Developing a Green Map to Highlight Local Businesses in Newark, New Jersey

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Introduction

- Goal: developing a "green map" to highlight sustainable and local businesses in Newark using GIS-based tools
- Target audience is people who currently have limited engagement with local businesses in Newark
- Aims to stimulate the local economy through increased visibility of small businesses

Objectives

- Create a reproducible method for constructing a green map of local businesses in Newark
- Assess community needs and awareness regarding local sustainable businesses through surveys
- Develop a modified triple bottom line framework focusing on social and environmental sustainability

Methods

- Two distinct surveys developed: one for business owners and one for college students
- Business survey to collect data on sustainability attributes and business information using ArcGIS
- Student survey to assess awareness and engagement with local businesses using Qualtrics
- Random sampling of students from Rutgers Newark and NJIT through flyer recruitment

Results

- Successfully developed a survey framework based on triple bottom line approach
- Project awaiting IRB approval before implementation of surveys
- Survey design completed with focus on both environmental and social sustainability metrics
- Groundwork laid for future data collection and map generation

Next Steps

- Plan to begin student recruitment via campus flyers once IRB approval is secured
- Will collaborate with Newark Green Team to identify potential business participants
- Survey will remain open indefinitely to allow continuous addition of new businesses
- Results will be shared with student respondents and advertised to target populations

Impact on Underserved Communities

- Promotes green businesses in Newark, an EJ community
- Supports local businesses against gentrification pressures
- Promotes minority-owned and women-owned businesses
- Helps preserve community character while supporting sustainable practices

Conclusion

- Project establishes foundation for creating a unique green mapping tool
- Focuses on supporting local economy while promoting sustainability
- Will serve as a valuable resource for connecting students with local businesses
- Aims to strengthen Newark's business community in face of gentrification challenges

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