



West Orange Energy Diet Campaign Program Template:

Mission

- **DEFINE MISSION STATEMENT** – define your municipality's energy conservation program, mission and goals by creating a mission statement. Below is an example.

The _____ Energy Diet is a comprehensive energy conservation program that is a grassroots, town-wide campaign, with a goal to reduce energy consumption in _____ by _____% in our community thereby reducing our carbon footprint while we save money, the environment and our natural resources and create a culture of conservation in the municipality through education, communication, behavior modification and remediation.

Strategic Plan

- **CREATE AN ENERGY CONSERVATION STRATEGIC PLAN** - a strategic plan will outline how you intend to reach the goals and fulfill the mission set forth in the program mission statement.
- **PROGRAM ELEMENTS** – the general outline for the West Orange Energy Diet program elements are listed below. Each element should be defined as to their specific goals and include a clear action plan for facilitation within your strategic plan.

Main Program Elements

The program involves residents, business, the Board of Education and the municipal administration in a comprehensive plan for energy conservation through;

- **ENERGY AUDIT AND EVALUATION** – Engage in an energy audit in all public buildings and Board of Education buildings including vehicle energy use. Encourage residents and businesses to do the same by logging on to the BPU website and taking the Energy Audit for home or business.
www.njcleanenergy.com
- **BEHAVIOR MODIFICATION** – Change behavior as recommended, for example, turn off the lights when leaving a room, lower the thermostat, take shorter showers, use power strips and turn off non-necessary appliances when not in use, drive less, bike and walk more.
- **INFRASTRUCTURE REMEDIATION** – Encourage infrastructure remediation, for example, insulating homes and businesses, using energy star rated light bulbs, installing alternative forms of energy units, purchasing energy star rated home and office appliances or, purchasing a hybrid vehicle.
- **EDUCATION** – Create signature events, incorporate art, music or the public library into your programs. Create contests and incentive programs. Provide a continuous and easy access to information through media, municipal information channels and cross marketing initiatives with other public entities and/or businesses and organizations. Include the program as a partner in all municipal activities and communications.

Outreach –

- **ENERGY CONSERVATION COMMITTEE OR COMMISSION-** Organize a group of volunteers that includes residents, community leaders, municipal and school representative and business to organize and promote the program.

- **DOCUMENT** - Create a 'Compact' or agreement for participants to sign up to participate and to generate a participant contact list.
- **MARKETING PLAN** - Design a marketing plan for the program including the creation of a program logo, evaluation of your budget for fee based advertising, signage and POE opportunities.

Program Evaluation-

- **CHART PROGRESS** - Compare participant electric, natural gas and petro bills using a start and end date for your program.
- **BENCHMARKS** - Create achievable benchmarks for your community on a billing calendar cycle.
- **COMMUNICATE** - Communicate results to residents with signage and/or municipal information streams and local media.

ADDITIONAL CONSIDERATIONS -

- Include business and industry conservation campaign partners as in the Board of Public Utilities, PSE&G, and local corporations.
- Include your municipal recycling program in the energy conservation program as a way to further lessen the municipality's carbon footprint.
www.carbonfootprint.com
- Involve your local bike club, environmental groups and open space committees.
- Stay current with state-wide and national efforts. Sign the [US Mayors Climate Protocol Agreement](#), advocate your legislators at the State and Federal level for real and systemic energy policy changes.

“In West Orange, the birthplace of the age of invention and the home of Thomas Edison we ‘invented’ this energy conservation template as a municipal matrix to share with others so we all can do our part to stem the tide of the effects of global warming. Mayors across the state of New Jersey are taking initiatives to reduce energy consumption in their communities. Working together at the municipal level, we can begin to reverse the damage, ensuring a healthy environment and bright future for our children and grandchildren.”

Mayor John F. McKeon