



2020 Impact Report

New Jersey League of
Conservation Voters

New Jersey League of
Conservation Voters Education Fund

New Jersey LCV is the statewide political voice for the environment.

We elect environmentally responsible candidates to state and local offices, advocate for strong environmental policies, and hold our elected officials accountable to safeguard the health of our communities, the beauty of our state, and the strength of our economy.

New Jersey LCV Education Fund protects our precious natural resources.

We raise awareness of key environmental challenges and increase the efficacy of the entire environmental community. We work in coalition with allies to ensure that our children and grandchildren have the clean drinking water, air, and open spaces that they deserve.

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From the Executive Director



Ed Potosnak
Executive Director, New
Jersey LCV & New Jersey
LCV Education Fund

Dear Conservation Voter,

New Jersey LCV's 2020 bold priorities to electrify buses, cars, and trucks, advance environmental justice, ban single-use plastics, stop dangerous methane gas pipelines—and more—were met with enthusiastic support from America's Greenest Governor, Phil Murphy.

As I write this reflection on 2020, the world has changed more than any of us could have imagined, with a time of ever-shifting unknowns, financial hardship for many, and quarantining from loved ones. Thanks to technology, we at New Jersey LCV & New Jersey LCV Education Fund, have continued our important work virtually. It is because of this determination that I remain confident in what the future holds for our organizations and our work to make New Jersey the Greenest State in America.

With a pro-conservation Murphy Administration and our environmental champions in the legislature, I am proud of what New Jersey LCV has been able to achieve so far. Because of the generous support from our members, volunteers and partners, we made significant progress in this year's legislative session, passing three out of five of our top legislative priorities.

Separate and apart from our political work, New Jersey LCV Voters Education Fund worked to mobilize underrepresented voters whose voices have historically been excluded from the elections. Using text messages, phone calls, and an animated video narrated by New Jersey native Danny Devito, New Jersey LCV Education Fund contacted more than 95,000 Black and Brown voters.

In 2021, New Jersey LCV will continue our important work to pass legislation, and elect and support environmental champions who are committed to safeguarding our natural resources, improving health, safety and quality of life for families, and fighting climate change, one of the greatest threats of our lifetime.

New Jersey LCV and New Jersey LCV Education Fund staff and our affiliate member organizations rose to the challenges of 2020. Together, we grew our team, expanded our movement and made progress on important conservation, energy, water and public health priorities. I'm confident that we can continue this success in 2021, passing our top two priorities: a bill to ban bee killing neonicotinoids and another bill to update New Jersey's appliance standards, saving families and businesses over \$130 million annually.

Thank you for your continued support of this ongoing work.

In Conservation,

From the Board Chairs



Julia Somers
Chair, New Jersey LCV



Cindy Ehrenclou
Chair, New Jersey LCV
Education Fund

Dear Supporter,

As we look back on 2020, New Jersey League of Conservation Voters has much to be proud of. With generous support from our members, volunteers, and partners, we were able to accomplish three out of five of our top legislative priorities, including the “Electric Vehicle Bill” and the “Plastics Reduction Act,” the nation’s strongest plastic legislation.

We stayed on the forefront of the clean energy transition in New Jersey by educating lawmakers about the importance of climate action and moving away from dirty fossil fuels. With your help, New Jersey LCV leveraged our resources to elect environmental champions and published our interactive online legislative scorecard so citizens understood where each of their representatives stood on protecting our natural resources.

New Jersey LCV and New Jersey LCV Ed Fund are looking forward to 2021, excited by the promise of recent, history-making environmental legislation and the open and respectful lines of communications established with the Governor’s Office, NJ Department of Environmental Protection, and other administrative authorities. With Ed Potosnak at the helm and our professional and capable staff working in Trenton and statewide, New Jersey LCV is a clear leader in New Jersey’s policy-making arena. We continue to strengthen our reputation as a broad-based, non-partisan voice for advancing conservation and protecting the environment.

Our high hopes for what we can accomplish comes with an equally high bar for success. New Jersey LCV is rising to the challenge, expanding our movement, and making progress on important conservation, energy, water and public health priorities. An environmentally informed electorate puts New Jersey in a good place and we remain confident in what the future holds for the Garden State and New Jersey LCV and the Ed Fund. Thank you for your dedication and support of our vital work to safeguard the health of our communities, the beauty of our state and the strength of our economy.

Sincerely,

A handwritten signature in blue ink that reads "Julia Somers".

A handwritten signature in black ink that reads "Cindy Ehrenclou".



New Jersey LCV
is rising to
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BY THE NUMBERS

51,933

New Jersey LCV
Members

1,414

Attendees at Virtual
Education Events

11,392

Social Media
Followers

19,015

Online Actions
Taken

122K

Educational
Text Messages

3,203

Social Media
Posts



Focusing On Environmental Success

With the Murphy Administration and strong legislative environmental leadership committed to a bold environmental vision, we've seen remarkable movement in key conservation areas, despite the challenges brought by 2020.

Endorsing Champions

Elections and endorsements here at New Jersey LCV looked a little different this year. Without many state-level races on the ballot, we seized the opportunity to dig deeper into local races for the first time. Local elections matter because, as you know, we need champions on a local level to drive the changes we want to see and be the voice that spurs change at higher levels of government and in their communities. In total, we endorsed 28 candidates in 18 races including 13 municipal races, four county races and one special assembly election with 75% of our endorsees being challengers. Representation matters, which is why one third of our endorsed candidates were people of color and 40% of endorsees were women. An endorsement and investment from New Jersey LCV matters and helped a majority of our candidates win their races.

ENVIRONMENTAL JUSTICE

Holding Major Polluters Accountable

This past year, we saw the Murphy Administration continue to deliver on its commitment to fight to protect our most vulnerable environmental justice communities—predominantly low-income, Black and Brown communities—from industrial contamination. Through the nation-leading efforts driven by the Office of the Attorney General and Department of Environmental Protection, we've seen more than a dozen environmental justice enforcement actions that are holding major polluters accountable for the contamination they've caused throughout the state and work to remediate sites to improve the quality of life for the surrounding communities. In addition, New Jersey continued to oppose some of the most hazardous and irresponsible deregulatory efforts pushed by the Trump Administration.

95K

New Jersey LCV Education Fund reached over 95K people of color to educate voters of the new paper ballot system.



VOTER TURNOUT

Engaging Voters of Color

Due to COVID-19, New Jersey conducted its elections entirely by mail and reduced in-person polling locations. At the same time, voters of color have historically faced numerous disproportional barriers to voting, leading to proportionately fewer Black and Brown people voting via mail than their white counterparts. New Jersey LCV Education Fund decided to respond with a targeted nonpartisan civic engagement campaign to increase turnout among Black voters. Our campaign to ensure these voters understood the new all-paper voting system and were not further disenfranchised by the changes in voting reached at least 95,000 voters using text messages, phone calls, and digital ads. Additionally, with our partners at League of Women Voters of New Jersey, New Jersey Institute for Social Justice and New Jersey Working Families we produced an [education animation](#) on the importance on voting, narrated by New Jersey's own Danny Devito, to ensure every resident in New Jersey understood the process to make their vote count. New Jersey LCV Education Fund also fought back against efforts to intimidate voters and worked to help voters feel that their vote matters and is truly necessary by sending letters to key decision makers to ensure voting is accessible to all.



EQUITY LEGISLATION

Everyone should have the right to clean air and water, no matter their zip code.

New Jersey LCV is proud to have supported S232, the “Cumulative Impacts Bill,” a historic piece of legislation that Governor Murphy signed into law in September, which was led by environmental justice groups. Prior to being signed into law, New Jersey had no comprehensive statewide tool to take into account the total pollution experienced in a given community from all polluting facilities before a new polluting facility was permitted to be built. Environmental justice communities, predominantly low-income Black and Brown communities, are more likely to live in areas that bear the unjust, disproportionate burden of pollution compared to whiter, more affluent communities as these communities are more likely home to power plants, incinerators, garbage dumps, industrial areas, and other major polluting sources. Ensuring overburdened communities have this critical tool to say no to more polluting facilities is a long-needed step in the right direction to reduce pollution burdens on our most vulnerable communities.

STORMWATER MANAGEMENT

Leveraging Research for Cleaner Water

New Jersey LCV Ed Fund, with our Flood Defense Coalition partners, have seen our local community engagement and stormwater management education work start to pay off. Our program has awarded two municipalities, Camden City and Hammonton, grants to conduct the technical analyses needed to assess how to manage their stormwater, invest in community-based green infrastructure, and improve the quality of life for their residents.

As the most densely populated state in the nation experiencing ongoing development, New Jersey doesn’t have enough natural land not covered in concrete or pavement to filter stormwater before it makes it into our waterways. While aggressive efforts to preserve open space must continue, mitigating polluted runoff from developed land is essential to improving water quality, especially in the Delaware River Watershed. Unfortunately, New Jersey’s stormwater infrastructure is antiquated and overburdened, and communities are limited in steps they can take to fund and maintain green and gray infrastructure projects. Communities must bond or use taxes to complete any stormwater infrastructure upgrades, which could be difficult to do. It is estimated to be a \$16 billion problem in New Jersey. Without the funds to address flooding and polluted runoff, too many local governments are forced to ignore the issue altogether. Therefore, a mechanism to reliably fund green infrastructure to absorb water like a sponge and clean up polluted runoff is necessary.

The recent “Clean Stormwater and Flood Reduction Law” provides municipalities, regional authorities or counties an effective and equitable best management practice to address the major issues posed by flooding and polluted runoff. If your town is in the Delaware River Watershed and is interested in taking the important steps necessary to clean up your polluted runoff, we have a municipal grant program and we hope you will encourage your town to apply.

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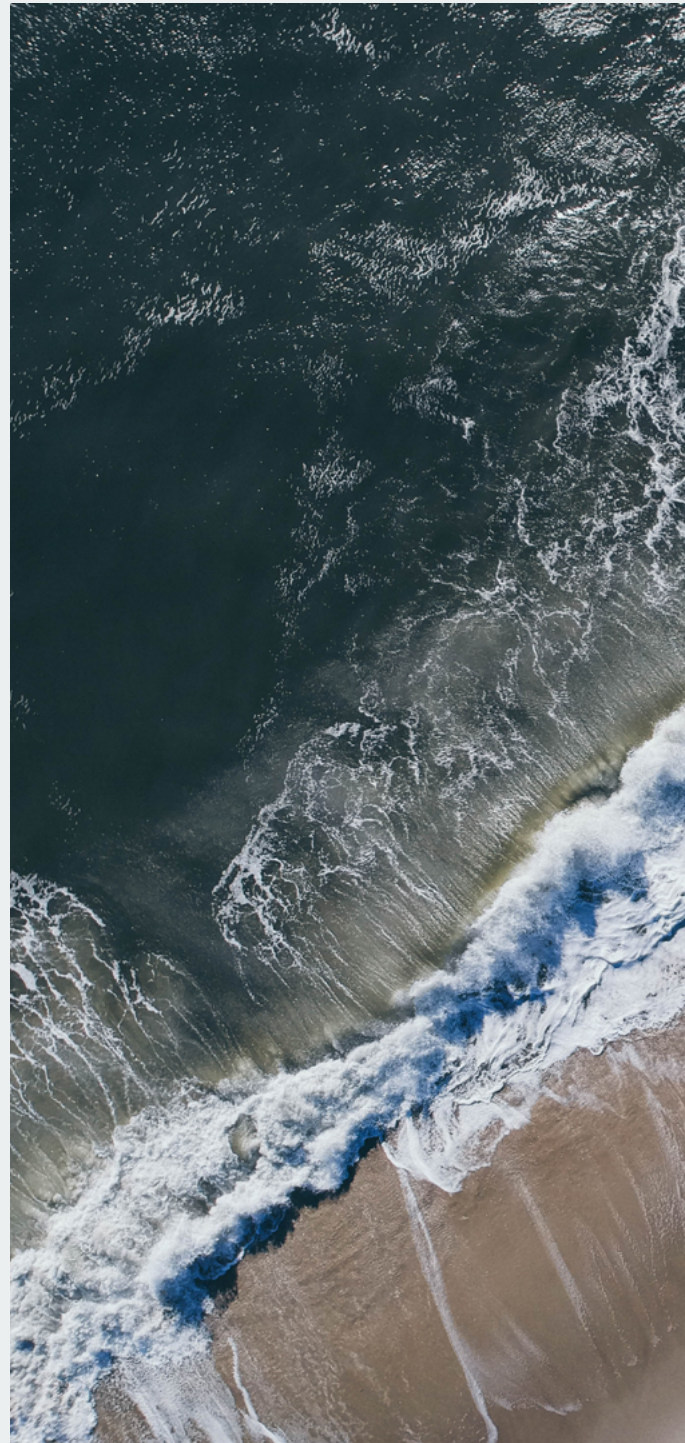
CORPORATE POLLUTION

Stopping a Dangerous and Destructive Pipeline in its Tracks

2020 was the year New Jersey LCV succeeded in helping defeat a major interstate fracked methane gas pipeline that would have contaminated our ocean, polluted our air, and taken our region in the wrong direction - away from the clean energy future we need.

Construction of Williams Transco's Northeast Supply Enhancement Project (NESE) could have dumped 735,000 cubic yards of contaminated dredged material in the ocean of the Jersey Shore, endangering ocean wildlife such as our shellfish beds and the endangered North Atlantic Right Whale, as well as all the people who live and recreate along the shore. Its associated proposed compressor station could have spewed thousands of tons of health-damaging toxic chemicals into the air of central New Jersey, and over 130,000 tons of climate change-causing greenhouse gases.

Using sound science and leading a strong advocacy campaign, New Jersey LCV was able to help stop the NESE project from getting its environmental permits from both NY and NJ's Departments of Environmental Protection - making Williams project the only thing that was dead in the water. Together with our partners and impacted families, New Jersey LCV successfully helped demonstrate that NESE was not only bad for the environment, but completely unneeded and in conflict with our clean energy goals. Kudos to all our members and the people of New Jersey for standing up to this dirty fracked gas project that would have so badly harmed the health and safety of New Jerseyans. It's rare that a major interstate pipeline such as NESE is stopped cold. This win is a particularly gratifying success story for New Jersey LCV and shows what we can do with your support.



Kudos to all our members and the people of New Jersey for standing up to this dirty fracked gas project that would have so badly harmed the health and safety of New Jerseyans.



CLIMATE CHANGE

Advocating for Bold Climate Action

New Jersey is one of the most vulnerable states to the effects of climate change. Sea level rise, increased flooding, stronger and more frequent storms and numerous other impacts of climate change put our public health and safety, as well as the social and economic wellbeing of our state, at risk.

This is why we are pleased to report our recent successes that put New Jersey at the forefront of climate action.

Representing the most densely populated state, New Jersey LCV has advocated that we take bold climate action at every level of planning to mitigate the impacts of climate change in how we develop. Earlier in the year, Governor Murphy introduced Executive Order 100 and with it the Protecting Against Climate Threats (NJPACT) program ushering in systemic changes we need in how we build, modernize air quality and environmental land use regulations, and enable governments, businesses, and residents to effectively respond to current climate threats and reduce future climate damages.



New Jersey is now the **ONLY** state in America that requires the impacts of climate change to be considered before we build major local development projects.

ADDRESSING
PLASTIC POLLUTION

Celebrating Long-fought Victories

We are extremely proud of the recent victory to address the widespread crisis of plastic pollution in New Jersey.

One of New Jersey LCV's legislative priorities, the The Plastics Reduction Act, S864, bans single-use plastic and paper bags and other single-use plastics like polystyrene takeout packages, passed in bipartisan fashion and was signed into law in November by Governor Murphy. With the help of our partners and allies in the legislature, we worked for nearly two years to help advance the nation's strongest single-use plastics bill that will cut down on the paper, plastic, and Styrofoam polluting our natural spaces, smothering our waterways, and threatening the health of our residents. This success marks a historic achievement for New Jersey LCV, communities, and wildlife alike.

“Thanks to Governor Murphy and the NJ Legislature, we’ve successfully drawn a line in the sand and made NJ a world leader in reducing the plastic plague on this marvel of a planet.”

—Cindy Zipf, *Executive Director of Clean Ocean Action (COA)*



84%

Plastics have accounted for 84 percent of the trash picked up during New Jersey's largest beach cleanups by Clean Ocean Action



RENEWABLE ENERGY

Creating Clean Energy Jobs

At a time when COVID-19 is ravaging our health and economy – with particularly disastrous impacts on communities of color – New Jersey doubled down on a Sustainable Green Jobs Recovery by unveiling the New Jersey Wind Port.

A wave of offshore wind projects are slated for development along the East Coast over the next decade, but there are few port facilities that meet the industry's unique needs.

Current models of offshore wind turbines are nearly as large as the Eiffel Tower and weigh thousands of tons, and it's likely they will only continue increasing in size as companies develop new technology. Transporting and assembling these structures requires access to ports that are large and have unimpeded access to the Atlantic Ocean, but virtually all existing East Coast ports are constrained by bridges or other barriers. By filling the industry's unmet need for purpose-built infrastructure, the Wind Port will greatly increase New Jersey's capacity to generate clean energy. The port will also drive half-a-billion dollars in economic activity each year, creating opportunities for businesses in the offshore wind supply chain and good local jobs for workers.



The New Jersey Wind Port is located at the heart of the East Coast wind belt, geographically positioned to be a hub for the US offshore wind industry.

ELECTRIC VEHICLES

Reducing air pollution

2020 featured historic progress to modernize and electrify our transportation sector – setting the tone for significant greenhouse gas and localized air pollution reductions from New Jersey's largest polluting sector. In January, Governor Murphy signed into law the bipartisan and most ambitious electric vehicle bill into law. The EV Law put NJ Transit, the third largest Metropolitan Transit Authority in the country, on a path to have a fully electric bus fleet by nearly 2040; set the state on a path to electrify their light-duty vehicles; set a framework for an essential, public, fast-charging electric vehicle charging network across our state; and created a rebate of up to \$5,000 for qualifying plug-in electric vehicles.

But our efforts didn't stop there to clean up our air – New Jersey signed a Memorandum of Understanding with over 15 other states that will catalyze electrification of our medium and heavy-duty fleets, which comprise a small amount of the total vehicles on the road (just 5%), but a represent a disproportionate amount of the pollution from our transportation sector (nearly 80%). Electrifying our cars and buses is the most efficient way to reduce air pollution, and with these steps, we are on our way to breathing cleaner air.



NJ is set to have a fully electric bus fleet by nearly 2040

EQUITY WORK

Gaining Perspective

Coming out of internal work with independent consultants at The Equity Paradigm in 2019, in March of 2020 we finalized a racial justice and equity vision statement. Although we have more to accomplish, we're proud of what we've done so far:

- We established a racial justice and equity committee that oversees this ongoing work, an outreach subcommittee that spearheads engagement with new partners, and a social committee that develops opportunities to foster connections among staff members that cultivate a sense of community and help ensure that all staff feel seen, heard, respected, celebrated, and welcomed.
- We hold mandatory Racial Justice and Equity (RJE) all-staff meetings twice monthly.
- We require all newly hired staff and interns to read and discuss Robin DiAngelo's book *White Fragility* as a basis for decentering white perspectives, so that the entire organization is able to approach our RJE conversations with a shared foundation.
- We collaborate with our partners at Conservation Voters of Pennsylvania on a bi-monthly book and film discussion in which all staff are expected to participate.
- Our board now includes a subcommittee for equity and justice, and we are working to diversify the board.
- We expanded racial justice and equity and environmental justice questions on our candidate questionnaire.
- We created a one-page pamphlet to highlight our RJE outreach work in communities throughout the state.
- We developed an environmental justice language guide to ensure that the way we speak and write does not contain "white supremacy language," but is reflective of multicultural and diverse communities
- We have updated our website to include RJE issues and language.
- We created an environmental justice news channel in our organization Slack to share news and keep staff informed.



12-month Strategic Plan for Racial Justice and Equity

Help the organization leverage existing legislative relationships to form new partnerships in communities of color.

Ensure that all our public communications prioritize and bring awareness to environmental injustices, and elevate and amplify communities of color that have been historically disproportionately negatively impacted by pollution and the climate crisis.

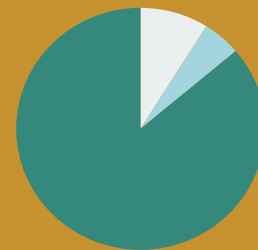
Ensure that all New Jersey LCV staff, board members, and endorsees reflect the racial and gender diversity of the state.

Our vision is to work with and support marginalized communities to create policies that rectify environmental injustices, and establish a just, inclusive, and equitable environmental future.

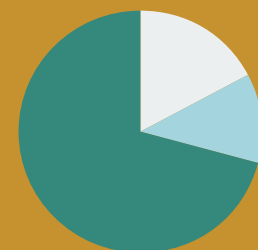
New Jersey LCV carefully oversees your contributions to a healthier, more beautiful New Jersey.

	APR 2019-MAR 2020		CALENDAR 2019	
INCOME	NEW JERSEY LCV EDUCATION FUND	NEW JERSEY LCV	PAC	SUPER PAC
CONTRIBUTIONS	\$35,113	\$ 165,357	\$ 21,005	\$ 42,800
PROGRAM GRANTS	\$1,717,388	\$ 838,106	–	–
EVENT INCOME	\$ 5,500	\$ 28,440	–	–
TOTAL INCOME	\$ 1,758,001	\$ 1,031,903	\$ 21,005	\$ 42,800

EXPENSES	NEW JERSEY LCV EDUCATION FUND	NEW JERSEY LCV
PROGRAMS	\$ 811,764	\$ 381,200
Stormwater	\$ 454,097	–
Watershed	–	\$ 236,433
Clean Energy	\$ 131,522	\$ 144,767
Natural Resources Damages Constitutional Dedication	\$ 121,014	–
Other Programs	\$ 105,131	–
FUNDRAISING	\$ 48,575	\$ 63,277
ADMIN\OVERHEAD	\$ 81,216	\$ 92,458
TOTAL EXPENSES	\$ 941,555	\$ 536,935
RETAINED INTO 2021	\$ 816,446	\$ 494,968



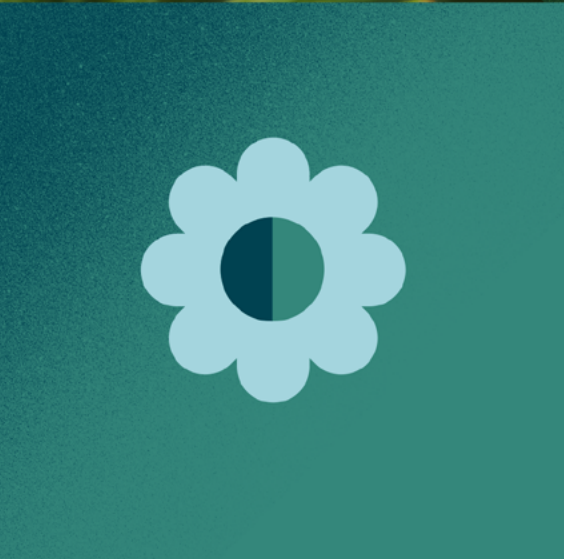
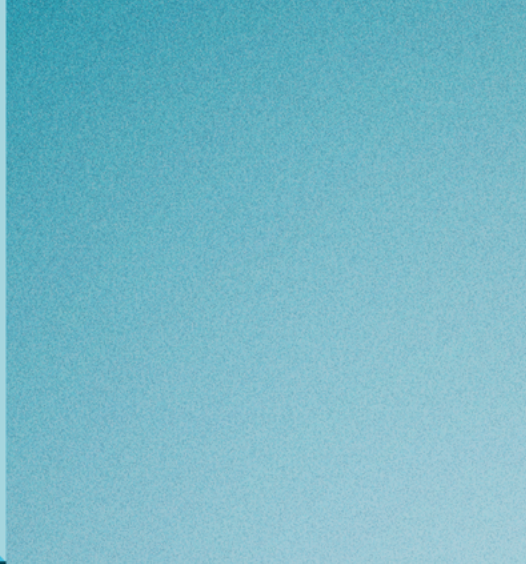
New Jersey League of
Conservation Voters
Education Fund



New Jersey League of
Conservation Voters

We ask you to invest in protecting New Jersey's environmental future by making a gift to the New Jersey League of Conservation Voters today.

Please visit njlc.org/givenow to give, or mail a check to New Jersey LCV, 707 State Rd. Suite 223, Princeton, NJ 08540



njlcw.org



njlcwef.org



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