

SUPPORT FOR MUNICIPAL ENERGY DIETS
SUBMITTED BY

Name of Organization: New Jersey Natural Gas Company

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Objective

- Attain technically feasible efficiency and conservation gains of 77.2 trillion BTUs of non-electric heating demand by 2020.
- Attain technically feasible electricity efficiency and conservation gains of 19.95 million MWhs by 2020.

Strategy

Support municipalities that wish to follow the lead set by West Orange in establishing an energy diet for their community. Building upon some programming developed for municipal aggregation, utilities may be able to provide meaningful weather-normalized data to interested municipalities. This data could set a baseline for the starting “weight” on their diet and subsequent measurements could track their progress. Without insight from the utilities who have expertise in the weather normalization of data, it will be difficult for municipalities to assess whether they have really made any progress since weather patterns could significantly skew any results they might attempt to collect on their own. Additionally, utility personnel may be able to serve as a resource for helping to educate municipal leaders on conservation and energy efficiency opportunities.

In the event that some of the municipalities that seek to pilot such initiatives are successful, it would be appropriate to consider developing a standard starter kit of resources for other municipalities that are interested.

Responsible Party

- Utilities
- Municipalities interested in advancing the EMP goals.

Timeline of action

Statewide steps

- Gauge interest from municipalities
- Agree upon information to be provided and format.
- Modify utility programs.
- Offer to interested municipalities.

NJNG may propose a similar pilot program within our June 1, 2007 CIP filing

Strategy outcome

Municipalities can become a strong presence in the grass roots effort to achieve the EMP energy efficiency reductions.

New Jersey citizenry is more educated and informed of the benefits of energy efficiency and conservation.

Implementation cost

Estimated costs are unique to each particular campaign. They will be a function of how municipalities would like to use the information and will reflect the number of customers involved in the campaign as well as the communication channel. There could be programming costs by utilities. Other costs would be borne by the municipality.

Source of Funding

(see comment in Implementation Cost section)

Funding sources	Yes	No
Private sector funds		
	Depends upon initiative	
Public sector funds		No
Consumer/ratepayer Funds		
	Depends upon initiative	

Indicators

- Number of eligible participants in particular campaigns
 - Some programs can capture participants that took action as a result of the program
- Normalized average use per customer for participating municipalities

Source

- Utilities
- NJCEP

A. Current state of indicator

B. Indicator Projection to 2020.