZona Manufacturing Complex



Over a Million Square Feet Manufacturing Complex



Thank You