**Model Community Energy Plan Template**

How to Use this Model Community Energy Plan (CEP) Template

This document is a tool for municipalities to use in creating a Community Energy Plan. It provides a framework for presenting the information determined in Part II of the [Community Energy Plan Workplan Template](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Energy_Plan_Workplan_Template10_2021.pdf) (the “workspace” of community energy planning). In particular, this document includes customizable introductory language and a format for presenting general data and information specific to a given initiative.

There are Editor’s Notes in orange boxes throughout the document, which explain how to customize specific pieces (don’t forget to delete these boxes for the final version of your Plan!). Additionally, brackets and maroon text are used throughout the Model Plan to indicate words that should be customized.

Keep in mind that the initiatives included in the Work Plan section of this document are all of the initiatives that may be included in a Community Energy Plan, as reflected in the [Community Energy Plan Workplan Template.](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Energy_Plan_Workplan_Template.pdf) You may also look at Sustainable Jersey’s [Guide for Sustainable Energy Communities](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/SJ_Sustainable_Energy_Communities_Guide10_2021.pdf) for ideas and case studies to assist you in writing your own Plan. Planning teams should use the Workplan Template, not this document, to select which initiatives to include in a Community Energy Plan. This document should serve as a template for your final report, which will be submitted to the Board of Public Utilities (BPU).

Data charts, graphs, and tables that appear in this Model CEP Template are from resources that can be found on the [Sustainable Jersey Data Center](https://www.sustainablejersey.com/resources/data-center/sustainable-jersey-data-resources/#c4484). This data is available for every municipality in New Jersey, and data charts can be copied and pasted into the Community Energy Plan. In particular, data for the Community Overview section is taken from the [Community Profile Data by Municipality](https://www.sustainablejersey.com/fileadmin/data/Community_Profile_Data_08.21.22.xlsx), [Aggregated Community-Scale Utility Energy Data](https://www.sustainablejersey.com/fileadmin/data/Aggregated_Community-Scale_Utility_Energy_Data_08.21.22.xlsx), and [Community-Scale Greenhouse Gas (GHG) Emissions Data](https://www.sustainablejersey.com/fileadmin/data/Community-Scale_GHG_Emissions_08.22.22.xlsx) spreadsheets on the Sustainable Jersey Data Center.

Please note that use of language from the Model CEP Template is entirely optional, so municipalities may choose to write their own narratives for their Community Energy Plan.

The municipality may wish to insert photos from the community throughout the CEP!

Questions regarding the Sustainable Jersey Data Center or accessing your community’s energy data can be directed to Sustainable Jersey via email to: info@sustainablejersey.com.

The [Name of Municipality] Community Energy Plan

Insert Image Here

**September 2024**

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This report was made possible through a grant from New Jersey’s Clean Energy ProgramTM. New Jersey’s Clean Energy Program is brought to you by the New Jersey Board of Public Utilities.

**ABOUT THE NEW JERSEY BOARD OF PUBLIC UTILITIES (NJBPU)**

The New Jersey Board of Public Utilities ("NJBPU" or “Board”) is the state agency with authority to oversee the regulated utilities, which provide critical services such as natural gas, electricity, water, telecommunications, and cable television. The law requires the Board to ensure safe, adequate, and proper utility services at reasonable rates for customers in New Jersey.

**ABOUT THE NEW JERSEY CLEAN ENERGY PROGRAM (NJCEP)**

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

**ABOUT SUSTAINABLE JERSEY**

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

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#  **Introduction**

[Name of Municipality] is committed to addressing climate change and reducing greenhouse gas emissions. This Community Energy Plan details the specific strategies [Name of Municipality] will pursue in the coming years to reduce greenhouse gas emissions from the local energy system. The Plan covers municipal operations such as the municipal vehicle fleet and buildings, as well as public policies and programs designed to support the community in reducing emissions.

EDITOR’S NOTE: The introduction should detail the public engagement process, which may include implementation of Initiative 6.1 – Make Community Energy Planning Inclusive.

The [Name of Municipality] ratified this Community Energy Plan on [date]. During the creation of this plan, the [Municipality] provided several opportunities for public input, taking care to enable low- and moderate-income residents to participate.

Starting in [date], the [Name of Municipality]’s [Environmental Commission/Green Team] began reviewing the Sustainable Jersey [Guide for Sustainable Energy Communities](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/SJ_Sustainable_Energy_Communities_Guide10_2021.pdf) and [Community Energy Plan Workplan Template](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Energy_Plan_Workplan_Template10_2021.pdf) and meeting with municipal staff to determine how to prioritize and implement the high-impact initiatives. Relevant community data was gathered from the [Sustainable Jersey Data Center](https://www.sustainablejersey.com/resources/data-center/). [The Environmental Commission/Green Team] presented the draft Community Energy Plan at public meetings on [date] and [date]. The final community Energy Plan was adopted by municipal resolution on [date].

[Name of Municipality]’s Community Energy Plan establishes how the municipality will promote the transition to sustainable energy over the next several years. Initiatives were selected based on demonstrated effectiveness, unique local opportunities, and co-benefits for the community as a whole, such as improved local air quality, energy savings for residents, and workforce development.

**Co-benefits of Sustainable Energy**

The sustainable energy transition offers an opportunity to realize various co-benefits in our community and beyond. Besides reducing GHG emissions, implementing this plan will improve:

* Public health
	+ Lower concentrations of ground-level outdoor air pollutants
	+ Removal of indoor air pollution sources
* Social equity
	+ Better affordable transportation
	+ More affordable renewable energy
* Resiliency
	+ More dependable electric grid
	+ Decreased reliance on imported energy

Climate change is one of the greatest threats to our future prosperity in [Name of Municipality], and globally. New Jersey is both a significant source of greenhouse gas (GHG) emissions and a state particularly vulnerable to climate change. Increasing heat waves, intense storms, and sea-level rise caused by climate change will dramatically alter our coastal state for many years to come (NJDEP, *Scientific Report on Climate Change*). According to the New Jersey Department of Environmental Protection’s [NJ Greenhouse Gas Emissions Inventory Report](https://dep.nj.gov/wp-content/uploads/ghg/2022-ghg-inventory-report_final-1.pdf), New Jersey adds almost 100 million metric tons of CO2e to the atmosphere annually. New Jersey can mitigate the local and global impacts of climate change with a rapid transition from the current GHG-intensive energy system to one that optimizes energy use and produces energy with minimal GHG emissions.

Recognizing New Jersey’s role in climate change mitigation, the State of New Jersey has established a goal of 100% clean energy in the state by 2050. [*The* *New Jersey Energy Master Plan: Pathway to 2050*](http://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/NJBPU_2020_Energy_Master_Plan.pdf) outlines the state’s strategies for achieving that goal while also addressing issues of social and economic inequity. To promote action at the local level in support of the state’s goals, the New Jersey Board of Public Utilities (NJBPU) launched the Community Energy Plan Grant Program, offering support and funding for municipalities to develop a Community Energy Plan. [Name of Municipality] received the Community Energy Plan Grant and completed this Plan as a participant of the grant program.

\*\*\*INSERT COMMUNITY IMAGE HERE\*\*\*

# **Community Overview**

*\*Enter information on Municipality here, including size (sq. ft.), whether it is a rural or urban community, county, Census data on racial composition.*

EDITOR’S NOTE: Information for the Community Overview is taken from the Sustainable Jersey [Community Profile Data by Municipality](https://www.sustainablejersey.com/fileadmin/data/Community_Profile_Data_08.21.22.xlsx) spreadsheet. This data is available in a plug and play format for every municipality in NJ.

*\*Enter information on median household income drawing from Census data that Sustainable Jersey is providing to you. Enter information on whether or not this income is under the U.S. poverty threshold. Include the Municipality’s MRI score and rank, and explain what this means (e.g. whether the municipality has better or worse economic conditions than others in NJ).*

*\*An MRI score is a measure of a municipality’s economic conditions, and it ranges from 0-100. There are 564 municipalities in New Jersey, so your may rank anywhere between this range.*

**Population Characteristics for [Name of Municipality], NJ**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Population** | **Households** | **Median Household Income** | **Percent of Population in Poverty** | **NJ DCA MRI Score\*** | **NJ DCA MRI Rank\*** |
|  |  |  |  |  |  |

Table 1. 2020 Population Characteristics
Source: Sustainable Jersey. Community Profile Data by Municipality
\*MRI = Municipal Revitalization Index (MRI)

**Electricity and Natural Gas Usage Data**

Most electricity and natural gas use are currently associated with [enter sector name] based on Data received from Sustainable Jersey. Utility companies generally organize electricity and natural gas use into four sectors – residential, commercial, industrial, and street lighting. The commercial sector includes nonprofits and government entities such as schools and municipal buildings, as well as businesses.

As illustrated in the charts on the next page, the [sector name] sector accounts for the majority of electricity and natural gas use in [Name of Municipality]. In other words, [sector name] buildings present the greatest opportunity for energy use reductions.

**Chart 1. Amount of Electricity Purchased by Sector (kWh)**

Source: Sustainable Jersey. Aggregated Community-Scale Utility Energy Data
Note: electricity values represent purchased electricity and do not include customer-generated electricity, such as from rooftop solar.

**Chart 2. Amount of Natural Gas Purchased by Sector (Therms)**

Source: Sustainable Jersey. Aggregated Community-Scale Utility Energy Data

**Community GHG Emissions from Energy Use**

In [year], the total community-wide greenhouse gas emissions from electricity, natural gas/heating fuel, and transportation energy use in [Municipality Name] was [enter figure] metric tons CO2e. The largest share of community emissions came from [enter highest contributor], followed by [enter second highest contributor].



**\*REPLACE WITH OWN DATA**

**Chart 3. Overall GHG Emissions of [**Name of Municipality**] by Subsector**

Source: Sustainable Jersey. Community-Scale Greenhouse Gas (GHG) Emissions Data

**Municipal Operations GHG Emissions**

EDITOR’S NOTE: This section can be eliminated if the municipality does not have a municipal carbon footprint. This spreadsheet can be found in the Sustainable Jersey [Municipal Carbon Footprint](https://www.sustainablejersey.com/actions/#open/action/24) action.

In [year], [Name of Municipality]’s municipal buildings produced [enter figure] metric tons of CO2e (Chart 4 below), and [Name of Municipality]’s municipal fleet produced [enter figure] metric tons of CO2e (Chart 7 on page 24), for a total of [enter figure] metric tons of CO2e.

### **GHG Emissions from Electricity and Natural Gas Use for Municipal Operations**



**\*REPLACE WITH OWN MUNICIPAL CARBON FOOTPRINT SHEET**

**Chart 4. Municipal Facilities 2019 GHG Emissions**
Source: Sustainable Jersey. [Municipal Carbon Footprint Calculator](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Municipal_Carbon_Footprint/Municipal_Carbon_Footprint_Calculator__Updated_2020.xlsx) populated with 2019 data

# **Work Plan**

EDITOR’S NOTE: Customize the list below to reflect initiatives selected by municipality for implementation.

The [Name of Municipality] Community Energy Plan is primarily an implementation and action plan. This section details all of the initiatives selected as [Municipality] priorities for the next [number of years] years. These initiatives will generate significant greenhouse gas emissions reductions for both municipal operations and the wider community while providing numerous local co-benefits, such as improved air quality and creation of local jobs.

The initiatives are organized by the Strategies of the [*New Jersey Energy Master Plan: Pathway to 2050*](http://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/NJBPU_2020_Energy_Master_Plan.pdf). Each Strategy section includes one or more initiatives. Implementation details are provided for each initiative, including the initiative lead person/entity, the time frame for implementation, and any significant obstacles to successful implementation.

EDITOR’S NOTE: Please note that you must modify the following table of contents to reflect the initiatives you are including in your Community Energy Plan. This list currently shows all of the possible initiatives. Keep in mind that you have the flexibility to choose as many or as few initiatives as you would like.

**Strategy 1: Reduce Energy Consumption and Emissions from the Transportation Sector**

1.1 Adopt Supportive Zoning and Regulations for EV Infrastructure

1.2 Train First Responders on EVs and EVSE

1.3 Train Non-Emergency Staff on EVs and EVSE

1.4 Purchase Alternative Fuel Vehicles

1.5 Improve Municipal Fleet Efficiency

1.6 Install Public EV Charging Infrastructure

1.7 Encourage Non-Municipal Fleets to Improve Efficiency

1.8 Encourage Workplace EV Charging Infrastructure

1.9 Community EV Outreach

1.10 Anti-idling and Enforcement

**Strategy 2: Accelerate Deployment of Renewable Energy and Distributed Energy Resources**

* 1. Adopt Supportive Zoning and Permitting for Solar
	2. Post Solar Permitting Checklist
	3. Train First Responders on Solar
	4. Train Non-Emergency Staff on Solar
	5. Install On-Site Municipal Renewable Generation
	6. Buy Renewable Energy for Municipal Facilities
	7. Offer a Solar Employee Benefit Program
	8. Institute a Community-wide Solar Purchasing Program
	9. Implement Renewable Government Energy Aggregation (R-GEA)
	10. Support Community Solar as Project Ambassador
	11. Support Community Solar as Outreach Coordinator
	12. Host a Community Solar Project on Municipal Property

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

* 1. Upgrade Energy Efficiency for Municipal Facilities
	2. Residential Energy Efficiency Outreach Campaign
	3. Commercial Energy Efficiency Outreach Campaign

3.4 Conduct Energy Efficiency Outreach to Large Energy Users

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

* 1. Implement a Green Building Policy
	2. Construct New Buildings as Model Green Buildings
	3. Encourage Benchmarking and Commissioning for Existing Buildings
	4. Require Developers to Complete Green Development Checklist
	5. Conduct Outreach Targeting New Construction in the Community

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

6.1 Make Community Energy Planning Inclusive

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

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

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

6.3.3 Support EV Car-Share Program

6.4 Support Low- and Moderate-Income Community Solar Subscriptions

6.5 Conduct Energy Efficiency Outreach to Community-Serving Institutions

**Strategy 7: Expand the Clean Energy Innovation Economy**

7.1 Adopt Energy Storage Policies

7.2 Install and Energy Storage System

7.3 Develop Local Microgrid

7.4 Develop/Participate in a District Energy System

EDITOR’S NOTE: Be sure to delete any initiatives you will not be including in your plan.

## Strategy 1: Reduce Energy Consumption and Emissions from the Transportation Sector

Transportation accounts for over 40% of New Jersey’s greenhouse gas emissions, primarily due to on-road gasoline consumption (NJDEP, “Transportation & Emissions”). Fossil fuel-powered transportation also produces local air pollution that significantly harms the health and quality of life of residents. [Name of Municipality] can electrify municipal fleet vehicles and promote transportation electrification in the community to lessen the negative impact of our transportation system on our community and the world.

EDITOR’S NOTE: Strategy introductions can be copied with minor edits (customize information in brackets).

\*\*\*INSERT COMMUNITY IMAGE HERE\*\*\*

EDITOR’S NOTE: Each Initiative is described below; edit as needed.

### Initiative 1.1: Adopt Supportive Zoning and Regulations for EV Infrastructure

Description: Pass New Jersey’s Department of Community Affairs [Model Statewide Municipal EV Ordinance](https://www.nj.gov/dca/dlps/home/modelEVordinance.shtml) specifying electric vehicle charging stations (EVSE) as a permitted accessory use, establishing the permitting process for charging stations, and requiring Make-Ready and EVSE parking in new multifamily developments and parking lots. Modify the model ordinance standards for safety, signage, etc. as needed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  | Level (low, medium, high) |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Code Enforcement
* Zoning Official
 | * Legal Department
* Planning staff
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

### Initiative 1.2: Train First Responders on EVs and EVSE

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Emergency Medical Services
* Police Department
 | * Fire Department
* Business Administrator
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

### *(Below are typical next steps, modify to suit your community)*

### Work with the first responders, including law enforcement, fire, and emergency response departments to create a list of key emergency response personnel who would need to undergo these training and education programs.

### Identify the training and education programs on EV and EVSE available for the first responders, e.g.:

### National Fire Protection Association - Alternative Fuel Vehicles Safety Training Program

### New Jersey Division of Fire Safety & Kean University Fire Safety Training

### National Alternative Fuels Training Consortium

### Document date/years of the training and education programs and the details of the personnel who have undergone the same.

### Set a regular frequency for these training and education programs e.g. once every 3 years.

### Plan how ongoing trainings and education programs for First Responders on EVs and EVSE can be integrated into department policies and procedures.

### Initiative 1.3 Train Non-Emergency Staff on EVs and EVSE

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Code Enforcement
 | * Planning staff
 |
| * Zoning Department
 |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

 *(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

### Initiative 1.4 Purchase Alternative Fuel Vehicles

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Purchasing Department or Officer
* Transportation Department
* Fire Department
* Police Department
 | * Public Works Department
* Finance Department
* Vehicle Maintenance Staff
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

### Initiative 1.5 Improve Municipal Fleet Efficiency

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to fit your community)*

Departments involved:

|  |  |  |  |
| --- | --- | --- | --- |
| * Purchasing Department or Officer
* Transportation Department
* Fire Department
* Police Department
 | * Public Works Department
* Finance Department
* Vehicle Maintenance Staff
 |  |  |
|  |  |  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

1. Create a fleet inventory using the resources in the Sustainable Jersey Fleet Inventory action.
2. Use the Atlas Public Policy DRVE Tool to identify vehicles that can be cost-effectively replaced with electric vehicles.
3. Look at the Sustainable Jersey Meet Targets for Green Fleets action to identify additional fleet efficiency measures (fleet tracking tools, idle reduction technology, etc.) that make sense for the municipal fleet.
4. Set up scheduled maintenance for all fleet vehicles.
5. Coordinate with all departments to consider shifting to non-motorized transport options wherever possible.

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

### Initiative 1.6: Install Public EV Charging Infrastructure

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Department of Public Works
 | * Transportation Department
 |
| * Purchasing Department or Officer
 |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 1.7 Encourage Non-Municipal Fleets to Improve Efficiency

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please edit to fit your municipality)*

Departments involved:

|  |  |
| --- | --- |
| * Public Works Department
* Communications team
 | * Planning staff
* Economic Development Department
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

*Next steps:*

*(Below are typical next steps, modify to suit your community)*

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

Initiative 1.8 Encourage Workplace EV Charging Infrastructure

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please edit to fit your municipality)*

Departments involved:

|  |  |
| --- | --- |
| * Communications team
* Public Works Department
 | * Economic Development Department
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 1.9 Community EV Outreach

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please edit to fit your municipality)*

Departments involved:

|  |  |
| --- | --- |
| * Governing Body
* Public Works Department
 | * Communications team
* Economic Development Department
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 1.10 Anti-Idling and Enforcement

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Law enforcement personnel
* Governing body
 | * Mayor’s office
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

## Establish an enforcement protocol and train the officials to ensure compliance with the Anti-Idling Policy.

## Strategy 2: Accelerate Deployment of Renewable Energy and Distributed Energy Resources

Expanding renewable energy generation is necessary to eliminate greenhouse gas emissions from our energy system. New Jersey’s most readily available renewable resource is sunlight, which more and more utility customers can now access thanks to declining prices and new systems like community solar. [Name of Municipality] can continue to refine local policies regarding solar and other renewable resources to promote local growth of renewable generation capacity.

\*\*\*INSERT COMMUNITY IMAGE HERE\*\*\*

### Initiative 2.1 Adopt Supportive Zoning and Permitting for Solar

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Planning staff
* Legal Department
 | * Zoning Official
* Code Enforcement
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.2 Post Solar Permitting Checklist

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Municipal Webmaster
 | * Code Enforcement
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.3 Train First Responders on Solar

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community*)

Departments involved:

|  |  |
| --- | --- |
| * Emergency Medical Services
 | * Police Department
 |
| * Fire Department
 |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.4 Train Non-Emergency Staff on Solar

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

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| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
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*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

 Departments involved:

|  |  |
| --- | --- |
| * Business Administrator
 | * Code Officials
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.5 Install On-Site Renewable Generation

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Purchasing staff
 | * Public Works Department
 |
| * Business Administrator
 |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

### Initiative 2.6 Buy Renewable Energy for Municipal Facilities

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

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| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Purchasing staff
 | * Planning staff
 |
| * Business Administrator
 |  |

Obstacles/Barriers

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.7 Offer an Employee Benefit Solar Purchasing Program

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
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*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Purchasing Staff
 | * Business Administrator
 |
| * Human Resources
 |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.8 Institute a Solar Purchasing Outreach Program

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Purchasing staff
 | * Communications team
 |
| * Business Administrator
 |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

### Initiative 2.9 Implement Renewable Government Energy Aggregation (R-GEA)

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |  |
| --- | --- | --- |
| * Administration
 | * Elected Body
 |   |
|  |  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.10 Support Community Solar as Project Ambassador

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

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| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
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Departments involved:

|  |  |
| --- | --- |
| * Mayor’s office
 | * Communications team
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.11 Support Community Solar as an Outreach Coordinator

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

Departments involved:

|  |  |
| --- | --- |
| * Mayor’s office
 | * Communications team
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 2.12 Host a Community Solar Project on Municipal Property

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Administration
* Public Works Department
 | * Finance Department
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

(Below are typical next steps, modify to suit your community)

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

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

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

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

Energy efficiency and conservation are the most cost-effective methods of reducing greenhouse gas emissions from the energy system. Improving energy efficiency also generates local jobs, reduces local pollution, improves health and comfort, and adds resiliency to the energy system. [Name of Municipality] can utilize energy efficiency to lower costs in municipal operations and encourage the community to follow suit to realize these many benefits.

\*\*\*INSERT COMMUNITY IMAGE HERE\*\*\*

### Initiative 3.1 Upgrade Energy Efficiency for Municipal Facilities

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |  |
| --- | --- | --- |
| * Building Administrator
 | * Public Works Department
 |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

### Initiative 3.2 Residential Energy Efficiency Outreach Campaign

Description: 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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Business Administrator
 | * Mayor’s Office
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

(Below are typical next steps, modify to suit your community)

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

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

Initiative 3.3 Commercial Energy Efficiency Outreach Campaign

Description: 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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Purchasing staff
* Business Administrator
 | * Communications team
* Planning staff
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

### Initiative 3.4 Conduct Energy Efficiency Outreach to Large Energy Users

Description: 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.

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Purchasing staff
* Communications team
 | * Business Administrator
* Planning staff
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

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

According to New Jersey’s Energy Master Plan, 62% of the state’s total end-use energy consumption is associated with buildings, with space heating, water heating, appliances, and industrial uses accounting for 28% of New Jersey’s greenhouse gas emissions. Decisions made during new construction and building retrofits have significant and long-lasting impacts on this energy use. [Name of Municipality] can reduce energy use and emissions from buildings by prioritizing green design in new construction and utilizing municipal buildings as models for the community.

\*\*\*INSERT COMMUNITY IMAGE HERE\*\*\*

### Initiative 4.1 Implement a Green Building Policy

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Administration
 | * Legal
 |
| * Elected body
 |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 4.2 Construct New Municipal Buildings as Model Green Buildings

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Administration
* Public Works Department
 | * Planning and Zoning
* Code Enforcement
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

* Construct the municipality’s first LEED-Platinum building
* Hold a public event touting the “green” features of a new municipal building

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

Initiative 4.3 Encourage Benchmarking and Commissioning for Existing Buildings

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

Departments involved:

|  |  |
| --- | --- |
| * Communications team
 | * Public Works Department
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

Initiative 4.4 Require Developers to Complete Green Development Checklist

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community*)

Departments involved:

|  |  |
| --- | --- |
| * Municipal staff
* Zoning Official
 | * Construction Code Official
* Planning staff
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

* [Green Development Checklist](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Green_Development_Checklist/Model_Checklist_Final_Upload_2015_10_09-final.pdf) published
* Municipal ordinance requires developers to submit a completed Green Development Checklist
* Major new development utilizes recommendations from Green Development Checklist

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 4.5 Conduct Outreach Targeting New Construction in the Community

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community*)

Departments involved:

|  |  |
| --- | --- |
| * Code Officials
* Planning staff
 | * Zoning Department
* Municipal staff
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

New Jersey’s Energy Master Plan calls for Community Energy Plans like this one to drive a rapid shift to a clean energy system that specifically benefits low- and moderate-income (LMI) and environmental justice (EJ) residents. Under the current system, low- and moderate-income residents often struggle to afford energy resources such as electricity and gasoline. Meanwhile, environmental justice communities suffer from health problems caused by pollution from the fossil-fuel-based energy system. By integrating the needs of LMI and EJ communities with local energy initiatives, [Name of Municipality] can alleviate burdens on these communities caused by the current system while mitigating global climate change.

\*\*\*INSERT COMMUNITY IMAGE HERE\*\*\*

Initiative 6.1 Make Community Energy Planning Inclusive

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Business Administrator
* Planning staff
* Municipal Information Technology staff
 | * Affordable Housing
* Zoning Department
* Workforce & Economic Development
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

1. At the beginning of municipal planning processes, designate a member of the planning team to coordinate Environmental Justice considerations in the planning process.
2. Compile a list of Low- and Moderate-Income (LMI) and Environmental Justice Communities, community-serving institutions that represent the LMI residents and local leaders and influencers to help mobilize community participation. Note that a 'community' can be geographic (e.g., a neighborhood) and/or it can be defined by common interests or identity (e.g., the Haitian-American community, the LGBTQ+ community).
3. Include leaders of LMI communities and Environmental Justice Communities in the planning process. Completing the Sustainable Jersey Community Equity and Diversity Profile action will help municipalities better understand the community make up and needs.
4. Create a practice of looking at all planning decisions through an environmental justice lens. Ask: "Are there groups of residents that will be negatively impacted by this choice?" "Are there groups of residents who might be left out of receiving the benefits from this choice (project or policy)? "How can we consult with these groups and give them an opportunity to provide input in the planning and implementation of this project or policy in order to expand the benefits to the whole community?"
5. Notify members of impacted communities of important matters coming before the planning and zoning boards concerning LMI (and EJ) communities via appropriate systems - municipal website, email, text notification, outreach through local leaders and organizations, etc.
6. Depending on the project scale, consider having a stakeholder engagement event in the impacted community.
7. Post digitized copies of the draft plan on the municipal website and engage with local leaders and influencers and community-based organizations to effectively disseminate the information. Try to address barriers to communication, such as providing translations into non-English languages.
8. Set up easily accessible mechanisms for collecting feedback from the community-based organizations and LMI residents.

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

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your municipality)*

Departments involved:

|  |  |
| --- | --- |
| * Business Administrator
* Community Affairs
 | * Economic Development
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

### Initiative 6.3.1 Support Shared Micro-Mobility Programs (e.g. bicycles, scooters, etc.)

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please edit to fit your municipality)*

Departments involved:

|  |  |
| --- | --- |
| * Public Works Department
* Municipal Information Technology staff
 | * Business Administrator
* Planning staff
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

### Initiative 6.3.2 Support Shared e-Mobility Transit Options

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please edit to fit your municipality)*

Departments involved:

|  |  |
| --- | --- |
| * Public Works Department
* Planning staff
* Communications team
 | * Business Administrator
* Municipal Information Technology staff
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*• Launch new shared transportation option in the municipality
• Implement shared e-Mobility transit service in a low- and moderate-income community

Next steps:

*(Below are typical next steps, modify to suit your community)*

1. Identify local transportation needs and goals for shared mobility; consider community transportation preferences, current infrastructure, key transit locations, and the needs of the population you are targeting. Options may include:
2. If your municipality has a large transit center in need of last-mile transit, consider supporting shared micro-mobility (see initiative 6.3.1)
3. If your municipality needs better inter-community connectivity, consider e-Mobility shared transportation options (continue below)
4. If your municipality has large residential facilities where residents may not own individual vehicles, consider EV car-share (see initiative 6.3.3)
5. Create project proposal for an e-Mobility transit project that best fits the geographical and transportation needs of the community. Scope should include details on:
6. Vehicle types (e.g. shuttle bus)
7. Routes & schedule of transit system
8. Pick up/drop off locations
9. Staffing & ownership
10. Infrastructure updates (e.g. benches, stations)
11. Cost of use for community
12. Accessibility & outreach (apps & tech)
13. Maintenance
14. Research funding pathways for the implementation of the project. Note: Because of the Inflation Reduction Act's Direct Pay Program, municipalities and other non-profits can now receive tax credits for EV purchases and some EV charging equipment purchases, see the Sustainable Jersey Direct Pay webpage for more information.
15. Get support for the project from community stakeholders and the municipal council.
16. Procure a shared mobility provider/service that best addresses the municipality’s needs.
17. Work with municipal staff to ensure that necessary transportation policies and regulations support the project's needs and are up-to-date.

### Initiative 6.3.3 Support EV Car-Share Program

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please edit to fit your municipality)*

Departments involved:

|  |  |
| --- | --- |
| * Department of Public Works
* Municipal Information Technology staff
 | * Business Administrator
* Planning staff
 |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

1. Identify local transportation needs and goals for shared mobility; consider community transportation preferences, current infrastructure, key transit locations, and the needs of the population you are targeting. Options may include:
2. If your municipality has a large transit center in need of last-mile transit, consider supporting shared micro-mobility (see initiative 6.3.1)
3. If your municipality needs better inter-community connectivity, consider e-Mobility shared transportation options (see initiative 6.3.2)
4. If your municipality has large residential facilities where residents may not own individual vehicles, consider EV car share (continue below)
5. Create project proposal for an EV Car-Share project that best fits the geographical and transportation needs of the community. Scope should include details on:
6. Vehicle types
7. Car-share model (e.g. station-based, free floating)
8. Pick up/drop off access locations
9. Infrastructure updates (e.g. charging stations, parking)
10. Cost of use for community
11. Accessibility & outreach (apps & tech)
12. Research funding pathways for the implementation of the project. Note: Because of the Inflation Reduction Act's Direct Pay Program, municipalities and other non-profits can now receive tax credits for EV purchases and some EV charging equipment purchases, see the Sustainable Jersey Direct Pay webpage for more information.
13. Get support for the project from community stakeholders and the municipal council.
14. Procure a shared mobility provider/service that best addresses the municipality’s needs.
15. Work with municipal staff to ensure that necessary transportation policies and regulations support the project's needs and are up-to-date.

### Initiative 6.4 Support Low- and Moderate-Income Community Solar Subscriptions

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Elected body
* Administration Department
 | * Legal
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 6.5 Conduct Energy Efficiency Outreach to Community-Serving Institutions

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Business Administrator
* Community Affairs
 | * Economic Development
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

## Strategy 7: Expand the Clean Energy Innovation Economy

Clean energy industries already employ thousands of residents in the state and will employ thousands more to implement the transition to 100% clean energy. Innovation in clean energy technology can generate further high-quality job growth while developing new tools for tackling greenhouse gas emissions. [Name of Municipality] can lead the charge in developing New Jersey’s clean energy innovation economy through forward-thinking policies and development of clean energy resources.

\*\*\*INSERT COMMUNITY IMAGE HERE\*\*\*

### Initiative 7.1 Adopt Energy Storage Policies

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments involved:

|  |  |
| --- | --- |
| * Governing Body
 | * Planning staff
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 7.2 Install an Energy Storage System

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments Involved:

|  |  |
| --- | --- |
| * Administration
* Planning staff
 | * Engineering Department
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

* Energy storage project installed and operational

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

Initiative 7.3 Develop Local Microgrid

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

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments Involved:

|  |  |
| --- | --- |
| * Administration
* Planning staff
 | * Engineering Department
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

* Microgrid feasibility study completed
* Microgrid completed

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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

Initiative 7.4 Develop/Participate in a District Energy System

Description: Partner on developing an energy-efficient district energy system.

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| --- | --- | --- | --- | --- |
| **Lead** | **Start Date** | **Priority** | **Anticipated Length** | **Funding Sources** |
|  |  |  |  |  |

*(The following are examples of departments that may be involved as well as obstacles encountered, please modify to suit your community)*

Departments Involved:

|  |  |
| --- | --- |
| * Administration
* Planning staff
 | * Engineering Department
 |
|  |  |

Obstacles/Barriers:

Community notes:

Measures of Success:

*(Modify to suit your community)*

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

Next steps:

*(Below are typical next steps, modify to suit your community)*

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

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# **Appendix. Data Sources**

Almost all data used in this plan is sourced from the [Sustainable Jersey Data Center](https://www.sustainablejersey.com/resources/data-center/).

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| --- |
| **Community Overview Data** |
| **Section, Map, or Table** | **Original Source(s)** | **Link to data** |
| General Information Section | U.S. Census American Community Survey (ACS) | [SJ Community Profile Data by Municipality](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Profile_Data_by_Municipality.xlsx)  |
| Current Housing Units by Year Built Chart | U.S. Census ACS | [[SJ Community Profile Data by Municipality](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Profile_Data_by_Municipality.xlsx)](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Profile_Data_by_Municipality.xlsx)  |
| Number of Units by Structure Type Chart | U.S. Census ACS | [SJ Community Profile Data by Municipality](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Profile_Data_by_Municipality.xlsx)  |
| Commercial & Industrial Properties Map | NJ MOD IV Tax Data | [SJ Commercial & Industrial Properties Map](https://www.arcgis.com/home/webmap/viewer.html?webmap=318a1770a3294ab69d3b02d538bc3040&extent=-75.419,39.8428,-73.3907,40.7498)  |
| Commercial & Industrial Properties Data | NJ MOD IV Tax Data | [SJ Commercial & Industrial Properties Data](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/C_I_Parcels_2020.xlsx)  |

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| --- |
| **Energy Use Data** |
| **Section, Map, or Table** | **Original Source(s)** | **Link to data** |
| Amount of Electricity Used by Sector (kWh) Chart | NJ Investor-Owned Utilities | [SJ Aggregated Community-Scale Utility Energy Data](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Utility_Energy_Data_by_Municipality_Overview.pdf)  |
| Amount of Natural Gas Used by Sector (Therms) Chart | NJ Investor-Owned Utilities | [SJ Aggregated Community-Scale Utility Energy Data](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Utility_Energy_Data_by_Municipality_Overview.pdf)  |
| Number of Occupied Housing Units by Primary Heating Fuel  | U.S. Census ACS | [SJ Community Profile Data by Municipality](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Community_Profile_Data_by_Municipality.xlsx)  |
| Greenhouse Gas (GHG) Emissions Charts | SJ GHG Emissions by Municipality | [SJ Community-Scale Greenhouse Gas (GHG) Emissions Data](https://www.sustainablejersey.com/fileadmin/data/Community-Scale_GHG_Emissions_08.22.22.xlsx) |

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| **Energy Efficiency and Renewable Energy Data** |
| **Section, Map, or Table** | **Original Source(s)** | **Link to data** |
| Solar Installations Chart | NJCEP Solar Installation Data | [SJ Solar Installation Data](https://www.sustainablejersey.com/fileadmin/data/Solar_Installation_Data_090822.xlsx) |
| Commercial Energy Efficiency Program Participation Data | New Jersey Clean Energy Program (NJCEP) Data | [SJ Energy Efficiency Program Participation (2008-2021) Data - Lifetime Commercial Participation](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Lifetime_Commercial_Participation_Rates_01.27.22.pdf)   |
| Residential Program Participation Data | NJCEP Data | [SJ Energy Efficiency Program Participation (2008-2021) - Lifetime Commercial Participation](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/Lifetime_Residential_Participation_Rates_01.27.22.pdf)   |
| Energy Efficiency Projects Completed by Municipality Data | NJCEP Data | [SJ NJCEP Local Government Projects 2008-2021](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Energy/NJCEP_Local_Govt_Projects_-_2008-2021.xlsx) |