

Based on a SUSTAINABLE JERSEY GUIDE

Community Energy Plan Workplan

Township of Lawrence



A special thank you to the Township of Lawrence Engineering Department, Steering Committee, and Sustainable Jersey.

PART I: Checklist *Example*

0.0 Name of Initiative

IMPACT: ● ● ●

DIFFICULTY: ■ ■ ■

CHECK IF DOING:

Introduction and information on the initiative

Measures of Success

- Measure 1
- Measure 2
- Measure 3

Resources

- Resource 1
- Resource 2
- Resource 3

Potential Stakeholders

- Stakeholder 1
- Stakeholder 2

✕ Comments/Rationale for NOT including this Initiative:

0.0 Name of Initiative

IMPACT: ● ● ●

DIFFICULTY: ■ ■ ■

CHECK IF DOING:

Introduction and information on the initiative

Measures of Success

- Measure 1
- Measure 2
- Measure 3

Resources

- Resource 1
- Resource 2
- Resource 3

Potential Stakeholders

- Stakeholder 1
- Stakeholder 2

✕ Comments/Rationale for NOT including this Initiative:

1.1 Adopt Supportive Zoning and Regulations for EV Infrastructure

| | |
|-----------------|--|
| IMPACT: | <div><div></div><div></div><div></div></div> |
| DIFFICULTY: | <div><div></div><div></div><div></div></div> |
| CHECK IF DOING: | |

Pass [NJDC's Model Statewide Municipal EV Ordinance](#) 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.



Measures of Success

- “Reasonable Standards” language modified and finalized
- Ordinance passed
- Make-Ready and EV charging parking minimums posted to municipal website



Resources

- NJDC's [Model Statewide Ordinance](#)
- Sustainable Jersey's [Make Your Town Electric Vehicle Friendly](#) action
- Great Plains Institute's [Summary of Best Practices in EV Ordinances](#)



Potential Stakeholders

- Downtown businesses/business association
- Real estate developers

✗ *Comments/Rationale for NOT including this Initiative:*

1.2 Train First Responders on EVs and EVSE

| | |
|-----------------|--|
| IMPACT: | N/A |
| DIFFICULTY: | <div><div></div><div></div><div></div></div> |
| CHECK IF DOING: | |

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



Measures of Success

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



Resources

- Sustainable Jersey's [Make Your Town Electric Vehicle Friendly](#) action
- NFPA's [Alternative Fuel Vehicles Safety Training Program](#)



Potential Stakeholders

- Local fleet managers that handle EVs
- Neighboring municipalities
- Automobile dealerships

✗ *Comments/Rationale for NOT including this Initiative:*

1.3 Train Non-Emergency Staff on EVs and EVSE

IMPACT:



DIFFICULTY:



CHECK IF DOING:

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



Measures of Success

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



Resources

- Sustainable Jersey's [Make Your Town Electric Vehicle Friendly](#) action
- NAFTC's [Courses and Workshops](#)



Potential Stakeholders

- Neighboring municipalities
- Local unions

✗ *Comments/Rationale for NOT including this Initiative:*

1.4 Purchase Alternative Fuel Vehicles

IMPACT:



DIFFICULTY:



CHECK IF DOING:

Replace existing municipal fleet vehicles with plug-in hybrid, battery electric, or other sustainable alternative fuel vehicles, using fleet analysis to inform purchases.



Measures of Success

- Strategic plan prioritizing vehicles in fleet to replace with AFVs
- Fleet charging infrastructure installed for municipal vehicles
- First battery electric vehicle added to municipal fleet
- At least 6.5% of municipal vehicles are electric



Resources

- Sustainable Jersey's [Purchase Alternative Fuel Vehicles](#) action
- Sustainable Jersey's [Alternative Fuel Vehicle Procurement Guide](#)
- Fleets for the Future [Electric Vehicle Procurement Best Practices Guide](#)
- DVRPC's [Electric Vehicle Resource Kit for Municipalities](#)
- NJBPU's [Clean Fleet EV Incentive Program](#)





Potential Stakeholders

- Fleet management companies (e.g., transportation analytics firms)

✗ *Comments/Rationale for NOT including this Initiative:*

1.5 Improve Municipal Fleet Efficiency

IMPACT: 

DIFFICULTY: 

CHECK IF DOING:

Coordinate the strategic replacement (or retirement) of vehicles, scheduling of preventative maintenance, and improvement of driver efficiency to reduce the GHG footprint of all municipal fleets – public works, police, fire, etc. Requires tracking of fleet data such as age of vehicles, duty cycle, and use patterns.



Measures of Success

- Annual fleet inventory process established
- Annual driver training established
- 20% reduction in fleet emissions within 4-year span



Resources

- Sustainable Jersey's [Fleet Inventory](#) action
- Sustainable Jersey's [Meet Target for Green Fleets](#) action
- Atlas Public Policy's [Fleet Procurement Analysis Tool](#)





Potential Stakeholders

- Fleet management companies (e.g., transportation analytics firms)
- Municipal services contractors (e.g., waste services companies)

✗ *Comments/Rationale for NOT including this Initiative:*

1.6 Install Public EV Charging Infrastructure

IMPACT: 

DIFFICULTY: 

CHECK IF DOING:

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



Measures of Success

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



Resources

- Sustainable Jersey's [Public Electric Vehicle Charging Infrastructure](#) action
- NJDEP's [It Pay\\$ to Plug In](#) grant program
- Sustainable Jersey's [Alternative Fuel Vehicle Procurement Guide](#)
- DVRPC's [Electric Vehicle Resource Kit for Municipalities](#)



Potential Stakeholders

- Electric utility
- [Transportation Management Association](#)
- Car dealerships
- Car share providers

✗ *Comments/Rationale for NOT including this Initiative:*

2.1 Adopt Supportive Zoning and Permitting for Private Solar

| | |
|-----------------|--|
| IMPACT: | |
| DIFFICULTY: | |
| CHECK IF DOING: | |

Provide clear guidance/standards for solar developers and limit barriers to solar adoption such as lengthy permitting and multiple reviews.



Measures of Success

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



Resources

- Sustainable Jersey's [Guidance for Creating a Solar Friendly Ordinance](#)
- Sustainable Jersey's [Make Your Town Solar Friendly](#) action
- US DOE's [SolSmart Program Guide](#)



Potential Stakeholders

- Resident organizations (e.g., homeowners associations)
- Solar developers
- Local businesses/business associations

✗ *Comments/Rationale for NOT including this Initiative:*

2.2 Post Solar Permitting Checklist

| | |
|-----------------|--|
| IMPACT: | |
| DIFFICULTY: | |
| CHECK IF DOING: | |

Provide clear guidance/standards for solar developers with a permitting checklist that can be easily found on the municipality's website. Solicit feedback from users and revise checklist based on comments.



Measures of Success

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



Resources

- IREC's [Guide to Preparing Solar Permitting Checklists](#)
- Solar Ready Kansas City's [Streamline Permitting: Best Management Practices for Solar Installation Policy](#)
- Sustainable Jersey's [Make Your Town Solar Friendly](#) action



Potential Stakeholders

- Resident organizations (e.g., homeowners associations)
- Solar developers

✗ *Comments/Rationale for NOT including this Initiative:*

2.3 Adopt Zoning and Permitting for Community Solar

IMPACT:

DIFFICULTY:

CHECK IF DOING:

Update municipal zoning ordinances to specifically allow large-scale solar projects, and designate future community solar sites as redevelopment zones. Consider offering direct assistance with permitting, expediting the permitting process, and/or reducing permitting fees for community solar.

Measures of Success

- Zoning ordinance adopted enabling large-scale solar projects
- Municipal point of contact established for community solar developers
- Site designated as development zone to host community solar

Resources

- Sustainable Jersey’s [Community Solar Guide](#)
- Sustainable Jersey’s [Municipally Supported Community Solar](#) action

Potential Stakeholders

- Community solar developers
- Community solar site hosts
- Low- and moderate-income housing developers/managers

✗ Comments/Rationale for NOT including this Initiative:

2.4 Train First Responders on Solar

IMPACT: N/A

DIFFICULTY: N/A

CHECK IF DOING:

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

Measures of Success

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

Resources

- Kean University’s [Fire Safety Training Program](#)
- IREC’s [Allied Professional Training](#)
- US DOE’s [SolSmart Program Guide](#)
- Sustainable Jersey’s [Make Your Town Solar Friendly](#) action

Potential Stakeholders

- Neighboring municipalities

✗ Comments/Rationale for NOT including this Initiative:

2.5 Train Non-Emergency Staff on Solar

IMPACT:



DIFFICULTY:



CHECK IF DOING:

To ensure municipal staff can efficiently and effectively inspect, review, permit, etc. solar installations in the community, require training on solar infrastructure for all relevant staff.



Measures of Success

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



Resources

- IREC's [Allied Professional Training](#)
- US DOE's [SolSmart Program Guide](#)
- Sustainable Jersey's [Make Your Town Solar Friendly](#) action



Potential Stakeholders

- Neighboring municipalities
- Local unions

✗ *Comments/Rationale for NOT including this Initiative:*

2.6 Install On-Site Municipal Renewable Generation

IMPACT:



DIFFICULTY:



CHECK IF DOING:

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.



Measures of Success

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



Resources

- Sustainable Jersey's [Municipal On-Site Solar System](#); [Municipal Wind Energy System](#); and [Municipal Geothermal Energy System](#) actions
- American Cities Climate Challenge [On-site Solar Procurement Guidance](#)
- NJCEP's [Renewable Energy webpage](#)



Potential Stakeholders

- Renewable energy developer(s)
- Local media
- Public school district

✗ *Comments/Rationale for NOT including this Initiative:*

2.7 Buy Renewable Energy for Municipal Facilities

IMPACT: ● ● ●

DIFFICULTY: ■ ■ ■

CHECK IF DOING:

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 certificates (RECs) should be certified as PJM Class I.



Measures of Success

- Contract with third-party supplier or buying pool with a greater proportion of renewable content than current Renewable Portfolio Standard (22.5% for 2021)
- Renewable portion is mostly, if not all, PJM Class I RECs



Resources

- Sustainable Jersey's [Buy Electricity from a Renewable Source](#) action



Potential Stakeholders

- Energy consultant
- Energy buying pool (e.g., [NJSEM](#))

✗ *Comments/Rationale for NOT including this Initiative:*

2.8 Offer a Solar Employee Benefit Program

IMPACT: ● ● ●

DIFFICULTY: ■ ■ ■

CHECK IF DOING:

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.



Measures of Success

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



Resources

- Sustainable Jersey's [Solar Outreach](#) action
- NREL's [Solarize Guidebook](#)



Potential Stakeholders

- Municipal employee associations
- Local solar developer(s)
- Public school district
- Parent-teacher associations

✗ *Comments/Rationale for NOT including this Initiative:*

2.9 Institute a Community-wide Solar Purchasing Program

IMPACT:



DIFFICULTY:



CHECK IF DOING:

Partner with solar installers or a solar marketplace to offer special pricing on solar installations to residents and/or businesses for a limited time. Establish the partner solar installer(s) and special pricing via RFP process, then advertise the offering to the community. Alternatively, partner with a competitive online solar marketplace to offer residents a custom online webpage to receive quotes.



Measures of Success

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



Resources

- Sustainable Jersey's [Solar Outreach](#) action
- NREL's [Solarize Guidebook](#)



Potential Stakeholders

- Local solar developer(s)
- Local media
- Service organizations
- Homeowners associations

✗ *Comments/Rationale for NOT including this Initiative:*

2.10 Implement Renewable Government Energy Aggregation (R-GEA)

IMPACT:



DIFFICULTY:



CHECK IF DOING:

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 size, municipalities can negotiate for a supply that is more sustainable, often less expensive, and with better and more secure terms than can typically be achieved by individual residents.



Measures of Success

- Third-party supplier bids received below utility electricity rate
- R-GEA contract contains high-quality renewable content (e.g., PJM Class-I) at least 20% above the current RPS at the time (RPS is 22.5% for 2021)



Resources

- Sustainable Jersey's [How-To Guide: Renewable Government Energy Aggregation](#)
- Sustainable Jersey's [Renewable Government Energy Aggregation](#) action



Potential Stakeholders

- Energy consultant(s)
- Local media
- Neighboring municipalities

✗ *Comments/Rationale for NOT including this Initiative:*

2.11 Support Community Solar as Project Ambassador

IMPACT: ● ● ●

DIFFICULTY: ■ ■ ■

CHECK IF DOING:

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



Measures of Success

- Anchor subscribers established for community solar project
- Project partner underwrites subscription fees for low- and moderate-income residents



Resources

- Sustainable Jersey's [Municipally Supported Community Solar](#) action
- Sustainable Jersey's [Community Solar Guide](#)



Potential Stakeholders

- Community solar developers and project hosts
- Affordable housing organizations
- Faith-based organizations

✗ *Comments/Rationale for NOT including this Initiative:*

2.12 Support Community Solar as Outreach Coordinator

IMPACT: ● ● ●

DIFFICULTY: ■ ■ ■

CHECK IF DOING:

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).



Measures of Success

- Community solar information posted to municipal website
- Community solar promoted by outreach partners via their networks



Resources

- Sustainable Jersey's [Municipally Supported Community Solar](#) action
- Sustainable Jersey's [Community Solar Guide](#)





Potential Stakeholders

- Community solar developers
- Local media
- Affordable housing organizations
- Faith-based organizations

✗ *Comments/Rationale for NOT including this Initiative:*

2.13 Host a Community Solar Project on Municipal Property

IMPACT: 

DIFFICULTY: 

CHECK IF DOING:

Host a community solar project on municipal property, such as a DPW garage, parking lot/garage, or landfill. Most municipalities lease the site to the developer or enter a power purchase agreement (PPA) with the developer to buy the electricity at a reduced rate.



Measures of Success

- Agreement with developer to host a project
- Municipality serves as project anchor subscriber



Resources

- NJBPU's [Community Solar Brochure](#)
- Sustainable Jersey's [Municipally Supported Community Solar](#) action
- Sustainable Jersey's [Community Solar Guide](#) (pg. 10-14)
- NJDEP's [NJ Community Solar PV Siting Tool](#)







Potential Stakeholders

- Community solar developers
- Neighborhood associations
- State agencies handling brownfields

✗ **Comments/Rationale for NOT including this Initiative:**


3.1 Upgrade Energy Efficiency for Municipal Facilities

IMPACT:   


DIFFICULTY: 

CHECK IF DOING:


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

 **Measures of Success**

- Apply for [Local Government Energy Audit](#) or Engineered Solutions audit, if eligible
- Achieve 20% annual energy savings for one building
- Achieve 20% annual energy savings across the municipal building portfolio

 **Resources**




- [NJ gas and electric utilities’ commercial energy efficiency program websites](#)
- NJCEP’s [Combined Heat and Power](#) program
- Sustainable Jersey’s [Energy Efficiency for Municipal Facilities](#) action


 **Potential Stakeholders**

- Public school district
- Neighboring municipalities

✗ *Comments/Rationale for NOT including this Initiative:*


3.2 Residential Energy Efficiency Outreach Campaign

IMPACT:   


DIFFICULTY: 

CHECK IF DOING:


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.

 **Measures of Success**

- Outreach team training with Sustainable Jersey
- 5% of residents participate in Home Performance with ENERGY STAR program during the campaign

 **Resources**

- [NJ gas and electric utilities’ residential energy efficiency program websites](#)
- Sustainable Jersey’s [Residential Energy Efficiency Outreach](#) action

 **Potential Stakeholders**

- Natural gas/electric utility
- HPwES contractor(s)
- Neighborhood and faith-based organizations

✗ *Comments/Rationale for NOT including this Initiative:*


3.3 Commercial Energy Efficiency Outreach Campaign

IMPACT:


DIFFICULTY:

CHECK IF DOING:


Implement an outreach effort to help local businesses take advantage of energy efficiency incentive programs offered by New Jersey’s electric and natural gas utilities, including the Direct Install (DI) program.

 **Measures of Success**

- Outreach team training with Sustainable Jersey
- 5% of businesses participate in Direct Install program during the campaign

 **Resources**

- [NJ gas and electric utilities’ commercial energy efficiency program websites](#)
- Sustainable Jersey’s [Commercial Energy Efficiency Outreach](#) action

 **Potential Stakeholders**

- Natural gas/electric utility
- Local DI contractor
- Building Owners and Managers Association

- Local business associations
- Minority business association

✗ **Comments/Rationale for NOT including this Initiative:**


3.4 Conduct Energy Efficiency Outreach to Large Energy Users

IMPACT:


DIFFICULTY:

CHECK IF DOING:

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.


 **Measures of Success**

- 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

 **Resources**

- [NJ gas and electric utilities’ commercial energy efficiency program websites](#)
- NJCEP’s [Large Energy Users Program](#)



- Rutgers University’s [Green Building Manual](#)
- Sustainable Jersey’s [Commercial Energy Efficiency Outreach](#) action
- PJM’s [Demand Response](#) program

 **Potential Stakeholders**

- Natural gas/electric utility
- Business associations
- Rutgers University Center for Green Building

✗ **Comments/Rationale for NOT including this Initiative:**

4.1 Construct New Municipal Buildings as Model Green Buildings

| | |
|-----------------|--|
| IMPACT: |  |
| DIFFICULTY: |  |
| CHECK IF DOING: | |

Implement a policy encouraging or requiring consideration of green building practices for any new municipal construction project. Highlight the incentives from NJCEP's [New Construction Energy Efficiency](#) program. Following construction, showcase green building features with on-site kiosks and digital webpages to encourage others to follow suit.



Measures of Success

- Pass resolution or ordinance encouraging/requiring that new municipal buildings follow green building practices
- Construct the municipality's first LEED-Platinum building
- Hold a public event touting the "green" features of a new municipal building



Resources

- Sustainable Jersey's [New Construction](#) action
- Sustainable Jersey's [Green Building Policy/Resolution](#) action
- Rutgers University's [Green Building Manual](#)





Potential Stakeholders

- Building architects and developers (e.g., member of U.S. Green Building Council)
- Rutgers University Center for Green Building
- Local media

✕ *Comments/Rationale for NOT including this Initiative:*

4.2 Encourage Benchmarking and Commissioning for Existing Buildings

| | |
|-----------------|---|
| IMPACT: |  |
| DIFFICULTY: |  |
| CHECK IF DOING: | |

Educate local building managers about benchmarking and commissioning. Inform building managers of utility building management programs that include benchmarking and/or commissioning.



Measures of Success

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



Resources

- [NJ gas and electric utilities' commercial energy efficiency program websites](#)
- Sustainable Jersey's [Commercial Energy Efficiency Outreach](#) action





Potential Stakeholders

- Commercial building managers
- Natural gas/electric utility
- Facility maintenance services companies

✕ *Comments/Rationale for NOT including this Initiative:*

4.3 Require Developers to Complete Green Development Checklist

| | |
|-----------------|--|
| IMPACT: |  |
| DIFFICULTY: |  |
| CHECK IF DOING: | |

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 NJCEP's [Commercial](#) and [Residential](#) New Construction Energy Efficiency programs.



Measures of Success

- [Green Development Checklist](#) published
- Municipal ordinance requires developers to submit a completed Green Development Checklist
- Major new development utilizes recommendations from Green Development Checklist



Resources

- Sustainable Jersey's [Create a Green Development Checklist](#) action
- Sustainable Jersey's [Green Building Policy/Resolution](#) action





Potential Stakeholders

- Builders trade associations (e.g., U.S. Green Building Council)
- Building architects and developers
- Financial institutions

✕ *Comments/Rationale for NOT including this Initiative:*

4.4 Conduct Outreach Targeting New Construction in the Community

| | |
|-----------------|---|
| IMPACT: |  |
| DIFFICULTY: |  |
| CHECK IF DOING: | |

Reach out to developers to encourage participation in NJCEP's [Commercial](#) and [Residential](#) New Construction Energy Efficiency programs.



Measures of Success

- Information on NJCEP's New Construction Energy Efficiency incentive programs distributed via multiple mediums
- Major new development utilizes NJCEP program(s)



Resources

- NJCEP's [Commercial](#) and [Residential](#) New Construction Energy Efficiency webpages.



Potential Stakeholders

- Builders trade associations (e.g., U.S. Green Building Council)
- Building architects and developers
- Financial institutions

✕ *Comments/Rationale for NOT including this Initiative:*

6.1 Make Community Energy Planning Inclusive

IMPACT:

DIFFICULTY:

CHECK IF DOING:

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 that can elevate underrepresented voices, and advertising planning meetings in appropriate media.

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

- Resources**
- Sustainable Jersey’s [Improve Public Engagement in Planning and Zoning](#) action
 - Cadmus and USDN’s [Guidebook on Equitable Clean Energy Program Design](#)

- Potential Stakeholders**
- | | |
|---|-----------------------------|
| • Local media | • Public school district |
| • Meeting hosts (libraries, businesses) | • Faith-based organizations |

✗ *Comments/Rationale for NOT including this Initiative:*

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

IMPACT:

DIFFICULTY:

CHECK IF DOING:

Promote state and utility energy efficiency programs for low- and moderate-income (LMI) 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).

- Measures of Success**
- Hold an event specifically targeting LMI residents for energy efficiency programs
 - 5% of eligible residents participate in income-qualifying state/utility energy efficiency programs

- Resources**
- Utility [residential energy efficiency program websites](#)
 - Sustainable Jersey’s [Energy Assistance Outreach](#) action
 - Sustainable Jersey’s [Residential Energy Efficiency Outreach](#) action (see Resources section)

- Potential Stakeholders**
- | | |
|---|-----------------------------|
| • Affordable housing owners/managers (public & private) | • Tenant’s organizations |
| | • Public school district |
| | • Faith-based organizations |

✗ *Comments/Rationale for NOT including this Initiative:*

6.3 Support Shared Mobility Programs

IMPACT:

DIFFICULTY:

CHECK IF DOING:

Promote and develop shared transportation networks of buses, cars, bikes, etc. with design features that particularly assist low- and moderate-income residents. Encourage shared transportation services to expand access in low-income neighborhoods and provide low-income membership options.

Measures of Success

- Launch new shared transportation option in the municipality
- Create low-income membership option for residents using a shared transportation network

Resources

- The Greenlining Institute’s [Electric Carsharing in Underserved Communities](#)
- Federal Highway Administration’s [Travel Behavior: Shared Mobility and Transportation Equity](#)

Potential Stakeholders

- Shared electric bike/scooter companies
- Shared automobile companies
- Neighboring municipalities
- [Transportation Management Association](#)

✗ *Comments/Rationale for NOT including this Initiative:*

6.4 Support Low- and Moderate-Income Community Solar Subscriptions

IMPACT:

DIFFICULTY:

CHECK IF DOING:

As a partner in a community solar project, ensure that some project capacity is reserved for low- and moderate-income (LMI) residents and/or a discount is offered for LMI subscribers.

Measures of Success

- Over 51% of community solar project capacity reserved for LMI residents
- Discount of 15% or more to LMI subscribers of community solar project

Resources

- Sustainable Jersey’s [Municipally Supported Community Solar](#) action
- Sustainable Jersey [Community Solar Guide](#)


Potential Stakeholders

- Community solar developers
- Affordable housing owners/managers (public & private)
- Community nonprofits
- Tenant’s organizations

✗ *Comments/Rationale for NOT including this Initiative:*

6.5 Conduct Energy Efficiency Outreach to Community-Serving Institutions

IMPACT: 

DIFFICULTY: 

CHECK IF DOING:

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 benefits of reduced capital, maintenance, and energy costs and segmenting outreach to different types of organization with different needs.

Measures of Success

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

Resources




- [NJ gas and electric utilities' commercial energy efficiency program websites](#)
- Sustainable Jersey's [Energy Assistance Outreach](#) action
- ACEEE's [Extending the Benefits of Nonresidential Energy Efficiency to Low-Income Communities](#)


Potential Stakeholders

- | | |
|---|------------------------------------|
| • Affordable housing owners/managers (public & private) | • Community foundations |
| • Health clinics | • Local business associations |
| • Faith-based organizations | • Food banks and homeless shelters |

✗ **Comments/Rationale for NOT including this Initiative:**

7.1 Adopt Energy Storage Policies

IMPACT:   

DIFFICULTY: 

CHECK IF DOING:

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.



Measures of Success

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



Resources

- NYSERDA's [Battery Energy Storage System Guidebook](#)







Potential Stakeholders

- Electric utility
- Energy storage companies

✕ *Comments/Rationale for NOT including this Initiative:*

7.2 Install an Energy Storage System

IMPACT:   

DIFFICULTY: 

CHECK IF DOING:

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.



Measures of Success

- RFP for municipal energy storage system posted
- Energy storage project installed and operational



Resources

- SolSmart's [Solar + Storage, A Guide for Local Governments](#)
- Carbon Trust's [Energy Storage Guide](#)





Potential Stakeholders

- Electric utility
- Energy storage companies

✕ *Comments/Rationale for NOT including this Initiative:*

7.3 Develop Local Microgrid

IMPACT: 

DIFFICULTY: 

CHECK IF DOING:

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.



Measures of Success

- Microgrid feasibility study completed
- Microgrid completed



Resources

- NJBPU's [Town Center Distributed Energy Resource Microgrid program](#)
- US DOE's [Microgrid Guide for Publicly Owned Critical Infrastructure](#)





Potential Stakeholders

- | | |
|---------------------------|----------------------------------|
| • Electric utility | • Colleges and universities |
| • School/school districts | • Downtown business associations |
| • Business centers | |

✕ *Comments/Rationale for NOT including this Initiative:*

7.4 Develop/Participate in a District Energy System

IMPACT: 

DIFFICULTY: 

CHECK IF DOING:

Partner on developing an energy-efficient district energy system. Development generally starts with surveying interest in the community and completing a feasibility study and financial analysis. If district energy makes sense, hire contractor(s) to design and construct the project. Once complete, showcase the project with on-site kiosks, a municipal webpage, and/or ribbon-cutting event.



Measures of Success

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



Resources

- International District Energy Association's [Community Energy: Planning Development and Delivery Guide](#)
- Preservation Green Lab's [The Role of District Energy in Greening Existing Neighborhoods](#)



Potential Stakeholders

- Natural gas/electric utility
- Downtown business associations
- Construction companies

✕ *Comments/Rationale for NOT including this Initiative:*

PART II: Template *Example*

| | | | |
|---|---|--|--|
| EMP Strategy: 1: Transportation | | Initiative: 1.2 Train First Responders on EV and EVSE | |
| Initiative lead: Joe Smith, President of EMS | Initiative start date: 3/2022 | Priority for muni: Medium | |
| Anticipated initiative length: Ongoing (annual) | Anticipated funding sources: N/A (no cost) | | |
| Departments involved: <ul style="list-style-type: none"> Emergency Medical Services Police Fire Department | | Obstacles/Barriers: <ul style="list-style-type: none"> First responder departments are often very busy, training should be scheduled around immediate priorities | |
| Community notes (include current status, selected measure of success): <ul style="list-style-type: none"> No current training is offered, planning to use free offering from National Fire Protection Association Will train new first responders annually | | Next steps: (specific and tangible): <ol style="list-style-type: none"> Joe Smith will register for access to NFPA training. Joe Smith will send email to all first responder departments with link to NFPA training and request that all current members complete it by a specified date. Joe Smith will schedule next training for same month next year. | |

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|---|--|---|---------------------------|
| EMP Strategy: | | Initiative: | |
| Initiative lead: | | Initiative start date: | Priority for muni: |
| Anticipated initiative length: | | Anticipated funding sources: | |
| Departments involved: | | Obstacles/Barriers: | |
| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |

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|---|--|---|---------------------------|
| EMP Strategy: | | Initiative: | |
| Initiative lead: | | Initiative start date: | Priority for muni: |
| Anticipated initiative length: | | Anticipated funding sources: | |
| Departments involved: | | Obstacles/Barriers: | |
| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |

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| EMP Strategy: | | Initiative: | |
| Initiative lead: | | Initiative start date: | Priority for muni: |
| Anticipated initiative length: | | Anticipated funding sources: | |
| Departments involved: | | Obstacles/Barriers: | |
| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |

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| EMP Strategy: | | Initiative: | |
| Initiative lead: | | Initiative start date: | Priority for muni: |
| Anticipated initiative length: | | Anticipated funding sources: | |
| Departments involved: | | Obstacles/Barriers: | |
| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |

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| Departments involved: | | Obstacles/Barriers: | |
| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |

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| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |

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| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |

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| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |

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| Community notes (include current status, selected measure of success): | | Next steps: (specific and tangible): | |