13.0 Sustainable Places

13.0 SUSTAINABLE PLACES
MASTER PLAN RECOMMENDATION 13.1

13.1: Review proposed environmental and sustainability related legislation and regulations to determine their potential impacts to Monmouth County and our municipalities, and prepare appropriate responses to promulgating authorities.

Purpose

As changes to policies and regulations continue to evolve regarding environmental and sustainability matters, evaluating their potential environmental, social, and economic impact to the residents and businesses of Monmouth County is necessary and may warrant an appropriate response from the county.

Monmouth County Departments & Organizations Involvement

Division of Planning	Review proposed environmental and sustainability related state and federal legislation and regulations; coordinate and prepare responses for review and consideration by the Monmouth County Planning Board (MCPB); provide assistance to county departments that are responding to legislation or regulations that directly affect their purview.
MCPB	Authorize official MCPB responses to pending legislation and regulations; recommend appropriate response/action to the Monmouth County Board of Chosen Freeholders (MCBCF).
Other County Departments/ Agencies	Work with the Division of Planning on the review of proposed legislation and regulations; provide comments to the Division of Planning for incorporation into official responses.

Other Project Stakeholder Involvement

NJ Department of Environmental Protection (NJDEP)	Provide notification of proposed rule changes and respond to comments.
Municipalities	Provide recommendations and comments to the lead agency.
Other State Agencies	Through the State of New Jersey Register and outreach, provide notification of proposed rule changes and opportunities to respond to comments.

Tinton Falls Solar Field, Tinton Falls *Source: Steve daCosta*

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 13.1

	GOAL 1			GOAL 2				GOAL 3						
PRINCIPLES	1.1 Comprehensive Planning	1.2 Coordination	1.3 Planning Approach	2.1 Environmental Resources	2.2 Farmland Preservation	2.3 Arts, Culture, & Historic	2.4 Preservation Investments	3.1 Vibrant & Sustainable Communities	3.2 Community Preservation	3.3 Housing	3.4 Economic Development	3.5 Agricultural Development	3.6 Recovery & Resiliency	3.7 Growth Investments
OBJECTIVES														
A.		●						●	●					
B.		●	●		●				●					
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D.	●	●												
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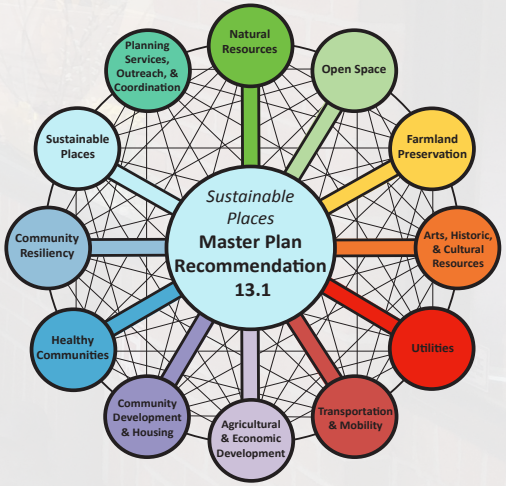
Implementation Strategy

- Continue to monitor promulgated legislation and proposed regulatory actions to determine their potential impacts to the county.

- Disseminate proposed or approved legislation to our planning partners for their review and consideration.

- Seek input from other county departments, municipalities, and community stakeholders when developing responses to proposed or amended legislation.

- Prepare comments for consideration by the MCPB and to the lead agency of the proposed action.



Strongest Associated Master Plan Elements

13.0 SUSTAINABLE PLACES
MASTER PLAN RECOMMENDATION 13.2

13.2: Develop internal sustainability indicators, such as those used by U.S. Environmental Protection Agency (USEPA) and other federal and state agencies, to be used as a guideline in the evaluation of local and county *Master Plan* sustainability goals and policies.

Tinton Falls Solar Field, Tinton Falls *Source: Steve daCosta*

Purpose

As part of the planning process, the use of such indicators should be incorporated as a tool to either measure success or to help identify policy deficiencies in achieving the Goals, Principles, and Objectives (GPOs) of the *Monmouth County Master Plan*.

Monmouth County Departments & Organizations Involvement

Division of Planning	The Environmental and Sustainability Section of the Division of Planning will develop sustainability and environmental indicators to be used in the evaluation of the *Master Plan's* GPOs; facilitate the Sustainable Jersey (SJ) Monmouth County Hub for those municipalities seeking to improve community sustainability.

Other Project Stakeholder Involvement

SJ	Assist the Division of Planning with developing sustainability indicators; provide assistance to municipalities in their efforts to achieve SJ certification.
Municipalities	Coordinate with the SJ Monmouth County Hub to assist Municipal Green Teams in achieving their SJ certification goals.

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 13.2

	GOAL 1			GOAL 2				GOAL 3						
PRINCIPLES	1.1 Comprehensive Planning	1.2 Coordination	1.3 Planning Approach	2.1 Environmental Resources	2.2 Farmland Preservation	2.3 Arts, Culture, & Historic	2.4 Preservation Investments	3.1 Vibrant & Sustainable Communities	3.2 Community Preservation	3.3 Housing	3.4 Economic Development	3.5 Agricultural Development	3.6 Recovery & Resiliency	3.7 Growth Investments
OBJECTIVES														
A.	●	●												
B.		●												
C.	●	●												
D.														
E.		●	●							■				
F.	■		■		■				■	■		■		
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I.	■	●	■		■	■	■		■	■		■	■	
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K.	■	■	■	■	■	■	■		■	■	■	■	■	■
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N.	■	■	■	■	■	■	■		■	■	■	■	■	■

Implementation Strategy

- Develop sustainability indicators that correlate with SJ priority actions.

- Using the established sustainability indicators, provide assistance to municipalities in their master planning process and the creation of environmental policies.

Strongest Associated Master Plan Elements

13.0 SUSTAINABLE PLACES
MASTER PLAN RECOMMENDATION 13.3

13.3: With assistance from the Monmouth County Environmental Council (MCEC), and through the Monmouth County Green Team Hub, offer support to our municipalities in their efforts to improve local sustainability.

Purpose

Sustainable Jersey (SJ) is a certification program offered through The College of New Jersey that provides municipalities with tools and resources to reduce costs and "green" their communities through a series of locally implementable sustainable actions and alternate solutions to standard operational practices and procedures. Once municipalities become SJ certified, they become more likely to receive SJ grant support to implement sustainable projects. Monmouth County has accepted designation as a Green Team "Hub" for information and assistance to participating municipalities and has agreed to facilitate Municipal Green Team meetings in regional forums.

Monmouth County Departments & Organizations Involvement

Division of Planning	Coordinate with SJ to provide assistance to Municipal Green Teams seeking to achieve various levels of certification; provide assistance to municipalities in their planning efforts to attain SJ certification; facilitate and participate on the SJ Monmouth County Hub (also known as Monmouth County Hub for Municipal Green Teams).
MCEC	Coordinate outreach and education efforts in assisting municipalities with SJ initiatives; include the SJ certification program as a topic of discussion at roundtable events.
Brookdale Community College (BCC)	Help accommodate Monmouth County Hub for Municipal Green Teams; offer opportunities for better engagement between Municipal Green Teams, BCC students, and academic departments.

Other Project Stakeholder Involvement

SJ	Coordinate with municipalities to provide assistance in SJ certification; work with the county, as a hub, for dissemination of information and resources.
Municipalities	Municipalities interested in increasing sustainability and/or implementing sustainable approaches should seek certification with SJ; actively participate as a member of the Monmouth County Hub for Municipal Green Teams; attend MCEC roundtable events.
Residents and Local Businesses	Assist their local communities with implementing municipal actions to attain SJ certification, as needed.
Boards of Education	Boards of Education interested in sustainability and sustainable approaches should seek certification with the SJ for Schools program.

Tinton Falls Solar Field, Tinton Falls *Source: Steve daCosta*

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 13.3

	GOAL 1			GOAL 2				GOAL 3						
PRINCIPLES	1.1 Comprehensive Planning	1.2 Coordination	1.3 Planning Approach	2.1 Environmental Resources	2.2 Farmland Preservation	2.3 Arts, Culture, & Historic	2.4 Preservation Investments	3.1 Vibrant & Sustainable Communities	3.2 Community Preservation	3.3 Housing	3.4 Economic Development	3.5 Agricultural Development	3.6 Recovery & Resiliency	3.7 Growth Investments
OBJECTIVES														
A.		●		●		●		●				●		
B.			●					●			●	●		
C.	●		●		●	●		●		●		●		●
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Implementation Strategy

- Continue to provide staff from the Environmental and Sustainability Section to assist municipalities seeking SJ certification through the Monmouth County Hub for Municipal Green Teams.
- Continue to provide assistance to municipalities seeking to enter the certification program or achieve higher SJ certification levels.
- Foster MCEC's relationship with municipalities through organizing and hosting opportunities such as events and roundtables to promote SJ priority actions.

Strongest Associated Master Plan Elements

13.0 SUSTAINABLE PLACES
MASTER PLAN RECOMMENDATION 13.4

13.4: Educate local decision makers and the public about the importance of issues related to maintaining a sustainable county with educational programs, roundtable events, municipal presentations, and the development of informative documents.

Purpose

This recommendation emphasizes the necessary outreach and education components of the planning process. Providing opportunities to educate the general public, as well as decision makers on all aspects of a topic, allows for a better understanding of what must be accomplished in order to achieve optimum results for the county. The Monmouth County Environmental Council (MCEC) provides annual opportunities to educate the public through roundtable events on relevant topics. The MCEC also assists in the preparation of educational documents and has prepared written recommendations to the Monmouth County Planning Board (MCPB) on environmental concerns that may impact the county. The Division of Planning provides a host agency site for a member of the NJ Department of Environmental Protection (NJDEP) AmeriCorps Ambassador Program, whose responsibility is to provide education to members of Monmouth County municipalities on the environmental issues that impact the watersheds of the county.

Monmouth County Departments & Organizations Involvement

Division of Planning	Provide assistance to county agencies and the public through outreach and education on sustainability issues.
MCEC	Provide opportunities to educate the public on issues related to sustainability through roundtable events; assist staff with the preparation of informative documents.
Other County Departments	Build internal knowledge and understanding of sustainability issues and topics.
Brookdale Community College (BCC)	Provide a venue for public forums.

Other Project Stakeholder Involvement

NJDEP	Provide a Watershed Ambassador to the Monmouth Coastal Watersheds (WMA12) as part of the AmeriCorps Program to educate the public on water and watershed issues; provide outreach and educational resources to schools, groups, and the general public on environmental issues.
Sustainable Jersey (SJ)	Coordinate with municipalities to provide assistance in SJ certification and with the county, as a Hub for information and resources.

Tinton Falls Solar Field, Tinton Falls *Source: Steve daCosta*

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 13.4

	GOAL 1			GOAL 2				GOAL 3						
PRINCIPLES	1.1 Comprehensive Planning	1.2 Coordination	1.3 Planning Approach	2.1 Environmental Resources	2.2 Farmland Preservation	2.3 Arts, Culture, & Historic	2.4 Preservation Investments	3.1 Vibrant & Sustainable Communities	3.2 Community Preservation	3.3 Housing	3.4 Economic Development	3.5 Agricultural Development	3.6 Recovery & Resiliency	3.7 Growth Investments
OBJECTIVES														
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Implementation Strategy

- Continue to provide documents, information, and support to municipalities on sustainability issues.
- Continue to host the NJDEP Watershed Ambassador for the Monmouth Coastal Watersheds and to support the local work of other ambassadors when their watersheds extend into Monmouth County.
- The MCEC will provide opportunities to educate the public by sponsoring annual roundtable events and providing outreach to local communities.

Strongest Associated Master Plan Elements

13.0 SUSTAINABLE PLACES
MASTER PLAN RECOMMENDATION 13.5

13.5: Build interdepartmental knowledge about the potential benefits and applications of green approaches, incorporating these actions into county plans, programs, and projects when it is financially feasible to do so.

Purpose

Applying green approaches, such as low impact design and sustainable design, to county plans, programs, and projects has the potential to reduce long-term project costs, project maintenance, and negative environmental impacts while creating a healthier natural and built environment for the county. Programs and resources available through our sustainable project stakeholders can assist the Division of Planning in building internal knowledge and interdepartmental capacity to apply innovative, green approaches, when financially feasible.

Monmouth County Departments & Organizations Involvement

Division of Planning	Attend conferences, webinars, and any other educational workshops to build internal understanding and capacity about innovative tools, resources, and Best Management Practices (BMPs) that can be applied to county projects; work with other county departments to incorporate green, cost effective approaches into future county projects; continue to participate on the Monmouth County Energy Committee.
Department of Public Works and Engineering	Attend conferences, webinars, and any other educational workshops to build internal understanding and capacity about innovative tools, resources, and BMPs that can be applied to county projects; seek ways to incorporate green, cost effective approaches into future county projects; consider the short and long-term cost/benefit of sustainable approaches for county infrastructure projects.
Park System (MCPS)	Attend conferences, webinars, and any other educational workshops to build internal understanding and capacity about innovative tools, resources, and BMPs that can be applied to county projects; seek more ways to incorporate green, cost effective approaches into future MCPS projects; continue to implement the sustainability principles and concepts of the MCPS Environmental Sustainability Policy.
Agriculture Development Board (MCADB)	Continue to support sustainable agricultural practices and the use of agricultural management practices (AMPs) on preserved farmland.
Brookdale Community College (BCC)	Facilitate discussions regarding green approaches and potential implementations.

Other Project Stakeholder Involvement

Sustainable Jersey (SJ)	Provide tools, training, and financial incentives to support and reward communities as they pursue sustainability programs.

Tinton Falls Solar Field, Tinton Falls *Source: Steve daCosta*

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 13.5

	GOAL 1			GOAL 2				GOAL 3						
PRINCIPLES	1.1 Comprehensive Planning	1.2 Coordination	1.3 Planning Approach	2.1 Environmental Resources	2.2 Farmland Preservation	2.3 Arts, Culture, & Historic	2.4 Preservation Investments	3.1 Vibrant & Sustainable Communities	3.2 Community Preservation	3.3 Housing	3.4 Economic Development	3.5 Agricultural Development	3.6 Recovery & Resiliency	3.7 Growth Investments
OBJECTIVES														
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Implementation Strategy

- Network and attend educational workshops and events hosted by sustainable stakeholders, such as U.S. Green Building Council (USGBC) and SJ.
- Facilitate discussions regarding the potential use of more sustainable approaches in county plans, programs, and projects with the Department of Public Works and Engineering, MCPS, MCPB, Development Review Section of the Division of Planning, and MCADB.
- Upon request, the Division of Planning staff will assist other departments with implementation of county sustainability.
- Continue to provide staff support to the Monmouth County Energy Committee.
- Continue to pursue grant funding opportunities for sustainable energy and development initiatives.

Strongest Associated Master Plan Elements

13.0 SUSTAINABLE PLACES
MASTER PLAN RECOMMENDATION 13.6

13.6: Consult with municipalities to create strategy toolkits tailored to their community's specific needs utilizing form-based codes, living streets principles, green design, case studies, policy recommendations, and sample ordinances that result in safer and healthier places to live, work, play, and stay.

Purpose

Continue to assist municipalities achieve a higher quality-of-life by providing professional resources, technical expertise, and information to meet their individual needs in planning for sustainable places.

Monmouth County Departments & Organizations Involvement

Division of Planning	Provide planning assistance to other county agencies in providing their programming and services; research and recommend effective planning implementation strategies; partner with municipalities and nonprofits in the development of strategy toolkits.
Monmouth County Health Department (MCHD)	The MCHD and local health departments offer numerous programs and services that are aimed at improving the health and quality-of-life for local residents.

Other Project Stakeholder Involvement

Municipalities	Adopt planning strategies and ordinances that result in safer and healthier places to live, work, play, and stay.
Other Counties	Coordinate on projects with overlapping jurisdictions.
Sustainable Jersey (SJ)	Coordinate with municipalities to provide assistance in SJ certification; provide resources to municipalities in the creation of their strategy toolkits.
Monmouth Arts	Work with Monmouth Arts to incorporate creative placemaking into cultural plans and development projects.
NJ Department of Transportation (NJDOT)	Work with municipalities interested in receiving transit village designation from NJDOT; use NJDOT as a resource for Best Practices for Transit Oriented Development (TOD).
NJ Department of Environmental Protection (NJDEP)	Seek assistance from NJDEP's Planning and Sustainable Communities program; assist communities with applying for grants and loans that support sustainability initiatives.
North Jersey Transportation Planning Agency (NJTPA)/Together North Jersey (TNJ)	Coordinate with NJTPA/TNJ on local pilot projects that promote sustainable places

Tinton Falls Solar Field, Tinton Falls *Source: Steve daCosta*

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 13.6

	GOAL 1			GOAL 2				GOAL 3						
PRINCIPLES	1.1 Comprehensive Planning	1.2 Coordination	1.3 Planning Approach	2.1 Environmental Resources	2.2 Farmland Preservation	2.3 Arts, Culture, & Historic	2.4 Preservation Investments	3.1 Vibrant & Sustainable Communities	3.2 Community Preservation	3.3 Housing	3.4 Economic Development	3.5 Agricultural Development	3.6 Recovery & Resiliency	3.7 Growth Investments
OBJECTIVES														
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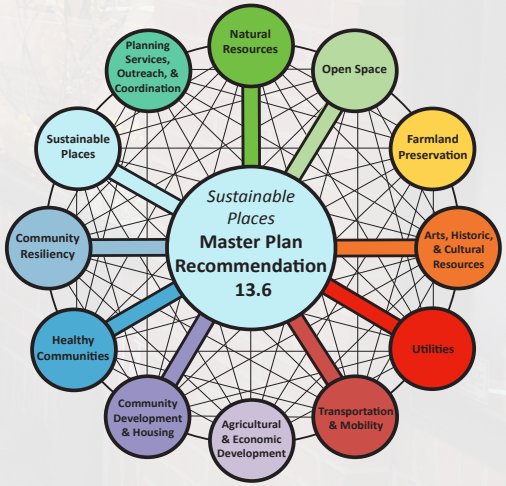
Implementation Strategy

- Consult with other county departments and agencies along with nonprofits in assisting municipalities in the creation of strategy toolkits.
- Facilitate county departments' response to municipal assistance requests for strategy toolkits.
- Coordinate with municipalities and counties where sustainability matters overlap jurisdictions.
- Continue to facilitate the SJ Monmouth County Hub for municipalities seeking entry to the program or advanced sustainability certification.



Strongest Associated Master Plan Elements

13.0 Sustainable Places

13.1 Introduction

"No matter the definition, it is important to keep in mind that in most communities, sustainability is a process, not an end-state. A fully sustainable community would be one that has zero net impact on our environment and other systems—a noble but unreachable goal. Rather, sustainability is a process of continuous, ongoing improvement, and a realignment of community goals and practices to grow in a more responsible and resilient manner."

Portland, OR

"Sustainability, as used in the Plan should be read in the context of "sustaining", namely to sustain the beauty, culture and history that have made our Town among the most desirable places to live and vacation. For those of us who live and work here, this document should be seen as a way to preserve the essence of the Town in perpetuity so that what we treasure most will remain for generations to come."

Southampton, NY

"The concept of "sustainability" in city plans and actions arose out of recognition that a society that consumes natural resources at a rate that depletes them for future generations is not sustainable. The concept also gives recognition to the interconnection of the well-being of the natural environment with the economy of a community and the social well-being of its citizens."

Omaha, NE

Communities that endure are those that successfully adapt to changing socioeconomic, environmental, technological, cultural, and market forces. How effective a community is in its response will determine its ability to sustain long-term social dividends in the form of public health and safety, economic security, environmental regeneration, and civic stability. Sustainability is not a new concept by any means. The Great Law of the Iroquois Federation required their decision makers to take into consideration the impact their choices would have on their children seven generations into the future (*Working Effectively with Aboriginal Peoples*, *2016*). When discussing sustainable communities, one of the greatest challenges is to convey an understanding of what is meant by the term "sustainable." There are countless definitions and interpretations; many depending upon what is being examined and who may be determining whether or not a method, action, "way-of-life," or "doing business" results in a sustainable outcome.

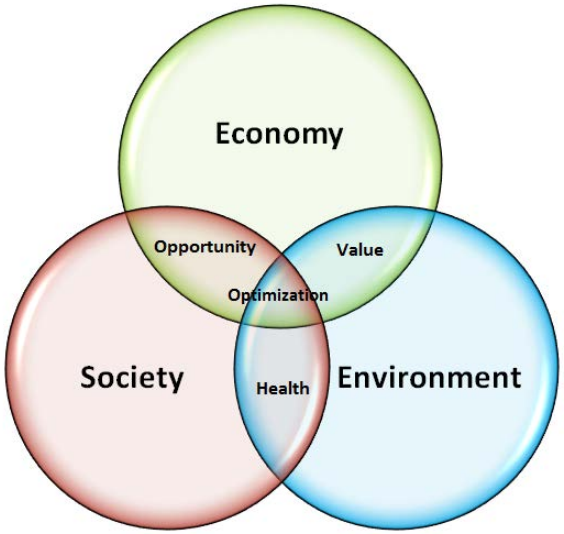
The Monmouth County Planning Board views sustainability as:

> "*The balance sought between the conservation and consumption of resources that reserve their inherent value and/or generative ability for a perpetual use or purpose*."

Therefore, sustainable places exist where people implement methods and engage in practices that result in sustainability. Instead of fixating on one issue at a time, sustainable communities purposely evaluate the commonalities of problems and offer integrated design and behavioral solutions resulting in places that are healthier and more resilient environmentally, economically, and socially.

Figure 13.1: Primary Tenets of Sustainability shows the three primary tenets (environment, economy, and society) and their interrelationship. Sustainable places are achieved when actions optimize systemic longevity resulting in increased health, opportunity, and value in a community.

Figure 13:1 Primary Tenets of Sustainability



Sustainability is not simply being "green" or eco-friendly. The triple bottom line for sustainable places is an integrated approach of people (society), profit (economy), and planet (environment). People or societal values of sustainability include wellness, health care, education, employment opportunities, and justice. Profit or economic factors can be viewed in terms of job growth, income, and the creation of wealth. Planet or environmental variables include changes in land use, conservation, energy use, and waste management. Many businesses and governments benefit from implementing a triple bottom line approach for sustainability in their development, practices, and operations. By recognizing profits in terms of environmental and social outcomes in addition to financial gains, businesses, organizations, and governments have been tapping into a growing customer base that values this approach to doing business.

The goals of New Jersey's draft *State Strategic Plan* are also aligned to this triple bottom line approach:

Goal 1: Targeted Economic Growth: Enhance opportunities to attract and grow industries of statewide, regional, and international importance.

Goal 2: Effective Planning for Vibrant Regions: Guide and inform regional planning enabling each region of the state to experience appropriate growth based on its desires and assets.

Goal 3: Preservation, Protection, and Enhancement of Critical State Resources: Ensure that strategies for growth include preservation, protection, and enhancement of the state's critical natural, agricultural, scenic, recreation, and historic resources, recognizing their role in economic growth and the quality-of-life for New Jersey residents.

Goal 4: Tactical Alignment of Government: Prioritize effective resource allocation, coordination, and communication among entities that play a role in meeting the mission of this Plan.

The vision of the draft *State Strategic Plan* is to "be the national leader in coordinated private and public investment which supports sustainable communities that attract and provide strong **economic** opportunities, preserve our state's **natural** resources, and create healthier **communities** to work, reside, and recreate."

To achieve sustainability whether at the municipal, county, or state-level, a community must openly engage in a discussion about its reason and purpose in seeking a more sustainable path forward. Community stakeholders must be educated and knowledgeable about the three

principle tenets and their integrations. This includes discussions about viable goals, the evaluation of impacts, costs, and outcomes (performance assessments), and identifying a host of implementation strategies that could be employed to advance a purposeful existence. Ultimately, sustainability is the collaboration between community organizations, residents, businesses, entrepreneurs, and civic and government leaders that consider the long-term consequences of their actions in the decision-making process on subsequent generations.

13.2 Planning for Sustaining Places

In 2010, the American Planning Association (APA) announced its Sustaining Places Initiative and introduced *Sustaining Places: Best Practices for Comprehensive Plans* providing standards for communities to follow when seeking more sustainable outcomes from their planning process. The comprehensive plan (master plan) standards for sustaining places include **six principles, two processes, and two attributes**, all of which are expressed in the *Monmouth County Master Plan* Goals, Principles, and Objectives (GPOs) while supported by *Master Plan* Recommendations and Stakeholder Strategies within each of the plan's elements. As stated in the APA document, collectively, these principles, processes, and attributes along with supporting best practices define what the comprehensive plan for sustaining places should do. APA's principles, processes, and attributes for sustaining places along with the *Monmouth County Master Plan* Element which best aligns within their description are detailed.

American Planning Association
Making Great Communities Happen

The **Six Principles of Sustaining Places** are statements of intent that underlie the plan's overall strategy including the plan's goals, principles, objectives, policy recommendations, maps, and other content.

1. Livable Built Environment: Ensure that all elements of the built environment – including land use, transportation, housing, energy, and infrastructure – work together to provide sustainable, green places for living, working, and recreating, with a high quality-of-life.

***Master Plan* Elements:** Land Use, Transportation & Mobility, Community Development & Housing, Utilities, Arts, Historic, & Cultural Resources

2. Harmony with Nature: Ensure that the contribution of natural resources to human well-being are explicitly recognized and valued and that maintaining their health is a primary objective.

***Master Plan* Elements:** Natural Resources, Open Space, Farmland Preservation

3. Resilient Economy: Ensure that the community is prepared to deal with both positive and negative changes in its economic health and to initiative sustainable urban development and redevelopment strategies that foster green business growth and business reliance on local assets

***Master Plan* Elements:** Land Use, Natural Resources, Arts, Historic, & Cultural Resources, Utilities, Transportation & Mobility, Agricultural & Economic Development

4. Interwoven Equity: Ensures fairness and equity in providing for housing, services, health, safety, and livelihood needs of all citizens and groups

***Master Plan* Elements:** Land Use, Open Space, Arts, Historic, & Cultural, Resources, Transportation & Mobility, Agricultural & Economic Development, Community Development & Housing, Healthy Communities, Community Resiliency

5. Healthy Community: Ensure that public health needs are recognized and addressed through provision of healthy foods, physical activity, access to recreation, heath care, environmental justice, and safe neighborhoods

***Master Plan* Elements:** Land Use, Natural Resources, Open Space, Farmland Preservation, Arts, Historic, & Cultural, Resources, Transportation & Mobility, Agricultural & Economic Development, Healthy Communities, Community Resiliency

6. Responsible Regionalism: Ensure that all local proposals account for, connect with, and support plans of adjacent jurisdictions and surrounding areas.

***Master Plan* Elements:** Land Use, Natural Resources, Transportation & Mobility, Agricultural & Economic Development, Community Resiliency, Planning Services, Outreach, & Coordination

The **Two Processes of Sustaining Places** are activities that take place during the preparation of the plan.

1. Authentic Participation: Ensure that the planning process actively involves all segments of the community in analyzing issues, generating visions, developing plans, and monitoring outcomes.

This process has been accomplished through the *Master Plan* kick-off meeting, the dissemination of information at monthly planning board public meetings, the publication of draft documents on our website as they become available for public review and comment, at gatherings and activities of our topical Working Groups, as well as during our final public hearing process. Public participation is vital to planning success. Stakeholder Working Group meetings for each Element were held numerous times before and during the creation of this *Master Plan*. Outlook contact lists for each Working Group have provided the county the ability to directly notify all stakeholders when new *Master Plan* information is available for review.

2. Accountable Implementation: Ensure that responsibilities for carrying out the plan are clearly stated, along with metrics for evaluating progress in achieving desired outcomes.

The county's *Master Plan* Recommendations will guide the Division of Planning's work program for the anticipated 10-year life cycle of the *Plan*. Once the *Plan* is adopted, annual work programs will be prepared for each Section within the Division of Planning identifying what efforts are being made to implement and achieve *Master Plan* Recommendations. In addition, each year the Division will provide the Planning Board with a year-end report highlighting progress on master plan implementation.

The **Two Attributes of Sustaining Places** are plan-making design standards that shape the content and characteristics of the plan.

1. Consistent Content: Ensure that the Master Plan contains a consistent set of visions, goals, policies, objectives, and actions that are based on evidence about community conditions, major issues, and impacts.

The Monmouth County Division of Planning staff ensured consistency through all components during the initial *Master Plan* Process and proceeding forward. These steps are clearly identified in 1.0 Introduction & Purpose.

2. Coordinated Characteristics: Ensure that the Master Plan includes creative and innovative strategies and recommendations and coordinates them internally with each other, vertically with federal and state requirements, and horizontally with plans of adjacent jurisdictions.

Each county *Master Plan* Element has a series of innovative strategies and identifies valuable resources to assist in implementation. Furthermore, not only are Recommendations provided specifically for each *Master Plan* Element, the 14.0 Planning Services, Outreach, & Coordination Element specifically addresses *Master Plan* coordination in terms of both a horizontal and vertical perspective.

The *Monmouth County Master Plan* process, approach, and content meets the intent and purpose of the American Planning Association's Comprehensive Approach for Sustaining Places. Greater sustainability can be achieved by the county and local communities through the implementation of best management practices (BMPs). Section 13.6 Additional Resources and Funding Opportunities identifies many organizations that can provide assistance and information about BMPs. The Division of Planning will continue to work with county administrators, elected officials, and other county departments on identifying cost-effective sustainable solutions that provide a positive return-on-investment for the county over the long-run. Figure 13.2: Sustainable Places Word Cloud displays a few of the commonly associated sustainability terms.

Figure 13.2: Sustainable Places Word Cloud

Source: Mary Ellen Scott, Monmouth County Division of Planning

13.3 Existing Conditions

13.3.1 Supportive Reports and Guiding Documents

Monmouth County Growth Management Guide (GMG): Since the adoption of the *Growth Management Guide (1982)*, the county, along with its state and municipal partners, has striven to align growth and preservation policies and strategies with programmed sewer service. Encouraging development in appropriate locations near existing infrastructure and transit, and redevelopment in existing cities and growth-focused places is a sustainable approach to land use. These efforts include working within the context of the goals and objectives of the *State Development and Redevelopment Plan (SDRP)* as well as facilitating ongoing dialogue between state and municipal partners and stakeholders during SDRP updates (Cross-Acceptance). The Monmouth County Planning Board's four smart growth regional planning studies are adopted Elements of the county's *GMG*. These studies provide a regional context for land use decisions focusing on specific issues unique to each study area. Each plan was developed through extensive outreach with municipalities and state agencies. The plans have been instrumental in assisting municipalities to identify local planning issues of regional significance and providing an implementation framework for each study through a planning implementation agenda (PIA).

- *Route 9 / Western Monmouth Development Plan (2004)*
- *Bayshore Region Strategic Plan (2006)*
- *Coastal Monmouth Plan (2010)*

- *Panhandle Region Plan (2011)*

Monmouth County Energy Action Plan (Draft): The Monmouth County Planning Board was designated as the lead agency for the preparation of the *Monmouth County Energy Action Plan*, with the support of the Greenhouse Gas Reduction Advisory Committee (GHGRAC). During 2011, the key basis and background chapters of the *Energy Action Plan* were completed and approved by the GHGRAC including a detailed study of the climate of Monmouth County. Through the New Jersey County Planners Association, staff conducted an energy initiatives survey to gauge what types of projects were considered practical in other NJ counties. The county facility Greenhouse Gas Inventory was expanded and the data was updated and analyzed. Facility energy use was compared to targets set for buildings of similar size and use, as developed by the Federal Energy Information Administration following a comprehensive study.

Basic energy audits were performed at several representative Public Works and Park System facilities and discussions were held with the building management staff regarding potential implementation measures. After review of the research and county inventory data, draft proposals for further improvements in energy efficiency and reductions of greenhouse gas emissions were considered. Members of the GHGRAC determined that the plan should be expanded to include cost-benefit analyses of each potential proposal.

Simultaneously, a number of energy and cost saving measures were implemented at numerous county facilities, some of which were funded through two grant programs: the New Jersey Clean Energy Program's Local Government Energy Audit Grant and a federal American Recovery and Reinvestment Act of 2009 stimulus grant known as the Energy Efficiency and Conservation Block Grant. Lessons learned from these projects will help further shape the proposals of the *Monmouth County Energy Action Plan* when it is completed.

Manasquan Reservoir Environmental Center Solar Project
Source: MCPS

Monmouth County Complete Streets Policy: In July 2010, Monmouth County became the first county in NJ to enact a countywide Complete Streets Policy. In the policy, Complete Streets is defined as a means to provide safe access for all users by designing and operating a comprehensive, integrated, and connected multi-modal network of transportation operations.

Monmouth County Comprehensive Economic Development Strategy (CEDS): In 2012, Monmouth County received a Planning Investment Grant from the U.S. Economic Development Agency (USEDA) to support the process of establishing *Monmouth County CEDS*. Participants from the county's public, nonprofit, and private sectors provided information and input throughout the process to develop a comprehensive industry

analysis and help establish a solid path for future economic development within the county.

Monmouth County Water Quality Management (WQM) Plan: Planned and programmed sewer service areas remain the most influential determinants in the location and intensity of growth and development. Refer to the 7.0 Utilities Element for more information regarding the WQM Plan.

Monmouth County Park System (MCPS)

Open Space Plan: The MCPS *Monmouth County Open Space Plan (2006)* includes an introduction (the system and plan purpose), the planning process, land preservation goals and policies (roles and responsibilities and needs analysis), an action plan (advocacy, stewardship, acquisition, and reexamination), and a list of proposed open space sites (additions to existing county parks, new county park sites, and greenways). The existing 2006 plan is anticipated to be updated in 2016.

Environmental Sustainability Policy: On February 24, 2014, the Monmouth County Board of Recreation Commissioners adopted by resolution this policy to include environmental sustainability concepts and principles into the design and maintenance of all MCPS facilities, infrastructure, and land. The policy applies to all operations, alterations, renovations, and new projects when feasible. With the assistance of funding through the U.S. Department of Energy's Energy Efficiency and Conservation Block Grant (EECBG) Program, the MCPS installed several solar system projects on various MCPS facilities as part of their efforts to reduce their carbon footprint by promoting sound environmental practices through the incorporation of renewable energy.

The New Jersey State Development and Redevelopment Plan (SDRP): The state's *SDRP* works in tandem with county and municipal master plans in aligning local, county, and state plans and policies regarding investment in growth and preservation.

New Jersey's Stormwater Management Rules: N.J.A.C. 7:8 went into effect in 2004 requiring the creation of regional and municipal stormwater management plans as well as the stormwater management standards for new development. The Monmouth County Board of Chosen Freeholders designated the Monmouth County Planning Board (MCPB) as its review agency for Municipal Stormwater Management Plans. The MCPB subsequently created the Stormwater Technical Advisory Committee (STAC) to review and approve municipal stormwater management plans and ordinances. The new standards include groundwater recharge, controls for runoff quantity and quality, and Category One antidegradation designation (C1 Waters) buffers. The New Jersey Department of Environmental Protection (NJDEP) implements these rules through the review of permit applications issued by the Division of Land Use Regulation. The rules are also implemented at the local level by the authority given to municipalities through the Municipal Land Use Law (MLUL). Existing stormwater runoff resulting in discharge of pollutants is addressed through the implementation of the Phase II New Jersey Pollutant Discharge Elimination System Stormwater Regulation Program (NJPDES) rules (N.J.A.C. 7:14A). The Phase II rules require the issuance of permits to entities that own or operate small municipal separate storm sewer systems, known as MS4s. The intention behind the permit requirement is to reduce the nonpoint source pollution generated from these systems. As of 2015, all municipalities have approved municipal stormwater management plans and ordinances.

13.3.2 Local Conditions

New Jersey Municipal Land Use Law (MLUL): The MLUL grants municipal planning boards the authority and responsibility to prepare and adopt a Green Buildings and Environmental Sustainability Plan Element. Contents of such an element are described in N.J.S.A. 40:55D-

28, "which shall provide for, encourage, and promote the efficient use of natural resources; consider the impact of buildings on the local, regional and global environment; allow ecosystems to function naturally; conserve and reuse water; treat stormwater onsite; and optimize climatic conditions through site orientation and design." Municipalities also have the authority to adopt environmental-and health-based regulations and ordinances. In February of 2015, the City of Camden passed New Jersey's first Sustainability Site Plan Ordinance.

To date, Marlboro, Shrewsbury Borough, Little Silver, and Neptune Township have all adopted Green Buildings and Environmental Sustainability Plan Elements as part of their master plans. Middletown, Manalapan, Rumson, and Highlands have included them as recommendations in recent master plan reexamination reports. The Monmouth County Division of Planning provides technical assistance to local communities in the creation of sustainability plans as part of their local master plan efforts.

Sustainable Jersey (SJ): SJ is a nonprofit organization based out of The College of New Jersey (TCNJ) that provides tools, training, and financial incentives to support communities in pursuing sustainable programs. Municipalities that become SJ certified are more likely to receive grant funding to implement sustainability and resiliency programs, plans, and ordinances within their community. SJ has a list of "Actions" in various categories, which if implemented, help further sustainability at the local level. During 2015, the organization produced *The 2015 New Jersey Sustainable State of the State Report: Volume I A Vision and Progress Report for a Sustainable New Jersey*. This report contains valuable information on 57 goals, indicators, and assessments which define their vision of sustainability for the state as a whole. *Volume II Technical Report* includes a narrative Summary Report and Technical Report providing sources, data, and other detail. Sustainable Jersey received a 2016 Leadership Award from the American Planning Association.

Figure 13.3: Sustainable Jersey Communities in Monmouth County details a list of certified towns in Monmouth County and their current SJ certification status.

In order to plan for a better future, we must educate the next generation. In 2014, the Sustainable Jersey for Schools certification program launched which provides tools, training, and financial incentives to support and reward schools as they pursue sustainability.

Figure 13.3: Sustainable Jersey Communities in Monmouth County

Municipality	Certification
Atlantic Highlands	**Bronze**
Eatontown	**Bronze**
Holmdel	**Bronze**
Howell	**Bronze**
Keyport	**Bronze**
Little Silver	**Bronze**
Long Branch	**Bronze**
Marlboro	**Bronze**
Middletown	**Bronze**
Ocean	**Bronze**
Red Bank	**Bronze**
Shrewsbury Borough	**Bronze**
Spring Lake Borough	**Bronze**
Wall	**Bronze**

Summerfield Elementary School in Neptune Township is New Jersey's first LEED Gold Certified Public School
Source: Steve daCosta

13.4 Emerging Issues and Long Range Challenges

13.4.1 Measuring a Fair Return on Investment: Decision makers often have a difficult time approving sustainable approaches that have high upfront costs even though the long-term investment may be more cost-effective. Much of this has to do with the way we measure the cost/benefit of a project and how fair that assessment is when dealing with and evaluation of the three tenets of sustainability. An excellent example of how to better measure a fair return on investment is the use of green infrastructure as a replacement for traditional design approaches. Green Infrastructure is a stormwater management method that reduces runoff through infiltration into the soil, recharging of aquifers, and increases in stream base flow. An important benefit of green infrastructure methods is the improvement to water quality through the infiltration of stormwater provided by vegetation and the soil that reduces the impurities of runoff and allows for its potential reuse. In addition to protecting a community from the impacts of flooding, green infrastructure methods provide for cleaner air and enhance wildlife habitats and areas for recreation. A number of green infrastructure practices commonly utilized include bio-retention basins, rain gardens, pervious paving, and vegetated swales. Along with the enhancement of environmental resources, green infrastructure provides economic value to a community by reducing the impacts of stormwater and encouraging other green practices as part of a sustainable community. However, when comparing the hard costs of traditional construction methods, many of the benefits derived from green infrastructure are unquantifiable on a financial spreadsheet and therefore not captured in a cost/benefit analysis, leaving many green alternatives and environmentally sound projects redlined. To redress this type of oversight during the scoping of its own projects, the county may wish to consider developing a new set of metrics to capture the proper value and benefit derived from the implementation and use of green infrastructure.

13.4.2 Advancing Community Engagement and Outreach: Community engagement and citizen participation is a fundamental aspect of implementing sustainable community practices. Sustainable Jersey has created a Community Information and Citizen Initiative to encourage community engagement and outreach. This initiative provides government leaders with a toolbox to create or strengthen their citizen

engagement through public communication software and information accessibility. Strategies include live streaming of public meetings and providing online accessibility of information, similar to the current *Master Plan* update. In addition, it is encouraged for these entities to develop digital outlets for the distribution of public notices, emergency alerts, and other critical information. More information about the use of new technology for community outreach can be found in the 14.0 Planning Services, Outreach, & Coordination Element, Section 14.4.2 Outreach Methods Using Technology.

13.4.3 Measuring Sustainable Results through Indicators: Accountable implementation ensures metrics are being engaged in evaluating sustainable plan outcomes. It is one of two processes of sustaining places as presented in the American Planning Association's *Sustaining Places: Best Practices for Comprehensive Plans* (see Section 13.3.2 Local Conditions). Indicators are used as a measurement to determine if a policy, program, or approach was effective in achieving its intended goal or outcome. They may be used at any time during the planning process to determine whether or not the steps to reach a goal are on target or may need to be modified or re-defined. The World Health Organization (WHO) categorizes indicators into four classifications depending on what they measure:

- Descriptive indicators measure the current status of a specific element of interest to a community for comparison purposes or when measuring trends over time.
- Performance indicators are used in reference to a baseline measurement to determine if and at what rate progress is being made towards a specific goal or target. Performance indicators are a measuring tool in determining the outcome of a project or policy to be implemented.
- Efficiency indicators relate to the correlation between efficiency of production and consumption processes.

Monmouth County Reclamation Center
Green Vehicle Wash Facility

Located at the Monmouth County Reclamation Center in Tinton Falls, the county opened its first automated Green Vehicle Wash Facility in 2012. This facility provides all 53 municipalities and trash haulers who use the landfill the means to clean their vehicles in compliance with state regulations regarding the discharge of wastewater into the ground and surface waters. Through a collaborative effort between NJDEP and Monmouth County, this Green Vehicle Wash Facility filters and recycles the water used to wash vehicles until it is no longer useable for vehicle washing. When the greywater, or recycled water, can no longer be used by the washing facility it is diverted to an 8,000-gallon underground holding tank. From the holding tank, the greywater is pumped into a water tanker truck and used for dust-control measures throughout the landfill and roads. NJDEP defines greywater as the portion of sanitary sewage generated within a residential, commercial, or institutional facility which does not include discharges from water closets and urinals. The recycled greywater reduces the amount of potable water the county uses for dust control saving thousands of dollars annually.

- Aggregate indicators are a combination of several measurements into one overall indicator of progress.
- A Framework for Sustainability Indicators at EPA: This document provides guidance on the application of sustainability indicators in EPA decision-making.

- Sustainable Community Indicator Catalog: With funding provided by the Ford Foundation, the University of Pennsylvania's Penn Institute for Urban Research (PennIUR) developed an online measurement tool for communities to identify and track their progress towards sustainability. The three indicators in the catalog focus on land use, housing, and transportation.
- United Nations Commission on Sustainable Development: *Indicators of Sustainable Development: Guidelines and Methodologies*

Master Plan Recommendation 13.2 seeks to develop internal sustainability indicators, such as those used by EPA and other federal and state agencies, to be used as a guideline in the evaluation of local and county master plan sustainability goals and policies.

13.4.4: Sustainable Community Design: Traditional zoning methods intended to separate uses and the physical nuisances associated with them contributed greatly to the 20th century's legacy of sprawl, visual incohesiveness, and automobile dependence. This traditional model of urban planning implemented through Euclidian zoning has given way to new, comprehensive techniques that focus more on environmental impacts, mobility, aesthetics, and social interaction within and between spaces. From building structures to whole communities, sustainability principles are being incorporated as a basic tenet of 21st century urban design. Today's green building design and construction practices provide greater efficiency, environmental resource benefits, and/or long-term cost savings. Even more so, new communities are using this design philosophy to provide people with better connectivity to one another and accessibility to the environment around them.

New urbanism began in the 1990s as a sustainable design approach that, "…promotes the creation and restoration of diverse, walkable, compact, vibrant, mixed-use communities composed of the same components as conventional development, but assembled in a more integrated fashion, in the form of complete communities. These contain housing, work places, shops, entertainment, schools, parks, and civic facilities essential to the daily lives of the residents, all within easy walking distance of each other. New Urbanism promotes the increased use of trains and light rail, instead of more highways and roads" (www.newurbanism.org). New urbanism techniques are implemented through form-based codes rather than traditional zoning.

Form-based codes focus less on land use through prescriptive regulations and more on visual descriptions and land use outcomes derived from specific urban forms. The ultimate objective of form-based zoning is to control physical form in order to achieve certain desired outcomes, i.e. traditional neighborhoods, transit-oriented and transit-supportive development, mixed-use downtowns, and in general, compact development (Regional Plan Association, 2010). The Borough of Haddonfield, Camden County, became the first NJ municipality to implement a form-based code known as the Downtown Vision Plan. The code is based on four districts with fourteen permitted building types where permitted uses are not assigned by zoning districts, but rather by building type. Most Transit-Oriented Development (TOD) now uses some form or combination of form-based code as it synthesizes use with design that is easily adaptable and compatible with an existing mixed-use or downtown location.

Organizations such as the Form-Based Codes Institute, U.S. Green Building Council, and Congress of New Urbanism provide extensive discussion, examples, and resources on the application of various types of sustainable community design.

13.4.5 Long Range Challenges: Other Long Range Challenges identified by Working Groups and community stakeholders that have not been addressed in this section so far include:

- *There is a lack of clear understanding as to what it means to be sustainable and the value of sustainability itself*. The Introduction to this Element describes the basic concept of sustainable places. Some of the more notable sustainable actions already being performed by the county include farmland preservation, buy fresh/buy local campaigns through our Made in Monmouth and Grown in Monmouth programs, energy audits, recycling, the complete streets program, the Shade Tree Commission, and community outreach and education on environmental matters through the Monmouth County Environmental Council. There are many more actions the county could follow to improve sustainable outcomes. As previously stated, the Division of Planning is committed to helping identifying cost-effective sustainable solutions that provide a positive return-on-investment for the county over the long-run.

- *Currently, there is a disconnection between food growers in western Monmouth County and food deserts in the more urbanized areas of eastern Monmouth County. Also, the seasonality of local food production and the lack of available value-added farm products reduce local food security and limits the economic opportunity for local farmers.* In October 2014, the Monmouth County Division of Economic Development, in conjunction with the Division of Planning and Rutgers Cooperative Extension, applied for a U.S. Department of Agriculture (USDA) Rural Business Enterprise Grant to obtain funding to lay the groundwork for a marketing and branding initiative referred to as Grown in Monmouth. In the fall of 2015, USDA awarded Monmouth County a Rural Business Enterprise Grant to assess the rural agricultural industry in Monmouth County, evaluate current trends and future opportunities to expand the industry, and to develop a marketing strategy to promote and market local agricultural products. The goal is to provide marketing assistance and business training to small and emerging agricultural producers located in rural areas of the county. Grown in Monmouth aims to connect producers and buyers, expand small agricultural businesses, and contribute to job growth in the local area. The project's kick-off meeting took place on January 26, 2016.

13.5 Sustainable Places Stakeholder Actions and Efforts

13.5.1 Monmouth County Efforts

Monmouth County Hub for Municipal Green Teams: In 2015, the Monmouth County Division of Planning began facilitating the Monmouth County Hub for Municipal Green Team Hubs. The "Hub" provides municipal Green Teams in the Sustainable Jersey (SJ) Municipal certification program a peer-to-peer forum to discuss and explore sustainable actions and to coordinate local initiatives at a regional level. Rather than identify individual best practices or specific actions, the *Monmouth County Master Plan* defers to the "Actions for Sustainable Communities" identified in the SJ program as the most comprehensive list of locally implementable strategies that support sustainable places in Monmouth County. As such, *Master Plan* Recommendation 13.3 calls on the Monmouth County Environmental Council (MCEC) and the Division of Planning to assist Municipal Green Teams in their efforts to obtain and advance local sustainability initiatives, including those associated with SJ certification, effectively increasing sustainable outcomes throughout the county. Other sustainable resources including tools, strategies, best management practices, and funding opportunities can be found in Section 13.6 Additional Resources and Funding Opportunities of this Element.

MONMOUTH COUNTY hub

Monmouth County Environmental Council (MCEC): On October 10, 2007, the MCEC and Brookdale Community College's Environmental and Physical Science Department sponsored a seminar to address

Monmouth County's role in the issue of climate change. Over 100 participants including municipal officials, environmental interest groups, students, and county residents were provided with information surrounding the science of climate change and its potential impacts on Monmouth County. The attendees had the opportunity to address their concerns and questions to a panel of experts, resulting in a better understanding as to the role each member of a community may play to implement measures aimed to assure the county's future energy needs will be met.

In recognition of the 2007 Earth Day and Arbor Day, the MCEC enlisted the assistance of public and private schools in Monmouth County in planting trees to help provide a "greener" county. The MCEC provided all county schools with the opportunity to receive a free gift of 30 native tree seedlings to be planted on public land. The packets included Northern Red Oak, Eastern White Pine, and Norway Spruce seedlings which were obtained from the NJ State Forest seedling nursery located in Jackson, NJ as part of their Home Grown Tree Program. Ten schools throughout the county applied to be part of the project, enlisting the participation of students and faculty in the planting and maintenance of the trees. The MCEC provided this initial opportunity to schools as a learning experience through the creation of an "outdoor classroom" as a means to bring to life a school's environmental curriculum. The project also provided an educational awareness of the benefits trees can provide for wildlife habitat, shade, clean air, and energy efficiency.

On April 29, 2009, the MCEC and the Environmental and Physical Science Department at Brookdale Community College sponsored an energy forum providing attendees with ideas, resources, and incentives to implement sustainable energy measures at the residential, business, and municipal level. A year later, the MCEC sponsored a roundtable on community gardens, highlighting the benefits to the community through the transformation of a vacant lot into a productive and beneficial site. Attendees were inspired by representatives of the Rutgers Master Gardener Program and other community garden organizers who have been instrumental in promoting community gardens in their own municipalities. The roundtable was intended to highlight community gardens as another means to promote sustainability at the local level by encouraging residents to unite in an effort with benefits that reach beyond the garden.

Grown in Monmouth: In the 9.0 Agricultural & Economic Development Element, *Master Plan* Recommendation 9.1 seeks to coordinate the county's agricultural initiatives such as the *Monmouth County Farmland Preservation Plan* and Grown in Monmouth through one comprehensive guiding document called the *Agricultural Sustainability Plan (ASP)* for Monmouth County. The Grown in Monmouth marketing strategy and plan, a joint effort of the Monmouth County Division of Economic Development, Division of Planning, and Rutgers Cooperative Extension, is the first step in the development of a broader *ASP*.

Made in Monmouth (MIM) Expo: This annual buy local exhibition showcases consumer products entirely produced within the county borders. Beginning with the first event in 2012, MIM has been free for vendors and open to the public at no charge. 2016 brought the 5th exposition and featured over 220 participating vendors, attracting over 5,000 shoppers to its Monmouth University location in West Long Branch. The expo also allows local businesses the opportunity to network with one another and explore the possibility of establishing new business relationships. Many of the consumer goods presented at MIM are agriculturally-based, associated, or value-added products. See Element 9.0

Agricultural & Economic Development for more details on this program. Also Refer to Section 13.4 Emerging Issues and Long Range Challenges for additional examples.

13.5.2 Agency Efforts

New Jersey Department Environmental Protection (NJDEP): Now in its 15th year, the AmeriCorps New Jersey Watershed Ambassadors Program, part of the national AmeriCorps service initiative, provides a service to the communities they support by educating the public about the environmental importance of a watershed and the waterways that play such an important role in the health of that watershed. Administered by the NJDEP since 2000, members of the NJ AmeriCorps Program are based at host agency locations at each of the 20 Watershed Management Areas (WMAs) throughout the state, for the purpose of educating and engaging the local members of the community in activities that will help to improve New Jersey's water quality. AmeriCorps Ambassadors conduct stream monitoring through visual and biological assessments, provide educational trainings at schools and community events, and also participate in cleanups within their watersheds. The Monmouth County Planning Board has been the host agency for an AmeriCorps Ambassador representing WMA12 since the program began.

Rutgers New Jersey Agriculture Experiment Station's (NJAES) Water Resources Program: By providing science-based solutions to New Jersey's water related concerns, the Water Resources Program assists communities in their sustainability efforts by identifying some of the community's water resources needs and issues and developing a plan to find resolutions that will improve water quality, reduce their costs, and improve their infrastructure. The three major areas they specialize in are stormwater management, drinking water conservation and protection, and wastewater management.

Sustainable Jersey (SJ): SJ is a nonprofit organization that provides tools, training, and financial incentives to support communities as they pursue sustainability programs towards SJ certification. The Sustainable Jersey Small Grants Program provides funding intended to help local governments in their efforts toward a sustainable future. Funding is provided for projects addressing issues such as renewable energy and green building design, waste reduction, a sustainable master plan, water conservation, natural resources management, energy management, and transportation issues.

Association of New Jersey Environmental Commissions (ANJEC): ANJEC is a statewide organization that provides support, training, and other resources for municipalities seeking guidance including funding opportunities for sustainability initiatives.

New Jersey Clean Energy Program: A statewide program that offers financial incentives, programs, and services for NJ residents, business owners, and local governments to help them save energy, money, and the environment. The Commercial, Industrial, and Local Government Programs offer financial incentives to qualifying entities to create a more efficient NJ. The Residential Programs aim is to increase energy efficiency and energy savings.

13.6 Additional Resources and Funding Opportunities

Federal

- Center for Disease Control and Prevention (CDC)
  - *Sustainability Planning Guide for Healthy Communities*
- United States Environmental Protection Agency (USEPA)
  - Sustainability
  - *Planning for a Sustainable Future A Guide for Local Governments*
  - Green Infrastructure

- *Enhancing Sustainable Communities with Green Infrastructure: A Guide to Help Communities Better Manage Stormwater While Achieving Other Environmental, Public Health, Social, and Economic Benefits (2014)*
- Clean Water State Revolving Fund
- Smart Growth
- Tools and Resources for Sustainable Communities
- *Creating Equitable, Healthy, and Sustainable Communities: Strategies for Advancing Smart Growth, Environmental Justice, and Equitable Development* (2013)
- Building Blocks for Sustainable Communities
- Regional, State, and Local Opportunities for Funding Smart Growth Projects

- Federal Facilities Environmental Stewardship and Compliance Assistance Center, Sustainability Program:
- HUD-DOT-EPA Partnership for Sustainable Communities

State

- NJ Department of Environmental Protection (NJDEP)
  - Clean Water NJ
  - Green Infrastructure in NJ
  - *New Jersey Stormwater Best Management Practices (BMPs) Manual*
  - Office of Planning and Sustainable Communities
    - How to Become an Environmentally Sustainable Community
    - *A Guide to Sustainable Grants and Loans that Support Sustainability Initiatives*
    - *How to Conduct an Energy Audit Guide*
    - Green Purchasing: A Guide for Local Governments and Communities
  - Grants for Municipalities

County and Local

- Monmouth County Hub for Municipal Green Teams
- Monmouth University Sustainability Advisory Council
- Municipal Green Teams

Nonprofits, Research Centers, and Other Stakeholders

- American Planning Association (APA) Sustaining Places Initiative:
- Association of New Jersey Environmental Commissions (ANJEC)
- Center for Watershed Protection, Inc.
- Clean Ocean Action
- Congress of New Urbanism
- Development Center for Appropriate Technology
- Form-Based Code Institute
- Institute for Sustainable Communities
- New Jersey Audubon
- New Jersey Sierra Club
- NJ Higher Education Partnership for Sustainability
- Rutgers University
  - Rutgers Center for Green Building
  - Green Infrastructure Guidance Manual for New Jersey
  - Rutgers Water Resources Program
- Smart Communities Network Creating Energy Smart Communities :
- STAR Communities
- Sustainable Communities Online
- Sustainable Jersey *(Discussed in 13.3.2 Local Conditions)*
  Sustainable Jersey for School
- The College of New Jersey The Sustainability Institute
- Toward a Sustainable Community: A Toolkit for Local Government
- United Nations (UN) Division for Sustainable Development (DSD) University of New Hampshire (UNH) Stormwater Center
- Urban Land Institute (ULU): a research and education nonprofit who facilitates open exchange of information, ideas, and experiences among policy makers and industry leaders dedicated to creating better places.

The ULI assisted Freehold Borough through a Technical Assistance Panel (TAP) regarding downtown land use issues and produce *An Opportunity for Community Driven Development (2015)*.

- U.S. Green Building Council (USGBC)
  - New Jersey Chapter

13.7 Master Plan Recommendations and Stakeholder Strategies

These five *Master Plan* Recommendations and numerous Stakeholder Strategies were identified from Working Group meetings and additional input from stakeholders.

Master Plan Recommendations

Recommendation 13.1: Review proposed environmental and sustainability related legislation and regulations to determine their potential impacts to Monmouth County and our municipalities, and prepare appropriate responses to promulgating authorities. When evaluating new or amended environmental legislation, changes in regulatory requirements and/or new policies, the interdependent and cumulative impacts of implementation must be considered as part of the review. The county should support policies and legislation that promote sustainable communities, strengthen the county's resiliency and recovery, and protect environmental resources. The county should also oppose those that threaten the preservation of a community's economic, social, and cultural value and character.

Recommendation 13.2: Develop internal sustainability indicators, such as those used by U.S. Environmental Protection Agency (USEPA) and other federal and state agencies, to be used as a guideline in the evaluation of local and county *Master Plan* sustainability goals and policies. Comprehensive planning incorporates targets and indicators when evaluating the attainment of plan goals and objectives. Indicators are used in planning to gauge effectiveness and outcomes of adopted plans. Developing measurable planning indicators to provide evaluation of master plan effectiveness involves collaboration with other planning partners.

Recommendations 13.3: With assistance from the Monmouth County Environmental Council (MCEC), and through the Monmouth County Green Team Hub, offer support to our municipalities in their efforts to improve local sustainability. Through the Monmouth County Hub for Municipal Green Teams and the MCEC, the Division of Planning will assist with the dissemination of information to Municipal Green Teams in their efforts to improve local sustainability and/or obtain Sustainable Jersey (SJ) certification by providing technical assistance, and a peer-to-peer regional forum for mentoring and participation.

Recommendations 13.4: Educate local decision makers and the public about the importance of issues related to maintaining a sustainable county with educational programs, roundtable events, municipal presentations, and the development of informative documents. There is a need to build internal institutional knowledge regarding sustainability and conduct outreach with our planning partners on these issues. By providing opportunities to educate the public on matters of concern by way of public forums and resources of information, the result is a better and more thorough understanding of the measures required when addressing those issues.

Recommendations 13.5: Build interdepartmental knowledge about the potential benefits and applications of green approaches, incorporating these actions into county plans, programs, and projects when it is financially feasible to do so. New green infrastructure, technology, and design have the potential to reduce long-term project costs and maintenance. The Division of Planning will initiate discussions and share information with other county departments and agencies for future improvement projects regarding 'greener' approaches to traditional county improvement projects, while keeping up with Best Management Practices (BMPs) for sustainability.

Recommendation 13.6: Consult with municipalities to create strategy toolkits tailored to their community's specific needs utilizing form-based codes, living streets principles, green design, case studies, policy recommendations, and sample ordinances that result in safer and healthier places to live, work, play, and stay. Planning should take into account the impacts of decisions and investments that result in a safer and healthier quality-of-life. With assistance from the Division of Planning, communities should incorporate designs and facilities that encourage healthy lifestyles and promote public safety in their healthy community initiatives. By developing place specific design and land use strategies, communities can benefit from a reduction in expenditures and an increase in efficiency in the interest of the public's health and safety while also protecting the character of a community.

Stakeholder Strategies

General

- Promote policies that foster healthy, sustainable, and resilient communities.
- Participate in and promote municipal recycling programs to reduce waste, conserve natural resources, prevents pollution, reduces environmental degradation, etc.
- Encourage the use of 'Green' Best Management Practices.
- Encourage innovative land use planning and design to address current and future growth needs within the context of sustainability.
- Encourage the incorporation of sustainability related recommendations, goals, and policies in municipal master plans and land development ordinances.
- Municipal Green Teams work with the county and other community stakeholders in bring about sustainable outcomes through action.
- Municipalities interested in incorporating sustainable approaches should seek certification with Sustainable Jersey (SJ). Assist in the development of appropriate master plan indicators.
- Schools interested in incorporating sustainable approaches should seek certification with SJ.

Natural Resources

- Keep floodplains undeveloped to provide wildlife and trail linkages while increasing community resiliency after flooding.
- Encourage habitat preservation and restoration around water bodies, floodplains, wetlands, along shorelines, and streams that will maintain and improve water quality.
- Support tree planting and management programs to enhance both the environmental benefits and aesthetics of a community.
- Promote the protection of threatened and endangered species and their habitats by encouraging the development and implementation of plans designed to manage negative impacts associated with their environment.

Open Space

- Encourage property and easement acquisitions that will promote community resiliency and sustainability.
- Support urban recreation acquisitions, partnerships, and programs.
- Promote management strategies designed to maintain natural resources that are beneficial to the viability of open space habitats.

Farmland Preservation

- Identify farms that do not qualify for preservation through state and local programs in conjunction with exploring new options to encourage agricultural retention.
- Encourage private property owners to preserve sensitive environments and farmland through conservation easements.
- Encourage innovative land use planning and design to accommodate future growth while avoiding conflicts with existing agricultural uses.

Arts, Historic, & Cultural Resources

- Foster the development of arts councils and historic commissions, while promoting their interrelations.
- Promote the adaptive reuse of historic and architecturally significant structures when determining the redevelopment and revitalization needs of a community.
- Promote and assist with local efforts to identify and preserve historic sites and districts through land use techniques for inclusion in federal, state, and local historic registers and inventories.

Utilities

- Encourage municipal coordination to strengthen regional stormwater management within local ordinances.
- Discourage interbasin transfers of water.
- Explore the use of innovative technologies for water conservation and wastewater treatment as methods for protecting surface and groundwater quantity and quality while increasing recharge.
- Encourage stormwater infiltration for groundwater recharge where feasible.
- Support the use of alternative, renewable energy resources such as geothermal, solar, hydro, tidal, and wind power.
- Encourage distributed energy generation solutions to enhance system efficiency, reliability, and resiliency.

Transportation & Mobility

- Encourage sustainable streetscape design, including elements like rain gardens, green infrastructure, and native species plantings, which improve environmental quality, social well-being, economic vitality, and community fabric.
- Promote the expansion of both regional and local bicycle/ pedestrian networks to create safe alternative options for public transportation to destinations.
- Encourage transportation improvements that would reduce existing obstacles (e.g. traffic) and expedite moving food between the local source and potential destinations.

Agricultural & Economic Development

- Identify the county's food deserts and promote local and walkable food system solutions, such as community gardens and farm markets.
- Encourage the production and processing of year-round local food products to increase food security and economic opportunities for farmers.
- Assist in identifying appropriate and suitable locations for businesses in Monmouth County.
- Proceed with agricultural sustainability planning efforts that increase our understanding of the agricultural industry in a regional context and recommends improvements that promote a sustainable economic future for local farmers.

Community Development & Housing

- Encourage the adjacency of clusters where practical to generate larger habitat areas.
- Generate management plans for the undeveloped areas that result from cluster developments in order to avoid the spread of invasive species.
- Support the use of measures designed for energy efficiency as well as stormwater management techniques that will promote groundwater infiltration to reduce runoff, when designing new construction or retrofitting buildings and facilities.

Healthy Communities

- Support municipalities that are considering sustainable ordinances that would allow such things as xeriscaping, front yard vegetable gardens, etc.
- Promote safe and secure neighborhoods through outreach and community involvement.

- Support the integration of locally grown products into communities, particularly those with limited access to fresh, healthy produce.
- Encourage and provide opportunities for physical activities and social interaction that create a sense of community and provide for the mental and physical health needs of its residents.

Community Resiliency

- Support the work of towns seeking to participate or advance in the SJ certification program.
- Support coastal communities when reviewing preparations for flooding and evacuation routes.
- Recognize potential economic, environmental, and health needs to be addressed in planning post-disaster recovery efforts.

Planning Services, Outreach, & Coordination

- Encourage public awareness of the three tenets to community sustainability: Environmental Sustainability, Economic Sustainability, and Social Sustainability.
- Support energy audit programs for existing facilities to identify needs and options to improve energy efficiency.
- Promote the adaptive reuse of older buildings, incorporating the use of sustainable materials in repair or reconstruction.
- Provide education and outreach opportunities with public involvement in stewardship activities.
- Review current methods of communication to the public, with an emphasis on adequate and effective distribution of information to those with limited access; notably non-English speaking, seniors, homeless, etc.