

**INITIAL
COMMUNICATION, OUTREACH
AND ENGAGEMENT APPROACH**

For the New Jersey

Climate Change Resilience Strategy

and Coastal Resilience Plan



Acknowledgements

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Governor Murphy Signs Executive Order to Establish Statewide Climate Change Resilience Strategy

10/29/2019

Executive Order Also Establishes Climate and Flood Resilience Program and an Interagency Council on Climate Resilience

HOBOKEN – Governor Phil Murphy today marked the seventh anniversary of Superstorm Sandy by signing Executive Order No. 89 to establish a Statewide Climate Change Resilience Strategy. The Executive Order also establishes a Climate and Flood Resilience Program within the New Jersey Department of Environmental Protection, which will be led by a Chief Resilience Officer. Additionally, the Executive Order creates an Interagency Council on Climate Resilience, comprised of 16 state agencies to develop short- and long-term action plans that will promote the long-term mitigation, adaptation, and resilience of New Jersey’s economy, communities, infrastructure, and natural resources.

“Since taking office, it has been a top priority of my Administration to reestablish New Jersey’s role as a leader in the fight against climate change and resume many of the climate change initiatives that were dismantled by the Christie Administration,” **said Governor Murphy**. “New Jersey is extremely vulnerable to the impacts of sea-level rise and global warming, and today’s Executive Order outlines a bold and comprehensive set of actions to ensure that our communities and infrastructure are more resilient against future storms.”

“Factoring climate change into housing rehabilitation efforts in New Jersey is critical because natural disasters are inevitable and unavoidable,” **said Lt. Governor Oliver, who serves as Commissioner of the Department of Community Affairs**. “What we can control is how we prepare and plan for the future by rebuilding homes and businesses that are less prone to flood damage and more resilient.”

“As a coastal state, New Jersey is on the front lines of climate change. The impacts of climate change are far-ranging and already touch on everyone’s life in one way or another,” **said Department of Environmental Protection Commissioner Catherine R. McCabe**. “The DEP is grateful for Governor Murphy’s leadership and support as we continue to promote climate resilience throughout the state. In the coming months, DEP will expand this work in collaboration with our sister agencies and, within the next year, deliver the Coastal Resilience Plan as part of Statewide Climate Change Resilience Strategy.”

“We face many challenges from increasing temperature and sea-level rise,” **said Chief Resilience Officer and Department of Environmental Protection Assistant Commissioner David Rosenblatt**. “To meet those challenges, we need to fully engage the public and stakeholders and provide a clear picture of what the impacts will be, including physical changes to our coastline, and the steps that have to be taken to adapt and become more resilient.”

Among the directives to improve New Jersey’s climate resilience efforts, Governor Murphy’s

Executive Order establishes:

State of New Jersey Chief Resilience Officer – The Chief Resilience Officer of the State of New Jersey will lead the Climate and Flood Resilience Program and work with the Interagency Council on Climate Resilience to develop a Statewide Climate Change Resilience Strategy.

Climate and Flood Resilience Program – The Climate and Flood Resilience Program will be established within the New Jersey Department of Environmental Protection. The Climate and Flood Resilience Program, under the direction of the Chief Resilience Officer, will develop a scientific report on climate change regarding the current and anticipated effects of climate change in New Jersey, including but not limited to increased temperatures, sea level rise, increased frequency or severity of rainfall, storms, and flooding, at least through 2050. This report will be delivered to the Governor within 180 days and updated at least every two years.

Interagency Council on Climate Resilience – The Interagency Council on Climate Resilience will be established and comprised of representatives of 16 state agencies to develop short- and long-term action plans to develop a Statewide Climate Change Resilience Strategy that will promote the long-term mitigation, adaptation, and resilience of New Jersey's economy, communities, infrastructure, and natural resources.

Statewide Climate Change Resilience Strategy – By September 1, 2020, the Chief Resilience Officer, with the support of the Interagency Council on Climate Resilience, will deliver to the Governor a Statewide Climate Change Resilience Strategy to promote the long-term mitigation, adaptation, and resilience of New Jersey's economy, communities, infrastructure, and natural resources throughout the State in a manner consistent with the Scientific Report on Climate Change. The strategy will include recommendations for actions the State should take to mitigate and adapt to the effects of climate change, including but not limited to the following measures:

- Identify methods that can be used to strengthen resilience;
- Provide guidance and strategies for State agencies, municipalities, and regional planning agencies to implement resiliency measures;
- Promote long-term water and energy resource security;
- Reduce the risk of wildfires in State forests;
- Reduce the risks to the health of New Jersey residents that accompany climate change, such as increased vulnerability to extreme temperatures;
- Support sustainable and resilient economic development;
- Identify funding mechanisms, strategies, and opportunities for coordination; and
- Any other measures necessary to prepare for, mitigate, and adapt to the impacts of climate change.

The strategy shall also include a Coastal Resilience Plan that recommends a specific long-term strategy for climate change resilience and adaptation in the coastal areas of the state.

State Development and Redevelopment Plan – The State Planning Commission, based upon the Scientific Report on Climate Change and the Statewide Climate Change Resilience Strategy, will incorporate climate change considerations, such as increasing temperatures, rising sea levels, increased flooding, and increased vulnerability to droughts and forest fires, as a mandatory requirement for State Development and Redevelopment Plan endorsement of the development and redevelopment plans of local units of government.

The Order will take effect immediately. For a copy of Executive Order No. 89, click [here](#)



Purpose and Goals of the Initial Communication, Outreach and Engagement Approach

As the DEP leads the actions identified in the Executive Order, it is vital to keep all internal and external stakeholders, including members of the public, informed about the importance and necessity to accomplish the purpose of the Executive Order as it pertains to New Jersey's vulnerability to the impacts of climate change.

The Initial Communication Outreach and Engagement Approach is a suite of approaches to assist the BCRP in effectively and efficiently communicating the development of recommendation for State actions necessary to address and support the protection of public health and safety of New Jerseyans and the protection of the physical, economic and social vitality and resilience of New Jersey's communities from the current and anticipated impacts of climate change.

The following goals have been identified to support the purpose the Communication, Outreach and Engagement Approach:

- To increase the public's awareness and understanding about the importance and necessity to accomplish the purpose of the Executive Order as it pertains to New Jersey's vulnerability to the impacts of climate change.
- To create opportunities for awareness and, when necessary, participation in the development and progression of State actions as directed in the Executive Order including but not limited to, development of the Climate Change Resilience Strategy and the Coastal Resilience Plan;
- To provide consistent and timely information that is clear and easily accessible to all target audiences; and
- To solicit feedback as needed on new or potential resilience strategies, policies, programs, or recommendations.



Target Audiences



- **Elected Officials and Legislators** will be kept informed throughout the development and progression of State actions as directed in the Executive Order. This audience will be targeted to ensure that they are aware of the various components of the Executive Order and, if needed, provide guidance to, and collect feedback from, their constituents.
- **Professionals, practitioners, non-governmental organizations, colleges and universities, and other groups** with expertise and knowledge relative to the impacts of climate change in New Jersey. This group can help communicate aspects of climate change such as sea-level rise, increased temperatures and precipitation, coastal and inland flooding, and other hazards, or can inform the advancement of climate and coastal resilience strategies within the State. This group will be targeted to ensure awareness throughout the development and progression of State actions as directed in the Executive Order. As needed, these groups will be called on to provide feedback to aid the DEP in understanding the need to coordinate and integrate climate change considerations into planning and decision-making at all levels of government.
- **Individuals, community members, visitors, businesses and organizations** who are located, operate, have an interest, or utilize the resources in New Jersey. This group will be targeted to ensure awareness of State actions, the importance and necessity to accomplish the actions identified, and what they can expect from climate change and resulting State strategies.
- **Programs within DEP and State agencies** who influence, have interest and/or are impacted by sea level rise, increased flooding, temperature and precipitation, and other aspects of climate change within New Jersey. This audience will be targeted to provide expertise to inform development of State efforts and strategies, including but not limited to the CCRS and the CRP.



Timeframe

This approach focuses on the next 10 months (November 2019 through August 2020) as the Initial Communication, Outreach and Engagement Approach covering the time period when the CCRS and CRP will be drafted. On September 1st, 2020 when the CCRS and CRP are expected to be released, a Final Communication, Outreach and Engagement Approach will be implemented to incorporate the items identified in the CCRS and CRP.

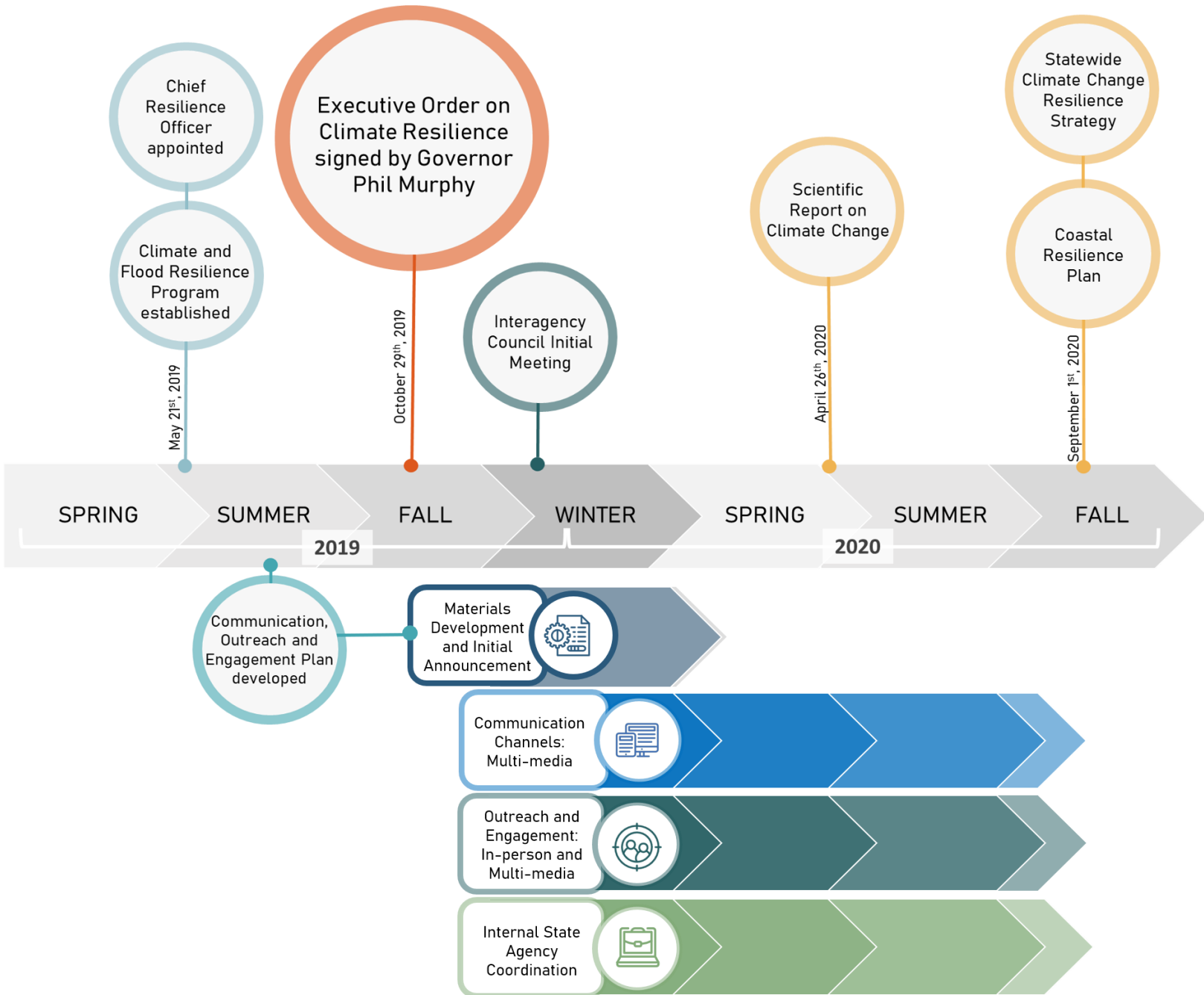


Initial Communication, Outreach and Engagement Approach



Timeline

Below is a timeline showing how all the State actions identified in the Executive Order will be coordinated through the Initial Communication, Outreach and Engagement Approach. The identified approaches will begin with the release of the Executive Order and continue through the release of the CCRS and CRP to the Governor.





Executive Order Summary

On October 29, 2019, New Jersey Governor, Phil Murphy, signed Executive Order No. 89 (Executive Order), aimed at protecting and promoting public health and safety, as well as the physical, economic and social vitality and resilience of New Jersey's communities from the current and anticipated impacts of climate change. The Executive Order (Appendix A) recognizes the scientific community's consensus on these impacts in addition to New Jersey's vulnerability to them, and the necessity to coordinate and integrate climate change considerations into planning and decision-making at all levels of government to make New Jersey more resilient and foster adaptation to the effects of climate change.

Through this Executive Order, Governor Murphy recognizes it is the State's policy to take proactive and coordinated efforts in making New Jersey resilient to the current and anticipated impacts of climate change. Further, it directs the development of a **Statewide Climate Change Resilience Strategy** and establishes an **Interagency Council on Climate Resilience** to guide and inform development of State actions to address the impacts of climate change. The Statewide Climate Change Resilience Strategy will be informed by a **Scientific Report on Climate Change**. Consistent with the directive of the Executive Order, Catherine McCabe, Commissioner of the New Jersey Department of Environmental Protection (DEP) appointed a Chief Resilience Officer of the State of New Jersey, Dave Rosenblatt, and established the Climate and Flood Resilience Program within the DEP to lead the actions identified in the Executive Order.



Climate Change Resilience Strategy

As directed by the Executive Order, Chief Resilience Officer Dave Rosenblatt, with support of the Interagency Council, will lead development and deliver a Statewide Climate Change Resilience Strategy (CCRS) to the Governor by September 1, 2020. The CCRS will be informed by the Scientific Report on Climate Change (Scientific Report), and will promote long-term mitigation, adaptation, and resilience of New Jersey's economy, communities, infrastructure, and natural resources throughout New Jersey.

The CCRS will include recommendations for proactive and coordinated State action to protect public health and safety and to promote and protect the physical, economic and social vitality and resilience of New Jersey's communities from the current and anticipated impacts of climate change. Recommendations will include measures to identify methods that strengthen the resilience of communities, infrastructure, economic sectors and natural resources to the impacts of climate change by promoting long-term water and energy resource security; reducing the risk of wildfires in State forests; reducing the risk of increased threats on the health of New Jerseyans that are associated with climate change; and supporting sustainable and resilient economic development. The CCRS will detail actions such as creating guidance for state agencies, municipalities and regional planning agencies, potential future changes to plans, by-laws, regulations, policies and/or land-use standards; identifying financing mechanisms, and strategies and opportunities for coordination to support climate resilience measures, mitigation and adaptation.

To ensure consistent statewide policies and actions, the members of the Interagency Council will coordinate efforts of the Executive Branch departments and agencies to develop and implement the CCRS. The measures that come out of the CCRS will include specific recommendations for the agencies on the Interagency Council to address the impacts of climate change.

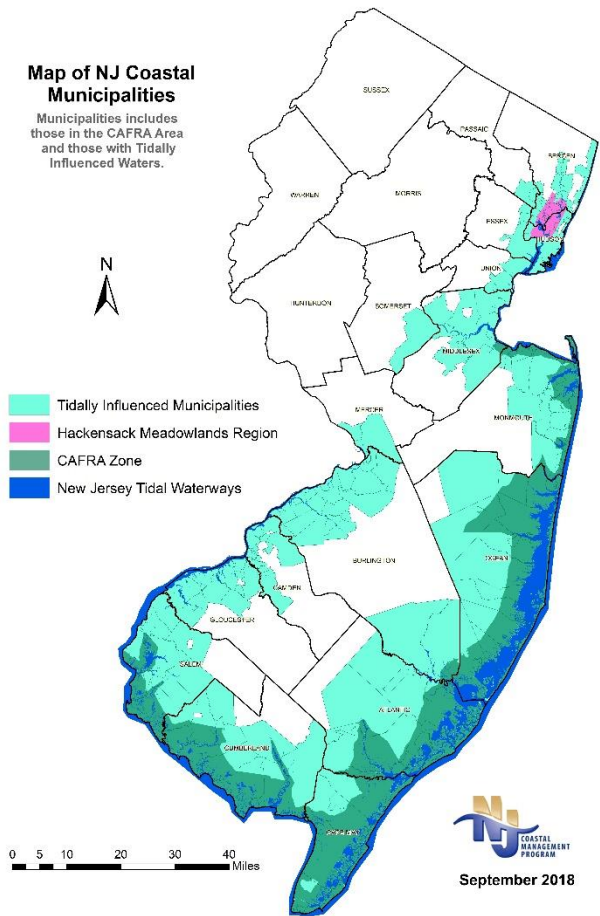


Coastal Resilience Plan

As part of the Statewide Climate Change Resilience Strategy, the DEP is directed to develop a Coastal Resilience Plan (CRP) that addresses the issues specific to New Jersey's coastal zone. The CRP will include an assessment of the vulnerabilities of communities to the effects of climate change, such as sea level rise and flood-related impacts, located within the coastal areas; a description of the investments that the State, as whole, has already made or is committed to make in strengthening resilience within coastal communities; recommendations on methodologies for decision-making for further investment of State or federal funds on actions to be taken by the State to assist communities; and financing strategies to fund recommended resilience and adaptation measures.

The target geography of the plan is New Jersey's coastal zone, which encompasses tidal and non-tidal waters, waterfronts, and inland areas of 239 municipalities within 17 counties. The coastal zone includes the Hudson River from the interstate border with New York and related tidal waters, south to the Raritan Bay, continues along the Raritan Bay, then extends south from Sandy Hook to Cape May Point encompassing the state territorial waters of the Atlantic Ocean and associated tidal water bodies. From Cape May Point, the coastal zone trends north to Trenton and contains waters of the Delaware Bay and River, including tidal portions of their tributaries. Upland areas within municipal boundaries of these tidal waterways are included within the coastal zone.

The goal of the CRP is to inform and guide priorities, policies, regulations, resource allocation and funding in the coastal zone to reduce the impacts of coastal hazards. The plan also aims to increase resilience for structures, infrastructure systems, environmental resources, socially vulnerable populations and coastal communities, and attract equitable and sustainable



INITIAL

COMMUNICATION, OUTREACH AND ENGAGEMENT APPROACH





Communication, Outreach and Engagement Approaches

The approaches contained in this document are intended to reach all interested stakeholders and are structured into (4) vehicles based on their underlying purpose:

Materials Development, Communication Channels, Outreach and Engagement, and Internal State Agency Coordination.

Materials Development

A suite of materials will be developed to provide target audiences and stakeholders with consistent and uniform information and messaging. The intent of developing these resources is to provide stakeholders with an understanding of the purpose of the Executive Order and need for the State to take proactive and coordinated efforts in making New Jersey resilient to the current and anticipated impacts of climate change.

Communication Channels

To ensure that messages and materials are available and accessible, developed materials will be distributed through existing communication channels. A range of print and digital channels, and multi-media methods will be used to serve as pathways to convey and deliver the materials to all target audiences in a consistent and timely manner.

Outreach and Engagement

In addition to communicating through multi-media channels, creating a robust dialogue through outreach and engagement opportunities will further enhance and deepen stakeholder's understanding of the importance and need for the actions identified in the Executive Order. The identified outreach and engagement opportunities serve as a two-way stream between stakeholders and BCRP, allowing BCRP to enhance communication efforts and increase awareness across external stakeholders. If needed, this vehicle concurrently presents the opportunity for feedback.

Internal State Agency Coordination

It is also important to look inward to increase awareness and understanding of the directed State actions identified in the Executive Order through internal stakeholders, both within DEP and across State agencies. All agency staff need to be well-versed to provide external audiences and stakeholders with the information discussed above. Additionally, it is important to utilize the resources and expertise that is found within state agencies to inform and promote the directed State actions. To accomplish this and ensure uniform messaging, communication channels and outreach opportunities will be identified to spread awareness and understanding of the directed State actions and their purpose.





Materials Development



Webpage

In addition to the existing [CRP webpage](#), a CCRS webpage will be developed to inform target audiences of the purpose and intent of the CCRS, and house new resources and opportunities that become available. The development of the CCRS page will require coordination with the Interagency Council on Climate Resilience.

Glossary of Common Terms

Setting a foundation for future messaging, definitions of terms commonly used throughout the Executive Order, CCRS and CRP will be developed. This resource will provide a general education component across all target audiences and stakeholders.

Fact Sheet & Infographics

The existing CRP fact sheet will be periodically updated. Additional facts sheets and infographics will be developed. A fact sheet and a series of infographics will reflect the current vision and progression of work, exhibiting consistent and timely messaging.

Timeline Graphic

A graphic that visualizes the timeline of the Executive Order directives has been developed and included in this document to promote transparency to all target audiences.

Editorials & Op-Eds

Written or recorded editorials from DEP staff or State agencies and op-eds from professionals and stakeholders will be created to highlight the importance, need and benefit of directed State actions in the Executive Order, and to create networked buy-in from professionals and stakeholders, enhancing credibility from the perspective of remaining target audiences.

Spotlight

New Jersey CRP Webpage

DEP developed the CRP webpage shortly after the Plan's announcement during the 2018 *New Jersey Coastal Resilience Summit: Charting a Course for the Future* held at Monmouth University.

The CRP webpage can be found on DEP's website with a link embedded on the home page.

Users who visit this site will have a better understanding of the purpose and need for a New Jersey CRP, what it will address, and its primary goals. The website hosts a Listserv for the public to submit their information to stay regularly updated on the development of the CRP, as well as DEP contact information for the public to provide feedback on what they would like to see from the CRP.

Over the next 10 months, the CRP website will be maintained and updated in coordination with the communication, outreach and engagement approaches proposed in this document.

The objective with this platform is to keep target audiences informed and updated throughout the development and progression of the CRP.

www.nj.gov/dep/coastalresilience





Communication Channels



Governor Murphy's Communications Team

The extent of target audience and stakeholder reach through DEP's network alone could potentially be limiting. Collaborating with Governor Murphy's Communications Team and DEP's Communications Office to create shareable content on the announcement and directives of the Executive Order will elevate the intent behind this approach to enhance these efforts.

Listserv

Expanding the existing CRP listserv to be inclusive of the CCRS is intended to gauge and engage interested audiences and stakeholders that request informational updates regarding both directives. Listservs create opportunities for target audiences and stakeholders to notify BCRP of their interest to stay informed regarding the directives of the Executive Order.

E-Newsletter

Newsletters will be periodically developed and distributed electronically to the listserv mailing list. Newsletters will contain relevant and timely updates and information regarding the CRP and CCRS, and any additional information regarding directed State actions if applicable.

Social Media

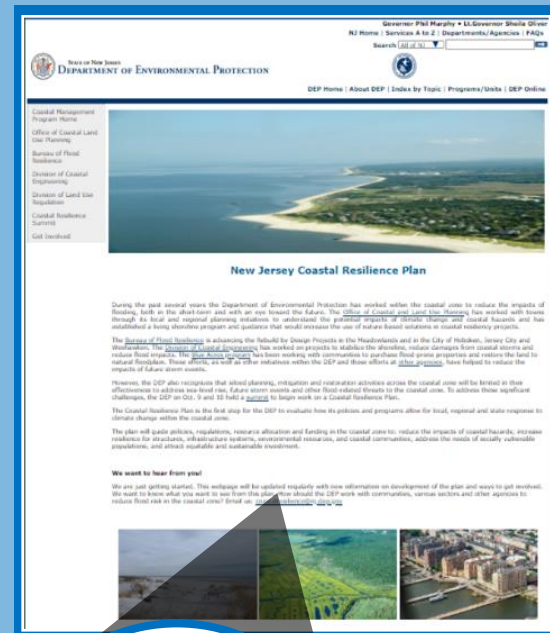
DEP social media pages, such as Facebook, Instagram and Twitter platforms, will be utilized to share frequent and engaging State action-related content, updates and information, when it is available. Hashtag campaigns will be used to engage followers.

Spotlight

CRP Listserv

The [CRP listserv](#) can be found on the CRP website from DEP's home page. Anyone can submit their e-mail information directly to staff coordinating the development of the CRP to receive periodic information when available.

This approach evokes the public's willingness to get involved and stay informed during the progression and development of the CRP.



Get Involved!

To ensure this planning effort succeeds, it must respond to insight and knowledge throughout the planning process.

Send us an e-mail: coastalresilience@dep.nj.gov

Join our Listserv:

Submit

Follow the DEP and the Coastal Management Program



Initial Communication, Outreach and Engagement Approach

New Jersey Climate Change Resilience Strategy and Coastal Resilience Plan

Media Coordination and Coverage

Collaboration with Governor Murphy’s communications team and DEP’s Communications Office will occur to schedule strategic press releases and media advisories around CRP and CCRS milestones and public events. This approach will be used to engage audiences utilizing print and digital media. In addition, targeted outreach will reach existing and new media and journalist contacts currently covering climate change and resilience-related topics.

DEP Website

DEP’s website will host the materials and resources identified within this approach to ensure availability and accessibility to all target audiences and stakeholders to increase awareness.

Materials such as fact sheets, infographics, the Executive Order timeline graphic, the CCRS and CRP webpages, and the Editorials and op-eds will be housed or linked within DEP’s website. In addition, accessibility to communications channels such as the listserv and social media pages will be available. Coordination within DEP will occur to determine the location where the Executive Order-related information and resources will live.

External Publication Appearances

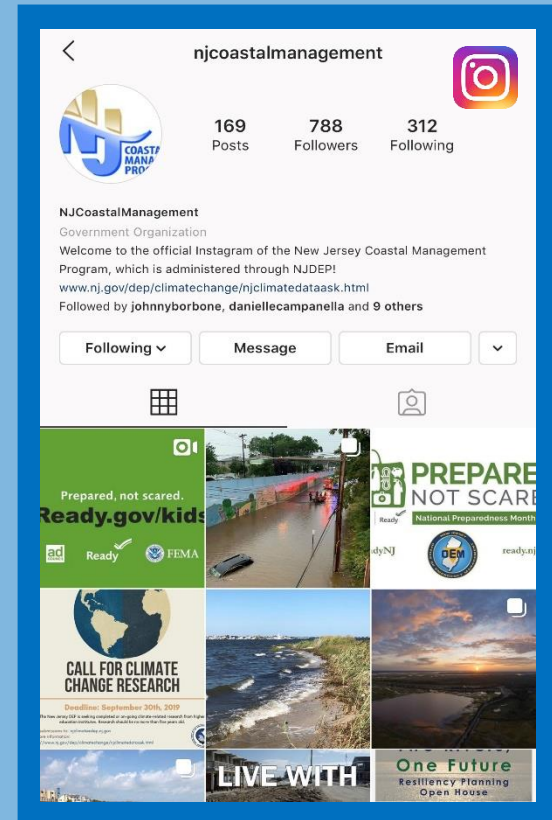
Utilizing external publication platforms is a three-part strategy: informing and educating the organization that hosts the platform, extending outreach beyond the organization to their audience, and obtaining buy-in from the organization that distributes the submission.

Updates on the development and progression of State actions as directed in the Executive Order will be submitted to external publications, when appropriate. Potential publications include: NJ State League of Municipalities monthly magazine, NJ Association of Counties monthly e-magazine, NJ Conference of Mayors Magazine bi-annual magazine, American Planning Association Planning monthly magazine, and newsletters of other trusted state partners.



Spotlight

NJ Coastal Management Instagram



The [@NJCoastalManagement](https://www.instagram.com/njcoastalmanagement) account is the official Instagram page of the New Jersey Coastal Management Program (NJ CMP). Currently, this DEP social media platform has approximately 750+ followers.

Engaging through this specific social media platform will help educate and inform the account’s targeted audiences that live, operate or have an interest in the state’s coastal areas on the directed State actions that will directly address issues specific to New Jersey’s coastal zone.





Outreach & Engagement



Spotlight

Webinar for Elected Officials and Legislative Staff

A Skype broadcast webinar will be held to inform Elected Officials, Legislators, and Congressional staff on the development and progression of State actions and the various components of the Executive Order. Skype broadcast provides an interactive comment and question feature, and the ability to record the event. The event will be recorded and posted to DEP's website. To accomplish this approach BCRP will coordinate with DEP's Government Relations and Office of Legal Affairs.

Climate Conversations

Opportunities will be available for ad-hoc conversations held around the state to talk about the anticipated effect New Jersey faces from climate change and coastal hazards and how communities will be affected by those effects. This opportunity will allow the State to hear from a wide array of stakeholders to gather feedback on the stresses from climate change being placed on those that live, operate or have an interest in New Jersey. Stressors play a large role in how New Jersey will adapt to the changing climate and will highlight what support and guidance is needed for communities to thrive in the future.

Website Feedback

While scheduled meetings could potentially be limiting to target audiences, implementing outreach and engagement through DEP's website could potentially fill that gap, eliminating this limitation that relies on time and capacity. Approaches such as a web-based surveys and/or website feedback feature for public comment will allow all target audiences and stakeholders to interact and respond directly on the directed State actions, such as the CCRs and CRP, and the Executive Order beyond the one-way communication function of a listserv.

Coastal Resilience Summit

The 2018 *New Jersey Coastal Resilience Summit: Charting a Course for the Future* held at Monmouth University brought together about 200 experts, thought leaders, federal, state and community representatives for initial conversations as the DEP begins work on a Coastal Resilience Plan. Presentations and sessions included discussions on the coastal economy, shoreline change, and activities being done at the federal, state, and local level to improve coastal resilience in New Jersey.



Meeting Presentations

BCRP staff will provide an update on the directed State actions as identified in the Executive Order, as requested and as schedules allow, at partner/professional meetings. These requested meetings will target professionals, practitioners, non-governmental organizations, and other groups with a vested interest and/or expertise in New Jersey and on the stresses from climate change being placed on those that live, operate or have an interest in the State. Presenting at requested meetings will expand target audience and stakeholder outreach from beyond the identified outreach and engagement approaches. Potential events and meetings include those of the NJ Delaware Bayshore Council, Community Rating System (CRS) Users Group Meetings, and the New Jersey Coastal Resilience Collaborative.



Spotlight

Monmouth CRS Users Group Requested Meeting



At the invitation of Monmouth and Ocean County Planning Departments, the Bureau of Climate Resilience Planning (BCRP) utilized the July 7th, 2019 meeting of Monmouth-Ocean CRS User's Group to provide feedback on development of the Coastal Resilience Plan.

These meetings are an established network of professionals from Monmouth and Ocean County that work on flood-related issues and/or management of the local CRS program. BCRP presented a brief overview of the purpose of the plan and, as appropriate, some of the other initiatives under the purview of the Climate and Flood Resilience Program.





Internal State Agency Coordination



Spotlight

DEP Internal Communications

DEP Communications Committee

The Committee currently meets monthly to coordinate communications across DEP programs and offices. During the implementation of the communication, outreach and engagement approaches for the CCRS and CRP, committee meetings will be utilized to inform, provide updates and distribute shareable content regarding this approach.

Tapping into DEP's existing resources is a two-part strategy; informing DEP staff through coordination, while simultaneously educating and informing professionals and the public that follow or interact with existing DEP media platforms.

DEP Postmasters

DEP currently keeps employees up-to-date through "Postmaster" updates on an as-needed basis, distributed via email and archived on DEPNet, an internal DEP website. Postmasters will be used to inform and update cross-programs within DEP throughout the development of the CCRS and CRP, in coordination with the Communications Office.

Interagency Council

The Executive Order establishes an Interagency Council on Climate Resilience to guide and inform the development of the CCRS. Through the Interagency Council, which consists of state agency representatives, uniform and consistent messaging across state agencies will occur as climate resilience initiatives, development of the CCRS and CRP, and the sharing of progress and ideas are discussed.

Presentation Template

A PowerPoint presentation template with talking points that outlines the purpose, direction and progression of directed State actions by the Executive Order will be developed for use by DEP or State agency staff. This template can be used as needed to help build capacity and create consistency within presentations from staff to staff. To follow, an anticipated Q&A 1-pager on the Executive Order and training will be available and provided to appropriate staff, when necessary.

Feedback Database

Throughout the implementation of this approach, there will be multiple outreach and engagement opportunities where feedback and input will be obtained. A spread sheet will be utilized to collect and organize all feedback and comments from stakeholders, elected officials and legislators, and professionals to aid the Department in understanding the need to coordinate and integrate climate change considerations into planning and decision-making at all levels of government.



Internal E-mail Updates

DEP currently applies mass e-mailing methods, such as the “DEP Postmasters,” to distribute cross-program updates and information to increase staff awareness across the Department. To assist DEP and State agency staff that have been directed to participate in the development of the CCRS, internal communication is recommended to ensure appropriate staff are well-informed and aware of milestones and the development of the directed State actions, and communication, outreach and engagement opportunities. If applicable, BCRP will coordinate with State agency staff, when necessary, to coordinate and assist with written content regarding the development of State actions directed in the Executive Order.

Online Communications Portal

In addition to applying mass e-mailing to enhance communication among internal State agency coordination, utilizing a communications portal will allow collaborative document development and sharing across DEP as they address the actions directed by the Executive Order. This recommended approach is expected to enhance and improve internal communications and coordination, as well as tracking planning progress and continuing conversations.



Spotlight

Microsoft TEAMS Portal

DEP currently utilizes Microsoft Teams, a collaborative workspace within Office 365 that enables users to view and collaborate on projects, upload and edit documents, participate in voice and video conference calls, create email-style conversation threads, view full conversation histories all within the application, and receive notifications on desktop or through the downloadable app on a mobile device.

This software that’s used internally in DEP unifies cross-program communication and collaboration and will continue to be utilized throughout the implementation of this approach.



Measuring Success

To ensure the goals of this approach are being achieved within the project timeline, BCRP will track several metrics of engagement and participation throughout execution of this approach. Before the end of each quarter, BCRP will report to the Communication Office and the Chief Resilience Officer on the progress of these metrics, the execution of this approach, and any modifications that need to be made to future communication, outreach, and engagement efforts.



Metrics

- Number of meetings/events hosted, presented, and/or requested;
- Number of attendees at workshops/meetings/events;
- Capacity of Feedback Database – number of comments/feedback gathered;
- Master List of stakeholders (total and new) reached;
- Listserv count;
- Website activity hits;
- Comments or response through Website Feedback, if applicable;
- Social Media Reach – number of posts through DEP accounts, post-reach/likes/comments, and message requests.
- Number of publications submitted or published;
- Executive Order-related media/publication appearances; and
- (State agency) presentation template requests.

Management

Dave Rosenblatt, Chief Resilience Officer/Assistant Commissioner

Climate and Flood Resilience Program
www.nj.gov/dep/cfr
(609) 292-9236

Bureau of Climate Resilience Planning
www.nj.gov/dep/bcrp
(609) 984-0058

BCRP will continue to coordinate with the CRP Communications Resource Team that includes representatives from the DEP Communications Office, Office of Local Affairs and Government Relations.



APPENDIX A

Executive Order No. 89

EXECUTIVE ORDER NO. 89

WHEREAS, the scientific community has reached an overwhelming consensus that due to increasing atmospheric levels of carbon dioxide and other greenhouse gases from human activities, the Earth is warming, and temperature increases are contributing to an increase in the frequency and intensity of severe weather events, precipitation, and wind damage, as well as rising sea levels; and

WHEREAS, New Jersey is especially vulnerable to the impacts of sea level rise, increased flooding and other aspects of climate change, with potentially disastrous consequences for public health and safety; and

WHEREAS, minority and low-income communities are disproportionately affected by climate change, including by the health effects of higher temperatures and increased air pollution and by the displacement of coastal and low-lying neighborhoods from sea level rise and flooding; and

WHEREAS, the severity of future impacts of climate change on our State will directly depend on the willingness and ability of communities, businesses, industries and government entities to integrate climate change considerations into planning and decision-making, and to become more resilient and adapt to the effects of climate change; and

WHEREAS, studies show that each dollar spent to mitigate hazards, including those associated with climate change impacts, results in a six-fold decrease in spending on recovery; and

WHEREAS, it is the policy of this State that Executive Branch departments and agencies shall take proactive and coordinated efforts, where appropriate, to protect public health and safety and to promote

and protect the physical, economic and social vitality and resilience of New Jersey's communities from the current and anticipated impacts of climate change;

NOW, THEREFORE, I, PHILIP D. MURPHY, Governor of the State of New Jersey, by virtue of the authority vested in me by the Constitution and by the Statutes of this State, do hereby ORDER and DIRECT:

1. State of New Jersey Chief Resilience Officer. The Commissioner of the Department of Environmental Protection ("DEP") shall appoint a Chief Resilience Officer of the State of New Jersey to lead development and implementation of the Statewide Climate Change Resilience Strategy. The Chief Resilience Officer shall direct and be supported by the Climate and Flood Resilience Program established herein and shall be an employee of the State.

2. Climate and Flood Resilience Program. There is hereby established the Climate and Flood Resilience Program within the DEP. The Climate and Flood Resilience Program, under the direction of the Chief Resilience Officer, shall:

a. Develop a Scientific Report on Climate Change based on existing data and the best available science regarding the current and anticipated environmental effects of climate change in New Jersey, including but not limited to increased temperatures, sea level rise, increased frequency or severity of rainfall, storms and flooding, increased forest fires, and increased frequency and severity of droughts, anticipated by scientists at least through 2050;

b. Deliver the Scientific Report on Climate Change to the Governor within 180 days of the effective date of this Order and update

and supplement the Report as necessary, but at least every two (2) years to reflect the latest available climate change science;

c. Develop, with the support of the Interagency Council on Climate Resilience, described fully herein, the Statewide Climate Change Resilience Strategy, also described fully herein;

d. Provide strategic direction and support to the Interagency Council and other cross-departmental climate change resilience initiatives, including facilitating stakeholder engagement and input into recommendations;

e. Coordinate DEP's policies, programs and activities to plan for and address the current and anticipated impacts of climate change;

f. Compile and periodically update a directory of federal and state governmental grants and financing programs available to assist Executive Branch departments and agencies, counties, and municipalities to plan for, mitigate, and respond to the impacts of climate change; and

g. Provide technical guidance and support to counties and municipalities in their efforts to plan for and address the current and anticipated impacts of climate change in accordance with the Statewide Climate Change Resilience Strategy.

3. Interagency Council on Climate Resilience. An Interagency Council on Climate Resilience (the "Interagency Council") is hereby established to coordinate the efforts of the Executive Branch departments and agencies to develop and implement the Statewide Climate Change Resilience Strategy. The Interagency Council shall develop consistent statewide policies and actions and establish both short- and long-term

action plans by which the Executive Branch departments and agencies will work both individually and collectively to accomplish the goals of this Order.

a. The Commissioners or other agency heads of the following Executive Branch departments and agencies, or their designees, shall serve as members of the Interagency Council:

- i. Department of Agriculture;
- ii. Department of Banking and Insurance;
- iii. Department of Community Affairs;
- iv. Department of Environmental Protection;
- v. Department of Health;
- vi. Department of Human Services;
- vii. Department of Law and Public Safety;
- viii. Department of State;
- ix. Department of Transportation;
- x. Department of Treasury;
- xi. Board of Public Utilities;
- xii. Economic Development Authority;
- xiii. New Jersey Infrastructure Bank;
- xiv. New Jersey Transit;
- xv. New Jersey Turnpike Authority; and
- xvi. New Jersey Office of Emergency Management.

b. The Governor may, as determined to be appropriate, appoint additional members to the Interagency Council, who shall serve at the pleasure of the Governor.

c. The Governor shall designate a Chair of the Interagency Council. The Chief Resilience Officer shall also be a member and serve as the Council's Vice-Chair.

d. The Chair, Vice-Chair, and the members of the Interagency Council shall not be compensated in addition to the compensation received, if any, as an employee or officer of the State.

e. The Chair shall convene an initial meeting of the Interagency Council within 45 days of the Governor's appointment of the Chair. Subsequent meetings of the Council shall be held as necessary at the call of the Chairperson, but not less frequently than twice annually.

f. The Chief Resilience Officer shall be prepared to provide an initial, preliminary presentation on the best available science and preliminary recommendations and guidance to the Interagency Council at its first meeting to further the development of the Statewide Climate Change Resilience Strategy.

g. The Interagency Council is authorized to establish appropriate rules of procedure for its meetings, sub-committees, sharing of information, and development of work products, as consistent with state law.

h. The Interagency Council may establish, as necessary, subcommittees to execute tasks within this Order or other climate-related activities of the State that warrant interagency coordination.

i. The Interagency Council shall be purely advisory in nature, and shall periodically report to the Governor, outlining specific recommendations as directed in this Order.

4. Statewide Climate Change Resilience Strategy. By September 1, 2020, the Chief Resilience Officer, with the support of the Interagency Council, shall deliver to the Governor a Statewide Climate Change Resilience Strategy to promote the long-term mitigation, adaptation and resilience of New Jersey's economy, communities, infrastructure and natural resources throughout the State in a manner consistent with the Scientific Report on Climate Change.

a. Recommendations. The Statewide Climate Change Resilience Strategy shall include recommendations for actions the State should take to mitigate and adapt to the effects of climate change, including but not limited to, the following measures:

i. Identify methods that can be used to strengthen the resilience of New Jersey's communities, infrastructure, economic sectors and natural resources to climate change impacts;

ii. Provide guidance and strategies for Executive Branch departments and agencies, municipalities, and regional planning agencies to implement resiliency measures, including through changes to plans, by-laws, regulations, policies or land use standards;

iii. Promote long-term water and energy resource security;

iv. Reduce the risk of wildfires in State forests;

v. Reduce the risks to the health of New Jersey residents that may accompany climate change, such as increased vulnerability to extreme temperatures or increased incidence of mosquito-borne or other diseases;

vi. Support sustainable and resilient economic development;

vii. Identify financing mechanisms, strategies and opportunities for coordination to support climate resilience measures, mitigation and adaptation; and

viii. Any other measures the Chief Resilience Officer determines necessary to prepare for, mitigate and adapt to the impacts of climate change.

b. Coastal Resilience Plan. The Statewide Climate Change Resilience Strategy shall include a Coastal Resilience Plan that recommends a specific long-term strategy for climate change resilience and adaptation in the coastal areas of the State, i.e., tidal, and non-tidal waters, waterfronts, and inland areas along the coast. The Coastal Resilience Plan shall include, at a minimum:

i. An assessment of the vulnerabilities of communities located within the coastal areas to climate change effects such as rising sea levels, increased flooding, and tidal and storm surge flooding anticipated by the year 2050, including physical, economic and social vulnerabilities;

ii. A description of the investments that the State, along with the federal government, local governments and other organizations, have already made or committed to make in building the resilience of the coastal communities, including hard and nature-based resistance structures, planning guidance and assistance, and other resilience and adaptation measures;

iii. Recommended methodologies for decision-making for further investment of State or federal funds in constructing additional hard or nature-based resilience structures to prevent or mitigate impacts of climate change, or adopting other resilience or adaptation strategies;

iv. Recommendations for further actions to be taken by the State to assist coastal communities in planning for, mitigating and adapting to the anticipated impacts of climate change; and

v. Recommendations for financing strategies to fund the recommended resilience and adaptation measures.

c. The Statewide Climate Change Resilience Strategy shall be updated as necessary and shall be reviewed at least every two (2) years by the Chief Resilience Officer, with the support of the Interagency Council, to ensure consistency with the Scientific Report on Climate Change and with evolving scientific information.

5. Authority to Request Information or Assistance. The Chief Resilience Officer and the Interagency Council shall be authorized to call upon any State Agency to supply it with information or other assistance as the Chief Resilience Officer and the Interagency Council determines to be necessary to discharge their duties under this Order. Each Executive Branch department and agency is hereby required, to the extent not inconsistent with law and consistent with budgetary constraints, to cooperate fully with the Chief Resilience Officer and the Interagency Council within the limits of its statutory authority and to furnish them with such assistance on as timely a basis as is necessary to accomplish the purpose of this Order.

6. Coordination with Academic or Research Institutions. The Chief Resilience Officer and the Interagency Council shall consult with, and may seek the assistance of, scientific experts at State universities, academic or research institutions, and other expert organizations, for the purpose of developing the Scientific Report on Climate Change and the Statewide Climate Change Resilience Strategy prepared pursuant to paragraphs three (3) and six (6) of this Order.

7. State Development and Redevelopment Plan. The State Planning Commission, based upon the Scientific Report on Climate Change and the Statewide Climate Change Resilience Strategy, shall incorporate climate change considerations, such as increasing temperatures, rising sea levels, increased flooding, and increased vulnerability to droughts and forest fires, as a mandatory requirement for State Development and Redevelopment Plan endorsement of the development and redevelopment plans of local units of government. The State Planning Commission shall, consistent with the Administrative Procedure Act and as necessary or appropriate, amend its regulations to incorporate these climate change considerations.

8. For purposes of this Order, "Executive Branch departments and agencies" shall mean any of the principal departments in the Executive Branch of State government and any agency, authority, board, bureau, commission, division, institution, office, or other instrumentality within or created by any such department, and any independent State authority, commission, instrumentality, or agency over which the Governor exercises executive authority, as determined by the Attorney General.

9. Nothing in this Order shall be construed to confer any legal rights upon entities whose activities are regulated by State entities, nothing shall be construed to create a private right of action on behalf of any such regulated entities, and nothing shall be used as a basis for legal challenges to rules, approvals, permits, licenses or other actions or inaction by a State entity. Nothing in this Order shall be construed to supersede any federal, state, or local law.

10. This Order shall take effect immediately.

GIVEN, under my hand and seal this 29th day of October, Two Thousand and Nineteen and of the Independence of the United States the Two Hundred and Forty-Fourth.

[seal]

/s/ Philip D. Murphy

Governor

Attest:

/s/ Matthew J. Platkin

Chief Counsel to the Governor



