



# Sustainable Jersey - PSE&G Partnership Program

Information Session for Municipalities

December 7, 2022

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# INTRODUCING THE SUSTAINABLE JERSEY-PSE&G PARTNERSHIP PROGRAM



Together, we can help reduce New Jersey's carbon footprint and usher in a clean energy future.

# 12.7.22 Agenda

- Sustainable Jersey (SJ)
- PSE&G Introduction,  
Susanna Chiu, Senior  
Director of Operational  
Services
- SJ Energy Actions
- Program Overview
- Funding Options
- Q&A





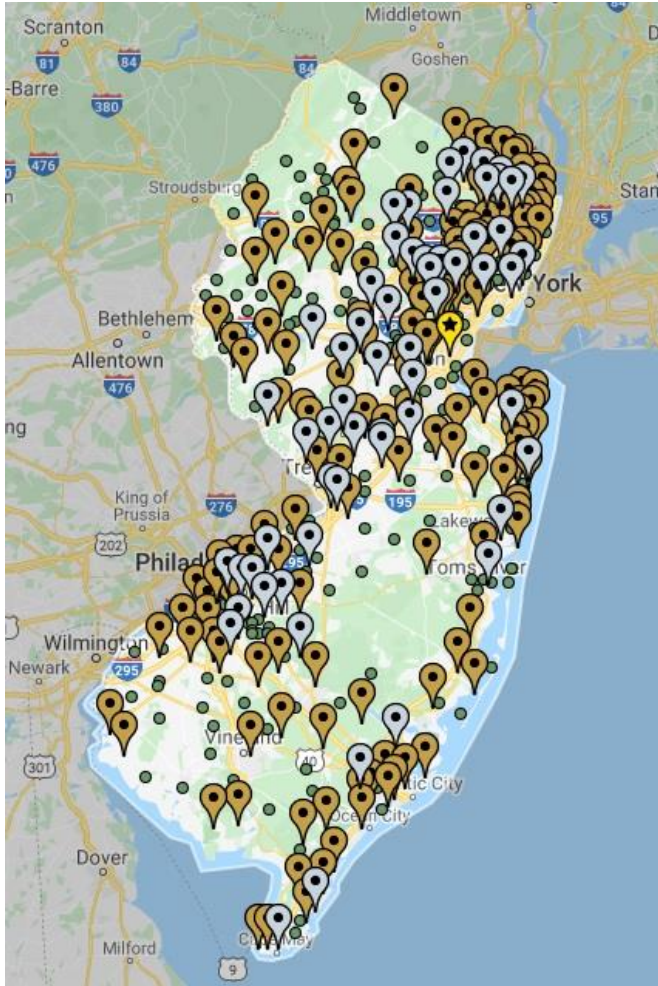
# What is Sustainable Jersey?

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

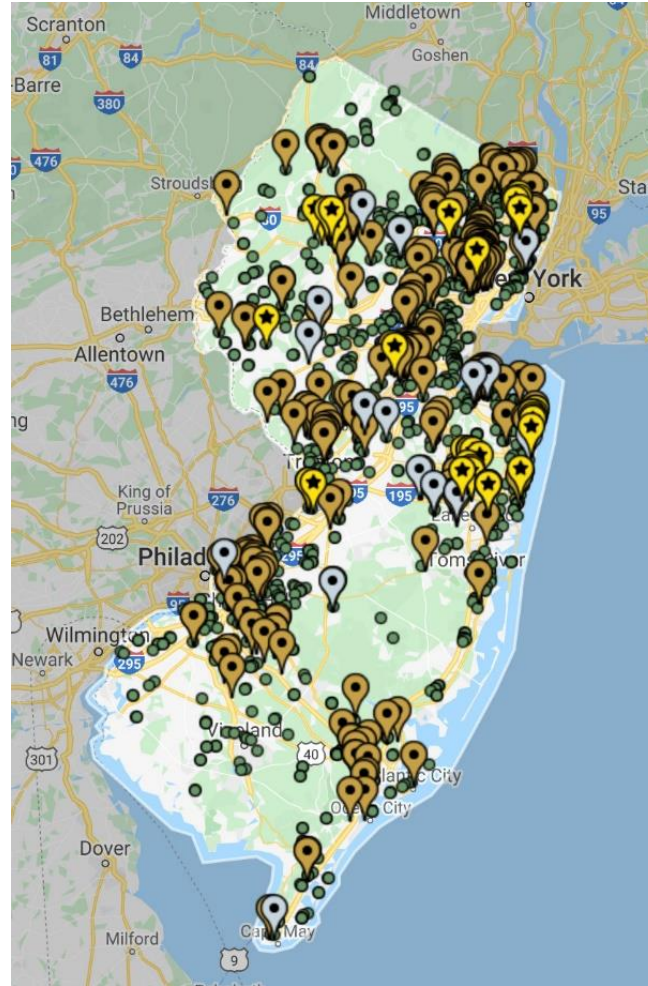




# Program Participants



Municipal Program



Schools Program

## Municipal Program

- 465 (82%) participating
- 221 Certified
  - 152 Bronze
  - 69 Silver

## Schools Program

- 386 (64%) school districts
- 1061 schools participating
- 354 schools certified
  - 306 Bronze
  - 48 Silver

# 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> </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> |



# 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

# PSE&G's Mission

- Be a positive force in a changing world by providing infrastructure to access safe, affordable, reliable, and cleaner energy.
- Work toward a carbon-free economy.
- Empower the lives of our customers, our communities, our workforce, and other stakeholders.
- Embrace diversity and inclusion, and promote equitable and ethical behavior.





# PSE&G Clean Energy Future

- September 2020: New Jersey Board of Public Utilities approved PSE&G's Clean Energy Future energy efficiency program.
  - This cleared the way for PSE&G to **commit \$1 billion toward energy efficiency** over three years.
  - It is the **largest commitment to energy efficiency in New Jersey history**.
  - It includes **10 programs** tailored to help all residential and commercial customers reduce their energy use with energy-efficient equipment, technologies, and strategies.

**PSE&G is committing**  
**\$1 BILLION**  
**toward energy efficiency**

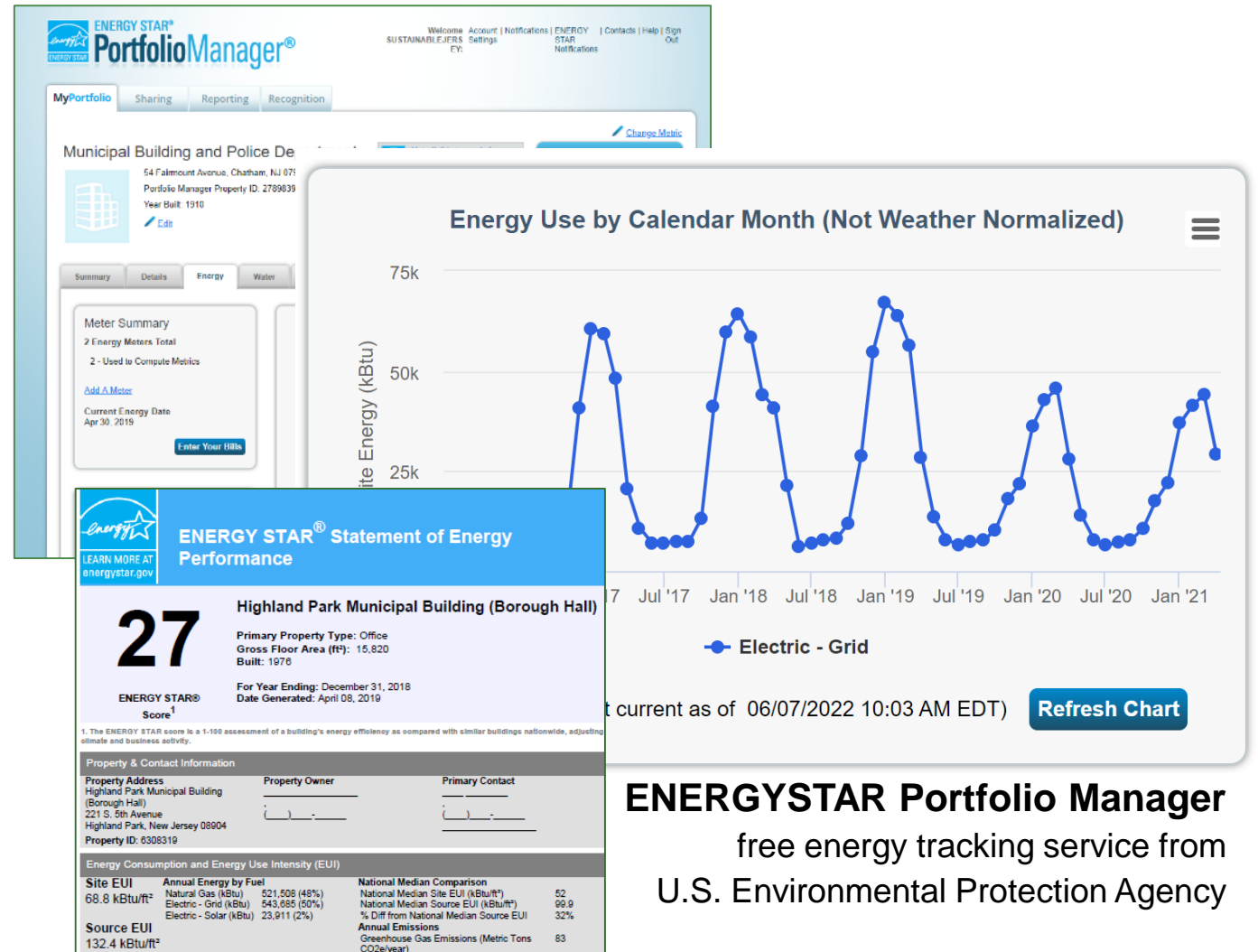
# Energy Tracking & Management

## For 10 points

- Building portfolio
- Most recent twelve-months of energy use data for all buildings

## For additional 10 points

- Benchmarking report for each building in the inventory
- Demonstrate ongoing Energy Tracking and Management system



**ENERGYSTAR Portfolio Manager**  
free energy tracking service from  
U.S. Environmental Protection Agency

# Energy Efficiency for Facilities



**5 points** - Audit on at least one building

**10 points** - Local Government Energy Audit (LGEA)

**15 points** - Significant upgrade work

**20 points** - LGEA on all buildings PLUS significant upgrade work

**30 points** - Efficiency upgrades; 10%-19% decreased energy use

**40 points** - Efficiency upgrades; 20%-29% decreased energy use

**50 points** - Efficiency upgrades; at least 30% decreased energy use



# Sustainable Jersey - PSE&G Partnership Program

Partnership Page:  
[sustainablejersey.com/grants/sj-pseg-partnership-program/](https://sustainablejersey.com/grants/sj-pseg-partnership-program/)



**PSE&G**



# Program Overview

- Background
- Eligibility
- Program overview
  - Tracks
  - Funding
  - Technical Assistance
  - Outreach campaigns and tools
- Application process
  - Municipal Resolution
- Program requirements



A new program for eligible PSE&G area municipalities\* to save money and lower greenhouse gas emissions in public buildings, and help your residents and businesses do the same.

\*Municipalities served 100% by PSE&G for electricity and natural gas are eligible to apply (list on back).

## PROGRAM BENEFITS:

- Robust technical assistance for upgrading municipal buildings
- Technical and financial support for outreach campaigns
- Sustainable Jersey points available

- A customized community website for your campaign
- Outreach toolkit and giveaways for residents and businesses
- A professional video made for your community program

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



Technical Assistance  
for Municipal Facilities



Commercial Energy  
Efficiency Outreach Campaign

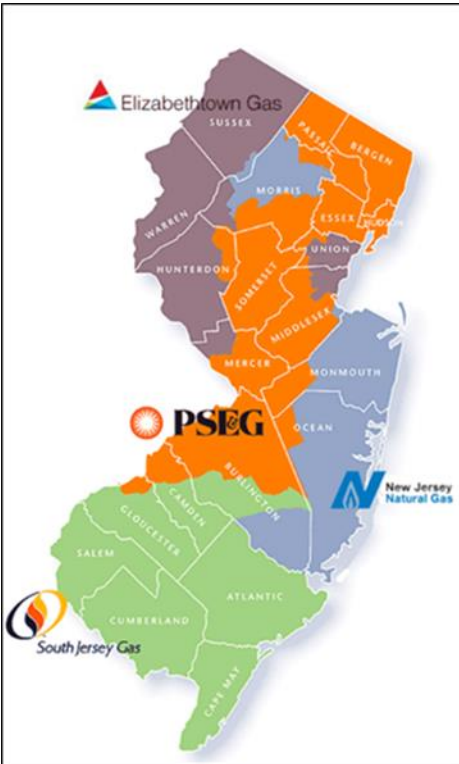


Residential Energy  
Efficiency Outreach Campaign



# Eligible Municipalities

## MUNICIPALITIES SERVED 100% BY PSE&G FOR ELECTRICITY AND NATURAL GAS ARE ELIGIBLE TO APPLY



|                       |                        |                         |                          |
|-----------------------|------------------------|-------------------------|--------------------------|
| Allentown Boro        | Ewing Twp              | Maplewood Twp           | Ridgewood Village        |
| Audubon Boro          | Fair Lawn Boro         | Maywood Boro            | River Edge Boro          |
| Audubon Park Boro     | Fairfield Twp          | Merchantville Boro      | River Vale Twp           |
| Barrington Boro       | Fairview Boro          | Middlesex Boro          | Riverside Twp            |
| Bayonne City          | Fieldsboro Boro        | Midland Park Boro       | Riverton Boro            |
| Belleville Twp        | Florence Twp           | Millstone Boro          | Rochelle Park Twp        |
| Bellmawr Boro         | Fort Lee Boro          | Montclair Twp           | Rocky Hill Boro          |
| Bergenfield Boro      | Franklin Twp, Somerset | Montgomery Twp          | Roseland Boro            |
| Beverly City          | Garfield City          | Moonachie Boro          | Rutherford Boro          |
| Bloomfield Twp        | Glen Ridge Boro        | Moorestown Twp          | Saddle Brook Twp         |
| Bogota Boro           | Glen Rock Boro         | Mount Ephraim Boro      | Secaucus Town            |
| Bordentown City       | Gloucester City        | Mount Holly Twp         | Somerville Boro          |
| Bordentown Twp        | Guttenberg Town        | Mount Laurel Twp        | South Bound Brook Boro   |
| Bound Brook Boro      | Hackensack City        | National Park Boro      | South Hackensack Twp     |
| Brooklawn Boro        | Haddon Heights Boro    | New Brunswick City      | South Orange Village Twp |
| Burlington City       | Haddon Twp             | New Milford Boro        | South Plainfield Boro    |
| Burlington Twp        | Haddonfield Boro       | Newark City             | Tavistock Boro           |
| Caldwell Boro         | Hainesport Twp         | North Arlington Boro    | Teaneck Twp              |
| Camden City           | Haledon Boro           | North Bergen Twp        | Tenafly Boro             |
| Carlstadt Boro        | Hamilton Twp           | North Brunswick Twp     | Teterboro Boro           |
| Cedar Grove Twp       | Harrison Town          | North Caldwell Boro     | Totowa Boro              |
| Cinnaminson Twp       | Hasbrouck Heights Boro | North Haledon Boro      | Trenton City             |
| City of Orange Twp    | Haworth Boro           | North Plainfield Boro   | Union City               |
| Cliffside Park Boro   | Hawthorne Boro         | Nutley Twp              | Verona Twp               |
| Clifton City          | Highland Park Boro     | Oaklyn Boro             | Waldwick Boro            |
| Collingswood Boro     | Hillsdale Boro         | Oradell Boro            | Wallington Boro          |
| Delanco Twp           | Hoboken City           | Palisades Park Boro     | Washington Twp, Bergen   |
| Delran Twp            | Ho-ho-kus Boro         | Palmyra Boro            | Weehawken Twp            |
| Dumont Boro           | Irvington Twp          | Paramus Boro            | West Caldwell Twp        |
| Dunellen Boro         | Jersey City            | Passaic City            | West New York Town       |
| East Orange City      | Kearny Town            | Paterson City           | West Orange Twp          |
| East Rutherford Boro  | Leonia Boro            | Pennsauken Twp          | Westampton Twp           |
| Eastampton Twp        | Little Falls Twp       | Piscataway Twp          | Westville Boro           |
| Edgewater Boro        | Little Ferry Boro      | Plainfield City         | Westwood Boro            |
| Edgewater Park Twp    | Lodi Boro              | Plainsboro Twp          | Willingboro Twp          |
| Elmwood Park Boro     | Lumberton Twp          | Princeton               | Woodbury City            |
| Emerson Boro          | Lyndhurst Twp          | Prospect Park Boro      | Woodcliff Lake Boro      |
| Englewood City        | Mansfield Twp          | Raritan Boro            | Woodland Park Boro       |
| Englewood Cliffs Boro | Manville Boro          | Ridgefield Boro         | Woodlynne Boro           |
| Essex Fells Boro      | Maple Shade Twp        | Ridgefield Park Village | Wood-ridge Boro          |

# Program Tracks

**Choose one or more of  
three tracks**



- Technical Assistance (TA)
- Residential Energy Efficiency Outreach Campaign
- Commercial Energy Efficiency Outreach Campaign

- Robust TA and implementation support for upgrading municipal buildings
- Technical and financial support for community outreach campaigns
- Sustainable Jersey points available



# Program Details – Funding

- Program Start-up Grant of \$2,500
- Outreach Campaign Grant of \$5,000
  - Supplemental grants will be available on a competitive basis to support Outreach Campaigns

A second Outreach Campaign Grant is available on a competitive basis to all communities, subject to the availability of funds, with priority given to high need communities (as determined by a community's MRI Rank, based on the NJ Division of Community Affairs Municipal Revitalization Index (MRI)).





# Program Details – Technical Assistance

- Program begins Spring 2023
- Building inventory
- Review utility bills
- Set up Energy Tracking such as ESPM
- Apply for PSE&G incentives or prepare LGEA application with SJ support

## Training

- Attend 3 or more virtual trainings with SJ staff

**Program is customized – plans and timelines will vary**



# Program Details – Outreach Campaigns

- Program begins Spring 2023
- Outreach campaign planning
- Creating customized outreach tools for impactful community energy efficiency campaigns with SJ support

**Program is customized –  
Timelines will vary**

## **Training**

- Attend 3 or more virtual trainings with SJ staff

## **Campaign Planning**

- Develop E-E awareness campaign for residents / businesses



# Customized Outreach Tools

Residential Energy Efficiency Outreach Campaign

Commercial Energy Efficiency Outreach Campaign

- Videography services for creation of testimonial videos of local residents/business owners
- Community website for promoting campaign
- Direct mailings to the community
- Portable outreach kits for Green Team community events
- Print and digital marketing materials to support campaign(s)
- PSE&G giveaways





# Application Process

- Submit online application
- Choose track
  - Technical Assistance
  - Residential Energy Efficiency Outreach Campaign
  - Commercial Energy Efficiency Outreach Campaign
- Municipal resolution required
- Applications due: March 2023

Sign up for more information and the list of eligible municipalities:

The screenshot shows the Sustainable Jersey website. At the top left is the Sustainable Jersey Certified logo. To its right is a navigation bar with links: Certification, Actions, Grants, Events, Resources, and Get Involved. Below the navigation bar is a section titled "PSEG Cycle" with a link to "SJ-PSE&G Partnership Program". Below that is a link to "Sustainable Public Service Initiative". Further down is a link to "Thinking about Applying for Grants?". At the bottom of the screenshot is a link to "Grant Recipient Information". To the right of the navigation bar is a section titled "New Sustainable Jersey-PSE&G Partnership Program to Support Energy Efficiency in Our Communities and Schools". Below this title is a paragraph: "The Sustainable Jersey-PSE&G Partnership Program empowers schools, municipalities, residents and businesses to better manage energy use and leverage PSE&G's energy-efficiency programs and incentives. Together, we can help reduce New Jersey's carbon footprint and usher in a clean energy future." Below the paragraph is another paragraph: "Only a small percent of New Jersey homes and small businesses have taken steps to make their buildings more energy efficient. The Partnership Program was established".





# Program Requirements

- Participate in virtual training sessions
- Complete energy tracking tasks
- Simplified project report (TA track)
  - Summary of accomplishments
- Simplified campaign plan (Outreach tracks)
  - Summary of accomplishments

# Sustainable Jersey Sponsors and Partners

## Program Underwriters



## Grant Sponsors



## Corporate Sponsors





# Questions?



## Thank You

Leanne McGowan

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**SUSTAINABLE  
JERSEY<sup>®</sup>**

The logo is a central yellow oval with a green dotted border. Below the oval is a red rounded rectangle with the word 'CERTIFIED' in white. The background is a solid green color with four circular patterns in the corners: top-left (yellow and green diagonal stripes), top-right (green and white diagonal stripes), bottom-left (green and white diagonal stripes), and bottom-right (yellow and green diagonal stripes).

• **CERTIFIED** •