



Climate Action Plan Working Groups

Equity & Outreach Working Group Meeting Notes #1 – November 19, 2019

Discussion: What does equity mean to you?

- Equity means fairness for all, that everyone gets the same “treatment”

Brainstorm session:

- Add community gardens
- Create a better community cultural sense by having farmer markets
- Enforce a culture where everyone overlooks their own sustainable actions and takes care of their own sustainable initiatives while contributing to the communities
- Better Real Estate development that is more equitable to all social classes
- Do less expensive energy savings to ensure that the lower/middle class don't have to pay high rent value
- To be truly green is to use less

Barriers

- Jersey City is the most diverse city in New Jersey
- How to ensure that low-income areas are not negatively affected by some of the changes being made throughout the city.
- Large language and cultural barriers between individuals as well as other Jersey City Communities
- Language barrier between citizens
- Gap between income classes' structures and the sustainable initiatives behind them (Is there a sense of hierarchy?)
- Targeting different age groups
- Educating and getting information across to all residents of Jersey City

Outreach

- Host community events that go over sustainability topics and have community leaders collaborate with other local Jersey City community boards
- Promote community education and motivate the public to move forward on these issues
- Teach kids young how about the problems we are facing and how they can contribute

- such as topics like recycling
- Show public the data and problems to show the gravity of climate change
 - Create a film infographic to overview how JC has changed over the last few decades
 - Create block leaders to help initiate certain sustainable measures and help answer neighbor questions
 - Promote Jersey City Connect to local Jersey City residents and encourage them to submit pictures of trash they see in Jersey City
 - Host weekly or bi-weekly meetings in every community of Jersey City to talk about sustainable problems and actions to get ahead of them