

Impact Report

2024

New Jersey LCV

New Jersey LCV
Education Fund



**New Jersey LCV is the
statewide political voice
for the environment.**

**We elect environmentally responsible
candidates to state and local offices, advocate
for strong environmental policies, and hold our
elected officials accountable to safeguard the
health of our communities, the beauty of our
state, and the strength of our economy.**

Gifts to New Jersey LCV are not tax-deductible.

**New Jersey LCV Education
Fund protects our precious
natural resources.**

**We raise awareness of key environmental
challenges and increase the efficacy of the
entire environmental community. We work in
coalition with allies to ensure that our children
and grandchildren have the clean drinking
water, air, and open spaces that they deserve.**

Gifts to New Jersey LCV Education Fund are tax-deductible.

72,027

New Jersey LCV
Members

18,538

Online Actions Taken

1,586

Attendees at Virtual Education
and Networking Events

3.35m

Emails Sent

15,762

Social Media Followers

2,637

Social Media
Posts Published

2.9m

Social Media
Post Reach

84,877

Social Media
Post Engagement



From the Executive Director



Ed Potosnak
Executive Director, New
Jersey LCV & New Jersey
LCV Education Fund

Dear Conservation Voter,

From the wildfires raging across the state to the extreme heat waves, uncontrolled flooding, recent mudslides, and other unusual weather events, it's clear that our climate is changing rapidly. That's where New Jersey LCV comes in—and it's why the work we do is so important.

As we face these escalating challenges the need for a clean energy future is more urgent than ever. New Jersey LCV continues to advocate for the transition to responsibly developed offshore wind and cost-saving community solar. By investing in clean energy, we can reduce the harmful pollutants that exacerbate asthma, heart disease, and other respiratory illnesses, while also creating good, local, family-sustaining jobs that will propel our state's economy for years to come.

This year, we made significant strides in our policy efforts. We helped pass legislation that will require climate change-related threat assessments in developing strategies to prevent and mitigate hazards. This lifesaving legislation will protect our families and businesses by requiring emergency rescue plans to account for more intense storms from climate change. We also worked with our partners and were able to secure additional much needed funding for parks and open space. In July 2024, Governor Murphy and the New Jersey legislature instituted the Corporate Transit Fee (CTF) to be funded through the Corporate Business Tax (CBT), which provided additional investments through the voter approved constitutional dedication of 6% to fund environmental programs, including open space initiatives. The CTF is projected to bring an additional \$240 million over 5 years for land preservation. In addition, we also secured \$56 million in clean

water infrastructure in the FY 2025 budget, celebrated the 10-year anniversary of Keep it Green, and won the Regional Energy Access Expansion (REAE) pipeline case at the DC Circuit Court, requiring the Federal Energy Regulatory Commission (FERC) to analyze climate impacts of the project.

New Jersey LCV continues to speak through the power of elections. This year, we endorsed candidates in local and county elections helping elect 60 environmental champions, including offshore wind champion Derel Stroud in an environmental justice community in Neptune Township; Jenny Mundell, the first-ever female mayor of Bloomfield; and Erik Heyman-Meltzer in Cinnaminson, the youngest-ever member of council and a champion for stormwater management.

By continuing to increase our influence and collaborating with like-minded individuals and organizations, we are building the power we need to protect our communities and secure a more sustainable future for all.

Losing partners in Washington D.C. will make the challenges ahead even more significant, but with your continued support, we can rise to meet them. Thank you for standing with us in this critical work.

In Conservation,

From the New Jersey LCV Board Chair



Randy Jones
Chair, New Jersey LCV

Dear Supporter,

As I reflect on the achievements of 2024, I couldn't be prouder of what we have accomplished together at New Jersey LCV. This year, we made significant strides toward ensuring that every family in New Jersey has access to clean air, safe drinking water, and equitable opportunities to enjoy our natural spaces.

Among our proudest accomplishments was the passage of legislation that requires both state and local governments to consider the impacts of climate change when developing hazard mitigation strategies. This law will help protect our communities from the growing risks posed by extreme weather and climate-related disasters. Additionally, we secured continued funding for parks and open spaces, ensuring that our state's natural resources remain protected for future generations.

At the local level, we were proud to endorse county and local candidates who are committed to protecting the environment. In the 2024 elections, our endorsed candidates made an impact, with 60 of them winning office. These newly elected leaders—who passed our rigorous endorsement process—are not only champions for clean air and water but will also prioritize sustainability in their decision-making for years to come.

We remain steadfast in our advocacy for a clean energy future. We believe that wind, and solar are the key to protecting our health, strengthening our economy, and securing a sustainable future for all. The benefits of transitioning to clean energy are clear: cleaner air, healthier communities, and new family-sustaining jobs that will help power New Jersey's future, as well as combatting the worst effects of climate change.

Environmental issues know no political boundaries—they affect us all, no matter our party affiliation or personal beliefs. That's why New Jersey LCV remains firmly nonpartisan. We work to bring together individuals from all walks of life—across industries, backgrounds, and ideologies—to unite behind the common goal of safeguarding our environment and ensuring a better future for our state.

The progress we've made this year would not have been possible without the support of individuals like you. Your dedication—whether through volunteering, donating, or simply staying informed—has been crucial in helping us advance important policies, raise awareness, and fund the critical projects that protect New Jersey's environment.

As we look ahead to 2025 and beyond, we do so with optimism. With your continued support, we will keep fighting for a healthier, cleaner, and more sustainable New Jersey—one that will remain a vibrant and thriving home for generations to come.

Thank you for being an integral part of this important work. Together, we are making a lasting impact.

With sincere appreciation,

A handwritten signature in black ink, appearing to be 'Randy Jones', written over a horizontal line.



Legislative Priorities

Every legislative session, New Jersey LCV, with the input of our staff, board, partners, and members create a common legislative agenda that reflects the shared priorities of the environmental community in New Jersey. In our current Common Legislative Agenda for the Environment, we have the following five priorities:

- Securing a 100% clean energy future.
- Preserving parks and open spaces.
- Reducing transportation pollution.
- Safeguarding clean drinking water.
- Enhancing voting rights.



Nicole Miller (NJPEEC)
at rally for 100% clean
energy by 2035 rally

Securing a 100% Clean Energy Future

We held over 100 lobby meetings in 2024 to advocate for transitioning New Jersey to 100% clean electricity sources by 2035, codifying Governor Murphy's Executive Order 315 through legislation. We also held presentations to legislative caucuses and several webinars for our members, to educate them on the cost, climate, public health, and environmental justice benefits. We ran a massive grassroots and grasstops digital campaign, using social media influencers in an innovative way to reach new audiences. Our canvassing efforts also reached hundreds of constituents, and we continue to advocate for this priority in 2025.

New Jersey LCV conducted our first collaboration with social media content creators, and we couldn't be more thrilled about its success. Working with a mix of nine in-state and national creators, our goal was to elevate awareness of the 100% clean electricity standard by 2035 bill. The content creators generated a massive amount of support and engagement, not just from New Jerseyans but from people throughout the country. Their videos were viewed more than 797,000 times and generated more than 90,000 engagements, including more than 5,600 comments and 3,300 shares.

We also ran several targeted digital ad buys targeting legislative leaders and insiders which achieved over 7 million impressions

Heritage Park,
New Jersey



Reducing Transportation Pollution + Preserving Parks and Open Spaces

We advocated for the Corporate Transit Fee in this year's state budget, the first-ever dedicated source of funding for New Jersey Transit. Transportation is the largest contributor to New Jersey's greenhouse emissions, accounting for nearly 42%. Having access to clean, reliable, and affordable public transportation will reduce overall vehicle miles traveled and improve our air quality.

In addition, we advocated for the Corporate Transit Fee to be administered through the Corporate Business Tax. By using this mechanism, that also guaranteed the Fee would provide an additional \$240 million for open space preservation over the next five years!

\$240M

will be allocated to open
space preservation through
the administration of the
Corporate Business Tax

Safeguarding Clean Drinking Water

In addition to pushing for drinking water infrastructure at both the state and federal level, we worked with partners to advance the Lead Disclosure bill. More than one third of New Jerseyans are renters. Under current law, if you have a lead service line, or a service line of unknown origin that could be lead, water system purveyors are required to notify homeowners. That notification process does not include renters, who could potentially be exposed to harmful toxins - and as we know, there is no safe level of lead. This common sense legislation would merely close that loophole and ensure renters receive the same notification.

Enhancing Voting Rights

You can have strong policies, but in order to implement them, you need elected champions at both the state and local level. That's why for the first time ever, New Jersey LCV included voting rights in our common agenda priority list. After recent Supreme Court decisions eroded the federal Voting Rights Act, the *John R. Lewis New Jersey Voting Rights Act* would ensure that the voting protections New Jerseyans enjoy are enshrined in law, increasing language access and removing barriers to voting. Working with a coalition of partners through the democracy table, we have enhanced this legislation, as well as enacted get out the vote tactics throughout the election cycle.

Additional Key Policies



\$56M

was secured to be put
toward clean water
infrastructure

In addition to our 2024-2025 priorities, we saw several legislative priorities signed into law. In January, Governor Murphy signed a bill into law that requires state and local hazard mitigation plans to account for the effects of climate change. This legislation will keep our communities safer as we plan for the extreme weather events that are both coming and already here.

We also saw the successful signing of priority legislation to establish the New Jersey State Parks and Open Space Foundation, an inaugural foundation to make sure our state lands have the resources they need to remain accessible to the public. This will provide open space funding in the decades to come.

There were several other victories in the Fiscal Year 2025 state budget. The Delaware River Basin Commission was fully funded for the third year in a row. We also secured more than \$56 million in clean water infrastructure.

Stopping Dirty Fossil Fuels

New Jersey LCV Education Fund continues to work in partnership with other nonprofits to stop the Regional Energy Access Expansion (REAE) pipeline, a Williams Transco dirty fossil fuel project that would account for nearly half of New Jersey's total emissions by 2050. Together with partners, we filed at the D.C. Circuit Court to stop this project, saying that federal approvals did not account for climate change or ratepayer impacts - all for a project whose gas we don't need. In a unanimous, precedent-setting decision, the D.C. Circuit Court agreed and sent the project back to the Federal Energy Regulatory Commission (FERC), ordering them to look at the real costs and impacts of this project. The fight is not over, but this was a massive victory in the fight against fossil fuels!

Electing Environmental Champions

In a year where the eyes of the nation were - for understandable reasons - at the federal level, New Jersey LCV kept its attention laser-focused on electing environmental champions at the state and local level, endorsing our most diverse slate of candidates ever. The 91 endorsed environmental champions represented a mix of incumbents and challengers across 15 counties, including candidates of color, those that represent environmental justice communities, members of the LGBTQ+ community, veterans, and candidates with disabilities. Between the independent expenditure (New Jersey LCV SuperPAC) and coordinated campaign (New Jersey LCV PAC), as well as our non-partisan get out the vote efforts, we invested more than \$264,000 in targeted local races and made more than 9.6 million contacts to voters, resulting in a 65% win rate for our endorsees.

We are already looking to the next election cycle, when New Jerseyans will not only elect all 80 Assembly seats, but they will choose the next Governor.



Federal Work to Combat Climate Change

We continue to work with our national partners on implementation of the Inflation Reduction Act (IRA), the single-largest investment to address climate change in world history. Working in partnership with three additional state leagues, we conducted direct outreach to 62 community organizations with information on how to apply for IRA, Environment, and Climate Justice Block Grants. Outreach included distribution of informational one-pagers in multiple languages and informational webinars for eligible community groups that were attended by 130 participants.

Seaside Park, New Jersey
(Photo by Jason Krieger)

From the Board Chair



Bob Conley
Chair, New Jersey LCV
Education Fund

Dear Supporter,

I want to express my heartfelt thanks for your steadfast support of the New Jersey League of Conservation Voters Education Fund (New Jersey LCV Ed Fund). With your support, we've been able to educate the public, advocate for bold environmental policies, and push for the action necessary to ensure a cleaner, healthier, and more sustainable future for every New Jerseyan—no matter their zip code.

As we look to the future, the need to transition to clean, renewable energy has never been more urgent. Climate change is already affecting us, with rising temperatures, extreme weather events, and environmental degradation events making the news throughout this year. Fossil fuels have brought us to a crisis point, and continuing to rely on them will only make the problem worse.

The time to act is now. Moving forward with renewable energy, like solar and wind, is not just an environmental imperative, but an economic and public health necessity. Renewable energy reduces harmful pollution, improves air quality, and mitigates the impacts of climate change. More importantly, it is key to building a sustainable and resilient future for New Jersey, one that provides affordable, clean power to all communities, including those most vulnerable to the effects of climate change.

As we look ahead to the challenges and opportunities of the coming year, I am confident that, with your ongoing support, we can make real progress. Together, we can help bring about the changes necessary to create a cleaner, more sustainable New Jersey for generations to come.

Thank you again for your commitment to this crucial work. Your support is what makes our success possible, and together, we will continue to fight for the healthy, sustainable future we all deserve.

A handwritten signature in black ink, reading "Bob Conley". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Keep it Green Coalition
members celebrating ten years
of open space preservation and
protection with Secretary of
Agriculture Ed Wengryn



Keep it Green

This was a big year for Keep it Green (KIG), which celebrated the ten-year anniversary of the 2014 ballot initiative to provide funding for open space. Since the launch of this program KIG has raised over \$2 billion for open space initiatives. To mark this special occasion, KIG hosted a highly successful event at Hopewell Valley Winery. The event featured outstanding guest speakers Ed Wengryn, Secretary of Agriculture, Nick Angarone, Chief Resilience Officer at the Department of Environmental Protection (DEP), and Martha Sapp, Director of the Green Acres Program, legislators such as Assemblywoman Tennille McCoy, and longtime advocates. Additionally, the KIG coalition made progress on new initiatives, including adopting the Fix our Parks initiative, which will help to fully fund our state parks, and a campaign to support urban agriculture.





New Jersey LCV's James Thompson speaking at rally in support of offshore wind with allies and partners

Offshore Wind Progress

In 2024, we continued to make great strides in offshore wind by engaging directly with communities, knocking on hundreds of constituent doors and presenting to dozens of local organizations to educate the public about the benefits of offshore wind, leading the New Jersey Wind Works Coalition and activating supporters to testify at multiple state and federal hearings. The Atlantic Shores project, which will power nearly 1 million homes with clean, renewable energy, received key construction approvals and approval from the New Jersey State House Commission, while two new projects were awarded bids early this year. Although the offshore wind industry faces headwinds from an unfriendly federal administration, we will continue to advocate and educate the public on the benefits of offshore wind energy. In total, in 2024, we held more than 30 events in support of clean energy, including canvases, informational webinars, events with elected officials, and even virtual “fire-side chats” with key administration leaders. We generated more than 1,200 testimonies and comments in support of clean energy projects, with an additional 8,000 comments generated online. We initiated more than 1,300 calls from constituents and turned out more than 1,200 people to support clean energy at our events.

NJPEEC Chair Marcus Sibley and Committee Members Sharonda Allen and Isabel Molina



New Jersey Progressive Equitable Energy Coalition

In 2024, the New Jersey Progressive Equitable Energy Coalition (NJPEEC) continued to create a name for itself as the authority on clean energy equity. In the first year of this 2-year legislative session, NJPEEC supported the 100% clean electricity standard by 2035 bill through testimony, speaking at press conferences and webinars, participation in strategic planning through coalition work and meeting with legislators to garner support for the bill, particularly Assemblyman DeAngelo, whose committee the bill is referred to. 100% by 2035 will be a monumental clean energy achievement with important equity provisions to ensure that marginalized communities also receive the benefits of the clean energy transition. Alongside other organizations, NJPEEC intervened in the PSE&G's and New Jersey Natural Gas's Triennium 2 filings to advocate for programs focused on clean energy and end incentives for dirty gas infrastructure. In addition, NJPEEC continues to build a presence and build power in the transportation space by hosting a webinar on micro mobility with the DEP and in the offshore wind space through the the New Jersey WindWorks coalition and curriculum building for KidWinds

Stormwater Progress

Stormwater continues to be a challenge for communities across the state, including the 21 communities that still use combined sewer overflow (CSO) systems. As our rainfall and storm patterns change, stormwater management will only be exacerbated by the effects of climate change. This year, as the convener of the New Jersey Flood Defense coalition, we continued to build relationships with local elected and staff officials across New Jersey, hosting dozens of outreach meetings and education sessions. The tragedy of Hurricanes Milton and Helene only underscored the urgency of this work, and our webinar on potential impacts to New Jersey featuring the State Climatologist (name?) had hundreds of attendees and more than 10,000 views on YouTube. We are continuing to advance feasibility studies for stormwater utilities, the most equitable way to address stormwater management. We also activated captains at the local level to advocate and educate for stormwater management in their own communities. In addition, we created a toolkit for municipalities to identify funding sources for green infrastructure and have held dozens of education sessions and tabled at more than a dozen

community events to educate the public on the public health, economic, and environmental impacts of stormwater. We are also working to advance the New Jersey Protecting Against Climate Threats (NJPACT) Resilient Environment and Landscapes (REAL) regulations, which would make sure we use the most up-to-date sea level rise data when making planning and development decisions.

Coalition for the Delaware River Watershed

As in previous years, New Jersey LCV served as the state lead for the Coalition for the Delaware River Watershed (CDRW), which achieved several significant milestones and advanced its priorities. CDRW achieved all its budget priorities, including fully funding the Delaware River Basin Commission and significant investment in water infrastructure funding. We tabled at the CDRW annual forum and reached dozens of members, in addition to organizing and hosting monthly meetings that featured speakers from the administration to members of Congress. This year, we were able to expand membership in the coalition and wrote several pieces for CDRW's membership materials on key watershed issues in the state.





New Jersey LCV
staff park day

Equity Work

Our staff continues to strengthen our focus on equity and inclusion, both internally and within our external-facing programs and partnerships. We have also incorporated our DEIJ goals and actions into our new 2024-2027 Strategic Plans.

We have a staff Justice and Equity Committee that oversees periodic experiential learning programs and discussions for staff, and our staff-led Sunshine Committee contributes to a positive and inclusive culture that recognizes staff contributions and milestones, and affords ways to celebrate successes and foster an atmosphere of being valued.

We recognize we have a responsibility to help other organizations better understand how racism and

other systems of oppressions play out in our environmental work, and connected with over a dozen community-based organizations to discuss and share Inflation Reduction Act funding opportunities. We also hosted approximately six webinars integrating justice-led principles into environmental and environmental justice topics, and as we move forward, we will continue to work to advance our own learning and hold ourselves accountable to our equity goals and objectives.

New 2024-2027 Strategic Plan

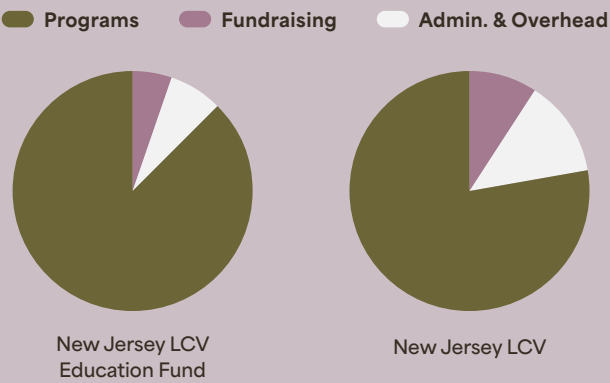
This past year we completed the process of planning and creating our next 3-year Strategic Plan. The process, led by our Board of Directors' design and development of growth targets, provides reaching goals for the next 36 months that will help us continue to drive our work forward and achieve even broader environmental objectives and initiatives that support communities, connect environmental policies to people's daily lives, and cultivate environmental leaders that support policies and protect New Jersey's current and future natural resources.

New Jersey LCV carefully oversees your contributions to a healthier, more beautiful New Jersey.

FISCAL 2024

INCOME/ HOLDINGS	NEW JERSEY LCV EDUCATION FUND	NEW JERSEY LCV
CONTRIBUTIONS	\$ 71,199	\$ 171,739
PROGRAM GRANTS	\$ 1,457,983	\$ 1,738,636
EVENT & OTHER INCOME	\$ 218,248	\$ 128,107
*NJEJA HOLDINGS	\$ 940,451	
TOTAL INCOME	\$ 2,687,881*	\$ 2,038,482

EXPENSES	NEW JERSEY LCV EDUCATION FUND	NEW JERSEY LCV
PROGRAMS	\$ 2,446,285	\$ 1,254,599
Stormwater Mitigation	\$ 405,257	-
Delaware River Watershed	\$ -	\$ 213,807
100% Clean Energy/Policy	\$ 382,404	\$ 759,951
Environmental Justice Education	\$ 287,984	-
* NJ Environmental Justice Alliance	\$ 940,451	-
NJPEEC Program	\$ 186,278	-
Other Programs	\$ 243,911	\$ 280,841
FUNDRAISING	\$ 140,358	\$ 144,981
ADMINISTRATION & OVERHEAD	\$ 205,952	\$ 211,278
TOTAL EXPENSES	\$ 2,792,595	\$ 1,610,858



We ask you to invest in protecting New Jersey’s environmental future by making a gift to New Jersey LCV or New Jersey LCV Education Fund today.

Please visit njlcv.org/give or njlcvef.org/give to donate, or mail a check to New Jersey LCV, 1 N. Johnston Ave., Building A. Floor 2, Suite A250 Hamilton, NJ 08609. Contributions to New Jersey League of Conservation Voters are not deductible as charitable contributions for Federal income tax purposes, while contributions to New Jersey LCV Education Fund are tax-deductible.

* The New Jersey Environmental Justice Alliance (NJEJA) was a program of NJLCVEF. The NJEJA formed its own charitable organization, and received all earmarked contribution balances during the year ended March 31, 2024.



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