The BOROUGH *of* HIGHLAND PARK

County of Middlesex, State of New Jersey

P.O. BOX 1330

HIGHLAND PARK, NEW JERSEY 08904

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Dear Highland Park Resident:

The Borough of Highland Park is pleased to announce our new "Town-Wide Home Energy Assessment" program. For a special rate of $49, Highland Park homeowners can get a comprehensive home energy assessment and qualify for a up to a $5,000 rebate and $10,000 ZERO interest loan to cover the cost of improvements to your home. This is an official program of the Borough of Highland Park, and available only to Highland Park residents.

This program can help people achieve up to 30% savings on their energy bills while reducing their environmental impact. In most cases the monthly savings on your energy bills will far exceed the monthly loan payments. The program covers insulation, windows, doors, heating, cooling, and hot water, among others. You can improve the value, comfort, health, and safety of your home while saving money. The program is made possible at no cost to local taxpayers by aggressive pursuit and leveraging of federal and state incentives, and utilizing the Borough's group negotiating power.

I encourage everyone to take advantage of the program and by contacting the Borough's contractor CIEL Power at www.CielPower.com/HighlandPark or call 201-632-3463.

The Town-Wide Home Energy Assessment program is part of a broader Borough campaign called "It's In Our Power Highland Park." We are asking all members of the community to take steps to reduce energy consumption and lower greenhouse gas emissions, and are providing everyone in town with assistance to help cut energy bills, create a cleaner, healthier community, and protect our planet for future generations. We have already taken advantage of state and federal incentives to lower energy costs and save tax dollars in Borough buildings.

There are specific things that renters, homeowners, businesses, and congregations and groups can do to participate in the campaign. In addition to the Town-Wide Home Energy Assessment Program, we encourage every member of the community to visit the It's In Our Power website and "pledge" to do your part help us do our part to address climate change and the ongoing energy crisis. If Highland Park reaches its energy reduction goals, our community's efforts will become a model for future state and national energy programs. Please visit the It's In Our Power Website at www.OurPowerHighlandPark.org to "Take the Pledge" and learn more.

If you have any questions, you can reach me at (732) 819-3782. If you need further assistance regarding the campaign please contact our Energy Coordinator, Matthew Kaplan, at mkaplan@hpboro.com. Thank you for participating in this important effort.

Sincerely,

Mayor Gary Minkoff