

Sustainable Jersey Solar Challenge Webinar

Speakers:



- Randy Solomon
Co-Director
Sustainable Jersey



- John Gingrich
Senior Vice President, Strategic Partnerships
Energy Sage



- Nancy Quirk
Program Coordinator Advanced Infrastructure
Sustainable Jersey



Sustainable Jersey Solar Challenge

In partnership with
EnergySage

Webinar
July 20, 2016

Nancy Quirk
Program Coordinator
Advanced Infrastructure
Sustainable Jersey



Solar Outreach and Marketing Campaign

- Community-led campaign
 - Municipal support
 - Legitimacy and awareness building
 - EnergySage online solar marketplace
 - Customized marketing materials and web landing page
 - October 2016 through May 2017
- Friendly Competition
 - Award to municipality driving highest adoption of solar
 - Participating communities listed on Solar Challenge website
 - Certification points



Sustainable Jersey Solar Challenge

- Benefits of participating in the Solar Challenge:
 - Make Your Town Solar Friendly Action points
 - Simple, cost-effective method to promote solar
 - Lowers cost and complexity for consumers
- Participating communities:
 - Become recognized leaders in local solar installations
 - Reduce their community carbon footprint
 - Help residents save on utility bills
 - Make progress toward achieving GOLD!
- Chance to win \$10,000
 - Use for community energy project



Image: <http://inhabitat.com/nyc/breaking-att-and-goal-zero-roll-out-street-charge-solar-powered-phone-charging-stations-in-nyc/>

Make Your Town Solar Friendly Action

Supportive Solar Zoning Ordinance

- Purpose
 - Protect public health, safety, welfare
 - Reduce reliance on fossil fuels
- Definitions
 - Rooftop, ground-mounted
 - Accessory use in all districts
 - Energy consumed on-site, off-site, or both
- Considerations
 - Historic districts
 - Tree commissions

Streamlined Permitting

- Post requirements online
- Expedited permitting
- Permitting checklist
- Offer narrow inspection timeframe
- Train permitting, codes, inspection staff



Activities and Incentives to Promote Solar

- Awareness building events
- Group purchase for solar
 - Sustainable Jersey Solar Challenge with EnergySage
 - Solarize campaign
 - Employer-based group purchase
 - Community solar gardens
 - Collaborative procurement
- Incentives
 - Install solar on energy efficient buildings
 - Utilize local workforce trainees



Solar Challenge Application Process

- Applications due: Friday, August 26, 2016
 - Identify local organizing team
 - Brief community description
 - Marketing and outreach experience of local team
 - Permitting procedures for solar installations
 - Municipal resolution of support*
- For further information / download application:
 - www.sustainablejersey.com
 - Contact:
 - Nancy Quirk, Program Coordinator Advanced Infrastructure
 - quirkn@tcnj.edu



Questions?

For further information, contact:

- Gary Fournier, Energy Program Director
fournieg@tcnj.edu or 609-771-2802
- Nancy Quirk, Program Coordinator Advanced Infrastructure
quirkn@tcnj.edu

