

A SUSTAINABLE JERSEY GUIDE

Community Energy Plan Workplan Template



Community Energy Plan Workplan Template

Sustainable Jersey

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NJCEP, established on January 22, 2003, in accordance with the Electric Discount and Energy Competition Act (EDECA), provides financial and other incentives to the State's residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers' energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (NJBP).

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Sustainable Jersey is a certification program for municipalities in New Jersey. Launched in 2009, Sustainable Jersey is a nonprofit, nonpartisan organization that supports community efforts to reduce waste, cut greenhouse gas emissions, and improve environmental equity. It provides tools, training and financial incentives to support and reward communities as they pursue sustainability programs. Sustainable Jersey is one hundred percent voluntary and each town can choose whether it wants to get certified and the actions it wants to do in order to achieve enough points to get certified.

Table of Contents

Introduction: How to use this document	I
Strategy 1: Reduce Energy Consumption and Emissions from the Transportation Sector	
1.1 Adopt Supportive Zoning and Regulations for EV Infrastructure	1
1.2 Train First Responders on EVs and EVSE	2
1.3 Train Non-Emergency Staff on EVs and EVSE	3
1.4 Purchase Alternative Fuel Vehicles	4
1.5 Improve Municipal Fleet Efficiency	5
1.6 Install Public EV Charging Infrastructure	6
1.7 Encourage Non-Municipal Fleets to Improve Efficiency	7
1.8 Encourage Workplace EV Charging Infrastructure	8
1.9 Community EV Outreach	9
1.10 Anti-idling and Enforcement	10
Strategy 2: Accelerate Deployment of Renewable Energy and Distributed Energy Resource	
2.1 Adopt Supportive Zoning and Permitting for Private Solar	11
2.2 Post Solar Permitting Checklist	12
2.3 Train First Responders on Solar	13
2.4 Train Non-Emergency Staff on Solar	14

2.5 Install On-Site Municipal Renewable Generation	15
2.6 Buy Renewable Energy for Municipal Facilities	16
2.7 Offer a Solar Employee Benefit Program	17
2.8 Institute a Community-wide Solar Purchasing Program	18
2.9 Implement Renewable Government Energy Aggregation (R-GEA)	19
2.10 Support Community Solar as Project Ambassador	20
2.11 Support Community Solar as Outreach Coordinator	21
2.12 Host a Community Solar Project on Municipal Property	22

Strategy 3: Maximize Energy Efficiency and Conservation and Reduce Peak Demand

3.1 Upgrade Energy Efficiency in Municipal Facilities	23
3.2 Residential Energy Efficiency Outreach Campaign	24
3.3 Commercial Energy Efficiency Outreach Campaign	25
3.4 Conduct Energy Efficiency Outreach to Large Energy Users	26

Strategy 4: Reduce Energy Consumption and Emissions from the Building Sector

4.1 Implement a Green Building Policy	27
4.2 Construct New Buildings as Model Green Buildings	28
4.3 Encourage Benchmarking and Commissioning for Existing Buildings	29
4.4 Require Developers to Complete Green Development Checklist	30
4.5 Conduct Outreach Targeting New Construction in the Community	31

Strategy 6: Support Community Energy Planning and Action with an Emphasis on Encouraging and Supporting Participation by Low- and Moderate-Income and Environmental Justice Communities

6.1 Make Community Energy Planning Inclusive	32
6.2 Conduct Energy Efficiency Outreach to Low- and Moderate-Income Residents	33
6.3.1 Support Shared Micro-Mobility Program (e.g. bicycles, scooters, etc.)	34
6.3.2 Support E-Mobility Transit options (e.g. EV Shuttle bus, carpool services)	35
6.3.3 Support EV Car-Share Program	36
6.4 Support Low- and Moderate-Income Community Solar Subscriptions	37
6.5 Conduct Energy Efficiency Outreach to Community-Serving Institutions	38

Strategy 7: Expand the Clean Energy Innovation Economy

7.1 Adopt Energy Storage Policies	39
7.2 Install an Energy Storage System	40
7.3 Develop Local Microgrid	41
7.4 Develop/Participate in a District Energy System	42

Introduction

This document is a tool for municipalities to use in creating a Community Energy Plan as part of the NJBPU Community Energy Plan Grant (“CEPG”) program.

Municipalities participating in the CEPG program must utilize this document to triage known practical and impactful strategies to reduce greenhouse gases and achieve a sustainable energy future. The Workplan Template and accompanying [Sustainable Energy Communities Guide](#) offer guidance on the most high-impact initiatives that New Jersey municipalities can implement, enabling grant recipients to focus planning efforts on the specific who, what, where, when, and why of implementing the initiatives in the community.

This document provides descriptions of high-impact initiatives to consider as part of the municipality’s Community Energy Plan. Municipalities may include initiatives not listed, but Community Energy Plan Grant recipients must seriously consider each initiative in the list.

For each initiative, there is a brief description, potential measures of success, relevant resources for completing the initiative, and potential community stakeholders.

Most (but not all) of the initiatives are linked to Sustainable Jersey energy actions; all of the actions required for Sustainable Jersey’s Gold Star in Energy are included.

The initiatives are organized to correspond with the seven strategies of the [New Jersey Energy Master Plan \(EMP\)](#). Within each EMP Strategy, initiatives appear roughly in order of municipal roles, starting with regulation and policy, followed by public services, then municipal operations strategies, then community-facing initiatives.

NOTE: EMP Strategy 5 is not included as municipalities do not have jurisdiction over grid regulatory issues.

Initiatives are also rated by general impact and difficulty, though these factors vary by municipality depending on municipal staff capacity, types of businesses in the community, existing infrastructure, and so on. Municipalities should consider these local factors when selecting which initiatives to implement.

The [editable version](#) of this document, which will be provided to each municipality participating in the program, is a workspace for the municipality to fill in with implementation details for each of the initiatives selected for the Community Energy Plan. These details include the lead person and entity, general start date, immediate next steps, and other elements relevant to how the initiative will be implemented after the Community Energy Plan is adopted.

1.1 Adopt Supportive Zoning and Regulations for EV Infrastructure

Pass New Jersey's Department of Community Affairs [Model Statewide Municipal EV Ordinance](#) specifying electric vehicle charging stations (EVSE) as a permitted accessory use, establishing the permitting process for charging stations, and requiring Make-Ready and EVSE parking in new multifamily developments and parking lots. Modify the model ordinance standards for safety, signage, etc. as needed.

Measures of Success

- "Reasonable Standards" language modified and finalized in NJDCA's Model Statewide Municipal EV Ordinance to reflect municipalities' needs
- NJDCA Model Statewide Municipal EV Ordinance passed
- Make-Ready and EV charging parking minimums posted on the municipal website

Resources

- NJDCA. [Model Statewide Municipal EV Ordinance Guidance Page](#)
- NJDCA. [Model Statewide Municipal EV Ordinance](#)
- NJDEP. Charge Up Your Town Guidance Document. [Best Management Practices to Ensure Your Town is EV Ready](#)
- Sustainable Jersey. [Make Your Town Electric Vehicle Friendly action](#)

Typical Next Steps (modify to suit your community)

- 1) Review the NJDCA's Model Statewide Municipal EV Ordinance, and determine if modifications need to be made in the reasonable standards section for accessibility, lighting, parking enforcement, safety, signage, etc. as needed.
- 2) Schedule meeting with municipal officials and stakeholders identified to explain the reasoning of the ordinance.
- 3) Adopt the NJDCA's Model Statewide Municipal EV Ordinance modified to the municipalities needs.
- 4) Work with the municipal zoning officer or administrator to update the relevant sections of the zoning/land use code to reflect the EVSE zoning ordinance.
- 5) Communicate to the community by posting this information on the municipal website and providing a point of contact.

1.2 Train First Responders on EVs and EVSE

To further public confidence and maintain emergency preparedness, require training on electric vehicles and associated infrastructure for local first responders.

Measures of Success

- Key emergency response personnel participate in training and education programs for local first responder
- Integrate training into department policies and procedures

Resources

- Sustainable Jersey. [Make Your Town Electric Vehicle Friendly action](#)
- National Fire Protection Association. [Alternative Fuel Vehicles Safety Training Program](#)
- National Alternative Fuels Training Consortium. [Courses and Workshops](#)
- New Jersey Division of Fire Safety & Kean University. [Fire Safety Training](#)

Typical Next Steps (modify to suit your community)

- 1) Work with the first responders, including law enforcement, fire, and emergency response departments to create a list of key emergency response personnel who would need to undergo these training and education programs.
- 2) Identify the training and education programs on EV and EVSE available for the first responders, e.g.:
 - a) National Fire Protection Association
 - b) Alternative Fuel Vehicles Safety Training Program
 - c) New Jersey Division of Fire Safety & Kean University Fire Safety Training - National Alternative Fuels Training Consortium
- 3) Document date/years of the training and education programs and the details of the personnel who have undergone the same.
- 4) Set a regular frequency for these training and education programs (e.g. once every 3 years).
- 5) Plan how ongoing trainings and education programs for First Responders on EVs and EVSE can be integrated into department policies and procedures.

1.3 Train Non-Emergency Staff on EVs and EVSE

Initiate electric vehicle cross-training for non-emergency staff such as code officials, automotive technicians, and electricians.

Measures of Success

- Training held for each relevant department
- Policy established for ongoing training

Resources

- Sustainable Jersey. [Make Your Town Electric Vehicle Friendly action](#)
- National Alternative Fuels Training Consortium. [Courses and Workshops](#)
- National Fire Protection Association. [Register for Electric Vehicle Community Preparedness Online Training -- Code Official](#)

Typical Next Steps (modify to suit your community)

- 1) Work with the concerned departments to identify a list of all non-emergency personnel who need to undergo this training and education program.
- 2) Research available training and education programs on EV and EVSE and select one tailored for non-emergency personnel (see Resources section).
- 3) Document date/years of the training and education programs and the details of the personnel who have undergone the same.
- 4) Set a regular frequency for these training and education programs.
- 5) Work with the concerned departments to integrate ongoing training and education programs on EVs and EVSE into the department policies and procedures.

1.4 Purchase Alternative Fuel Vehicles

Replace existing municipal fleet vehicles with plug-in hybrid, battery electric, or other sustainable alternative fuel vehicles (AFV), informed by fleet analysis.

Measures of Success

- Strategic list prioritizing vehicles in fleet to replace with AFVs
- Fleet charging infrastructure installed for municipal vehicles
- First battery electric vehicle added to municipal fleet
- First heavy-duty electric vehicle added to municipal fleet

Resources

- Sustainable Jersey. [Fleet Inventory Action](#)
- Sustainable Jersey. [Purchase Alternative Fuel Vehicles action](#)
- Sustainable Jersey. [Alternative Fuel Vehicle Procurement Guide](#)
- Sustainable Jersey. [Direct Pay Tax Credits for Municipalities, School District, and Nonprofits](#)
- Atlas Public Planning. [Fleet EV Procurement Tool](#)
- U.S. DOE. Blueprint 4A [Electric Vehicles and Fleet Electrification](#)
- U.S. EPA. [Electric Vehicle Myths Webpage](#)
- Delaware Valley Regional Planning Commission. [Resources to Purchase PEVs and Charging Equipment](#)

Typical Next Steps (modify to suit your community)

- 1) Look at the existing municipal fleet and identify possible vehicles that could be replaced with EVs, typically vehicles that are driven more/use more fuel are more cost-effective to electrify.
- 2) Think about how the vehicle will be charged, see initiative 1.6.
- 3) Build support among the intended user of the vehicle.
- 4) Shop for the EV (will it be purchased through a co-op, contract, go out to bid) See AFV Procurement guide in resources.
- 5) Identify funding opportunities and apply for incentives. Note: Because of the Inflation Reduction Act municipalities and other non-profits can now receive tax credits for EV purchases, see the Sustainable Jersey Direct Pay webpage for more information. Note: Because of the Inflation Reduction Act municipalities and other non-profits can now receive tax credits for EVs, see the Sustainable Jersey Direct Pay webpage for more information.

1.5 Improve Municipal Fleet Efficiency

Implement strategies such as interdepartmental coordination to right-size the municipal fleet (vehicle replacement or retirement), and optimize fuel use with improved route planning, driver efficiency, and reduced idling to reduce operational costs and GHG emissions from municipal fleets – public works, police, fire, etc.

Measures of Success

- Annual fleet inventory process established
- Municipal fleet procurement plan is established
- At least 6.5% of municipal vehicles are electric
- 20% reduction in fleet emissions within 4-year span

Resources

- Sustainable Jersey. [Fleet Inventory action](#)
- Sustainable Jersey. [Meet Target for Green Fleets action](#)
- Delaware Valley Regional Planning Commission. [Incorporating PEVs Into a Municipal Fleet](#)
- Sustainable Jersey. [Alternative Fuel Vehicle Procurement Guide](#)
- Sustainable Jersey. [Direct Pay Tax Credits for Municipalities, School District, and Nonprofits](#)
- Atlas Public Policy. [Fleet Procurement Analysis Tool](#)
- Delaware Valley Regional Planning Commission. [Resources to Purchase PEVs and Charging Equipment](#)

Typical Next Steps (modify to suit your community) (modify to suit your community)

- 1) Create a fleet inventory using the resources in the Sustainable Jersey Fleet Inventory action.
- 2) Use the Atlas Public Policy DRVE Tool to identify vehicles that can be cost-effectively replaced with electric vehicles. Note: Because of the Inflation Reduction Act municipalities and other non-profits can now receive tax credits for EVs, see the Sustainable Jersey Direct Pay webpage for more information.
- 3) Look at the Sustainable Jersey Meet Targets for Green Fleets action to identify additional fleet efficiency measures (e.g., fleet tracking tools, idle reduction technology, etc.) that make sense for the municipal fleet.
- 4) Set up scheduled maintenance for all fleet vehicles.
- 5) Coordinate with all departments to consider shifting to non-motorized transport options wherever possible.

1.6 Install Public EV Charging Infrastructure

Install electric vehicle charging infrastructure, including chargers, signage, and safety and accessibility features, for public use.

Measures of Success

- First public EV charging station installed
- 2 public EV charging stations per 10,000 residents

Resources

- Sustainable Jersey. [Public Electric Vehicle Charging Infrastructure action](#)
- Sustainable Jersey. [Direct Pay Tax Credits for Municipalities, School District, and Nonprofits](#)
- NJDEP. [Charge Up Your Town: Best Management Practices to Ensure Your Town is EV Ready](#)
- Delaware Valley Regional Planning Commission. [Selection and Placement of PEV Chargers](#)
- NJTPA. [Alternative Fuel Vehicles Readiness Plans and Guide](#)
- Sustainable Jersey. [Alternative Fuel Vehicle Procurement Guide](#)
- EVITP. [Electric Vehicle Infrastructure Training Program](#)

Typical Next Steps (modify to suit your community)

- 1) Determine areas with the highest potential for EV usage and the greatest need for charging infrastructure using heat mapping (see NJTPA. AFV Readiness Plans and Guide in Resources).
- 2) Work with the utility to understand the current electrical infrastructure. Do the location(s) selected have sufficient electrical capacity to support the installation, or does new equipment needs to be installed?
- 3) Determine the number of chargers and charger type(s) to be installed based on community needs.
- 4) Identify method for covering the costs of charger equipment purchase and installation.
- 5) Identify and apply for incentive programs that could help fund the installation. Note: Because of the Inflation Reduction Act municipalities and other non-profits can now receive tax credits for EV charging infrastructure depending on the location, see the Sustainable Jersey Direct Pay webpage for more information.
- 6) Consider the regulations the municipality may want to implement regarding the usage of the charging infrastructure (e.g., usage fees, time limits, etc.).

1.7 Encourage Non-Municipal Fleets to Improve Efficiency

Contact local commercial fleet managers to start conversation about strategically replacing (or retiring) vehicles and improving driver efficiency to reduce their fleet GHG footprint. Offer resources to ease the process, such as procurement tools and incentive information.

Measures of Success

- Outreach campaign to local businesses to create awareness of incentives available for fleet electrification
- Municipal-led recognition program for local leaders in fleet efficiency

Resources

- Sustainable Jersey. [Electric Vehicle Community Outreach action](#)
- Sustainable Jersey. [Public Electric Vehicle Charging Infrastructure action](#)
- Sustainable Jersey. [Alternative Fuel Vehicle Procurement Guide](#)
- Atlas Public Policy. [Fleet Procurement Analysis Tool](#)
- U.S. DOE. [Blueprint 4A: Electric Vehicles and Fleet Electrification](#)

Typical Next Steps (modify to suit your community)

- 1) Work with Business Improvement District (BID) or other local business organizations to compile a list of business contacts.
- 2) Create a list of incentives from the state and utilities that are available for fleets, both for vehicles and EV charging, see the Sustainable Jersey Electric Vehicle Community Outreach action.
- 3) Meet with business leaders to evaluate opportunities for shared fleet EV charging.
- 4) Conduct an outreach campaign to businesses to create awareness of fleet incentives.

1.8 Encourage Workplace EV Charging Infrastructure

Outreach to residents, businesses, and other entities to encourage adoption of electric vehicles (EVs) and electric vehicle charging infrastructure (EVSE) within your municipality.

Measures of Success

- Municipal staff/green team meet with 5+ local employers
- 3 workplace EV charging stations installed thanks to outreach
- 2 workplace EV chargers per 100 businesses in the municipality

Resources

- Sustainable Jersey. [Electric Vehicle Community Outreach action](#)
- U.S. DOE. Blueprint 4B. [EV Charging Infrastructure for the Community](#)
- NJDEP. Charge@Work Program: [Support for Workplace EV Charging](#)
- Clean Cities. EMPOWER. [Workplace Charging Resources](#)
- EVITP. [List of EVITP Certified Electricians](#)

Typical Next Steps (modify to suit your community)

- 1) Compile list of businesses with private parking lots and public parking lots that are used by the employees of local businesses.
- 2) Create a list of incentives and tools from the state and utilities that are available for workplace EV charging, see the Sustainable Jersey EV Community Outreach action and resources above.
- 3) Meet with business leaders to evaluate opportunities for shared workplace EV charging.
- 4) Conduct an outreach campaign to businesses to create awareness of workplace charging incentives.

1.9 Community EV Outreach

Outreach to residents, businesses, and other entities to encourage adoption of electric vehicles (EVs) and electric vehicle charging infrastructure (EVSE) within your municipality.

Measures of Success

- Reach out to at least two of six potential audiences – residents, commercial property owners, multifamily property owners, commercial fleet operators, local workplaces, and automobile dealerships
- For each of the two selected audiences, complete at least two Outreach Tasks (emails, social media, flyers, in-person events, etc.)

Resources

- Sustainable Jersey. [Electric Vehicle Community Outreach action](#)
- Sustainable Jersey. [Make Your Town Electric Vehicle Friendly action](#)
- U.S. DOE. Blueprint 4B. [EV Charging Infrastructure for the Community](#)
- NJDEP. Charge@Work Program. [Support for Workplace EV Charging](#)
- Clean Cities. EMPOWER. [Workplace Charging Resources](#)

Typical Next Steps (modify to suit your community)

- 1) Identify the target audience for the campaign -- residents, commercial property owners, multifamily property owners, commercial fleet operators, local workplaces, and automobile dealerships.
- 2) Identify the objective of the campaign (promoting incentives, EV ride & drive).
- 3) Develop relevant and up to date outreach materials to distribute.
- 4) Create an outreach campaign plan:
 - a) List existing community events that EV outreach could be included in
 - b) Consider social media and other outreach channels
 - c) Identify outreach partners, like community organizations and business organizations

1.10 Anti-idling and Enforcement

Adopt and implement an anti-idling policy, which establishes an enforcement protocol and penalties for non-compliance. Implement an ongoing outreach campaign to create awareness about the policy and train enforcement officers to ensure compliance.

Measures of Success

- Adoption of the Anti-idling Policy
- Mapping of prioritized anti-idling locations in the community and installation of signages
- Institution of an enforcement protocol

Resources

- Sustainable Jersey. [Anti-Idling Education & Enforcement Program](#)
- NJDEP. [Control and Prohibition of Air Pollution from Diesel-Powered Motor Vehicles \(Includes Idling\)](#)
- NJDEP. [Control and Prohibition of Air Pollution from Gasoline-Fueled Motor Vehicles \(Includes Idling\)](#)
- NJDEP. [Stop the Soot](#)
- NJDEP. [Order Signs](#)

Typical Next Steps (modify to suit your community)

- 1) Set up a committee to develop the Anti-Idling Policy and Enforcement Plan.
- 2) Identify the idle-frequent locations in the municipality and select priority locations to target the program.
- 3) Develop and present the Anti-Idling Policy and Enforcement Plan to the Governing Council for adoption.
- 4) Develop literature and promotional material and include anti-idling in community events to raise awareness of the effects of idling.
- 5) Encourage compliance by posting signs at idle-frequent locations.
- 6) Establish an enforcement protocol and train the officials to ensure compliance with the Anti-Idling Policy.

2.1 Adopt Supportive Zoning and Permitting for Private Solar

Provide clear guidance/standards for solar developers and limit barriers to solar adoption such as lengthy permitting and multiple reviews. Amend the permitting fee structure of the ordinance that specifies the permitting fee structure for solar as described in the Sustainable Jersey Guidance Document.

Measures of Success

- Pass solar-friendly ordinance
- Expedite/eliminate zoning permit
- Establish flat fee for permitting

Resources

- Sustainable Jersey. [Guidance for Creating a Solar Friendly Ordinance](#)
- U.S. DOE. [Sol Smart webpage](#)
- Sustainable Jersey. [Make Your Town Solar Friendly action](#)

Typical Next Steps (modify to suit your community)

- 1) Review the resources identified above (Sustainable Jersey Guidance for Creating a Solar Friendly Ordinance document, SolSmart). Note: There are links to how to use these documents in the Make Your Town Solar Friendly action.
- 2) Schedule meeting with municipal officials and stakeholders identified to explain the reasoning of the ordinance.
- 3) Meet with Historic Preservation Commission to determine whether there will be restrictions on solar PV installations in historic districts that will require review. If design guidelines, siting restrictions, or review requirements exist, they should be laid out explicitly in the ordinance to ensure that a clear and understandable review process is known to the applicant.
- 4) Adopt the municipality's solar ordinance. Amend the permitting fee structure of the ordinance that specifies the permitting fee structure for solar as described in the Sustainable Jersey Guidance Document.
- 5) Communicate to the community by posting this information on the municipal website and providing a point of contact.

2.2 Post Solar Permitting Checklist

Provide clear guidance/standards for solar developers with a permitting checklist that can be easily found on the municipality's website. After a set amount of time, solicit feedback from users and revise checklist based on comments.

Measures of Success

- Permit requirement checklist online
- Permit checklist revised based on user feedback

Resources

- Interstate Renewable Energy Council. [Guide to Preparing Solar Permitting Checklists](#)
- U.S. DOE. [Sol Smart webpage](#)
- Sustainable Jersey. [Make Your Town Solar Friendly action](#)

Typical Next Steps (modify to suit your community)

- 1) Review the resources identified above and draft a solar permitting checklist.
- 2) Review the draft checklist with relevant stakeholders.
- 3) Communicate to the community by posting this information on the municipal website and providing a point of contact.
- 4) After a set amount of time, solicit feedback from users and revise checklist based on comments.

2.3 Train First Responders on Solar

To further public confidence and maintain emergency preparedness, require training on solar for first local responders.

Measures of Success

- Key emergency response personnel participate in training and education programs for local first responder
- Integrate training into department policies and procedures

Resources

- Kean University. [Fire Safety Training Program](#)
- Interstate Renewable Energy Council. [Clean Energy Resources and Training](#)
- U.S. DOE. [SolSmart Standard Program Guide](#)
- Sustainable Jersey. [Make Your Town Solar Friendly action](#)

Typical Next Steps (modify to suit your community)

- 1) Work with the first responders, including law enforcement, fire, and emergency response departments to create a list of key emergency response personnel who would need to undergo these training and education programs.
- 2) Identify the training and education programs on solar and allied infrastructure available for the first responders. e.g.:
 - a) New Jersey Division of Fire Safety & Kean University Fire Safety Training
 - b) Interstate Renewable Energy Council - Clean Energy Resources and Training
 - c) U.S. DOE. - SolSmart Standard Program Guide
- 3) Document date/years of the training and education programs and the details of the personnel who have undergone the same.
- 4) Set a regular frequency for these training and education programs (e.g. once every 3 years).
- 5) Plan how ongoing trainings and education programs for First Responders on solar can be integrated into department policies and procedures.

2.4 Train Non-Emergency Staff on Solar

To ensure municipal staff are prepared to deal with permitting, inspection, etc. for solar installations in the community, require training on solar infrastructure for municipal staff.

Measures of Success

- Training for relevant departments
- Cross-train building, zoning, inspection, and permitting staff
- Policy for ongoing training

Resources

- Interstate Renewable Energy Council. [Clean Energy Resources and Training](#)
- U.S. DOE. [SolSmart Program Guide](#)
- Sustainable Jersey. [Make Your Town Solar Friendly action](#)

Typical Next Steps (modify to suit your community)

- 1) Identify the appropriate non-emergency staff who would need to undergo these training and education programs.
- 2) Identify the training and education programs on solar and allied infrastructure available for the non-emergency staff, e.g.:
 - a) Interstate Renewable Energy Council - Clean Energy Resources and Training
 - b) U.S. DOE. - SolSmart Standard Program Guide
- 3) Document date/years of the training and education programs and the details of the personnel who have undergone the same.
- 4) Set a regular frequency for these training and education programs (e.g. once every 3 years).
- 5) Plan how ongoing trainings and education programs for non-emergency staff on solar can be integrated into department policies and procedures.

2.5 Install On-Site Municipal Renewable Generation

Host a solar, wind, or geothermal project on municipal property to generate renewable energy for municipal facilities. Such projects can be leased from a developer or purchased and owned outright.

Measures of Success

- Contract with a developer to buy or lease a renewable installation on municipal property
- Implement outreach to illustrate benefits of renewable energy to the community using the municipal project

Resources

- Sustainable Jersey. [Municipal On-Site Solar System](#)
- Sustainable Jersey. [Municipal Wind Energy System](#)
- Sustainable Jersey. [Municipal Geothermal Energy System](#)
- Sustainable Jersey. [Direct Pay Tax Credits for Municipalities, School District, and Nonprofits](#)
- American Cities Climate Challenge. [On-site Solar Procurement Guidance](#)
- New Jersey's Clean Energy Program. [Renewable Energy webpage](#)
- U.S. DOE. [Blueprint 3A: Solar & Storage – Power Purchase Agreements and Direct Ownership](#)

Typical Next Steps (modify to suit your community)

- 1) Identify appropriate hosting sites for the solar installation. Future site plans, historic building designation, and rooftop condition play a role in site potential. Optimal locations receive direct sunlight with little-to-no shading, have a southern exposure, and are close to the point of interconnection (e.g., where the utility meter is located).
- 2) Assess the site's solar potential to determine if the site has grid capacity to host a solar project of the size you are considering. Each electric utility has an interconnection capacity map showing available capacity.
- 3) Consider available incentive programs. Note: Because of the Inflation Reduction Act's Direct Pay Program, municipalities and other non-profits can now receive tax credits for Solar and other renewable energy projects, see the Sustainable Jersey Direct Pay webpage for more information.
- 4) Identify the purchasing model the municipality wants to utilize. Options include a direct purchase or a Power Purchase Agreement; however, using Power Purchase Agreements can impact the municipality's ability to receive Direct Pay tax credits, see the On-Site Solar action for details.
- 5) Issue a solicitation to select a vendor.
- 6) The selected vendor completes a detailed design, obtains permits and other needed approvals (including from the utility and the NJ Board of Public Utilities), procures the equipment, and installs the system.

2.6 Buy Renewable Energy for Municipal Facilities

Buy renewable electricity for municipal facilities directly from a green energy supplier or participate in a buying pool that supplies electricity with high renewable content. The accompanying renewable energy credits (RECs) should be certified as PJM Class I.

Measures of Success

- Contract with third-party supplier or buying pool with a greater proportion of renewable content than current Renewable Portfolio Standard

Resources

- Sustainable Jersey. [Buy Electricity from a Renewable Source action](#)
- New Jersey's Clean Energy Program. [Renewable Portfolio Standard Background webpage](#)

Typical Next Steps (modify to suit your community)

- 1) Engage with municipal leadership to introduce the concept and gain support for the purchase of renewable energy.
- 2) Determine what pathway would best fit the municipality's needs and complete necessary procurement efforts. Options include:
 - a) Join an existing aggregation pool offered by a purchasing cooperative (refer to the "Buy Electricity from a Renewable Source" action for more details)
 - b) Execute a third-party supply agreement independently, a full procurement process may be required
- 3) Pass a municipal resolution to proceed with the renewable energy purchase.
- 4) Formally sign a renewable energy purchase contract to finalize the commitment.

2.7 Offer an Employee Benefit Solar Purchasing Program

Offer a collective solar purchasing program for municipal employees, promoted via existing employee communication network. This type of program utilizes scale and low customer acquisition costs to make installing solar more affordable for participating employees. Schools and municipalities can collaborate to form a larger pool of potential customers, even including student families in the offer.

Measures of Success

- 10% of employees get a quote through purchasing program
- 5% of employees participate in the program

Resources

- Sustainable Jersey. [Solar Outreach action](#)
- National Renewable Energy Laboratory. [Solarize Guidebook](#)

Typical Next Steps (modify to suit your community)

- 1) Survey staff to determine sufficient interest in the program to justify use of municipal time. Note: This would be an excellent opportunity to promote inter-agency collaboration.
- 2) Identify the type of solar purchasing program that the municipality is interested in implementing. Options include:
 - a) Solarize Program for Business
 - b) Employee Benefit Program
- 3) Solicit bids for a solar installer partner with a Request for Proposal, then award the contract and advertise the offering to the community. Alternatively, partner with a competitive online solar marketplace to offer residents a custom online webpage to receive quotes.
- 4) Spread the word on the offerings by the selected vendor to interested staff.

2.8 Institute a Solar Purchasing Outreach Program

Partner with solar installers or a solar marketplace to offer special pricing on solar installations to residents and/or businesses. Complete an outreach campaign advertising this to the municipal community.

Measures of Success

- 5% of residents receive quotes for solar installations
- 2% of residents install solar as part of the campaign

Resources

- Sustainable Jersey. [Solar Outreach action](#)
- National Renewable Energy Laboratory. [Solarize Guidebook](#)

Typical Next Steps (modify to suit your community)

- 1) Identify the type of solar purchasing program that the municipality is interested in implementing. Options include:
 - a) Solarize campaign
 - b) Online Solar Marketplace
 - c) Solarize Program for Business (see initiative 2.7)
 - d) Employee Benefit Program (see initiative 2.7)
- 2) Solicit bids for a solar installer partner with a Request for Proposal, then award the contract and advertise the offering to the community. Alternatively, partner with a competitive online solar marketplace to offer residents a custom online webpage to receive quotes.
- 3) Create an outreach team (Green Team, Environmental Commission and municipal staff along with community stakeholders) to spread the word on the offerings by the selected vendor.
- 4) Create an outreach campaign plan. Options include:
 - a) Identify existing community events that outreach materials could be distributed at
 - b) Consider local newspapers, mailing, TV channels, social media and other outreach channels
 - c) Host informational sessions, workshops, and webinars detailing the program and its benefits

2.9 Implement Renewable Government Energy Aggregation (R-GEA)

Establish a Renewable Government Energy Aggregation (R-GEA) program. R-GEA is a third-party electric supply contract negotiated by a municipality (or group of municipalities) on behalf of its residents. Utilizing their population size, municipalities can negotiate for a supply that is more sustainable, often less expensive than can typically be achieved by individual residents.

Measures of Success

- Third-party supplier bids received below the default utility electricity rate
- R-GEA contract contains renewable content at least 20% above the current Renewable Portfolio Standard at the time

Resources

- Sustainable Jersey. How-To Guide: [Renewable Government Energy Aggregation](#)
- Sustainable Jersey. [Renewable Government Energy Aggregation action](#)

Typical Next Steps (modify to suit your community)

- 1) Form a working group with representatives from the elected body, administration, and other desired representatives. Green Team and/or Environmental Advisory Commission members can be helpful to this working group as R-GEA has an outreach component.
- 2) Review RGEA resources, particularly the Sustainable Jersey's How-To Guide: Renewable Government Energy Aggregation.
- 3) Decide if there is enough support in the elected body for RGEA to warrant taking further action. The elected body will need to approve any consultant and/or electric supply contract put forward as part of the program.
- 4) Select a consultant to manage the project via a competitive process. Sustainable Jersey provides a template RFP for this purpose. Instructions and a link to the RFP are in the guidebook.
- 5) Once the energy consultant is selected, they will guide the municipal team through the rest of the process.
- 6) Once the consultant has secured an energy contract for the residents, the green team and municipal staff should work together to promote the program.

2.10 Support Community Solar as a Project Ambassador

Facilitate connections between community solar developers and the local site owner, non-profit sponsors, and/or affordable housing property owners. Municipalities can lend credibility to the multi-benefit opportunity of a potential community solar project.

Measures of Success

- Potential site managers are educated about community solar and/or introduced to developers

Resources

- Sustainable Jersey. [Municipally Supported Community Solar action](#)
- Sustainable Jersey. [Community Solar Guide](#) (see links to capacity maps on page 17)

Typical Next Steps (modify to suit your community)

- 1) Make a list of potential sites for community solar in your municipality. Look for larger rooftops or parking lots at sites that don't use a lot of energy - warehouses, parking facilities, storage facilities, etc.
- 2) Visit your electric utility's capacity map and see if the sites have sufficient capacity for a large solar project.
- 3) Decide if the municipality will promote one or more specific community solar developers or conduct a more general outreach and education campaign. Work with the appropriate municipal team members to ensure the selection of project partners meets municipal standards (see the Municipally Supported Community Solar Action for more information).
- 4) Select an ambassador from you team to reach out to the site managers. Ideally, this will be someone that the site managers are already familiar with, such as the mayor.

2.11 Support Community Solar as Outreach Coordinator

Use municipal resources and networks (mailing lists, websites, etc.) to educate the community about community solar in general and the details of local projects (e.g., subscription rates and requirements).

Measures of Success

- Local community solar information posted to municipal website
- Community solar promoted by outreach partners via their networks

Resources

- Sustainable Jersey. [Municipally Supported Community Solar action](#)
- Sustainable Jersey. [New Jersey Community Solar Project Finder](#)
- Sustainable Jersey. [Community Solar: Sustainable Jersey How-To Guide](#)
- U.S. DOE. [Blueprint 3B: Community Solar](#)

Typical Next Steps (modify to suit your community)

- 1) The outreach team will work with the elected body to decide what criteria community solar projects should meet to be included in the municipal community solar outreach campaign (see Municipally Supported Community Solar action for more details).
- 2) Decide if the outreach team will work to promote one or more specific projects or conduct a more general outreach and education campaign.
- 3) Develop relevant and up-to-date outreach materials to distribute. If you are working with a specific project, the subscriber organization may have outreach materials to help your campaign. The New Jersey Community Solar Project Finder is an outreach tool that features all the community solar projects.
- 4) Create an outreach campaign plan:
 - a) List existing community events that Community Solar outreach could be included in
 - b) Consider social media and other outreach channels
 - c) Identify outreach partners, like community organizations and business organizations

2.12 Host a Community Solar Project on Municipal Property

Host a community solar project on municipal property, such as a DPW garage, parking lot/garage, or landfill. While the municipality could develop its own project, most municipalities lease the site to the developer.

Measures of Success

- Agreement with a developer to host a project on a municipal site

Resources

- Sustainable Jersey. [Municipally Supported Community Solar action](#)
- Sustainable Jersey. [Community Solar: Sustainable Jersey How-to Guide](#)
- NJDEP. [NJ Community Solar PV Siting Tool](#)

Typical Next Steps (modify to suit your community)

Note: See the Community Solar: Sustainable Jersey How-to Guide, pages 15-21 as a resource for this initiative.

- 1) Identify a list of potential sites for a community solar project. Optimal locations receive direct sunlight with little-to-no shading, have a southern exposure, and are close to the point of interconnection (e.g. where the utility meter is located).
- 2) Assess the site's solar potential to determine if the site has grid capacity to host a solar project of the size you are considering. (See links to capacity maps on page 17 of the Community Solar: Sustainable Jersey How-To Guide)
- 3) Identify the best type of solar for the proposed site depending on electric usage and size. Options include:
 - a) If the site has high electric usage, the municipality should consider installing an onsite solar generation system (see initiative 2.5)
 - b) If there are nearby municipal facilities that have a high electricity usage and are not suitable for solar, then the municipality should consider the remote net metering program
 - c) If the site is not large (typically 50,000 sq. ft.), then the municipality should consider a community solar outreach program (see initiative 2.11)
- 4) Before a formal solicitation for a community solar developer, the best practice is to reach out to one or more community solar developer for a pre-solicitation consultation to determine if the project is likely to get responses from vendors.
- 5) Solicit bids for a community solar developer. Typically, the selected developer will complete the registration paperwork for the Community Solar application.
- 6) Consider automatic enrollment program for your low and moderate-income communities (see initiative 6.4).

Note: Because of the Inflation Reduction Act municipalities and other non-profits can now receive tax credits for EV purchases, see the Sustainable Jersey Direct Pay webpage for more information.

3.1 Upgrade Energy Efficiency in Municipal Facilities

Upgrade municipal facilities to be more energy efficient. New Jersey's Clean Energy Program and the electric and natural gas utilities offer incentive programs that guide municipalities through the upgrade process, starting with walk-through audits to establish the most effective measures to reduce energy use. Following implementation, showcase upgrades in energy efficiency outreach to local commercial entities.

Measures of Success

- Implement either a building audit (such as LGEA) or identify and apply for an energy equipment upgrade incentive for each municipal facility

Resources

- New Jersey's Clean Energy Program. [Energy Efficiency Program website](#)
- Sustainable Jersey. [Energy Efficiency for Municipal Facilities action](#)
- Sustainable Jersey. [Energy Efficiency Technical Assistance Program](#)
- U.S. DOE. [Blueprint 2B: Energy Savings Performance Contracts—Energy Efficiency and Electrification in Government Building](#)

Typical Next Steps (modify to suit your community)

Note: Sustainable Jersey offers free energy technical assistance and can help you with this process.

- 1) Review history on energy upgrades in your municipal facilities.
- 2) Create a list of local government facilities, including meters and account information for all electricity and natural gas services provided to these facilities.
- 3) Analyze municipal energy usage in each facility to determine which commercial energy efficiency program(s) to pursue based on each facilities energy usage. Options include:
 - a) Investor-owned utility incentive programs (Direct Install, Engineered Solutions, Prescriptive & Custom Programs)
 - b) New Jersey Clean Energy Program incentive programs (Local Government Energy Audit, Energy Savings Improvement Program, New Construction, Pay for Performance)
- 4) Schedule walkthrough assessment with the selected incentive program(s) representative to select energy conservation measures/projects that are best suited to the municipality's current needs; considering potential energy savings, cost-effectiveness, and available budget to implement project.
- 5) Monitor and evaluate the results of the implementation projects after installation. See Sustainable Jersey's Energy Efficiency for Municipal Facilities action and the Energy Use Intensity spreadsheet for further guidance on this approach.

3.2 Residential Energy Efficiency Outreach Campaign

Implement an outreach effort to help residents take advantage of energy efficiency incentive programs offered by New Jersey's electric and natural gas utilities, including Home Performance with ENERGY STAR and Comfort Partners.

Measures of Success

- 5% of residents participate in Home Performance with ENERGY STAR program during the campaign

Resources

- Sustainable Jersey. [Residential Energy Efficiency Outreach action](#)
- American Council for an Energy-Efficient Economy. [Getting Homeowners to Invest in Comprehensive Retrofits is Hard: Here's How to Do It](#)

Typical Next Steps (modify to suit your community)

Note: Detailed best practices for the steps laid out below are included in the Sustainable Jersey Residential Energy Efficiency Outreach Action.

- 1) Understand the residential population -- the outreach team will need to review and assess the characteristics of the local community to build a successful outreach campaign.
- 2) Identify utility partners: Each utility has provided a contact for their preferred liaison for municipal/green team outreach campaigns as listed below. The outreach team should reach out to the designated contact for both their electric and natural gas utilities.
- 3) Create an outreach plan -- the outreach team will work with the utility-designated representative(s) to create an outreach plan focused on the whole home energy assessment programs offered by the electric and natural gas utility or utilities serving the community. (there is a template plan document in the action.)
- 4) Implement the outreach plan: Work with the utility partner(s) to prepare the outreach materials for the campaign. The utility partner(s) may provide financial support for mailings and other outreach strategies.
- 5) Consider selecting one or more Home Performance with ENERGY STAR (HPwES) contractors to feature in the outreach campaign: Most municipalities in New Jersey are served by multiple HPwES contractors. Having so many options for the home energy assessment can create "analysis paralysis" for residents.

3.3 Commercial Energy Efficiency Outreach Campaign

Implement an outreach effort to help local businesses take advantage of energy efficiency incentive programs offered by New Jersey's electric and natural gas utilities.

Measures of Success

- 5% of businesses participate in Small Business Direct Install program during the campaign

Resources

- New Jersey's Clean Energy Program. [Commercial Energy Efficiency Program website](#)
- Check websites of electric and natural gas utilities for Energy Efficiency Programs
- Sustainable Jersey. [Commercial Energy Efficiency Outreach action](#)
- U.S. DOE. [Blueprint 2A: Energy Efficiency: Energy Audits, Building Upgrades](#)

Typical Next Steps (modify to suit your community)

Note: Detailed best practices for the steps laid out below are included in the Sustainable Jersey Commercial Energy Efficiency Outreach action.

- 1) Identify the utility company or companies serving your community and become familiar with the incentive programs offered
- 2) Compile a list of local businesses to use as a target for the outreach and education effort.
- 3) Create an outreach plan for your target audience. Options include:
 - a) Identify existing community events that outreach materials could be distributed at
 - b) Consider local newspapers, mailing, TV channels, social media and other outreach channels
 - c) Host informational sessions, workshops, and webinars detailing the program and its benefits
- 4) Work with the utility partner(s) to prepare the outreach materials for the campaign. The utility partner(s) may provide financial support for mailings and other outreach strategies.
- 5) Consider selecting one or more Small Business Direct Install contractors to feature in the outreach campaign. See action for Template Request for Proposals.

3.4 Conduct Energy Efficiency Outreach to Large Energy Users

Contact large energy users in the community to prompt interest in managing energy use, including participating in utility commercial energy efficiency incentive programs, like Engineered Solutions, and PJM's Demand Response program.

Measures of Success

- One of the community's largest energy users enrolls in utility energy efficiency program
- One of the community's largest energy users enrolls in demand-side management program

Resources

- New Jersey's Clean Energy Program. [Large Energy Users \(LEUP\)](#)
- Sustainable Jersey. [Commercial Energy Efficiency Outreach action](#)
- PJM. [Demand Response Program](#)
- U.S. DOE. [Blueprint 2A: Energy Efficiency: Energy Audits, Building Upgrades](#)
- Check websites of electric and natural gas utilities for Energy Efficiency Programs

Typical Next Steps

Note: This type of outreach campaign pairs well with initiative 3.3.

- 1) Identify and meet with the utility staff from the utility company or companies serving your community.
- 2) Become familiar with incentive programs offered for large energy users, see the resources box.
- 3) Compile a list of large energy users in the municipality.
- 4) Share outreach materials for relevant incentive programs with large energy user facility managers.

4.1 Implement a Green Building Policy

Implement a policy encouraging or requiring consideration of green building practices for any new municipal construction project.

Measures of Success

- Pass resolution or ordinance encouraging/requiring that new municipal buildings follow green building practices

Resources

- Sustainable Jersey. [Green Building Policy/Resolution action](#)
- Rutgers University. [Green Building Manual](#)

Typical Next Steps (modify to suit your community)

- 1) Adopt a Green Building policy through resolution. See the Sustainable Jersey "Green Building Policy/Resolution" action in the resources section for sample Green Building Policy templates.
- 2) Make the Green Building policy public, sharing it with appropriate departments and posting it to the website.
- 3) Follow municipal procedures to adopt the green building policy.

4.2 Construct New Municipal Buildings as Model Green Buildings

Utilize the municipality's Green Building Policy to construct new municipal buildings according to LEED Standards. Following construction, showcase green building features with on-site kiosks and digital webpages to encourage others to follow suit.

Measures of Success

- Construct the municipality's first LEED-Platinum building
- Hold a public event touting the "green" features of a new municipal building

Resources

- Sustainable Jersey. [New Construction action](#)
- Rutgers University. [Green Building Manual](#)
- U.S. Green Building Council. [Main page](#)

Typical Next Steps (modify to suit your community)

Note: Municipality plans to incorporate the Green Building Policy in future construction plans or gut rehab.

- 1) Identify a list of sustainable sites for the purposes of constructing new facilities.
- 2) Engage and LEED certified contractor that understands what is necessary to attain LEED certification, such as using green techniques to conserve energy, using energy efficient appliances/utilities, maintaining indoor air quality, and more.
- 3) Apply for LEED certification, see "United States Green Building Council" website in the resources section for guidance.

4.3 Encourage Benchmarking and Commissioning for Existing Buildings

Educate local building managers about benchmarking (comparing energy use to similar facilities) and commissioning (optimizing energy equipment to reduce energy use). Inform building managers of utility building management programs that include benchmarking and/or commissioning.

Measures of Success

- Information about benchmarking and commissioning posted to municipal website
- Major building owner agrees to have buildings benchmarked and commissioned

Resources

- Check websites of electric and natural gas utilities for Energy Management Programs
- New Jersey's Clean Energy Program. [Benchmarking Resources](#)
- U.S. EPA. [ENERGY STAR Portfolio Manager](#)
- U.S. EPA. [ENERGY STAR Treasure Hunt Commissioning Guide](#)
- Sustainable Jersey. [Energy Tracking and Management action](#)

Typical Next Steps (modify to suit your community)

Note: This initiative pairs well with 3.3 Commercial Energy Efficiency Outreach Campaign

- 1) Provide information to commercial property managers about the free energy tracking and benchmarking program offered by the New Jersey's Clean Energy Program.
- 1) Note: Properties over 25,000 sq. feet that are required to benchmark their energy use can use U.S. EPA's ENERGY STAR Portfolio Manager to create the needed reports.
- 2) If your municipality includes larger commercial properties, check the websites of electric and natural gas utilities for energy management programs to share with property managers.
- 3) Businesses that are too small for energy management incentive programs should consider working with in-house staff resources to complete a self-led commissioning program, such as the U.S. EPA ENERGY STAR Treasure Hunt Program.

4.4 Require Developers to Complete Green Development Checklist

Pass a Green Building Policy or Resolution that requires developers to submit a completed Green Development Checklist with Site Plan Applications. Checklist should refer developers to New Jersey's Clean Energy Program's New Construction Energy Efficiency programs.

Measures of Success

- Green [Development Checklist](#) published
- Municipal ordinance requires developers to submit a completed Green Development Checklist
- Major new development utilizes recommendations from Green Development Checklist

Resources

- Sustainable Jersey. [Green Building Policy/Resolution action](#)
- Sustainable Jersey. [Create a Green Development Checklist action](#)
- Sustainable Jersey. [Model Green Design Checklist - Resource Guide](#)
- Rutgers. [NJ Green Building Manual](#)

Typical Next Steps (modify to suit your community)

- 1) Using Sustainable Jersey's Green Building Policy/Resolution action resource develop a green building policy for your municipality.
- 2) Convene municipal staff and volunteers to review the model green development checklist.
- 3) Develop a draft green development checklist for your municipality, incorporating all required elements.
- 4) Review the draft with the Green Team, Environmental Commission, and relevant committees, including planning, zoning, and historic boards, and local developers.
- 5) Present the final ordinance to the Planning Board and Governing Body for adoption, following municipal procedures.
- 6) Publicize the checklist, highlighting its benefits for municipal sustainability goals.
- 7) Institutionalize a process to update the checklist every three years, reviewing data and new policies for updates.

4.5 Conduct Outreach Targeting New Construction in the Community

Reach out to project owners/developers to encourage participation in New Jersey's Clean Energy Program's New Construction Energy Efficiency incentive programs.

Measures of Success

- Information on New Jersey's Clean Energy Program's New Construction Energy Efficiency incentive programs distributed via multiple mediums
- Major new building development utilizes New Jersey's Clean Energy program(s)

Resources

- New Jersey's Clean Energy Program. [New Construction Energy Efficiency webpage](#)
- New Jersey's Clean Energy Program. [New Construction Program video](#)
- U.S. DOE. [Blueprint 2C: Building Efficiency & Electrification Campaign](#)
- Sustainable Jersey. [Commercial Energy Efficiency Outreach action](#)

Typical Next Steps (modify to suit your community)

- 1) Conduct research on New Jersey's Clean Energy Program's New Construction Program and determine the primary audience and objectives the municipality will target for their outreach efforts.
- 2) Develop relevant outreach materials (e.g. brochures, fact sheets, case studies, digital content) that summarize key aspects of the New Construction Program and its benefits to the identified audience of the outreach.
- 3) Create outreach materials to educate the target audience. Options include:
 - a) Distribute outreach materials at local government meetings and in municipal offices that may engage with stakeholders
 - b) Promote success stories from members of the community that have already participated in the New Construction Program
 - c) Create a helpdesk email address/designate a staff member as a contact for questions
- 4) Educate municipal staff, green team members, community leaders, and volunteers to be ambassadors for the New Construction Program.

6.1 Make Community Energy Planning Inclusive

Ensure low- and moderate-income residents are represented in energy planning processes, both on the core planning team and among those contributing via public comment. Methods include scheduling meetings at convenient times (varying meeting time if needed), engaging with community organizations who can bring in underrepresented voices, and advertising planning meetings in appropriate media.

Measures of Success

- Demographics of entire community represented on planning team
- Public comment meetings well-attended

Resources

- Sustainable Jersey. [Improve Public Engagement in Planning and Zoning action](#)
- Sustainable Jersey. [Community Equity & Diversity Profile action](#)
- Cadmus Group and Urban Sustainability Directors Network. [Guidebook on Equitable Clean Energy Program Design](#)
- U.S. DOE. [Blueprint 1: Energy Planning](#)
- American Cities Climate Challenge. [Integrating Equity into City Clean Energy Initiatives](#)

Typical Next Steps (modify to suit your community)

- 1) At the beginning of municipal planning processes, designate a member of the planning team to coordinate Environmental Justice considerations in the planning process.
- 2) Compile a list of Low- and Moderate-Income (LMI) and Environmental Justice Communities, community-serving institutions that represent the LMI residents and local leaders and influencers to help mobilize community participation. Note that a 'community' can be geographic (e.g., a neighborhood) and/or it can be defined by common interests or identity (e.g., the Haitian-American community, the LGBTQ+ community).
- 3) Include leaders of LMI communities and Environmental Justice Communities in the planning process. Completing the Sustainable Jersey Community Equity and Diversity Profile action will help municipalities better understand the community make up and needs.
- 4) Create a practice of looking at all planning decisions through an environmental justice lens. Ask:
- 5) "Are there groups of residents that will be negatively impacted by this choice?" "Are there groups of residents who might be left out of receiving the benefits from this choice (project or policy)? "How can we consult with these groups and give them an opportunity to provide input in the planning and implementation of this project or policy in order to expand the benefits to the whole community?"
- 6) Notify members of impacted communities of important matters coming before the planning and zoning boards concerning LMI (and EJ) communities via appropriate systems - municipal website, email, text notification, outreach through local leaders and organizations, etc.

6.2 Conduct Energy Efficiency Outreach to Low- and Moderate-Income Residents

Promote state and utility energy efficiency programs for low- and moderate-income residents using community-serving institutions as messengers, using non-English promotional materials where appropriate, and emphasizing co-benefits of energy efficiency upgrades (health, safety, and comfort).

Measures of Success

- Organize at least one event, specifically targeting LMI residents for energy efficiency programs.
- 5% of eligible residents participate in income-qualifying state/utility energy efficiency programs

Resources

- Sustainable Jersey. [Energy Assistance Outreach action](#)
- U.S. DOE. [Homeowner and Renter Resources](#)
- Energy Efficiency Alliance. [Heat Pump Incentives and Financing for NJ Homeowners](#)

Typical Next Steps (modify to suit your community)

Note: This initiative pairs well with initiative 6.5, since both require reaching out to community-serving organizations.

- 1) Form an outreach team with the Environmental Commission/Green Team, relevant department representatives, and utility providers to develop an outreach program targeting Low- and Moderate-Income (LMI) Residents.
- 2) Review demographic information to gain an understanding of the median household incomes for each neighborhood in the community.
- 3) Learn about the incentive programs for low-income and moderate-income residents that are available to your residents. See the Sustainable Jersey Energy Assistance Outreach action.
- 4) Coordinate with the incentive program administrators on the appropriate timing and scale of an outreach campaign. LMI programs tend to be fully expended each fiscal year, so the outreach team should ensure funding is available at the time of the outreach campaign. See the Sustainable Jersey Energy Assistance Outreach action for more on coordinating the timing of outreach campaigns.
- 5) Plan the outreach campaign:
 - a) Compile a list of Low- and Moderate-Income (LMI) community-serving institutions and local leaders and influencers to help mobilize community participation
 - b) Develop multilingual (English and non-English) promotional materials and disseminate them through multiple channels like the municipal website, social media, local newspapers, radio, etc., to reach a wider audience
 - c) Collaborate with community-serving institutions, local leaders, and influencers to help mobilize LMI participation in energy efficiency projects

6.3.1 Support Shared Micro-Mobility Program (e.g. bicycles, scooters, etc.)

Implement a micro-mobility program that provides small, lightweight vehicles (e.g. electric bikes and scooters) for short trips within the community, specifically focusing on the low- and moderate-income population needs.

Measures of Success

- Launch new shared transportation option in the municipality
- Implement a micro-mobility hub/station in a low- and moderate-income community

Resources

- Shared-Use Mobility Center. [Mobility Learning Center](#)
- New Jersey Department of Environmental Protection. [NJDEP| Drive Green NJ | eMobility](#)
- New Jersey Department of Transportation. [Transportation Management Associations, Ridesharing, Traveler Info \(nj.gov\)](#)
- The Greenlining Institute. [Clean Mobility Equity: A Playbook](#)
- Federal Highway Administration. [Micromobility Regulations and Permitting Equity Synthesis](#)
- New Jersey Bicycle and Pedestrian Resource Center. [Micromobility Information Portal](#)

Typical Next Steps (modify to suit your community)

- 1) Identify local transportation needs and goals for shared mobility; consider community transportation preferences, current infrastructure, key transit locations, and the needs of the population you are targeting. Options may include:
 - a) If your municipality has a large transit center in need of last-mile transit, consider supporting shared micro-mobility (continue below)
 - b) If your municipality needs better inter-community connectivity, consider e-Mobility shared transportation options (see initiative 6.3.2)
 - c) If your municipality has large residential facilities where residents may not own individual vehicles, consider EV car-share (see initiative 6.3.3)
- 2) Create a project proposal for a micro-mobility project that best fits the geographical and transportation needs of the community. Scope should include details on: a) vehicle types; b) storage/parking station type (e.g. docked/station based, dockless/free-floating); c) micro-mobility station location; d) ownership status (public/private); e) infrastructure updates (e.g. bike lanes); f) cost of use for community; g) accessibility & outreach (apps & tech); h) maintenance.
- 3) Research funding pathways for the implementation of the project.
- 4) Get support for the project from community stakeholders and municipal council.
- 5) Procure a shared mobility provider/service that best addresses the municipality's needs.
- 6) Work with municipal staff to ensure that necessary micro-mobility infrastructure is maintained and that transportation policies and regulations support the project's needs and are up-to-date.

6.3.2 Support e-Mobility Transit options (e.g. EV Shuttle bus, carpool services)

Implement an e-Mobility Transit option in your municipality that allows the members of the community to use electric-powered transportation modes (e.g. electric buses, shuttles) to access public hubs.

Measures of Success

- Launch new shared transportation option in the municipality
- Implement shared e-mobility transit service in a low- and moderate-income community

Resources

- Shared-Use Mobility Center. [Mobility Learning Center](#)
- New Jersey Department of Environmental Protection. [NJDEP| Drive Green NJ | eMobility](#)
- New Jersey Department of Transportation. [Transportation Management Associations, Ridesharing, Traveler Info \(nj.gov\)](#)
- The Greenlining Institute. [Clean Mobility Equity: A Playbook](#)
- U.S Department of Energy. [Clean Cities and Communities: EV Mobility Hubs](#)

Typical Next Steps (modify to suit your community)

- 1) Identify local transportation needs and goals for shared mobility; consider community transportation preferences, current infrastructure, key transit locations, and the needs of the population you are targeting. Options may include:
 - a) If your municipality has a large transit center in need of last-mile transit, consider supporting shared micro-mobility (see initiative 6.3.1)
 - b) If your municipality needs better inter-community connectivity, consider e-Mobility shared transportation options (continue below)
 - c) If your municipality has large residential facilities where residents may not own individual vehicles, consider EV car-share (see initiative 6.3.3)
- 2) Create project proposal for an e-Mobility transit project that best fits the geographical and transportation needs of the community. Scope should include details on: a) vehicle Types (e.g. shuttle bus); b) routes & schedule of transit system; c) pick up/drop off locations; d) staffing & ownership; e) infrastructure updates (e.g. benches, stations); f) cost of use for community; g) accessibility & Outreach (apps & tech); e) maintenance.
- 3) Research funding pathways for the implementation of the project.
- 4) Get support for the project from community stakeholders and the municipal council.
- 5) Procure a shared mobility provider/service that best addresses the municipality's needs.
- 6) Work with municipal staff to ensure that necessary transportation policies and regulations support the project's needs and are up-to-date.

6.3.3 Support EV Car-Share Program

Implement an EV car share program that allows individuals to access and use electric vehicles on a short-term basis through a shared or subscription model, targeting the municipality's low- and moderate-income communities.

Measures of Success

- Launch new shared transportation option in the municipality
- Make EV car-share available in a low- and moderate-income community

Resources

- Shared-Use Mobility Center. [Mobility Learning Center](#)
- New Jersey Department of Environmental Protection. [NJDEP| Drive Green NJ | eMobility](#)
- New Jersey Department of Transportation. [Transportation Management Associations, Ridesharing, Traveler Info \(nj.gov\)](#)
- The Greenlining Institute. [Clean Mobility Equity: A Playbook](#)
- U.S Department of Energy. [Clean Cities and Communities: EV Car Share](#)

Typical Next Steps (modify to suit your community)

- 1) Identify local transportation needs and goals for shared mobility; consider community transportation preferences, current infrastructure, key transit locations, and the needs of the population you are targeting. Options may include:
 - a) If your municipality has a large transit center in need of last-mile transit, consider supporting shared micro-mobility (see initiative 6.3.1)
 - b) If your municipality needs better inter-community connectivity, consider e-Mobility shared transportation options (see initiative 6.3.2)
 - c) If your municipality has large residential facilities where residents may not own individual vehicles, consider EV car share (continue below)
- 2) Create project proposal for an EV Car-Share project that best fits the geographical and transportation needs of the community. Scope should include details on: a) vehicle types; b) car-share model (e.g. station-based, free floating); c) pick up/drop off access locations; d) infrastructure updates (e.g. charging stations, parking); e) cost of use for community; f) accessibility & outreach (apps & tech).
- 3) Research funding pathways for the implementation of the project.
- 4) Get support for the project from community stakeholders and the municipal council.
- 5) Procure a shared mobility provider/service that best addresses the municipality's needs.
- 6) Work with municipal staff to ensure that necessary transportation policies and regulations support the project's needs and are up-to-date.

6.4 Support Low- and Moderate-Income Community Solar Subscriptions

As a partner in a community solar project, implement a policy that reserves some project capacity for Low- and Moderate-Income (LMI) residents and/or a discount for LMI subscribers to the project.

Measures of Success

- Municipality implements a Municipal Community Solar Auto-Enrollment program for LMI Residents

Resources

- Sustainable Jersey. [Municipally Supported Community Solar action](#)
- Sustainable Jersey. Municipal Community Solar Auto-Enrollment Guide (coming soon)

Typical Next Steps (modify to suit your community)

- 1) Implement a municipal auto-enrollment community solar program, a Sustainable Jersey guidance document is coming soon.

6.5 Conduct Energy Efficiency Outreach to Community-Serving Institutions

Reach out to limited-capacity entities that serve low- and moderate-income communities to encourage participation in state and utility energy efficiency programs. Outreach strategies include messaging indirect benefits of energy efficiency to organizational mission and segmenting outreach to various types of organizations with different needs.

Measures of Success

- Hold an event specifically targeting community-serving institutions for energy efficiency programs on UEZ or Opportunity Zone, if they exist in the municipality
- 5% of eligible entities participate in a state/utility energy efficiency program

Resources

- Sustainable Jersey. [Energy Assistance Outreach action](#)
- American Council for an Energy-Efficient Economy. [Extending the Benefits of Nonresidential Energy Efficiency to Low-Income Communities](#)

Typical Next Steps (modify to suit your community)

Note: This initiative pairs well with initiative 6.2, since both require reaching out to community-serving organizations.

- 1) Municipality should create a list of community-serving institutions as the "target audience" for this outreach effort.
- 2) Learn about the energy incentive programs for community-serving institutions that are available. See the Sustainable Jersey Energy Assistance Outreach action.
- 3) Implement the outreach campaign:
 - a) Host workshops to speak of the process, incentives, and benefits of completing energy efficiency upgrades to facilities such as saving energy, saving on utility bills, and ensuring a safer environment.
 - b) Make information on energy efficiency incentives available on the municipality's website.

7.1 Adopt Energy Storage Policies

Adopt standards and establish requirements for permitting battery energy storage systems. Post information about energy storage regulations to the municipal website and ensure appropriate municipal staff are informed.

Measures of Success

- Regulations adopted addressing battery energy storage
- Permitting system for energy storage established

Resources

- New Jersey's Clean Energy Program. [Energy Storage webpage](#)
- NYSERDA. [Battery Energy Storage System Guidebook](#)
- American Clean Power. [Utility-Scale Battery Storage Model Ordinance](#)
- American Planning Association. [Zoning Practice: Battery Energy Storage System](#)

Typical Next Steps (modify to suit your community)

- 1) Municipal staff and elected officials will draft a battery energy storage ordinance, see the NYSERDA guidebook for template ordinances.
- 2) Drafted ordinance will be submitted to the elected body for approval.
- 3) Municipal staff will provide guidance for rules and permitting process on municipal website.

7.2 Install an Energy Storage System

Install on-site energy storage, such as batteries, compressed air, or thermal storage, for municipal facilities. Following construction, showcase the project with on-site kiosks and municipal webpages to encourage others to follow suit.

Measures of Success

- Energy storage project installed and operational

Resources

- SolSmart. [Solar + Storage, A Guide for Local Governments](#)
- Clean Energy Group. [Understanding Solar+Storage](#)
- Clean Energy Group. [Solar+Storage Checklist](#)
- Sustainable Jersey. [Direct Pay Tax Credits for Municipalities, School District, and Nonprofits](#)
- Great Plains Institute. [Battery Energy Storage Systems research](#)
- NYSERDA. [Energy Storage Roadmap](#)
- NYSERDA. [New York Battery Energy Storage System Guidebook for Local Governments](#)

Typical Next Steps (modify to suit your community)

- 1) Identify interested partners. Note: the feasibility study in step 2 will evaluate the viability of each prospective project partner based on site conditions and other elements.
- 2) Contract with a consultant to complete a feasibility study.
- 3) Identify funding opportunities and apply for incentives. Note: Because of the Inflation Reduction Act municipalities and other non-profits can now receive tax credits for battery storage, see the Sustainable Jersey Direct Pay webpage for more information.
- 4) Procure contractors for project design, then construction.
- 5) Once complete, showcase the project with on-site kiosks, a municipal webpage, and/or ribbon-cutting event.

7.3 Develop Local Microgrid

Participate in development of a microgrid. Microgrid development generally starts with a feasibility study, followed by project design, then project implementation. Following construction, showcase the project with on-site kiosks, a municipal webpage, and/or ribbon-cutting event.

Measures of Success

- Microgrid feasibility study completed
- Microgrid completed

Resources

- Sustainable Jersey. [Direct Pay Tax Credits for Municipalities, School District, and Nonprofits](#)
- NJBPU. [Microgrid webpage](#)

Typical Next Steps (modify to suit your community)

- 1) Identify interested partners. Note: the feasibility study in step 2 will evaluate the viability of each prospective project partner based on site conditions and other elements.
- 2) Contract with a consultant to complete a feasibility study.
- 3) Complete necessary permitting and authorization for project.
- 4) Procure contractors for project design, then construction.
- 5) Once complete, showcase the project with on-site kiosks, a municipal webpage, and/or ribbon-cutting event.
- 6) Identify funding opportunities and apply for incentives. Note: Because of the Inflation Reduction Act municipalities and other non-profits can now receive tax credits for microgrids, see the Sustainable Jersey Direct Pay webpage for more information.

7.4 Develop/Participate in a District Energy System

Partner on developing an energy-efficient district energy system.

Measures of Success

- Feasibility study for district energy completed
- District energy system installed and operational

Resources

- International District Energy Association. [Community Energy: Planning Development and Delivery Guide](#)

Typical Next Steps (modify to suit your community)

- 1) Identify interested partners. Note: the feasibility study in step 2 will evaluate the viability of each prospective project partner based on site conditions and other elements.
- 2) Contract with a consultant to complete a feasibility study.
- 3) Procure contractors for project design, then construction.
- 4) Once complete, showcase the project with on-site kiosks, a municipal webpage, and/or ribbon-cutting event.