

2021 NEW JERSEY

SUSTAINABILITY SUMMIT



Reducing the Energy Burden: Energy
Efficiency and Renewable Energy for All

May 21, 2021



Announcements



- June 6 – municipal certification deadline
- FREE technical assistance for one community to develop a Water Story (sustainablejersey.com/grants)
- \$75,000 in grants for resiliency & environmental stewardship projects in Atlantic City Electric territory (sustainablejersey.com/grants)
- Recordings of Summit events – *will be posted by 5/28.* **www.sustainablejersey.com > Resources > Presentations > Sustainability Summit**



Agenda/Speakers



The Changing Landscape of New Jersey's Clean Energy Programs

Kelly Mooij, Director, Division of Clean Energy, NJBPU

Sustainable Jersey Comfort Partners Toolkit

Tracey Woods, Project and Research Specialist Sustainable Jersey

Newark and Essex County Hub Comfort Partners Outreach

Nicole Miller, Chair, Newark Green Team

East Orange Community Solar

Dan Jennings, Director, Policy, Planning, & Development, East Orange, NJ

Moderator: Nancy Quirk, Sustainable Jersey

PROGRAM UNDERWRITERS



SUMMIT SPONSORS





The Changing Landscape of New Jersey's Clean Energy Programs

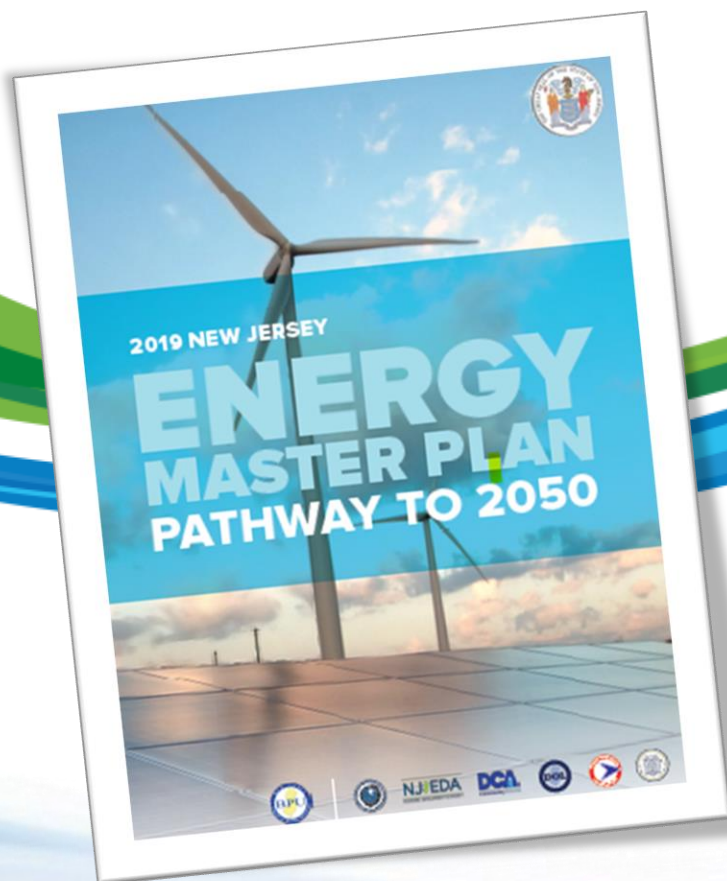


Lighting the way to New Jersey's Clean Energy Future

Agenda

- Energy Master Plan and Clean Energy Goals
- NJCEP Background and Programs
 - Energy Efficiency Transition
 - OCEE
- Comfort Partners
 - Whole House Program
- Renewable Energy
 - Community Solar

- Released **January 27, 2020**
- Developed with significant **stakeholder engagement**
- Comprehensive roadmap to meet our goals
- 7 Strategies for achieving **100% clean energy by 2050**



Read the EMP!
www.nj.gov/emp

EMP: The 7 Strategies

www.nj.gov/emp

1

Reduce Energy Consumption and Emissions from the Transportation Sector

Maximum electrification of the transportation sector, particularly in environmental justice communities. Reduce vehicle miles traveled and port and airport emissions.

2

Accelerate Deployment of Renewable Energy and Distributed Energy Resources

Ensure that New Jersey continually increases its renewable energy and DER deployment, lowers the cost of procurement, expands access to clean energy benefits, increases local jobs, encourages private investment, and improves resiliency.

3

Maximize Efficiency and Conservation and Reduce Peak Demand

Reduce wasted energy through improvements in thermal envelopes in buildings, appliance efficiency, energy benchmarking, strategic energy management, and peak demand reductions, while ensuring access to increased efficiency for all.

4

Reduce Energy Consumption and Emissions from the Building Sector

Decarbonize and electrify the building sector with an early focus on new construction and the conversion of electric baseboard heating and oil- and propane-fueled buildings.

5

Decarbonize and Modernize New Jersey's Energy System

Plan for, finance, and implement distribution system upgrades to handle increased electrification, empower customer-managed energy consumption and self-generation, and assess how to safely and affordably reduce reliance on natural gas.

6

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

7

Expand the Clean Energy Innovation Economy

Support the growth of in-state clean energy industries through workforce training, clean energy finance solutions, and investing in innovative research and development programs.



NJCEP Background

ADMINISTERED BY

New Jersey Board of Public Utilities' Division of Clean Energy

FUNDING

Societal Benefits Charge (SBC) on utility bills

PROGRAM GOALS

- Provide opportunity for ALL NJ residents to reduce energy use and lower operating costs
- Protect the environment and reduce emissions
- Meet Governor Murphy's goal of 100% clean energy by 2050



NJCEP Portfolio of Programs

RENEWABLE ENERGY

- Offshore Wind
- TREC - Solar Registration
- Community Solar



SPECIALIZED ENERGY EFFICIENCY

- Community Energy Grants
- State Facility Initiatives
- R&D Energy Tech Hub *
- Workforce Development*



COMMERCIAL & INDUSTRIAL

- Energy Audits
- Energy Efficiency Incentives
- Trade Allies



DISTRIBUTED ENERGY RESOURCES

- Combined Heat & Power – Fuel Cells
- Microgrid Development
- Battery Storage*
- Electric Vehicles



RESIDENTIAL

- New Construction
- Existing Homes
- Energy Efficient Products
- Trade Allies



** coming soon!*

Real-World Results

FY20 data

Clean Energy Programs eliminated enough CO₂ in one year to equate to:



159,000+ cars removed



12,000,000+ trees planted



763,909 metric tons greenhouse gases eliminated

Clean Energy Act of 2018

NJCleanEnergy.com/CEP

Close the SREC Program and Transition to
New Solar Incentive Structure

Community Solar Pilot Program

Energy Savings Targets for Electric and Gas
Utilities

Energy Storage Report and Targets for
Storage Capacity

Energy Efficiency Transition

NJCleanEnergy.com/CEP

- **Access** to energy efficiency programs **for all market segments** and for all New Jersey residents and businesses, regardless of geographic location;
- **Decreased energy burdens** for all ratepayers, **with a specific focus on lower income customers** and environmental justice communities;
- **Increased accountability and reporting** of spending and savings related to energy efficiency and peak demand reduction;
- Expanded **job opportunities and increased economic benefits** of energy efficiency for New Jersey.
- Sets year-five energy reduction targets:
 - 2.15% for electric distribution companies
 - 1.10% for gas distribution companies

Comfort Partners

The **New Jersey Comfort Partners Program** is a free program that helps income-eligible customers reduce their utility bills through implementing cost effective energy efficiency measures which save energy and money while improving their home's safety and comfort at no cost to them.

Whole House Program

- Pilot program designed to take a “whole house” approach to addressing health and safety hazards along with implementing energy efficiency (“EE”) measures in single- and multi-family residences
- Focusing on housing stock occupied by low- to moderate-income residents
- Implemented through an integrated, statewide approach that streamlines and leverages existing resources, programs, and funding streams from multiple sources.

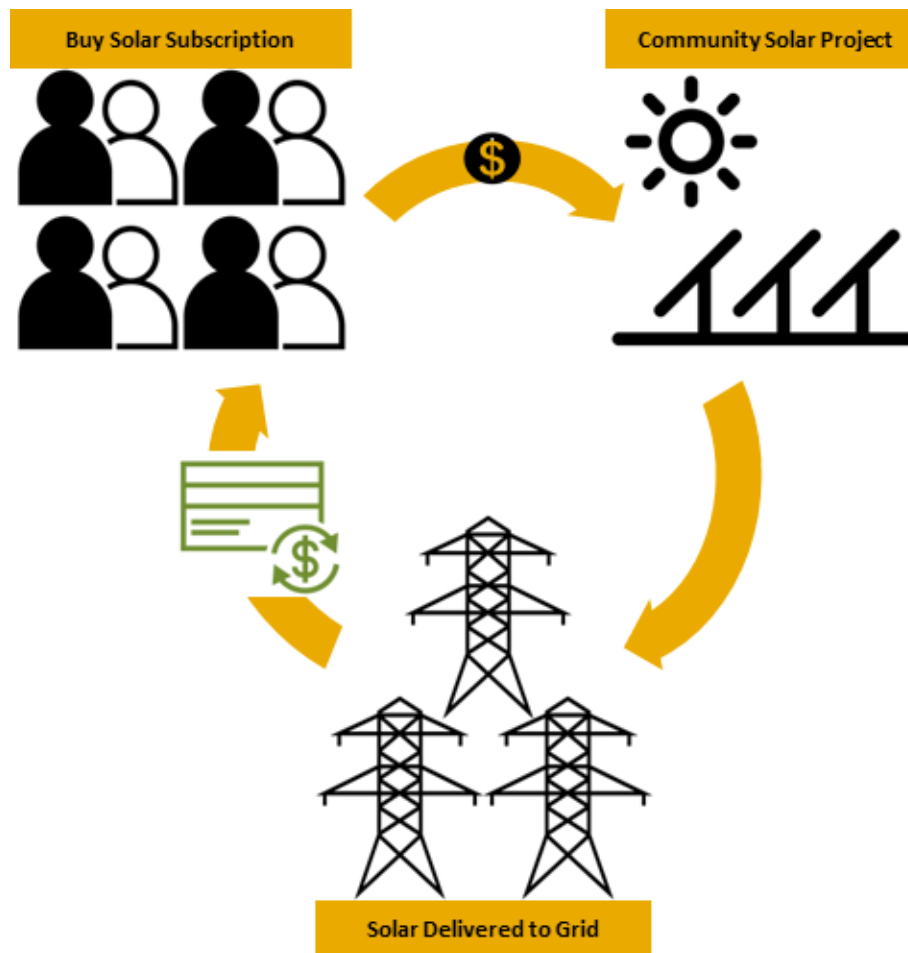
Office of Clean Energy Equity

Created in 2020

- Oversee the development and implementation of clean energy policies, and programs, including energy efficiency programs, to **better serve New Jersey's overburdened communities** and to ensure equitable participation in clean energy programs and distribution of related benefits;
- Work with other NJBPU teams to develop and implement programs through an equity lens and **incorporate equity considerations in all aspects of the Board's programs**;
- Collaborate with partner agencies in the implementation of programs including **workforce development**;
- **Connect** with community-based organizations and work within overburdened communities.

Community Solar

NJCleanEnergy.com/COMMUNITYSOLAR



Community Solar: What is it?

NJCleanEnergy.com/COMMUNITYSOLAR

- A larger, remotely located solar array or facility that is virtually divided among multiple participants (“subscribers”) by means of a credit on their utility bill
- Provides access to solar energy to renters as well as households, institutions or businesses whose roofs aren’t appropriate for solar installation

Community Solar: Is it for you?

NJCleanEnergy.com/COMMUNITYSOLAR

- Do you....
 - Want solar but don't have a place for panels?
 - Can't afford to put panels on your facility or home?
 - Have room for more panels but not the energy use?

Community Solar: Get started

NJCleanEnergy.com/COMMUNITYSOLAR

Potential role of government or business entities:

- Become an “anchor” subscriber for a community solar project
- Provide land/rooftop for siting of a solar array
- Conduct a competitive procurement on behalf of the community

Potential role of affordable housing:

- Become an “anchor” subscriber for a community solar project
- Put all Low and Moderate Income (LMI) properties into a community solar project to reduce bills

Community Solar: Subscribers

NJCleanEnergy.com/COMMUNITYSOLAR

Participation can be in the form of:

- **Ownership:** buying a share or portion of the community solar project or panels
- **Subscription:** buying a portion or share of the electric output produced by the community solar project

THANK YOU





What is Comfort Partners?



The New Jersey Comfort Partners Program is a **FREE** energy-saving, and energy education program that helps income-eligible customers save energy and money while increasing safety and comfort.



Image from New Jersey Comfort Partners



Comfort Partners Eligibility Requirements



Households with income at or below 250% of federal poverty guidelines

Households receiving HEAP, Lifeline, PAAD, Section 8 Housing, SSI, TANF, USF, Medicaid, SNAP or GA

The customer must:

- a. use the home as a primary residence
- b. homeowners must have lived in residence for a minimum of a year
- c. renters are eligible with landlord permission
- d. be the ratepayer of record with the electric or gas utility
- e. live in a building with 1 – 14 units (apartment, townhouse, etc.)
- f. units in multifamily buildings must be individually metered

Note: Buildings with more than 14 units are not eligible



Income Eligibility



2021 Income Guidelines (250% of the Federal Poverty Guidelines)

Size of Family	Weekly Income	Monthly Income	Yearly Income
1	\$619	\$2,683	\$32,200
2	\$838	\$3,629	\$43,550
3	\$1,056	\$4,575	\$54,900
4	\$1,274	\$5,521	\$66,250
5	\$1,492	\$6,467	\$77,600
6	\$1,711	\$7,413	\$88,950
7	\$1,929	\$8,358	\$100,300
8	\$2,147	\$9,304	\$111,650

For family units with more than 8 family members:

Add \$218 to the weekly income, \$946 to the monthly income, or \$11,350 to the yearly income for each additional member.

Measures Included



Comfort Partners measures can include:

- Efficient lighting products
- Energy-saving showerheads and aerators
- Replacement of inefficient refrigerators and thermostats
- Air sealing; duct sealing and repair
- Heating/cooling equipment maintenance
- Personalized energy education and counseling
- Insulation upgrades (attic, wall, etc.)



Sustainable Jersey Energy Efficiency Outreach Toolkits



Toolkits provide:

- 'Plug and play' outreach collateral
 - municipal letters
 - press releases
 - flyers
 - tabling materials
- Best Practices for successful outreach campaigns



Sustainable Jersey Comfort Partners Toolkit

www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Residential_Energy_Efficiency/Comfort_Partners_Outreach_Toolkit.pdf



Comfort Partners Outreach Plan



- Contact CP Coordinator
 - Reviews timing/scope of project
 - Connects outreach team to CP contractor
- CP contractor
 - Works with outreach team to create plan
 - Manages outreach effort

**Each municipality has
an assigned Comfort
Partners (CP) Contractor.**

CP Contractor manages:

- outreach efforts
- customer projects



Outreach Plan Template



General Outreach Team Information

Municipality:	
Municipal Outreach Team Contact Person:	
Email:	
Phone:	
Contractor:	
Primary contact at Comfort Partners contractor for this outreach campaign:	

Outreach Plan

Outreach Category	Activity	Dates	# attendees/ addresses
Comfort Partners Information Sessions: List all planned virtual/in-person information sessions.	<i>e.g. Information session via virtual platform</i>	6/15/20	50-60
Outreach/Tabling Events: List all planned outreach events.	<i>e.g. Tabling at community green fair</i>	4/20/20	500
Mailings: List all planned mailings.	<i>e.g. Letter from Mayor to likely eligible residents</i>	5/1/20	130
Additional Outreach Strategies: List additional outreach plans, including online and community outreach.	<i>e.g. Newsletter insert in Senior's Newsletter</i>	6/1/20	Newsletter circulation 200



Comfort Partners Toolkit



Municipal Letter to Residents about Comfort Partners

Print on municipal letterhead.

Personalized greeting can be added, but program details should not be edited.

Dear [Municipality] resident,

[I/We] [am/are] writing to let you know about the New Jersey Comfort Partners Program is a free program that helps income-eligible gas and electric utility customers save energy money while increasing the comfort, safety and efficiency of their homes.

To apply, please call 800-915-8309 or visit NJCleanEnergy.com/CP. A representative will be in contact to determine eligibility and discuss measures may include insulation, caulking, weather-stripping, thermal energy-saving showerheads, and energy efficient light bulbs. There is no cost to residents to participate in this program.

Eligibility requirements are on the back of this letter.

For a complete list of incentives available to residents through New Jersey Comfort Partners Program, visit NJCleanEnergy.com/residential.

Sincerely,

[Mayor or Other Township Representative]

*The New Jersey Board of Public Utilities under New Jersey's Clean Energy Program with Atlantic City Electric, Elizabethtown Gas, Jersey Central Power & Light, Jersey Electric & Gas, South Jersey Gas, and New Jersey Natural Gas offer the Comfort Partners Program to income-eligible customers to help make their homes healthier and more efficient.

Reduce High Energy Bills! Improve Comfort and Safety!

The New Jersey Comfort Partners Program is a **FREE**, energy-saving, and energy education program that helps income-eligible customers save energy and money while increasing safety and comfort.

ELIGIBLE PARTICIPANTS MAY RECEIVE:

Installation of cost-effective, home energy efficiency measures* which can include:

- Efficient lighting products
- Energy-saving showerheads
- Replacement of inefficient

Who is eligible to participate?

To participate in New Jersey Comfort Partners, you must live in New Jersey, be the rate payer of record with a participating utility, and be at or below 250% of the Federal Poverty Guidelines or participate in one of the Federal Safety Net Partnership programs listed below.

Social Media Templates



Image from New Jersey Comfort Partners

The New Jersey Comfort Partners Program is a free energy-saving and energy education program that helps income-eligible customers save energy and money while increasing the safety and comfort of their homes. For more information about applying and eligibility requirements, visit NJCleanEnergy.com/CP or call 800-915-8309.

Learn more about the New Jersey Comfort Partners Program at an information session on (Date), at (Time), at (Location/URL for virtual workshops).
#NJCleanEnergyProgram #SJEnergyEfficiency

New Jersey Comfort Partners Program
A free, energy-saving, and energy education program helps income-eligible customers save energy and money while increasing safety and comfort.

Eligible participants may receive:

Installation of cost-effective, home energy efficiency measures,* which may include:

- Efficient lighting products
- Energy-saving showerheads and aerators
- Replacement of inefficient refrigerators and thermostats
- Air sealing: duct sealing and repair
- Heating/cooling equipment maintenance
- Personalized energy education and counseling
- Insulation upgrades (attic, wall, etc.)

Who is eligible to participate?

To participate in New Jersey Comfort Partners, you must live in New Jersey, be the rate payer of record with a participating utility, and be at or below 250% of the Federal Poverty Guidelines or participate in one of the Federal Safety Net Partnership programs. An income chart and list of qualifying programs can be found at NJCleanEnergy.com/CP.

Green team volunteers will be available at the after-service coffee hour to answer questions.

Para más información en español, por favor llame a
Call a Comfort Partners representative today to see if you are eligible!
800-915-8309

Energy efficiency measures and energy education services are provided **FREE** of charge.



Get help with your utility bills?

The New Jersey Comfort Partners Program is a **FREE** energy saving and energy education program that helps income-eligible customers save energy and money while increasing safety and comfort.

Visit NJCleanEnergy.com/CP



Outreach Best Practices

Identifying Outreach Partners

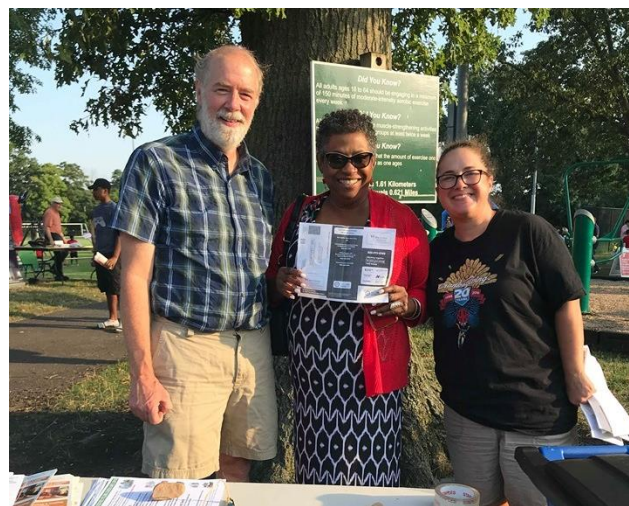
- CP Outreach Contractor
- Municipal employees
- Nearby municipalities
- Local houses of worship
- Local school districts

Mailings and Online Outreach

- Send letter or postcard
- Issue a press release
- Use social media
- Follow up with email

Community Events Outreach Campaign

- In-person and virtual workshops
- Presentations at community events
- Table at local events



Green Team members promoting Comfort Partners at National Night Out



Understanding Your Community



[Quick Tools](#) | [Send](#) | [Receive](#) | [Shop](#) | [Business](#) | [International](#) | [Help](#)

Every Door Direct Mail®

[Select Routes](#) | [Find a Printer](#) | [Using EDDM®](#)

[Mailpiece Size Checker](#)

ROUTE

RESIDENTIAL

BUSINESS

TOTAL

AGE 25-44

SIZE

INCOME

COST

Show Table

Order Summary

Individual Routes Selected
1

Post Office™ Drop-Offs
1

Total Delivery Addresses [Clear](#)
384

Approximate Cost [i](#)
\$73.73

[Continue](#)

[Save](#)

Reducing the Energy Burden: Energy Efficiency and Renewable Energy for All

May 21, 2021



Legacy of Toxicity





NJ Clean Energy Equity Act

Establish Office of Clean Energy Equity to oversee fair distribution of clean energy programs.

Increase energy storage directly within low-income communities.


Sets state-wide targets for serving low-income customers, specifically with solar programs.

Fund bill components with \$50 million from NJBPU Clean Energy Program.

Require new construction in low- and moderate-income communities be solar ready.

Establish clean energy curriculum and paid workforce training programs.

Develop and deploy programs to increase local access to renewable energy through community or onsite solar along with energy efficiency programs designed to reduce energy costs of low-income communities





When engaging with Environmental Justice communities...

- Research and acknowledge the cumulative environmental impacts, social and racial histories when approaching communities with clean energy solutions.
- Remember that a community combating environmental injustice is very often also working to battle social, economic, and racial injustice.
- Engage with community representatives when planning projects and programs and cast a wide net to get feedback from the community about potential unintended consequences to proposed solutions.
- Acknowledge the expertise of local leaders and honor their time and commitment by holding meetings on accessible days and times, providing translation services and giving stipends to account for time spent in community outreach and planning.



NJ Comfort Partners

A **FREE** program helping low-income residents reduce their energy bills by installing:

- ✓ Energy efficient lighting
 - ✓ More efficient refrigerators & thermostats
 - ✓ Insulation in walls and attics
 - ✓ Efficient heating and/or cooling equipment
 - ✓ Sealant to windows and doors
- ...and possibly* more

*not all services are offered to all participants



Newark Environmental Commission and Essex Hub Comfort Partners Outreach Program

Conducting a joint campaign to increase outreach on NJ Comfort Partners program alongside these Essex County municipalities:

Irvington Montclair
Newark Maplewood
Orange South Orange
Verona

East Orange *
Nutley*
Belleville*
Bloomfield*

*contacted



Newark Outreach to Renters

Goal:

Due to existing popularity of the program in Newark, objective is to target renters, specifically those utilizing the Newark Housing Authority Section 8 voucher program.

—Secondary target will be participants in a pilot program “NHA Section 8 Homeownership Conversion Program”.



- ☐ Conduct Comfort Partners outreach session virtually via Newark Housing Authority, Newark Green Team and Newark People’s Assembly
- ☐ Conduct private mailing to Section 8 recipients utilizing toolkit.
- ☐ Distribute posters and other toolkit materials to municipal offices, libraries, and partner organizations.
- ☐ Conduct social media outreach in Fall 2021 with Newark Office of Sustainability.



ONECITY
ONECOMMUNITY
ONEGOAL

Progress

Project Site



Project Overview

PHASE I

Program Summary

- 820 rental apartments of which 140 are affordable housing.
- 12,000 SF of coworking space.
- 10,000 SF Urban Food Hall targeting local entrepreneurial startups.
- 170,000 SF of community retail anchored by 60,000 SF fresh food supermarket operated by Shop Rite.
- 1,600 parking spaces including designated commuter parking.

Local & Community Benefit

Located in a NMTC severely distressed census tract, the project will improve quality of life for local residents through: the increase of mass-transit usage; elimination of blight; creation of jobs and economic opportunity; and creation of an equitable 24/7 community. The project sponsor will work closely with the City of East Orange to ensure that local priority is given with the selection of vendors/contractors and that residents get priority access to permanent jobs created by the project.

Significant Investment in Public Infrastructure

Significant private capital will be invested in public infrastructure and other community benefits. This will include a commuter parking facility, streetscape beautification plans for Main Street, pedestrian plazas and walkways. The commuter parking facility will provide improved wayfinding, traffic safety and direct access to Brick Church Station.

PHASE II

Program Summary

- 250 Rental Apartments
- 250 space Parking Garage
- 25,000 SF of commercial space
- Additional Infrastructure Investment



The Crossings at Brick Church Station

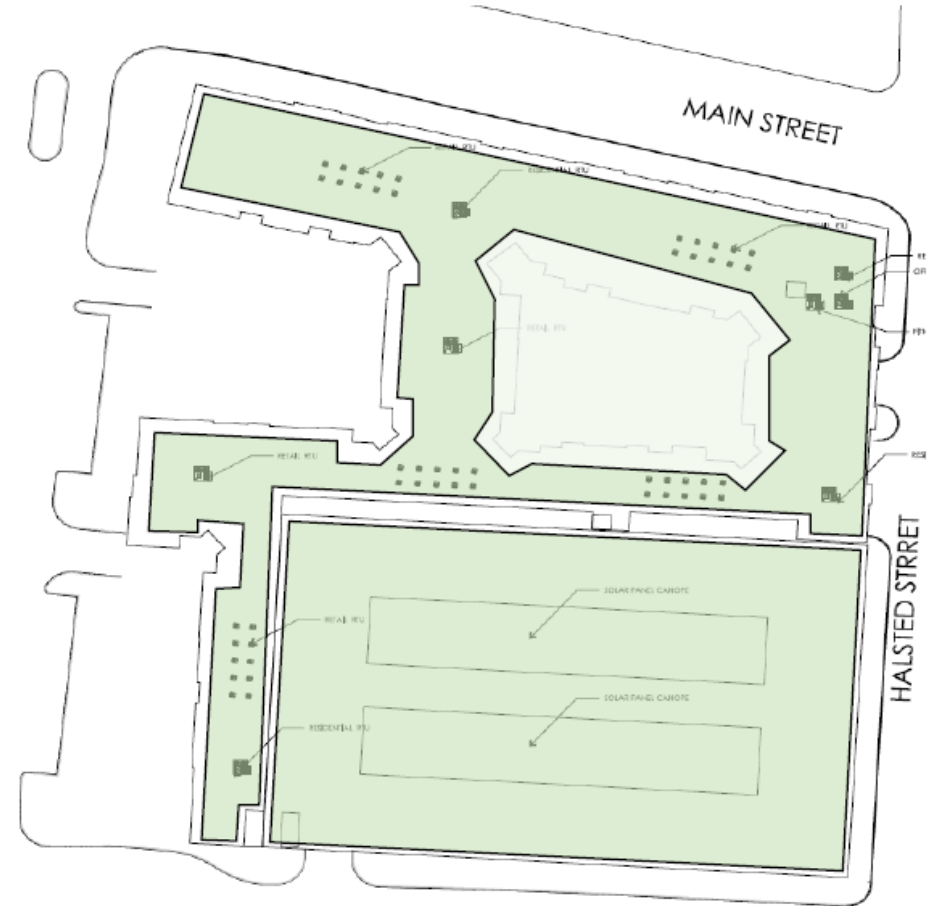
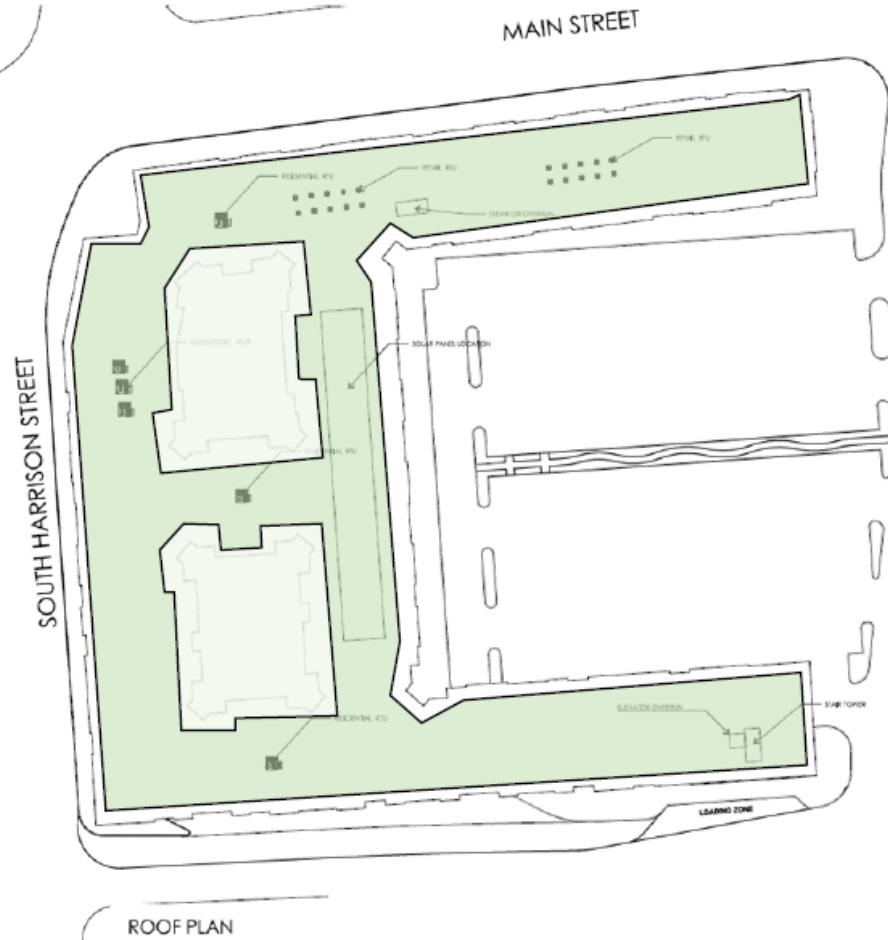


VIEW SOUTHWEST TOWARDS TRAIN STATION

MINNO ■ WASKO
ARCHITECTS AND PLANNERS

THE
CROSSINGS
AT BRICK CHURCH STATION

Site Plan



SOLAR PANEL LOCATIONS

Sustainable Jersey Community Solar Guidebook Case Study for East Orange:

0.5054 MW LMI project sited on a parking deck, Brick Church Redevelopment Project

Municipal Roles in Community Solar Project

- Ambassador to project partners: municipal government is aiding in outreach to affordable housing authorities
- Outreach partner: town will promote project to eligible residents via website, etc. reducing customer acquisition costs of developer

Benefit to Municipality/Community from Community Solar Project

- Discounted energy costs for LMI residents (10-15% discount)

Economic and Community Benefits

Public Improvements

Redeveloper executed community benefits agreement with the City of East Orange requiring significant investment in programs directly impacting the local community.

Workforce Hiring Programs	\$ 250,000
New Bus Station on Main Street	\$ 40,000.00
Public Parking Deck	\$ 5,820,898
Public Utility Infrastructure	\$ 975,000
New Roads & Streets, Signals, ADA	\$ 2,015,000
Pedestrian Promenade	\$ 475,000
Brownfield Remediation of Contaminated Ground Water	\$ 1,750,000

Job Creation & First Source Employment

Redeveloper shall make good faith efforts to employ residents of the City of East Orange in both construction and permanent jobs associated with the retail development. Additionally, recruit City residents for all employment opportunities in connection with the project, including participation in the City job fairs and utilization of its central registry. Meetings will be held with appropriate City officials to determine the status of recruitment and training efforts, and to plan future employment training and recruitment activities.

Commuter Parking

A 1,200+ space parking garage and additional surface parking to be shared between shoppers, residents & commuters.

Off-Tract Improvements

Redeveloper to perform off-site improvements to be discussed and agreed upon among the parties.

Green Infrastructure

Over the course of build out of the entire Project, Redeveloper shall incorporate green infrastructure elements into the Project.

Economic and Community Benefits

Police Substation On-Site

Developer shall finance and construct, and the City shall appropriately staff, a police substation to be located within the project boundary.

Ancillary Benefits of Project

- A. Corridor & Streetscape Improvements
- B. Mural Arts Program - to deterred graffiti vandalism and encouraged local artists to get involved in the community in a positive way.
- B. Food Hall Incubator - Phase 1B will include a 10,000 SF food hall incubator space which will be designed and operated to help support the growth of small local businesses. The food hall will provide a diverse mix of local food concepts for the residents of East Orange to enjoy. The Project team will look for chefs who have a tie to the East Orange area. The concept will support local culinary entrepreneurs by removing barriers to starting a business.
- C. Co-Working Space - Phase 1B will include an approximately 12,000 SF coworking facility meant for local entrepreneurs, creatives and independent professionals. Coworking facilities in cities across the US from Newark to New Orleans have recently played a significant role in catalyzing the growth of small local businesses which leads to job creation. The coworking space at The Crossings at Brick Church Station will provide low-cost space, business services, training and networking opportunities in a collaborative environment that will transform the lives and businesses of area entrepreneurs. This will drive economic development and community-building and lead to significant job creation.

- ❖ City Hall Social Media
- ❖ Community Meetings
- ❖ Direct Outreach to Property Managers




ONECITY
ONECOMMUNITY
ONEGOAL | *Progress*

Community Solar Resources

Sustainable Jersey Community Solar Resource Page

- Community Solar Energy How-To Guide
- Webinar recordings
- Outreach Resources
- Sustainable Jersey Action

www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Solar_Resources.pdf



A Better Tomorrow, One Community at a Time

What is Community Solar?

Community Solar brings the environmental and financial benefits of solar to electric customers that cannot put solar on their property—renters, too much shade, or other constraints.


Community Solar projects are located on commercial rooftops, multi-family residential buildings, landfills, parking lot canopies, or other sites good for large solar arrays.

The power generated by these solar panels is credited to the subscriber's electric bills.

In addition to saving subscribers on their energy costs, community solar offers benefits to the whole community, including:


- Expanding access to solar for low- and-moderate income residents
- Municipal income from site lease
- Local workforce development
- Creating positive development on difficult sites, such as brownfields and landfills

Community Solar projects are currently under construction in [municipalities all over New Jersey](#).



Onsite Shared Solar (Multi-Unit Building)

In this example, a community solar array is placed on the roof of a multifamily residential building. Residents and other members of the community can subscribe to the project.



Offsite Shared Solar

In this example, a ground mount community solar array is located offsite, perhaps at a landfill.

Images energy.gov/eere/solar/community-and-shared-solar



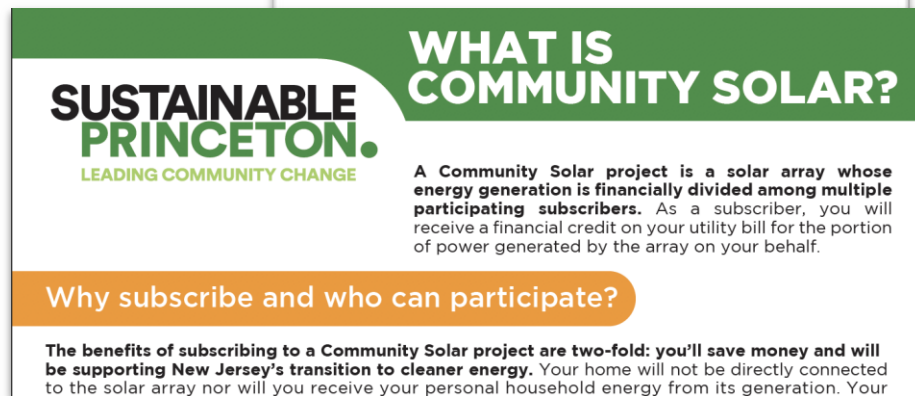
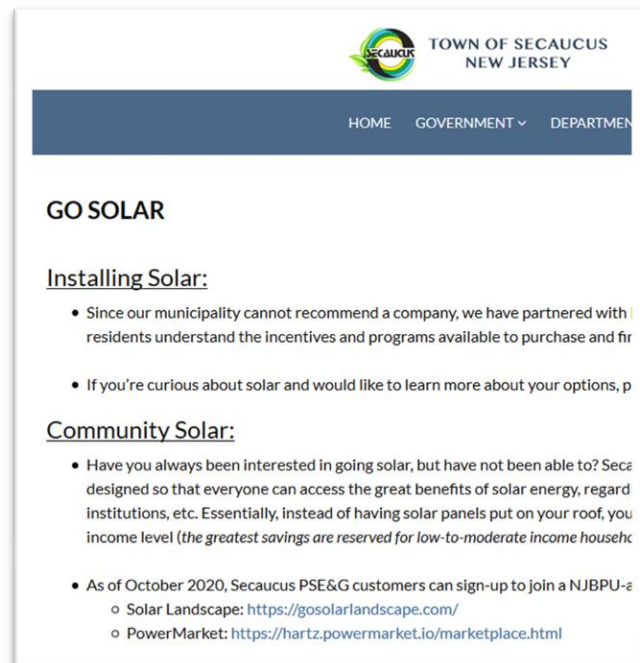
Community Education



The municipality is a trusted messenger.

Municipal support for community solar

- Educate public about basics of community solar
- Use municipal outreach channels to support community solar.
 - Newsletter/Emails
 - Public meetings
 - Website/Social media
 - Press Release/Ribbon Cutting





Questions?



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