Main Street New Jersey
NJ Dept. of Community Affairs

FOSTERING THRIVING AND SUSTAINABLE LOCAL ECONOMIES

NJ Sustainability Summit
June 10, 2015
OPEN SATURDAY SUNDAY 7AM

SPECIAL SALE Bass Buzz Baits 99¢

BUSINESS SUCKS SALE

10% OFF EVERYTHING IN STORE!
New Jersey:
Before...  
...and After
A Capital City c. 1937, 2:17 PM
Said City in 2005, 2:17 PM
Local Economies = Inherently More Sustainable

WHY BUY LOCAL?

SPEND $100 AT A LOCAL BUSINESS

$68 STAYS IN YOUR COMMUNITY

PAYS
- LOCAL TAXES (Schools, police, fire, etc.)
- WAGES (Employees in your community)
- DONATIONS (Investments in your community)

UTILIZES
- LOCAL SUPPLIES (Stationery, signage, etc.)
- LOCAL SERVICE (Marketing, accounting, printing, etc.)

MAKES
- LOCAL

PURCHASES
- IMPORT SUPPLIES

SPEND $100 AT A NON-LOCAL BUSINESS

$43 STAYS IN YOUR COMMUNITY

PAYS
- LOCAL TAXES (Schools, police, fire, etc.)
- WAGES (Employees in your community)
- DONATIONS (Stay in and leave your community)

UTILIZES
- NON-LOCAL SUPPLIER (Farms, paper, signage, etc.)
- NON-LOCAL SERVICE

MAKES
- NON LOCAL

PURCHASES
- IMPORT SUPPLIES

$32 LEAVES LOCAL ECONOMY

$57 LEAVES LOCAL ECONOMY

 Stats from Local First’s 2008 “Local Works!” study by Cline Economists
Local Economic Return of Indies v. Chains

Chain Retailers

Independents

Profit & Labor 25.2%
Procurement for Internal Use 5.7%
Procurement for Resale 14.3%
Charitable Giving 3%

Local Recirculation of Revenue: 13.6%  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!

Think Local First!

57 JOBS CREATED for each $10M spent at INDEPENDENT Retailers

14 JOBS CREATED per $10M spent at Amazon Corp.

© American Independent Business Alliance | AMIBA.net | Data from ILSR.org
$10.27M
6 to 15
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!
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
“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

Process approach or Adaptive Businesses
• Firms that have sustainable or green production processes or business practices
• 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!

- 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 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.
- 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
Colonia
Fords
Avenel
Hopsfawn
Port Reading
Menlo Park Terrace
Iselin
Kaesbey
John E. McCormac, Mayor

Buy Local. CREATE JOBS.
WOODBIDGE BUY LOCAL

Your FREE APP is here!

brought to you by
Mayor John E. McCormac & Woodbridge Township.
Green Business Walking Tour

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

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 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 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 reusable 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 off or turn down 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 exterior to make it easier for residents to access businesses
- Change storefront displays quarterly to maintain an attractive face for visitors
- Offer a website or home delivery
- Support community programs

GREENER: Implement 8 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

GREEN OFFICE Building & Business Challenge

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

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<th>Credit Description</th>
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### TENANT CREDIT TABLE

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Raritan River Area and Keasbey Redevelopment Area
Furthers 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

LEGEND
- Park Entrance
- Waterfront Trail
- Woodbridge Reservoir
- Central Park
- Public Access Road
- Mariner's Path
- Bike & Jogging Paths
- Waterfront Walkway
- Parking Area
- Parking Area

WATERFRONT PARK TRAIL MAP

2011
2012
2013
2014
2015

OPEN TO THE PUBLIC

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
AriZona Manufacturing Complex

Over a Million Square Feet Manufacturing Complex
Thank You