



Edward J. Bloustein School  
of Planning and Public Policy

## Jeanne Herb

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### Professional Experience

#### **Edward J. Bloustein School of Planning and Public Policy, Rutgers University**

New Brunswick, New Jersey

Executive Director, Environmental Analysis and Communications Group. 2010-Present

- ❖ Selected by the Robert Wood Johnson Foundation as one of 50 multidisciplinary sector leaders nationally to participate in the first cohort of a three-year leadership program as part of the Foundation's signature effort to build a national "Culture of Health." <http://cultureofhealth-leaders.org/>. 2016-present.
- ❖ Selected by Rutgers University to participate in the second cohort of the two-year Rutgers Leadership Academy. <http://odl.rutgers.edu/2017/09/2017-2019-rla-class-selected/>. 2017-present.

Selected Bloustein Projects Include:

- Co-facilitate the *New Jersey Climate Adaptation Alliance*, a network of more than 40 diverse governmental, non-profit, and business organizations focused on advancing sound climate change policy and programs in New Jersey (<http://climatechange.rutgers.edu/njadapt>).
- Co-lead the *Sustainable Raritan River Initiative*, a university based partnership with external public, private and governmental entities to advance efforts around the Raritan Basin and Bay to balance social, economic and environmental objectives towards the common goal of restoring the Raritan River, its tributaries and its estuary for current and future generations.
- Co-facilitate the *Planning Healthy Communities Initiative* ([www.njhc.rutgers.edu](http://www.njhc.rutgers.edu)), a collaboration of Bloustein School Centers of Practice working to advance health in all policies strategies, provide technical assistance to communities to address physical and social determinants of health, and to integrate health into decision-making through Health Impact Assessment and other strategies. Serve as a senior fellow to the Regional Plan Association to integrate consideration of health into development of the Fourth Regional Plan. Support integration of a health in all policies approach as part of the Together North Jersey development of a regional Plan for Sustainable Development for 13 counties in central and northern New Jersey.
- Manage efforts to engage stakeholders to support development of the *Mid-Atlantic Ocean Planning Portal*, an online toolkit that consolidates available data to support government and public efforts to visualize and analyze ocean resources and human use information in partnership with NOAA and the *Mid-Atlantic Regional Council on the Oceans* (MARCO). Provide other support to the MARCO Climate Change Action Team to set priorities for regional coastal resilience efforts. (see: <http://midatlanticocean.org/>)

- Manage programs to provide support to New Jersey communities engaged in post Hurricane Sandy recovery and resilience planning with support from private foundations, state and federal agencies and in partnership with local governments and community-based organizations. Help to lead a multidisciplinary collaborative effort of researchers, scientists, practitioners and extension specialists from throughout the university to assist communities identifying hazards and vulnerabilities from changing climate conditions and to develop actionable strategies to reduce risk and exposure to residents and community assets.
- Oversee efforts to advise the New Jersey Departments of Environmental Protection and Health on effective strategies to deploy online geospatial resources and decision-support tools to support local efforts to use data about environmental conditions and chronic health data as part of local community planning efforts using NJDEP and NJDOH data and data from the Environmental Public Health Tracking Network. Oversee research to apply data from the National Environmental Public Health Tracking Network and USEPA's EJScreen to inform healthy community planning work through the County Health Rankings and Roadmaps (<http://www.countyhealthrankings.org/>).
- Provide support to the *Transportation and Climate Initiative* via the Georgetown Climate Center, an 11 state partnership of state energy, environmental and transportation agencies committed to state and regional solutions to reduce climate change emission from the transportation sector (<http://www.georgetownclimate.org/state-action/transportation-and-climate-initiative>).
- Supervise and mentor graduate and undergraduate students. Co-developed and continue to teach a multidisciplinary graduate level course titled: "Communicating Science to Decision-makers" in support of the university's *Coastal Risk and Resilience Graduate Training Program* (<http://c2r2.rutgers.edu/>).

#### **Georgetown Climate Center, Georgetown Law School**

Washington, D.C.

Consultant. 2010

Provided content and logistical support for the initial organizational development of the groundbreaking Transportation and Climate Initiative, a collaborative effort among 11 Mid-Atlantic and Northeast states to develop initiatives and policies to reduce greenhouse gas emissions in the transportation sector. Provide planning, logistical, and substantive support to the kick-off of the multi-state effort, including development of white papers, coordination of planning efforts for a summit of cabinet-level agency heads from the participating states, development of a three-year work plan, and development of initial policy analyses and demonstration projects

#### **New Jersey Department of Environmental Protection**

Trenton, NJ

Assistant Commissioner, Policy, Planning and Science. 2002-2010

Served as a member of the executive leadership team under three Governors leading high-profile cross-program efforts including those related to climate change and energy, Environmental Justice, smart growth and sustainable development, environmental health and science policy, and coastal management. Served as public agency spokesperson on key topics, including with the media, other executive branch agencies, stakeholders, and the Legislature. Oversaw a program of approximately 70 mid-managers and staff and led multidisciplinary agency-wide and interagency special initiatives at the direction of the Commissioner. Facilitated the management of federal commitments with the United States Environmental Protection Agency under the National Environmental Performance Partnership System (NEPPS), including a program to publicly report on environmental trends.

- Coordinated agency's staffing and support to the Governor's Highlands Task Force and oversaw the agency's contributions to define statutory regional land use boundaries and environmental provisions of the New Jersey Highlands Water Protection and Planning Act. Coordinated agency involvement in initial establishment of the Highlands Council and creation of a region-wide master plan;

- Based on direction of the Commissioner, coordinated deliberations of the agency's public Permit Efficiency Task Force and coordinated its structure, staffing, membership, scope and deliberations;
- Served as senior executive leading development of the state's climate change mitigation policies, including: participation in the Regional Greenhouse Gas Initiative, passage of the Global Warming Response and Global Warming Solutions Fund Acts and Executive Order 54, adoption of three climate change regulations, development of priorities to spend approximately \$65 million in annual auction revenues for consumer benefit programs and issuance of the Global Warming Response Act Report. Oversaw stakeholder engagement, media and legislative relations, cross-state negotiations, inter and intra-agency deliberations. Served as agency lead on development of statewide Energy Master Plan;
- Oversaw development of and secured grant funding for a statewide analysis of New Jersey's natural capital and assessment of policy options for incorporation of ecosystem services into state and local decision-making and policies;
- Oversaw New Jersey's Coastal Management Program. Supervised adoption of regulations to implement provisions ensuring public access to tidal waterbodies pursuant to the Public Trust doctrine. Supervised New Jersey's participation in the development of the Mid-Atlantic Regional Council on the Oceans, a Mid-Atlantic consortium of five states that are working together to advance regional strategies for ocean and coastal protection;
- Led the development of an approach for assessing communities disproportionately burdened by environmental pollution in consultation with the agency's Environmental Justice Advisory Council. Served as senior executive leading development and implementation of Executive Order 96 creating an approach to address community level Environmental Justice concerns;
- Lead the stakeholder driven development of a state threatened and endangered species habitat rule (never adopted) in collaboration with multiple agency programs and with extensive public attention;
- Served as senior executive leading deliberations of the Governor's Offshore Wind Blue Ribbon Panel during a 15-month project funding and permitting moratorium imposed pursuant to Executive Order 12;
- Led agency's participation in administration-wide smart growth and sustainable development policies including participation on the Governor's Smart Growth Policy Council, directing agency's participation in the New Jersey State Planning Commission, facilitating strategies to integrate smart growth, conservation and sustainable development principles into agency programs and policies including spending priorities of the Infrastructure Trust, and oversaw the agency's participation in development of the Sustainable Jersey municipal voluntary certification program;
- In conjunction with the state Department of Health, oversee the development of a statewide environmental public health tracking system. Successfully secure grant funding from the federal Centers for Disease Control, engaged external stakeholders and relevant Departmental programs in system design, and oversaw development of website and communication materials regarding environmental data developed through the program;
- As requested by the Commissioner, oversaw a reconfiguration and restructuring of the science program of the agency to be more streamlined and responsive to regulatory program needs and priorities. Oversaw development of recommendations for establishment of a Science Advisory Board, including procedures for recruitment of members, deliberative scope, conflict of interest, and transparency;
- In coordination with the state Department of Community Affairs, fostered development of "green" building guidelines to guide state policy, regulations and funding resulting in the New Jersey Green Building Manual;
- Directed staff scientists' involvement in environmental health investigations in local communities including Camden, Jersey City and Paterson. Directed staff scientists' involvement in development of drinking water standards via participation in the New Jersey Drinking Water Quality Institute. Directed staff scientists involvement in development of a diesel retrofit program designed to reduce Particulate Matter pursuant to the New Jersey Diesel Retrofit Law.

### **Tellus Institute**

Boston, Massachusetts

Senior Scientist/ Manager, Public Policy Program. 1997-2002.

Oversaw development of a new public policy program for this non-profit “think-do” tank that was established in 1976 as an interdisciplinary not-for-profit research and policy organization ([www.tellus.org](http://www.tellus.org)). Conducted studies on topics related to innovative environmental public policies and analyzed research findings in reports and presentations. Marketed development of new initiatives and pursued funding opportunities for projects through U.S. foundations and government agencies. Developed future research directions for the policy program, with recommendations.

- Oversaw the State Pollution Prevention Initiative (SPRINT), an effort designed to provide technical support to state agencies’ efforts to implement innovative pollution prevention programs;
- Led analysis of several environmental policy innovations as part of a comprehensive series undertaken by the National Academy of Public Administration that led to its 2000 publication: *Environment.Gov: Transforming Environmental Protection for the 21<sup>st</sup> Century*;
- Spearheaded the design of a new initiative to track industrial facility-specific data related to corporate sustainability to contribute to ongoing efforts of the Global Reporting Initiative (<https://www.globalreporting.org/Pages/default.aspx>).

### **New Jersey Department of Environmental Protection**

Trenton, NJ

Director, Office of Pollution Prevention. 1989-1997

Served in a mid-level management role as Director of nationally recognized, innovative Pollution Prevention Program under three Governors. Oversaw \$2.1 million budget and approximately 12 staff, implementation of a regulatory program, stakeholder engagement, public communications, and development of a sister industrial toxics technical assistance program, and program evaluation.

- Served as agency lead on development of the New Jersey Pollution Prevention Act and engaged in briefings with legislators and legislative staff, regulated community and stakeholders;
- As founding director of the Office of Pollution Prevention, oversaw the implementation of the new program, including adoption of program rules and regulations, regulatory outreach and compliance programs, staff development, establishment of a statewide industrial facility reporting program including strong provisions for public access to data.
- Created the conceptual design for the state’s pilot Facility-Wide Permit pilot program, oversaw adoption of program rules, recruited participating companies into the program and oversaw implementation;
- Served as chief spokesperson for the Department on pollution prevention subjects and represented the agency in national discussions on pollution prevention issues;
- Represented agency in successful defense of regulations as a result of litigation filed in the state Supreme Court.

### **New Jersey Department of Environmental Protection**

Trenton, NJ

Chief, Bureaus of Risk Reduction and Risk Communication/Research Scientist. 1985-1989

Supervised overall management of Risk Communication and Risk Reduction Bureaus, including a staff of eight. Managed all aspects of research contracts with outside consultants, including project solicitation, budget development, contract management, development of research methods, and application of results.

- Oversaw development of guidance document to assist agency decision-makers on communicating to the public about environmental health risks;

- Participated in development of a new initiative, the Office of Environmental Health Assessment, specifically developing two of four program elements related to risk reduction and risk communication;
- Guided the development of the initial blueprint for the state's pollution prevention program, including designing studies to identify key elements of the future program, gaps in existing authority and crafting long-range plans and goals, and advising senior management and legislative staff on program elements;
- Prepared a summary report on outcomes of the Industrial Survey project; contributed to implementation of the 1983 New Jersey Worker and Community Right to Know Act.

## Education

Master of Arts (MA) in Science and Environmental Journalism, New York University. 1984

Bachelor of Arts (BA) in Environmental Studies and Education, Rutgers, The State University of New Jersey (Cook College), 1981.

## Activities & Organizations

- Committee on the Fourth Regional Plan, Regional Plan Association. *2014-present*
- Member, Society of Practitioners of Health Impact Assessment (SOPHIA). *2014-present*
- Affiliate, Rutgers Climate Institute, *2010-Present*
- Vice Chairperson, National Pollution Prevention Roundtable, *1991-1992*
- Member, Planning and Zoning Board; Frenchtown, NJ, *2017-present*
- Elder, Frenchtown Presbyterian Church, *2013-2017*
- Member, Frenchtown Board of Education, *1995-2013*

## Selected Publications

Pacyniak, G., N. Kaufman, J. Bradbury, A. Veysey, H. Macbeth, M. Goetz, M. Kaplan, J. Herb, J. Senick, T. Abrahamian, and K. Zyla. 2017. An Examination of Policy Options for Achieving Greenhouse Gas Emissions Reductions in New Jersey. doi:10.7282/T30C4ZPZ.

Lathrop, Richard G., J. Odell, A. MacDonald, K. Vilacoba, J. Bognar, J. Trimble, C. Bruce, G. Crichton, D. Seminara, J. Herb and M. Campo. *The role of Mid-Atlantic Ocean Data Portal in supporting ocean planning. Frontiers in Marine Planning.* July 26, 2017. doi: 10.3389/fmars.2017.00256

Giri, Subhasis, D. Krasnuk, R. Lathrop, S. Malone, and J Herb. *State of the Raritan Report, Volume 1.* 2016. New Brunswick, NJ: Rutgers University

Moran, D., J. Whytlaw, J. Herb, and M. Kaplan. 2017. *New Jersey Climate and Health Profile Report.* New Jersey Climate Adaptation Alliance. New Brunswick, NJ: Rutgers University

Kopp, R.E., A. Broccoli, B. Horton, D. Kreeger, R. Leichenko, J.A. Miller, J.K. Miller, P. Orton, A. Parris, D. Robinson, C.P. Weaver, M. Campo, M. Kaplan, M. Buchanan, J. Herb, L. Auermuller and C. Andrews. 2016. *Assessing New Jersey's Exposure to Sea-Level Rise and Coastal Storms: Report of the New Jersey Climate Adaptation Alliance Science and Technical Advisory Panel.* Prepared for the New Jersey Climate Adaptation Alliance. New Brunswick, New Jersey.

Kaplan, M., M. Campo, L. Auermuller, and J. Herb. 2016. *Assessing New Jersey's Exposure to Sea-Level Rise and Coastal Storms: A Companion Report to the New Jersey Climate Adaptation Alliance Science and Technical Advisory Panel Report*. Prepared for the New Jersey Climate Adaptation Alliance. New Brunswick, NJ: Rutgers University

Herb, J., J Whytlaw, and M. Campo. 2016. *Using Geographic Tools to identify industrial and commercial facilities for which pollution prevention efforts may reduce exposure to hazards associated with climate-related flooding*. Prepared for the United States Environmental Protection Agency. New Brunswick, NJ: Rutgers University.

*Advancing Preparedness of Climate Change Impacts on Coastal Communities in the Mid-Atlantic: MARCO Climate Preparedness and Hazard Resilience Capacity*. A report to the Mid-Atlantic Regional Council on the Oceans. Campo, Matthew; Herb, Jeanne; Grannis, Jessica; MacDonald, Anthony: September 7, 2016. Rutgers University.

*2012 Update to New Jersey's Statewide Greenhouse Gas Emission Inventory*, Prepared by: Michael Aucott, Ph.D., Marjorie Kaplan, Dr.P.H., Jeanne Herb. Edward J. Bloustein School of Planning and Public Policy; Rutgers, The State University of New Jersey, March 2015.

*Integrating Health into Community Design and Decision-making: Opportunities for New Jersey Municipalities*, Prepared for the New Jersey League of Municipalities Educational Foundation "Friends of Local Government" Policy Paper Series. Jon Carnegie, AICP/PP, Jeanne Herb, Karen Lowrie Ph.D., Jennifer Senick Ph.D., Leigh Ann Von Hagen, AICP/PP. Edward J. Bloustein School of Planning and Public Policy; Rutgers, The State University of New Jersey, March 2015.

*Populations Vulnerable to Climate Change in New Jersey: Update of a Statistical Analysis*, February 2015, Kelly M. Pflücke, Michael Greenberg, Ph.D., Jennifer Whytlaw, Jeanne Herb, Marjorie Kaplan, Dr.P.H.

*Understanding Climate Change and Flood Risk for New Jersey's Senior Citizens*, January 2015, Ai Yamanaka, Jennifer Whytlaw, Jeanne Herb, Michael Greenberg, Ph.D., Marjorie Kaplan, Dr.P.H.

*Public Support for Policies to Reduce Risk After Hurricane Sandy*, Risk Analysis (volume 34, Issue 6, June 2014), Greenberg, M.; Weiner, M.; Noland, R.; Herb, J.; Kaplan, M.; Broccoli. A.

*Resilience. Preparing New Jersey for Climate Change: Policy Considerations from the New Jersey Climate Adaptation Alliance*. Edited by Matt Campo, Marjorie Kaplan, Jeanne Herb. New Brunswick, New Jersey: Rutgers University. 2014.

*Post Sandy Policy Gaps and Responses*. Prepared for The Fund for New Jersey, 2014. Jon Carnegie, Jeanne Herb, and Matthew Campo, Edward J. Bloustein School of Planning and Public Policy; Rutgers, The State University of New Jersey.

*Resilience. Preparing New Jersey for Climate Change: A Gap Analysis from the New Jersey Climate Adaptation Alliance*. Edited by Matt Campo, Marjorie Kaplan, Jeanne Herb. New Brunswick, New Jersey: Rutgers University. 2013.

*Engaging Communities in New Jersey to Apply Environmental Public Health Tracking Data*, Prepared for the New Jersey Department of Environmental Protection. 2013. Herb, J.; Babcock-Dunning, L.; Rovito, J.; Shaw, J.; Lowrie, K.; Bridges, A.



*Electric Vehicles: Current Industry Position, Technology Issues and Available Incentives: A Growing Auto Investor Issue*, Prepared for the Coalition of Environmentally Responsible Economics (CERES), 2010, Herb, J.

*Towards Integrated Approaches to Compliance Assurance*, Prepared for the National Academy of Public Administration by Tellus Institute, 2001, Crow, Michael; Herb, Jeanne; Stoughton, Mark; Sullivan, Jennifer. Companion article: *Towards Integrated Approaches to Compliance Assurance*. Environmental Law Reporter, November 2001 (31 ELR 11266, issue 11), Stoughton, Mark; Herb, Jeanne; Sullivan, Jennifer; Crow, Michael.

*Beyond Experiments*, Prepared for the National Academy of Public Administration by Tellus Institute, 2000. Crow, M.; Herb, J.; Stoughton, M.; Sullivan, J. Companion article: *Beyond Experiments*. The Environmental Forum. May/June 2000, Crow, Michael, Herb, Jeanne.

*The National Environmental Performance Partnership System: Making Good on Its Promise?* Prepared for the National Academy of Public Administration. 2000. Stoughton, M.; Herb, J.; Sullivan, J.; White, A.

*Making Environmental Public Reporting a Foundation for Regulatory Reform*, Prepared for a publication of the World Resources Institute by Tellus Institute, 1999. Herb, J.; White, A.; Helms, S.

*Pathways to State Pollution Prevention Regulatory Integration: The SPRINT Compendium*, Tellus Institute, 1998, Herb, J.; White, A.; Helms, S.

*The New Jersey Industrial Survey Project N.J.A.C.7:1F 1979-1982 Final Report*, 1986, New Jersey Department of Environmental Protection, prepared by Edward Stevenson, Project Manager; Randy England; Jeanne Herb; Rosemarie Tuccillo; Thomas Burke, Office of Science and Research New Jersey Department of Environmental Protection, Trenton, New Jersey.