

# New Jersey's Environment



Point Pleasant Beach

# State Profile

- ◆ The fifth smallest state in nation
- ◆ population - 8,414,350
- ◆ highest household median income - \$54,226
- ◆ land area - 4.8 million acres
- ◆ most densely populated state - 1,097 residents/sq. mile

# State Profile

- ◆ 20 % land area - agricultural
- ◆ 42 % land area - forests
- ◆ 1,000,000 acres are preserved public open space
- ◆ 127 mile Atlantic Ocean coastline
- ◆ 1,871 sq. miles of freshwater and coastal wetlands

# State Profile

- ◆ 8,050 river and border river miles
- ◆ more highways per sq. mile than any other state - 35,600 miles
- ◆ more railroads per sq. mile than any other state
- ◆ 5.9 million registered passenger cars
- ◆ over 178,000 registered boats

# State Profile

## Commercial Fishing Industry

- ◆ First in nation in shellfish production - 75,000,000 lbs./year
- ◆ home to 138 registered wholesale seafood houses that serve greater NY/PA markets
- ◆ exports 48,000 metric tons of fishery products per year
- ◆ commercial fishing generates \$100 million/yr. for NJ economy

# State Profile

## **Manufacturing and Industry**

- ◆ Generates over \$300.7 billion in total gross state product
- ◆ ninth largest exporting state in nation
- ◆ ranks fourth in research and development
- ◆ ranks ninth in export totals
- ◆ major industries are pharmaceutical and chemical

# State Profile

## **CWA Noncompliance Report**

**New Jersey ranked 46th in the percentage of major facilities in significant noncompliance (water). States with lower percentages were DE, HI, ND, and NV. These 4 states have 26 or fewer major facilities while NJ has 164.**



# State Profile

**What Most People Think About NJ...**



# State Profile

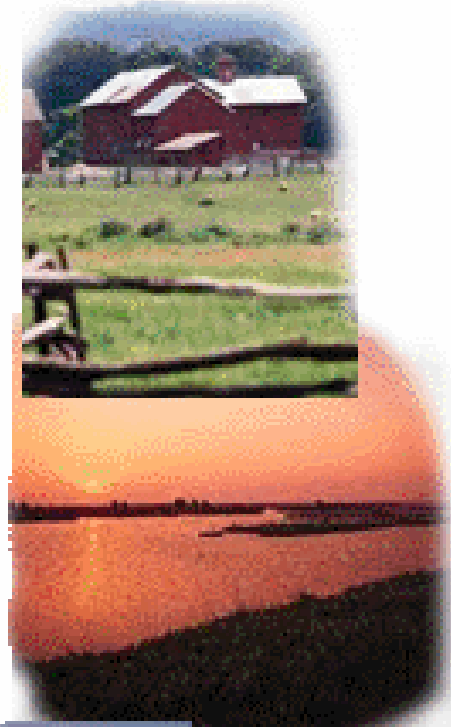
**But in Reality...**



# State Profile

New Jersey & You  
Reflect Together™

New Jersey's Gateway to the World



# State Profile

## **Delaware River Region**



Trenton, NJ

# State Profile

## **Gateway Region**



NJ Performing Art Center, Newark

# State Profile

## **Greater Atlantic City Region**



Atlantic City

# State Profile

## Shore Region



Manasquan Inlet

# State Profile

## **Skylands Region**



Route 80 - Delaware Water Gap

# State Profile

## **Southern Shore Region**



Hereford Inlet Lighthouse

# Abundant Open Space

The loss of open space continues at a rapid pace in NJ. Though the state's population has not increased significantly in recent years, many suburban and rural communities are continuing to suffer the pressures of sprawl development.



# Abundant Open Space

## Milestone

By 2008, one million more acres of open space will be protected.



# Abundant Open Space

## States with greatest number of open space acres:


■ Michigan -	2,369,449
■ Minnesota -	1,437,612
■ Florida -	1,268,780
■ New Jersey -	934,366
■ Alaska -	642,862
■ Massachusetts -	504,400
■ Arkansas -	427,000
■ New York -	260,000
■ Vermont -	254,877
■ Maryland -	242,523











# New Jersey's Political Climate and Governance





# Organization of the Trust and DEP



An Equal Partnership

# Financing Program Facts

- **Over 500 clean water, drinking water, land acquisition, and landfill cleanup projects funded.**
- **Taxpayers and ratepayers have saved over \$800 million in finance costs.**
- **Current loan rates as low as 1.07%**
- **Over \$70 million in loans have preserved 2,400 acres of open space.**
- **Over \$3 billion in loans issued since 1987**



# Types of Trust Loans

- **Regular Pool Program  
(50/50)**
- **Smart Growth Projects  
(75/25)**
- **Interim Financing**
- **Direct Loans**

# New Jersey Media Issues





# Trust Media Strategy

- **Target specific audiences more.**
- **Show municipalities how the program can keep taxes and rates down.**
- **Encourage municipalities to use Smart Growth funding to better direct development.**
- **Showcase large projects as good examples of private/public partnerships that help clean up the environment.**



# Directing Marketing and Outreach to the Right Audience



