



Regenerative Bound Brook

A Possible Future

Unifying Themes

- Understanding **Regenerative Development & Design**
- Capitalizing on **Cultural Diversity**
- Creating an **Eco-Community-Based Brand, Goodwill and Future**

Victoria Zelin & Jonathan Cloud
Center for Regenerative Community Solutions

A NJ 501(c)(3) Nonprofit

www.crcsolutions.org

Thursday, March 16, 2017



Where we started: The Race to Zero Carbon

- We were first invited to present to the Borough Council following the proclamation to join the Race for Zero Carbon last May. At the time we presented a number of general ideas, mainly focused on alternative financing models.
- Since then we've spent time looking at several development opportunities and pursuing discussions regarding possible concrete steps that could be taken, especially in the context of the current Master Plan re-examination, and the municipality's commitment to fostering sustainable local economic development.
- ***We now see our role as providing specific suggestions and recommendations for helping Bound Brook evolve into a more sustainable, ecologically regenerative, and resilient community.***



Municipal Initiatives



- **Local Government Energy Audit (LGEA)**
- **Energy Savings and Improvement Program (ESIP)**
- **Government (Community) Energy Aggregation**
- **Solarizing the Municipality through Aggregated Net Metering**
- Implementing other elements of the **Sustainable Jersey Program**
- Exploring **Public-Private Partnerships**
- Becoming a **Transition Town**
- Implementing **the Natural Step for Communities**
- Providing Support for **New Jersey PACE**
- Winning **the Race to Zero Carbon**



Community Initiatives




- The Bound Brook Civic Cooperative
- Asset-Based Community Development: Mapping the Community's Assets
- The Story of Place®
- Locavesting
- Opportunities for **DREAM Financing**
- Developing **Regenerative Cohousing**
- Developing a **Regenerative Economy with a Local Currency and Credit Exchange**



A New Model: The Civic Cooperative Association

- A Civic Association:
 - An organization that improves neighborhoods through volunteer work by its members.
- A Cooperative Association
 - An autonomous and voluntary association that meets common needs and aspirations through a jointly owned and democratically controlled business.



Bound Brook Civic Cooperative Association

- Brings together all the existing groups in town to work together
- Invests in LOCAL economic, social and ecological improvements
- Provides cost-savings (consumer co-op) or income/jobs (worker co-op)
- Supports the local economy with a regional currency or credit exchange
- Unifies all areas: above Route 28, below 28, the Meridia, Hispanic/White
- Funded from family memberships, sponsors, grants, crowd-funding



Benefits/Outcomes



- Money Saved, Individually and Collectively
- Economic Development, Jobs and a Stronger Local Economy
- Social Cohesion, Cross-Cultural Integration and Shared Learning
- Ongoing Resiliency, Sustainability and increasing Self-Sufficiency
- Profits from successful Community Development Projects
- Collective Identity and Reputation for Bound Brook



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Thursday, March 16, 2017

Recommendations for Regenerative Development in Bound Brook

We were first invited to present to the Borough Council following the proclamation to join the Race for Zero Carbon last May. At the time we presented a number of general ideas, mainly focused on alternative financing models.

Since then we've spent time looking at several development opportunities and pursuing discussions regarding possible concrete steps that could be taken, especially in the context of the current Master Plan re-examination, and the municipality's commitment to fostering sustainable local economic development.

- » *We now see our role as providing specific suggestions and recommendations for helping Bound Brook evolve into a more sustainable, ecologically regenerative, and resilient community.*
- » *At the same time, we're looking at ways that we can continue this involvement that will support an ongoing role for our nonprofit organization in assisting the community.*

These suggestions include a new articulation of a new vision of the future, as well as the creation of new organizations to undertake the work of transforming the community in practical ways. Very briefly, here are some of the elements we're suggesting are worth further exploration by the Council and by interested individuals and groups in the community, and we're open to assisting with these initiatives in a number of ways.

Municipal Initiatives

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- **Energy Savings and Improvement Program (ESIP)**
- **Government (Community) Energy Aggregation Program (GEA)**
- **Solarizing the Community through Aggregated Net Metering**
- **Becoming a Transition Town**
- **Implementing the Natural Step for Communities**
- **Implementing elements of the Sustainable Jersey Program**
- **Exploring Public-Private Partnerships**
- **A Resolution of Support for New Jersey PACE**
- **Winning the Race to Zero Carbon**

Community Initiatives

- **The Bound Brook Civic Cooperative**
- **Asset-Based Community Development**
- **The Story of Place®**
- **Opportunities for DREAM Financing**
- **Locavesting**
- **Developing Regenerative Cohousing**
- **Developing a Regenerative Economy with a Local Currency and Credit Exchange**
- **Creating an Eco-Community-Based Future**

Unifying Themes

- **Understanding Regenerative Development & Design**
- **Capitalizing on Cultural Diversity**
- **Creating an Eco-Community-Based Brand, Goodwill, and Future**

- » *All of these initiatives will, in our view, generate both economic and noneconomic benefits for the citizens and enterprises of Bound Brook. Some of these may involve seeking grants, raising money from community members, or other imaginative approaches; some may also need initial financial support from the town, but none depend on increasing ongoing municipal expenditures.*
- » *Each recommended solution also includes a proposed financing or self-financing mechanism where needed.*

Municipal Initiatives

Local Government Energy Audit (LGEA)

Bound Brook is not listed as having performed a comprehensive Local Government Energy Audit (LGEA), on the New Jersey Clean Energy Program (NJCEP) website. Therefore, we recommend Bound Brook take advantage of this valuable free service. Once this free audit is conducted, the municipality will be able to implement improvements through the Energy Savings and Improvement Program (ESIP), described below, that reduce its energy costs, its energy consumption and carbon footprint, with little to no out of pocket cost to the municipality or to its citizens/property owners.

The Local Government Energy Audit (LGEA) Program allows local government agencies, state contracting agencies, public agencies, state colleges and state universities, and select non-profit agencies, to examine their facilities and see how they can improve their energy use. The program can help you identify cost-justified energy-efficiency measures, as well as subsidize the full cost of the audit.

In March 2016 a new program design was launched which provides a more streamlined process that eliminates the need for customers to develop an RFP and select an audit firm, as well as other previous requirements. This allows customers to move through the process much more quickly and with significantly less administrative burden. The entire audit process including customer assistance, application processing and auditing will be performed by TRC (the Commercial & Industrial Program Manager) for New Jersey's Clean Energy Program (NJCEP).

NJCEP will subsidize 100% of the cost of the audit, up to an incentive cap, so there are no out of pocket expenses associated with services provided under this program.

When your audit is complete, you'll have a list of recommended, cost-justified measures and facility upgrades that will help reduce operating expenses and, in many cases, improve the health and productivity of the buildings' occupants. Many of the recommended measures will be eligible for additional incentives available through the SmartStart Buildings, Direct Install and Pay for Performance programs.

While LGEA covers the costs of this program, the municipality and its citizens will need to put in time to plan and implement the program and its recommendations. Many towns take advantage of professionals within their borders to assist in this process, pro bono. Later in this document we suggest that Bound Brook create a Green Team, with assistance from Sustainable Jersey (SJ) and the Center for Regenerative Community Solutions (CRCS). We anticipate that, as with many NJ towns, energy services professionals and other citizens and businesses within Bound Brook's border will volunteer their services to help plan and execute the LGEA and its recommendations, off-setting staff time that may be required.

(Reference: *The [Excel LGEA Application Workbook](#) fully details eligibility requirements and program guidelines.*)

Energy Savings and Improvement Program (ESIP)

The best energy improvements are the ones that conserve energy, reducing consumption as well as costs. When local government reduces energy consumption and costs, taxpayers win and local officials get the credit.

Under Chapter 4 of the Laws of 2009 (the law), the “Energy Savings Improvement Program” (ESIP), provides all government agencies in New Jersey with a flexible tool to improve and reduce energy usage with minimal expenditure of new financial resources. On September 21, 2012, Governor Christie signed (P.L. 2012, Chapter 55) which further defined the ESIP process. ESIPs are a type of “performance contract.”

In essence, by using the ESIP financing alternative, the future value of energy savings is leveraged to pay for the upfront project costs. The law specifically allows boards of education, counties, municipalities, housing authorities and public authorities to enter into contracts for up to 15 years to finance building energy upgrades in a manner that ensures that annual payments are lower than the savings projected from the energy conservation measures; ensuring that ESIPs are cash flow positive in year one, and every year thereafter. The ESIP law allows local units to use “Energy Savings Obligations” as the financing method to pay for the costs (capital as well as soft costs) of these energy conservation measures.

In addition to energy savings, there are significant funding opportunities available through state and federal sources that can be layered into the financial package to offset the repayment of the obligations. Of particular interest to local governments is that Energy Savings Obligations are not considered “new general obligation debt” of a local unit and do not count against debt limits or require voter approval. In particular, this means that towns and schools do not need to have ESIPs approved via referendum. These obligations may be issued as refunding bonds or leases, or may be achieved through performance contracts with energy services firms.

(Reference: *Sustainable Jersey ESIP How To Guide*, February 2013.)

Government Energy Aggregation (GEA)

This is a way for a way for Bound Brook to save money on electricity for property owners, both residential and commercial. It is a voluntary program; if homeowners do not want to participate, they can opt out. Businesses must opt in. This program can also help Bound Brook reduce carbon emissions by increasing the percentage of renewable energy that is consumed by every property.

The Government Energy Aggregation Act of 2003 (L. 2003, c. 24, "GEA Act"), authorizes municipalities and/or counties of New Jersey to establish Government Energy Aggregation (GEA) programs after passing an ordinance or a resolution. A GEA program allows municipalities, working alone or in a group, to aggregate the energy requirements of residential, commercial and municipal accounts so that the GEA program can purchase energy supply from non-utility sellers of electricity and gas supply (Third Party Suppliers or TPS) at prices lower than the average utility price, with the possibility of added benefits such as higher renewable energy content.

CRCS’s Executive Director, Jonathan Cloud, was part of the team that pioneered GEA in the town of Plumsted in 2013.. Since then, about 20 municipalities in NJ have taken advantage of GEA, including Monroe,

Lambertville, and others. While energy cost savings is typically the motivator for GEA, significant carbon reductions can be claimed by the town to the extent that its GEA contract includes a higher proportion of renewable energy, versus fossil fuel-generated electricity, than the utility is required to provide, based on the State's Renewable Portfolio Standard (RPS).

(Reference: *NJ_Gov_Energy_Aggregation_Summary.pdf*.)

Solarizing the Municipality through Aggregated Net Metering

Using the Aggregated Net Metering approach (*P.L. 2014, c.24*), municipalities can install solar panels anywhere on municipal property and benefit from cost savings and reduced carbon emissions for all of their municipal electricity requirements. Such systems can be installed at little or no cost to the municipality.

In July 2012, New Jersey enacted legislation (S.B. 1925) requiring electric utilities to allow public entities such as state and local governments, local agencies and school districts to engage in "net metering aggregation" of solar facilities. What this means is that the solar panels do not have to be on the building or property using the electricity, but can be on any municipal property, and the amount of solar energy that is generated can be used to offset conventional electricity used by any municipal facility.

In order to qualify for net metering aggregation, the solar facility must be on property owned by the municipality, be owned and operated by the municipality, and be located within the community's territorial jurisdiction.. In addition, all facilities must be located within the territory of the same electric utility, be served by the same basic generation service provider or electric power supplier, and all facilities must be within the same customer class of the applicable electric utility tariff. The customer-generator (or host meter) receives credit for excess generation at the retail rate.

(Reference: *NJ_Gov_Energy_Aggregation_Summary.pdf*.)

Implementing other elements of the Sustainable Jersey Program

Among Millennials, baby boomers, businesses and nonprofits there are many people who believe passionately in sustainability, and want to do their part. Some people select communities in which to live, or where to locate their business based on the culture of the community – including the values and ranking of the town, relative to other municipalities. Sustainable Jersey (SJ) is a nationally recognized program that provides a framework for engaging, motivating, directing and gaining statewide recognition for a town's relative sustainability performance and accomplishments. For a town like Bound Brook to NOT have an active Green Team is a statement in itself, and not consistent with its commitment to Zero Carbon. Getting a Green Team in action should be easy, given the large population of Costa Ricans (Costa Rica is an Eco-Tourism destination), and Millennials (e.g., in the Meridia).

SJ provides a "menu" of sustainable actions for which communities can receive points toward various levels of certification within a competitive framework that has now been embraced by more than 440 out of NJ's 565 municipalities. The program also provides tools, resources, and grant assistance to support communities in implementing their sustainability plans. Details are provided at <http://www.sustainablejersey.com/>.

Bound Brook joined the Sustainable Jersey program in July of 2015, as per the Resolution shown below, but thus far has taken no actions. Resources are available to assist the town in creating a Green Team and following through on its commitment to these actions and practices. There are also frequent grant cycles for amounts of \$2,000 to \$30,000 per project, which we can help the town apply for.

(Reference: <http://www.sustainablejersey.com/>)

» *CRCS can assist the Borough in setting up its Green Team, and adopting a strategy that will lead to a successful implementation of the program.*

Resolution No.

2015:106

Supporting Participation

In the Sustainable Jersey® Municipal Certification Program

WHEREAS, a sustainable community seeks to optimize quality of life for its residents by ensuring that its environmental, economic and social objectives are balanced and mutually supportive; and

WHEREAS, The Borough of Bound Brook strives to save tax dollars, assure clean land, air and water, improve working and living environments as steps to building a sustainable community that will thrive well into the new century; and

WHEREAS, The Borough of Bound Brook hereby acknowledges that the residents of Bound Brook desire a stable, sustainable future for themselves and future generations; and

WHEREAS, Bound Brook wishes to support a model of government which benefits our residents now and far into the future by exploring and adopting sustainable, economically-sound, local government practices; and

WHEREAS, by endorsing a sustainable path Bound Brook is pledging to educate itself and community members further about sustainable activities and to develop initiatives supporting sustainable local government practices; and

WHEREAS, as elected representatives of Bound Brook, we have a significant responsibility to provide leadership which will seek community-based sustainable solutions to strengthen our community: NOW THEREFORE

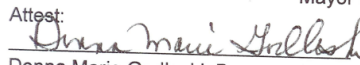
BE IT RESOLVED, that to focus attention and effort within Bound Brook on matters of sustainability, the Mayor and Council wish to pursue local initiatives and actions that will lead to Sustainable Jersey Municipal Certification.

BE IT FURTHER RESOLVED, by the Mayor and Council of Bound Brook that we do hereby authorize Mayor Robert Fazen to serve as Bound Brook's agent for the Sustainable Jersey Municipal Certification process and authorize him to complete the Municipal Registration on behalf of the Borough of Bound Brook.

Approved:


Mayor Robert Fazen

Attest:


Donna Marie Godleski, Borough Clerk

Date of Adoption: July 14, 2015

Exploring Public-Private Partnerships (P3s)

Public-Private Partnership is a solution coming into vogue in New Jersey. According to NJ's League of Municipalities magazine:

Widely used in Europe for a number of years, this concept is generally only considered for new buildings, infrastructure projects and certain large-scale municipal partnerships. In a unique and innovative “coming together” Woodbridge Township and DMR Architects, teamed up and created a hybrid public-private partnership that has saved Woodbridge Township taxpayers more than \$700,000—with the possibility of additional savings.

By taking on the role of general contractor, a role traditionally filled by public bid, Woodbridge Township saved taxpayers nearly 40 percent of the cost to comply with a New Jersey state directive requiring development and implementation of a municipal court security policy. Woodbridge Township was able to assume this role because DMR Architects, an architectural firm with a vast amount of public sector experience, partnered with the Township to provide valuable guidance under an enhanced construction and administrative role.

This is however only one example of the concept. P3s have been used for land conservation, parks, schools, technology, water and waste water, infrastructure and a multitude of other community assets. The essence of the idea is that a municipal government can partner with a private for-profit or nonprofit entity to the mutual benefit of both, in order to achieve a result that the government could not fund or achieve on its own.

» *CRCS can propose and undertake P3s in association with the Borough to address specific environmental and sustainable development issues. Subject to further discussion.*

Becoming a Transition Town

When people and businesses are choosing a place to settle, they bring unique interests acquired elsewhere. Among those concerned about climate change, communities that are part of the Transition Movement stand head and shoulders above the rest. There are now about 400 Transition Towns in the world, and two in New Jersey: Red Bank and Newton.

The Transition Movement started in the UK, by permaculturalists Rob Hopkins, in the Devonshire town of Totnes (pop. 8,000). The Transition Movement involves a number of grassroots community projects that aim to increase self-sufficiency to reduce the potential effects of climate destruction and economic instability.

(Reference: Rob Hopkins, *The Transition Handbook*, 2008)

» *CRCS is a member of the Transition Reconomy Project (REconomy.org), and also holds the TransitionNJ.org domain, which could be activated to bring Bound Brook into focus within this movement.*

Implementing the Natural Step for Communities

Another globally-implemented and community-based sustainability program has specific relevance for Bound Brook. The key insight of this approach is that those who struggle to meet basic human needs of food, clothing and shelter are not likely to be concerned with the environment. To the extent that we want our communities to be environmentally sustainable, we have some additional work to do.

The Natural Step Framework was developed in Sweden in the 1990s by Dr. Karl-Henrik Robért, a practicing clinician and cancer specialist, working in conjunction with a broad range of scientists and other stakeholders to develop “fundamental principles of indisputable relevance” to our global situation. The principles were eventually formulated in terms of four *system conditions* for maintaining a sustainable society:

1. Nature shall not be subject to systematically increasing concentrations of toxic substances extracted from the Earth’s crust
2. Nature shall not be subject to systematically increasing concentrations of toxic substances produced by society
3. Nature shall not be subject to systematically increasing physical degradation of natural systems
4. People everywhere must be able to meet their basic human needs without having to violate the first three conditions

The most significant principle is, in many ways, the fourth one, for what Robért and his colleagues realized is that unless people around the world are able to meet their basic needs, they will not be willing to sustain the first three conditions. For example,

Farmers in Brazil will keep burning the rainforest if they cannot meet their needs for subsistence in any other way. The control of 80 percent of the world’s wealth and resources by 20 percent of the population is an unstable condition that can lead, if it is not already leading, to social unrest and conflict. This inequality will continually undermine achievements toward the first three conditions.

The organization then went on to develop policies and practices in each sector that reflect these principles. As applied to communities, these policies and practices are represented in the following table:

Guiding Objective ¹⁷	Type of Practices
1. Eliminate our community's contribution to fossil fuel dependence and to wasteful use of scarce metals and minerals.	Transit and pedestrian-oriented development; development heated and powered by renewable energy; mixed-use development; public transit, alternatively fueled municipal fleets; incentives for organic agriculture that minimizes phosphorus and petrochemical fertilizers and herbicides.
2. Eliminate our community's contribution to dependence upon persistent chemicals and wasteful use of synthetic substances.	Healthy building design and construction that reduces or eliminates use of toxic building materials; landscape design and park maintenance that uses alternatives to chemical pesticides and herbicides; municipal purchasing guidelines that encourage low- or non-chemical product use.
3. Eliminate our community's contribution to encroachment upon nature (e.g., land, water, wildlife, forests, soil, ecosystems).	Redevelopment of existing sites and buildings before building new ones; building "from the inside out" development and infrastructure policies; open space, forest, and habitat preservation; reduced water use and recycling of wash water; sewage treatment by plants.
4. Meet human needs fairly and efficiently.	Affordable housing for a diversity of residents; locally based business and food production; using waste as a resource; eco-industrial development; participatory community planning and decision making.

(Reference: Sarah James and Torbjorn Lahti: *The Natural Step for Communities*, 2004)

» *CRCS can assist Bound Brook in implementing these policies and practices. Most notably, the Civic Cooperative, highlighted in the next section, can focus its efforts on implementing projects that reflect these principles.*

Providing Support for New Jersey PACE

It is rare that a town can provide a benefit to commercial property owners that costs the municipality nothing. PACE allows property owners to save 15-75% on energy costs -- at no cost to the municipality. If Bound Brook was the first town to pass a resolution permitting PACE, the town would likely get positive media coverage.

PACE—Property Assessed Clean Energy—addresses a major obstacle to making energy improvements to buildings and properties, namely the lack of capital. It does so by involving the municipality in registering voluntary special assessments and handling the property owner's payments. While legislative amendments are still needed to make PACE a reality in NJ, Bound Brook could support the program by passing a resolution in favor of it. And it would be the first New Jersey municipality to do so. Washington DC and 33 states have passed PACE legislation, and PACE has generated over \$3 BILLION in private investment across the U.S. in the past few years.

(Reference: *Proposed Resolution*, attached)

- » *The Center for Regenerative Community Solutions (CRCS) has been the PACE champion in NJ since 2012 with its initiative: NJPACE. We're attaching a draft of such a resolution. Passing it will make a clear statement of the town's intention to follow through on its goal of reducing carbon emissions. It will also assist us in advocating for passage and approval of the amending legislation.*

Winning the Race to Zero Carbon

We first became involved with Bound Brook in order to help facilitate a transition to a positive carbon future. The *Race to Zero Carbon* is an idea worth pursuing, both within the community, through decarbonization initiatives, and in promoting the idea of competing with other communities. While the original concept was to entice *states* to join the race, a more immediate practical goal may be to get other towns to compete.

Bound Brook can take the lead and join with South Bound Brook in promoting this locally-grown idea, using it both to attract outside interest and empower local residents to become more engaged in climate-related initiatives. Forging connections with Raritan Valley Community College (RVCC), Sustainable Somerset, and others can bring business, investment, and expertise to the community.

- » *CRCS proposes to work with Footprint2Wings, the organization behind the Race to Zero Carbon, in order to create benefits for both organizations and for the community.*

Community Initiatives

The Bound Brook Civic Cooperative Association

Our principal recommendation is the development of a “civic cooperative” that engages local stakeholders in undertaking many of the regenerative and economic development initiatives described here on a profit-sharing basis. A one sheet draft of the basic organizing document is attached, along with a background paper that explains the operation of the civic cooperative in enough detail to answer most people’s questions.

These initiatives are designed to provide additional income, cost savings, and/or jobs for Bound Brook residents, as well as incremental revenue and opportunities for local businesses. These initiatives should not require support from the municipality, nor grants from outside organizations, but, instead, fundraising drives within the community.

The important thing to understand is that it takes an organization to implement and sustain a truly regenerative community development effort. Government can help to provide the conditions for the community to thrive, but alone cannot undertake the work that is needed to create a vibrant local economy tied to the community and to the larger systems — ecological as well as social, cultural, and political — of which it is a part.

The cooperative model is rapidly emerging as the most practical business model for the “new economy” in which the majority of Americans are already living — the so-called “gig economy” of Uber and TaskRabbit, the sharing economy of Airbnb, and the increasing automation of services and industrial production. Individuals need collaborative vehicles with which to make money and save money, and cannot afford to depend on existing businesses and institutions to secure a better future for themselves, their friends and family, and their communities.

Cooperation is as old as humanity, and is arguably a more important factor in human evolution than competition. Though both have their place, cooperation needs to play the greater role, in order to ensure the integrity of the web of life and of society, which is deeply conflicted within itself.

Moreover, there are significant opportunities today for cooperative organizations to meet people’s needs, create local jobs, and generate a profit that is returned to their members. Co-ops are more stable, more democratic, and more inclusive than conventional businesses, and have a “built-in” commitment to the betterment of the community.

(Reference: *Bound Brook Civic Cooperative Association* flier and *Background Paper*, attached; *E.G. Nadeau: The Cooperative Solution*, 2012)

» *We don’t underestimate the difficulty of getting the right people to join and to work together, but we’re prepared to provide the fiscal sponsorship and guidance for the organization to get started. We can support this by charging a small administrative fee for collecting and managing the funds for the founding members.*

Asset-Based Community Development: Mapping the Community's Assets

As noted, regenerative development and designs starts from the community's potential, not from its "problems." Mapping the community's assets is designed to uncover and highlight this potential. This is not an entirely new idea. In *Building Communities from the Inside Out* (1993), Kretzmann and McKnight describe the ABCD (Asset-Based Community Development) model as consisting of five key steps:

- Step 1: Mapping Assets
- Step 2: Building Relationships
- Step 3: Mobilizing for Economic Development and Information Sharing
- Step 4: Convening the Community to Develop a Vision and a Plan
- Step 5: Leveraging Outside Resources to Support Locally-Driven Development

(Reference: *John P. Kretzmann & John L. McKnight: Building Communities from Inside Out: A Path Toward Finding and Mobilizing a Community's Assets, 1993*)

» *Clearly this is in large measure what we're trying to accomplish. But asset mapping is itself a time-consuming and intensive form of research. We have the capacity, as an organization, to conduct such research, but we believe that the community benefits by doing much of this work itself. CRCS can facilitate a project to initiate or further this process in Bound Brook.*

The Story of Place®

The Story of Place® is "a regenerative approach to sustainable community development that grows a community's capacity to discover, share, and live out a story that's uniquely its own." As a dedicated 1-3 year design process, led by our partners at the Regenes Group, the initiative can be a costly one, albeit one that returns much more to the community than its initial cost. Nevertheless, the community can seek initially to explore the essential nature of the model as a framework for self-renewal.

Our partners at the Regenes Group write:

Communities regenerate not from the outside in but the inside out. Wherever we work, rather than import a set of solutions, we begin with a process of discovery. Story of Place® is the approach we use to understand a community. It's a systemic and participatory process that identifies and honors the unique nature of a place and the people who live there—and a powerful experience that renews a community's spirit.

Through their work, the goals include:

- Stimulating a sustainable [living] economy that builds, attracts and retains uniquely appropriate industries, businesses and talent while simultaneously nourishing and being nourished by the distinctive ecological and cultural diversity of their place

- Growing community creativity and resilience through self-organizing learning networks and citizen leaders
- Reweaving the bond between nature and culture, integrating human aspirations with the evolution of natural systems to create elegant solutions grown from the uniqueness of place
- Awakening a deep sense of connection and caring to inspire collaborative change
- Creating authentic branding that lifts up what is at the core of the uniqueness, health, and vitality of a particular place and speaks to what a place can become, and how people can contribute to and benefit from that future.
- Providing a basis for community-aligned development—chartering and encouraging real estate development projects that contribute to a community's health and unique destiny

As people re-discover their place and its potential in the world, their connections deepen and they begin to appreciate what they share with one another as a community. Story of Place® replaces limited problem solving with a holistic view and roadmap for the whole community to thrive.

(Reference: *Story of Place Institute, Story of Place PDF*, 2015)

» *While we see the full scope of this work as an optimal starting-point, we recognize that we will need to begin with a much more limited exploration to co-create what's possible. We therefore recommend a brief initial engagement with Regenes Group to explore the feasibility of bringing this approach to Bound Brook.*

Locavesting

One of our goals for both PACE and DREAM is to provide an opportunity for local investing, or “Locavesting.” In the book of this same name, Amy Cortese writes:

In dozens of towns across the country, an extraordinary experiment is underway. From Brooklyn, New York to Vernon County, Wisconsin to Port Townsend, Washington, residents are banding together to save their small businesses and their Main Streets from extinction.

(Reference: *Amy Cortese: Locavesting: The Revolution in Local Investing and How to Profit from It*, 2011; *Totnes Reconomy Project*, 2017)

» *The Civic Cooperative is precisely the right vehicle for this kind of local investing. Recognizing community members as investors is extraordinarily empowering. Even if the amounts are individually small, the cooperative can leverage much larger resources from credit unions and local banks, and put these resources to work for local businesses.*

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5

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**Thursday, May 12th, 2016
2-10pm, Totnes Civic Hall**

For more information, email info@reconomycentre.org or come in and see us at the REconomy Centre, 13 Leechwell St., across from The Lamb.

- » *In addition, CRCS can organize local investment forums to foster entrepreneurship and local investing, similar to the one depicted in the poster graphic. Such an event could cover its costs and pay for itself many times over.*

Taking Advantage of the Opportunities for DREAM Financing

Saving commercial property owners money on energy can be accomplished through Property Assessed Clean Energy (PACE). PACE may be signed into law in 2017, under Governor Christie. If not, it will most certainly be signed in 2018. Meanwhile, an alternative to PACE financing for energy efficiency, renewable energy and resiliency financing is Deed-related Resiliency and Energy Affordability Measures (DREAM) financing. DREAM is currently being evaluated by some of Prudential's attorneys to determine whether it can be used in two major projects in Newark. DREAM financing does not require state or municipal approval, but municipal *endorsement* could serve to establish it as a method of investing in clean energy and resiliency projects in Bound Brook.

(Reference: *DREAM Information Sheet*, attached)

- » *The essence of DREAM financing is explained in the attached information sheet. Further information, and suggestions for utilization in the community, are available on request. CRCS will be compensated from fees paid by the project owners, so it's in our interest to see this implemented in Bound Brook.*

Developing Regenerative Cohousing

CRCS is a fiscal sponsor for two ecovillage / cohousing initiatives, Ecovillage New Jersey and the Ecovillagers Alliance. An expression of interest on the part of the municipality in pioneering such developments, and looking at the zoning and other requirements, would likely set in motion a plan to develop at least one cohousing neighborhood, possibly by redeveloping an older garden apartment complex, or by developing one of the handful of remaining brownfield sites in the town.

- » *We are actively exploring development opportunities on behalf of these groups, a process that could be accelerated by the creation of the Civic Cooperative and some of the other initiatives.*

Developing a Regenerative Economy with a Local Currency & Credit Exchange

Using a local currency to boost the economy has been done successfully in a number of towns, including at least three towns in New Jersey. Bound Brook could issue historic notes that could serve to advertise the Borough's annual revolutionary war enactments, etc. Using such a currency to reward carbon reduction, ecological restoration, and other regenerative projects would also serve to demonstrate some key elements of Global 4C, a monetary policy proposal that CRCS has supported over several years. It would also reflect the principles of Financial Permaculture, which were developed in association with local organizations in Tennessee and Florida.

In addition, our co-founders developed and demonstrated a successful business-to-business credit exchange involving more than 100 local companies, and would propose to adapt this for Bound Brook. Creating “Jersey Bucks” could also lead to a greater economic exchange with other communities in the state.

In 2007, Totnes was the first town in Britain to issue its own currency; fourteen months later, 70 businesses were accepting the Totnes Pound, and offering them as change to their shoppers. A local currency increases the frequency and amount of local transactions, and can encourage the production of local goods and services.

(References: [List of Community Currencies in the U.S.](#) [Wikipedia], John Fullerton & the Capital Institute, [Regenerative Capitalism](#), 2015), and [Global4C.org](#).

» *CRCs can assist the Borough in launching and managing a local currency and credit exchange.*

Unifying Themes

Principles of Regenerative Development & Design

Unlike conventional design, which simply seeks to create or impose a form to serve a particular function, regenerative design is about facilitating a process of co-evolution between humans and humans, and between humans and nature. The specific forms that emerge reflect the unique needs and possibilities of the place. Each place has a distinctive character and story and vocation for which it is uniquely suited. Discovering that is a process of dialog and inquiry, of deep listening, and of systems thinking.

Starting from potential rather than from problems, regenerative development occurs when the conditions for its emergence are restored, by reconnecting members of the community with each other and with nature. Some of the other important principles include:

- Design the design process to be developmental
- Small interventions in the right place leverage the effort to make the most difference
- Seek to benefit the wider systems of which the community is a part
- Co-create with the widest possible range of local stakeholders

(Reference: *Pamela Mang, Ben Haggard, & Regenesi: Regenerative Development & Design: A Framework for Evolving Sustainability, 2016*).

Capitalizing on Cultural Diversity

Bound Brook has a significant Hispanic population, and specifically the largest concentration of Costa Ricans in the U.S. In 2014, Costa Rica President Luis Guillermo Solis visited Bound Brook to celebrate the Costa Rican Independence Day Festival. Costa Rica is also known for its commitment to advanced ecological policies, being “the only country to meet all five UNDP criteria established to measure environmental sustainability.” (Wikipedia) One of its principal economic sectors is Ecotourism.

Would it be possible to have Bound Brook known for its Ecotourism for its leadership in visioning the town as a regenerative ecosystem? One of its existing strengths is tourism for the revolutionary war. It could also play up the Costa Rican diversity, help Costa Rican restaurants expand, and help citizens open store fronts catering to the new apartment dwellers, also within the theme of EcoTourism and the broadest expression of “hyper-localism.”

Bound Brook is challenged in some respects by its ethnic makeup, represented in part by the divide between Hispanics and other residents, and by the difference between “above Route 28” and “below Route 28,” and needs to find a better way to bring the different segments of the community together. Creating and supporting ethnic festivals, culture, dining, and entertainment are all ways of leveraging the diversity in the community, and working to bring citizens together in positive ways.

- » *CRCS can work with local community organizations and leaders to facilitate this kind of reconciliation, but it's really up to the local community to develop its own cultural programming, and this is something that Bound Brook has typically excelled at.*

Creating an Eco-Community-Based Brand, Goodwill and Future

Our final recommendation is to explore various models for Bound Brook becoming, and leveraging itself as an Eco-Community through one or more of the initiatives, above, as they provide mechanisms for Bound Brook to reach its potential.

(Reference: [*The EcoDistricts Protocol, v. 1.2*](#), a global performance standard that empowers sustainable neighborhood- and district-scale development, 2016)

- » *CRCS can assist the municipality in evaluating and implementing these models, and helping the Borough achieve recognition for its regenerative development. Two ideas here: evaluation/implementation and also, getting recognition, notoriety as who they are, and a major economic development campaign that raises the town in all ways including health, wealth and happiness.*

Attachments:

Bound Brook Civic Cooperative materials

Resolution in Support of New Jersey PACE

DREAM Financing Information Sheet

Regenerative Cohousing brochure

Additional Reference Materials

Who We Are

Jonathan Cloud

Jonathan Cloud is Co-Founder and Executive Director of the Center for Regenerative Community Solutions (CRCS), a 501(c)3 non-profit and a Senior Fellow at the Institute for Sustainable Enterprise, Fairleigh Dickinson University.

Jonathan has been a social entrepreneur, solar designer/builder, conservation and renewable energy expert, educator, community organizer, policy analyst, program evaluator and journalist. His expertise and interests include energy and environmental technologies, community financing mechanisms, renewable energy systems, along with community engagement and transformational leadership for social change. Jonathan has championed small hydro and PACE (Property Assessed Clean Energy) legislation in New Jersey. With a small team, he introduced Energy Aggregation, a program in which municipalities lower energy costs for residents leveraging economies of scale in an “opt out” model. He ran a solar design and construction firm pioneering green building techniques and urban agriculture in Canada. He worked for the Canadian Government in policy, research, program management, and evaluation. focused on energy and environmental issues.

Jonathan holds a master’s degree in sociology from York University in Toronto and a bachelor’s degree in psychology from Victoria University of Wellington, New Zealand. He is a dual citizen (US and Canada) who has lived and worked in multiple countries under a range of socioeconomic circumstances.

Victoria Zelin-Cloud

Victoria Zelin-Cloud is Co-Founder and Director of Development at the Center for Regenerative Community Solutions (CRCS).

She was formerly Deloitte Consulting’s Sustainability Practice Business Development leader. She speaks publicly and has been published on the subject of sustainability (“Who Will Be the Rock Stars of Corporate Sustainability?” Science, Wisdom, and the Future: Humanity’s Quest for a Flourishing Earth, Collins Foundation Press, 2012). Victoria has had a 20-year career as a business development leader, selling organizational change, transformation and other intangible services to corporations.

Victoria has an MBA from Yale’s School of Management with a specialization in organizational development and a BA in cultural anthropology from Duke University.

Contact Info

Jonathan Cloud

Co-Founder & Executive Director

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Victoria Zelin-Cloud

Co-Founder & Director of Development

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BOUND BROOK CIVIC COOPERATIVE ASSOCIATION

A New Initiative to Regenerate Our Community

An Opportunity to Shape Our Future

“How would you like the members of your community to work together as part of a thriving and resilient ecosystem, providing for the basic needs of all citizens while protecting our resources for future generations?”

The Bound Brook Civic Cooperative Association is a local community development corporation, a vehicle for community resilience and sustainability solutions. The cooperative will have a license to use unique financing models as community redevelopment tools, attracting developers, bankers, property owners, investors, and local contractors, to undertake a local clean energy and economic revitalization program.

In addition, the cooperative may undertake other projects based on the needs and aspirations of the community, such as buy-local and self-sufficiency programs, local food sourcing and production, local energy generation and aggregation, civic education, child- and elder-care programs, language fluency, and ecotourism destination programming.

Examples include:

- Urban agriculture, local food, and community garden programs
- Educational programs on dynamic governance, financial management, ESL, etc.
- Local downtown business collaborative controlled by its members
- A vehicle for profitable local real estate investment
- A green energy and clean economy co-op

Civic Association: A civic association is a type of organization whose official goal is to improve neighborhoods through volunteer work by its members.

Cooperative Association: "The term cooperative association signifies a business organization formed by a group of individuals for their mutual benefit. A cooperative is owned and operated by its members and is generally organized either under general business laws or under specific statutes applicable to cooperative associations. A cooperative corporation is distinct from a charitable association organized for some benevolent purpose."

(<http://cooperativeassociations.uslegal.com/>)

The Co-op is not a nonprofit. Like a private corporation, it returns all profits to its shareholders in the form of dividends based on their level of investment. But it is wholly member-owned, and focuses on investments that make a difference in the community.

Unless we take our future into our own hands, our destiny will be shaped by forces beyond our control, interested only in taking money out of the community. By joining together, we can boost our local economy, improve our resilience, support the developments we really want, reduce carbon emissions, and create local jobs.

We are looking for emerging neighborhood leaders and caring citizens to join together, to take advantage of unique opportunities and innovative financial tools in order to grow our community sustainably.

*To join, please sign up online at
or send a check for \$xxx per share to CRCS in trust for BBCCA.*

Civic Cooperatives: Powerhouse Engines of the New Economy

The “New Economy” means different things to different people, but there’s no doubt that we are in the midst of a major economic transition, one in which many of the old rules no longer apply. Whether it is the recognition that we’re moving into a “gig economy” – one “in which temporary positions are common and organizations contract with independent workers for short-term engagements,” which a recent study forecast will be 40% of the American workforce by 2020 – or “conscious capitalism,” or any of a hundred other new trends, tomorrow’s economy will be different from today’s.

Because most people are not that familiar with the way co-ops work, even if they happen to belong to one (such as a credit union), the first step is typically an educational one, helping people understand the benefits and requirements of successful cooperatives. The next step is to evaluate the members’ and the community’s needs to determine the best opportunities for a co-op’s success. In a community with a “food desert” this might be a retail fresh food operation; in other communities it could be an arts cooperative, or a housing community, or a financial cooperative, or a clean energy finance co-op –using innovative economic development tools and approaches that are emerging in the transition economy.



The benefits of the cooperative model are:

- Greater citizen engagement
- Democratic participation and control
- Local jobs and economic development
- Long term organizational viability
- Community-driven initiatives (local food production and distribution, local clean energy generation, educational initiatives, cohousing and affordable homes, bikeways and walkways, local currencies, credit exchanges, community-based climate initiatives, etc.) based on local priorities and opportunities
- Local self-sufficiency and community development vs. gentrification and conventional real estate development

The Bound Brook Civic Cooperative is under the fiscal sponsorship of the **Center for Regenerative Community Solutions, a NJ 501(c)(3) Nonprofit Corporation**. *Our mission is to assist communities, organizations, and neighborhoods with climate protection strategies, and to thrive by embracing a new vision of what’s possible for humanity. Our greatest existential challenge—climate change—is also our greatest opportunity. We are pioneering new ideas, and new financial tools to enable change in scalable ways, in today’s neighborhoods and communities.*

As part of our work, we collaborate with other organizations and individuals, and share our insights, actions, and experiences in a variety of ways. We offer unique learning opportunities for individuals, for self-organizing groups, and for larger audiences. We invite you to join us in creating a shared future of ecological balance, economic prosperity, and societal transformation. Contact us at:

Center for Regenerative Community Solutions

8 Revere Drive, Basking Ridge, NJ 07920

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BOUND BROOK CIVIC COOPERATIVE ASSOCIATION

Background Materials

“We seem to be at a juncture where we need to rediscover the lessons of mutual assistance. One option entails building on novel modes of cooperativism that meld production and consumption into a single organization.”

—Maurie J. Cohen, *Preparing for the End of Consumer Society*

“Developing a sustainable global economy is not about replacing capitalism with socialism. Traditional, industrial capitalist and socialist models are neither useful nor relevant. We do not need to choose between cooperation and competition, but we do need to determine their appropriate relationship. The problem isn’t that the economy values competition, but that it values competition over cooperation. A family where competition is more important than cooperation is a dysfunctional, unhealthy family.”

—Graeme Taylor, *Evolution’s Edge*

Why Us, and Why Now?

Why are we proposing to create a Civic Cooperative in Bound Brook?

Because we believe that the best way to create sustainable development in the community is to create a collaborative organization that can take advantage of the opportunities that Bound Brook offers. After years of devastating flooding, the majority of properties are no longer required to have flood insurance. Property values are rising. There is significant real estate development that is possible. In addition, the community can benefit from additional resources and mutual assistance.

*“The **Bound Brook Civic Cooperative Association** is a local community development corporation, a vehicle for community resilience and sustainability solutions. The cooperative will have a license to use unique financing models as community redevelopment tools, attracting developers, bankers, property owners, investors, and local contractors, to undertake a local clean energy and economic revitalization program.”*

Secondly, Bound Brook has committed itself to join the Race for Zero Carbon. But it currently has no mechanism or organization to undertake the initiatives needed to achieve such a goal. While some initiatives are the responsibility of municipal government, others — such as increasing local food production and distribution, energy efficiency improvements, and neighborhood revitalization — are profitable activities that can be most effectively undertaken by a local cooperative or community enterprise.

With a cooperative, everyone has some “skin in the game,” but the risks and rewards are spread amongst many more in the community. What we call Town-Raising™ is like barn-raising on a community level. It’s not a one-time event, but a matter of neighbors helping neighbors for the betterment of the entire community. It is the best way to address the needs, and take advantage of the opportunities, that the town now has.

What projects will the cooperative undertake?

This will depend on the community's priorities and the skills, interests, and resources of the members. We have members interested in cohousing, local food production, local investing and financing, ecological restoration, arts and culture, education, health, meaningful jobs, and restoring the immediate experience of community and of collaborative work.

*"The Co-op is **not** a nonprofit. Like a private corporation, it returns all profits to its shareholders in the form of dividends based on their level of investment. But it is wholly member-owned, and focuses on investments that make a difference in the community."*

Civic Association: A civic association is a type of organization whose official goal is to improve neighborhoods through volunteer work by its members.

Cooperative Association: "The term cooperative association signifies a business organization formed by a group of individuals for their mutual benefit. A cooperative is owned and operated by its members and is generally organized either under general business laws or under specific statutes applicable to cooperative associations. A cooperative corporation is distinct from a charitable association organized for some benevolent purpose."

(<http://cooperativeassociations.uslegal.com/>)

How does the co-op get started?

CRCS provides the fiscal sponsorship and support needed to start and nurture the co-op until it is ready to manage its own affairs. In this formative period it operates as a co-op, without the administrative burden, allowing it to focus entirely on exploring the community's vocation and implementing the elements of it.

Why is CRCS Doing This?

It's part of our mission and purpose. The Center for Regenerative Community Solutions is a 501(c)(3) NJ-based nonprofit devoted to:

1. Providing local communities with educational services on the effects of climate change and other related issues that can affect their long term ability to regenerate their ecological and economic systems,
2. Providing local government institutions with assistance to undertake actions and initiatives to reduce and ameliorate present and expected extreme weather and other climate change effects,
3. Providing small businesses and non-profit organizations with funding to undertake actions and initiatives to reduce and ameliorate present and expected climate change effects in low and moderate-income communities, including communities impacted by Hurricane Sandy.

We have a number of tools and resources, but all of them require local action and engagement in order to serve a practical purpose.

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Cooperativism

Basic principles

Cooperatives are jointly-owned and democratically-controlled enterprises rooted in the values of self-help, self-responsibility, equality, equity, democracy, and solidarity. People, not profit, are at the center of a cooperative's economic activity. All members participate actively and equally in making decisions and setting policy. Cooperatives are indivisible; accumulated capital is primarily reinvested into the cooperative. Cooperatives can often provide their members with more favorable working conditions and access to goods and services than found in the free market. Deeply embedded in the local reality, cooperatives also make significant contributions to the local economy.

a genuinely distributed economy requires those on the ground to develop strategies for economic and social viability from the bottom up. Don't be surprised to see labor cooperatives, commons-based approaches to resource management, and even local currencies emerge to fill in where [government] action falls short.

—Douglas Rushkoff

History

The first cooperatives were founded in mid-19th century Europe to provide better living and working conditions to industrial workers. In 1844, the first 'modern' cooperative was founded by textile workers in Rochdale, England. Soon after, Friedrich Wilhelm Raiffeisen and Hermann Schulze-Delitzsch founded the first credit cooperatives in Germany. The Italian and Austrian cooperative system also developed during this period.

In Italy, the cooperative movement grew considerably in the first decades of the 20th century years. In 1910 there were 7,400 cooperatives with over one million members. While the rise of Fascism in the 1920s slowed down the growth of cooperatives, it picked up in the post-war period, and cooperatives contributed significantly to the country's modernization. Since the 1970s the number of cooperatives has been increasing with a rate of about 40% per decade. Today, cooperatives contribute about 8% of the GDP. About half of Italian cooperatives are located in Southern Italy. The main spheres of action for Italian cooperatives are construction, transport, business services, social services and health care. Social cooperatives, which must serve the general interests of the community, were legally recognized in 1991. Most Italian cooperatives are members of one of the following two federations: *Lega Nazionale delle Cooperative e Mutue* and the *Confederazione Cooperative Italiane*.

In Austria, the first cooperative was founded in 1851 (*Aushilfskassenvereins* in Klagenfurt). Between 1890 and 1914 the number of cooperatives increased tenfold to about 19,000; 3,000 of which were located on the territory of the contemporary Austrian state. Today, the majority of Austrian cooperatives – about 1,600 of 2,000 – is part of the Raiffeisen consortium. Other important cooperative groups are the *Österreichischer Genossenschaftsverband* (*Schulze-Delitzsch*), the *Konsumverband*, the *Revisionsverband der Österreichischen Konsumgenossenschaften* and the *Österreichischer Verband gemeinnütziger Bauvereinigungen-Revisionsverband*. Cooperatives are mainly active in agriculture,

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banking, housing, and consumption, but new cooperatives are also created in the fields of renewable energy and local supply networks.

In recent years, interest in cooperativism has grown considerably also at the international level. For instance, the United Nations declared 2012 the International Year of Cooperatives. This development is likely linked to the economic crisis, which has rendered alternative economic models more attractive. According to economist Dietmar Rößl, cooperatives may indeed be more resilient to crises and bankruptcy than other enterprises.

Source: <http://www.id-coop.eu/en/KeyConcepts/Pages/Cooperativism.aspx>

In the U.S. the history of the cooperative movement is virtually unknown to most people, even though there are some 40,000 co-ops in existence, in every domain including agriculture, food distribution, rural electricity delivery and generation, credit unions, and mutual insurance companies. Cooperatives played an important role in the African American community following the end of slavery, and in many immigrant communities and economically-distressed regions of the country.

The New Cooperative Movement seeks to re-adapt the classical benefits of cooperatives to a new era and a new set of socio-economic conditions. Like the so-called “Sharing Economy,” it’s part of the increasing self-reliance of young people in an increasingly fluid and chaotic economy, where most people no longer have permanent jobs.

Resources

- *EcoDistricts® Protocol, v. 1.2*
- *Building Communities from the Inside Out*
- *LISC (Local Initiatives Support Corporation)*
- *Regenesi Group and the Story of Place™ Institute*
- *Heart & Soul*
- *Bank CRA officers*
- *Credit Unions*
- [Cultivate.coop](http://cultivate.coop)

Center for Regenerative Community Solutions

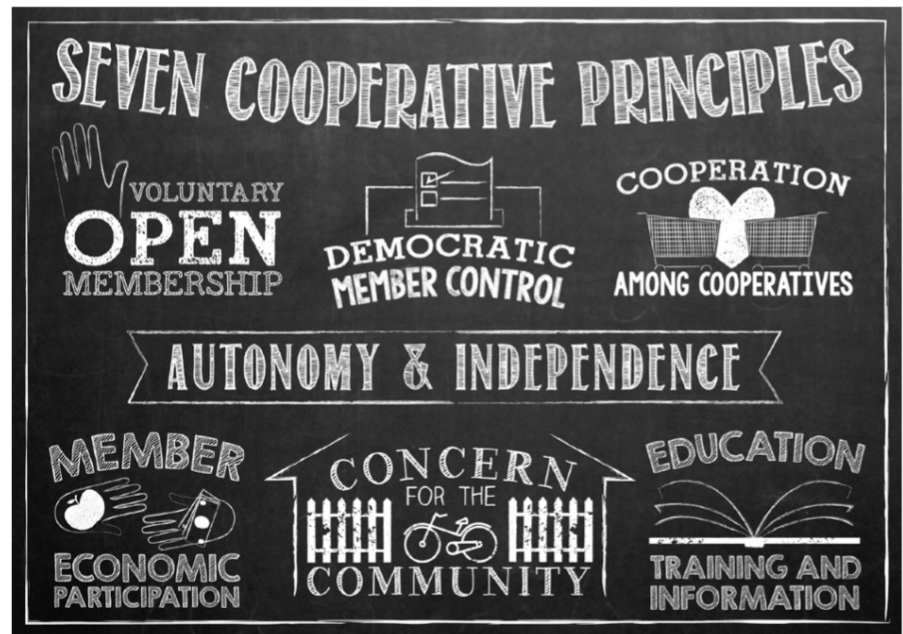
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Education

Because most people are not that familiar with the way co-ops work, even if they happen to belong to one (such as a credit union), the first step is typically an educational one, helping people understand the benefits and requirements of successful cooperatives. The next step is to evaluate the members' and the community's needs to determine the best opportunities for a co-op's success. In a community with a "food desert" this might be a retail fresh food operation; in other communities it could be an arts cooperative, or a housing

community, or a financial cooperative, or a clean energy finance co-op —using innovative economic development tools and approaches that are emerging in the transition economy.



The benefits of the cooperative model are:

- Greater citizen engagement
- Democratic participation and control
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- Local self-sufficiency and community development vs. gentrification and conventional real estate development

To be continued...

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Suggested Resolution

**CITY, TOWN, VILLAGE, TOWNSHIP, OR BOROUGH OF [MUNICIPALITY]
RESOLUTION NO. _____**

**A RESOLUTION SUPPORTING THE ADOPTION OF A PROPERTY ASSESSED
CLEAN ENERGY (PACE) PROGRAM IN [MUNICIPALITY]**

WHEREAS, pursuant to P.L.2011, c.187, 40:56-1.4 et seq. (the “Act”) New Jersey municipalities are permitted to establish voluntary Property Assessed Clean Energy (“PACE”) programs; and,

WHEREAS, the Legislature currently is preparing a Bill that will amend the aforesaid statute and provide for PACE programs in the State that are viable and approvable (“Amending Legislation”), and states as its public purpose that:

The Legislature finds and declares it to be the public policy of this State that:

- a. The implementation of and investing in energy and water efficiency improvements to, and flood and hurricane mitigation projects for existing properties is a critical component in conserving natural resources and mitigating the effects of floods and hurricanes, and is financially beneficial over time; upfront costs are a barrier to major energy improvements;
- b. PACE legislation provides an innovative way for property owners to finance energy and water efficiency improvements which, in turn, result in property owners saving a significant sum in energy costs and which also help communities create local jobs, result in lower mortgage foreclosures, and stimulate local economics and lower emissions; and
- c. PACE financing will allow New Jersey municipalities to contribute in order to help meet community sustainability, greenhouse gas emissions reductions, and energy goals, and will provide a valuable service to the citizens of their communities.

and,

WHEREAS, the establishment of a municipal PACE program will provide benefits to

private property owners, create local jobs, and reduce energy consumption, pollution, and carbon emissions in our community; and

WHEREAS, the legislation that is currently before the State Legislature will allow municipalities to adopt PACE programs for “industrial, agricultural, or commercial property, residential property with five or more 5 dwelling units, or property owned by a tax-exempt or nonprofit entity, including schools, hospitals, institutions of higher education, or religious institutions,” and utilize direct private financing rather than bonds, along with other provisions designed to protect municipalities and property owners; and

WHEREAS, New Jersey PACE, a New Jersey 501c3 Nonprofit organization, has developed a statewide open-market PACE program for adoption by New Jersey municipalities once the amending legislation has been approved, available to all nonresidential property owners, originators, and capital providers, whereby New Jersey PACE shall be authorized to act as Program Administrator to review and approve PACE projects on behalf of the municipality;

NOW, THEREFORE BE IT RESOLVED, by the [Council / Committee] of [Municipality] duly assembled in public session, as follows:

1. [Municipality] desires to establish a non-exclusive Property Assessed Clean Energy program in accordance with the findings set forth above, and wishes to convey its support for the program to the Legislature and the Governor of New Jersey.
2. [Municipality] intends to enter into an agreement with New Jersey PACE, a 501(c)(3) nonprofit organization, to serve as Program Administrator on behalf of the municipality, at no cost or expense to [Municipality].
3. [Municipality] requests that New Jersey PACE prepare for [Municipality] a PACE Program, based on best practices, for adoption by Ordinance upon approval of the

proposed Amending Legislation which permits such adoption, or to take such other action as may be appropriate to effectuate this end, in order to ensure the priority implementation of the [Municipality's] program as soon as it becomes available.

4. The Mayor and Clerk are hereby authorized and directed to execute any documents necessary to carry out the purpose of this Resolution.

5. This Resolution shall be effective immediately upon adoption in accordance with applicable law.

Approved this _____ day of _____, 2017.

(Clerk or other approved township official)

DREAM Financing

*Deed-related Resiliency
& Energy Affordability Measures*



A New Approach to Financing Property Improvements

DREAM financing is an innovative tool for improving the value of homes, businesses, institutions, and communities. DREAM provides property owners with financing for energy, environmental and resiliency improvements through a Deed Restriction which runs with the property. Meeting the needs of both property owners and private investors, DREAM provides up to 100% nonrecourse off-balance-sheet financing with no upfront costs, and affordable long term payments. Most energy improvements allow you to pocket cost savings, immediately!

Patent Pending (No. 62371264) ©2016 Jonathan Cloud & CRCS. All rights reserved.
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Basking Ridge & Princeton, NJ • CRCSolutions.org | 908-581-8418 | Jcloud@CRCSolutions.org

What is DREAM Financing?

◆ Financing for Energy Efficiency, Renewables, and Resiliency Improvements

DREAM Financing provides 100% financing to property owners to improve the value of their properties through energy upgrades, renewable energy systems, resiliency, and other worthwhile improvements. The financing is secured by a Deed Restriction on the property. If a property is sold, the obligation remains with the property until the improvements are fully repaid, according to the terms of a contractual agreement. DREAM stands for Deed-related Resiliency & Energy Affordability Measures.

◆ Eligible Improvements

To be eligible, projects must add demonstrable economic value to the property, by making the property more energy efficient or cost-effective to operate, or by otherwise adding to both the short and long-term market value of the property. Projects may be submitted for financing by the property owner or the owner's contractor/representative.

◆ Energy upgrades can save you money, immediately!

Energy upgrades are typically designed so that the savings exceed the regular payments – making projects cashflow positive, immediately. Up to now, property owners have typically chosen projects that pay for themselves in a few short years, like lighting. Now, property owners can do deep energy retrofits that pay back over the long term (up to 30 years) and save even more energy and money. With no upfront costs and high ROI (Return on Investment), such projects can be done without competing for capital investments.

◆ Off-Balance Sheet Obligations, not Debts

Since the contractual agreement is attached to the property (and not the balance sheet of the owner) it can be considered "off-balance sheet," and not a "loan," like a second mortgage or home equity line. Property owners can use their credit and cash for other needs. In a bankruptcy or default, the obligation is not wiped out; the new owner's liability is limited to any arrears plus the current year's payments. If the owner sells the property, the Deed Restriction remains on the property and payments are made by the new owner. A Deed Restriction can also be used as an added enhancement if an owner's credit history is insufficient.

◆ A secure, above-average ROI that also builds communities

The Center for Regenerative Community Solutions (CRCS) will arrange financing through one of several methods: (a) a single investor invests in an individual project, (b) an entity pools funds for specific community initiatives, or (c) the CRCS Clean Energy and Resiliency Investment Fund pools investors' funds for eligible projects. If you are looking for a secure, above-average return on capital, DREAM may be an appropriate vehicle. CRCS plans to help communities utilize DREAM to generate local jobs and economic development.

**Contact Jonathan Cloud (908) 581-8418
for further information**



REGENERATIVE COHOUSING

FINANCING AND DEVELOPING SUSTAINABLE COMMUNITIES

Cohousing

Cohousing itself is not new; pioneered in Denmark in the 1970s, it was introduced into the U.S. by Kathryn McCamant and Charles Durrett more than 35 years ago. There are more than 700 cohousing neighborhoods in Denmark today, many in other European countries as well as Australia and New Zealand, and close to 150 in the United States, with another hundred or so in various stages of development. New Jersey is something of an anomaly in having no cohousing projects, as far as we know.

Cohousing communities are walkable, socially cohesive neighborhoods. Clustered around a Common House and containing 30-35 units of housing, cohousing neighborhoods can be built new or repurposed, using underutilized buildings in urban, suburban or rural locations.

Cohousing catalyzes civic engagement and innovation for a sustainable future. People expand their horizons by living, working and playing together. Most cohousing projects house a diverse and multi-generational population.

A Sharing Economy

One special aspect of cohousing is its focus on “the sharing economy,” which is emerging as one of the major complements to the traditional economic model which has led to both much of the world’s economic progress and to the planet’s increasing ecological challenges. The Sharing Economy has both local and global implications, leading to the more efficient and socially-just utilization of resources in both developed and developing economies.

In cohousing, sharing tools, tasks, and decision-making is a natural part of daily life. Expanding the sharing economy, both informally and formally — through alternative currencies and economic models — is a central part of the transition we are seeking.

The Regenerative Vision

What’s different about our approach is that we see cohousing as part of a larger solution set, inside the context of the “great transition” that our society is undergoing in the face of multiple challenges to the viability of our ecosystem.



The Center for Regenerative Community Solutions (CRCS)

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Spawning a New Movement

Clearly the desire to re-create community in our lives reflects a larger yearning and demand for transformational change. We believe this vision is coalescing into one that in many ways parallels the views expressed in *The Natural Step*: that we need to create a more just, humane, and civilized society in order to stop destroying the planet.

"Every few hundred years in Western history there occurs a sharp transformation. Within a few short decades, society—its world view, its basic values, its social and political structures, its arts, its key institutions—rearranges itself. And the people born then cannot even imagine a world in which their grandparents lived and into which their own parents were born. We are currently living through such a transformation."

—Peter Drucker, author, *Post-Capitalist Society*

Regenerative design is a process-oriented systems theory based approach to design. The term "regenerative" describes processes that restore, renew or revitalize their own sources of energy and materials, creating sustainable systems that integrate the needs of society with the integrity of nature.

...the end-goal of regenerative design is to redevelop systems with absolute effectiveness, that allows for the co-evolution of the human species along with other thriving species. (Wikipedia)

There are cohousing developments all over the U.S., but none in New Jersey. In our view there is considerable interest and potential for cohousing development. And it is a uniquely appropriate vehicle for the kinds of "regenerative community solutions" we are seeking to introduce to NJ communities in the wake of Superstorm Sandy.

The CRCS team has been in discussions with various groups and visionary leaders to create a cohousing movement in New Jersey. We have the background and the relationships to support such an endeavor. We have experience in ecological design, real estate development; multi-family residential construction; municipal planning, zoning, and permitting; community organizing, communication and group facilitation; clean energy; project finance; website and database development and sales and marketing.

Our Vision and Background

We launched CRCS (the Center for Regenerative Community Solutions) as a 501(c)(3) in 2013. Our mission is to educate and assist local communities, local government, small businesses and non-profit organizations to reduce the effects of climate change and other issues that can affect their long-term ability to regenerate their ecological and economic systems.

Our Invitation

Regenerative Cohousing offers opportunities for local social investment and the creation of a community marketplace in which all can participate. We are currently looking for suitable properties for new construction or adaptive reuse, and for collaborators and potential participants. If you are interested in helping us build livable and affordable cohousing solutions in New Jersey, we invite you to contact us today.

Contact Us

For more information, please contact us at:



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The Center for Regenerative Community Solutions (CRCS)

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