

NJDEP Economic Growth and Green Energy - New Jersey Business Survey



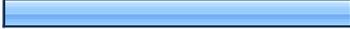
1. Has your business implemented any of the following green practices? (you can choose more than one)

		Response Percent	Response Count
Recycling program.		84.6%	115
Changed lighting to compact fluorescents.		55.1%	75
Paper reduction.		69.9%	95
Renewable energy production (solar panels, wind turbines, etc.)		25.0%	34
Have a Sustainability Coordinator (or Team) on staff.		30.9%	42
No, we have not implemented any green business practices.		5.1%	7
	Other (please specify)		29
		answered question	136
		skipped question	4

2. What obstacles are you currently facing to greening your business? (you can choose more than one)

		Response Percent	Response Count
No obstacles, we are progressing nicely.		43.0%	52
Not applicable. We are not currently trying to green our business.		5.8%	7
Lack of sufficient capital investment.		37.2%	45
Lack of sufficient human resources.		19.8%	24
Lack of information on how to go green.		8.3%	10
Not convinced of the Return on Investment (ROI) and/or can't make the numbers work.		22.3%	27
	Other (please specify)		29
answered question			121
skipped question			19

3. What kind of help would improve your efforts in greening your business? (you can choose more than one)

		Response Percent	Response Count
Not applicable. We are not currently trying to green our business		12.6%	14
Hands-on training at your business.		17.1%	19
Web-based training.		16.2%	18
Downloadable educational materials (how-to guides, etc.).		34.2%	38
Information about available financial incentives and/or grants, loans, etc.		70.3%	78
Data showing my anticipated Return on Investment (ROI) if I go green.		52.3%	58
	Other (please specify)		21
		answered question	111
		skipped question	29

4. What kind of a program should be created to help/encourage NJ businesses to “go green” (i.e. utilize environmentally friendly business practices)? (you can choose more than one)

		Response Percent	Response Count
no program should be created		16.2%	19
an education program		49.6%	58
a green certification program		48.7%	57
a recognition program		54.7%	64
a regularly scheduled roundtable discussion		29.9%	35
a mentoring program		35.0%	41
	Other (please specify)		25
		answered question	117
		skipped question	23

5. In what capacity would you be willing to participate in a program to help NJ businesses go green? (you can choose more than one)

		Response Percent	Response Count
Not interested in participating.		18.2%	22
Undecided in whether I wish to participate.		32.2%	39
I want to be a core member of the planning team.		33.1%	40
I want to participate in the program once developed but I do not want to participate in planning.		23.1%	28
I want to be a corporate sponsor.		5.0%	6
	Other (please specify)		15
answered question			121
skipped question			19

6. Are there specific types of occupations where you have encountered difficulties hiring people with green knowledge / skills?

		Response Percent	Response Count
Assembly / production		17.5%	7
Construction / installation		50.0%	20
Business administration		42.5%	17
Research and development		32.5%	13
	Other (please specify)		29
answered question			40
skipped question			100

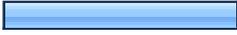
7. What kinds of programs would be most useful to meet your green workforce training and education needs?

		Response Percent	Response Count
Training for current employees		65.4%	51
Assistance finding qualified applicants		15.4%	12
Enhancements to college curricula		28.2%	22
Partnerships with colleges and universities		46.2%	36
	Other (please specify)		16
		answered question	78
		skipped question	62

8. What type of business do you own or work for?

		Response Percent	Response Count
Manufacturing		17.8%	18
Retail		14.9%	15
Industrial		0.0%	0
Pharmaceutical		4.0%	4
Chemical		2.0%	2
Energy		10.9%	11
Technology		3.0%	3
Professional Services		27.7%	28
Transportation		4.0%	4
Non-Profit or Trade Association		15.8%	16
	Other (please specify)		30
	answered question		101
	skipped question		39

9. In what region of NJ is your business located?

		Response Percent	Response Count
a) North Jersey		35.2%	43
b) Central Jersey		33.6%	41
c) South Jersey		48.4%	59
	answered question		122
	skipped question		18

10. How many people are employed by your business?

		Response Percent	Response Count
1-15		34.7%	43
16-30		11.3%	14
31-50		8.9%	11
51-100		11.3%	14
101-500		18.5%	23
501-1,000		4.0%	5
1,000+		11.3%	14
answered question			124
skipped question			16

11. How long has your company been in business in New Jersey?

		Response Percent	Response Count
Under 1 year.		0.8%	1
1 year – 5years		9.8%	12
5 years – 10 years		8.2%	10
More than 10 years.		81.1%	99
answered question			122
skipped question			18

Page 1, Q1. Has your business implemented any of the following green practices? (you can choose more than one)

1	replaced all heating & AC units with new energy efficient units, waterless urinals	Jun 6, 2011 1:55 PM
2	water management, local and sustainable sourcing of ingredients	Jun 6, 2011 1:53 PM
3	soy oil recycle to biodiesel in Westwood DPW vehicles	Jun 6, 2011 1:40 PM
4	Biodegradable Packaging & Products. Bicycle initiative.	Jun 6, 2011 1:33 PM
5	many things are done by hand ~ sans electricity	Apr 22, 2011 3:38 PM
6	we manufacture green environment friendly cleaner/degreasers and aqueous parts washers	Apr 11, 2011 10:16 PM
7	Starting a local organic farm	Apr 11, 2011 11:54 AM
8	recycled components in our education materials	Apr 7, 2011 11:47 PM
9	I am a sustainability consultant so these questions may not apply to me.	Apr 7, 2011 10:44 PM
10	recycling program being the salvage of junk logs being turned into valuable timber.	Apr 7, 2011 8:20 PM
11	Business vehicle is a hybrid (Prius)	Apr 7, 2011 5:42 PM
12	Shared company vehicle allows employees to commute via transit to work and still have access to a car	Apr 7, 2011 1:33 PM
13	Built a LEED Platinum headquarters	Apr 7, 2011 12:29 PM
14	We are a 2 Star Certified Green Restaurant under the Green Restaurant Association	Apr 4, 2011 12:10 PM
15	I send out green tips (for both office and home) via monthly e-Newsletter.	Apr 4, 2011 8:07 AM
16	As an architectural/engineering design firm, EVERY project is designed to integrate sustainable materials and methods of construction, as well as high-efficiency energy systems.	Apr 1, 2011 8:27 AM
17	We are seeking funding for a sustainability tracking solution for GHG Reductions from businesses	Mar 31, 2011 4:13 PM
18	Installed new energy efficient windows, added insulation	Mar 31, 2011 3:09 PM
19	Compact flourescents are all made in China, have mercury in them, and should never be purchased. Use LED's	Mar 31, 2011 3:05 PM
20	We are a sustainability consultant that advises companies on these practices.	Mar 31, 2011 2:44 PM
21	Installed new Dock Shelters on all Warehouse Loading Docks	Mar 31, 2011 9:03 AM
22	construction waste management program	Mar 30, 2011 9:39 PM
23	exploring solar and geo-thermal using sea water.	Mar 30, 2011 5:13 PM
24	LEED certified facility in Piscataway, many other Enviro/Sustainable programs	Mar 30, 2011 5:11 PM

Page 1, Q1. Has your business implemented any of the following green practices? (you can choose more than one)

25	Recycle chemicals	Mar 30, 2011 5:10 PM
26	Compostable waste program	Mar 30, 2011 5:07 PM
27	Need rebate help to make solar implementation a solid payback (i.e. without SERCs)	Mar 29, 2011 11:21 AM
28	Investigating sites to build our new green office building	Mar 28, 2011 4:52 PM
29	Convening programs to address Sustainability across education, business, and community.	Mar 25, 2011 11:35 AM

Page 1, Q2. What obstacles are you currently facing to greening your business? (you can choose more than one)

1	concerned about new light requirements, dimming and effect on ambiance	Jun 6, 2011 1:16 PM
2	municipal electric source charges excessive fees. State has mandated wind study to place wind turbines	Jun 6, 2011 1:13 PM
3	Chatham Twp. is not allowing us to farm on 8 acres of prime farmland.	Apr 11, 2011 11:54 AM
4	learning what companies and organizations are out there to actually help.	Apr 7, 2011 8:20 PM
5	Insufficient available cash to replace equipment with more efficient equipment	Apr 7, 2011 5:42 PM
6	Difficult to get everyone to change	Apr 7, 2011 1:27 PM
7	The limited number of items which are taken by recycling in this area, it is pitiful.	Apr 7, 2011 12:36 PM
8	lack of suffecient and efecient methods to handle recycleables i.e. paper/plastic/metals/	Apr 7, 2011 11:29 AM
9	Lack of active participation.	Apr 1, 2011 1:46 PM
10	Resistance from vendors to provide green items	Apr 1, 2011 11:51 AM
11	It is a mix of a number of the above factors not enough (capital, trained/focused human resources, & consistent information). The ROI is there for some activities, but for more aggressive activities the ROI is a bit more challenging	Apr 1, 2011 9:14 AM
12	Lack of green materials to recycle and ways to do it	Mar 31, 2011 5:36 PM
13	we would love to reduce our electric bills with solar panels but lack the capital for the improvement	Mar 31, 2011 3:16 PM
14	Very old building	Mar 31, 2011 3:09 PM
15	We make retrofit LED lighting for parking lots and garages. Saving 75-80 % Quick ROI	Mar 31, 2011 3:05 PM
16	We are in a slow process to do these things.	Mar 31, 2011 2:45 PM
17	See comment above.	Mar 31, 2011 2:44 PM
18	We lease an office on the 11th story, we've done our part, not much more we can do.	Mar 31, 2011 2:34 PM
19	Finding a credit worthy vendor for solar installation.	Mar 31, 2011 2:31 PM
20	We are a tenant so subject to landlord's policies.	Mar 31, 2011 9:06 AM
21	There are NO financial institutions willing to finance energy conservation measures	Mar 31, 2011 9:03 AM
22	too much regulation from the DEP, pass go , go straight to hell	Mar 31, 2011 8:33 AM
23	Although we recycle some items, it is not clear whether the building owner contracted housekeeping staff continue the recycling waste streams or whether they are commingled & disposed of as regular solid waste.	Mar 31, 2011 7:41 AM

Page 1, Q2. What obstacles are you currently facing to greening your business? (you can choose more than one)

24	typical obstacles include ROI, education and employee willingness to implement change	Mar 30, 2011 9:39 PM
25	general lack of creative thinking and govt. support	Mar 30, 2011 5:13 PM
26	We are progressing, however programs can be costly & it's difficult to get employee population engaged.	Mar 30, 2011 5:07 PM
27	Integrating greener thinking into the businesses so that all activities of J&J businesses are greener	Mar 29, 2011 9:03 PM
28	Need rebate help to make solar implementation a solid payback (i.e. without SERCs)	Mar 29, 2011 11:21 AM
29	There is a need to reach the people who make daily budget decisions- often not presidents or vps	Mar 25, 2011 11:35 AM

Page 2, Q3. What kind of help would improve your efforts in greening your business? (you can choose more than one)

1	a consultant with construction expertise	Jun 6, 2011 1:53 PM
2	ideas from other businesses	Jun 6, 2011 1:43 PM
3	Grants	Jun 6, 2011 1:17 PM
4	Funding and incentive programs	May 18, 2011 8:52 PM
5	we have been green since 1996 long before it was fashionable. too bad restaurants don't have to!!	Apr 11, 2011 10:20 PM
6	Public education would be helpful - much of the public is unaware	Apr 11, 2011 11:55 AM
7	We are a renewable energy company so we are doing everything in house	Apr 8, 2011 9:13 AM
8	Acknowledgement of our green practices that we can promote. Stories about other NJ company practices.	Apr 7, 2011 1:35 PM
9	easily accessible recycling alternatives	Apr 7, 2011 11:30 AM
10	capital	Apr 1, 2011 8:22 AM
11	Need the industry to figure out a recycling program	Mar 31, 2011 5:37 PM
12	If we get funding, it includes all of these answers to businesses	Mar 31, 2011 4:14 PM
13	We have no special additional plans	Mar 31, 2011 3:11 PM
14	Working with the EDA now	Mar 31, 2011 3:09 PM
15	Finding a credit worthy vendor for solar	Mar 31, 2011 2:32 PM
16	Finance Only	Mar 31, 2011 9:04 AM
17	More financial incentives to help stimulate uptake of alternative energy programs and solutions.	Mar 30, 2011 5:14 PM
18	More readily available low cost alternatives	Mar 30, 2011 5:12 PM
19	ROI needs to get at not just the "gate to gate" thinking but :cradle to cradle: thinking; as a society, we need to think universal sustainability connection to growth, energy security and education	Mar 29, 2011 9:07 PM
20	Need rebate help to make solar implementation a solid payback (i.e. without SERCs)	Mar 29, 2011 11:21 AM
21	Continued efforts by your program to reach businesses of all sizes	Mar 25, 2011 11:37 AM

Page 2, Q4. What kind of a program should be created to help/encourage NJ businesses to “go green” (i.e. utilize environmentally friendly business practices)? (you can choose more than one)

1	network of experts / resources	Jun 6, 2011 1:53 PM
2	Incentive program	May 18, 2011 8:52 PM
3	a program which would fine those NOT doing the right thing =)	Apr 22, 2011 3:39 PM
4	fines too many lazy people	Apr 11, 2011 10:20 PM
5	education in multiple ways, but it's essential to instill this mentality into public and private schools	Apr 7, 2011 8:22 PM
6	Funding options for capital improvements / equipment upgrades - grants, etc.	Apr 7, 2011 5:43 PM
7	Financial incentive program	Apr 7, 2011 1:35 PM
8	education, education, education	Apr 7, 2011 12:31 PM
9	incentives, low cost loans	Apr 7, 2011 11:35 AM
10	Tax breaks or other financial incentive programs	Apr 1, 2011 7:51 PM
11	We would be willing to participate in any of the above programs.	Apr 1, 2011 1:47 PM
12	There is enough evidence of market-based benefits in most cases to "going green" that gov't programs are not needed, beyond education and data collection and dissemination.	Apr 1, 2011 1:25 PM
13	tax breaks	Apr 1, 2011 8:22 AM
14	Don't know	Mar 31, 2011 3:11 PM
15	Lighting accounts for quite a bit of energy wasted. HID and Sodium are energy hogs	Mar 31, 2011 3:09 PM
16	\$\$	Mar 31, 2011 2:32 PM
17	a Finance program	Mar 31, 2011 9:04 AM
18	Recognition without going to the extent of LEED certification; but at some point "going green" should become standard business practice	Mar 31, 2011 7:45 AM
19	I would say given the current economic demands that no new regulatory program should be created but this type of effort might work well as an enforcement based stewardship program	Mar 30, 2011 9:42 PM
20	Reduce DEP's project by project, issue by issue contradictory and excessive regulations	Mar 30, 2011 5:27 PM
21	financial grants based on ROI	Mar 30, 2011 5:15 PM
22	Requirements to establish internal "Green Teams" and develop "Green Goals" with benchmarkable metrics.	Mar 30, 2011 5:14 PM
23	Connection of the sectors.. educationl, businesses and community/society to drive "universal sustainability" thinking to drive growth	Mar 29, 2011 9:07 PM

Page 2, Q4. What kind of a program should be created to help/encourage NJ businesses to “go green” (i.e. utilize environmentally friendly business practices)? (you can choose more than one)

24	Tax Incentives	Mar 28, 2011 4:54 PM
25	Focused programs that provide continuing ed certifications for teachers, professionals, unions, etc.	Mar 25, 2011 11:37 AM

Page 2, Q5. In what capacity would you be willing to participate in a program to help NJ businesses go green? (you can choose more than one)

1	I started the task force, what else do you want.	Jun 6, 2011 2:02 PM
2	i am disabled & do most of work from sanctuary of eco home (chemically sensitive)-can decimate info	Apr 22, 2011 3:39 PM
3	Mentor	Apr 11, 2011 11:55 AM
4	core member, maybe, tell me more	Apr 7, 2011 8:22 PM
5	We give many programs in becoming more sustainable	Apr 7, 2011 3:07 PM
6	Up to me ears in non-profit stuff right now but interested	Apr 7, 2011 12:31 PM
7	I would DEFINITELY participate once developed; I am undecided as to participating in the planning phase.	Apr 4, 2011 8:09 AM
8	Select employees would participate.	Apr 1, 2011 1:47 PM
9	The price of LED Lighting is coming down. 78% of the lighting companies are now selling LED's	Mar 31, 2011 3:09 PM
10	Would potentially be interested in providing support services to this process.	Mar 31, 2011 2:45 PM
11	Need to know more of how much time would be needed before I could commit to becoming a core member	Mar 31, 2011 9:04 AM
12	Not sure if Colgate wil initially sponsor	Mar 30, 2011 5:14 PM
13	The Sustainability Collaborative lead by Ann Lee-Jeffs at ann@leejeffs.com would be glad to partner to develop a clear "universal sustainability" strategy to address major 21st centry challenges including growth, energy security and education	Mar 29, 2011 9:07 PM
14	don't know what being a core member would require in time and effort	Mar 28, 2011 9:27 AM
15	Bring it on!	Mar 25, 2011 11:37 AM

Page 3, Q6. Are there specific types of occupations where you have encountered difficulties hiring people with green knowledge / skills?

1	restaurant	Jun 6, 2011 1:58 PM
2	restaurant employees	Jun 6, 2011 1:41 PM
3	n/a: cannot afford to hire	Apr 22, 2011 3:41 PM
4	none	Apr 12, 2011 9:30 AM
5	no	Apr 11, 2011 10:23 PM
6	I am a self propietor, and work alone, and would like to keep it that way.	Apr 7, 2011 8:23 PM
7	none	Apr 7, 2011 1:29 PM
8	not applicable	Apr 7, 2011 11:31 AM
9	Don't understand the question	Apr 7, 2011 11:20 AM
10	n/a	Apr 7, 2011 11:16 AM
11	N/A Not a criteria for hiring	Apr 6, 2011 7:19 AM
12	In general, I feel that "going green" is still NOT on the majority of employees' radar screens.	Apr 4, 2011 8:13 AM
13	No.	Apr 1, 2011 1:25 PM
14	Not Sure	Apr 1, 2011 12:04 PM
15	None	Apr 1, 2011 8:29 AM
16	no hiring	Apr 1, 2011 8:23 AM
17	It is not the people it is the industry	Mar 31, 2011 5:39 PM
18	none	Mar 31, 2011 4:05 PM
19	none	Mar 31, 2011 4:01 PM
20	New technology and not many understand, optics, power supplies and lighting.	Mar 31, 2011 3:12 PM
21	Not applicable to our business	Mar 31, 2011 3:11 PM
22	none	Mar 31, 2011 2:47 PM
23	N/A	Mar 31, 2011 2:37 PM
24	NA	Mar 31, 2011 9:08 AM
25	I do not have hiring experience but most of the college graduates we hire are aware of environmental sustainability concerns	Mar 30, 2011 9:50 PM
26	NA	Mar 30, 2011 5:13 PM
27	Transformational and strategic thinkers, inventory and creators to drive change, thus sustianable growth.	Mar 29, 2011 9:10 PM

Page 3, Q6. Are there specific types of occupations where you have encountered difficulties hiring people with green knowledge / skills?

28	NA	Mar 28, 2011 9:28 AM
29	N/A, though all are certainly needed. most don't imagine how to ask the question and why it matters	Mar 25, 2011 11:39 AM

Page 3, Q7. What kinds of programs would be most useful to meet your green workforce training and education needs?

1	n/a: sole proprietor ~ no workers	Apr 22, 2011 3:41 PM
2	we educate our customers whom can choose green cleaners ,but some electronic firms are not able to use water on their products.	Apr 11, 2011 10:23 PM
3	We are a university. We would be interested in programs that help us build capacity to meet our community's needs in this area	Apr 8, 2011 3:33 PM
4	none	Apr 7, 2011 11:20 AM
5	see # 6	Apr 6, 2011 7:19 AM
6	Not sure	Apr 1, 2011 12:04 PM
7	It is not the teaching, it is more around training the industries	Mar 31, 2011 5:39 PM
8	With funding	Mar 31, 2011 4:15 PM
9	eliminate NJDEP	Mar 31, 2011 4:01 PM
10	Rutgers has over 1,000 parking lot lights using millions of KW hours at \$.12. They need LED's	Mar 31, 2011 3:12 PM
11	Not applicable	Mar 31, 2011 3:11 PM
12	sustainability starts with having a business...Programs to keep and expand NJ businesses	Mar 31, 2011 9:43 AM
13	No recommendation other than real green improvements come from engineering and real engineering decisions are based on money. Students need to understand fundamental engineering and financial principals to effect green improvements.	Mar 30, 2011 9:50 PM
14	Enhancements to K through 12	Mar 30, 2011 5:13 PM
15	Closer partnership between academic, industry and society/community to define the need for greener workforce, as sustianability thinking need to be an integral part of the current work force	Mar 29, 2011 9:10 PM
16	K-12 learning, with a focus on administrators and classrooms in different but intertwined ways	Mar 25, 2011 11:39 AM

Page 4, Q8. What type of business do you own or work for?

1	restaurant	Jun 6, 2011 1:54 PM
2	Hospitality	Jun 6, 2011 1:35 PM
3	Ecological landscaping and organic farming	Apr 11, 2011 11:57 AM
4	real estate	Apr 11, 2011 7:44 AM
5	Higher Education	Apr 8, 2011 3:33 PM
6	manufacturing, retail, and industrial all apply, but I can only check one	Apr 7, 2011 8:25 PM
7	Specialty Foods	Apr 7, 2011 2:10 PM
8	environmental organization (watershed)	Apr 7, 2011 12:32 PM
9	service industry	Apr 7, 2011 11:32 AM
10	Solid Waste Authority	Apr 7, 2011 11:17 AM
11	Hospitality	Apr 4, 2011 12:12 PM
12	real estae	Apr 3, 2011 7:49 AM
13	Healthcare	Apr 1, 2011 1:48 PM
14	casino hotel	Apr 1, 2011 8:23 AM
15	Electrical Contractor	Mar 31, 2011 4:18 PM
16	other	Mar 31, 2011 4:01 PM
17	We are presently located in CT and are trying to move to NJ. Want to move to South Jersey. I'm located in SJ	Mar 31, 2011 3:13 PM
18	Law	Mar 31, 2011 3:12 PM
19	CONSTRUCTION	Mar 31, 2011 3:08 PM
20	Healthcare	Mar 31, 2011 2:37 PM
21	Construction	Mar 31, 2011 2:37 PM
22	Automotive retail, wholesale parts distribution, fleet management and leasing	Mar 31, 2011 2:34 PM
23	CONSTRUCTION	Mar 31, 2011 12:45 PM
24	Public Warehouse/Local and Short Haul Carrier	Mar 31, 2011 9:06 AM
25	Real Estate	Mar 31, 2011 9:05 AM
26	Environmental Consultant	Mar 31, 2011 7:46 AM
27	recreational; resort construction	Mar 30, 2011 5:18 PM
28	Consumer Products - R&D Facility.	Mar 30, 2011 5:15 PM

Page 4, Q8. What type of business do you own or work for?

29	Environmental	Mar 30, 2011 5:14 PM
30	Consulting	Mar 25, 2011 11:40 AM