



# *What's New in Energy Efficiency Outreach Campaigns*

November 15, 2023

Leanne McGowan, Energy Program Manager

# Agenda

## **Welcome and speaker introductions**

Nicole Gillespie, Mayor, Moorestown Twp.

## **Sustainable Jersey**

Leanne McGowan, Energy Program Manager

## **Commercial outreach and education collaboration**

Mike Winka, Director, Sustainable Lawrence

## **Direct Install program campaign and video**

Jenny Ludmer, Program Manager, Sustainable Princeton

## **Residential outreach campaign in Montclair**

Lisa Johnson, Environmental Affairs Coordinator, Montclair Twp.

## **SJ-PSE&G Energy Efficiency Partnership Program**

Leanne McGowan

## **Q & A**



## Continuing Education Units | CEU's

To verify your attendance at this session **Scan in** at the **BEGINNING** and **Scan out** at the **END**


For your **PRINTED CERTIFICATE OF ATTENDANCE**, follow the directions found in the “CEU Procedures” section of the printed Conference Program Book




Other questions, please consult the *League Staff at the Information Booth on Level 2*

# Moorestown Campaign





## Moorestown Residential Energy Efficiency Outreach Campaign




### Our Campaign and Residential Energy Efficiency Program

We look forward to disseminating information to our community about how they can increase their energy efficiency. For Moorestown Township, partnering with Sustainable Jersey and PSE&G to help our residents reduce greenhouse gas emissions is a natural extension of the township's efforts. Our hope is that not only can we save our residents money on their energy bills but also continue to work toward a #moorestustainable future for our town.


To participate, click on the button below:

[GET STARTED](#)



Sustainable Jersey - PSE&G Energy ... Watch later Share

MOORESTOWN, NJ



"We are excited to partner with Sustainable Jersey and PSE&G on this initiative. Protecting our environment and promoting sustainable energy use has been one of our top priorities for years, and will only become more important in the future. We are looking forward to providing Moorestown residents and businesses with the resources and support needed to continue our progress toward a sustainable future."

— Mayor Nicole Gillespie

Contact: [Kelly Flynn](#)



# Introducing Sustainable Jersey

- **Certification program** for municipalities and schools in New Jersey
- **Tools, resources, and guidance** to help municipalities and schools become more sustainable
- **Grants and funding** for municipalities and schools
- **Regional Hubs**



# Statistics

25,569

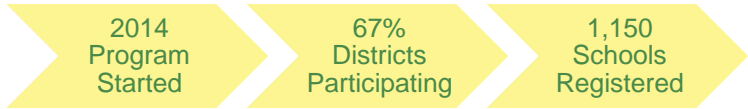
Actions  
Implemented



Sustainable Jersey



Sustainable Jersey for Schools



Statistics current as of 10/31/23

# Session Objectives

- 1) Understand the municipal role in local action to address climate change, sustainability and energy costs.  
You are part of the solution.
- 2) Learn about new resources and Sustainable Jersey support for energy efficiency outreach campaigns.
- 3) Use these resources/support to improve energy efficiency in your municipal buildings and in your community.



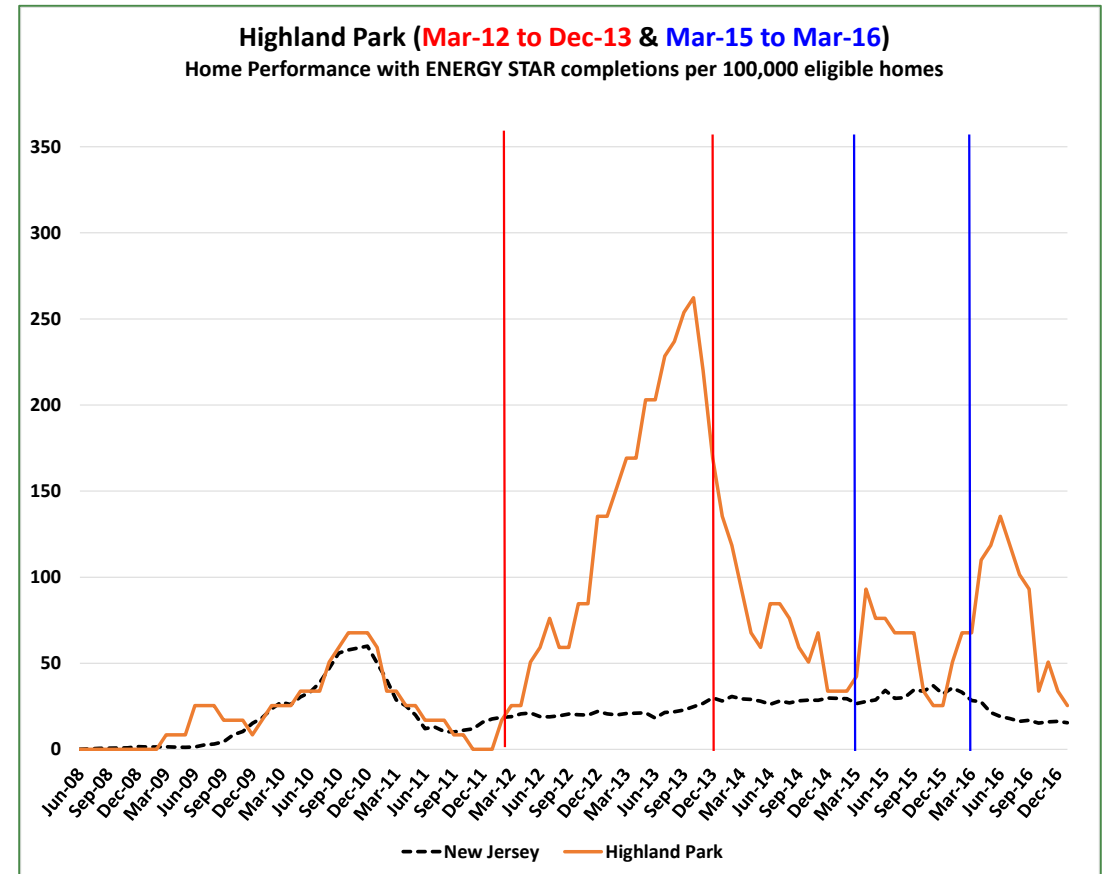
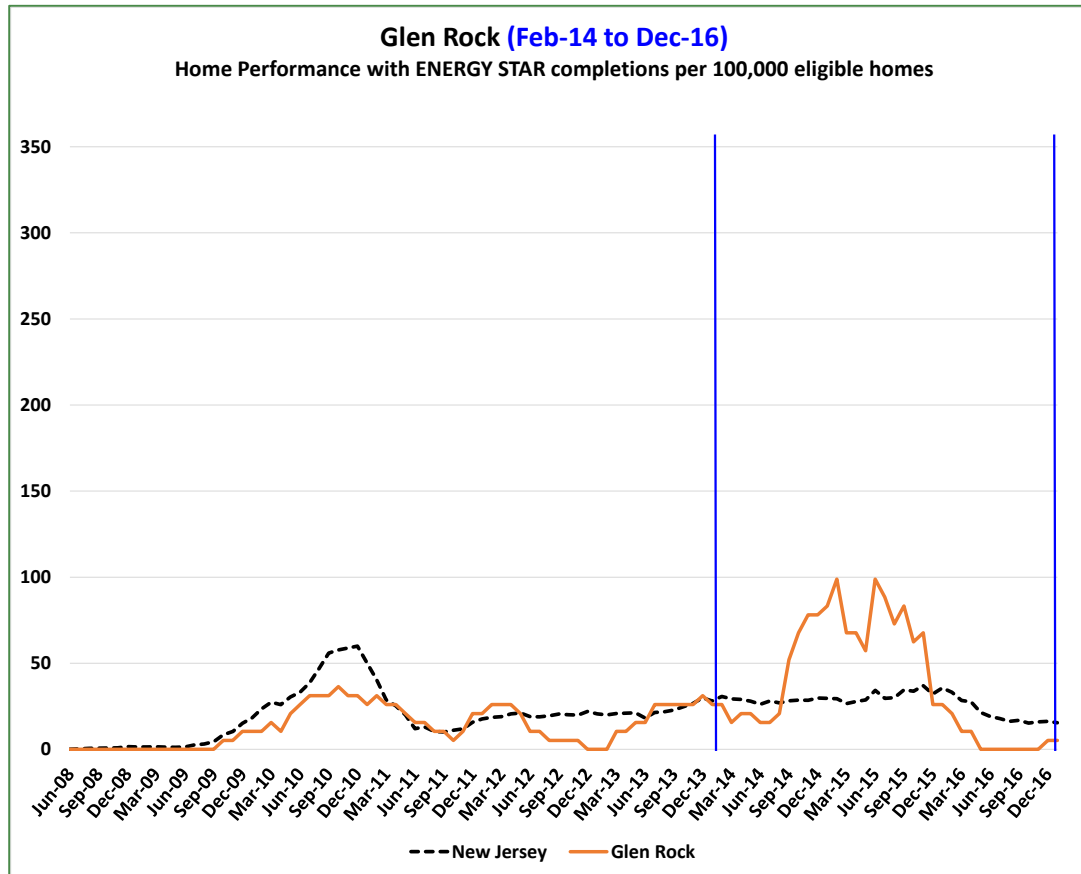


# Clean Energy Act of 2018

- Sets ambitious goals for GHG reduction – reduce 80% by 2050
- Clarifies need to reduce annual energy and emissions from buildings: 2% for electricity and 0.75% for natural gas
- Shifts responsibility for residential and commercial efficiency programs to public utilities
- **Municipal outreach greatly increases participation among residents in clean energy programs**

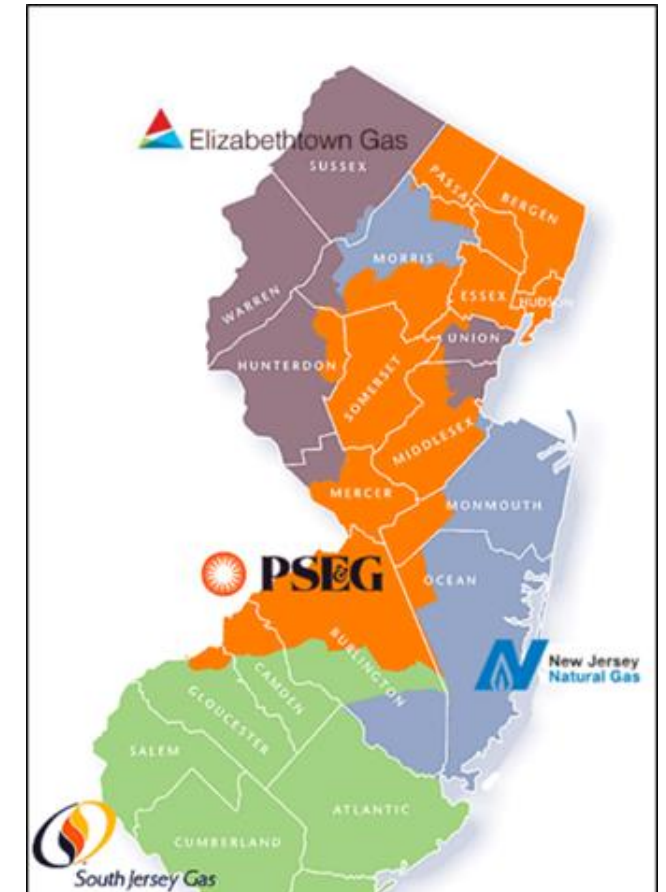


# Campaigns are effective



# Utility Incentive Programs

- Incentives vary by utility
- Contact your local utilities
- SJ actions offer guidance about how to coordinate with utilities



[njcleanenergy.com/transition](http://njcleanenergy.com/transition)

# Municipal Energy Actions

	Energy Efficiency	Renewable Energy	Alternative Fuel Vehicles
<b>Municipal Operations</b>	<ul style="list-style-type: none"><li>• Energy Efficiency for Municipal Facilities</li><li>• Energy Tracking and Management</li></ul>	<ul style="list-style-type: none"><li>• On-Site Geothermal</li><li>• On-Site Solar<ul style="list-style-type: none"><li>+10 pt storage/resilience</li><li>+ 5 pt solar thermal</li></ul></li><li>• On-Site Wind</li><li>• Buy Renewable Energy</li></ul>	<ul style="list-style-type: none"><li>• Fleet Inventory</li><li>• Purchase Alternative Fuel Vehicles</li><li>• Meet Green Fleet Targets</li></ul>
<b>Community Energy Use</b>	<ul style="list-style-type: none"><li>• Energy Assistance Outreach</li><li>• Commercial Energy Efficiency Outreach</li><li>• Residential Energy Efficiency Outreach</li><li>• Community Energy Plan / Climate Action Plan</li></ul>	<ul style="list-style-type: none"><li>• Make Your Town Solar Friendly</li><li>• Municipally Supported Community Solar</li><li>• Solar Outreach</li><li>• Renewable Government Energy Aggregation (R-GEA)</li></ul>	<ul style="list-style-type: none"><li>• Make Your Town Electric Vehicle (EV) Friendly</li><li>• Public EV Chargers</li><li>• Electric Vehicle Outreach</li></ul>

# Residential Energy Efficiency Outreach

## For 10 points:

- Outreach plan developed with utility
  - Comfort Partners Program
  - Home Weatherization for Income Qualified Customers
  - Home Performance with ENERGY STAR® (HPwES)
- Outreach requirements
  - Energy Efficiency page on municipal or green team website
  - List of HPwES Contractors

## For additional 10 points:

- Pre-selected HPwES Assessment(s)
  - Municipality selects HPwES contractor(s) for outreach campaign via RFP
- Information on municipal website includes selected HPwES contractor(s)
- Letter from municipality includes selected HPwES contractor(s)
  - Letter recommends that residents solicit three price quotes for upgrades



# Commercial Energy Efficiency Outreach

## For 10 points:

- Outreach plan developed with utility
  - Small Business Direct Install
- Outreach requirements
  - Energy Efficiency page on municipal or green team website
  - Letter from municipality to local businesses

## For additional 10 points:

- Pre-selected Direct Install contractor(s)
  - Municipality selects DI contractor(s) via RFP to feature in outreach campaign
- Information on municipal website to include selected DI contractor(s)
- Letter from municipality includes selected DI contractor(s)

# Energy Assistance Outreach

## 10 points

- Energy assistance resources outreach campaign
  - LIHEAP, Payment Assistance for Gas and Electric (PAGE), etc.
- Meet with local community organizations serving low- and moderate-income residents to:
  - Collaborate on outreach campaign
  - Assist community organizations with energy efficiency incentive programs

## Additional 10 points

- New Jersey Comfort Partners Program outreach campaign
  - Coordinate with Comfort Partners Utility Working Group
  - Sustainable Jersey Comfort Partners Outreach Toolkit



Volunteer briefed on Comfort Partners talking points at Newark's Lincoln Park Jazz Festival.



# Collaborate. Learn. Network.

Sustainable Jersey - What's New in Energy Efficiency  
Outreach Campaigns  
November 15, 2023 – 10:45 – 12:00 PM ET

Michael Winka, Sustainable Lawrence  
Mercer County Sustainability Coalition (MCSC)  
MCSC Small Biz EE Outreach – Biz 2 Biz



Mercer County  
Sustainability  
Coalition



Sustainable Lawrence  
Earth. Life. Community.



# Collaborate. Learn. Network.

This is the 108<sup>th</sup> Annual League

Energy Transition to Electrify Buildings  
and Transportation powered by  
100% Clean Electricity

How? Outreach and Education

Who? Green Teams

Mercer County  
Sustainability  
Coalition



Sustainable Lawrence  
Earth. Life. Community.





# Collaborate. Learn. Network.

Background on existing Sustainable Jersey (SJ)  
Commercial EE Outreach Action

Letter from the Municipality/Mayor  
Webpage and newsletter  
Small business workshop

What we learned: Go where the small businesses are

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Sustainability  
Coalition



Sustainable Lawrence

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# Collaborate. Learn. Network.

New Plan

Work with Local College Students

SJ was offering their PSE&G Small Grant Program  
One Municipality = \$2K. All of Mercer County Green Teams = \$20K

8 Mercer County towns committed with a local resolution to participate in the MCSC Small Biz EE Outreach

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Sustainability  
Coalition



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# Collaborate. Learn. Network.

Applied for SJ Hub grant and were awarded \$10K – 2020

Established a MOU on how to manage the program – by voting

Implemented the program with Tri-State

First major challenge – working with students

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Sustainability  
Coalition



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New concept – revise the grant

Have local businesses that participated in the DI Program

Biz to Biz videos

Another challenge – Global Pandemic

And another – NJBPU revises EE program

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Coalition



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# Collaborate. Learn. Network.

Identify the barriers – address them upfront

Lessons learned – be flexible

Collaboration is better – do not have to reinvent the wheel

Learn from your mis-steps (they are just opportunities)

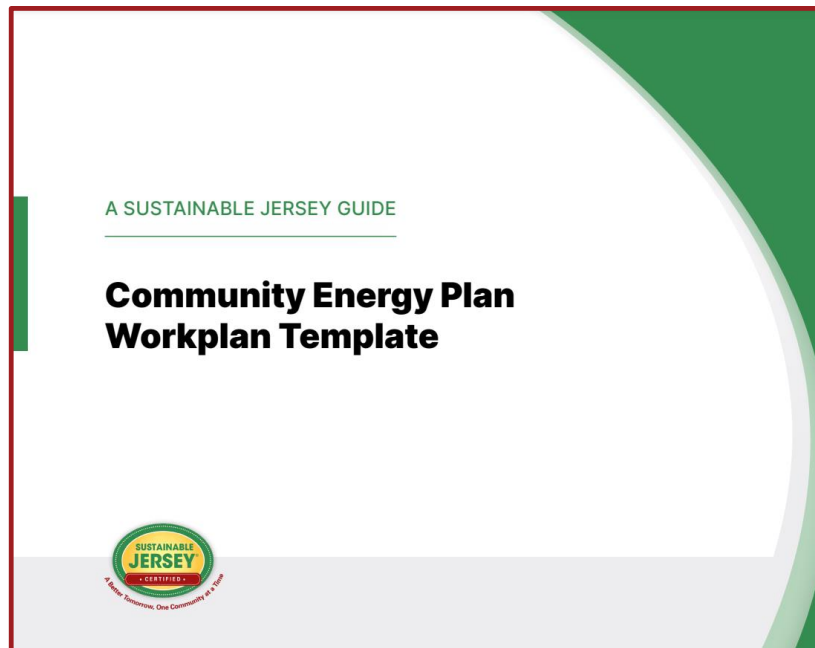
Advice – Apply for the NJBPU Community Energy Planning Grant  
Select Solar, EV and Residential and Commercial EE Outreach  
Education for CEP Action Items

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Coalition



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# Community Energy Plan



[https://www.sustainablejersey.com/fileadmin/media/Actions\\_and\\_Certification/Actions/Energy/Community\\_Energy\\_Plan\\_Workplan\\_Template10\\_2021.pdf](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Energy_Plan_Workplan_Template10_2021.pdf)

STRATEGY 3: MAXIMIZE ENERGY EFFICIENCY AND CONSERVATION AND REDUCE PEAK DEMAND	
<h3>3.1 Upgrade Energy Efficiency for Municipal Facilities</h3> <p>Upgrade municipal facilities to be more energy efficient. New Jersey's Clean Energy Program and electric and natural gas utilities offers incentive programs that guide municipalities through the upgrade process, starting with free audits to establish the most effective measures to reduce energy use. Following implementation, showcase upgrades in energy efficiency outreach to local commercial entities.</p> <p><b>Measures of Success</b></p> <ul style="list-style-type: none"> <li>Apply for <a href="#">Local Government Energy Audit</a> or Engineered Solutions audit, if eligible</li> <li>Achieve 20% annual energy savings for one building</li> <li>Achieve 20% annual energy savings across the municipal building portfolio</li> </ul> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li><a href="#">NJ gas and electric utilities' commercial energy efficiency program websites</a></li> <li>NJCEP's <a href="#">Combined Heat and Power</a> program</li> <li>Sustainable Jersey's <a href="#">Energy Efficiency for Municipal Facilities</a> action</li> </ul> <p><b>Potential Stakeholders</b></p> <ul style="list-style-type: none"> <li>Public school district</li> <li>Neighboring municipalities</li> </ul> <p>Comments/Rationale for NOT including this Initiative:</p>	<h3>3.2 Residential Energy Efficiency Outreach Campaign</h3> <p>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.</p> <p><b>Measures of Success</b></p> <ul style="list-style-type: none"> <li>Outreach team training with Sustainable Jersey</li> <li>5% of residents participate in Home Performance with ENERGY STAR program during the campaign</li> </ul> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li><a href="#">NJ gas and electric utilities' residential energy efficiency program websites</a></li> <li>Sustainable Jersey's <a href="#">Residential Energy Efficiency Outreach</a> action</li> </ul> <p><b>Potential Stakeholders</b></p> <ul style="list-style-type: none"> <li>Natural gas/electric utility</li> <li>HPwES contractor(s)</li> <li>Neighborhood and faith-based organizations</li> </ul> <p>Comments/Rationale for NOT including this Initiative:</p>

STRATEGY 3: MAXIMIZE ENERGY EFFICIENCY AND CONSERVATION AND REDUCE PEAK DEMAND	
<h3>3.3 Commercial Energy Efficiency Outreach Campaign</h3> <p>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, including the Direct Install (DI) program.</p> <p><b>Measures of Success</b></p> <ul style="list-style-type: none"> <li>Outreach team training with Sustainable Jersey</li> <li>5% of businesses participate in Direct Install program during the campaign</li> </ul> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li><a href="#">NJ gas and electric utilities' commercial energy efficiency program websites</a></li> <li>Sustainable Jersey's <a href="#">Commercial Energy Efficiency Outreach</a> action</li> </ul> <p><b>Potential Stakeholders</b></p> <ul style="list-style-type: none"> <li>Natural gas/electric utility</li> <li>Local business associations</li> <li>Local DI contractor</li> <li>Minority business association</li> <li>Building Owners and Managers Association</li> </ul> <p>Comments/Rationale for NOT including this Initiative:</p>	<h3>3.4 Conduct Energy Efficiency Outreach to Large Energy Users</h3> <p>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.</p> <p><b>Measures of Success</b></p> <ul style="list-style-type: none"> <li>One of the community's largest energy users enrolls in utility energy efficiency program</li> <li>One of the community's largest energy users enrolls in demand-side management program</li> </ul> <p><b>Resources</b></p> <ul style="list-style-type: none"> <li><a href="#">NJ gas and electric utilities' commercial energy efficiency program websites</a></li> <li>NJCEP's <a href="#">Large Energy Users Program</a></li> <li>Rutgers University's <a href="#">Green Building Manual</a></li> <li>Sustainable Jersey's <a href="#">Commercial Energy Efficiency Outreach</a> action</li> <li>PJM's <a href="#">Demand Response</a> program</li> </ul> <p><b>Potential Stakeholders</b></p> <ul style="list-style-type: none"> <li>Natural gas/electric utility</li> <li>Business associations</li> <li>Rutgers University Center for Green Building</li> </ul> <p>Comments/Rationale for NOT including this Initiative:</p>



# Collaborate. Learn. Network.

Thank you for your Time  
[mwinka@comcast.net](mailto:mwinka@comcast.net) -609 778 8717

Reasons to be Optimistic:  
New Jersey will get to 100% Clean Energy  
before 2050  
Tracking Progress - Clean Energy Tools for  
Homeowners and Small Biz

Mercer County  
Sustainability  
Coalition



Sustainable Lawrence  
Earth. Life. Community.

# **Energy Efficiency Campaigns: Mercer County & Princeton**



**Presentation to the NJLM**

**November 15, 2023**



# AGENDA.

- Promoting Energy Efficiency to Businesses
  - Direct Install program
- Development of a Video Series (2019)
  - Mercer County Sustainability Coalition
- Canvassing with Volunteers (2019)
  - Local to Princeton



# Direct Install Videos for Businesses.

- Using an SJ Hub grant, the Mercer County Sustainability Coalition developed a series of 13 videos for the business community.
- Five municipalities within the Hub each selected a different business
  - **East Windsor:** Bottle King
  - **Ewing:** Money Management
  - **Ewing:** Surface Technology
  - **Hopewell:** Hopewell Presbyterian Church
  - **Lawrence:** Homefront
  - **Princeton:** Princeton Orthopaedics
- Our goal was for the series to show a variety of different businesses, and a diversity of speakers



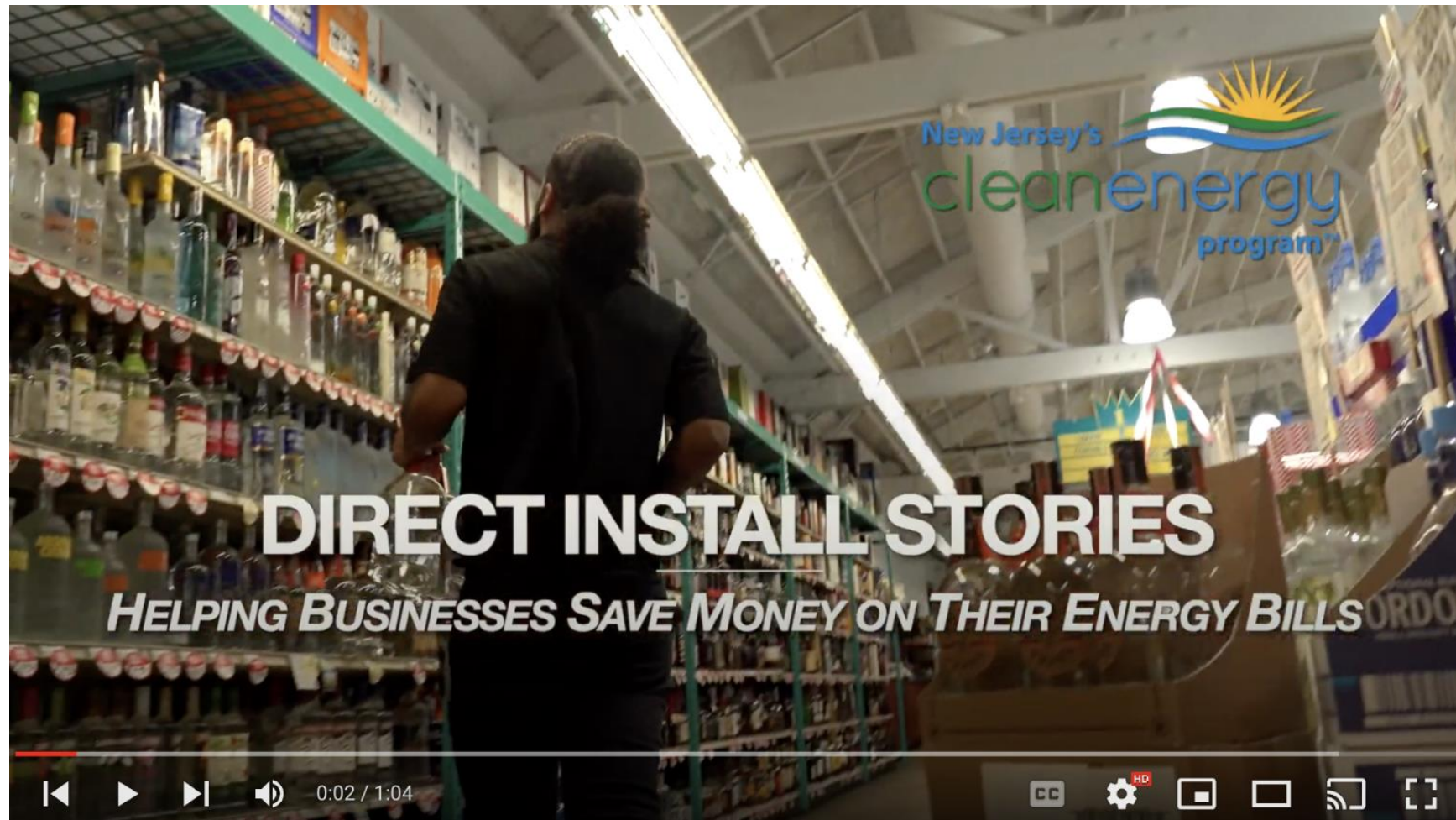
# Direct Install Videos for Businesses.

- For each business, we created one long format video (~ 5 minutes) and one short format video (<1 minute) for social media.
- We also created two videos about Direct Install, that used footage from each business - a long and a short video.
- In total, there were 14 videos created.





# Direct Install Videos for Businesses.



# Lessons Learned From Videos.

- Timing is important.
  - Pandemic derailed our efforts
- Videos can become obsolete quickly.
  - Direct Install program is no longer managed by the NJCEP
  - The Direct Install contact in our videos no longer works for Tri-State Lighting
- Pick one video size.
- Consider the size of the videos, who will keep them, and who can edit them.

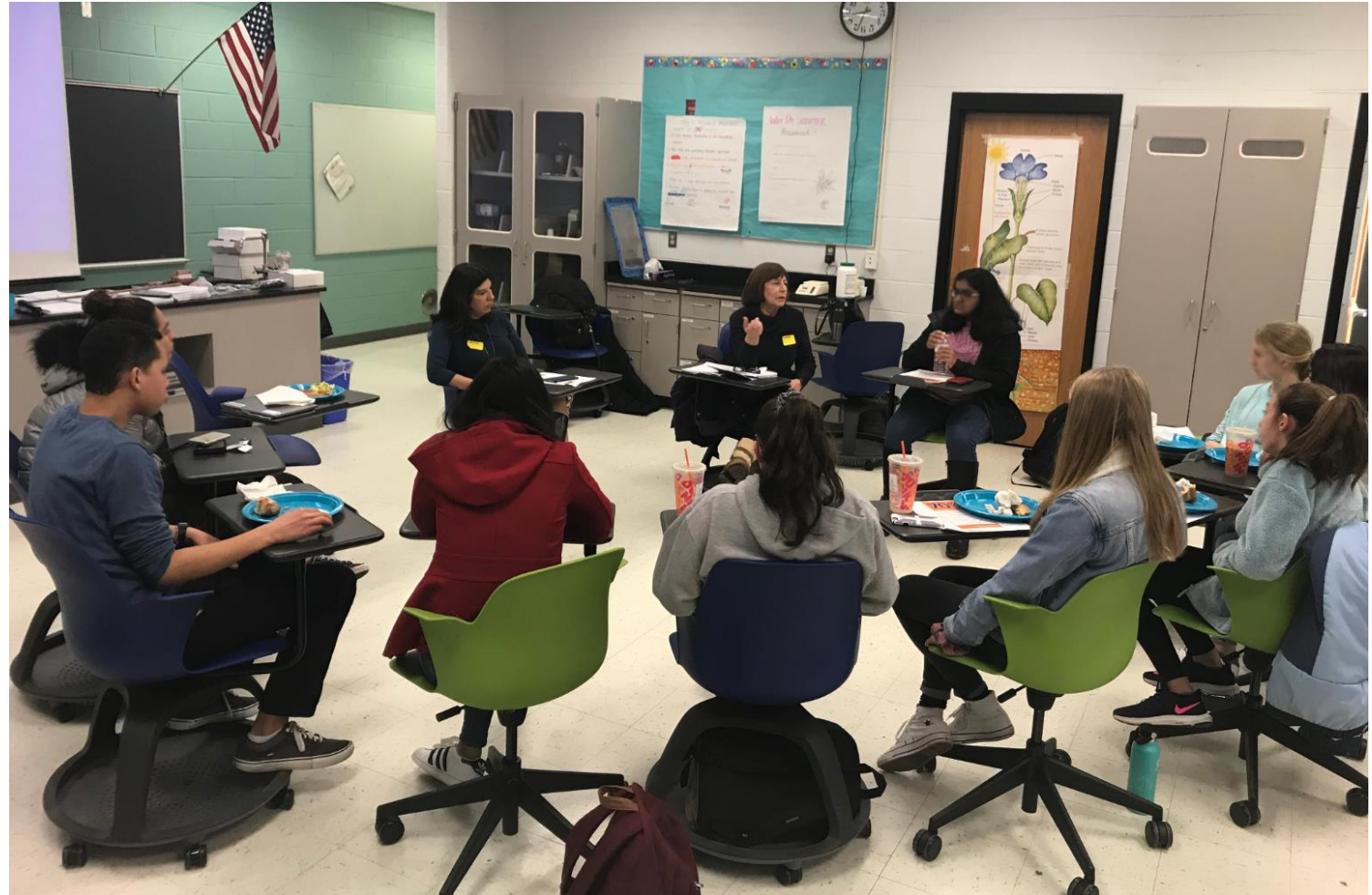




# Canvassing with Volunteers.

Launched an Energy Efficiency Campaign for Princeton businesses:

- Retired business owner trained students on developing an elevator pitch
- Direct Install contact from TriState Lighting explained the DI program and provided flyers
- Princeton High School students canvassed businesses



# Materials.

- Flyers
- Lists of property owners and business occupants
- Letter from the Mayor

1	Biz Name	St #	Street Name	Suite	City	Sta Prop. Use Type	Full Biz Address
2	Princeton Italian-American Club	8	Founders Lane		Princeton NJ	100 - Assembly, other	8 Founders Lane Princeton, NJ
3	Church & Dwight (Main Conference Room)	469	North Harrison Street		Princeton NJ	100 - Assembly, other	469 North Harrison Street Princeton, NJ
4	Present Day Club	72	Stockton Street		Princeton NJ	100 - Assembly, other	72 Stockton Street Princeton, NJ
5	Pretty Brook Tennis Club	229	Pretty Brook Road		Princeton NJ	110 - Fixed-use recreation places, other	229 Pretty Brook Road Princeton, NJ
6	Nassau Swim Club	2	Springdale Road		Princeton NJ	116 - Swimming facility: indoor or outdoor	2 Springdale Road Princeton, NJ
7	Kimble Funeral Home	1	Hamilton Avenue		Princeton NJ	134 - Funeral parlor	1 Hamilton Avenue Princeton, NJ
8	Mather Hodge Funeral Home	40	Vandeventer Avenue		Princeton NJ	134 - Funeral parlor	40 Vandeventer Avenue Princeton, NJ
9	Pure Barre Princeton	31D	Hulfish Street		Princeton NJ	141 - Athletic/health club	31D Hulfish Street Princeton, NJ
10	Rise Power Yoga LLC	80	Nassau Street	22 & 23	Princeton NJ	141 - Athletic/health club	80 Nassau Street Princeton, NJ
11	NYSF Fitness Center	301	North Harrison Street	Store 140	Princeton NJ	141 - Athletic/health club	301 North Harrison Street Princeton, NJ
12	Princeton Integral Yoga Community Center	301	North Harrison Street	1E	Princeton NJ	141 - Athletic/health club	301 North Harrison Street Princeton, NJ
13	The MAX of Princeton	53	State Road		Princeton NJ	141 - Athletic/health club	53 State Road Princeton, NJ
14	Fit Body Boot Camp	281	Witherspoon Street	Basement	Princeton NJ	141 - Athletic/health club	281 Witherspoon Street Princeton, NJ
15	YogaStream	281	Witherspoon Street	210	Princeton NJ	141 - Athletic/health club	281 Witherspoon Street Princeton, NJ
16	Pretty Brook Tennis Club Clubhouse	229	Pretty Brook Road		Princeton NJ	160 - Eating, drinking places, other	229 Pretty Brook Road Princeton, NJ
17	Soonja's Sushi Bar	244	Alexander Street		Princeton NJ	161 - Restaurant or cafeteria	244 Alexander Street Princeton, NJ
18	Metro North Bar & Grill	378	Alexander Street		Princeton NJ	161 - Restaurant or cafeteria	378 Alexander Street Princeton, NJ
19	Ajiten Japanese Restaurant	11	Chambers Street		Princeton NJ	161 - Restaurant or cafeteria	11 Chambers Street Princeton, NJ
20	Mediterra Restaurant	29	Hulfish Street		Princeton NJ	161 - Restaurant or cafeteria	29 Hulfish Street Princeton, NJ
21	Lan Ramen	4	Hulfish Street		Princeton NJ	161 - Restaurant or cafeteria	4 Hulfish Street Princeton, NJ
22	Halo Farms Ice Cream & Fete	9	Hulfish Street		Princeton NJ	161 - Restaurant or cafeteria	9 Hulfish Street Princeton, NJ
23	Tortugas Mexican Village	41	Leigh Avenue		Princeton NJ	161 - Restaurant or cafeteria	41 Leigh Avenue Princeton, NJ
24	Starbuck's Coffee Co.	100	Nassau Street		Princeton NJ	161 - Restaurant or cafeteria	100 Nassau Street Princeton, NJ
25	Tacoria	110	Nassau Street		Princeton NJ	161 - Restaurant or cafeteria	110 Nassau Street Princeton, NJ
26	30 Burgers	124	Nassau Street		Princeton NJ	161 - Restaurant or cafeteria	124 Nassau Street Princeton, NJ
27	Panera Bread	136	Nassau Street		Princeton NJ	161 - Restaurant or cafeteria	136 Nassau Street Princeton, NJ
28	Qdoba Mexican Grill	140	Nassau Street		Princeton NJ	161 - Restaurant or cafeteria	140 Nassau Street Princeton, NJ
29	P.J.'s Pancake House	154	Nassau Street		Princeton NJ	161 - Restaurant or cafeteria	154 Nassau Street Princeton, NJ



## PRINCETON WANTS YOU TO GET FUNDING!





Replace your old equipment with energy-efficient technology and the New Jersey Clean Energy Program will pay up to **70% of the total cost.**



**SAVE 70%**

- **MINIMAL COSTS:** Your building's energy assessment is FREE and the NJCEP pays up to 70% of the project cost.
- **QUICK TURNAROUND TIME:** Installations are typically within 90 days.

**PROCESS:** Tri-State Light & Energy, the state-contractor for Mercer County, orders and installs equipment, and handles permits, labor, & processing.

**REWARDS:** Your new high-quality, energy-efficient equipment will pay for itself in one to two years and lower utility bills for years to come.


- lighting
- furnaces
- boilers
- central air
- refrigeration
- motors
- natural gas

*"The Direct Install program allowed us to upgrade to energy efficient lighting & HVAC at only 30% of the actual cost. It has saved us thousands on our utility bills!"*

-- Sandy Thompson, Office Manager, Princeton Dental Group

**Schedule your FREE energy audit TODAY!**

610.789.1900 ~ [sandra@TSLE.com](mailto:sandra@TSLE.com)



Office of the Mayor  
Princeton Municipal Building  
400 Witherspoon Street  
Princeton, NJ 08540  
609-924-5704  
[www.princetonnj.gov](http://www.princetonnj.gov)  
[llempert@princetonnj.gov](mailto:llempert@princetonnj.gov)

Dear Princeton Commercial Property Owner/Operator:

On behalf of the Municipality and Sustainable Princeton, I am writing to inform you about the Clean Energy Programs offered to commercial property owners by New Jersey's Board of Public Utilities. These programs offer **rebates and incentives** to help pay for energy efficiency upgrades, which can make a dramatic difference in your utility bills and improve the value of your property.

Small to mid-sized commercial buildings can qualify for a rebate **up to 70% of the cost** to replace systems and equipment, typically including:


- Lighting - interior and exterior
- Heating, Cooling, and Ventilation (HVAC)
- Refrigeration
- Natural Gas Equipment
- Motors and Variable Frequency Drives

**To determine if your property qualifies, tenants or owners should contact Sandra Torres from Tri-State Light & Energy at 610.789.1900 or [sandra@tsle.com](mailto:sandra@tsle.com).** As the state-approved contractor for Mercer County, Tri-State Light & Energy will provide you with a **free energy assessment** to identify qualified measures and the incentives available to you.

I hope you will consider **joining other local businesses** who have benefitted from the New Jersey's Clean Energy Programs, including the Princeton Dental Group and Yedlin Company.

If you have any questions about these or additional ways to achieve sustainability in your business, please contact Jenny Ludmer, Sustainable Princeton's Community Outreach Manager at [jenny@sustainableprinceton.org](mailto:jenny@sustainableprinceton.org).

Sincerely,

  
Molly Jones, Executive Director - Sustainable Princeton

# Thank you!

**Email us:**

info@sustainableprinceton.org

**Call us:**

609-454-4757

**Visit us:**

One Monument Drive  
Princeton, NJ 08540

**Christine Symington**  
*Executive Director*

**Jenny Ludmer**  
*Program Manager*

**Elana Berk**  
*Communications and  
Outreach Manager*

**Lisa Nicolaison**  
*Project Manager*

**Becca Goldman**  
*Operational Coordinator*

**Jordana Composto**  
*CAPERS Team Lead*





# PSE&G Residential Program Outreach in Montclair, NJ





Tabling at Montclair Jazzfest, 2023





# Trifold brochure to distribute at events and by local real estate agents.

## Support Energy Efficiency in Our Community!

“

Dear Montclair Residents,

Montclair has launched a campaign to connect residents with energy-saving home upgrades. From apartments to single-family homes, there are programs available to help you reduce your energy use, save money, and make your home more comfortable. This effort is part of Montclair's ongoing commitment to promote sustainability in our community, as well as support the state's objective of lowering greenhouse gas emissions.

I strongly encourage you to begin the process!

As part of New Jersey's clean energy efforts, our local utility PSE&G is providing tailored energy efficiency options to homeowners or renters, regardless of income level.

Depending on your eligibility, the program offerings range from a free energy efficiency assessment and up to \$7,500 in energy efficiency, health, and safety upgrades at no charge, to \$5,000 in rebates on energy-saving home improvements and convenient interest-free on-bill repayment options.

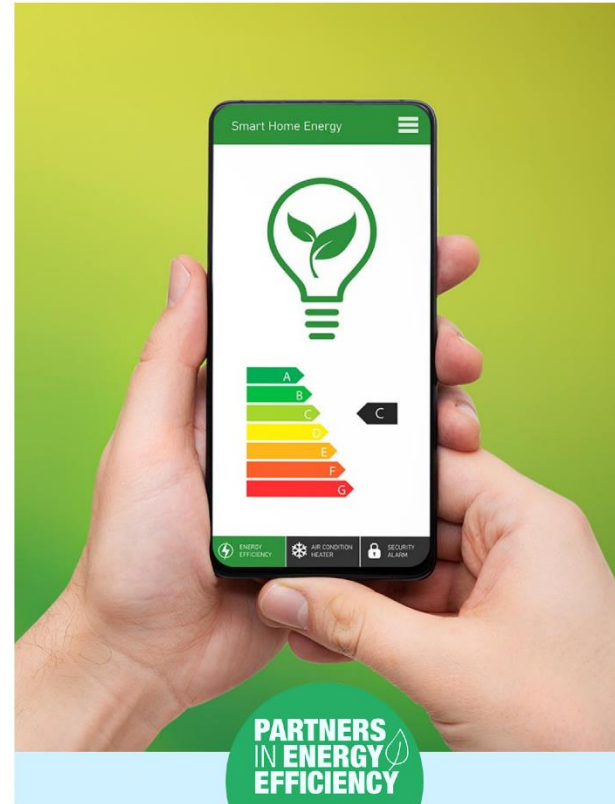
Visit Montclair's campaign website for more information on these programs and to find the best option for you!

[energyoutreachnj.com/montclair](https://energyoutreachnj.com/montclair)

Together, we can make a difference.  
Sincerely,



Sean M. Spiller  
Mayor of Township of Montclair



Montclair Office of Environmental Affairs  
Sustainable Jersey — PSE&G Energy Efficiency Partnership Program, 2023

## Montclair Home Energy Efficiency Program



Sponsored by the Township of Montclair, this special program for homeowners and renters will help you make your home more energy-efficient and save money on your energy bills. Find out more on Montclair's campaign website, or call PSE&G to speak to a certified energy efficiency advisor:

[energyoutreachnj.com/montclair](https://energyoutreachnj.com/montclair)

📞 1-855-846-2895

**Flyers to be posted in public spaces, or for distribution at events and other outreach opportunities.**

## Montclair Home Energy Efficiency Program

Providing PSE&G customers great savings on their energy bills

Learn more and sign up:

[energyoutreachnj.com/montclair](http://energyoutreachnj.com/montclair)



### How the process works



- 1** Find out which program you qualify for based on your household income
- 2** Schedule a free or low-cost energy consultation with a certified professional
- 3** You'll get a personalized report suggesting ways to save energy, cut costs, and access rebates. Based on income and home needs, you might qualify for free energy-efficient upgrades.

### What's checked?

- Overall comfort levels
- Health and safety measures
- Windows and doors
- Insulation levels
- Heating and cooling systems (HVAC)
- Water heating equipment
- Light fixtures and appliances

**Sponsored by Montclair Township in Partnership with Sustainable Jersey and PSE&G**

Call to schedule your energy consultation today:

**1-855-846-2895**



# Published in our community partner's seniors newsletter: Lifelong Montclair.

## SAVING MONEY FOR PSE&G CUSTOMERS

Dear Montclair Residents,

Montclair has launched a campaign to connect residents with energy-saving home upgrades. From apartments to single-family homes, there are programs available to help you reduce your energy use, save money, and make your home more comfortable. This effort is part of Montclair's ongoing commitment to promote sustainability in our community, as well as support the state's objective of lowering greenhouse gas emissions. I strongly encourage you to begin the process! As part of New Jersey's clean energy efforts, our local utility PSE&G is providing tailored energy efficiency options to homeowners or renters, regardless of income level. Depending on your eligibility, the program offerings range from a free energy efficiency assessment and up to \$7,500 in energy efficiency, health, and safety upgrades at no charge, to \$5,000 in rebates on energy-saving home improvements and convenient interest-free on-bill repayment options. Together, we can make a difference.

Sincerely,



Sean M. Spiller  
Mayor \* Township of Montclair



### DO YOU SPEND A LOT ON HEATING AND COOLING?

As the seasons change, worry less about your heating and cooling bills! Based on household income, pension, or social security, PSE&G will send out certified energy efficiency professionals to check your current systems to see what can be upgraded.

### WHAT TO EXPECT?

The certified energy efficiency professional will perform a home walk-through to identify the ways your home can **save more energy - and money**. Within a few weeks you'll receive a custom report with recommendations for reductions in energy use, cost control, and energy rebates. These upgrades are not required - strictly recommendations that could save you money!

### WHY SHOULD YOU SUPPORT THIS EFFORT?

Energy audits can help residents identify areas where they can improve the energy efficiency of their homes. This can lead to significant savings on energy bills, **especially for older homes**. Energy audits can also help residents make informed decisions about energy-efficient upgrades, such as insulation and new appliances.

### WHAT WILL BE CHECKED?

- Overall comfort level (cold/hot spots, indoor air quality, stuffiness, stale odors)
- Health and safety measures (carbon monoxide levels, moisture, indoor air quality)
- Windows and Doors for air leaks, and air sealing opportunities)
- Insulation Levels in Walls, Ceilings, and attics
- Heating and Cooling Systems (HVAC)
- Water Heating Equipment
- Light fixtures and appliances for energy usage

### TO SPEAK TO A CERTIFIED ENERGY EFFICIENCY PROVIDER, PLEASE CALL PSE&G

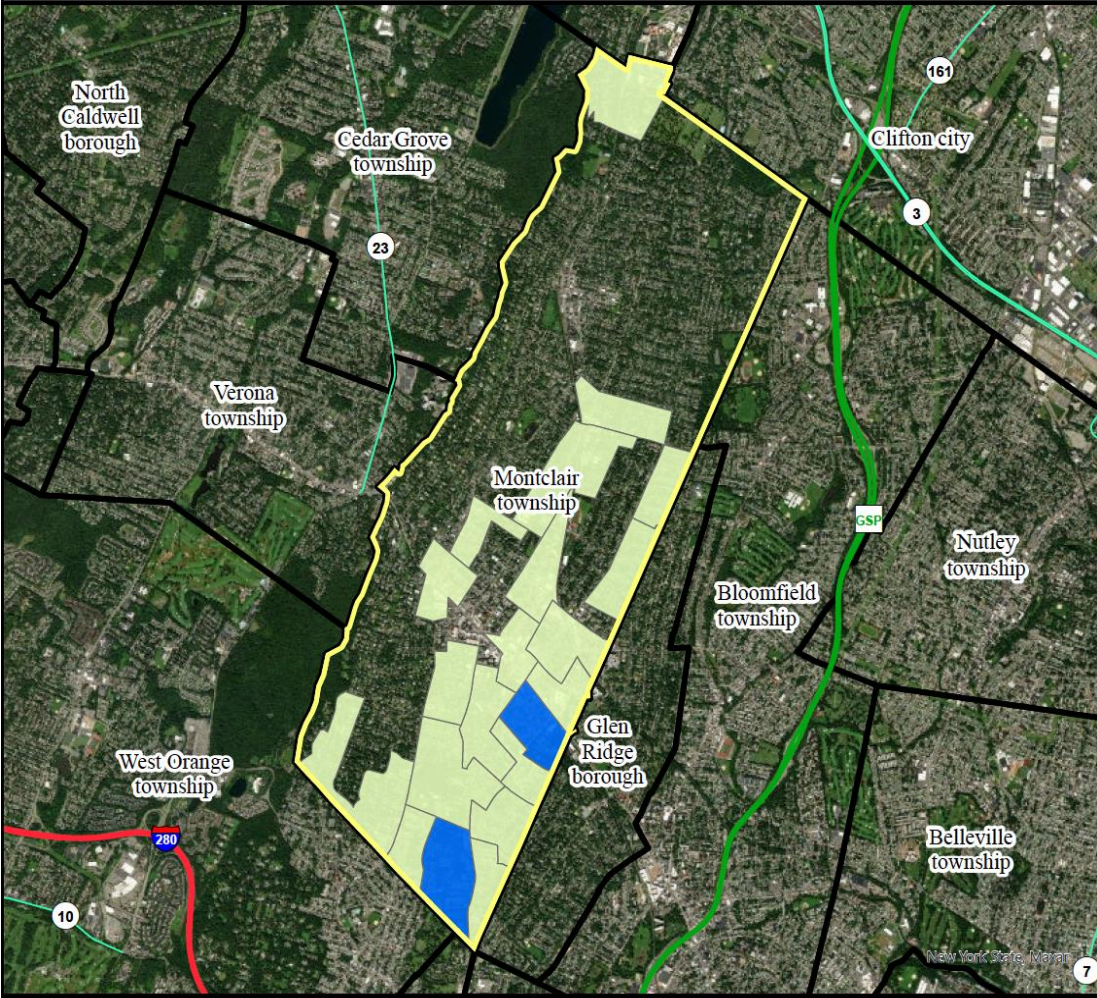
**1-855-846-2895**

For further information visit us at:  
[energyoutreachnj.com/montclair](http://energyoutreachnj.com/montclair)





# Overburdened Communities under the New Jersey Environmental Justice Law in Montclair Township, Essex County



An overburdened community is any census block group, as determined in accordance with the most recent United States Census, in which: (1) at least 35 percent of the households qualify as low-income households; (2) at least 40 percent of the residents identify as minority or as members of a State recognized tribal community; or (3) at least 40 percent of the households have limited English proficiency. Census block groups with zero population and located immediately adjacent to an OBC are labeled as "adjacent." Existing or proposed facilities located in adjacent block groups may be required to conduct further analysis in accordance with the Environmental Justice Rules.

Disclaimer: The boundary information in the TIGER/Line Shapefiles used for the maps are for statistical data collection and tabulation purposes only; their depiction and designation does not constitute a determination of jurisdictional authority or rights of ownership or entitlement and they are not legal land descriptions.

Municipalities

Montclair Township

Overburdened Community Criteria

Adjacent

Limited English

Low Income

Low Income and Limited English

Low Income and Minority

Low Income, Minority, and Limited English

Minority

Minority and Limited English

Toll Road

Interstate

US Highway

State Highway

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION

Date: 1/9/2023

0

0.35

0.7

Miles

This detailed map shows a specific census tract within Montclair Township, outlined in blue. The tract contains several streets, including Fulton St, New St, Mission St, Elmwood Ave, Maple Ave, Glenfield Park, Woodland Ave, Marston Pl, Willowdale Ave, and Douglas Rd. The map also shows surrounding streets like Union St, Gates Ave, Irving St, and Draper St.

**Tract information**  
 Number: 34013017100  
 County: Essex County  
 State: New Jersey  
 Population: 2,299

**Tract demographics**

Race / Ethnicity [\(hide ^\)](#)

White	9%
Black or African American	56%
American Indian and Alaska Native	0%
Asian	1%
Native Hawaiian or Pacific Islander	0%
Other	4%
Two or more races	3%
Hispanic or Latino	30%

Age [\(show v\)](#)

Identified as disadvantaged?

**YES**

This tract is considered disadvantaged because it meets more than 1 burden threshold **AND** the associated socioeconomic threshold.

Montclair Township meets priority requirements highlighted by New Jersey Department of Environmental Protection (NJDEP).

Around 40% of our population are eligible for free audits.



# Spotlight article published in local news outlet: Montclair Local.

*Montclair Local is an independent non-profit online local news organization with the mission to “spark dialogue, objectively inform and build community in Montclair.”*

## Montclair's Home Energy Efficiency Programs: Saving YOU Energy and Money

### Let's Build a Sustainable Future Together

Montclair Township invites all resident PSE&G customers to get a free assessment of your home's energy efficiency! By participating in the PSE&G program, Montclair's community members can adopt a more sustainable lifestyle, achieve substantial energy savings and expenses - while actively mitigating climate change and ensuring a cleaner community.

Become a leader and community influencer by championing a more sustainable future.

Approximately 40% of residents in Montclair are eligible for a FREE energy audit. Others can get the audit at a very reduced cost.

Find out which program you qualify for by calling PSE&G at 1-855-846-2895 or read about it on Montclair Township website.

### Programs Tailored to Everyone

Through partnerships with Sustainable Jersey and PSE&G, participants will get free or low-cost energy audits and substantial rebates for upgrades. This program is available to homeowners, renters, and individuals of all income brackets, paving the way for a more energy-efficient future in Montclair.

### How It Works: Empowering Residents to Make Informed Decisions


The Home Energy Efficiency Program starts with a comprehensive energy audit conducted by a certified professional. The audit identifies areas for improvement and recommends personalized energy-efficient solutions. Residents have the freedom to choose upgrades based on their needs and take advantage of available rebates. Residents can make educated decisions to reduce their energy consumption, environmental impact, and lower their energy bills.

### Montclair Department of Environmental Sustainability

Led by Director Lisa Johnson, and founder of Montclair's "Green Team", Montclair Township is at the forefront of sustainability in New Jersey, showcasing Home Energy Efficiency Programs for its many residents with diverse needs. In collaboration with Sustainable Jersey and PSE&G, these initiatives not only help residents save money but also contribute to a greener environment.



**Advertisements  
generated for local  
news outlets like  
Montclair Local.**



**MONTCLAIR  
HOME ENERGY  
EFFICIENCY  
PROGRAMS**

**40% OF  
RESIDENTS QUALIFY  
FOR A FREE HOME  
ASSESSMENT**

**PSE&G customers  
can click here to  
learn more or call  
1-855-846-2895**

**MONTCLAIR HOME  
ENERGY EFFICIENCY  
PROGRAMS**



**PSE&G CUSTOMERS CAN SAVE  
MONEY AND THE ENVIRONMENT**


**CLICK HERE TO LEARN MORE OR CALL  
1-855-846-2895**

**SAVE MONEY AND  
THE ENVIRONMENT**

**Learn more about Montclair Home  
Energy Efficiency Programs for PSE&G  
customers:**

**A no-obligation home energy  
assessment and improvement program**

**Click here or call 1-855-846-2895**



**MONTCLAIR HOME ENERGY  
EFFICIENCY PROGRAMS  
FOR PSE&G CUSTOMERS**



**CLICK HERE TO LEARN MORE OR CALL  
1-855-846-2895**

**40%** of Montclair Residents  
qualify for a **FREE** home  
energy assessment

**PSE&G customers  
can click here to  
learn more or call  
1-855-846-2895  
to speak with a  
certified energy  
professional**



PSE&G CUSTOMERS CAN SAVE MONEY AND THE  
ENVIRONMENT

# Montclair Home Energy Efficiency Programs

40% OF RESIDENTS QUALIFY FOR A FREE HOME  
ASSESSMENT



**CLICK HERE TO  
LEARN MORE OR  
CALL  
1-855-846-2895**



# MONTCLAIR HOME ENERGY EFFICIENCY PROGRAMS

40% of residents qualify for a FREE assessment  
[Click here to learn more](#)



*PSE&G customers  
can save money  
and the  
environment!*



## MONTCLAIR HOME ENERGY EFFICIENCY PROGRAMS

[Click here to learn how PSE&G customers  
can save money and the environment with a  
free or low-cost home assessment](#)





# In the works!

## Bookmarks created for distribution by our community partner: Montclair Public Library

### MONTCLAIR HOME ENERGY EFFICIENCY PROGRAM



All PSE&G customers in Montclair are eligible for a free or low-cost energy audit by a certified professional, depending on household income

**Discover what  
program is right for  
you!**

**1-855-846-2895**



[energyoutreachnj.com/montclair](http://energyoutreachnj.com/montclair)

**Schedule your  
assessment today**



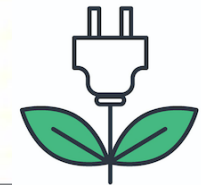
A certified energy efficiency professional will come to your home to assess HVAC systems, insulation, lighting, windows, and more to see where you might be spending too much on energy. You'll receive a report that specifies areas where you can reduce your energy usage, and whether you qualify for free installations and energy rebates.



These audits help residents make informed decisions on energy consumption and reduction, which leads to significant savings on energy bills. This program will also help the township improve its overall environmental impact and continue to make Montclair a leader in sustainability.



## Door hangers for canvassing overburdened communities



# Sustainable Jersey-PSE&G Energy Efficiency Partnership

## Partnership Program goals

- Support local action to reduce greenhouse gas emissions
- Partner with municipalities to increase energy efficiency in communities and in municipal facilities
- Assist municipalities in launching impactful outreach campaigns that encourage residents/business owners to sign up for PSE&G energy efficiency programs





# Partnership Program

## Three tracks

- Technical Assistance for Energy Efficiency in Municipal Facilities
- Residential Energy Efficiency Outreach Campaign
- Commercial Energy Efficiency Outreach Campaign

**CHOOSE ONE OR MORE OF THREE PARTNERSHIP PROGRAM TRACKS:**

### MUNICIPAL PARTNERSHIP PROGRAM:



Technical Assistance  
for Municipal Facilities



Commercial Energy  
Efficiency  
Outreach Campaign



Residential Energy  
Efficiency  
Outreach Campaign

### SCHOOL PARTNERSHIP PROGRAM:



Technical Assistance  
for School Facilities



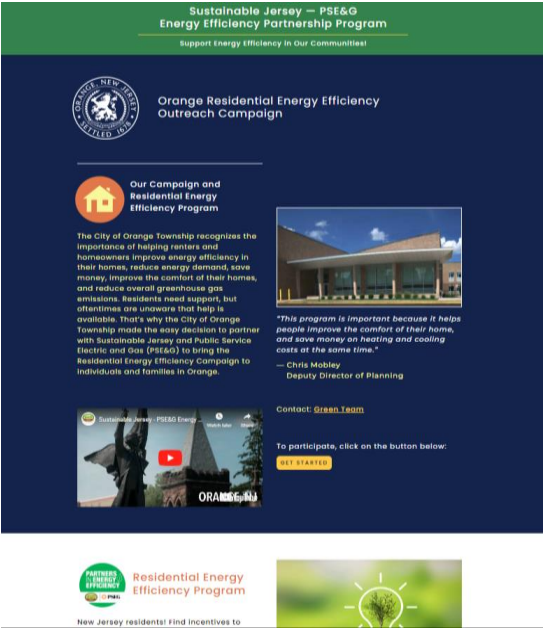
Scan for PK-12  
energy education  
program

**2<sup>nd</sup> Program round: includes new school program for facilities TA**

- Early '24 Kick off for Outreach Campaign planning

**3<sup>rd</sup> Program round: apply in February/March '24**

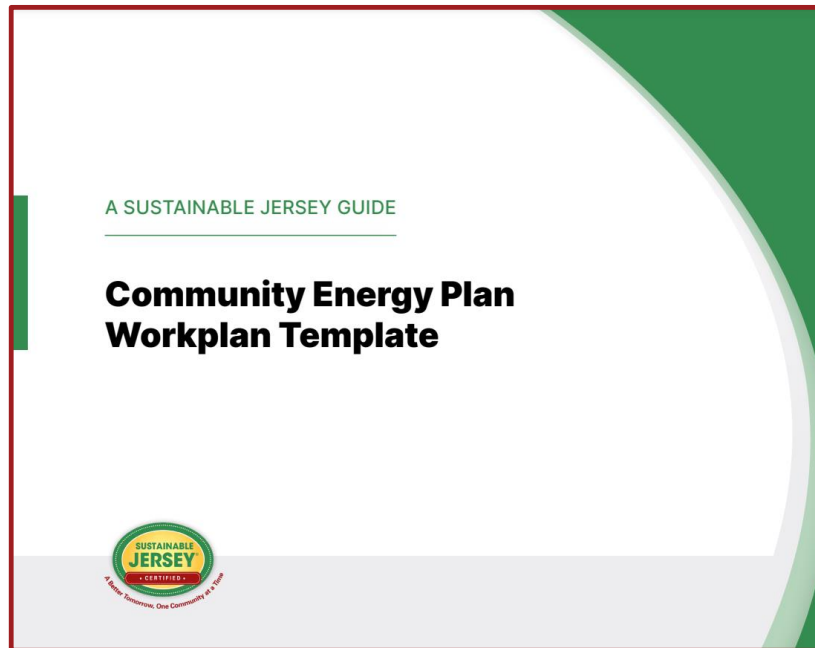
# Partnership Tools in action



Visit [EnergyOutreachNJ.com](http://EnergyOutreachNJ.com)

Customized website and professional video featuring your community

# Community Energy Plan



STRATEGY 3: MAXIMIZE ENERGY EFFICIENCY AND CONSERVATION AND REDUCE PEAK DEMAND	
<b>3.1 Upgrade Energy Efficiency for Municipal Facilities</b>	<b>IMPACT:</b> <b>DIFFICULTY:</b> <b>CHECK IF DOING:</b> <input type="checkbox"/>
<p>Upgrade municipal facilities to be more energy efficient. New Jersey's Clean Energy Program and electric and natural gas utilities offers incentive programs that guide municipalities through the upgrade process, starting with free audits to establish the most effective measures to reduce energy use. Following implementation, showcase upgrades in energy efficiency outreach to local commercial entities.</p>	
<b>Measures of Success</b>	
<ul style="list-style-type: none"><li>• Apply for <a href="#">Local Government Energy Audit</a> or Engineered Solutions audit, if eligible</li><li>• Achieve 20% annual energy savings for one building</li><li>• Achieve 20% annual energy savings across the municipal building portfolio</li></ul>	
<b>Resources</b>	
<ul style="list-style-type: none"><li>• <a href="#">NJ gas and electric utilities' commercial energy efficiency program websites</a></li><li>• NJCEP's <a href="#">Combined Heat and Power</a> program</li><li>• Sustainable Jersey's <a href="#">Energy Efficiency for Municipal Facilities</a> action</li></ul>	
<b>Potential Stakeholders</b>	
<ul style="list-style-type: none"><li>• Public school district</li><li>• Neighboring municipalities</li></ul>	
<b>Comments/Rationale for NOT including this Initiative:</b>	

STRATEGY 3: MAXIMIZE ENERGY EFFICIENCY AND CONSERVATION AND REDUCE PEAK DEMAND	
<b>3.2 Residential Energy Efficiency Outreach Campaign</b>	<b>IMPACT:</b> <b>DIFFICULTY:</b> <b>CHECK IF DOING:</b> <input type="checkbox"/>
<p>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.</p>	
<b>Measures of Success</b>	
<ul style="list-style-type: none"><li>• Outreach team training with Sustainable Jersey</li><li>• 5% of residents participate in Home Performance with ENERGY STAR program during the campaign</li></ul>	
<b>Resources</b>	
<ul style="list-style-type: none"><li>• <a href="#">NJ gas and electric utilities' residential energy efficiency program websites</a></li><li>• Sustainable Jersey's <a href="#">Residential Energy Efficiency Outreach</a> action</li></ul>	
<b>Potential Stakeholders</b>	
<ul style="list-style-type: none"><li>• Natural gas/electric utility</li><li>• HPwES contractor(s)</li><li>• Neighborhood and faith-based organizations</li></ul>	
<b>Comments/Rationale for NOT including this Initiative:</b>	

PART 1: CHECKLIST | 13

STRATEGY 3: MAXIMIZE ENERGY EFFICIENCY AND CONSERVATION AND REDUCE PEAK DEMAND	
<b>3.3 Commercial Energy Efficiency Outreach Campaign</b>	<b>IMPACT:</b> <b>DIFFICULTY:</b> <b>CHECK IF DOING:</b> <input type="checkbox"/>
<p>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, including the Direct Install (DI) program.</p>	
<b>Measures of Success</b>	
<ul style="list-style-type: none"><li>• Outreach team training with Sustainable Jersey</li><li>• 5% of businesses participate in Direct Install program during the campaign</li></ul>	
<b>Resources</b>	
<ul style="list-style-type: none"><li>• <a href="#">NJ gas and electric utilities' commercial energy efficiency program websites</a></li><li>• Sustainable Jersey's <a href="#">Commercial Energy Efficiency Outreach</a> action</li></ul>	
<b>Potential Stakeholders</b>	
<ul style="list-style-type: none"><li>• Natural gas/electric utility</li><li>• Local business associations</li><li>• Local DI contractor</li><li>• Minority business association</li><li>• Building Owners and Managers Association</li></ul>	
<b>Comments/Rationale for NOT including this Initiative:</b>	

STRATEGY 3: MAXIMIZE ENERGY EFFICIENCY AND CONSERVATION AND REDUCE PEAK DEMAND	
<b>3.4 Conduct Energy Efficiency Outreach to Large Energy Users</b>	<b>IMPACT:</b> <b>DIFFICULTY:</b> <b>CHECK IF DOING:</b> <input type="checkbox"/>
<p>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.</p>	
<b>Measures of Success</b>	
<ul style="list-style-type: none"><li>• One of the community's largest energy users enrolls in utility energy efficiency program</li><li>• One of the community's largest energy users enrolls in demand-side management program</li></ul>	
<b>Resources</b>	
<ul style="list-style-type: none"><li>• <a href="#">NJ gas and electric utilities' commercial energy efficiency program websites</a></li><li>• <a href="#">NJCEP's Large Energy Users Commercial Energy Efficiency Outreach Program</a></li><li>• Rutgers University's <a href="#">Green Building Manual</a></li><li>• Sustainable Jersey's <a href="#">Commercial Energy Efficiency Outreach</a> action</li><li>• PJM's <a href="#">Demand Response</a> program</li></ul>	
<b>Potential Stakeholders</b>	
<ul style="list-style-type: none"><li>• Natural gas/electric utility</li><li>• Business associations</li><li>• Rutgers University Center for Green Building</li></ul>	
<b>Comments/Rationale for NOT including this Initiative:</b>	

PART 1: CHECKLIST | 14

# Sustainable Jersey Technical Assistance

## COMPLETE STREETS TECHNICAL ASSISTANCE

Municipalities within the NJTPA region are eligible to apply to receive free technical services to advance a complete street initiative. Register for this webinar on **December 5 from noon to 1:00pm** to learn how 24 New Jersey communities have used this program to address their local issues and how to identify and apply for a project in your community.



## LEARN MORE

For more information and to apply for technical assistance visit:

<https://bit.ly/SJgrants>

## SUSTAINABLE JERSEY ENERGY TECHNICAL ASSISTANCE

- **Energy Technical Assistance includes:**  
Identify and apply for NJCEP and/or utility incentives for facility upgrades
- Establish energy tracking system for facility energy use

### Energy TA funded by:

- NJ Board of Public Utilities
- Investor-owned utilities:
  - Elizabethtown Gas
  - New Jersey Natural Gas
  - PSE&G
  - South Jersey Gas

# Together we can make a difference



Technical Assistance  
for Municipal Facilities



Commercial Energy  
Efficiency  
Outreach Campaign



Residential Energy  
Efficiency  
Outreach Campaign







# SUSTAINABLE JERSEY GRANTS PROGRAM



**PSEG**  
*Foundation*

## New Funding Cycle Announced!

- \$200,000 in grants are available to New Jersey municipalities participating in the Sustainable Jersey program
- \$2k, \$10k and \$20k grants for sustainability projects and green team support

### Informational Webinar

1-2:30pm on  
Thursday,  
**December 7,  
2023**

### Application Deadline

By 11:59pm  
on Friday,  
**February 9,  
2024**

### Award Notifications

By mid April  
**2024** with an  
event in mid  
**May 2024**

### Performance Period

**10k Grants:**  
18 months  
  
**2k Grants:**  
12 months

**Learn More & Apply**



# Sustainable Jersey Sessions - New Jersey League of Municipalities

## **GET BETTER BUY-IN WITH EQUITABLE COMMUNITY ENGAGEMENT STRATEGIES**

Tuesday, 11/14, 2:00pm – 3:15pm, Room 420

## **COMMUNITY ENERGY PLANNING: LESSONS LEARNED & LOOKING AHEAD**

Tuesday, 11/14, 3:45pm – 5:00pm, Room 421

## **SUSTAINABLE JERSEY PROGRAM UPDATE**

Wednesday, 11/15, 9:00am – 10:15am, Room 420

## **WHAT'S NEW IN ENERGY EFFICIENCY OUTREACH CAMPAIGNS**

Wednesday, 11/15, 10:45am – 12:00pm, Room 421

## **INVESTING IN ACTIVE TRANSPORTATION: TEST IDEAS, FIND FUNDING**

Wednesday, 11/15, 2:00pm – 3:15pm, Room 420

## **THINK OUTSIDE THE BIN: NON-MANDATED RECYCLING INITIATIVES**

Wednesday, 11/15, 2:00pm – 3:15pm, Room 421

## **POWER SURGE: SPARKING SUCCESS FOR ELECTRIC VEHICLES**

Wednesday, 11/15, 3:45pm – 5:00pm, Room 421

## **PLANNING FOR LOCAL RESPONSES TO CLIMATE CHANGE**

Thursday, 11/16 9:00am – 10:15am, Room 420

## **TREE STEWARDSHIP IMPROVES COMMUNITY RESILIENCE**

Thursday, 11/16 10:45am – 12:00pm, Room 421

## **STORMWATER MANAGEMENT: MAP, MONITOR AND MAINTAIN**

Thursday, 11/16 2:00pm – 3:15pm, Room 420



# Thank You

**Nicole Gillespie**

Mayor, Moorestown Twp.  
[ngillespie@moorestown.nj.us](mailto:ngillespie@moorestown.nj.us)

**Mike Winka**

Director, Sustainable Lawrence  
[mwinka@comcast.net](mailto:mwinka@comcast.net)

**Jenny Ludmer**

Program Manager, Sustainable Princeton  
[info@sustainableprinceton.org](mailto:info@sustainableprinceton.org)

**Lisa Johnson**

Environmental Affairs Coordinator, Montclair  
Township  
[ljohnson@montclairnjusa.org](mailto:ljohnson@montclairnjusa.org)

**Leanne McGowan**

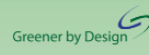
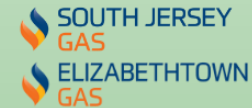
Energy Program Manager, Sustainable Jersey  
[mcgowale@tcnj.edu](mailto:mcgowale@tcnj.edu)

# Sustainable Jersey Underwriters and Sponsors

## Program Underwriters



## Corporate Sponsors







# Q & A

Mayor Moderator, Nicole M. Gillespie, PhD  
Township of Moorestown, Burlington County