

State Policy Campaigns

The New Jersey Experience

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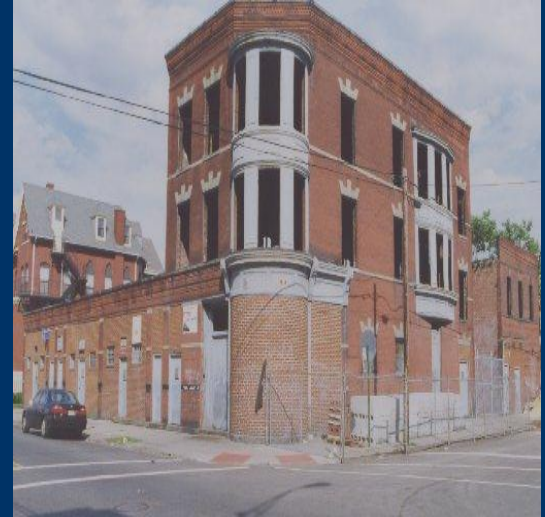
Campaign Plan Outline

1. Situation analysis
2. Specific and measurable goals and objectives
3. Target decision-makers
4. Strategies that define the campaign's primary approach
5. Tactics, activities and implementation timeline
6. Structure and operations of the campaign
7. Budget



Abandoned Properties Rehab Act of 2004: Situation Analysis

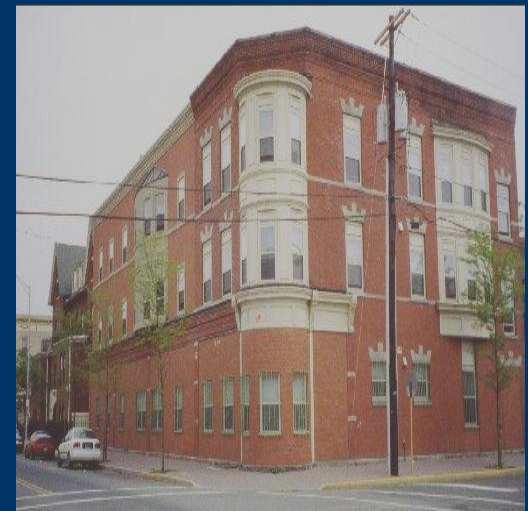
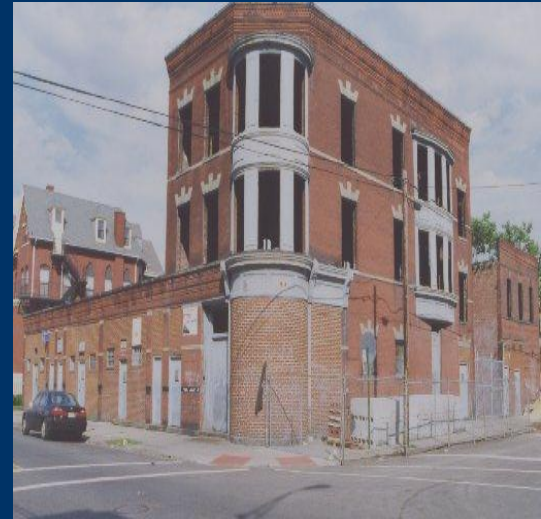
- Private developers were acquiring best sites in cities
- Remaining sites abandoned and problem properties
- CDCs wanted to buy and fix, but legal obstacles



Abandoned Properties Rehab Act of 2004: Setting Goals & Objectives

Provisions of Legislation:

- Accelerated tax foreclosure
- Special tax sales
- Spot blight eminent domain
- Vacant property receivership
- Go after owners' other assets to recover costs
- Land bank option



Abandoned Properties Rehab Act of 2004: Key Campaign Strategies/ Tactics

- Organized Broad Coalition
 - Outreach to legislators, allies
 - Testify at hearing
- Good messaging and communications strategy
 - PR/media including op eds, letters to editor, special events

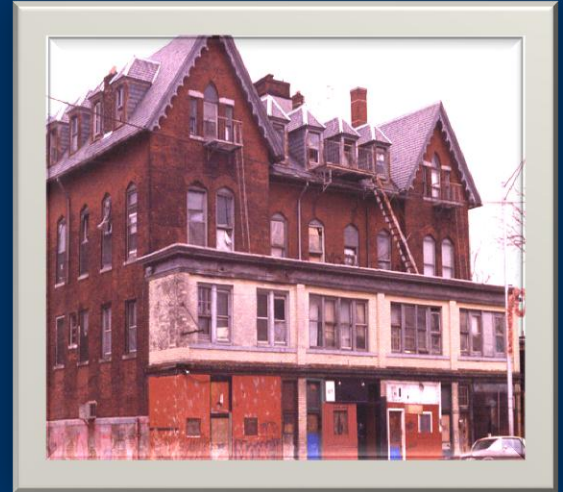


Abandoned Properties Rehab Act of 2004: Lessons Learned

- **Stay nimble, open minded & creative to get best deal**
- **Build advocacy infrastructure for long term success**
- **Coalition building and messaging is key**
 - **Think outside the box to find new partners**
 - **Find messages that appeal to values of general population**
- **Implementation plan is as important as getting the policy passed**
- **Create policies with end in mind – the simpler the better!**

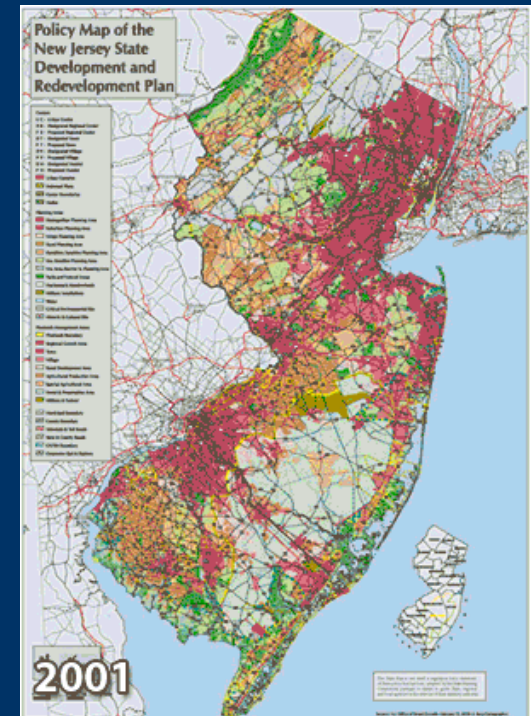
What's next

- Pass Land Banking Legislation
- Reform State Tax Sale Law
- Work with individual municipalities on integrated strategies



Advancing State Planning in New Jersey

- State Planning Act passed in 1985.
- New Jersey Future founded 1987.
- Last State Development and Redevelopment Plan Adopted in 2001
- Our outcome based expectations for the Plan:
 - Identify places to grow and places to preserve.
 - Guide the type and density of development, not just the location.
 - Align state investments to support these areas.
 - Facilitate consistency with the plan between state, county, and locals.



Situation Analysis 2009

- Then Governor Corzine paid little attention to the State Plan and process 2006-2009. Sprawl continues.



- Legislative efforts underway to bolster state planning.



- Gubernatorial election November 2009 with three visible candidates.



Phased Approach

Election

- Goals and Objectives. Candidates publicly address state planning.
- Target Decision Makers. Candidates
- Strategies. Inside, Survey, Media, Partners



Transition

- Goals and Objectives. Administration to internalize and prioritize state planning.
- Target Decision Makers. T-Teams, Key Insiders
- Strategies. Inside, Admin Friends, Common Ground



Governance

- Goals and Objectives. Administration to take specific steps toward implementing state planning.
- Target Decision Makers. Cabinet, Policy Office
- Strategies. In/Out, Broader Partners, Gov Institute, Linking



What's Next?

Adoption of Plan

Will it be balanced or sacrifice environmental protections and social equity considerations for economic development?

Will it be detailed enough to have meaning and to be a useful guide for decision-making?

Will it be visionary and general enough to survive multiple administrations?

Administration Actions Support the Plan

Will the Administration begin making decisions that clearly support the intent of the plan, or simply use the plan as a smokescreen?

Creation of Locational Criteria Rules

Will the criteria be mappable to offer predictability and transparency?

State Department Plan Conformance

Will the plans demonstrate clear strategies and actions that support the desired outcomes of the State Strategic Plan?

State Planning Commission Populated and Charged

Will the Commission regain its public members and be a conflict resolution, transparency, and accountability vehicle?

Changing the Environment and Leveraging Campaigns

Complimentary Partners Come Together

1. New Jersey Future
2. Housing and Community Development Network of New Jersey
3. Fair Share Housing Center

Politics - Partners - Bandwidth



Ford Equitable Transit-Oriented Development Project

Integrating state and local approaches

Strategy	State Policy	Local Action
Smart Growth: shift from greenfield to mixed-use, higher-density redevelopment	State Planning Transportation Redevelopment	Master Plans Infrastructure Investments Model Projects
Strong Market: change zoning near transit to allow mixed-income, mixed-use redevelopment	Housing	Zoning Reform Model Projects
Weak Market: spur investment while ensuring long-term affordability for existing residents	Housing Community Revitalization Economic Development	Neighborhood Plans Model Projects Building Local Capacity



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Policy Change

