



## Success Stories

# 2006 New Jersey Clean Energy Leader Borough of Highland Park Clean Energy Municipality

### PROJECT INFORMATION

#### Organization

- **Borough of Highland Park**

#### Project Name

- **Highland Park: 2020 A Sustainable Community, NJ's First Green Community**

#### Location

- **Highland Park, New Jersey**

#### Project Contact

- **Meryl Frank, Mayor**

#### Technologies

- **Photovoltaic Solar Panels**
- **Tree Plantings**

#### Energy and Water Efficient Buildings

- **Borough Hall, Senior/Recreation Center, Police and Fire Depts., and Library**

#### Estimated Annual Energy Savings

- **25% in Energy Savings**
- **Borough- \$14,000**

#### Payback Period

- **5+ Years**

#### NJCEP Incentive/Rebate

- **\$280,000 (municipal)**
- **\$500,000 Cool Cities**



“ If sustainability is to have any real value in more urban states like New Jersey, it must be affordable and it must promote an improved quality of life. ”

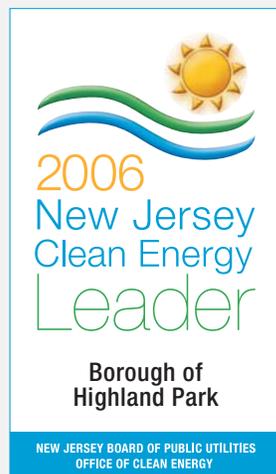
### Background

The Borough of Highland Park stands as an ideal location for a Green Community program, focusing on environmental sustainability, while creating a thriving economy and improving the quality of life for its residents. With goals set for 2020, this municipality has put initiatives in place to solidify Highland Park as one of the state's leading users of renewable energy and energy efficiency technologies.

With the help of the New Jersey Board of Public Utilities and its Clean Energy Program, Highland Park will contribute to New Jersey's growing clean energy market by retrofitting its public buildings, focusing on photovoltaic, high efficiency lighting, heating and cooling systems; geothermal systems in the schools, and planting trees throughout the community.

### Challenge

Highland Park has developed a plan with a focus on sustainability. This plan brings value to the area by focusing on conservation, economic revitalization, and quality of life initiatives, while maintaining the principles of smart growth. The Highland Park proposal encompasses three main components: economic sustainability, environmental sustainability, and social sustainability. In order to cover all of these areas, Highland Park had to develop a plan that would be representative of the entire community and reflect the Green Community goals that it had set forth for completion by 2020.





## 2006 New Jersey Clean Energy Leader Borough of Highland Park

Being an area of relatively high diversity and wide-ranged levels of income, Highland Park is an ideal setting for a Green Community program. Using the point system of the U.S. Green Building Council's LEED certificate program, Highland Park will address renewability in an expansive and precedent-setting manner, by focusing on conservation in all public buildings and services and new development.

### Solution

Highland Park's initiatives will ensure that any new major construction projects in the area comply with green building standards and/or are certified by the U.S. Green Building Council's LEED rating standard, which is driven by many of the same principles as New Jersey's Smart Growth program. These programs will provide 'green savings' everywhere, in energy and water conservation, in the reduction of solid waste, and through expanded recycling activities.

Among some of its initial projects is Borough Hall, which will be converted to high-efficiency heating, cooling, and lighting with solar energy panels. This, along with the other municipal buildings, will save the borough an estimated \$14,000 annually as well as provide 25% in energy savings. Schools and houses of worship are also in line to participate in this efficiency effort and Highland Park will be reaching out to businesses and residents over time.

Highland Park is also taking other 'green' measures through its sustainability plan, which will include planting 75-100 more trees in 2006 to provide environmental benefits as converters of carbon dioxide, as well as aesthetic and health benefits in an area considered one of the worst pollution 'hot spots' in New Jersey.

### Benefits

Highland Park hopes to provide a model for the proper redevelopment of an older, established community. As this program develops into the later stages in converting into a Green Community, Highland Park will serve as an environmental learning center. Through each of its initiatives, Highland Park will stand out as a smart-planning, environmentally sensitive, all-encompassing municipality with a strong desire to sustain an area whose diversity and unique nature will thrive for generations to come.

To learn more about New Jersey's Clean Energy Program, and to find out why **clean energy is smart business**, go to [NJCleanEnergy.com](http://NJCleanEnergy.com).

