Regional Plan Association

Regional Plan Association is a research and planning organization supported by voluntary membership to coordinate conservation and development in the Tri-State Urban Region.

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PUBLIC AND PRIVATE LEADERS ANNOUNCE PROJECT TO IMPROVE NEW JERSEY'S AIR QUALITY

Christopher J. Daggett, Commissioner, New Jersey Department of Environmental Protection, speaking for a group of five leaders in government, business and labor, today officially announced the start of Project: CLEAN AIR, a public/private partnership to improve New Jersey's air quality.

Commissioner Daggett also announced the selection of Leonard Lieberman, retired chairman of Supermarkets General Corporation, as chairman of Project: CLEAN AIR. "Len Lieberman is an excellent choice to chair the project. He's a respected business leader and member of the State Planning Commission who has shown a great concern for and interest in addressing the tough economic and environmental

issues facing the State of New Jersey." Also instrumental in planning the project have been: Robert V. Van Fossan, Chairman, Mutual Benefit Life Insurance Company; Ellis S. Vieser, President, New Jersey Alliance for Action; Hazel Frank Gluck, New Jersey Commissioner of Transportation; and Charles H. Marciante, President, New Jersey AFL-CIO.

The goal of Project: CLEAN AIR is to recommend, through a public process of research, outreach and consensus-building, a package of policy measures to achieve compliance with the national ambient air quality standards for ozone and carbon monoxide, set by the United States Environmental Protection Agency (EPA) to protect public health and welfare. According to EPA, the entire state of New Jersey does not meet the standard for ozone pollution and certain locations in the state, typically congested urban areas, are in violation of the standard for carbon monoxide.

"Despite substantial progress over the last 15 years, air pollution, particularly ozone, remains one of the most complex and intractable problems facing New Jersey," said Commissioner Daggett. "Emissions from motor vehicles present especially difficult challenges. The improvement in air quality to date is largely a factor of technical innovation. However, solving New Jersey's ozone problem in the face of projected growth requires making tough economic and social choices, decisions that DEP cannot--and should not--make alone. Project: CLEAN AIR is an appropriate forum

within which to debate the issue of air pollution," explained the Commissioner.

A steering committee, led by Mr. Lieberman and composed of leaders from government, business, labor, and civic organizations, will govern and approve the final recommendations of the project. The steering committee will be advised initially by two committees. A technical committee, chaired by John Elston, Assistant Director of Air Quality Management and Surveillance, New Jersey Department of Environmental Protection, will assist with data collection and analysis. A poll committee, chaired by Judith Berry, Chief of Staff, New Jersey Department of Transportation, will oversee the public opinion polling element of the project. The progress and recommendations of CLEAN AIR will be reported and considered at quarterly public meetings by a large coalition of interested parties, many of whom attended exploratory meetings in Princeton (April 1988) and Edison (November 1988).

Staff support for Project: CLEAN AIR will be provided by Regional Plan Association, a 60-year-old, not-for-profit research and planning organization that promotes orderly growth in the New Jersey-New York-Connecticut Metropolitan Region. "Regional Plan Association is well suited to staff this campaign," Commissioner Daggett stated. "RPA has an interstate, regional perspective, topical expertise, and considerable experience with similar public/private outreach projects.

Project: CLEAN AIR will be directed by Barbara Lawrence, Vice President of the New Jersey Committee of Regional Plan Association and managed by Jeffrey Sears, Associate Director of the New Jersey Committee of the Association. The New Jersey Committee office of RPA is located at 60 Park Place, Suite 1603, Newark, NJ 07102 and can be reached at (201) 623-1133.

CLEAN AIR will last some 18 months and has a budget of approximately $475,000. It is being funded by the Geraldine R. Dodge Foundation, the State of New Jersey, the Federal Highway Administration, and the Urban Mass Transportation Administration.

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