

# Economic Sustainability Plan: New Jersey Highlands Council

July 15, 2021



# Who is leading the planning process?

More information on each firm can be found on their websites:

Camoin 310: <https://www.camoinassociates.com/>

Master Consulting P.A.  
<https://www.maserconsulting.com/>

The consultant team will be led by Camoin 310.



Camoin 310 is a full-service economic development firm based in Saratoga Springs, NY with offices in Massachusetts, Maine, Vermont and Virginia. With experience in 41 states over 20 years, Camoin 310's team is multi-disciplinary and brings diverse perspective to the project. With previous experience working in Passaic, Somerset, Hunterdon, and Warren Counties, Camoin 310 is familiar with the landscape of the Highlands Region and look forward to delving deeper into sustainable economic opportunities for the area.

Camoin 310 will be joined by Maser Consulting P.A.



Maser Consulting P.A. was founded in 1984 in Red Bank, NJ as a multi-discipline engineering consulting firm. Today the company has over 950 employees and 34 offices nationwide that include licensed engineers, planners, surveyors, landscape architects & environmental scientists with over 35 years of experience. Maser has broad local presence throughout NJ with 8 regional offices throughout the state. Serving numerous municipal clients throughout the Highlands Region.



# Economic Sustainability Plan

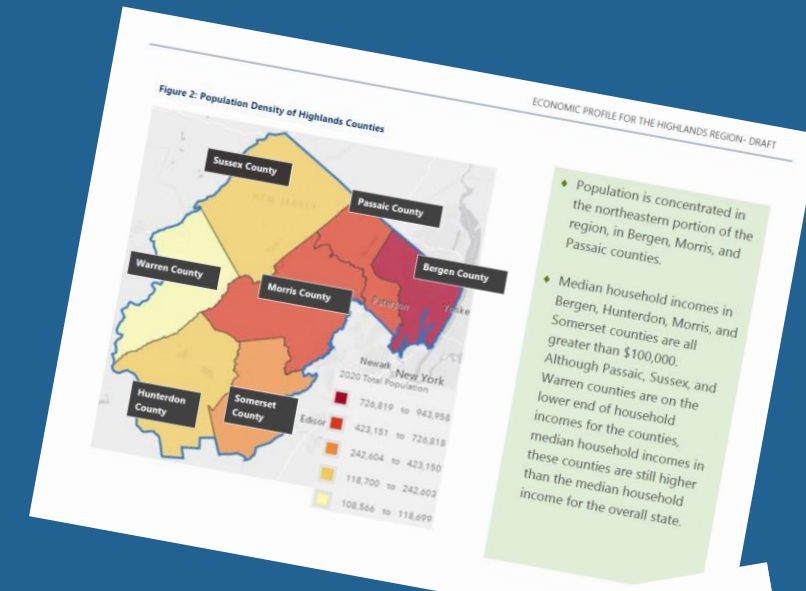
The project is to develop an Economic Sustainability Plan for the Highlands Region and shall include an economic profile, identification of key industries and sectors, strategies and policies to secure future economic growth, and an implementation action plan for the ensuing 10 years. Considering recent economic activity due to COVID-19, the plan will also integrate how the public health crisis uncovers opportunities for the Region and what challenges counties will face as the mitigation and containment of the virus continues.

# Intention of Plan

- Sustainability = Business longevity
- Considers an industry's ability to:
  - Expand employment
  - Innovate
  - Weather climate change
  - Attract workforce
  - Remain competitive
  - Grow their supply chains



# Work Completed to Date



- Economic Base Profile
- Target Industry Analysis
- Redevelopment parcel identification, alignment with target industries
- 1-1 Interviews
- Engagement with Advisory Committee and Steering Committee
- **Current status:**
  - Strategy development
  - Implementation Plan



# Who else is involved in the planning process?

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Engagement throughout the development of the Economic Sustainability Plan will provide:

- An opportunity for a broad range of voices to address concerns and opportunities for the region's future;
- A means for individuals and groups to become engaged in the implementation process; and
- Demonstrated sense of support.

**Stakeholder Interviews**

**Technical Advisory Committee**

**Steering Committee Meetings**

**Digital Engagement**

**Business Survey**

**Direct Business Engagement**

**Youth Engagement/Collaboration**

# Goals of the Economic Sustainability Plan

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## The plan will...

Identify industry subsectors that have the greatest opportunity for economic growth based on assets of the Highlands Region.

Use GIS technology to identify where certain industries have the greatest propensity to thrive in the Highlands Region.

Determine how COVID-19 will impact the economics of the Highland Region communities.

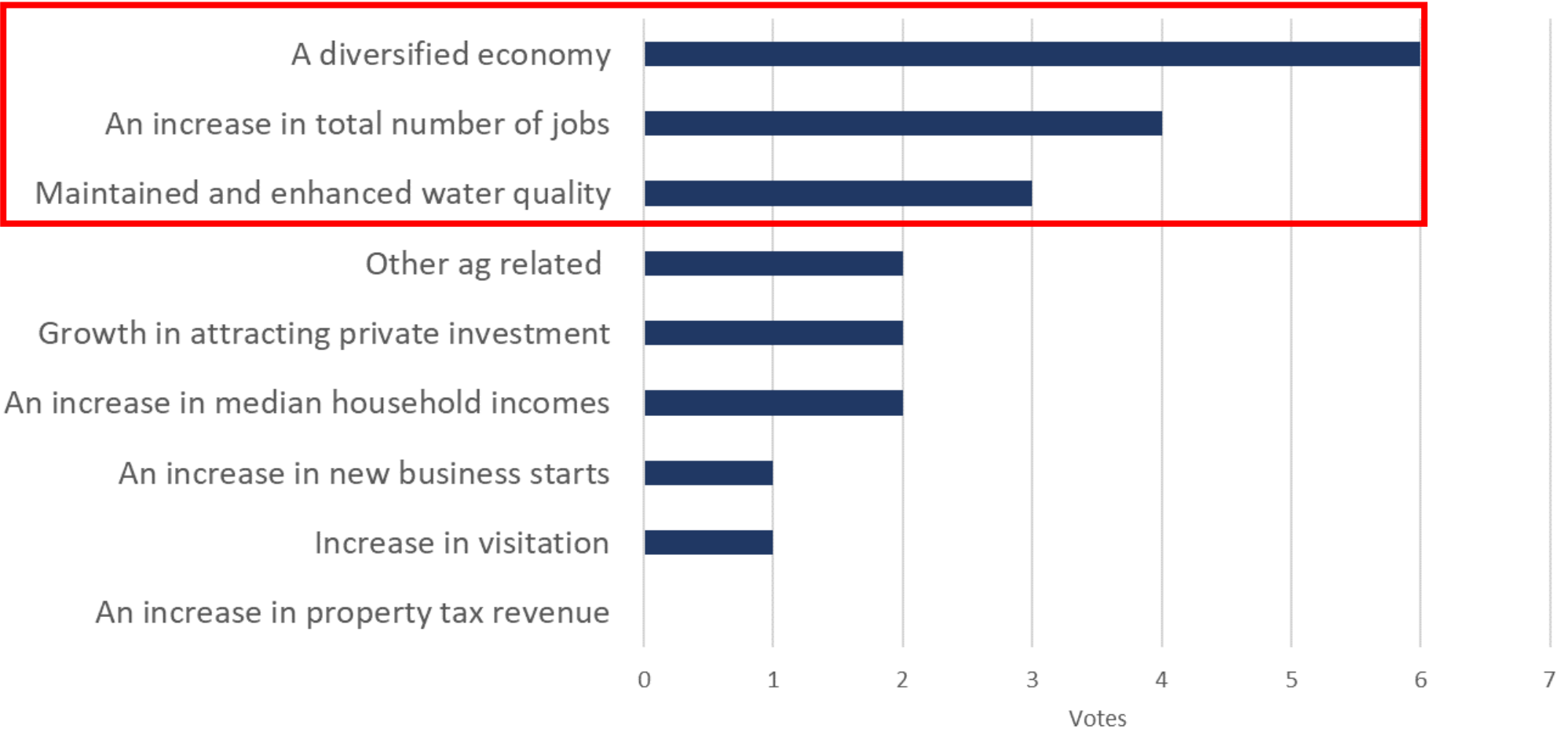
Develop a road map for the Highlands Council that will outline strategies tailored to the diversity of the 7 counties, while highlighting regional strengths.

## How will the plan be implemented?

- Through prioritized strategies.
- An Action Plan Matrix that identifies leaders, partners and stakeholders responsible for advancing strategies.
- By building off engagement tactics used through the planning process.
- By carefully aligning physical space and regulations of the Highlands Region with economic opportunities.

# Defining Success

How will success be defined a decade after the plan's completion?





# Goal Statements

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1. Expand awareness and understanding of the New Jersey Highlands Council's purpose and impact on the business community.
  2. Strengthen the role of the New Jersey Highlands Council as leader in regional planning assistance.
  3. Reinforce the Highlands Region as a center of natural resource protection innovation and technology.
  4. Communicate the value of quality of life in the Highlands Region and evaluate how current assets meet, miss, or exceed market demand.
  5. Support the Highlands Region's existing target industries and small businesses in their efforts to thrive and adapt in response to the new economy.
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# Next Steps & Questions

| 2020                     | 2021                     |                              |
|--------------------------|--------------------------|------------------------------|
| July - December          | Jan-July                 | July - September             |
| Steering Committee       | Steering Committee       | Complete Youth Engagement    |
| Interviews               | Interviews               | Ongoing Strategy Refinement  |
| Technical Advisory       | Technical Advisory       | Draft Executive Summary      |
| Economic Profile         | Target Industry Analysis | Complete Implementation Plan |
| Target Industry Analysis | Mapping parcels          | Complete Communications Plan |
|                          | Strategy Development     |                              |
|                          | Youth Engagement         |                              |

# Questions



**Alex Tranmer**  
Project Manger – Primary Contact  
alexandra@camoinassociates.com  
518-899-2608



**Rachel Selsky**  
Project Principal  
Rachel@camoinassociates.com  
802-579-1865