

Cornerstone New Jersey Vision 20/20

Followup Meeting Notes

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Strategies for the Future*



ELEMENTS OF THE VISION

Economy Driven by Innovation & Education (e.g. life sciences)
One New Jersey
Destination State
*** Infrastructure
*** Green Technology
*** Government
Education System
Healthcare
Vital Urban Centers

Discussion: The top three represent the lofty goal – the headline part of the vision. Infrastructure, green technology, growing the life sciences industries, and right-sized government are the four areas where some specific initiatives should take place in the next year.

GOVERNMENT

Accomplishments

Redefine wording (as opposed to right sizing)
Identify 10 Benchmark governments
(Business environment, fiscal policy, infrastructure investment, education, life sciences/green tech)
ID best practices applicable to NJ
Have key stakeholder vision discussions

Success Indicators

Preparing Best Practices Proposal for NJ
Present to key stakeholders with recommendations

Strengths	Weaknesses
This is what will make NJ work	Some groups are not fully represented Difficult to communicate Institutional inertia

INNOVATION AND EDUCATION (life sciences)

Accomplishments

Focus more current scholarship money to NJ schools
Incent growth area education – engineering, life sciences, green

Success Indicators

Track increase in scholarship money
Increased graduation rates

Strengths	Weaknesses
	Public financing eroding – user pay model

GREEN TECHNOLOGY

Accomplishments

Educate population (understanding/awareness)
 NJ – enhance reputation/strong brand
 Retail customers making “green decisions”
 Legislation/regulatory policy enacted to facilitate “green” investment

Success Indicators

Reduction in carbon fuel emissions
 Increased private sector investment
 Behavioral changes (residents/businesses)
 NJ a regional leader by independent environmental and business organizations

Strengths	Weaknesses
Population density Committed leadership (Governor) with E.M.P. in place Population is pro-environment	Economy – liquidity and capital issues Limited resources for PR campaign

INFRASTRUCTURE

Accomplishments

Maximize \$ from federal government
 Renew TTF with recurring/dedicated revenue
 Regulation policies that encourage investment

Success Indicators

Money from Washington
 Duration of 5-10 years, new revenue source
 Bi-Partisan
 As an example, has utility investment increased and by how much?

Strengths	Weaknesses
Powerful organized interests – labor/business Economic crisis/election stimulates action	Public has been lied to Mistrust between political parties and between branches of government

COMPACT FOR NEW JERSEY

Possible Members

K-16
Labor
Legislature
Administration
Ethnic business/ community groups
Faith based
Local governments
Niche advocacy groups

Engagement Strategies

Goal: Exciting but not threatening
Some figure head(s) - honest broker (prior governors? Bill Bradley?)

NEXT STEPS

- ❖ Joan & co-chairs meet to plan for mechanism
- ❖ Develop unifying vision
- ❖ Focus on infrastructure first
 - Best Practices (investigate existing benchmarks from other states)
- ❖ Meet with candidates: Put together structured interview/ strategy/ message
- ❖ "Don't waste the crisis!"