

TOWNSHIP OF EVESHAM
RESOLUTION 85-2024

RESOLUTION AUTHORIZING THE ADOPTION
OF THE FIRST EVESHAM TOWNSHIP
COMMUNITY ENERGY PLAN (CEP)

WHEREAS, New Jersey's Energy Master Plan: Pathway to 2050 ("EMP") established that community-level action is necessary to achieve the state's goal of 100% clean energy by 2050; and

WHEREAS, the New Jersey Board of Public Utilities created a Community Energy Plan Grant program for municipalities to develop a community energy plan to meet the goals of the state's Energy Master Plan; the Township of Evesham applied for the aforementioned Community Energy Plan Grant program under Resolution 95-2022; and

WHEREAS, the Township received the New Jersey Board of Public Utilities Community Energy Planning Grant (CEPG) to create a community energy plan to combat climate change; and

WHEREAS, Community Energy Plans help communities effectively organize to lower greenhouse gas emissions by reducing energy use and expanding sustainable energy production. A Community Energy Plan establishes priority sustainable energy initiatives based on demonstrated effectiveness, unique local factors, and co-benefits, such as improved local air quality, energy savings for residents, and workforce development; and

WHEREAS, Sustainable Jersey has provided valuable assistance and guidance in preparing the Township First Community Energy Plan (CEP); and

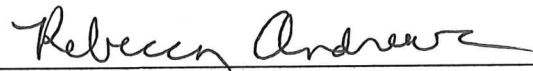
WHEREAS, The Township of Evesham strives to assure clean land, air and water for current and future generations; and

WHEREAS, the Township of Evesham conducted a public hearing for the Community Energy Planning Program.

THEREFORE, The Township of Evesham will commit to providing staff support for the duration of the Community Energy Planning process, including for gathering of relevant data and for convening public meetings as necessary.

THEREFORE, BE IT RESOLVED, that Mayor and Council Members of the Township of Evesham, State of New Jersey, authorizes the adoption of the aforementioned NJBPU Community Energy Plan Grant program.

I HEREBY CERTIFY that the foregoing resolution was adopted by the Township Council of the Township of Evesham, County of Burlington, State of New Jersey at a meeting held at the Municipal Complex, 984 Tuckerton Road, Marlton, New Jersey 08053 on February 14, 2024.



Rebecca Andrews, Acting Township Clerk

ROLL CALL VOTE						
COUNCIL MEMBER	INTRODUCED	SECONDED	AYE	NAY	ABSTAIN	ABSENT
COOPER	✓		✓			
ESPINOZA			✓			
FREEMAN		✓	✓			
HANSEN			✓			
MAYOR VEASY			✓			

Evesham Township

Burlington County, New Jersey

Community Energy Plan



Draft: January 23, 2024

Prepared by:



Evesham Community Energy Plan
Township of Evesham
Burlington County, New Jersey

Draft: January 23, 2024

Adopted by the Evesham Township Council: 2-14-2024

Prepared by



Heyer, Gruel & Associates

Community Planning Consultants
236 Broad Street
Red Bank, New Jersey 07701
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The original of this report was signed and
sealed in accordance with N.J.A.C. 13:41-1.3.(b).

Megan Stanley, AICP, PP #6278

With contributing content by Hanah Davenport

Acknowledgements



This Plan was made possible through a grant from the New Jersey's Clean Energy Program, which is brought to you by the New Jersey Board of Public Utilities. Additional resources and support for this Plan was provided by Sustainable Jersey.

Mayor and Council

Mayor Jaclyn Veasy
Deputy Mayor Ginamarie Espinoza
Councilwoman Heather Cooper
Councilwoman Patricia Hansen
Councilman Eddie Freeman III

Environmental Commission

Craig Higginbotham, Chair
Dave Lieberman, Vice Chair
Councilwoman Heather Cooper, Council Liaison
Amy Gonzalez
David DuCoin
Steve Elliott
Michael Staff
Carolyn Paone

Township Staff

Lavon Phillips, Director Business & Resident Services & Acting Township Manager
Rebecca Andrews, Acting Township Clerk
David Pfeiffer, Assistant Superintendent of Municipal Public Properties & Services
Rich Kerr, Superintendent of Sports Turf & Open Space
Zane Clark, Director of Public Information
Kevin Rijs, PP, AICP, Director of Community Development

Additional thanks to:

Indian Spring Golf Course
IT Department
Township Engineer, Remington & Vernick Engineers
Evesham Green Team
Sustainable Jersey
New Jersey Board of Public Utilities

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I. Introduction

The Township of Evesham has received a grant from the New Jersey Board of Public Utilities (“NJBPU”) to prepare a Community Energy Plan (“CEP”). A CEP helps a community work toward a better environment for all residents by using the state’s 2019 Energy Master Plan (“2019 EMP”) as a guide to align local efforts. The EMP identifies seven strategies for rapid reductions in greenhouse gas emissions by targeting efforts to reduce energy use, reduce emissions, increase renewable energy, and more:

- **Strategy 1: Reduce Energy Consumption and Emissions from the Transportation Sector**
This strategy broadly emphasizes initiatives such as: municipal/commercial fleet efficiency and transition to EV fleets; expanded access to public EV charging stations; use of alternative modes of transportation through bike shares or e-bike programs; and improving/creating safe pedestrian/bicyclist pathways in key areas of the Township.
- **Strategy 2: Accelerate Deployment of Renewable Energy and Distributed Energy Resources**
This strategy broadly emphasizes initiatives such as: encouraging public and private solar projects through outreach and incentives; pursue community solar projects; purchase renewable energy for municipal facility use; pursue municipal-wide shift to renewable energy provider.
- **Strategy 3: Maximize Energy Efficiency and Conservation and Reduce Peak Demand**
This strategy broadly emphasizes initiatives such as: upgrading municipal facilities to be more energy efficient; encouraging residential and commercial energy efficiency; conducting outreach to large energy users in Township regarding energy efficiency programs and incentives.
- **Strategy 4: Reduce Energy Consumption and Emissions from the Building Sector**
This strategy broadly emphasizes initiatives such as: constructing new municipal buildings as model green buildings; encouraging efficiency benchmarking for existing buildings; conducting outreach to developers of new construction regarding energy efficiency programs and incentives.
- **Strategy 5: Decarbonize and Modernize New Jersey’s energy System**
This strategy broadly emphasizes initiatives such as: Planning for necessary distribution system upgrades to handle increased demand; modifying rate design and ratemaking process to align utility incentives with state goals; and planning for future reductions in

natural gas consumption. *Note that Strategy 5 will not be included in the CEP, as municipalities do not have jurisdiction over grid regulatory issues.*

- **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**

This strategy broadly emphasizes initiatives such as: ensuring that planning is inclusive of various work schedules, meeting abilities, etc.; conducting outreach to low- and moderate-income residents; supporting programs such as shared mobility and solar subscriptions for low- and moderate-income residents.

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

This strategy broadly emphasizes initiatives such as: energy storage and larger-scale energy infrastructure improvements such as developing a local microgrid or participating in a district energy system.

Beginning in September 2023, the Evesham Environmental Commission and Department of Community Development began reviewing the Sustainable Jersey “Guide for Sustainable Energy Communities” and “Community Energy Plan Workplan Template,” which provides a list of 39 initiatives that municipalities can consider implementing to support the statewide energy goals. Meetings with municipal staff and appointed consultants were coordinated throughout this process to identify relevant opportunities for the Township and determine how to prioritize and strategically implement the selected high-impact initiatives. Meetings included those with the following:

- | | |
|---|---|
| • Department of Public Information | • Acting Township Manager, Lavon Phillips |
| • Department of Public Works | |
| • Department of Recreation and Open Space | • Indian Spring Golf Course |
| • IT Department | • Township Engineer - Remington & Vernick Engineers (RVE) |

Additionally, relevant community data was gathered from the Sustainable Jersey Data Center and community input was garnered through an in-person meeting and digital survey (see “Public Outreach” for more information). Evesham’s CEP utilizes municipal and community information to establish how the Township will pursue the transition to sustainable energy.

While the feasibility of all 39 initiatives were evaluated for the Township, four of them were not incorporated into the final CEP due to limitations they posed. This CEP also includes two initiatives (1.2 and 3.1.1) which were not initially included in the Template but were added by the Township, due to the keen opportunities they provide for the Township to achieve reduced greenhouse gases and increased energy efficiency. Initiatives for this CEP were ultimately selected based on demonstrated effectiveness, unique local opportunities, and co-benefits offered to the community through these tools, including improved air quality, energy savings for residents, and workforce development potential.

This Plan recommends that the Township review and make necessary updates to the CEP on a five-year basis. The intent of this timeline is to ensure that the CEP is aligned with the most current technologies and best practices within the rapidly evolving field of sustainable and renewable energy.

II. Background

Evesham Township is committed to addressing climate change and reducing greenhouse gas emissions, in alignment with the goals set forth in the 2019 EMP. The 2019 EMP provides a set of seven strategies for the state to implement to achieve its goals of 100% clean energy and 80% reduced carbon emissions by 2050. The 2019 EMP urgently emphasizes, however, that these goals are not achievable without active participation at the municipal level as well.

The 2019 EMP influenced the Township's decision to prepare this Community Energy Plan (CEP), which details the specific strategies Evesham will pursue in the coming years to combat climate change with a specific focus on equitable access, energy resilience, renewable energy, and efficiency. Funding for the CEP was funded in part by a Community Energy Grant from the New Jersey Board of Public Utilities as well as assistance from Sustainable Jersey.

SUSTAINABILITY IN EVESHAM

Sustainable practices are engrained in Evesham's history. Since 2013, the Township has voluntarily participated in Sustainable Jersey's certification program, which designates municipalities as leaders throughout the state based on their efforts to implement municipal-wide green, sustainable, and resilient measures and policies. It is possible for municipalities to achieve Bronze Certification or Silver Certification, each of which has its own set of required actions and accumulated points. Points are accumulated through the completion of priority actions such as establishing a green team, hosting farmers markets, participating in green infrastructure planning, and establishing an environmental assessment ordinance, amongst many others. The Township received Bronze Level certification/recertification in the years 2013 and 2016 and received Silver Level certification in 2019. Most recently in November 2022, Evesham Township had accumulated 170 points and received Bronze Certification through December 31, 2025.

As communities around the globe adapt to the heightening risks of climate change, it is important for Evesham to continue considering its role and risks locally. New Jersey as a whole is vulnerable to climate change and, in order to achieve a resilient and sustainable future, Evesham recognizes that it will need to implement measures that help mitigate the local impacts of climate change and its associated hazards.

DVRPC BURLINGTON COUNTY DOWNTOWN ACCESS BICYCLE AND PEDESTRIAN PLAN

The Delaware Valley Regional Planning Commission ("DVRPC") released its Burlington County Downtown Access Bicycle and Pedestrian Plan ("BCDABPP") in January 2024. This DVRPC plan

provides a basis for connecting residents of Evesham to the downtown area through a network of safe bicycle and pedestrian paths. The BCDABPP outlines existing conditions and provides a set of recommendations for achieving such connectivity.

In the process of developing this CEP, the Township has reviewed the BCDABPP and considered its recommendations as they align with the goals of both the 2019 EMP and CEP. As previously mentioned, the Township has added initiative “1.2 Prepare New Master Plan Circulation Element” into the Action Plan of this CEP with the goal of reducing greenhouse gases by pursuing opportunities to increase non-motorized transportation in Evesham.

MEETINGS AND PUBLIC OUTREACH

Throughout the process of preparing this Plan, the Township provided several opportunities for public input. An in-person public comment session was held on November 8, 2023. Additionally, information regarding the Community Energy Plan was presented publicly at the November 6, 2023 Township Environmental Commission meeting, November 21, 2023 Township Council meeting, and the December 5, 2023 Planning Board meeting. To supplement these in-person engagement opportunities, the Township also distributed a digital 28-question survey to gauge the priorities of the community. The survey was publicized by the Department of Public Information and in-person assistance in filling out the survey was offered to residents.

The survey was open for a duration of one (1) month, between the dates of December 8, 2023 and January 8, 2024. During this time period the survey was completed by 49 Evesham residents, of which: 1 owns a business in Evesham; 2 work in Evesham; and 6 are the parents of students attending school in Evesham. Approximately 41% of the respondents fall in the 45-64 age range, followed by 37% in the 65+ age range, 14% in the 25-44 age range, and 8% in the 18-24 age range. The highlights of the survey responses are summarized in Table 1 below.

Table 1: Evesham CEP Survey Response Summary

Question	Prompt	Summary of Responses
3	Complete this sentence: “Energy Conservation is important to me because...”	In their own words: <ul style="list-style-type: none"> 41% of respondents cited the future of the environment or climate change 31% cited the wellbeing of future generations 27% cited a need for new energy solutions and sustainable consumption
4	Indicate how strongly you agree with the following statement: the federal government should provide grant funds to municipalities to help offset the cost of implementing programs that reduce energy and expand renewable energy production.	<ul style="list-style-type: none"> 84% of respondents either Strongly Agreed or Agreed.
7	On a scale from 1 to 6, rank the strategies [of the CEP] in terms of which you would most like to see implemented in Evesham.	<ul style="list-style-type: none"> Strategy 2 was most consistently rated as the top priority for respondents, followed by strategies 1, 7, 3, and 4/6 in that order
8	Of the following transportation-related strategies, which would you be interested in seeing implemented in the Township to reduced Evesham’s greenhouse gas emissions from on-road vehicles?	<ul style="list-style-type: none"> 61% of respondents were in favor of expanding access to public electric vehicle charging infrastructure 57% of respondents were in favor of replacing municipal fleets with electric vehicles and/or increasing fleet efficiency 55% of respondents were in favor of improving and constructing pedestrian/bicycle paths on strategic roads 45% of respondents were in favor of providing access to alternative modes of travel through mobility shares (e-bikes, bikes, electric vehicles) Written-in suggestions included expanding public transit/express bus services and providing incentives for residents who own electric vehicles
13	Of the following energy-related topics, which would you like to see included in educational outreach throughout the Township?	<p>Respondents expressed interest in the following order:</p> <ul style="list-style-type: none"> Energy efficiency initiatives for residential buildings (74%) Private/residential solar installation (59%) Community solar (51%) Electric vehicle ownership/infrastructure (49%) Green building techniques (43%) and energy efficiency incentives for commercial buildings (43%) Alternative modes of travel (41%) Shared mobility programs (18%)
14	Which of the following statements best describes your position on electric vehicles?	<ul style="list-style-type: none"> 12% of respondents own an electric vehicle (either as a primary or secondary mode of transportation) 59% of respondents do not own an electric vehicle but are interested in owning one

		<ul style="list-style-type: none"> 29% of respondents are not interested in owning an electric vehicle
15	Do any the following barriers to owning/utilizing an electric vehicle apply to you?	<p>The top barriers for respondents to own an electric vehicle are:</p> <ul style="list-style-type: none"> The price to own/lease an electric vehicle (51%) Access to public charging stations (49%) Ability to charge at home (37%) Nearly 25% of respondents indicated a need to learn more about electric vehicles before committing to owning one
16	Which of the following statements best describes your position on private/residential solar installations?	<ul style="list-style-type: none"> 22% of respondents have solar installed on their property 41% of respondents do not have solar installed on their property but are interested in it 12% of respondents are interested in installing solar on their property but are unable to do so due to circumstantial limitations 25% of respondents are not interested in installing solar on their property
17	Do any of the following barriers to installing residential solar apply to you?	<ul style="list-style-type: none"> The top barrier for respondents to install solar on their property is the cost (37%) Nearly 27% of respondents indicated a need to learn more about residential solar installations before committing to it
18-21	If given the opportunity, would you be interested in participating in: a community solar program; a R-GEA program; a community-wide solar purchasing program; or a solar employee benefit program? Indicate yes, no, or maybe.	<ul style="list-style-type: none"> 35% of respondents were interested in participating in a community solar project 31% of respondents were interested in participating in a R-GEA program 33% of respondents were interested in participating in a community-wide solar purchasing program 14% of respondents were interested in participating in a solar employee benefit program
23	Are there any initiatives included in the strategy list you would like more information on?	<p>Respondents generally indicated a desire to learn more about:</p> <ul style="list-style-type: none"> Residential building energy efficiency Adopting supportive zoning and permitting for private solar, community solar, and EV infrastructure
24	Are there any initiatives not included in the strategy list that you would like to see included in the Community Energy Plan?	<p>Respondents suggested the following:</p> <ul style="list-style-type: none"> Education/outreach programs for children and at schools Funding for mass transit infrastructure and operations Wind turbines
25	Do you have any additional comments or questions you'd like to share?	<p>Respondents provided responses indicating a desire for:</p> <ul style="list-style-type: none"> A more streamlined solar installation process with vetted companies Expansion in the number of charging stations throughout Town Mass transit in South Jersey
26 & 28	Are you interested in providing future community input regarding community energy planning in Evesham? Of those	<ul style="list-style-type: none"> 39% of respondents indicated an interest in participating via asynchronous methods (surveys, pre-recorded meetings, online survey, etc.)

	below, please indicate which methods of community input you would be interested in participating in.	<ul style="list-style-type: none">• 29% indicated an interest in participating via synchronous methods (meetings, interviews, focus groups, etc.)• Of those interested in participating:<ul style="list-style-type: none">○ 53% were interested in doing so via a survey○ 49% were interested in doing so via an online meeting○ 39% were interested in doing so via focus groups○ 31% were interested in doing so via in-person meeting○ There was significantly less interest for pre-recorded meetings and one-on-one interviews
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Table 1. CEP Survey Response Summary

III. Community Overview

POPULATION CHARACTERISTICS

Evesham Township is a 29.6-square-mile suburban community of 18,109 households located in the southeastern portion of Burlington County. According to the 2020 US Census American Community Survey, the racial composition of Evesham's 45,138 residents is 86% White, 5% Black, 6% Asian or Pacific Islander, and 3% "Other". Approximately 5% of the Township's population is of Hispanic/Latino descent.

In the year 2020 Evesham's median household income was \$99,454, and 3% of the population was below the U.S. poverty threshold. Evesham's Municipal Revitalization Index (MRI) score—a measure of a municipality's social, economic, physical, and fiscal conditions, in which a score of 0 represents the lowest amount of distress and a score of 100 represents the highest amount of distress—is 19, which ranks 403rd of New Jersey's 564 municipalities. This data reveals that Evesham's overall economic conditions are above average when compared to the State as a whole (Table 2).

Table 2: Population Characteristics for Evesham Township (2020)						
	Population	Households	Median Household Income	Percent of Population in Poverty	NJ DCA MRI Score	NJ DCA MRI Rank
Evesham	45,138	18,109	\$99,454	3%	19	403
New Jersey	8,885,418	3,272,054	\$85,245	9.7%	--	--

Table 2. 2020 Population Characteristics

Source: Sustainable Jersey, Community Profile Data by Municipality / 2020 US Census ACS Data

ELECTRICITY AND GAS USAGE

The majority of electricity and gas use is associated with buildings. Utility companies generally organize electricity and natural gas use into four sectors, including residential, commercial, industrial, and street lighting. The commercial sector includes nonprofits and government entities such as school and municipal buildings, as well as businesses.

As illustrated in Chart 1 below, residential and commercial buildings collectively comprise the vast majority of electricity usage in Evesham. In 2020, energy consumption in the residential sector exceeded that of the commercial sector by more than 20,000 kilowatts. Although these graphs portray an overall decrease in energy consumption across both the residential and

commercial sectors in the 5-year period between 2015 and 2020, it is clear that these sectors provide the greatest opportunity for energy use reduction.

It is worth noting that although electricity usage within Evesham's industrial sector still pales in comparison to the others, it was the only sector in Evesham that experienced an increase in energy consumption during this time. With industrial uses like warehouse fulfillment centers becoming more common land uses, the Township may consider proactively implementing measures that will manage industrial electricity use in the long run.

Evesham's natural gas usage, illustrated in Chart 2 below, paints a similar picture. In the 5-year period between 2015 and 2020, natural gas usage within the residential sector far exceeded that of the commercial sector and industrial sector combined. It is worth noting that each sector saw a decrease in natural gas usage during this time period. As is the case for electricity usage, this data clearly shows that residential uses offer the greatest opportunity for reducing natural gas use.

Chart 3 offers a look into gas use by type within Evesham's residential sector, indicating that nearly 80% of the Township's population relies on utility gas, while another 18% relies on electricity, and the remaining 4% relies on wood or fuel, oil, or kerosene. This data reveals that the Township has an opportunity to reduce natural gas usage in residential buildings.

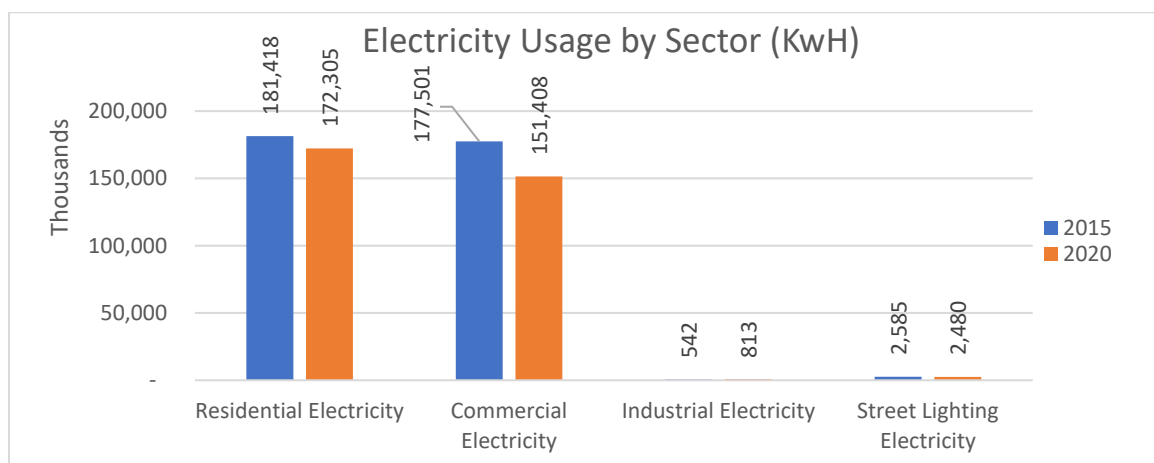


Chart 1. Amount of Electricity Purchased by Sector, 2015-2020

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

Original Source: PSE&G

Note: electricity values represent purchased electricity and do not include customer-generated electricity.

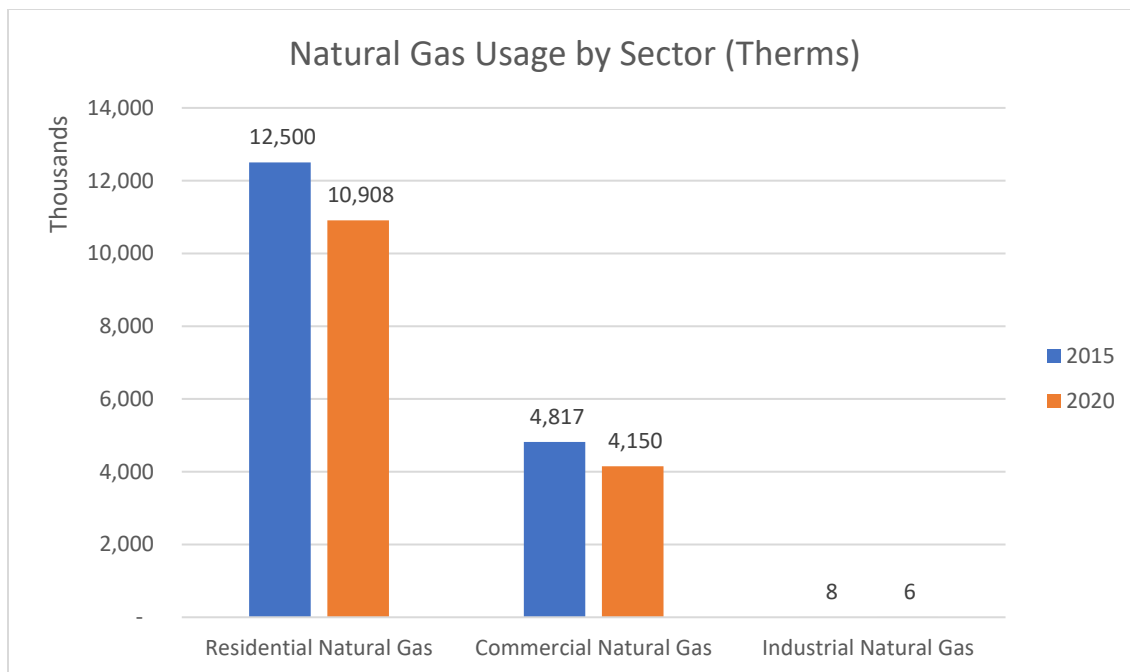


Chart 2. Amount of Natural Gas Purchased by Sector

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

Original Source: PSE&G

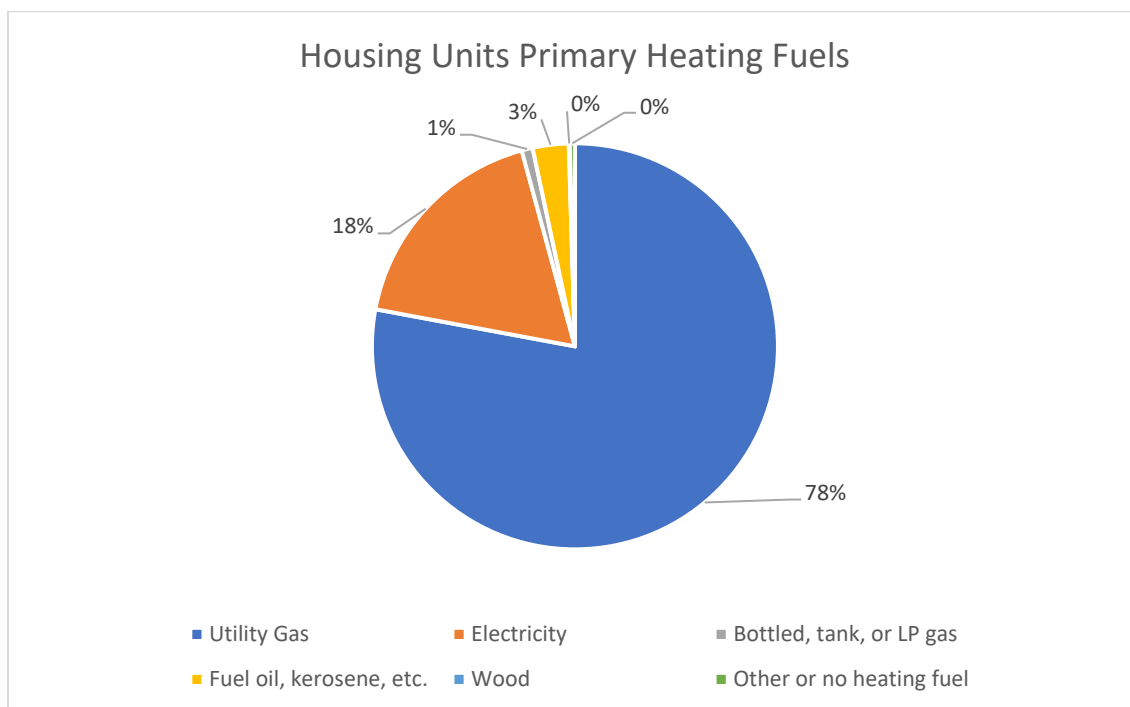


Chart 3. Heating Fuels Used

Source: Sustainable Jersey. Utility Energy Data by Municipality.

Original Source: U.S. Census. 2020. American Communities Survey.

COMMUNITY GREEN HOUSE GAS EMISSIONS FROM ENERGY USE

In 2020 the total community-wide greenhouse gas emissions from electricity, natural gas/heating fuel, and transportation energy use in Evesham totaled 339,857 metric tons CO₂e. As illustrated in Chart 4 below, the largest share of community emissions came from on-road vehicles, followed by residential natural gas usage and residential electricity usage.

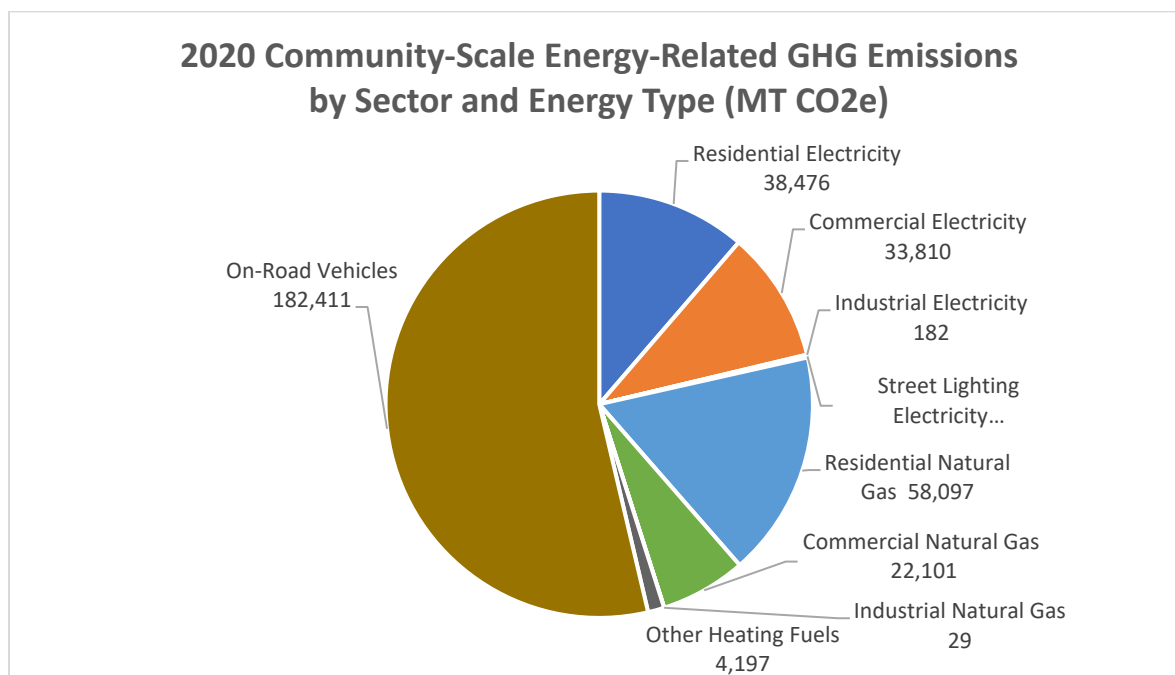


Chart 4. Overall GHG Emissions by Subsector

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

COMMUNITY TRANSPORTATION CHARACTERISTICS

Considering that on-road vehicles accounted for over half (53.7%) of Evesham's total greenhouse gas emissions in 2020, it is important to understand the distribution of contributing sources. As illustrated in Chart 5 below, 86% of Evesham's working population uses a car, truck, or van to commute to work, while only 3% utilize public transportation. This is not entirely surprising, considering that public transit options within Evesham and the surrounding area are limited; there are a handful of NJ Transit bus routes that provide service along major highways in the Township, and the closest Port Authority Transit Corporation (PATCO) train stations are located in the Camden County municipalities of Voorhees and Lindenwold. The Township also offers its own senior citizen shuttle bus service within municipal boundaries, provided at no cost to residents aged 55+ as well as residents with disabilities.

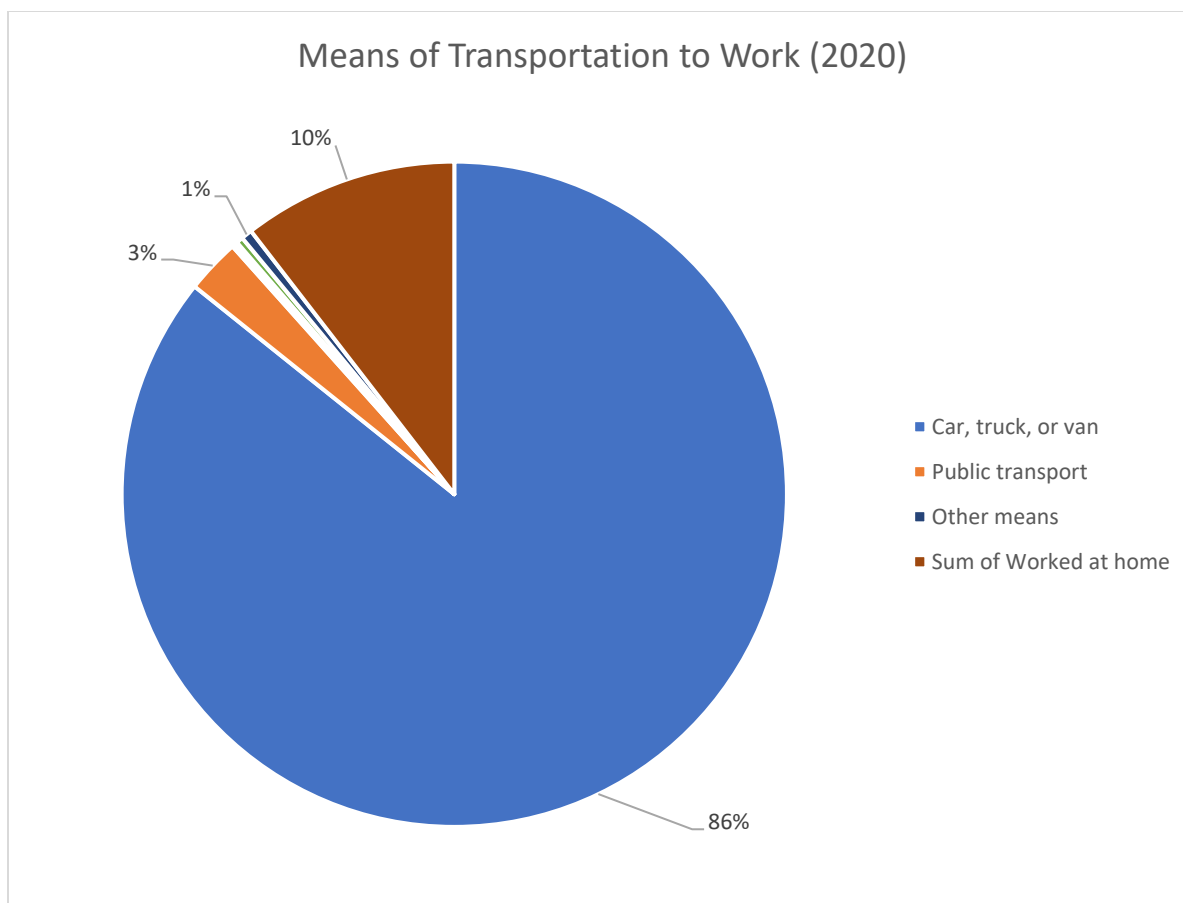


Chart 5. Means of Transportation to Work 2020

Source: Sustainable Jersey. Community Profile Data by Municipality

Original Source: 2020 US Census American Communities Survey

As illustrated in Chart 6 below, passenger cars accounted for 38% (133,994,060 miles) of the miles traveled by vehicles in Evesham in the year 2020, coming second only to light trucks (commercial and passenger) which accounted for another 52% (181,297,660 miles). The reliance on personal vehicles for transportation throughout Evesham presents an opportunity for the Township to continue to promote alternative means of transportation and, perhaps more realistically, encourage electric vehicle ownership through educational outreach, incentives, and the installation of additional public electric vehicle charging stations throughout the Township.

Between the years 2015 and 2020 electric vehicle ownership rose by 750% in Evesham, increasing from just 24 electric vehicles in 2015 to 204 electric vehicles in 2020. Despite this sharp rise, however, privately owned electric vehicles accounted for less than 1% of passenger vehicles in Evesham in 2020 (Table 3).

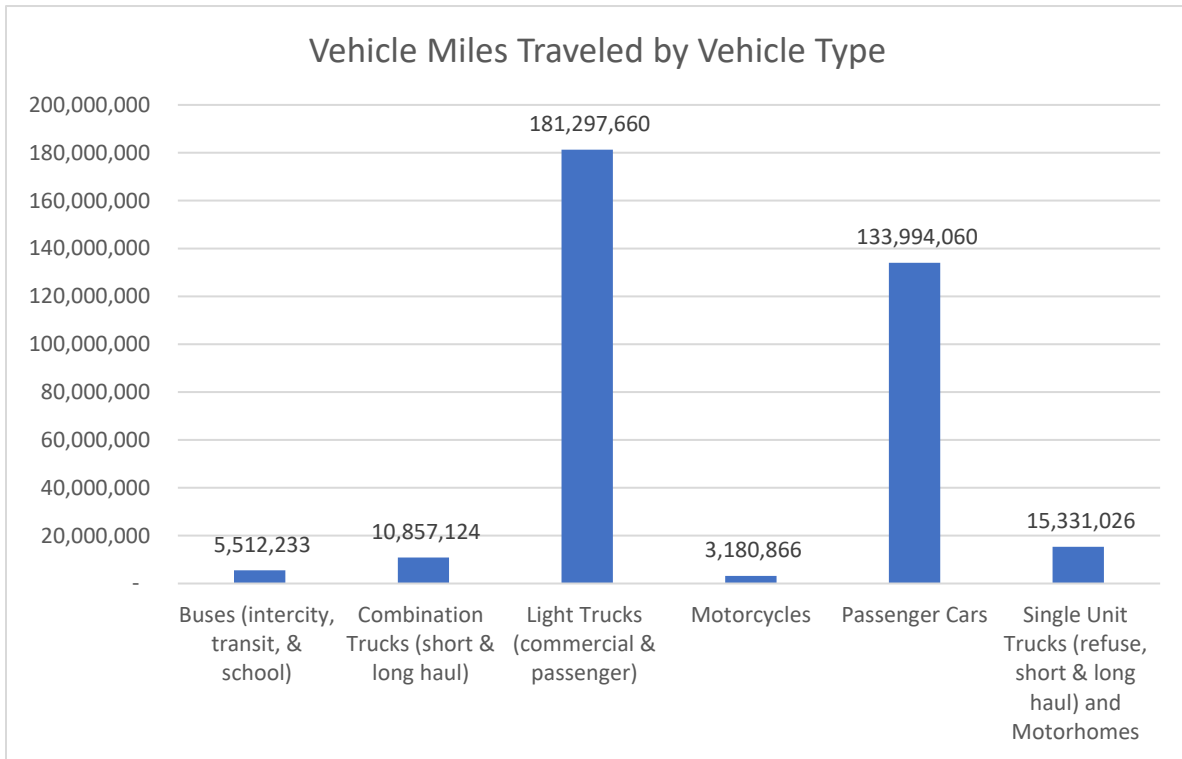


Chart 6. Vehicle Miles Traveled by Vehicle Type
Source: Sustainable Jersey. Vehicle Miles Travelled
Original Source: NJTPA On-Road VMT Data

Table 3: Evesham Estimated Numbers of Vehicles & Electric Vehicles (2015-2020)			
Year	Est. Total Passenger Vehicles	Est. Electric Vehicles	% Electric Vehicles
2015	31,935	24	0.08%
2020	33,027	204	0.62%
Change (#)	1,092	180	--
Change (%)	3.4%	750%	--

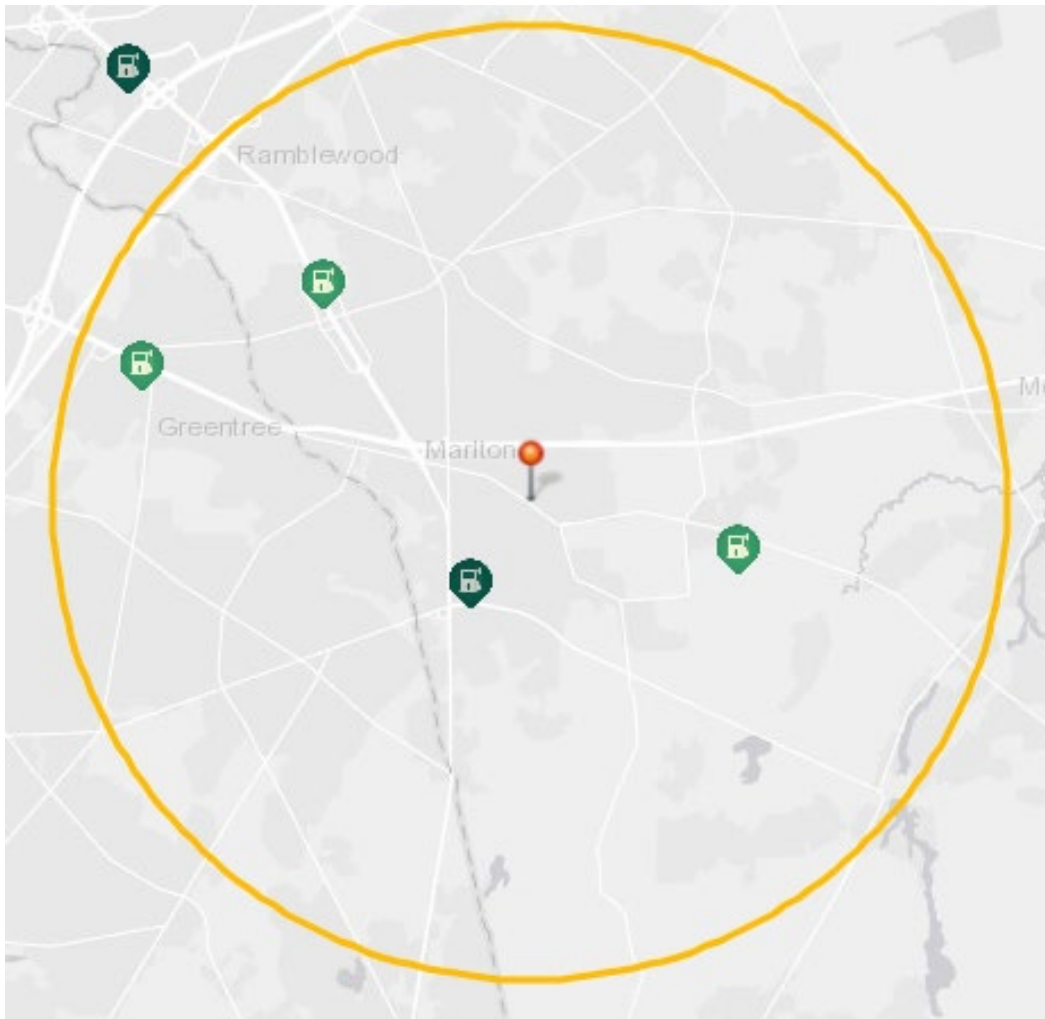
Table 3. Estimated Number of Vehicles and Electric Vehicles
Source: Sustainable Jersey. Electric Vehicle Ownership Data
Original Source: NJDEP Alternative Fueled Vehicles Report

In the State of New Jersey as a whole, electrified vehicle growth has increased significantly in recent years. Between June 2020 and June 2023 alone, the State saw a 106% (137,804 vehicles) increase in electric vehicle ownership according to the Alternative Fuel Vehicle Report published by the New Jersey Department of Environmental Protection.¹ The timeline of this increase unsurprisingly coincides with recent statewide efforts aimed at increasing alternative fuel vehicle use.

On July 9, 2021, Governor Phil Murphy signed P.L. 2021, c. 171 into law. The law established new standards and parking requirements associated with the installation of Electric Vehicle Supply/Service Equipment (EVSE) and Make-Ready parking spaces. It additionally requires the designation of EVSE and Make-Ready spaces as permitted accessory uses in all zoning districts. Subsequently, on September 1, 2021, the New Jersey Department of Community Affairs (DCA) published a model statewide electric vehicle ordinance. The goal of this model ordinance was, in part, to ensure that New Jersey's municipalities are adhering to the requirements in a consistent manner. At the writing of this Plan, Evesham Township has not yet adopted this ordinance. Regardless, it is expected that the positive trend in electric vehicle ownership experienced at the state level will also be reflected at the local level. With this in mind, it's important for Evesham to assess and strengthen its network of publicly accessible electric vehicle infrastructure in the coming years.

Evesham currently has three (3) publicly accessible electric vehicle charging stations (illustrated in Image 1 below), which are located at the Township of Evesham Municipal Complex, the Promenade at Sagemore, and the Wells Fargo Advisors office building on Route 73. All three of these charging stations are in the northern portion of the Township, north of Marlton Parkway.

¹ New Jersey Department of Environmental Protection. (June 2023). *Alternative Fuel Vehicle Report* [Excel File]. Retrieved from <https://dep.nj.gov/drivegreen/nj-ev-data/>.



*Image 1. Public EV Charging Infrastructure in Evesham
Source: NJDP. Public Electric Vehicle (EV) Charging Locator Map
Medium Green Tags = Level 2 Charging
Dark Green Tags = Direct Current Fast Charging*

RENEWABLE ENERGY

Yet another area worth exploring in Evesham is renewable energy, with a particular focus on rooftop solar. A solar analysis for Evesham revealed that 89% of properties are solar-viable, as shown on Image 2 below. Furthermore, there are already 893 existing solar installations in Evesham and the Township recently adopted the Evesham Landfill Solar Energy Redevelopment Plan on August 9, 2023, which allows for the redevelopment of a remediated landfill as a solar energy facility. While plans to redevelop this site have not yet been approved, this initiative illustrates the Township's commitment to promoting sustainability through renewable energy.

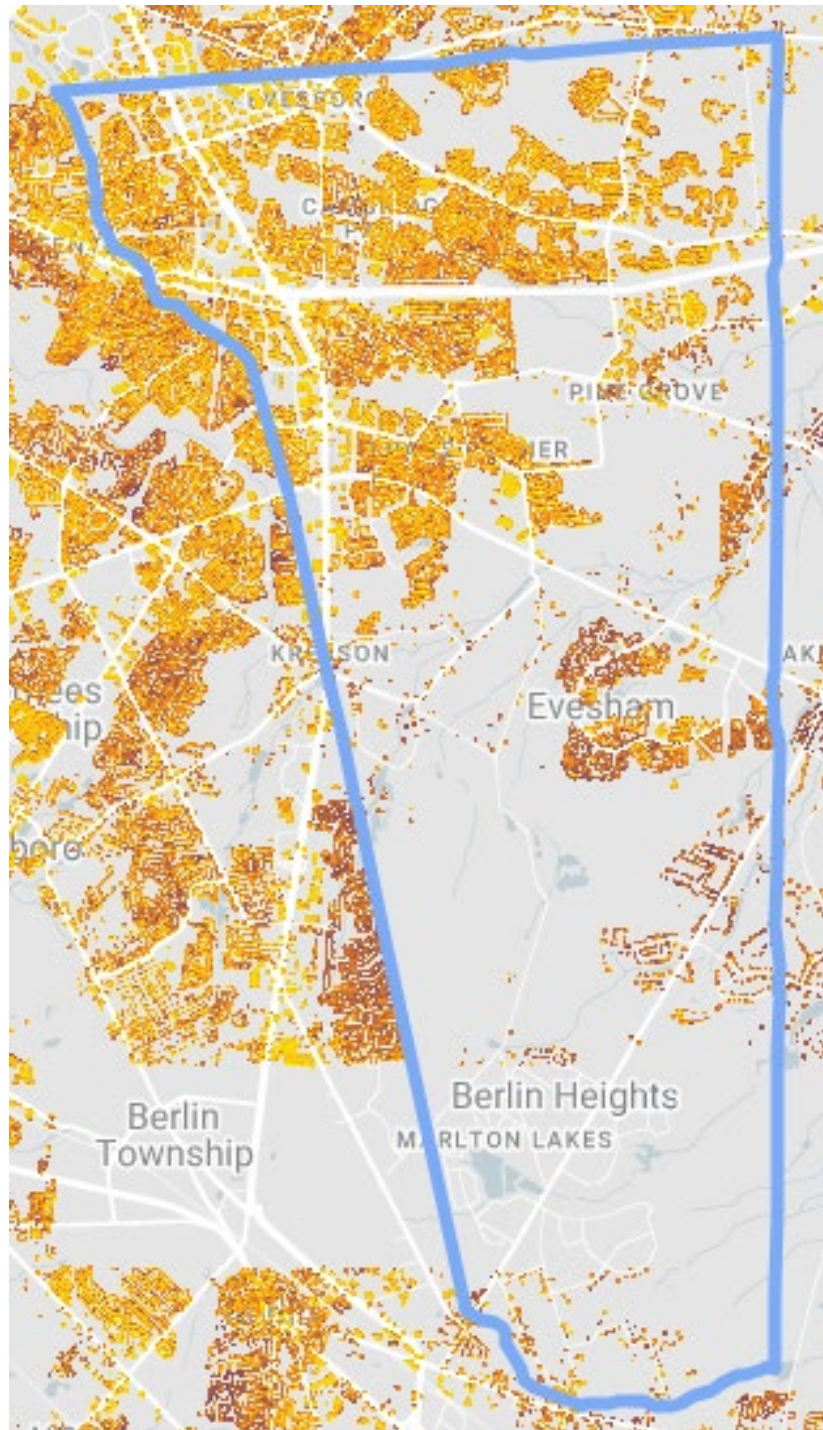


Image 2. Solar Potential by Property

Source: Google. Project Sunroof.

Note: Darker shades indicate shady rooftops and lighter shades indicate sunny rooftops.

The viability for rooftop solar is further enhanced by the Township's housing stock makeup; over half of the units in Evesham are detached single-family homes and 72% are owner-occupied (Table 4). While these characteristics do not define the viability of rooftop solar on any given structure, they usually point to more direct owner-agency over the structure and therefore open possibilities for such installations to occur, whereas renter-occupied units or owner-occupied attached/multi-family units may have greater limitations in implementing a rooftop solar installation.

Table 4: Evesham Units by Structure Type		
Unit Type	Number	%
1-Unit Detached	10,616	55.3%
1-Unit Attached	3,948	20.5%
2 Units	195	1.0%
3 or 4 Units	806	4.2%
5 to 9 Units	1,013	5.3%
10 to 19 Units	1,252	6.5%
20 or More Units	1,383	7.2%
Total	19,213	100%
% Owner-Occupied	13,833	72%
% Renter-Occupied	5,380	28%

Table 4. Housing Units by Structure Type

Source: Sustainable Jersey. Community Profile Data

Original Source: US Census. 2020. American Community Survey

This is not to say, however, that renters and owners occupying attached or multifamily units cannot benefit from solar energy. Community Solar is an option for individuals who cannot install solar on their property due to limiting factors such as cost, renting, or shade levels, amongst others. These programs allow multiple subscribers to tap into the energy produced by a large solar installation. Once subscribers have selected their community solar project, they receive a community solar billing credit on their monthly electric bill and pay a separate community solar subscription fee. The vast majority of community solar subscriptions are structured to result in anywhere from 10% to 30% savings for subscribers.²

According to the New Jersey Community Solar Project Finder, Evesham falls within the service area for the Tri-County Landfill community solar project which has been in operation since 2022.

² Woods, T. (2023, August 7). *Overview of Community Solar* [PowerPoint Slides]. Sustainable Jersey.

There are six (6) additional community solar projects that service Evesham, which are anticipated to become operational in late 2023 (Table 5).

Table 5: Community Solar Projects that Serve Evesham				
Project	Year Operational	Est. Customer Savings	Contract Length	Provider
Tri-County Landfill	2022	10%	20 Years	Public Service Gas & Electric
Mount Laurel 1 – Solar Landscape	9/2023*	21%	Monthly	Public Service Gas & Electric
Mount Laurel 2 – Solar Landscape	9/2023*	21%	Monthly	Public Service Gas & Electric
Moorestown Solar 1 LLC	9/2023*	21%	Monthly	Public Service Gas & Electric
Moorestown Solar 2 LLC	10/2023*	21%	Monthly	Public Service Gas & Electric
BEMS Community Solar West	11/2023*	20%	20 Years	Public Service Gas & Electric
BEMS Community Solar East	11/2023*	20%	20 Years	Jersey Central Power & Light

Table 5. Community Solar Projects that Serve Evesham

Source: Sustainable Jersey. 2023. New Jersey Community Solar Project Finder

**Projected month for the start of operations*

ENERGY EFFICIENCY

Residential, Commercial, and Industrial

Another sustainable energy option for residential, commercial, and industrial properties alike are Energy Efficiency Incentive Programs. One such program is New Jersey's state-wide Clean Energy Program (established in 2018), which broadly offers financial incentives to building owners in exchange for the adoption of cost-effective, energy efficient design choices in new construction or renovation projects.

According to New Jersey Clean Energy Program data, between the years 2018 and 2021 a total of 1,061 residential energy efficiency incentive projects were completed in Evesham. By this same time, a total of 30 commercial energy efficiency incentive projects were completed in Evesham. As outlined on Table 5 below, 7% of Evesham's residential structures with four units or less and 5% of Evesham's commercial and industrial buildings had completed an energy efficiency project throughout the lifetime of the Clean Energy Program between 2018 and 2021. This leaves much more room for the Township to encourage energy efficiency in both sectors.

Table 6: Evesham Lifetime Participation in Energy Efficiency Incentive Programs (2018-2021)		
	Residential	Commercial
Units in Structures with 4 Units or Less	15,419	--
Number of Commercial/Industrial Taxed Parcels	--	548
Total Completed Projects	1,061	30
Current Lifetime Rate %	7%	5%

Table 6. Lifetime Participation in Residential Energy Efficiency Incentive Programs

Source: Sustainable Jersey. Energy Efficiency Program Participation (2008-2021) Lifetime Residential Participation Data / Lifetime Commercial Energy Efficiency Program Participation Rate (2021)

Original Source: New Jersey's Clean Energy Program DOE Refresh Data

Municipal

New Jersey's Clean Energy Program also extends energy and cost savings to municipal entities. Between the years 2009 and 2020, the Township of Evesham, Evesham Municipal Utilities Authority, and the Evesham Township Fire District collectively participated in eight Commercial and Industrial ("C & I") Retrofit projects and five Direct Install projects (Table 6).

The Direct Install program helps small business, non-profits, and government organizations uncover hidden energy and natural gas savings within their facilities and implement energy efficient upgrades at a fraction of the cost. Previously administered by the New Jersey Clean Energy Program, as of 2021 the program has been managed by local utility companies throughout the State. Each utility company offers a different variation on the program. Public Service Electric & Gas (PSE&G), for example, offers free energy audits, energy efficiency upgrade recommendations, and a detailed cost estimate. PSE&G then covers the up-front costs entirely and contracts the upgrades through an authorized entity. Once the work is complete, program participants pay back a portion of the total costs interest-free. Both Direct Install and C & I Retrofit projects can include upgrades in areas including lighting, HVAC, and commercial refrigeration equipment.

The Township's participation in these energy efficiency projects illustrates Evesham's commitment to implementing alternative and sustainable energy options where possible. This also represents an area where the Township can continue to pursue energy efficiency throughout its municipal facilities.

Table 7: Evesham Municipal Facility NJCEP Projects (2009-2020)				
Year	NJCEP Program	Invoiced Incentive	Applicant	Applicant Type
2009	C & I Retrofit	\$1,940	Evesham Municipal Utilities Authority	Local Authority
2011	Direct Install	\$34,285	Evesham Township Fire District No. 1 – Kings Grant Fire Station	Fire Department
2011	Direct Install	\$34,249	Evesham Township Fire District No. 1 – Kettle Run Fire Station	Fire Department
2011	Direct Install	\$50,000	Evesham Township Fire District No. 1 – Marlton Fire Station	Fire Department
2013	Direct Install	\$14,573	Evesham Township Fire District No. 1 – Marlton Fire Station	Fire Department
2016	C & I Retrofit	\$1,100	Township of Evesham – Municipal Complex	Municipal
2016	C & I Retrofit	\$700	Township of Evesham – Municipal Complex	Municipal
2016	C & I Retrofit	\$1,300	Township of Evesham – Municipal Complex	Municipal
2016	C & I Retrofit	\$1,900	Township of Evesham – Municipal Complex	Municipal
2016	C & I Retrofit	\$600	Township of Evesham – Indian Springs Country Club	Municipal
2017	C & I Retrofit	\$1,800	Township of Evesham – Indian Springs Country Club	Municipal
2017	C & I Retrofit	\$300	Township of Evesham – Municipal Complex	Municipal
2020	Direct Install	\$22,612	Evesham Township Fire District No. 1 – Kettle Run Fire Station	Fire Department

Table 7. Evesham Municipal Facility NJCEP Projects (2009-2020)

Source: Sustainable Jersey

IV. Action Plan

The Evesham Township Community Energy Plan is designed to serve as a guide for obtainable action and implementation in the Township. This “Action Plan” section of the Plan details the initiatives selected as Township priorities for the next five years (2024-2029), outlining details such as initiative leads, anticipated start dates, departments and groups involved, recommended actions, anticipated costs and funding sources, and more.

These initiatives directly support strategies 1, 2, 3, 4, 6, and 7 of the 2019 New Jersey Energy Master Plan (NJEMP). Implementing these initiatives will not only help the State achieve the goals of the NJEMP on a macro scale, but will also integrate greater sustainability and resiliency into the Evesham community. The initiatives outlined in this Plan include:

- **Strategy 1:** 1.1, 1.2**, 1.3, 1.4, 1.5*, 1.6*, 1.7*, 1.8, 1.9, 1.10*
- **Strategy 2:** 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10*, 2.11, 2.12*, 2.13
- **Strategy 3:** 3.1, 3.1.1**, 3.2*, 3.3*, 3.4
- **Strategy 4:** 4.1, 4.2, 4.4
- **Strategy 6:** 6.1, 6.2*, 6.4*, 6.5
- **Strategy 7:** 7.1*, 7.2

Initiatives that are starred once indicate those which can be leveraged by the Township to gain points towards its Sustainable Jersey certification. Initiatives that are starred twice indicate those which have been introduced by the Township. Due to the rapid advancement and research in sustainable and renewable energy technologies, this Plan recommends the reevaluation of these initiatives on a five-year basis.

Four (4) initiatives were not included in the plan. Initiative 4.3: Require developers to Complete a Green Development Checklist was not included because it is already being implemented by the Township. Initiatives 6.3: Support Shared Mobility Programs; 7.3: Develop a Local Microgrid; and 7.4: Develop/Participate in a District Energy System were not included because the Township lacks the population density required to make these programs feasible.

STRATEGY 1. REDUCE ENERGY CONSUMPTION AND EMISSIONS FROM THE TRANSPORTATION SECTOR

1.1 Adopt Supportive Zoning and Regulations for EV Infrastructure

Initiative Summary: Pass NJDCA'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 safety, signage, etc. as needed.

Priority: High

Initiative Lead: Department of Community Development

Departments Involved: Department of Community Development, Township Council, Department of Construction, Environmental Commission and Green Team, Planning Board

Potential Stakeholders: Marlton Business Association, Real estate developers

Planned Start Date / Initiative Length: March 2024 / 6-9 months

Anticipated Costs / Funding Sources: \$30,000-\$60,000 / NJBPU Grants

Next Steps:

1. Assess and determine if there is a desire to modify the "Reasonable Standards" language within the NJDCA Model Statewide Municipal EV Ordinance.
2. Modify and finalize "Reasonable Standards" language, if desired.
3. Adopt modified NJDCA Model Statewide Municipal EV Ordinance.
4. Update appropriate chapters within Township code to reflect the standards of the newly adopted EV Ordinance, including but not limited to: include EVSE as accessory uses in all zones; parking requirements for commercial and multi-family dwellings; etc.
5. Post Make-Ready and EV charging parking minimums on Township website.
6. Conduct outreach to Marlton Business Association and developers regarding the new requirements.

Obstacles / Barriers: N/A

1.2 Prepare New Master Plan Circulation Element**

Initiative Summary: Greenhouse gas emissions related to on-road vehicles are the largest source of greenhouse gas emissions in Evesham. To further the Township's community energy and climate adaptation goals, the preparation of a new Master Plan Circulation Element in accordance with MLUL requirements--using the DVRPC's January 2024 Burlington County Downtown Access Bicycle and Pedestrian Plan as a foundation--is critical. The Plan Element will support both the electrification of transportation as well as leverage new opportunities for non-motorized modes of travel within the Township, with the goal of reducing emissions among others.

The Township's most recent Master Plan Circulation Element was adopted on January 6, 2000. The recent release of the DVRPC's Burlington County Downtown Access Bicycle and Pedestrian Plan presents a keen opportunity for the Township to adopt a new Circulation Element which emphasizes and puts into practice the Plan's most poignant recommendations for supporting bicycle and pedestrian travel in the Township.

Priority: High

Initiative Lead: Department of Community Development

Departments Involved: Department of Community Development, Department of Construction, Department of Public Works, Township Council, Planning Board, Environmental Commission and Green Team

Potential Stakeholders: Burlington County, Delaware Valley Regional Planning Commission (DVRPC), NJ Department of Transportation (NJDOT), NJ Transit, PATCO, Cross County Connection TMA, general public

Planned Start Date / Initiative Length: 2024 / 6-9 months

Anticipated Costs / Funding Sources: \$80,000-\$100,000 / NJBPU Grants

Next Steps:

1. Pursue and secure funding.
2. Contract with appropriate consultants to prepare the Circulation Element.
3. Strategically implement a community outreach and engagement process.
4. Prepare the Plan Element in accordance with the MLUL.
5. Adopt new Circulation Element.

Obstacles / Barriers: N/A

1.3 Train First Responders on EVs and EVSE

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

Priority: Medium

Initiative Lead: Fire Department, Police Department, Department of Public Works

Departments Involved: Fire Department, Police Department, Department of Public Works

Potential Stakeholders: N/A

Planned Start Date / Initiative Length: Ongoing / Annual

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Register for access to free NFPA training.
2. Send email to all first responder departments with link to NFPA training and request that all current members complete it by a specific date.
3. Establish policy to require training for new responders annually (including volunteer firefighters and EMTs).
4. Schedule training date for same month in following year.

Obstacles / Barriers: Training will need to be scheduled around other priorities, as first responder departments are typically very busy.

1.4 Train Non-Emergency Staff on EVs and EVSE

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

Priority: Medium

Initiative Lead: Department of Public Works

Departments Involved: Department of Public Works, Department of Construction, Department of Public Information, IT Department

Potential Stakeholders: N/A

Planned Start Date / Initiative Length: Ongoing / Annual

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Register for access to NFPA training (free).
2. Send email to Construction Department, IT, and other relevant personnel and request that all code officials complete it by a specific date.
3. Establish policy to require training for new personnel annually.
4. Schedule training date for same month in following year.
5. Create informational outreach package regarding the benefits of EV training and post to Township website.
6. Conduct outreach to local automotive technicians, electricians, etc.

Obstacles / Barriers: Outreach to non-municipal employees (local automotive technicians, electricians, etc.) will require coordination with partners such as the Evesham Green Team and Marlton Business Association.

1.5 Purchase Alternative Fuel Vehicles*

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

In October 2022, the Township procured two new electric vehicles for the Police Department's Detective Bureau. The Township continues to seek opportunities to expand upon this initiative.

Priority: High

Initiative Lead: Township Manager, Department of Public Works

Departments Involved: Township Manager, Department of Public Works, Department of Community Development, Department of Finance, Department of Community Affairs, Fire Department, Police Department, Golf Course Department, Department of Public Information, Environmental Commission and Green Team, Township Attorney

Potential Stakeholders: Evesham Township Board of Education

Planned Start Date / Initiative Length: Ongoing / Initial Steps (1-5): 6 months-1 year & Step 6: Ongoing

Anticipated Costs / Funding Sources: NJBPU Clean Fleet Electric Vehicle Incentive Program, NJDEP It Pays to Plug In Grant Program

Next Steps:

1. Conduct fleet analysis to determine needs and strategically prioritize vehicles in fleet for replacement
2. Determine procurement method (RFQ for Direct Purchase; Fleet Leasing; Purchasing Cooperatives/Government Contracts; Service Contracting with Alternative Fuel Vehicles)
3. Identify and secure funding sources/financial incentives
4. Site and install charging infrastructure for municipal EVs
5. Procure first fleet EV, use as "model"
6. Continue to replace vehicles with EV

Obstacles / Barriers: Financial barriers are considerable, therefore grants and other funding opportunities will be important. The timeline is also a consideration: depending on the status of the current fleet, not all vehicles will need replacement in next 5 years and the Township will need to prioritize.

1.6 Improve Municipal Fleet Efficiency*

Initiative Summary: Coordinate the strategic replacement (or retirement) of vehicles and improvement of driver efficiency to reduce 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.

As of the writing of this Plan, various Township departments have researched the feasibility of replacing existing fuel vehicles with electric vehicles. In some cases the technology is not yet advanced enough to meet the Township's needs (current electric garbage truck models, for example, do not have the mileage range needed to service the Township). In recent years the Township's Green Team began a Fleet Inventory for the municipality, which should be revisited, completed, and updated as needed.

Priority: High

Initiative Lead: Department of Public Works

Departments Involved: Department of Public Works, Department of Community Development, Department of Community Affairs, Department of Finance, Police Department, Fire Department, Golf Course Department, Environmental Commission and Green Team

Potential Stakeholders: Evesham Township Board of Education

Planned Start Date / Initiative Length: Ongoing / Ongoing

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Conduct and/or update comprehensive fleet inventory
2. Establish process for annual update of fleet inventory
3. Using fleet inventory findings, develop and implement protocol (ex: prohibit idling of municipal vehicles), procedures (driver training), and vehicle conversions/replacements appropriately with a goal to achieve: (a) an average fleet fuel efficiency of 35 miles per gallon for all light duty vehicles, or (b) a 20% reduction in fuel usage within four years.

Obstacles / Barriers: Comprehensive fleet development is a concentrated effort that will require the assistance of municipal personnel.

1.7 Install Public EV Charging Infrastructure*

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

In October 2022, the Township of Evesham installed its first public electric vehicle charging station at the Municipal Complex parking lot on Tuckerton Road. This charging station is used by the Police Department but is also available for use by the public. In 2023 this charging station produced an output of 25,000 kWh.

Priority: High

Initiative Lead: Department of Public Works

Departments Involved: Department of Public Works, Department of Community Development, Department of Public Information

Potential Stakeholders: PSE&G, Atlantic City Electric, PJM, car dealerships, car share providers, Marlton Business Association, Evesham Township Board of Education, Environmental Commission and Green Team

Planned Start Date / Initiative Length: Ongoing / Ongoing

Anticipated Costs / Funding Sources: NJDEP It Pays to Plug In Grant Program

Next Steps:

1. Identify strategic locations for siting public charging stations throughout the Township, targeting high-volume areas like Main Street, Marlton Crossing, Marlton Square, and other retail clusters
2. Determine if the Township wants to own/maintain charging stations, work with a sponsoring partner to fund the purchase and installation of chargers (for which they can charge customers a fee to use), or partner with a third party that will manage, install, and maintain the charging stations
3. Secure partners, if applicable, or secure installation contractor to implement charging stations
4. Educate the public regarding the locations of the charging stations using signage and by "publishing" the charger location and availability on at least on public domain "charger directory"

Obstacles / Barriers: N/A

1.8 Encourage Non-Municipal Fleets to Improve Efficiency

Initiative Summary: 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.

Priority: Medium

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Environmental Commission and Green Team, and Economic Advisory Council

Potential Stakeholders: Marlton Business Association, car dealerships

Planned Start Date / Initiative Length: 2024 / Ongoing

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Establish process for formally recognizing businesses that take steps to improve their fleet efficiency. Similarly, develop a process for businesses to report their achievements to the Borough.
2. Prepare outreach packet including information on: benefits of fleet fuel efficiency; fleet inventory tools and benefits; alternative fuel vehicle procurement; etc.
3. Develop a list of targeted commercial businesses and devise outreach strategy.
4. Work with Economic Advisory Council, Green Team, and others to implement outreach strategy.
5. On a bi-annual or quarterly basis, recognize participating businesses publicly.

Obstacles / Barriers: Preparing an outreach list with updated contacts will require concerted effort.

1.9 Encourage Workplace EV Charging Infrastructure

Initiative Summary: Meet with local employers to ask them to install workplace EV charging. If possible, offer incentives such as promotion in municipal communications, a “ribbon cutting” event with public officials, and/or a fast-tracked permitting process.

Priority: Medium

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Planning and Zoning Boards, Economic Advisory Council

Potential Stakeholders: Marlton Business Association, Environmental Commission and Green Team, Evesham Township Board of Education

Planned Start Date / Initiative Length: 2024 / Ongoing

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Determine what incentives, if any, the Township can offer to businesses for installing EV infrastructure
2. Prepare outreach packet with information on EV charging stations, including: contact information for recommended installers; installation process and estimated cost; benefits of offering EV charging; incentives offered by Township; etc.
3. Develop a list of targeted commercial businesses and devise outreach strategy, with a goal of meeting with a minimum of 5 local businesses.
4. Work with Economic Advisory Council, Green Team, and others to implement outreach strategy.
5. Implement incentives on an ongoing basis.

Obstacles / Barriers: Preparing an outreach list with updated contacts will require concerted effort.

1.10 Community EV Outreach*

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

Priority: Medium

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Fire Department, Police Department, Department of Community Development, Environmental Commission and Green Team

Potential Stakeholders: Marlton Business Association, Economic Advisory Council, Community Celebrations Committee, Evesham Township Board of Education, commercial property owners, local places of work

Planned Start Date / Initiative Length: 2024 / Ongoing

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Coordinate kick-off meeting with municipal employees and volunteer commission/committee members (Community Celebrations, Green Team, Economic Advisory Council, etc.).
2. Determine targeted outreach "audiences" and assign to each department/commission/council.
3. Each department/commission/council prepares respective outreach plan
4. Schedule check-in meetings every 2-4 months, or as needed.

Obstacles / Barriers: Requires the efforts of various Township volunteer-run committees or commissions, which will require concerted coordination on behalf of the Department of Public Information. A clear outreach strategy should be put in place prior to any outreach.

STRATEGY 2: ACCELERATE DEPLOYMENT OF RENEWABLE ENERGY AND DISTRIBUTED ENERGY RESOURCES**2.1 Adopt Supportive Zoning and Permitting for Private Solar**

Initiative Summary: Provide clear guidance/standards for solar developers and limit barriers to solar adoption such as lengthy permitting and multiple reviews. Evesham's code currently allows for solar, but standards and guidance could be provided in further detail.

Priority: High

Initiative Lead: Department of Community Development (steps 1-2), Department of Public Information (step 3)

Departments Involved: Department of Community Development, Department of Public Information, Department of Construction, Township Council, Planning Board, Environmental Commission and Green Team

Potential Stakeholders: Marlton Business Association, resident associations (e.g. homeowner's associations), local businesses

Planned Start Date / Initiative Length: 2024 / 6-9 months

Anticipated Costs / Funding Sources: \$30,000-\$60,000 / NJBPU Grants

Next Steps:

1. Review code to evaluate the extend to which solar is permitted/regulated.
2. Develop and adopt Solar Ordinance, specifically including information such as: intent/background/purpose; definitions; general regulations; and permitting fees.
3. Conduct outreach to inform residents and property owners of the solar ordinance and provide an overview.

Obstacles / Barriers: N/A

2.2 Post Solar Permitting Checklist

Initiative Summary: 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.

Priority: High

Initiative Lead: Department of Community Development (steps 1 & 5), Department of Public Information (steps 2-4)

Departments Involved: Department of Community Development, Department of Public Information, Department of Construction, Township Council, Planning Board, Environmental Commission and Green Team

Potential Stakeholders: Marlton Business Association, Economic Advisory Council, resident organizations (e.g. homeowner's associations)

Planned Start Date / Initiative Length: 2024 / 3-6 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Develop Solar Permitting Checklist.
2. Post on Township website.
3. Conduct outreach to inform residents and property owners of the solar permitting checklist and provide an overview.
4. Disperse survey to solicit feedback from users.
5. Revise checklist based on feedback.

Obstacles / Barriers: N/A

2.3 Adopt Zoning and Permitting for Community Solar

Initiative Summary: 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.

Priority: High

Initiative Lead: Department of Community Development (steps 1 & 5), Department of Public Information (steps 2-4)

Departments Involved: Department of Community Development, Department of Public Information, Department of Construction, Township Council, Planning Board, Environmental Commission and Green Team

Potential Stakeholders: Marlton Business Association, Economic Advisory Council, residential organizations (e.g. homeowner's associations), neighboring municipalities

Planned Start Date / Initiative Length: 2024 / 6-9 months

Anticipated Costs / Funding Sources: \$30,000-\$60,000 / NJBPU Grants

Next Steps:

1. Evaluate Township Code and evaluate appropriate zones and, if applicable, specific properties suitable for community solar installations.
2. Amend Township Code appropriately to reflect step 1.
3. Develop community solar permitting checklist and post to website.
4. Conduct outreach to inform property owners and developers about the community solar zoning amendments and permitting checklist.
5. Disperse survey to solicit feedback from users regarding the permitting checklist. Recruit stakeholder assistance in collecting responses.
6. Revise checklist based on feedback.

Obstacles / Barriers: N/A

2.4 Train First Responders on Solar

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

Priority: Medium

Initiative Lead: Fire Department, Police Department

Departments Involved: Evesham Fire Department, Evesham Police Department

Potential Stakeholders: N/A

Planned Start Date / Initiative Length: Ongoing/ Annual

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Prepare information packet regarding how to register for Interstate Renewable Energy Council (IREC) "Solar PV Safety for Firefighters" course (Free).
2. Send information packet to all first responder departments with link to IREC training and request that all current members complete it by a specific date.
3. Establish policy to require training for new responders annually (including volunteer firefighters and EMTs).
4. Schedule training date for same month in following year.

Obstacles / Barriers: Training will need to be scheduled around other priorities, as first responder departments are typically very busy.

2.5 Train Non-Emergency Staff on Solar

Initiative Summary: 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.

Priority: Medium

Initiative Lead: Department of Public Works

Departments Involved: Department of Public Works, Department of Construction, Department of Public Information, IT Department

Potential Stakeholders: Marlton Business Association, Environmental Commission and Green Team

Planned Start Date / Initiative Length: Ongoing / Annual

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Prepare packet including links to Solar PV Training and Resources links (articles, training) from Sustainable Energy Action Committee (SEAC) and Interstate Renewable Energy Council (IREC) (Free).
2. Send email to Construction Department, IT, Department of Community Development, and other relevant personnel and request that all code officials, planning/zoning officers, etc. complete the training and access the resources by a certain date.
3. Establish policy to require training for new personnel annually.
4. Schedule training date for same month in following year.
5. Create informational outreach package regarding the benefits of EV training and post to Township website.
6. Conduct outreach to local Solar installers, electricians, etc.

Obstacles / Barriers: Although not required as part of this initiative, the Township should take this as an opportunity to educate relevant non-municipal workers as well. Conducting outreach to non-municipal employees (local installers, electricians, etc.) will require coordination with partners such as the Evesham Green Team and Marlton Business Association.

2.6 Install On-Site Municipal Renewable Generation

Initiative Summary: 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.

Priority: High

Initiative Lead: Department of Community Development (steps 1 & 4), Department of Finance (steps 2-3), Department of Public Information (step 5), IT Department (step 6)

Departments Involved: Department of Community Development, Department of Finance, Department of Public Information, IT Department, Township Council, Township Engineer, Environmental Commission and Green Team

Potential Stakeholders: Renewable energy developer(s), local media

Planned Start Date / Initiative Length: 2024 / 1-5 years and periodically reviewed

Anticipated Costs / Funding Sources: Power purchase agreements, green bonds, renewable energy grants such as NJ Clean Energy's Successor Solar Incentive (SuSI) Program

Next Steps:

1. Prepare a siting analysis to determine appropriate locations and size of potential solar, wind, or geothermal project(s) on municipal property.
2. Prepare a comparative summary of costs and/or cost benefit analysis to determine which renewable energy source (solar, wind, or geothermal) is most cost-effective and has the highest potential for monetary savings and energy efficiency.
3. Decide on an ownership model for the project – buy outright, finance, contract with a developer, etc.
4. After selecting a site and renewable energy source type, solicit bids and select a vendor to undergo construction and commissioning process.
5. When construction is complete, disseminate information to the community regarding the project. If applicable, designate point of contact to manage project viewings, press, etc.
6. Owner of project (municipality or developer) begin tracking system performance on a regular basis and ensure that the project receives sufficient maintenance.

Obstacles / Barriers: One of the more demanding initiatives in terms of time, personnel, and cost. This initiative will require concerted coordination.

2.7 Buy Renewable Energy for Municipal Facilities

Initiative Summary: 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.

Priority: Medium

Initiative Lead: Township Manager, Department of Finance

Departments Involved: Township Manager, Department of Finance

Potential Stakeholders: Energy consultant, energy buying pool

Planned Start Date / Initiative Length: Ongoing / Ongoing

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Form team, set goals, and identify opportunities for community education, outreach, and civic engagement.
2. Conduct research to identify options; determine if there is an existing local aggregation pool to procure with. If pursuing an independent supply agreement instead, issue a RFP and secure provider through resolution.
3. Finalize procurement process.

Obstacles / Barriers: The timeline of this process will vary depending on whether the Township decides to join an existing aggregation pool or pursue an independent supply agreement. This initiative may require significant outreach/support building within the community. Further, if the Township is already part of a different energy purchase contract, the Township may have to wait until the contract expires to contract with a new provider.

2.8 Offer a Solar Employee Benefit Program

Initiative Summary: 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.

Priority: Medium

Initiative Lead: Department of Human Resources

Departments Involved: Department of Human Resources, Township Manager, Department of Finance

Potential Stakeholders: Municipal employees, Evesham Township School District, Department of Public Works, local solar developer(s)/installer(s)

Planned Start Date / Initiative Length: Ongoing / 4-6 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Create interest form for circulation amongst Township employees and retirees (if desired), including the Municipal Utilities Authority and the School District. Determine if there is enough interest to pursue an employee solar benefits plan. Determine if additional persons should be added to the pool (i.e. student families of school district).
2. If the interest is substantial, conduct research to find solar installer options.
3. Secure solar installer and enter into agreement.
4. Advertise program to Township employees through internal messaging system; circulate registration form and request that all employees opt in or out by a certain date.
5. Facilitate remainder of process; employees will receive a quote through the purchasing plan and will determine if they want to participate or not.

Obstacles / Barriers: Some employees may not own their homes or be in a position to install rooftop solar. An alternative employer-provided solar program is to offer a sort of "community solar plan" for employees, in which employees receive solar benefits from an off-site installation and receive cost-savings through solar credits.

2.9 Institute a Community-Wide Solar Purchasing Program

Initiative Summary: Partner with solar installers or a solar marketplace to offer special pricing on solar installations to residents and/or businesses for a limited time. Solicit bids for a solar installer partner with a Request for Proposals, 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.

Priority: High

Initiative Lead: Township Manager, Township Council

Departments Involved: Township Manager, Township Council, Township Attorney, Department of Public Information

Potential Stakeholders: Evesham Township Community Celebrations Committee, local solar developer(s)/installer(s), local media, homeowner's associations, local home improvement stores, local sports teams/civic organizations, local faith-based organizations

Planned Start Date / Initiative Length: 2024 / 6-8 months

Anticipated Costs / Funding Sources: \$5,000-\$15,000 / NJBPU Grants

Next Steps:

1. Devise outreach strategy.
2. Prepare and release RFP to select installer(s).
3. Conduct public education and outreach campaign to recruit participants.

Obstacles / Barriers: It is important that all outreach regarding such a program be done with Township branding in order to legitimize the program for residents/participants, otherwise the program may not be well received.

2.10 Implement Renewable Government Energy Aggregation (R-GEA)*

Initiative Summary: 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.

Priority: Low

Initiative Lead: Township Manager

Departments Involved: Township Manager, Township Mayor and Council, Township Attorney, Department of Public Information, Environmental Commission and Green Team, R-GEA Consultant

Potential Stakeholders: Energy consultant(s), local media, neighboring municipalities

Planned Start Date / Initiative Length: 2027 / 6-12 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Determine if there is a strategic opportunity to pursue R-GEA with nearby municipalities.
2. Issue RFP for R-GEA consultant.
3. Governing Body to pass an authorizing ordinance approving selected R-GEA consultant.
4. Define and implement community outreach plan regarding R-GEA.
5. R-GEA consultant will manage procurement process.

Obstacles / Barriers: R-GEA programs can be divisive amongst communities, and therefore the RFP and engagement process should be as transparent, participatory, and inclusive as possible.

Note from Sustainable Jersey: "Other than the effort associated with the ordinance and staff effort to engage the energy consultant, there are typically few (if any) costs to the municipality for implementing an R-GEA. The energy consultant's fees are typically reflected in a kilowatt-hour (kWh) based fee added to the winning supplier's price. The fee is paid by the supplier directly to the energy consultant. The municipality, therefore, does not spend money to make use of the energy consultant's services."

2.11 Support Community Solar as Project Ambassador

Initiative Summary: 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.

Priority: Medium

Initiative Lead: Department of Public Information, Environmental Commission

Departments Involved: Department of Public Information, Department of Community Affairs, Environmental Commission and Green Team

Potential Stakeholders: Marlton Business Association, Evesham Township Community Celebrations Committee, community solar developers, community solar project hosts, faith-based organizations, civic organizations

Planned Start Date / Initiative Length: Ongoing / 4-12 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Prepare a list of existing community solar projects serving Evesham and initiate contact with those developers; request information for a community packet.
2. Develop an informational packet including information on community solar benefits, how it works, and what it means to be an anchor institution and/or sponsor community solar subscriptions.
3. Prepare a list of organizations and businesses in Evesham that could serve as potential "anchor institutions" and initiate contact; schedule meeting with representatives from Township, community solar developer, and business to discuss.
4. Prepare a list of potential organizations, businesses, educational facilities, and faith-based organizations that could support solar subscriptions for Low to Moderate Income (LMI) households in Evesham; schedule meeting with representative from Township and organization.
5. Prepare informational packet for the public, with a portion dedicated to recruiting LMI households for free or subsidized solar subscriptions; disperse.

Obstacles / Barriers: Identifying anchor institutions and solar sponsors may pose a challenge.

2.12 Support Community Solar as Outreach Coordinator*

Initiative Summary: 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).

Priority: High

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Department of Community Affairs, Environmental Commission and Green Team

Potential Stakeholders: Marlton Business Association, Evesham Township Community Celebrations Committee, Evesham Township School District, community solar developers, local media, faith-based organizations, civic organizations

Planned Start Date / Initiative Length: Ongoing / 4-6 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Identify community solar options serving Evesham; prepare informational packet for residents including information on benefits of community solar, monthly energy credits, monthly costs, options, etc.
2. Prepare outreach plan, including promotional materials, workshops, outreach at events, etc.
3. Implement outreach plan, specifically targeting opportunities to reach LMI households.

Obstacles / Barriers: N/A

2.13 Host a Community Solar Project on Municipal Property

Initiative Summary: 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.

The Township adopted the "Evesham Landfill Solar Energy Redevelopment Plan" in August 2023. This Plan permits the redevelopment of a capped former municipal landfill (located at 540 and 545 Tomlinson Mill Road) into a solar energy facility. As of January 2024, the Township is in the process of searching for a solar developer for this Area, with the intent of developing a community solar project. The Township Engineer, RVE, has been tasked with providing a preliminary engineers estimate for the design and construction of the former landfill site as well as for solar canopies at the municipal building and golf course parking lots.

Priority: High

Initiative Lead: Township Council

Departments Involved: Township Council, Department of Community Development, Township Engineer, Township Planner/Planning Board

Potential Stakeholders: Marlton Business Association, Environmental Commission and Green Team, community solar developer(s), neighborhood associations

Planned Start Date / Initiative Length: 2024 / 1-5 years

Anticipated Costs: \$39,961,552 (Landfill: \$32,760,000 | Solar Canopy at Municipal Building Parking Lot: \$4,488,960; Solar Canopy at Golf Course Parking Lot: \$2,342,592 | Additional Costs: \$100,000)

Potential Funding Sources / Grant Opportunities:

1. **Future iterations of the *Energy Efficiency and Conservation Block Grant (EECBG) Program: Competitive*, awarded by the US Department of Energy's Office of State and Community Energy Programs.** This program provides flexible funding to local governments to pursue activities such as clean energy deployment. One such eligible use of the funding is to develop, implement, and install on-site renewable energy on or in a government building. This funding would not be applicable for the Evesham Landfill Solar Energy Redevelopment Area, but could be leveraged for installations at the municipal building, for example.

2. **The upcoming *Greenhouse Gas Reduction Fund (GGRF): General Assistance and Low-Income & Disadvantaged Communities Grant Program*, awarded by the US Environmental Protection Agency.** The program is anticipated to be announced in early Summer 2024 and is eligible for use by local governments to implement projects that reduce or avoid greenhouse gas emissions and other forms of air pollution.

Next Steps:

1. Prepare a siting analysis and determine Township's opportunity areas to host a community solar project on municipal property, including rooftops, parking lots, etc.
2. Consider all potential grants available to the Township to fund design and construction and/or issue RFP for community solar developer; select developer.
3. Enter into lease, redevelopment agreement, or power purchase agreement (whichever is applicable to site and most beneficial to the Township) with developer.

Obstacles / Barriers: Other than the former Landfill, it is unclear if there are other opportunity sites for Evesham to host a community solar project on municipal land.

STRATEGY 3: MAXIMIZE ENERGY EFFICIENCY AND CONSERVATION AND REDUCE PEAK DEMAND

3.1 Upgrade Energy Efficiency for Municipal Facilities

Initiative Summary: 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.

Between 2009 and 2017, the Township received support for 7 C & I Retrofit projects through the NJCEP. Additionally, the Evesham Fire District received support for 5 Direct Install projects, and the Evesham Municipal Utilities Authority received support for 1 Direct Install project during this time. In December 2022, the Township Engineer (RVE) prepared a Building Assessment for the Township of Evesham, including preliminary estimates for needed energy efficiency-related upgrades at the Memorial Park 90' Bathrooms, Memorial Park Concession Stand and Seating Area, Memorial Park Concession Stand Restroom, Evesham Township Municipal Building, and the Recreational Center "Blue Barn." The Township continues to pursue energy efficiency upgrades for its facilities.

Priority: High

Initiative Lead: Township Manager

Departments Involved: Township Manager, Department of Public Works, Fire Department, Evesham Municipal Utilities Authority, Department of Finance, Department of Public Information

Potential Stakeholders: Marlton Business Association, Environmental Commission and Green Team, local media, PSE&G, Atlantic City Electric, PJM, and other utility program/grant providers.

Planned Start Date / Initiative Length: Ongoing / Ongoing

Anticipated Costs / Funding Sources: \$3,760,500-\$5,000,000 / NJCE's LGEA Program, NJCE's Energy Savings Improvement Program (ESIP), PSE&G's Energy-Efficient Equipment Incentives or Customer Efficiency Project Incentives, PSE&G Direct Install Program, Atlantic City electric Engineered Solutions and Energy Management Programs

Next Steps:

1. Prepare and submit application(s) for NJCE's Local Government Energy Audit (LGEA) program and similar programs which offer free energy audits as well as subsidies for energy efficiency upgrades.
2. Schedule municipal, fire department, MUA, and other applicable buildings for energy efficiency audits.
3. Schedule meeting with appropriate department leads to determine and prioritize building energy efficiency upgrade needs.
4. Prepare spending plan for upgrades, factoring in any financial grants.
5. Pursue energy efficiency upgrades in order of priority/audit results.
6. Work with IT Department to track energy efficiency of upgraded buildings.
7. Publish information on website regarding upgrades and resultant improvements in energy usage and cost savings.

Obstacles / Barriers: Costs may provide a challenge, but there are many incentives and subsidies available.

3.1.1 Integrate IT Functions into Energy Efficiency Goals

Initiative Summary: Implement training and utilize IT functions and tools to track and monitor building energy efficiency before and following building improvements, and to optimize existing systems. Track and incorporate municipal building efficiency monitoring into outreach to provide a model for community.

Priority: Medium

Initiative Lead: IT Department

Departments Involved: IT Department, Township Manager, Department of Public Works

Potential Stakeholders: PSE&G, Atlantic City Electric, PJM, energy efficiency consultant

Planned Start Date / Initiative Length: Ongoing / Ongoing

Anticipated Costs / Funding Sources: Future iterations of the Office of Energy Efficiency and Renewable Energy's (EERE) "Building Energy Efficiency Frontiers & Innovation Technologies" (BENEFIT) Grant, Department of Energy's (DOE) Energy Efficiency and Conservation Block Grant (EECBG) Program

Next Steps:

1. Engage consultant to (a) develop informational/training packet on the best practices in efficiency monitoring, including information on software used for occupancy monitoring and performance monitoring of factors such as energy consumption and indoor environmental quality, and (b) assist in implementation.
2. Require that IT personnel undergo training; establish policy for ongoing training on an annual or as-needed basis.
3. Provide Department of Public Information with quarterly updates to be included within communications to public.

Obstacles / Barriers: May require the introduction of new software programs/applications typically associated with Internet of Things (IoT) work, rather than IT work; may require additional training and funding.

3.2 Residential Energy Efficiency Outreach Campaign*

Initiative Summary: 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.

Priority: High

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Environmental Commission and Green Team

Potential Stakeholders: Evesham Township Community Celebrations Committee, Evesham Township School District, faith-based organizations, civic organizations, homeowner's associations, local media, local sports teams and afterschool programs

Planned Start Date / Initiative Length: 2024 / 10-12 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Create an outreach page on the Township website specifically dedicated to residential energy efficiency information; highlight programs/incentives offered by New Jersey's Clean Energy Program (NJCEP), PSE&G Home Energy Assessments, and New Jersey Comfort Partners (for income-eligible customers).
2. Develop outreach plan, (a) specifying scheduled series of informational workshops and events and (b) identifying outreach partners, such as Green Team, Community Celebrations Committee, school district, sports teams, and faith-based organization.
3. Initiate contact/work with identified outreach partners to disperse information about energy efficiency programs and workshops.
4. Share program information across social media platforms, newsletters, etc.

Obstacles / Barriers: N/A

3.3 Commercial Energy Efficiency Outreach Campaign*

Initiative Summary: 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 program.

Priority: High

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Township Mayor, Environmental Commission and Green Team, Economic Advisory Council

Potential Stakeholders: Marlton Business Association, Evesham Township Community Celebrations Committee, local media, commercial developers

Planned Start Date / Initiative Length: 2024 / 10-12 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Identify and meet with PSE&G and Atlantic City Electric representatives and become familiar with incentive programs offered for commercial buildings.
2. Develop outreach strategy and schedule of workshops/events (such as breakfast with the Mayor) regarding commercial building energy efficiency; establish green business recognition program to recognize businesses that participate in programs.
3. Compile a list of local businesses and commercial developers to target with outreach and education.
4. Compose letter from/signed by the Mayor on Township letterhead promoting Direct Install, other incentives for commercial buildings, green business recognition program, and schedule of workshops; mail out to identified businesses utilizing Township stationery.
5. Work with PSE&G representative to conduct follow-ups to businesses (follow ups should be led by representative) and to track participation rates.

Obstacles / Barriers: N/A

3.4 Conduct Energy Efficiency Outreach to Large Energy Users

Initiative Summary: 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.

Priority: Low

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Township Mayor, Environmental Commission and Green Team, Economic Advisory Council

Potential Stakeholders: Marlton Business Association, Rutgers University Center for Green Building, PSE&G, Atlantic City Electric, and PJM

Planned Start Date / Initiative Length: 2024 / 10-12 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Identify and meet with PSE&G and Atlantic City Electric representatives and become familiar with incentive programs offered for commercial buildings; identify largest commercial energy users in Township.
2. Establish green business recognition program to recognize businesses that participate in programs.
3. Schedule welcome event for targeted businesses (i.e. breakfast with Mayor, social hour with Green Team, etc.).
4. Compose letter from/signed by the Mayor on Township letterhead inviting business representative(s) to welcome event and promote energy efficiency incentives and green business recognition program; mail out to identified businesses utilizing Township stationery.
5. Work with PSE&G representative to conduct follow-ups to businesses (follow ups should be led by representative) and to track participation rates.

Obstacles / Barriers: Identifying largest commercial energy consumers in Township may pose a challenge, depending on the information that the utility can release to the Township. May need to get information from NJBPU.

STRATEGY 4: REDUCE ENERGY CONSUMPTION AND EMISSIONS FROM THE BUILDING SECTOR

4.1 Construct New Municipal Buildings as Model Green Buildings

Initiative Summary: 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.

The Township is currently in the bid process to replace its existing driving range pro shop; this creates a keen opportunity to rebuild it as a model green building. Additional opportunities to construct green buildings should be evaluated periodically.

Priority: High

Initiative Lead: Township Manager

Departments Involved: Township Manager, Department of Finance, Township Mayor/Council, Township Planner/Planning Board, Township Engineer, Township Attorney, Department of Construction, Department of Public Works, Fire Department, Police Department, Department of Recreation, Department of Community Development

Potential Stakeholders: Green Building consultant, building architects and developers, Rutgers University Center for Green Building, local media

Planned Start Date / Initiative Length: 2024 / 1-5 years

Anticipated Costs / Funding Sources: \$3,000,000 for Driving Range Pro Shop / capital projects budget, golf course revenue, green bonds

Next Steps:

1. Prepare inventory of all municipal buildings, including information such as: year constructed; primary use(s)/department; previous improvements; annual maintenance costs; indication of whether the building has participated in energy efficiency programs and/or utilizes renewable energy; annual energy costs. (conduct energy audits, if necessary)
2. Meet with a representative from each municipal facility and develop list of building improvement/upgrade needs.
3. Develop points-based ranking system to prioritize order of building replacement; create "wait list".

4. As buildings require significant upgrades, consider replacement with new construction; if determined to be the right timing, pursue new construction with green building design elements.
5. Issue RFP/hire consultant to lead design/construction process.

Obstacles / Barriers: Timing and need should be considered; because of the cost and resources needed, this initiative should be implemented as building replacements are needed, not sooner.

4.2 Encourage Benchmarking and Commissioning for Existing Buildings

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

Priority: Low

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Township Mayor, Environmental Commission and Green Team, Economic Advisory Council

Potential Stakeholders: Marlton Business Association, Evesham Township Community Celebrations Committee, local media, commercial developers

Planned Start Date / Initiative Length: 2024 / 10-12 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Develop informational packet regarding building benchmarking and commissioning; post to Township website.
2. Develop outreach strategy and schedule of workshops/events (such as breakfast with the Mayor) regarding building benchmarking and commissioning; if possible, identify existing commercial model building in Township.
3. Compile a list of local businesses to target with outreach and education.
4. Compose letter from/signed by the Mayor on Township letterhead promoting building benchmarking and commissioning and schedule of workshops; mail out to identified businesses utilizing Township stationery.
5. Conduct follow-ups with businesses and track participation.

Obstacles / Barriers: N/A

4.4 Conduct Outreach Targeting New Construction in the Community

Initiative Summary: Reach out to developers to encourage participation in NJCEP's New Construction Energy Efficiency incentive programs.

Priority: Low

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Township Mayor, Environmental Commission and Green Team, Economic Advisory Council

Potential Stakeholders: Builders trade associations, building architects and developers

Planned Start Date / Initiative Length: 2024 / 10-12 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Develop informational packet regarding NJCEP's New Construction Energy Efficiency incentive programs; post to Township website.
2. Develop outreach strategy and schedule of workshops/events (such as breakfast with the Mayor) regarding new construction incentive programs.
3. Compile a list of local developers of new/proposed construction to target with outreach and education.
4. Compose letter from/signed by the Mayor on Township letterhead promoting incentive programs and workshops/events; mail out to identified developers utilizing Township stationery.
5. Conduct follow-ups with developers and track participation.

Obstacles / Barriers: N/A

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**

Initiative Summary: 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.

Throughout the Community Energy Plan development process, the Township has made efforts to engage the community inclusively. These efforts should be continued and heightened as community energy planning proceeds in the Township.

Priority: High

Initiative Lead: Department of Community Development

Departments Involved: Department of Community Development, Department of Public Information, Department of Community Affairs, Department of Recreation, Environmental Commission and Green Team

Potential Stakeholders: Evesham Township Community Celebrations Committee, Evesham Township School District, local media, meeting hosts (libraries, businesses, etc.), faith-based organizations, civic organizations

Planned Start Date / Initiative Length: Ongoing / Ongoing

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Release call for resident volunteers to serve on planning team, prioritizing low- to moderate-income residents; form Develop planning team combining municipal employees and resident volunteers.
2. Review December 2023 survey results regarding resident participation and availability; conduct additional research at community events, via digital communications, etc.
3. Work with identified community partners (meeting hosts, school district, faith-based organization, etc.) to promote engagement opportunities, conduct surveys, and recruit volunteers as needed.

Obstacles / Barriers: In order to equitably accommodate as many residents as possible, it will be important to understand when residents are available and in which mediums they prefer to participate. This information was collected as part of the initial CEP community survey, but future work may be needed to develop a comprehensive understanding of the community's scheduling needs, with a particular focus on low- and moderate-income households. The Township might also consider providing transportation to/from meetings for residents without reliable access to transportation.

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

Initiative Summary: 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).

Priority: High

Initiative Lead: Department of Community Affairs

Departments Involved: Department of Community Affairs, Department of Public Information, Department of Community Development, Environmental Commission and Green Team, Evesham Township Community Celebrations Committee

Potential Stakeholders: Evesham Township School District, CGP&H (Township Administrative Agent), faith-based organizations, civic organizations, affordable housing owners and managers

Planned Start Date / Initiative Length: Ongoing / 10-12 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Compile information regarding (a) PSE&G and Atlantic City Electric residential rebates, discounts, and home energy assessments and (b) New Jersey Comfort Partners Program; prepare information packet on these programs, benefits of energy efficiency, and dates of Township workshops and/or assistance regarding these programs.
2. Identify organizations in the Township that serve low- and moderate-income residents; compile list.
3. Schedule meeting with representatives from identified organizations; distribute informational packets and request assistance in dispersing information to low- and moderate-income residents served by these organizations.
4. Distribute informational packet digitally on website and social media.
5. Host workshops and/or provide assistance to residents wishing to apply for programs.
6. Canvas at community celebrations events.

Obstacles / Barriers: N/A

6.4 Support Low- and Moderate-Income Community Solar Subscriptions*

Initiative Summary: As a partner in a community solar project, implement a policy that reserves some project capacity for LMI residents and/or a discount for LMI subscribers to the project.

Priority: High

Initiative Lead: Township Manager

Departments Involved: Township Manager, Evesham Township Municipal Utilities Authority, Department of Public Information, Department of Finance, Township Attorney, Environmental Commission and Green Team

Potential Stakeholders: Evesham Township School District, Evesham Township Community Celebrations Committee, community solar developer(s), faith-based organizations, civic organizations, affordable housing owners and managers

Planned Start Date / Initiative Length: Ongoing / 6-8 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Utilizing the New Jersey Community Solar Project Finder, identify local solar developers; create list.
2. Conduct outreach to developers and schedule meetings with any of those in the process of developing new community solar projects that will serve Evesham, with the intention to discuss being a municipal partner (project supporter or site host).
3. Negotiate conditions of partnership to include requirements that benefit low- and moderate-income residents, such as: reserve 51% of the community solar project capacity for low- and moderate-income residents; offer discounted subscription prices (15% off or more) for low and moderate-income residents; and/or offer low-and moderate-income contracts that are shorter in length/will not incur penalties and will not increase in cost throughout the contract.
4. Finalize contract and provide support to developer throughout site plan/permitting process.
5. Develop outreach/marketing campaign including paper media, digital media, and outreach at community events and via organizations that serve low- and moderate-income residents.

Obstacles / Barriers: N/A

6.5 Conduct Energy Efficiency Outreach to Community-Serving Institutions

Initiative Summary: 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 different types of organization with different needs.

Priority: Medium

Initiative Lead: Department of Public Information

Departments Involved: Department of Public Information, Department of Community Affairs

Potential Stakeholders: Marlton Business Association, affordable housing owners and managers, health clinics, faith-based organizations, civic organizations, community foundations

Planned Start Date / Initiative Length: Ongoing / 4-6 months

Anticipated Costs / Funding Sources: N/A

Next Steps:

1. Create list of identified organizations in Evesham with limited capacities that serve the community.
2. Develop informational packet regarding state and PSE&G/Atlantic City Electric energy efficiency programs and incentives, energy efficiency benefits and cost savings, etc. Schedule a list of informational/technical assistance workshops; include these dates in packet.
3. Conduct outreach to identified organizations and send informational packet.
4. Perform periodic follow-ups with organizations to offer assistance/provide information.

Obstacles / Barriers: There are limited community-serving organizations in Evesham. The Township may also look to support such organizations in neighboring municipalities that share an overlap in constituency.

STRATEGY 7: EXPAND THE CLEAN ENERGY INNOVATION ECONOMY

7.1 Adopt Energy Storage Policies*

Initiative Summary: 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.

Priority: Medium/Low

Initiative Lead: Department of Community Development

Departments Involved: Department of Community Development, Department of Construction, Department of Public Information, Township Council, Township Planner/Planning Board, Township Engineer, Township Manager, Township Attorney, Environmental Commission and Green Team

Potential Stakeholders: PSE&G, Atlantic City Electric, PJM, energy storage companies

Planned Start Date / Initiative Length: 2024-2026 / 2 years

Anticipated Costs / Funding Sources: \$30,000-\$60,000 / NJBPU Grants

Next Steps:

1. Utilizing NYSERDA's "New York Battery Energy Storage System Guidebook for Local Governments - Model Law" document as a reference, draft language permitting battery energy storage systems within the code. Specifically, this should specify the applicable standards and requirements.
2. Adopt modified model law.
3. Update appropriate chapters within Township code to reflect the standards of the newly adopted ordinance.
4. Post standards and requirements on website; conduct outreach to local developers.
5. Circulate information internally amongst municipal employees; host department meetings ensuring all relevant employees are aware.

Obstacles / Barriers: A model ordinance for New Jersey has not been released; closest reference is NYSERDA's model law, which can provide a foundation but will need to be closely examined to ensure alignment with NJ law.

7.2 Install an Energy Storage System

Initiative Summary: 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.

Priority: Low

Initiative Lead: Department of Community Development

Departments Involved: Department of Community Development, Department of Finance, Department of Public Information, IT Department, Township Council, Township Engineer, Township Attorney, Environmental Commission

Potential Stakeholders: Energy storage companies

Planned Start Date / Initiative Length: 2024-2026 / 2 years

Anticipated Costs / Funding Sources: Capital projects budget, Department of Energy (DOE) “Energy Storage Demonstration and Pilot Grant Program” and similar funding opportunities

Next Steps:

1. Work with Township Engineer to determine appropriate location, specs, etc. of a energy storage system for the Township.
2. Gather team and prepare information for RFP: goal of the project; project description, including power and energy minimums; scope of work, including roles and timelines; operational specifications; system and design requirements; location of work; project deliverables and expectations; budget; terms and conditions.
3. Draft and issue RFP for municipal energy storage installer.
4. Solicit bids and select a contractor to undertake construction and commissioning process.
5. Train appropriate Township personnel on energy storage system monitoring and maintenance.

Obstacles / Barriers: Energy storage systems work in tandem with renewable energy sources; prior to installation of an energy storage system, plans/implementation for a renewable energy system in the Township must first be in place.