



New Jersey's Clean Energy Program: Community Partners Initiative

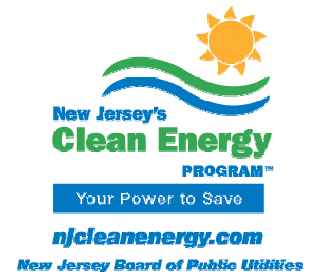
April 15, 2009





Program Goals

- To Continue To Develop Communities As A Communications And Engagement Channel
- Broaden The Value Proposition That Rewards Community Partners For Increasing Participation NJCE Programs
- Providing “One-face Of The Program” To Coordinate Market Manager (MM) Activity At The Community Level
- Raising Awareness And Recognition Of All Relevant NJCEP Programs
- Supporting Energy And GHG Emission Reductions Of 20% By 2020.





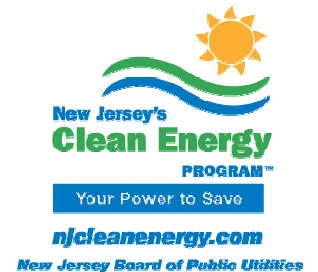
NJ Clean Energy Programs

Energy Efficiency Programs

- Residential New Construction
- Residential Gas and Electric HVAC
- Residential Energy Efficiency Products
- Existing Homes Program

Renewable Energy Programs

- Renewable Energy Program
- CleanPower Choice Program

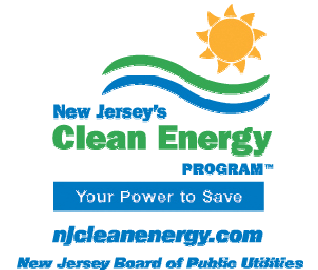




Synergies with Sustainable New Jersey

Sustainable Jersey™ certification goals support the Energy Efficiency and Renewable Energy goals of the NJ CEP

- Promotes increased energy efficiency
- Supports installation of clean, renewable sources of energy
- Provides information to help reduce energy use
- Endorses climate change solutions, and Offers financial incentives, programs, and services for residential, commercial, and municipal customers to save energy, money, and the environment



Actions for Sustainable Communities:

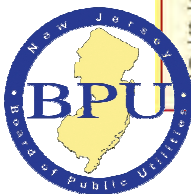
Municipalities are certified after completing 100 points from the list of actions below. The website www.SustainableJersey.com provides tools and guidance materials to help municipalities implement



COMMUNITY PARTNERSHIP & OUTREACH	POINTS
Create Green Team	10
Community Education and Outreach	10
School Programs and Partnerships	10
Green Challenges & Community Programs	10 each action
Green Fairs	10-20
DIVERSITY & EQUITY	
Diversity on Boards & Commissions	10
Incorporate Environmental Justice in Planning & Zoning	10
ENERGY EFFICIENCY	
Energy Audits for Municipal Facilities	30
Energy Star Buildings	10-30
GREEN HOUSE GAS	
Municipal Carbon Footprint	10
Community Carbon Footprint	10
Climate Action Plan	10-30
GREEN DESIGN	
Green Design Commercial and Residential Buildings	10-30
Upgrade and Retrofit Municipal Building	10-30
HEALTH AND WELLNESS	
Mayors Wellness Campaign	10-20
Anti-Idling Education & Enforcement Program	10-20
LAND USE & TRANSPORTATION	
Sustainable Land Use Pledge	10
Sustainability Master Plan Element	10-20
Complete Streets Program	10

LOCAL ECONOMIES	POINTS
Local Food Production & Gardens	10 each action
Buy Local Programs	10
Green Business Recognition Program	10
Green Jobs & Economic Development	10
NATURAL RESOURCES	
Natural Resource Inventory	10-20
Natural Resource Protection Ordinances	10 each action
Water Conservation Ordinance	10
Environmental Commission	10
Tree & Woodlands Management	10-20
OPERATIONS & MAINTENANCE	
Green Purchasing Program	10-20
Grounds & Maintenance	10-20
Green Fleets	10-30
SUSTAINABILITY PLANNING	
Community Asset Mapping	10
Community Visioning	10
Sustainable Community Plan	10-40
WASTE REDUCTION & RECYCLING	
Recycling	10 each action
Waste Reduction	10 each action
INNOVATIVE DEMONSTRATION PROJECTS	
Alternative Energy	Up to 20
Water Infiltration Techniques	10-20
Other	10-30

- Tasks & Tools
- Sustainable Certification
- Synergy Tasks Include:
 - Community Outreach
 - Energy Efficiency
 - Greenhouse Gas
 - Green Design
 - Waste Reduction
 - Innovations





Community Incentives

Financial Incentives

- Incentives for Task Completion
- Up to \$2,500 per Municipality

Support and Outreach

- Program Manager
- Outreach Coordinator
- Administrative Support

Training & Information Sharing

- Local Green Team Support
- GNJRT Opportunities
- NJCE Program

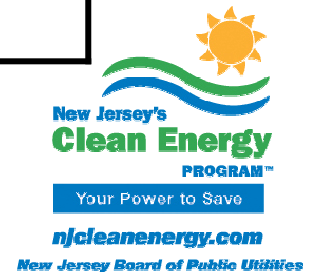




NJCEP Program	LOM Points	Community Participation	Community Incentive
Green New Jersey Resource Team Event	10	1 Event Completed	\$200.00
ENERGY STAR Appliances	10	50 Online Applications Referred	\$300.00
WARM & COOL Advantage	10	100 Applications Referred	\$200.00
Home Performance with ENERGY STAR	10	100 Audits Referred	\$750.00
Clean Power Choice	10	3% of Residences Referred	\$400.00
Large Appliance Early Retirement	10	20 Units Referred	\$300.00
RNC Climate Choice House	10 - 30	One Building Permit Issued	\$1,000.00
Renewable Energy Investment Program	10 - 30	Wind Ordinance Passed	\$500.00
RNC ENERGY STAR Homes	10	10 Units Referred	\$300.00



Pending Approval

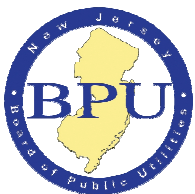




Program Marketing and Communications

Tools

- Website
- Monthly Magazine
- E-Blasts
- Workshops and Conferences
- Local Access Channel





Questions?

