

COMMUNITY EDUCATION & OUTREACH SUBMISSION CHECKLIST  
**IN-PERSON EVENT**



EVENT DETAILS	DESCRIPTION OF THE EVENT
<b>Title of event</b>	<u>Building for a Sustainable Future</u> Multi-town Forum on Sustainable Housing and Climate Action
<b>Subject matter covered at event</b>	In 2020 and 2021, the Madison Environmental Commission provided extensive outreach with the town, which helped the town to place sustainability as central in the decision making on affordable housing. Because initial site plans involved development of conservation and restoration lands, volunteers with the environmental commission felt additional education and outreach was needed, so that town officials in our area could learn about best practices in building design, and why mindful siting and construction of affordable housing should consider sustainability. The forum was titled: "Building for a Sustainable Future."
<b>Participant activity</b> (e.g. clean-up, tour, lecture, etc.)	The forum consisted of introductions by local political leaders and two expert presentations: one on sustainable passive homes for affordable housing and one on tips for developing a climate action plans, based on the experiences of Princeton, New Jersey.
<b>Date</b>	January 18, 2020
<b>Time</b>	7-8:30pm
<b>Location</b>	Rose Hall (town community center)
<b># People attended</b>	65
<b>Educational goal</b> & whether it was accomplished. Why/why not?	The immediate actions of the environmental commission in response to concerns about siting affordable housing in open space with active ecosystem restoration projects and legacy environmental contaminants has stopped the borough from considering this pathway forward. Though the core of the action is an education and outreach event, the successful collaboration of volunteers and town officials through prompt action, concern, and engagement with the public, officials and staff serves as an example of an innovative approach to promoting equity and sustainability. Also, combining affordable and sustainable housing, with climate action, helped demonstrate the significant range of issues that town officials frequently address that impact our environment.
<b>Speaker name(s)</b>	The mayors of Madison and Chatham began the forum with opening remarks, and <u>Heidi Fitchenbaum</u> , an architect and member of the Princeton Environmental Commission spoke about how affordable housing could be built with passive design standards, what passive design is, and how affordable housing could be beautiful, desirable,

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	<p>and constructed with durable materials. She shared several examples of affordable housing built with passive design, and she shared testimony from residents that live in well-crafted and cared for affordable housing. She also demonstrated that initial costs of construction were similar to non-passive designs, but the long-term benefits to repair, maintenance and carbon reduction were much more substantial for passive design.</p> <p>A second speaker, <u>Christine Symington</u>, from Sustainable Princeton shared her strategies and involvement in developing a Climate Action Plan for the Princeton. This talk was helpful for environmental volunteers to learn about the important meetings and buy-in required to slowly move toward a true community action plan. It was also an essential talk to help connect how decisions made by the planning board have a significant influence on the environment. It was abundantly clear, after the event, that affordable housing is an environmental issue, and moving forward with the latest information on sustainable design coupled with community engagement is the best way to build. Rapidly making decisions during holiday break for many people was not how our community, environmental commission, and future town members would want affordable housing decisions to be made.</p>
<p>Provide details of <b>the type of event promotion used</b>. Include the types communication channels used (e.g. email, media release, social media, fliers, newspaper ad, etc.)</p>	<p>Information about the event was promoted by organizers both before and after the forum, in fliers, social media, press releases and newspaper articles. Summaries of the event were shared at green team meetings, environmental commission meetings, open space meetings and shade tree meetings. Volunteers brought cookies and snacks, and encouraged members of the public to come. Some tables were set up to share information about passive design, climate action plans and shade trees. Town officials, volunteers and members of the public from all neighboring towns were in attendance, and there was lively conversation and questioning after the event.</p>

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**Green Madison NJ**  
January 18 · 🌐

#sustainablebuilding

Christine Symington shared an amazing Climate Action Plan from Sustainable Princeton at our event, Building for a Sustainable Future. There's no time to waste--climate has to be a factor in every town's master plan and municipal decision making. Thanks to the mayors of Chatham Borough, New Jersey and The Borough of Madison New Jersey for kicking off the presentation.

[SUSTAINABLEPRINCETON.ORG](https://www.sustainableprinceton.org)  
**Princeton Climate Action Plan (CAP) | Sustainable Princeton**  
The Princeton Climate Action Plan is a roadmap to reduce Princeton's contribution to climate change and prepare for its effects. Read the report here...

8 🌐 1 Comment

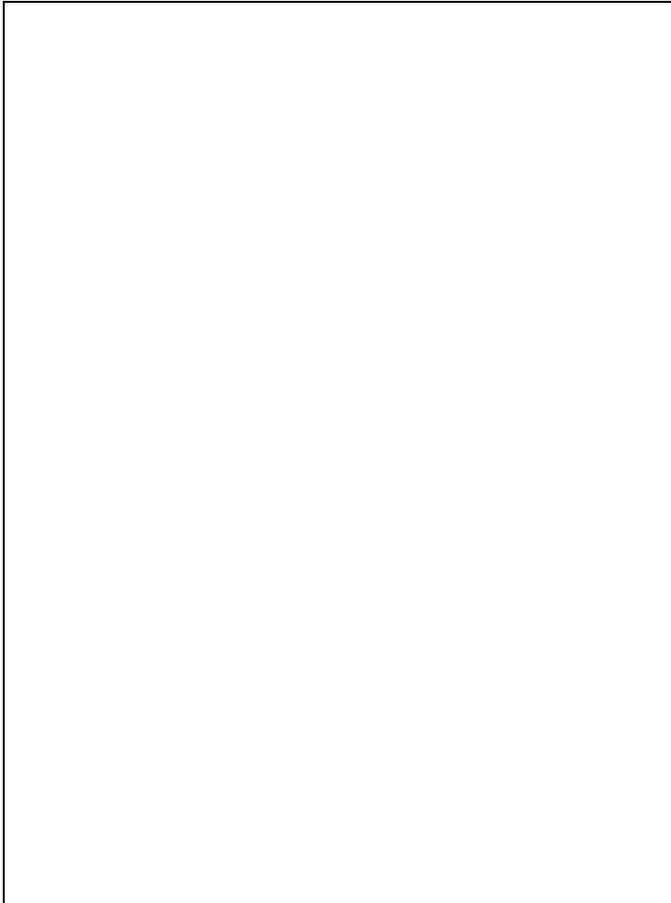
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**Sustainable Princeton Thank you!**  
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List at least **two positive outcomes** associated with the event.

Beyond the event, environmental commission members and green team members participated in public hearings on affordable housing. Multiple members expressed in public comment the desire for well-built, affordable, passive housing. Through regular communications with council representatives to the MEC and the green team, and through participation and communications of members during the process to revise the master plan, the borough of Madison ultimately decided to design and build high quality, passing homes, for new affordable housing development.<sup>1</sup> In Madison’s settlement reached with Fair Share Housing, the Morris County Judge, and the Fair Share Housing council applauded Madison’s commitment to build high quality homes. In fact, in his concluding comments, Judge Gaus found that Madison could be an example for Morris County. The settlement with Fair Share Housing is conditional on adequate progress in initiating building construction that began this summer.

The environmental commission’s actions and the town’s open response offers a helpful and hopeful case study in promoting civic engagement and the successful use of the environmental

<sup>1</sup> Madison Borough. 2021. Affordable Housing. Document center associated with Fair Share Housing settlement, available online: <https://www.rosenet.org/908/Affordable-Housing>

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	<p>commission, green team, and shade tree commission as volunteer bodies to promote collaborative change.</p>
<p>List at least <b>one thing the team would change</b> about the content, planning or implementation of the event for similar events in the future.</p>	<p>Overall, we felt the event was highly successful. There were some challenges to access, particularly local parking availability. At the moment, it is difficult to identify a solution, given that the area is our town’s community space. One positive element was that the event was easily accessible by NJ transit, and since the event, EV charging stations have been positioned nearby (which would have greatly benefited one of our guest speakers).</p>
<p>Is this event a <b>part of a more comprehensive, themed education campaign</b> that includes various initiatives over several months, such as several events, a social media campaign, printed materials, etc.? If yes, please provide detail.</p>	<p>Yes and no. The immediate affordable housing response is in the process of resolution. We look forward to publicizing and amplifying the importance of passive homes for affordable housing once the units are built. This may involve grand opening events and tours.</p> <p>Also, work toward developing climate action plans locally also continues. The North Jersey Sustainable Municipal Alliance (NJSMA) expects to share its small town climate plan action template with area municipalities this fall.</p>