



STATE OF NEW JERSEY

DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT



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CITY, STATE, COUNTY, AND PRIVATE SECTOR PARTNERS LAUNCH THE TRENTON GREEN INITIATIVE

Mayor Douglas H. Palmer today announced the formation of the Trenton Green Initiative, a new public-private partnership undertaking specific action steps in the short term and also developing strategic plans for achieving long-range climate protection goals.

"This initiative is under way because of strong, technical assistance support from Commissioner Lisa Jackson of the State Department of Environmental Protection, Chairman and CEO Ralph Izzo of Public Service Enterprise Group, Commissioner David Socolow of the Department of Labor and Workforce Development, Mercer County Executive Brian Hughes, and President and CEO Marty Johnson of Isles," the Mayor said. "With their guidance, the Trenton Green Initiative has asked – and is addressing – important questions urban cities face as we pursue sustainable development." Here are some of the major components of the initiative:

- **KNOWLEDGEABLE COORDINATION.** PSEG has loaned a highly-experienced executive, Craig Smith, to facilitate the work of the Trenton Green Initiative. As well, the State Departments of Environmental Protection and Labor and Workforce Development are providing technical assistance on green policies and best practices;
- **BASELINE ASSESSMENT AND COST-BENEFIT ANALYSES.** PSEG is helping the City establish a baseline for energy consumption so progress can be tracked. The City has in recent years upgraded City Hall and the Police headquarters for energy efficiency but PSEG is facilitating further audits in search of additional energy-savings related to lighting, insulation, and HVAC. The Trenton Green Initiative also plans to eventually expand these energy audits on a voluntary basis to commercial and private properties in Trenton. In addition, PSEG is helping the City explore the costs and benefits of other measures, such as energy-efficient traffic signal lighting and solar installations on major structures in Trenton.
- **PILOT GREEN COLLAR CAREERS PROGRAM.** The partners are working to create demonstration projects, with the goal of involving vendors, suppliers, manufacturers, and energy companies in providing job training – and jobs – related to climate protection.

"In this work we have two challenges," Mayor Palmer explained today. "The first is to develop an

environmental and public health strategy in support of sustainable development, drawing from the best climate protection practices on the globe and translating them in ways that work in Trenton. Some ask why – and the answer is very clear: We are staring at stark national security and economic obligations to address global warming. We also have an equally important moral obligation to our children and to the coming generations. We must find ways to stop squandering our resources, to practice conservation, to use renewable fuels, and to develop 'green collar' careers in urban cities."

"Our second challenge is to demystify the issue of global warming," the Mayor added. "We need to assert 'local control of climate control' in ways that capture the imagination of our residents and inspire widespread participation. Our focus on green collar careers anticipates a green market sector, where the potential for jobs and business development becomes an important component of Trenton's development strategy."

"This green market sector will continue to grow and will position Trenton to be a significant player in the green revolution that is happening worldwide," the Mayor added. "Just as Trenton's factories were so prominent in the golden age of industry, our work with the partners represented here today will position this city as a leader in the new green economy."

"Put simply, green cities are better places in which to work and live," said Department of Environmental Protection Commissioner Lisa P. Jackson. "Cities across America are proving they can simultaneously invigorate their economies and improve their environments by planting trees, developing green spaces and urban trails, and making improvements to air and water quality. DEP looks forward to providing expertise and guidance that will place Trenton on the path to becoming a truly green city."

"Climate change is one of the defining issues of our time. But it is not simply an environmental challenge, it's also an opportunity to create jobs, to grow the economy and to build healthier communities in which families want to live and raise children," said Ralph Izzo, President Chairman and CEO of Public Service Enterprise Group (PSEG).

"The Trenton Green Initiative will show how cities can best harness the power of a green economy—and how partnering with utilities can help," Chairman Izzo added. "We are proud to be the principal corporate partner in this effort."

Recognizing the importance of public outreach to let residents know about green collar careers, Mayor Palmer thanked the community organization Isles, Inc., for its community engagement work and also thanked State DEP Commissioner Jackson and State Labor Commissioner David Socolow for their leadership.

Commissioner Socolow announced that the New Jersey Department of Labor and Workforce Development "will convene a 'Green Jobs Workforce Advisory Committee' consisting of businesses that expect to hire workers in alternative energy and energy efficiency occupations, as well as government agencies, organized labor, higher education and other training providers. This committee will identify the skills and industry-approved certifications that will be required to do the jobs that are created by the fight against global climate change," the Commissioner said. "This crucial business intelligence will enable us to target training resources to ensure that residents of cities like Trenton are prepared to qualify for the 'green-collar' jobs that will be created here and in other urban areas."

"All of the action steps set in motion so far – and those still to come – are going to be accompanied by a community education campaign about sustainable development," the Mayor said. "What we mean by sustainable development is simply taking care of our community ... achieving progress that meets the needs of the present without compromising the quality of life of our future generations. That is the vision of the Trenton Green Initiative."

Please see the attached background materials for a sampling of major activities and the points of emphasis from the partners in the Trenton Green Initiative.

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Trenton Green Initiative Commentary *Marty Johnson, President and CEO, Isles, Inc.*

I am Martin Johnson, Founder and President of Isles, Inc., a Trenton-based community development and environmental organization. For 26 years, my wife and I have raised three sons here in Trenton, and helped grow Isles. Isles builds and restores energy efficient homes, including solar- powered homes; we convert vacant lots to community gardens (40 gardens grow tens of thousands of pounds of food on once contaminated land); we work with local residents to cleanup brownfields, we test and remediate lead hazards in homes while educating families on the perils of lead dust; we have planted a thousand trees and restored parks and playgrounds; and we train young people in construction while they renovate energy efficient homes here in Trenton. Our work has always sought to find the most cost effective ways to foster greener, healthier communities and self-reliant families.

As a result, I am very pleased to be here today. While a consensus is forming that the planet is in peril, we know from experience that saving it – or doing anything about it - is not a matter of theory or global politics. Ultimately, it is a very practical matter. While we all want it done – getting it done is a very different thing. That is what this is all about.

The City of Trenton created the Trenton Green Initiative Task Force with organizations that can get work done. Isles is pleased to know that the public and private sectors are willing to step up and be part of something that is much bigger – and much more dear than any of our organizations – the future of our children.

So what is different about this Trenton Green Initiative? First, it begins to recognize that if we cannot make our cities work extremely well, we cannot stop sprawl, protect biodiversity, reduce our carbon footprint or even survive as a species. Despite that reality, historic public and private investments in greening New Jersey have been targeted to higher income areas outside of New Jersey cities. A look at the expenditures of the state's Public Benefits Fund – a tax on all our utility bills – shows little reinvestment in lower income urban areas.

Second, Trenton and other New Jersey cities offer great investment opportunities. This is where one can find the proverbial low hanging fruit. For example, Trenton is home to thousands of substandard housing units (10,000 here alone). They are often leaky, inefficient and unhealthy to the occupants. The more affordable cars tend to be older, bigger and more polluting. Take a look at our taxi fleet to see what I mean. Too often, both buildings and cars in Trenton are expensive to operate, unhealthy for families, and bad for the planet. By targeting Trenton, we can show how the smart investment of public and private dollars can bring multiple benefits – to families that will save money, the local environment and yes, the planet.

Third, a primary goal of this initiative is to strengthen Trenton's economy, by saving money on energy and health costs, and by developing green collar jobs for Trenton residents and training our youth and adults to step in to those jobs. We will explore numerous options to connect green employers to this pipeline - options such as the commitment made by Sun Power to partner with Isles Youthbuild to expand training to include solar installations and to place solar panels on rooftops here in the city and the surrounding suburbs. Local citizens must participate in this greening evolution.

Sun Power (formerly PowerLight), with offices in Trenton, has committed \$40,000 worth of training, curriculum development and project management assistance to Isles Youthbuild Institute. Youthbuild will expand its construction training to include installation of solar panels, first at its location on Tucker Street, then on other properties in the city. Isles also has begun the remediation of lead from 42 Trenton homes, with funds secured from the Department of Community Affairs. The cleanups will be completed by January. In addition, the Department of Health is supporting the testing of another 150 Trenton homes.

No one can guarantee the outcome of the Trenton Green Initiative. What we can guarantee is that Isles – and the steering committee (and many other good organizations in and around Trenton) will work to ground the high level theory, science and politics of global warming to the families, like mine, that live, work and play here in Trenton. Take a look at this committee. In the past, many of these players were on opposite sides of the table – in competition or conflict. Today, we are all around the table, and the challenge is up on the wall – the future of our children. This is a new day, and we thank Mayor Palmer for putting the Trenton Green Initiative in motion, the Commissioners and Ralph Izzo for stepping up to the plate, and all the other organizations that will participate.

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Trenton Green Initiative Commentary *Ralph Izzo, Chairman and CEO, PSEG*

Climate change is one of the defining issues of our time. But it is not simply an environmental challenge, it's also an opportunity to create jobs, to grow the economy and to build healthier communities in which families want to live and raise children. The Trenton Green Initiative will show how cities can best harness the power of a green economy—and how partnering with utilities can help. We are proud to be the principal corporate partner in this effort.

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Trenton Green Initiative Commentary *Lisa P. Jackson, State Commissioner of DEP*

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Trenton Green Initiative Commentary *David J. Socolow, State Commissioner of Labor*

The New Jersey Department of Labor and Workforce Development will convene a 'Green Jobs Workforce Advisory Committee' consisting of businesses that expect to hire workers in alternative energy and energy efficiency occupations, as well as government agencies, organized labor, higher education and other training providers. This committee will identify the skills and industry-approved certifications that will be required to do the jobs that are created by the fight against global climate change. This crucial business intelligence will enable us to target training resources to ensure that residents of cities like Trenton are prepared to qualify for the 'green-collar' jobs that will be created here and in other urban areas.

The Trenton Green Initiative – Fact Sheet

The Trenton Green Initiative is a partnership among the City of Trenton, the New Jersey Department of Environmental Protection, Public Service Enterprise Group (PSEG), The New Jersey Department of Labor and Workforce Development, The Governor's Office of Energy Savings, Mercer County, and Isles, Inc. Its goal is to promote climate protection through energy efficiencies and innovative urban policies.

Some of the major activities of the partners include:

- 1) The DEP Community Forestry Program has brought more than 4,000 trees to Trenton in the past four years; these reduce air pollution, lower temperatures in the summer (and therefore help lower energy costs), and absorb carbon from the atmosphere.
- 2) Mercer County is planning to replace the County Courthouse with a high-energy, LEED-certified structure (LEED is the "Leadership in Energy and Environmental Design" rating system of the U.S. Green Building Council and is used to rate existing and new development across a range of factors including energy, indoor environmental quality, and water).
- 3) The City is adopting the Practical Energy Management Guidelines of the Governor's Office of Energy Savings, which encompass specific steps to avoid wasting energy, lower costs, and increase environmental benefits.
- 4) The Office of Energy Savings' conservation efforts focused on downtown Trenton since last December have reduced greenhouse gas emissions by 3,026 metric tons of carbon dioxide (the environmental impact of planting 1,600 acres of trees or removing 400 cars from the road).
- 5) New legislation signed by the Governor this year, requires phase-out of incandescent bulbs in State buildings and requires the purchase of Energy Star products by all State agencies.
- 6) The State has a lighting upgrade under way in the State House, which is reducing lighting energy consumption by 58 percent.
- 7) The City of Trenton will follow energy efficiency standards in its planned renovation and conversion of the old New Jersey Transit Garage into a municipal fleet maintenance center.

8) Building on the Green Light Energy Saving Program of 1999, the City is well on its way to completing the switching out of light bulbs in favor of energy efficient lamps at City Hall.

9) The City is now updating its Zoning Ordinance and will in the process expand the use of the Sustainable Design Rating System that the Department of Housing and Economic Development now applies to all projects in its redevelopment areas.

[Click to view photos of the event](#)

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