

## **OTHER #1: INNOVATIVE DEMONSTRATION PROJECTS – Upload 1**

The Innovative Demonstration Projects Woodbridge Township created within SJ's 5-year window of eligibility are ongoing.

- 1) Live Where You Work
- 2) Woodbridge Energy Consortium
- 3) Green Technology Park
- 4) Pilot Site for Vehicle Electrification
- 5) And in 2012, the Woodbridge Township Redevelopment Agency and the Greenable Woodbridge program created a 39-page "Greenable Woodbridge Prosperity Plan" that details a strategy for Sustainability and the Economy in Woodbridge Township.

Full Document in Upload 2.

**Information provided on each project, below.**



# 1) Live Where You Work

Woodbridge Township became a Live Where You Work community in August, 2008 – the first community in Middlesex County and the first suburban community in New Jersey to embrace this innovative program.

The “live where you work” concept is a profound embodiment of the concept of Sustainability, especially with regard to its value as a community-building tool.

This program is advertised directly on the Township web site:

<http://www.twp.woodbridge.nj.us/LinkClick.aspx?fileticket=pv52j2itI74%3d&tabid=214>

|   |  |  |
|---|--|--|
| <p><b>MISSION:</b></p> <p>The Live Where You Work Homebuyer Program builds strong communities and promotes sustainable land use by encouraging people to live close to their places of employment.</p> <p><b>SPONSORS</b></p> <p>Live Where You Work is sponsored by the New Jersey Housing and Mortgage Finance Agency (HMFA) in partnership with individual cities, boroughs and towns throughout New Jersey.</p> <p><b>WOODBIDGE - THE CROSSROADS OF NEW JERSEY:</b></p> <p>Woodbridge residents enjoy year-round celebrations of history and culture – concerts, movies-in-the-park, festivals and parades plus a state-of-the-art library and children’s center.</p> <p>Woodbridge Community Center draws 750,000+ visitors a year to its all-ages YMCA and United States of America programs. You can relax or be active in the Township’s 35 parks and playgrounds including Alvin P. Williams Memorial Park on the historic Sewaren Waterfront.</p> <p>Woodbridge is home to Woodbridge Center and colorful neighborhood shopping areas in Colonia, Fords, Iselin and downtown Woodbridge, where you’ll find a thriving weekly farmers market.</p> <p>And Woodbridge is easy to get to... just 30 miles from Manhattan and 20 miles from the Jersey Shore, it sits at the hub of the Garden State Parkway and New Jersey Turnpike and is traversed by I-287, Routes 1, 9, 27 and the 440 link to Staten Island.</p> <p>Woodbridge is 14 miles south of Newark International Airport and has three rail lines to New York City, including high-speed Amtrak service and three commuter railway stations, along with bus service to New York City, Newark International Airport and areas throughout Central Jersey.</p> <p>If you already work in Woodbridge, the Live Where You Work homebuyer program is just another reason to make Woodbridge your new home!</p> |  <p>637 South Clinton Avenue<br/>Trenton, NJ 08650-2085<br/>TEL: 609-278-7400<br/>WEB: <a href="http://www.nj-hmfa.com">www.nj-hmfa.com</a></p>  <p>1 Main Street<br/>Woodbridge, NJ 07095<br/>TEL: 732-634-4500<br/>WEB: <a href="http://www.twp.woodbridge.nj.us">www.twp.woodbridge.nj.us</a></p> <p>© This brochure was printed using recycled papers and environmentally-friendly inks.</p> |  <p><b>LIVE WHERE YOU WORK - WOODBIDGE HOMEBUYER PROGRAM</b><br/>DO YOU WORK IN WOODBIDGE? YOU MAY BE ELIGIBLE!</p>  <p><b>LIVE WHERE YOU WORK</b><br/>A PROGRAM OF THE NJ HOUSING AND MORTGAGE FINANCE AGENCY</p> <p><b>ELIMINATE THOSE LONG COMMUTES TO WORK!<br/>DOWN-PAYMENT AND CLOSING COST ASSISTANCE!<br/>MORE FLEXIBLE UNDERWRITING CRITERIA!</b></p> |
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## TO LEARN MORE ABOUT LIVE WHERE YOU WORK-WOODBRIDGE

VISIT US ON THE INTERNET AT  
[WWW.LIVEMHEREYOUWORK.NJ.GOV](http://WWW.LIVEMHEREYOUWORK.NJ.GOV)  
 OR CALL 1-800-NJHOUSE



### SEARCH FOR A HOME

View potential properties by visiting these websites:"

[www.twp.woodbridge.nj.us](http://www.twp.woodbridge.nj.us)



### WHAT IS LIVE WHERE YOU WORK - WOODBRIDGE?

Live Where You Work - Woodbridge is a special homebuyer incentive program that provides low-interest mortgage loans to homebuyers who work in Woodbridge and who are looking to purchase a home in Woodbridge.

### WHAT ARE THE BENEFITS OF LIVE WHERE YOU WORK - WOODBRIDGE?

- Low-interest mortgages for homebuyers
- Downpayment and closing cost assistance for the purchase of a home
- More flexible underwriting criteria for the loan qualification process
- Additional savings offered by local lenders in partnership with the City of Woodbridge. Visit [www.woodbridgenj.org/lwvw](http://www.woodbridgenj.org/lwvw) for more information

### MAXIMUM INCOME LIMITS FOR WOODBRIDGE<sup>1</sup>

| FAMILY SIZE          | CITY WIDE |
|----------------------|-----------|
| 1-2 person household | \$96,700  |
| 3+ person household  | \$111,205 |

### MAXIMUM PURCHASE PRICE LIMITS FOR WOODBRIDGE<sup>1</sup>

| HOUSE TYPE        | CITY WIDE |
|-------------------|-----------|
| New 1 family      | \$429,619 |
| Existing 1 family | \$429,619 |
| Existing 2 family | \$550,005 |
| Existing 3 family | \$664,828 |
| Existing 4 family | \$826,218 |

### A MESSAGE FROM MAYOR JOHN E. MOORMAN

*"Woodbridge Township is a friendly, small-town community with quiet, tree-lined neighborhoods and streets, thriving downtowns and shopping areas, excellent schools within a short walk, and a responsive government focused on the needs of residents."*

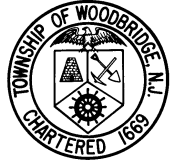
*Residents who live and work in any of our "Ten Towns" already know that Woodbridge is a thriving center of industry and commerce, small businesses, and "mom and pop" stores... that's why "Live Where You Work" is an important program that will encourage more of our residents and neighbors to "live and work" close to home.*

*I welcome you to learn more about our great Township and how we can work together to make you a part of our community."*

<sup>1</sup> These limits are set by the federal government and are subject to change without notice. 10/2010/010

# NEWS

TOWNSHIP OF WOODBRIDGE



**MAYOR JOHN E. McCORMAC**

**1 Main Street, Woodbridge, NJ 07095**

Phone: (732) 634-4500 ♦ Fax: (732) 602-6016

Web: <http://www.twp.woodbridge.nj.us>

**FOR IMMEDIATE RELEASE:** Aug. 26, 2008

**FOR FURTHER INFORMATION CONTACT:**

John R. Hagerty, 732-602-6039

Mayor's Office of Communications

## **PRESS CONFERENCE & EVENT ADVISORY**

**WED., AUG. 27, 2008 at 10:30 A.M.**

### **Mayor McCormac to Welcome DCA Commissioner Doria, HFMA Officials and Freeholder Director Crabiel to Menlo Park Terrace to Announce “Live Where You Work” Mortgage Finance Program**

**WHAT:** Mayor John E. McCormac and the Woodbridge Township Municipal Council will welcome Department of Community Affairs Commissioner Joseph Doria, along with Housing and Mortgage Finance Agency Executive Director Marge Della Vecchia, Middlesex County Freeholder Director David B. Crabiel, Council President Rick Dalina, and Menlo Park Terrace residents to announce Woodbridge's participation in the New Jersey “Live Where You Work Homebuyer Program.”

*“Live Where You Work” provides low-interest mortgage loans to homebuyers purchasing homes in towns where they are employed. The City of Woodbridge is the third New Jersey municipality to take part in the program.*

**WHO:**

**Commissioner Joseph Doria, New Jersey Department of Community Affairs**

**Mayor John E. McCormac, Woodbridge Township**

**Marge Della Vecchia, Executive Director, Housing & Mortgage Finance Agency**

**Freeholder Director David B. Crabiel, Middlesex County Board of Chosen Freeholders & members of the Freeholder Board**

**Council President Rick Dalina, Woodbridge Township Municipal Council**

**Councilman James Major, Woodbridge Township Municipal Council**

**WHEN:** WED., AUG. 27, 2008 @ 10:30 A.M.

**WHERE:** 239 Wall Street  
Menlo Park Terrace

**Directions to 239 Wall Street**

***From New Jersey Turnpike: Take the RT-440 North exit, Exit 10, toward Garden State Parkway. Merge onto I-287 North via the exit on the left. Merge onto US-1 North via Exit 1A toward Newark. Travel approximately two miles and then make a slight right and then a left onto Ford Avenue. Turn right onto Mason Street. Turn left onto Wall Street.***

***For more information about Woodbridge Township events and programs, log-on to the Woodbridge Township Web Page at: [www.twp.woodbridge.nj.us](http://www.twp.woodbridge.nj.us)***

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***Home ownership program promotes 'Live Where You Work'***

**by [Sharon Adarlo](#)/The Star-Ledger**

**Wednesday August 27, 2008, 5:11 PM**

Woodbridge has become the third town in New Jersey to sign onto a program that encourages people who work in a particular town to live there.

The "Live Where You Work Home Buyer" program, a partnership between town officials and state Department of Community Affairs, is geared toward single people and young families who are looking to plant roots in Woodbridge as workers and residents.

The state Housing and Mortgage Finance Authority or HMFA, part of the state Department of Community Affairs, started the initiative earlier this year in Jersey City and Trenton, where more than a dozen families have already applied, said Marge Della Vecchia, the authority's executive director.

Several other towns plan to sign up including Elizabeth and Rahway, she said.

Homebuyers who work in the designated town can receive a low-interest 30- or 40-year fixed-rate mortgage from HMFA, which will also offer down payment or closing costs assistance in an amount equal to 5 percent of the mortgage loan

Properties that are eligible include one-family homes, condominiums, and multi-family units. They must also be under price limits set by the HMFA. For example, in Middlesex County, the maximum for an eligible one-family house would be \$429,000.

Potential homebuyers cannot have an income that exceeds the limit set for each county. In Woodbridge, the limit for a two-person household is \$96,700. For three or more, it is \$111,205.

[http://www.nj.com/news/index.ssf/2008/08/home\\_ownership\\_program\\_promote.html](http://www.nj.com/news/index.ssf/2008/08/home_ownership_program_promote.html)

## Smart Growth News

### **"Live Where You Work" Program Helps Eleven Garden State Communities in First Year**

Complementary to Governor Jon Corzine's community revitalization efforts, the state Housing and Mortgage Finance Agency's (HMFA's) year-old "Live Where You Work" program has already helped its 11 partner municipalities increase affordable housing, take cars off the roads and foster a sense of community through low-interest 30-or-40-year fixed-rate mortgages, with buyers of homes in "designated Smart Growth Areas" also eligible for down-payment and closing-cost assistance equal to 5 percent of the first loan, and with that amount forgiven if a buyer lives in the house for seven years, write Department of Community Affairs Commissioner Joseph Doria and HMFA Executive Director Marge Della Vecchia in a Lyndhurst *Patriot* guest column, encouraging other municipalities to join the program and reap the benefits.

The central principle of "Live Where You Work" is less use of cars.

The program, they remind readers, takes into account the anticipated savings on commuting costs and offers homebuyers "larger loans than they would otherwise be eligible for because the money they would have been spending on tolls and gas can now be invested in their mortgage."

The maximum qualifying income for a family of four ranges from \$94,070 to \$111,205 a year, depending on house location and the related top price for a single-family home set between \$320,625 and \$429,619, with the higher purchase prices allowed in the Urban Target Areas.

"There are no downsides to "Live Where You Work," as municipalities that have already entered the program can attest," the two state officials observe.

These municipalities -- Atlantic City, Bayonne, Carteret, Evesham, Elizabeth, Jersey City, Morristown, Neptune Township, Rahway, Trenton and Woodbridge -- are offering "Live Where You Work" homebuyer discounts at bicycle shops and appliance stores, with at least one municipality involving several local lenders to provide closing cost rebates for these new residents.

"Partnership opportunities with local businesses also exist in terms of marketing the program to their employees," the state officials stress. "This program will benefit employees of all sizes from the corner grocery store to the Fortune 500 company by making it easier for their workers to find good affordable housing close to the job." -- *Patriot* 3/26/2009

<http://www.smartgrowth.org/news/article.asp?art=7048&res=1280>

## Welcome Woodbridge as Newest Member Of Live Where You Work Homebuyer Program

**For Immediate Release:**

August 27, 2008

**Contact:**

Chris Donnelly,  
(609) 292-6055



**DCA And HMFA Welcome Woodbridge as Newest Member Of Live Where You Work Homebuyer Program**

*Woodbridge Is 3rd Municipality to Partner with Agencies on Program*

WOODBIDGE – Woodbridge Mayor John McCormac and Housing and Mortgage Finance Agency (HMFA) Executive Director Marge Della Vecchia joined Department of Community Affairs' (DCA) Commissioner Joseph Doria today at 239 Wall Street, a 3-bedroom home in the Menlo Park Terrace neighborhood, to announce that Woodbridge is the newest member of the Live Where You Work Program. Woodbridge is the 3<sup>rd</sup> municipality to partner with HMFA on the program.

"Live Where You Work is a key component in assisting those hard working middle class individuals who wish to live the American Dream of owning their own home," said Commissioner Doria. "I thank Mayor McCormac and Woodbridge for their commitment and dedication to working with us and we encourage more municipalities to join the program."

The Live Where You Work Program is a work force housing initiative that provides low-interest mortgage loans to homebuyers purchasing homes in towns where they are employed. Other benefits include down payment and closing cost assistance for the purchase of a home within Smart Growth Areas and flexible underwriting criteria for the loan qualification process. Homes must be located in a municipality that has become a Live Where You Work partner with HMFA. The Live Where You Work initiative further enhances Governor Corzine's efforts to revitalize and build sustainable communities that will provide a greener environment, access to transportation and affordable housing opportunities for residents.

"Woodbridge Township is excited to be a partner in the New Jersey 'Live Where You Work' program. We are committed to making homeownership more affordable not only for Woodbridge Township residents, but for those who work in town and want to live here," said Mayor McCormac. "By partnering with the New Jersey Housing and Mortgage Finance Agency and the 'Live Where You Work' program, we are able to enhance housing affordability for residents and Township workers. As a result of this opportunity, many more Woodbridge Township families and workers, and first-time home buyers, will be better able to negotiate the current economic times by taking advantage of a program that provides real incentive and benefit to purchasing a home right here in the Township."

As a result of this partnership, people working in Woodbridge who are interested in buying a home in the Township will be able to take advantage of the Live Where You Work program incentives. Live Where You Work is administered by the HMFA, a DCA affiliate.

"This is a program that makes so much sense in today's market and economy. With its central location and great neighborhoods, Woodbridge has always been a fantastic place to buy a home", said Marge DellaVecchia. "Now, Live Where You Work makes it even more affordable and compelling. It is a way to save money, cut down on commuting time, develop a closer connection to the town and get an affordable and reliable mortgage. It is the perfect mix!"

To learn about how to get a Live Where You Work mortgage, please call 1-800-NJHOUSE. For more information about how municipalities can join Live Where You Work, please call 609-278-7478. Or, you can visit the Live Where You Work website

at [www.livewhereyouwork.nj.gov](http://www.livewhereyouwork.nj.gov).

<http://www.state.nj.us/dca/hmfa/home/news/2008/080827.html>

## 2) WOODBRIDGE ENERGY CONSORTIUM

The Woodbridge Energy Consortium was founded by the Woodbridge Township Office of Energy in July 2009. It held its inaugural meeting on August 13, 2009 in the Township's offices. The Township provides the services of its sustainable energy consultant as executive secretariat to the Consortium.

The Consortium will look for synergistic opportunities and economies of scale to facilitate cost-effective development and operation of renewable energy facilities in Woodbridge. The Consortium's mission is information sharing, studying, planning, implementing, monitoring and evaluating:

- ***Collective development of small-scale renewable energy facilities in Woodbridge.*** The Consortium members are coordinating and sharing information and ideas, and will consider collective purchasing, installation and O&M of renewable energy equipment and services as a way of catalyzing development of small-scale renewable energy systems in the Township. For example, Consortium member have already initiated informal discussions with: (1) CPV, about the local substation CPV will need for their power plant being sited and sized to provide access to the regional power grid by Consortium members as well; and (2) NJDEP, about establishing a single point of contact for air permitting for Consortium members.
- ***Collective power sale to the regional grid by small-scale renewable energy facilities in Woodbridge.*** The Consortium is considering designation as an "energy aggregator" to facilitate the sale of excess power of small-scale renewable energy generators to the regional grid. Distributed generation sites would make the Township more efficient and less reliant on grid power, in addition to reducing energy losses inherent in long-distance power transmission typically found in grid networks.
- ***Collective power purchase from the regional grid by the Township for its residents.*** Separately, the Township is also considering energy aggregator designation to facilitate bulk discount purchase of grid power for resale to residential users. An initial common step in evaluating both aggregator concepts will be a comprehensive study of power demand and supply in the Township, for which grant funds have been applied.

The Consortium will develop an ***Action Plan*** to implement Consortium recommendations relating to renewable energy and distributed energy investments and uses. This action plan will include development of institutional arrangements and capacity building needed for sustainable implementation of the program, thus achieving the vision of a community systems approach to sustainable energy development in Woodbridge Township.

The Consortium has also begun developing a ***methodology for measuring the greenhouse gas reductions*** achieved by its renewable energy projects. This would involve projecting greenhouse gas reductions for an "independent action scenario" relative to implementation of renewable energy projects and comparing these to measurements of actual greenhouse gas reductions for a "collective action scenario". Greenhouse gas emissions avoided by forming the Consortium will be calculated by assuming that every kilowatt-hour of energy that is aggregated by the Consortium will offset grid electricity at a 1:1 ratio. The Consortium will evaluate the amount of renewable energy it has aggregated in comparison to total installed capacity and will adjust its policies to attract more generators to join. The Township will also update the community carbon footprint to provide a new baseline for future evaluation of Consortium success.

The table below identifies the Consortium members and their respective representatives and roles or interests in working with the Consortium.



| <b>Consortium Member</b>  | <b>Representative</b>   | <b>Role or Interest</b>   |
|---|---|---|
| Woodbridge Township, NJ   | Caroline Ehrlich, Chief of Staff and Director of Energy Office  | Facilitating the development of both private and municipal small-scale renewable energy projects in Woodbridge. Municipal projects could include both individual building retrofits as well as projects stemming from the community energy systems approach, including: (1) the sustainable energy micro-nodes partnership with the Board of Education and Library where renewable energy projects will be identified for geographic clusters of facilities owned by these three municipal agencies; and (2) designation of the Township as an “energy aggregator” for bulk purchase of power from the regional grid for resale at discount prices to Township residents. |
| Competitive Power Ventures, Inc. (CPV), Bernardsville, NJ                     | John L. Seker, Vice President, Commercialization and Development  | Independent Power Producer proposing a 700 MW combined cycle natural gas fired power plant for a site in Woodbridge. Will be establishing a local substation for its access to regional grid and possibly access by others proposing to develop small-scale renewable energy facilities in Woodbridge.  |
| Bayshore Recycling Corp. (BSR), Montecalvo Group of Companies, Woodbridge, NJ | Robert W. Bucco, Jr., P.E., Director of Engineering and Technology, Recycling Technology Development, LLC | Planning to implement additional rooftop solar photovoltaic units, as well as wind, biomass and co-generation facilities at its recycling site in Woodbridge. May have excess capacity to sell to the regional grid.  |
| Great Ecology and Environments (GEE), New York, NY                            | Mark S. Laska, Ph.D., President   | Planning to develop a solar energy farm on a site in Woodbridge. Would have excess capacity to sell to the regional grid. Also may need to coordinate site development with CPV’s gas-fired power plant.  |
| Fairleigh Dickinson University (FDU), Madison, NJ                             | Jonathan Cloud, Director, Sustainable Business Incubator, Institute for Sustainable Enterprise            | Planning to establish a sustainable business incubator at the Green Technology Park @ Woodbridge, a redevelopment initiative of Woodbridge Township. Also investigating the legal and institutional aspects of designating the Township as an “energy aggregator” for bulk purchase of power from the regional grid and resale at discount prices to Township residential users.  |
| Greener by Design (GbD), New Brunswick, NJ                                    | Adam Zellner, President, and Timothy D. Van Epp, Sustainability Planner                                   | Consultants to the Township on sustainable energy issues and projects.  |

### 3) Green Technology Park

#### **GREEN TECHNOLOGY PARK @ WOODBRIDGE (GTP@W)**

***Redevelopment Proposal for Pennval Road Area.*** The Pennval Road Area is a 107-acre site in the Woodbridge proper section of the Township. In response to the physical and economic conditions in the Pennval Road Area, the Town Council in November 2007 requested that the Planning Board evaluate the need to redevelop the site. The Planning Board published a redevelopment study in February 2008 resulting in a Council resolution designating the redevelopment area. As a result, a redevelopment plan was completed in November 2008.

The redevelopment plan recommends that the Pennval Road Area be comprehensively redeveloped as the Green Technology Park @ Woodbridge (GTP@W), including four sustainable development components:

- Green Industry Cluster
- Green Site and Building Design
- Green Jobs Training Center
- Green Business Incubator

The GTP@W will promote the development of innovative green technologies, provide green jobs training and catalyze development of a green economy in the Woodbridge region. The park's facilities and tenants will be supported by centralized/shared green energy and environmental management facilities and services, and the area's development will include restoring an important historical site and valuable ecological services provided by site soils, wetlands and floodplains. The GTP@W will also serve as a model for green redevelopment criteria and processes in Woodbridge and beyond.

***Relevance to Woodbridge Township's Sustainable Jersey Application.*** The proposed GTP@W will therefore directly promote sustainability in two principle categories of Sustainable Jersey scoring, as follows:

- Innovative Demonstration Projects. The GTP@W will provide a concept plan for sustainable energy and environmental infrastructure for the Green Tech Park, thus serving as a perfect example of "Other Innovative Demonstration Project". Moreover, the park will involve innovations of several renewable energy technologies, including solar, wind and geothermal energy, as well as applications of cogeneration, green roofs and rain gardens.
- Local Economies. A key objective of the park is to promote green business development and thereby create green jobs. The GTP@W will produce an initial financing plan for the centralized shared infrastructure and will develop financial and other incentives to attract park operators and tenants.

In addition, over time, the GTP@W will lead to the achievement of sustainability in most of the other categories of Sustainable Jersey scoring, as follows:

- Energy Efficiency. Energy efficiency will be a key criterion for design of all park buildings and infrastructure.
- Green House Gas Reduction. The park will minimize its own carbon footprint and research and commercialize technologies to lower the Township's and region's carbon footprints.
- Green Design. Green design of the park's buildings and infrastructure is an underlying principle of the green tech park.

- Natural Resources. Park planning will involve inventorying the types, extents and health of the park's floodplains, soils, wetlands, wildlife habitats and ecosystems, as well as developing short-term restoration and long-term management measures.
- Operations and Maintenance. A cornerstone of the green park will be green purchasing, and green maintenance of buildings and grounds.
- Sustainability Planning. The proposed SEIP will be a product of sustainability planning and will be based in part on at least one stakeholders / community visioning exercise.
- Waste Reduction & Recycling. Park management will select tenants capable and motivated to prevent pollution, and minimize and recycle waste, and will provide training, technical assistance, monitoring and centralized recycling facilities.

This Innovative Technologies Demonstration part of Woodbridge Township's SJ application focuses on the Green Industry Cluster, Green Business Incubator and Green Park and Building Design elements of the GTP@W as the Township's key strategies for developing and demonstrating innovative green technologies; these elements are discussed in separate subsections below. (Green Jobs and Economic Development is discussed under a separate category in this application.)

***Green Industry Cluster.*** According to the plan, several types of green energy tenants would be attracted and solicited to locate at the GTP@W, including:

- Renewable energy firms - defined as those that generate energy from wind, solar, fuel cells, and biomass - that either directly generate renewable energy for the grid or local uses, or those that create products or services that serve direct renewable energy producer, such as power electronics companies that control, store, switch, and monitor power production and energy usage (either for the grid, as part of a manufacturing process, or for community or residential use)
- Energy efficiency industry, including a broad range of goods and services from architects and developers who assist in the construction of green buildings to the manufacturers of the components and materials required for energy efficiency
- Energy efficient building firms that design and/or construct energy-efficient residential, commercial, and industrial structures
- Energy efficient transportation firms working to create more efficient fuels and transportation technologies (e.g. fuel cells, ethanol and biodiesel, etc.)
- Energy efficient industrial process firms that provide technological advancements to industrial equipment, processes, and system design such as eco-industrial design
- Energy efficient products and appliance businesses which manufacture or retail energy efficient products to consumers for household and commercial use (e.g. energy efficient lighting, insulation, heat pumps, etc.)
- Universities, businesses, and non-profits that engage in energy research and consulting

Their motivation for locating at GTP@W would be three-fold:

- To take advantage of Woodbridge's strategic location in the region relative to industrial development, major transport corridors and trained job force (including graduates of the GJTC at GTP@W)

- Potential for synergies in research, development, demonstration, commercialization, manufacture and implementation of green technologies by associating with like companies and organizations involved in the sustainable development industry who can provide complimentary services and products to each other
- To take advantage of GTP@W's advanced green site and building planning and design, including:
  - Solutions to potential site environmental constraints and opportunities relative to soils, floodplains, and wetland and upland ecosystems, via small building footprints, rooftop solar arrays, roof gardens, and restoring soils and wetlands, etc.
  - Centralized/shared on-site storm water, domestic wastewater, industrial wastewater, and domestic solid and industrial hazardous waste management
  - Environmental management system, including organization, policies, standards and procedures, staff, equipment and facilities
  - Phased approach to achieving some level of industrial symbiosis among park tenants as a long-term goal of the park as it evolves over time

Thus, the Green Industry Cluster will foster development of innovative green technologies by attracting and providing synergies for existing, well-developed green technology R&D, manufacturing and consulting companies.

***Green Business Incubator.*** Woodbridge Township is partnering with the Institute for Sustainable Enterprise at Fairleigh Dickinson University in Florham, New Jersey, to establish a green business incubator at GTP@W. It is anticipated that the Green Business Incubator will attract the same range of types of firms as are expected to be attracted to the Green Industry Cluster.

The Incubator will provide shared office and laboratory space, equipment, staff and services at reasonable rates to facilitate establishing and growing firms targeting the green technology market. Services provided will go beyond simple clerical and administrative support; they will include providing training, technical assistance and networking for innovative green product development, testing and commercialization.

Thus, the Green Businesses Incubator will promote the development of new green technology companies who will in turn develop innovative green technologies.

***Green Site and Building Design.*** The green design of the overall GTP@W and its individual tenant sites and buildings will also involve the demonstration of innovative green technologies, as follows:

- *Green Energy Infrastructure in Park and Building Design.* The GTP@W planning will involve developing innovative green energy infrastructure at all levels of the GTP@W's structure:
  - Park's energy relationship to the Township
  - Overall green business theme of the park and its tenants
  - Overall park
  - Individual tenant buildings

The focus will be on defining overall park infrastructure, and outlining initial guidelines for selecting individual tenants, and for designing and operating their respective buildings. Technical analysis will address specific proposals for sources of renewable energy, including geothermal and cogeneration,

and how that energy will be provided to (and/or by) tenants on a centralized/shared basis affording cost savings, etc.

- *Other Elements of Environmental Sustainability in Park and Building Design.* The GTP@W planning will identify, evaluate and develop elements of environmental sustainability to substantiate GTPW's "green" claim, including:
  - Alternative solutions to potential site environmental constraints and opportunities i.e. quality of soils, floodplains, and wetland and upland ecosystems, via small building footprints, roof solar arrays, roof gardens, and restoring soils and wetlands, etc.
  - An environmental management system, including organization, policies, standards and procedures, staff, equipment and facilities
  - A concept plan for centralized/shared on-site storm water, domestic wastewater, industrial wastewater, and domestic solid and industrial hazardous waste management
  - A phased approach to achieving industrial symbiosis among tenants as a park long-term goal as it evolves over time

***Program Details.*** In addition to in-kind services that the Woodbridge Redevelopment Authority will provide for additional planning of the GTP@W, the Township has applied for grant monies under the US Department of Energy's *Energy Efficiency and Conservation Block Grant* (EECBG) program. As part of preparing the Township's Climate Action Plan under the block grant, the GTP@W work will include:

- Technical assessment
- Economic and financial assessment
- Environmental assessment
- Organization development plan
- Stakeholder and public outreach

***Additional Documentation.*** The following documents are attached to our application in support of the Township's efforts in Green Jobs and Economic Development:

- Pennval Road Redevelopment Study
- Pennval Road Redevelopment Plan
- Woodbridge Township Wal-Mart Grant Application for GTP@W

#### 4) Pilot Site for Vehicle Electrification

### **FUTURE SITE OF ELECTRIC VEHICLE PILOT**

Woodbridge Township has been working with Comverge and the Institute for Sustainable Enterprise at Fairleigh Dickinson University to be the pilot site for vehicle electrification.

Electric cars are used in Europe and Israel but have not found a home in the United States. The technology is available. What has been lacking is the leadership and the plan to implement this inherently energy-saving form of transportation. Woodbridge Township has both.

Our plan is multifaceted and will place recharging stations at homes, the Woodbridge Train Station, public places and major retail centers. Electric Zip Car services will be available whereby residents and commuters can sign up for a monthly plan allowing them to use the car when necessary.

Since Woodbridge is a commuter town, many people only use their second cars on weekends. The electric car could replace the weekend car and have an impact on lowering the Township's carbon footprint.

Not only is Woodbridge a commuter town, it is also a town where thousands of people commute to. By providing electric cars at the train stations, our business people will not have to drive to Woodbridge; they could take the train and then use an electric car to get to their final destination in the area.

Woodbridge is well suited for this pilot; we are a post-war community totally dependent on the automobile often as the only form of transportation for many people who live and work here. We are also well suited for this pilot because we have already taken several innovative steps toward energy production and use.

We have formed the "Woodbridge Energy Consortium" which consists of the Township, alternate energy source providers, the Institute for Sustainable Enterprise at Fairleigh Dickinson University and consultants from Greener by Design.

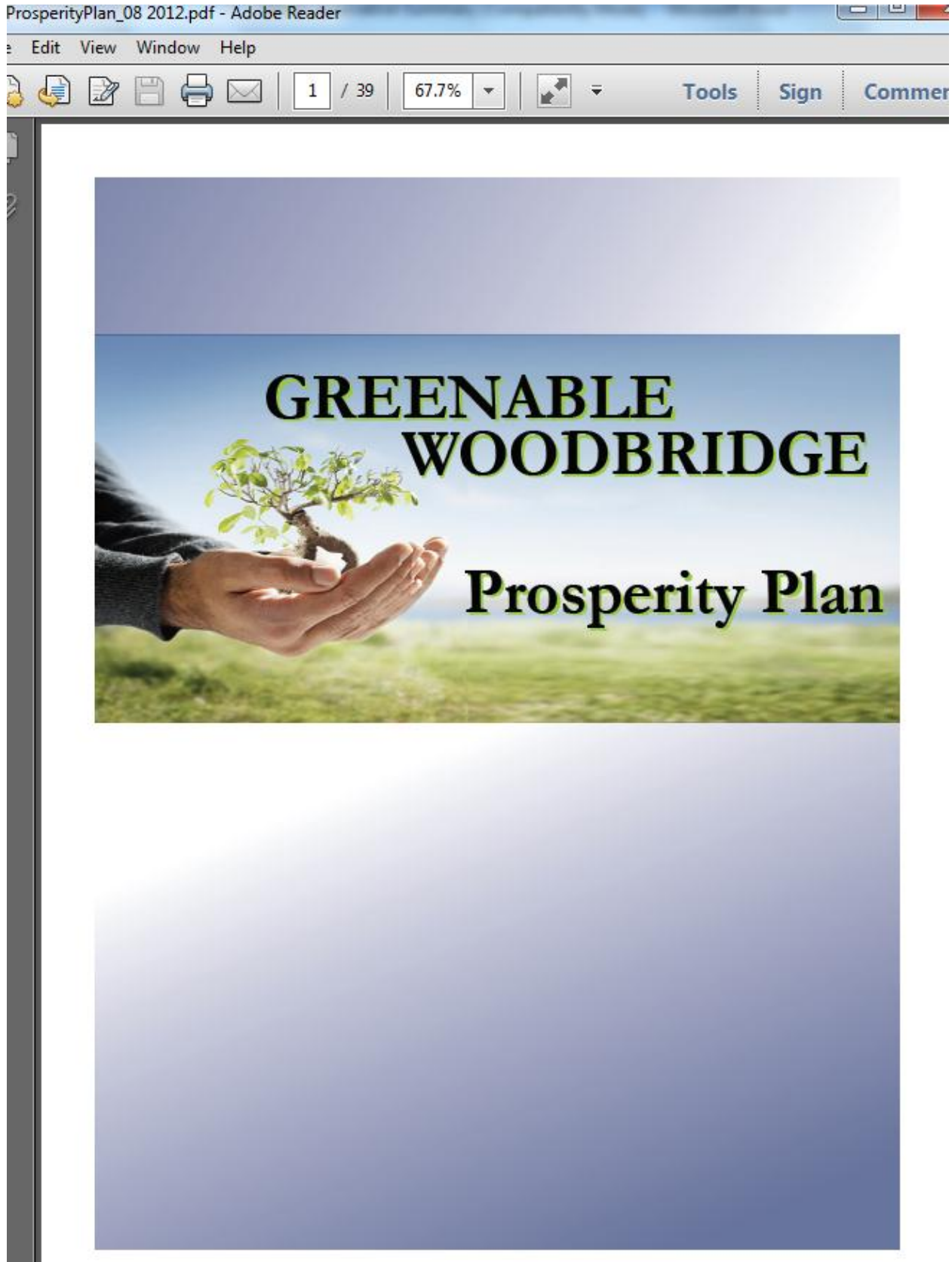
Previous to forming the Consortium, alternate energy providers were looking at Woodbridge Township in an independent fashion. By bringing all the players together, we are able to develop a cohesive plan for alternate energy production in the Township.

The oft-mentioned downside to the use of electric cars is the demand that they place during peak hours on the grid. Through the Energy Consortium, we will look to use alternate energy sources for the recharging stations.

Additionally, Comverge is a major national player in demand-response and smart grids. Through the use of advanced computer technology, demand for charging can be coordinated so that it is done during off peak hours.

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5) “Greenable Woodbridge Prosperity Plan” published July, 2012.





Township of Woodbridge, Middlesex County  
Mayor John E. McCormac  
Chief of Staff, Caroline Ehrlich

Written by Jessica Hubbard, Matthew Bodnar, and Michael Fernandes on behalf of the Woodbridge  
Township Redevelopment Agency and the Greenable Woodbridge program.

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