



2018 NEW JERSEY SUSTAINABILITY SUMMIT



Welcome to Bridging the Gap: Creating Equitable Communities

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Sustainable Jersey : Making *Equity* Integral

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SJ Equity Initiative



1. **Define** equity: Co-develop shared understanding (framework/*lens*) ✓
2. **Test** for (in)equity: Apply lens to review Sustainable Jersey program & actions
3. **Integrate** equity: Improve actions & fill gaps; pursue additional opportunities in program to advance equity



SJ Equity Initiative: Step 1



- Diversity and Equity Task Force has developed equity framework, or lens
 - Lays out equity principles
 - Breaks equity down into **elements**...

Equity concerns...

- **Distribution** of environmental goods and bads (risks and harms)



Equity is *also* about...

- **Participation** in decision-making (**power**)
 - **Recognition** & respect for social difference & group identity
 - **Voice**
 - **Inclusion** – intentional effort to accommodate **diversity**





CONTEXT matters...



- Where you *start* matters - playing field not level
- Time scale matters
 - remove *historical* barriers
 - for the benefit of *future generations*
- Spatial & political scale matters
 - Focus on what *municipal government* can influence
 - Inequity *between* municipalities
 - Watersheds, air-sheds, waste-sheds, commute-sheds



In brief:



Fundamentally, equity is about

fairness:

fair distribution, fair process, fair
redress for past (structural) inequity



Forms of inequity



- **Race** is a key determinant of discrimination, access to opportunity & quality of life in NJ.
- Discrimination/disadvantage also based on:
 - Poverty (class), ethnicity, gender, age, disability, immigration status, limited English proficiency, mobility (car ownership+), etc.
- All of these interact; all amplified by race.



Sustainable Jersey equity goal



- To develop **municipal** capacity & mobilize municipal efforts to eliminate **disparities** among individuals & communities based on **race, poverty or other forms of social disadvantage (identity)**.
 - **Disparities** in: opportunity, resources, decision-making power & **outcomes** in:
 - environmental quality, health, education, housing, transportation, economic success, arts, recreation, public safety (etc.)



Step 2. Develop Action **Screen**



- Who will participate? Who will benefit?
- Who might be exposed to what **harms or risks**?
- What are potential **impacts** on equity -
 - *within* municipality?
 - on *neighbors* or 'downstream' municipalities?
- If negative impact >> action will be revised
- If missed opportunities to advance equity, identify improved or new actions



Step 3: Equity review of program



- Screen existing actions using the tool
 - If negative impact >> action will be revised
 - If missed opportunity to advance equity, suggest future revision
- Identify **gaps** – ways SJ could (better) remove obstacles and improve equity
 - new **actions**
 - other program strategies



Actions for Improvement?



Could do better...

- Environmental Justice in Planning & Zoning
- Lead Education & Outreach

*Potential for negative equity impact
...(gentrification)?*

- Brownfields reuse planning
- Complete Streets Policy
- Community gardens/ Open space plan
- Community forestry plan/ Tree planting



Potential New Actions



- **Equity self-assessment:** community demographics & map vs. representation, participation, services
- **Equity action plan:** commitment, team, public engagement, goals, strategy
- **Equity training:** staff, boards & officials



SJ program (beyond actions)



- Who participates/advances in SJ certification?
- Who gets grants, awards & technical assistance?
- Communication/input -
 - reaching marginalized groups & hearing their voices?
- Hubs promoting regional collaboration on equity
- Diversify racial/ethnic composition
 - SJ Staff, Task Forces, Board, etc.



Thank You



*What are your
thoughts?*

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2018 NEW JERSEY SUSTAINABILITY SUMMIT



How Camden, NJ Addresses Equity

Valeria Galarza
Cooper's Ferry Partnership
June 21, 2018



Camden Collaborative Initiative

The Camden Collaborative Initiative (CCI) is a **solutions-oriented partnership** between governmental, non-profit, private, and community-based agencies formed to plan and implement innovative strategies to improve the environment and the quality of life of Camden's residents.



Air: Working with Camden industries to reduce the environmental impact on City residents through the implementation of Best Management Practices (BMPs).

Camden SMART: Works to address the City's stormwater runoff by constructing green and grey infrastructure improvements that collectively manage and infiltrate more than 63 million gallons of stormwater annually that would have otherwise entered the City's aging and overtaxed combined sewer system.

Environmental Education: Working with Camden educators to bring environmental opportunities to Camden's youth. One of the working group's largest success is the Green Ambassadors Summer Youth Internship Program which provides paid employment for 20 Camden City youth every summer as the youth experience hands-on green-job opportunities.

Get Healthy Camden: To improve the health and health outcomes of the City of Camden by creating a culture of health through policies, systems and environmental changes.



Camden Collaborative Initiative



The Camden Collaborative Initiative (CCI) is a **solutions-oriented partnership** between governmental, non-profit, private, and community-based agencies formed to plan and implement innovative strategies to improve the environment and the quality of life of Camden's residents.



Green Team: Works to develop and implement environmentally-focused policy to improve the quality of life for residents. In 2013, the City of Camden became one of only 20 municipalities to receive a Sustainable Jersey Silver level certification. Camden City has remained Silver Certified by Sustainable Jersey since. In 2015, the Team passed the State's first Sustainability Ordinance that can be used as leverage to ensure environmental impacts are taken into consideration by developers and appropriate modifications have been implemented to reduce the environmental impact.

Land & Brownfields: Supports local redevelopment and reuse goals by ensuring speedy, innovative, and technically appropriate clean-up of sites and the demolition of environmentally hazardous structures.

Waste & Recycling: Addresses illegal dumping and low recycling rates. This working group has addressed and cleaned up the State's largest urban illegal dumping hotspot and are working to transform the contaminated parcel into an extension of the adjacent parks. Additionally, the team assisted the Camden City School District with gaining recycling compliance in order to avoid significant fines.



Equity in Food Access



Virtua Mobile Farmers Market

Sells items at a deeply reduced cost and accepts SNAP benefits (Supplemental Nutrition Assistance Program).

The program measures success by surveying patrons on behavior change and decreased food insecurity.



Provides access to deeply discounted fresh produce to promote healthy eating options; incorporates health education and health literacy about eating well and its connection to reducing chronic disease and lastly, reduce food insecurity and hunger.

One full-time Registered Dietician



Equity in Transportation



Camden Bike Share

Feasibility Study & Demonstration Project until Sept 2018.

Consulting led by Rutgers Voorhees Transportation Center & partnership with ofo, USA



Dockless system that allows access throughout the city

Residents without credit/debit cards are offered \$25 banks cards for \$15



Equity in Built Environment





Equity in Community Engagement





Thank You



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2018 NEW JERSEY SUSTAINABILITY SUMMIT



Maplewood, NJ Seeking Sustainable Equity

Tracey Woods, Maplewood Green Team
June 21, 2018



Maplewood Township



The Maplewood Green Team is beginning to take the approach of trying to view all of our projects through an equity lens. Asking:

How can projects be amended to better serve the whole population of Maplewood?

Are there community partners we can work with to expand our reach?

Key Projects:

- **Energy Efficiency:** Promoting energy efficiency for all residents. Comfort Partners is a component of NJ's Clean Energy Program which assists in energy efficiency gains for low income residents.
- **Transportation/Biking:** Working to create access to sustainable forms of transportation for all residents.



Energy Efficiency



Comfort Partners is a component of NJ's Clean Energy Program that helps low-income residents get energy efficiency measures for free.

The Maplewood Green Team:

- Worked with **Back Pack Pals**, a local organization that provides weekend meals for children, to include a Comfort Partners info and application in the meal packages.

- Partnered with **Senior Committee** to place an ad for Comfort Partners in the quarterly senior mailer.

- Coordinating with the **South Orange Maplewood Community Coalition on Race**, to promote Comfort Partners in tandem with their home loan project. We are translating the brochure to Haitian Creole.

Want to reduce your utility bills for free?

The NJ State program Comfort Partners provides low-income residents, including renters, with **free** energy efficiency upgrades to reduce their monthly bills.

The application for Comfort Partners is available online at:
njcleanenergy.com/residential/programs/comfort-partners/comfort-partners
 or paper copies are available at the Maplewood Clerk's office.
 To reach by phone call 800-915-8309.



Comfort Partners has helped over 100,000 NJ residents.

To see the full case study of how Comfort Partners helped Irene, visit njcleanenergy.com



Homeowner, Irene Perrini, with family
"The generosity of the gift of warmth has made my life warm and secure. Everyone who has made this possible has been overwhelmingly kind and thoughtful of my needs and happiness. Thank you to all who participated."

Want to reduce your utility bills for free?



The NJ State program **Comfort Partners** provides low-income residents, including renters, with **free** energy efficiency upgrades to reduce their monthly bills.

Application Guidelines:

The New Jersey Comfort Partners program provides free energy conservation measures to income-eligible families living in the state of New Jersey.

To be eligible, you must be:

- At or below 225% of the Federal Poverty Guidelines (listed below) or participate in one of the Federal Safety Net Partnership programs (listed below), and
- A customer of record with an individually metered electric or gas account and using this home as your primary residence
- Living in a building with 1 – 54 units (apartment, town house, etc.) individually metered

When a Comfort Partners representative first comes to your home, you will need to provide verification of income or proof of assistance. The necessary documentation can be the previous year's 1040 Federal Tax Form (W-2 form, year last 3 pay stubs or other documents, as necessary) If you participate in one of the Federal Safety Net Partnership programs, no third parties provide proof of participation.

- Home Energy Assistance Program (HEAP)
- Federal Supplemental Security Income (SSI)
- Lifeline
- Temporary Assistance to Needy Families (TANF)
- Pharmacy Start Assistance to Age 65 and Disabled (PSAD)
- Unemployment Insurance (UI) and (SAP)

Comfort Partners has the right to verify income.

Homes that are 3 or less years old or under builder's warranty are excluded.

Size of Family	Monthly Income	Monthly Income	Yearly Income
1	\$725	\$2,175	\$2,175
2	\$1,125	\$3,375	\$3,375
3	\$1,525	\$4,575	\$4,575
4	\$1,925	\$5,775	\$5,775
5	\$2,325	\$6,975	\$6,975
6	\$2,725	\$8,175	\$8,175
7	\$3,125	\$9,375	\$9,375
8	\$3,525	\$10,575	\$10,575

For family units with more than 8 family members, add \$100 to the monthly income, \$300 to the yearly income, or \$8,000 to the yearly income for each additional family member.





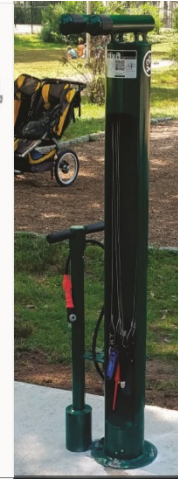
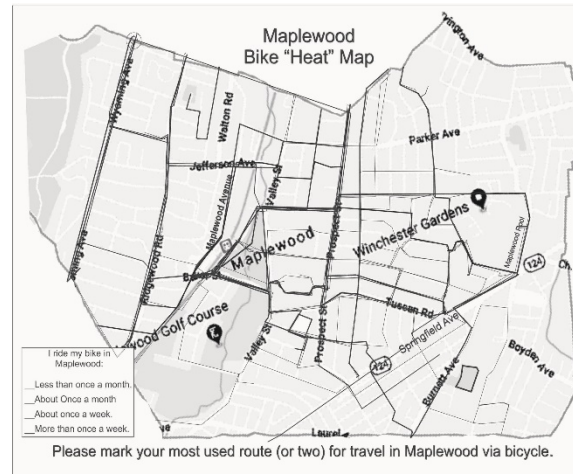
Transportation and Biking



Biking Infrastructure:
bike repair stand in
centrally located park.

Biking Heat Map:
providing data to township
engineer about local
ridership.

Biking Support: hosted
Biketopia, a free event that
featured free bike servicing
and helmets for children as
well as teaching bike
maintenance skills.





Maplewood Green Team



Tracey Woods, Maplewood Green Team

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Website: <http://www.maplewoodisgreen.org>

Facebook: @MaplewoodisGreen

Twitter: @MaplewoodsGreen

Instagram: MaplewoodisGreen



2018 NEW JERSEY SUSTAINABILITY SUMMIT



Marissa Davis
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Framing

- Introduction
- Privilege Walk
- Debrief
- Putting it in perspective for Green Teams





Privilege Walk



- The purpose of the Privilege Walk Activity is to learn to recognize how power and privilege can affect our lives even when we are not aware it is happening.
- The purpose is NOT to blame anyone for having more power or privilege or for receiving more help in achieving goals, but to have an opportunity to identify both obstacles and benefits experienced in our life.





Debrief



Gut Reactions?



Thoughts?





EQUIT the Y^{TMCA}





Thank You



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Q&A

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