



# **Residential Energy Efficiency Outreach Campaigns: A Guide for Municipalities and Green Teams Webinar**

**December 4, 2019**



# Getting Started on Energy Actions Webinars

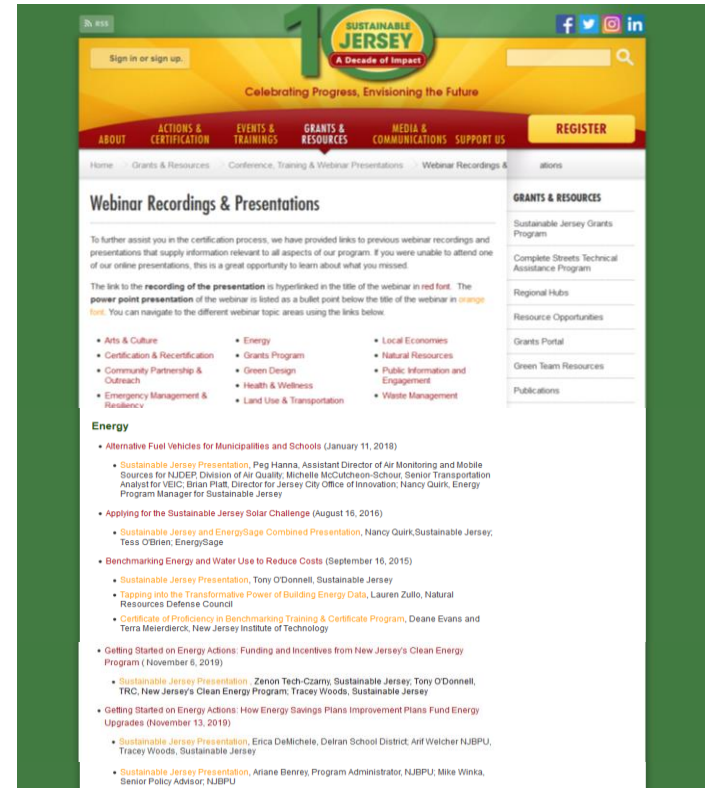
Video Recordings of these webinars  
are available on the  
webinar page on  
SustainableJersey.com

**Planning Solar to Serve the Whole Community**

**Funding and Incentives from New Jersey's Clean  
Energy Program**

**How Energy Savings Improvement Plans (ESIP)  
Fund Energy Upgrades**

<http://www.sustainablejersey.com/grants-resources/conference-training-webinar-presentations/webinar-recordings-presentations/>



# Webinar Panelists

## **Michele Calabrese**

Clear Result, New Jersey's Clean Energy Program

## **Matthew Blake**

Director of Community Development for Woolwich

## **Steve Gallo**

Business Administrator of Keyport

## **Tracey Woods**

Sustainable Jersey



# Topics

- Sustainable Jersey Residential Energy Efficiency Outreach Action
- Incentives from New Jersey's Clean Energy Program
- Case studies



# Residential Energy Efficiency Outreach Action

## **Why are municipal outreach campaigns important?**

Homes are significant consumers of energy in New Jersey, accounting for approximately 25% of the annual statewide energy usage.

Increases health, comfort, and safety of your resident's home.

Municipal outreach efforts can help residents navigate the Home Performance with ENERGY STAR (HPwES) incentive program.

Action is designed help municipalities create an impactful outreach campaign:

- Outreach strategies
- Sample outreach materials



# Residential Portfolio of Programs

NJCleanEnergy.com/RESIDENTIAL

## HOME PERFORMANCE W/ ENERGY STAR®

- Whole-house and safety solutions for existing homes
- Air sealing, insulation, heating and cooling upgrades
- Up to a \$4,000 rebate + 0% financing up to \$10,000 or .99% up to \$15,000

## WARMADVANTAGE & COOLADVANTAGE

- Stand-alone rebates for heating and cooling systems
- Furnaces, boilers, water heaters, central air conditioners, mini-splits, heat pumps, etc.



## ENERGY EFFICIENT PRODUCT REBATES

- Includes ENERGY STAR® certified refrigerators, dryers, washers, air purifiers, dehumidifiers, room air conditioners
- Appliance Recycling



## RESIDENTIAL NEW CONSTRUCTION

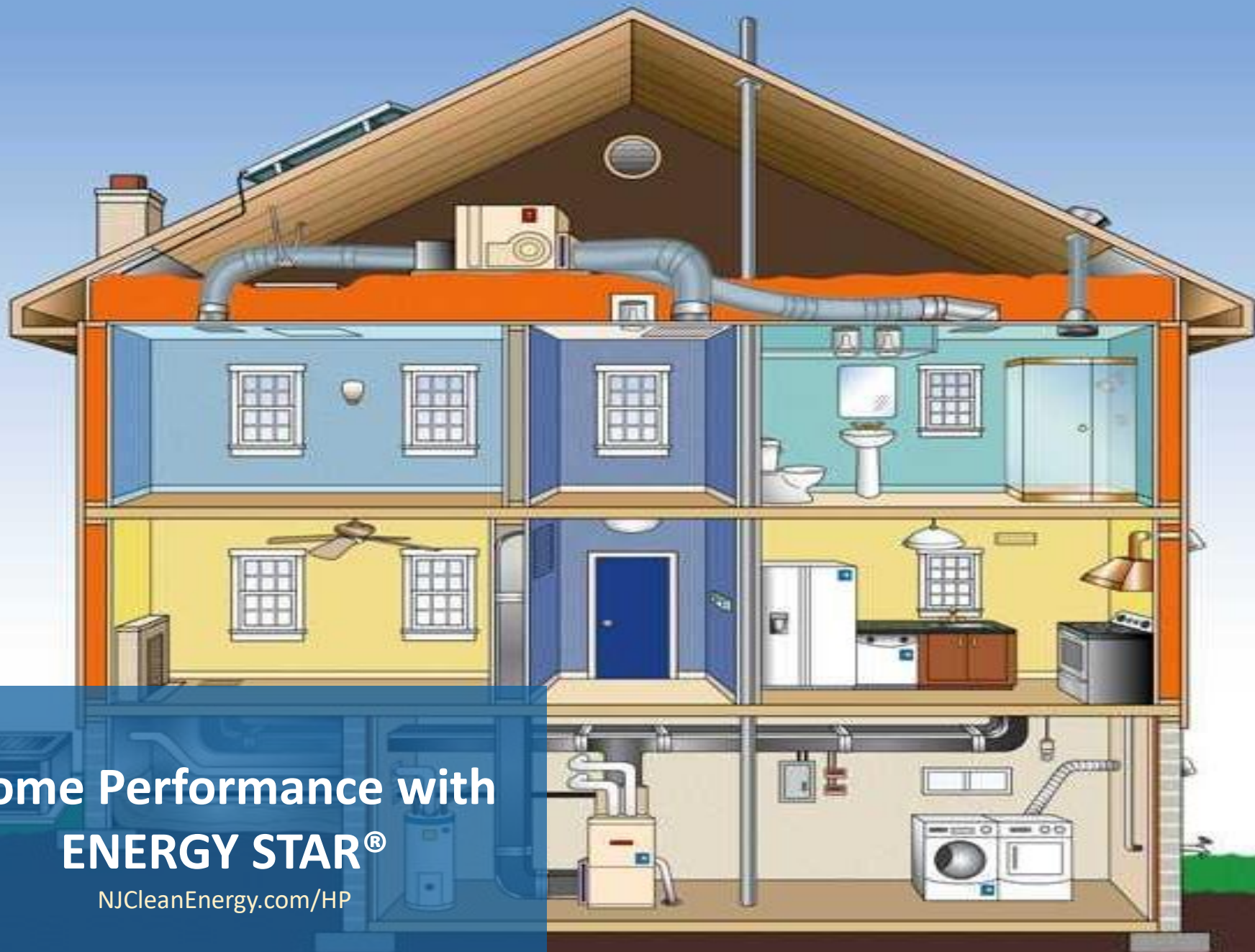
- Builders work with a rater to properly certify the homes to ENERGY STAR® certified or Zero Energy Ready Home levels



## COMFORT PARTNERS

- A FREE program including lighting upgrades, hot water conservation, replacement of fridges and thermostats, insulation upgrades and heating and cooling maintenance **for income eligible families**





# Home Performance with **ENERGY STAR®**

[NJCleanEnergy.com/HP](http://NJCleanEnergy.com/HP)



# What is Home Performance?

NJCleanEnergy.com/HP

HOME PERFORMANCE  
WITH ENERGY STAR®

- Provides whole-house energy assessments and comprehensive energy efficient upgrades for existing homes
- Addresses comfort, indoor air quality, health & safety, and energy usage problems
- The program uses specially trained/certified Building Performance Institute (BPI) GoldStar contractors





# Benefits for Homeowners

NJCleanEnergy.com/HP

HOME PERFORMANCE  
WITH ENERGY STAR®

- Removes Dust and Allergies
- Eliminates Drafts
- Creates a more Comfortable Home
- Reduces Asthma and Sinusitis
- Eliminates Moisture and Mold
- Reduces High Utility Bills
- Addresses Climate Change
- Creates Energy Independence



# Steps to Participation

HOME PERFORMANCE  
WITH ENERGY STAR®

- Select a participating NJ Program BPI GoldStar Contractor [NJCleanEnergy.com/HP](http://NJCleanEnergy.com/HP)
- Schedule a Home Assessment (fee for assessment may apply as per contractor)
- Assessment identifies possible Health & Safety Issues
- Review contractor recommendations and incentive level
- GoldStar contractor installs the recommendation and performs test-out

# The Home Assessment

NJCleanEnergy.com/HP

HOME PERFORMANCE  
WITH ENERGY STAR®



## Combustion Appliance Testing

- Diagnostic equipment is used to test the conditions of your heating system, hot water heater and oven
- Testing results determine opportunities for upgrades



## Visual Inspection of the Home

- Air sealing opportunities
- Insulation opportunities
- Possible health and safety issues



## Blower Door Test (optional)



# Incentives

NJCleanEnergy.com/HP

HOME PERFORMANCE  
WITH ENERGY STAR®

Incentives based on Total Energy Savings for single-family homes (1-4 units) & townhomes

**\$2,000 up to \$4,000 cash incentive**

Plus:

- 0% Interest loan up to \$10,000 or
- 0.99% interest loan up to \$15,000
- Up to \$1,000 Urban Enterprise Zone (UEZ) Bonus



# HP Case Study

HOME PERFORMANCE  
WITH ENERGY STAR®

- Dianne L. from Hillsborough, NJ (2016)
- Size and Age of Home: 2,684 Square Feet, 30 years
- Main Concerns: Age of HVAC equipment and drafts; Lower utility bills through energy efficiency
- Measures installed: Air Sealing, Insulation, ENERGY STAR Gas Water Heater, Furnace plus Central AC
- Project Cost: \$16,000 less \$4,000 rebate = \$12,000
- Loan: \$10,000 at 0% with \$2,000 out of pocket
- > 25% projected energy savings from improvements

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## COMFORT PARTNERS

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# WARMAdvantage and COOLAdvantage

NJCleanEnergy.com/WARM and NJCleanEnergy.com/COOL

WARMAdvantage &  
COOLAdvantage

## Heating and Cooling System Rebates

- Central AC Units (\$500 or \$300)
- Central Air Source Heat Pump (Up to \$1,000)
- Mini-Split A/C (\$500)
- Air-to-Water Heat Pump with Integrated Domestic Hot Water (\$2,000)
- Mini-Split Cold Climate Air Source Heat Pump (CCASHP) (up to \$2,000)
- Gas and Oil Furnaces (\$250 or \$500)
- Gas and Oil Boilers (\$300)
- Gas/Propane Water Heaters (\$300)
- Electric Heat Pump Water Heater (\$750)
- Combination Boiler/Furnace and Water Heater (\$700 or \$950)
- Urban Enterprise Zone (UEZ) Bonus of \$200 per Unit





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# Appliance Rebates

[NJCleanEnergy.com/PRODUCTS](http://NJCleanEnergy.com/PRODUCTS)

EE PRODUCT  
REBATES

- \$50 or \$75 rebates on select clothes washers and refrigerators
- \$100 or \$300 rebates for select dryers
- **Rebates on ENERGY STAR certified Air Purifiers (\$50)  
Dehumidifiers (\$25) Room ACs (\$15)**
- Ask retailers for more information or visit:
  - [NJCleanEnergy.com/CLOTHESWASHERS](http://NJCleanEnergy.com/CLOTHESWASHERS)
  - [NJCleanEnergy.com/DRYERS](http://NJCleanEnergy.com/DRYERS)
  - [NJCleanEnergy.com/FRIDGEREBATE](http://NJCleanEnergy.com/FRIDGEREBATE)
  - **[NJCleanEnergy.com/APPLIANCES](http://NJCleanEnergy.com/APPLIANCES)**
- Eligible products lists are included on each page
- Visit your local retailer for discounts on ENERGY STAR certified lighting



# Appliance Recycling

[NJCleanEnergy.com/RECYCLING](http://NJCleanEnergy.com/RECYCLING)

EE PRODUCT  
REBATES

- Recycling for old, inefficient refrigerators and freezers
- FREE pick-up and a \$50 rebate
- Room air conditioners and dehumidifiers can be recycled during the fridge/freezer pick-up appointment for an additional \$25 rebate each
- Approximately 95% of each appliance is recycled
- Schedule appointments online at [NJCleanEnergy.com/RECYCLING](http://NJCleanEnergy.com/RECYCLING)



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# Residential New Construction Overview

[NJCleanEnergy.com/RNC](http://NJCleanEnergy.com/RNC)

RESIDENTIAL NEW  
CONSTRUCTION



**New Construction or reconstruction (gut rehab)**



**Demand for power is less**



**Operates more efficiently**



**15%-50% more Energy Efficiency and can save  
\$200-\$400 yearly**



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NJCleanEnergy.com/RESIDENTIAL

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# Comfort Partners Overview

[NJCleanEnergy.com/CP](http://NJCleanEnergy.com/CP)

COMFORT PARTNERS

This free, energy-saving and education program is geared to low-income homeowners who have an income at or below 250% of the federal poverty guidelines.

Eligible participants may receive free installation by a Building Performance Institute (BPI) GoldStar contractor of the following (on a home specific basis):

- Energy efficient lighting
- Hot water conservation measures (water heater insulation, water heater pipe insulation and energy-saving showerheads and aerators)
- Replacement of inefficient refrigerators and thermostats
- Insulation upgrades (attic, wall, etc.)
- Blower-door guided air sealing, duct sealing and repair
- Heating/cooling equipment maintenance



# Residential Energy Efficiency Outreach- 10 Points

## Website Outreach Page

- Home Performance with ENERGY STAR program overview
  - Approved text in action
- A list of HPwES contractors in the area\*
- A link to NJCEP Residential Incentives page  
[www.NJCleanEnergy.com/Residential](http://www.NJCleanEnergy.com/Residential)
- Information about special assessment offer, if any
- OPTIONAL: Option for residents to post reviews of the contractors based on personal experiences

\*Find local contractors using NJCEP's Trade Ally Database

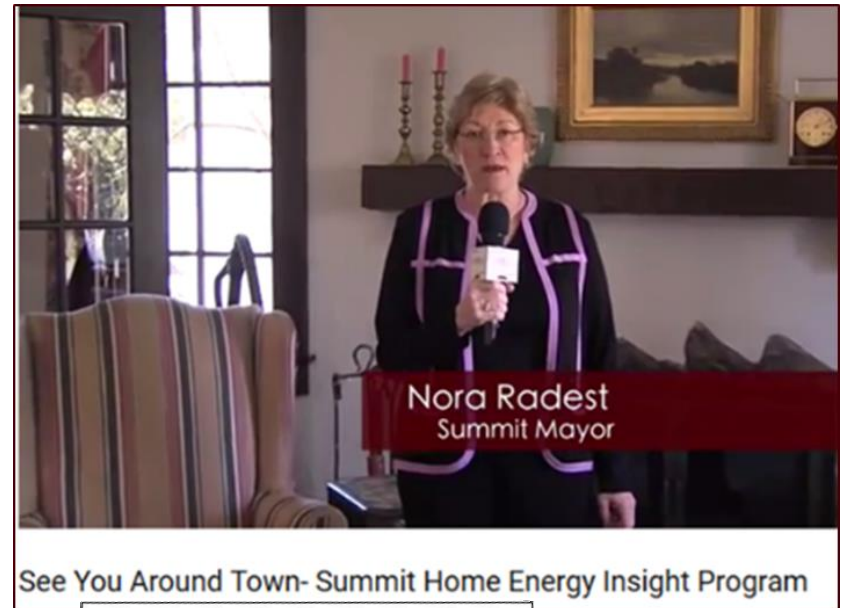
[www.NJCleanEnergy.com/Residential](http://www.NJCleanEnergy.com/Residential)



# Residential Energy Efficiency Outreach- 10 points

## Additional Outreach, choose at least one:

- Holding workshops for residents
- Visible recognition program for residents
- Incentive program with local businesses
- Posters showing Mayor or other residents
- Social media and email blasts
- Working with community partners, school district and churches
- Canvassing residents
- Local cable access show
- Online video of the mayor / local personalities having a home energy assessment



A Series of Forums for the Wyckoff Community  
ENERGY 05.24.2016, WATER 05.31.2016, ENERGY for BUSINESS Fall 2016

**Home Energy Efficiency Workshop**

*"Does your home feel drafty in the winter time or too hot in the summer?"*

  
Wyckoff Public Library,  
Sholmeyer Room





**Tuesday**  
May 24, 2016  
7:30- 8:30pm

The Wyckoff Environmental Commission and The Wyckoff Green Team are pleased to host an evening with representatives from the New Jersey's Clean Energy Program (NJCEP) to discuss generous incentives, up to \$14,000, to New Jersey home owners for improving the efficiency of their homes.

**Reduce your ENERGY spending and increase your comfort...**  
Does your home feel drafty in the winter time or too hot in the summer? If so, the likely culprits are lack of proper insulation and air leaks – two common issues that increase your energy bills and reduce comfort of occupants.

**SEVERAL INCENTIVES AVAILABLE:**  
Incentives are available for projects including insulation, air-sealing, and installation of high efficiency heating and cooling equipment. Energy efficiency upgrades to your home can save you up to 30% on energy costs, while improving the comfort, safety, and durability of your home.

Experts from the NJCEP will explain how New Jersey residents can make their homes more energy efficient. You'll learn how to get started with the program, and hear from a Wyckoff home owner who successfully upgraded his 100-year old home utilizing NJCEP incentives.

**Wyckoff Public Library**  
CONNECT • DISCOVER • CREATE



# Residential Energy Efficiency Outreach- 20 points

## **Required mailing, options include:**

Letter from the Mayor on township letterhead

**OR**

Inclusion of outreach in mailer already being sent (sewer bill or tax bill)  
accompanied by email to township mailing list

## **Mailing should include:**

- HPwES program overview
- Details of pre-selected assessment offer
- Recommendation that residents solicit estimates from at least THREE contractors



# Residential Energy Efficiency Outreach- 20 points

## **Contractor Request for Proposals (RFP) Approach**

Municipality uses request for proposal (RFP) to select contractor(s) assessment offer to feature in municipal outreach campaign.

Requirements:

- Website outreach page
- Mailing to residents
- Competitive request for proposal for assessment offer/ outreach assistance  
- template RFP in Action

## **Utility Partner Approach**

Establish outreach partnership with utility to promote utility's HPwES assessment program. Assessment program must include a HPwES compliant assessment.

Requirements:

- Website outreach page
- Mailing to residents
- Social media campaign
- Two additional outreach options from the list in action



# Woolwich Township, Gloucester County, New Jersey



**Matt Blake, PP, AICP**  
**Director of Community Development:**  
**(856) 467-2666 x 3134**



- Woolwich Green Team determines to launch a Home Energy Audit Program
- Initially conceptualized as a municipal-wide campaign to promote energy efficiency and help residents reduce energy use and associated costs
- Established as way to promote awareness of practical resources available while increasing overall community sustainability



- Program is based on a model designed by Sustainable Jersey to encourage participation in the NJ Home Performance with Energy Star (HPwES) Program.
- Enables qualifying homeowners to receive up to \$4,000 in cash rebates and up to \$10,000 in zero-interest financing for home energy improvements.

## ABOUT HOME PERFORMANCE WITH ENERGY STAR

It's amazing how comfortable and energy efficient your home could be with our "whole-house" solution.

Home Performance with ENERGY STAR, brought to you by the New Jersey Board of Public Utilities and its Clean Energy Program,<sup>SM</sup> is an efficient approach to home improvements:

- Reduces energy costs by up to 30%
- Increases comfort and durability
- Helps reduce your carbon footprint
- Provides you greater peace of mind and confidence – only contractors who have the BPI GoldStar designation can be a part of Home Performance with ENERGY STAR

This nationally acclaimed home improvement program uses the best of home testing techniques and upgrades to increase your home's energy performance, comfort, health and safety. Using a "whole-house" approach, specially trained and certified technicians assess your home from top to bottom, looking at the following components:

- Air sealing opportunities
- Insulation levels
- Heating/cooling equipment

Following your assessment you will receive a list of recommended measures to improve the energy efficiency of your home. All the work is done for you by BPI GoldStar contractors who "test in and test out" to make sure your home is operating efficiently, safely and comfortably.



Did you know that up to 60%\* of energy used to heat and cool homes is wasted due to leaky ducts, inefficient equipment, poor insulation and air leaks?

### ► High Quality Air Sealing

Homes can lose as much as 25% of their heating and cooling dollars due to inadequate sealing. Contractors can eliminate this problem by sealing joints and spaces in attics, ductwork, electrical outlets and other areas.

### ► Sealing up Ducts

Insulating and sealing cracked or disconnected ducts helps distribute air more evenly and efficiently and keeps your home more comfortable. Sealing and insulating ducts can improve the efficiency of your heating and cooling system by as much as 20 percent — and sometimes much more.

### ► Equipment Replacement for Heating Systems and Central Air Conditioning

If your home's heating and cooling equipment is more than 10 years old, it may be time for a high efficiency replacement. ENERGY STAR qualified heating equipment can be up to 15% more efficient than standard models.

\*Source: U.S. Environmental Protection Agency

**Don't miss out on these great incentives!**

- Low-interest financing and rebate options are available to pay for the improvement work.
- Incentives are also available for multi-family buildings.
- Check [NJCleanEnergy.com/HP](http://NJCleanEnergy.com/HP) for funding that may be available for municipal electric, oil or propane customers.



"Every homeowner should participate in this program. It saves energy and money, and provides peace of mind. Each homeowner who participates is helping New Jersey and the United States become energy self-sufficient. We are helping save the environment. That's a great lesson and legacy to pass along."

— Bob Hoffmann, homeowner



[NJCleanEnergy.com/HP](http://NJCleanEnergy.com/HP)



- Woolwich initiative modeled after a program successfully used by the City of Summit as showcased on Sustainable Jersey website
- Process included soliciting RFPs as part of a competitive selection process
- SPS Mechanical submitted a comprehensive proposal offering a \$49 home energy assessment/audit
- SPS is also a local business !

Schedule your Home Performance assessment and find out where the money is escaping from your home.



**AIR SEALING**

Your contractor checks for air sealing opportunities. Sealing air leaks will reduce energy loss and make your home more comfortable.



**CO TEST**

Your contractor checks for carbon monoxide. Health and safety is a critical component. A carbon monoxide (CO) analyzer is used to check combustion appliances (stoves, furnaces and water heaters) for carbon monoxide levels.



◀ Watch the Home Energy Assessment video at [NJCleanEnergy.com/njhp](http://NJCleanEnergy.com/njhp)



Call 866-NJSMART or visit [NJCleanEnergy.com/HP](http://NJCleanEnergy.com/HP)



For information on increased incentives for damage caused by Hurricane Sandy, visit [NJCleanEnergy.com/SANDY](http://NJCleanEnergy.com/SANDY).



The Building Performance Institute (BPI) is a national building performance evaluation, quality assurance and standards setting organization. All contractors in New Jersey participating in Home Performance with ENERGY STAR are required to be BPI Sealed Contractors.

For additional information:  
Visit [NJCleanEnergy.com](http://NJCleanEnergy.com)  
Call 866-NJSMART



New Jersey's Clean Energy Program is a public-private partnership of the New Jersey Board of Public Utilities, the state's public utility regulators, and the New Jersey Board of Energy. The program is designed to help residents and businesses reduce energy costs and improve energy efficiency. The program is a key component of the state's energy policy. © New Jersey Board of Public Utilities. All Rights Reserved. 10/11/11



**HOME PERFORMANCE WITH ENERGY STAR®**



**Save up to 30% on your energy costs.**

Home Performance with ENERGY STAR is your "whole-house" solution for a more energy efficient, comfortable home.



- SPS audit is a comprehensive evaluation of the home that includes a review of energy usage, identification of health and safety issues, testing for carbon monoxide, gas leaks, mold/moisture issues, a blower door test, duct leakage test, thermal imaging and inspection of all existing insulation values



- SPS provides the homeowner with a detailed report outlining their findings with prioritized recommendations, costs, including assistance with necessary paperwork for qualifying for rebates and financing





## Program promotion included:

- Letters from the Mayor
- Municipal Newsletter
- Municipal Facebook Page
- Earned media
- Email blasts
- Postcards
- Handouts at front desk



Township of Woolwich  
120 Village Green Drive  
Woolwich Township, New Jersey 08095  
856-467-2666 fax: 856-467-3545

January 16, 2019

Dear Woolwich resident:

The Township of Woolwich has recently launched a municipal wide campaign to promote energy efficiency and help residents of Woolwich reduce home energy use and associated costs through an energy audit program. The Woolwich Home Energy Awareness Program was established as a way to promote awareness of practical resources available to residents to help save energy and money while increasing greater overall community sustainability.

This program is based on a model designed by Sustainable Jersey to encourage participation in the NJ Home Performance with Energy Star (HPwES) Program, which can help homeowners qualify for up to \$4,000 in cash rebates and up to \$10,000 in zero-interest financing for home energy improvements that could reduce energy use by up to 30 percent. To encourage residents to participate in the HPwES Program, the Woolwich Home Energy Awareness Program is offering a \$49 home energy assessment. The Township of Woolwich has selected SPS Mechanical to perform these assessments. After performing a home energy audit, SPS Mechanical will recommend possible home improvements to reduce energy use, and homeowners may qualify for the HPwES Program incentives.

The energy audit is a comprehensive evaluation of the home that includes review of energy usage, identification of health and safety issues, testing for carbon monoxide, gas leaks, mold/moisture issues, a blower door test, duct leakage test, thermal imaging and inspection of all existing insulation values. SPS will provide the homeowner with a detailed report outlining our findings with prioritized recommendations. SPS will also assist on all necessary paperwork for qualifying for rebates and financing.

To sign up for an energy audit with SPS Mechanical through the Woolwich Township Green Team, please contact SPS Mechanical to schedule your audit. Please consider participating in this Township wide effort to create a more energy efficient community.

If you wish to learn more about the energy audit from SPS Mechanical staff, the Township will be hosting an informational session at the Municipal Complex located 120 Village Green Drive on Wed., February 13 at 7:00 p.m. South Jersey Gas will also be on hand to provide information on their financing & rebates, as well as available rebates through the NJ Clean Energy Program. Light snacks will be provided. If you have any questions, please contact Matt Bliske, Director of Community Development, at (856) 467-2666, ext. 3134.

Vernon Marino, Mayor



- Direct mailings proved costly. However, a generous grant from SJ Gas covered postcard printing and postage
- Additional savings realized from utilizing USPS Every Door Direct Mail (EDDM), which allows one to select mail carrier routes thus avoiding costs and time involved with using individual addresses

## Woolwich Home Energy Awareness Program

"Woolwich Home Energy Awareness Program" is a municipal wide initiative established to promote awareness of practical resources available to residents to help save energy and money while increasing greater overall community sustainability.

Through a partnership with Woolwich Township, SPS Mechanical is offering a \$49 Home Energy Assessment to residents. Take the first step towards preserving and protecting the environment and lowering your utility bills by logging onto [www.spsmechanical.com](http://www.spsmechanical.com) and scheduling your home energy assessment today.

### Simple Steps to Savings

#### Step 1 Schedule Your Energy Audit.

The Home Energy Audit is a comprehensive evaluation of the home that includes a review of energy usage, identification of health and safety issues, testing for carbon monoxide, gas leaks, mold/moisture issues, a blower door test, duct leakage test, thermal imaging and inspection of all existing insulation values.

#### Step 2 Review & Install Upgrades!

SPS will provide you with a detailed report outlining their findings with prioritized recommendations including, which energy-saving measures will have the biggest return on investment for your home and how much money is available to you in incentives and financing. You decide which measures to pursue. You can use SPS Mechanical or another Home Performance with Energy Star-certified contractor as provided at [www.njcleanenergy.com/hp](http://www.njcleanenergy.com/hp)

#### Step 3 Get Your Rebate!

The contractor will handle all of the paperwork and processing so you don't have to! SPS Mechanical will ensure that your financing is handled properly and your rebate is delivered within 120 days of the date the improvements were installed in your home.



- For the postcard mailing, the program was expanded to include the Borough of Swedesboro
- Mailings reached 4,761 households in both Woolwich, Swedesboro
- Woolwich largely comprised of newer homes in comparison to Swedesboro, which is characterized by older homes

The Woolwich Home Energy Awareness Program is encouraging participation in the NJ Home Performance with ENERGY STAR® program, which is offering up to \$4,000 in rebates and up to \$10,000 of interest-free financing to replace outdated furnaces, boilers, hot water heaters, and insulation with new energy-efficient products that that could reduce energy use by up to 30%.

Through a competitive process, the Township selected SPS Mechanical to perform these assessments. SPS will also assist on all necessary paperwork for qualifying for rebates and financing.

Contact SPS Mechanical today to schedule your Home Energy Audit at 856-467-0527 or [www.spsmechanical.com](http://www.spsmechanical.com)



The Woolwich Home Energy Awareness Program was established to promote practical resources available to help residents within both Woolwich Township and the Borough of Swedesboro save energy and money while increasing greater overall community sustainability.

Mayor Vernon Marino and Tom Fromm - Working together for both communities.



# What did we learn and how successful was the program ?

- 70 audits conducted!  
Includes 10 signed contracts
- SPS believes they may have priced the evaluation too low, attracting less serious consumers
- With change in weather, they anticipate more contracts
- SPS also conducting audit of Municipal Complex

WOOLWICH TOWNSHIP HPE								
ADDRESS	Prospect Date	HPE		REVIEW		COMPL JOB	ENERGY SAVINGS	
		SCH	COMPL	SCH	COMPL			
173 Hunters Run	2/1	2/8	2/8	2/18	2/18	6/26	21%	
Hill Farm Way	2/4	2/13	2/13	2/21	2/21			
Wilshire Blvd	2/4	2/15	2/15	2/25	2/25			
Windsor Drive	2/4							
Licciardello Drive	2/4							
Juniper Lane	2/4	2/13	2/13	2/26	2/26			
Beech Ave	2/11	3/20	3/20					
Brattleboro Road	2/4	2/8	2/8	2/18	2/18			
Joseph Court	2/5	2/15	2/15	2/26	2/26			
Davison Road	2/6	2/22	2/22	3/15	3/15			
115 Minute Man Lane	2/7	3/2	CUSTOMER CANCELLED			5/24	18%	
Cedar Court	2/11	2/21	2/21	3/6	3/6			
Hill Farm Way	2/12	3/20	3/20					
Springhill drive	2/13	2/28	2/28	3/15	3/15			
Eagle Court	2/14	2/25	2/25	3/9	3/9			
Brattleboro	2/18	2/20	2/20	3/18	3/18			
Windsor Drive	2/19	CUSTOMER CANCELLED						
Monroeville Road	2/22	3/4	3/4	3/13	3/13			
Tara Run Road	2/22	3/16	3/16	3/29	3/29			
Fox Chase Run	2/22	3/4	3/4	3/15	3/15			
Independence Court		2/22/2019 due to work already complete				SIGNED CONTRACT	39%	
Ramona Lane	2/21/2019	already had work completed by another company						
Lexington Mews	2/21/2019	cancelled						
Russell Mill Road	2/25	3/6	3/6	3/25	3/25			
Windsor Drive	3/5							
Maple Hill Drive	3/5	3/8	3/8	3/18	3/18			
Gabriele Circle	3/5	3/13	3/13	3/22	3/22			
Concord Court	3/13	3/23	3/23	4/8	4/8		5/17	23%
Beech Lane	3/18	3/30	3/30	4/9	4/9			
Natalie Drive	3/21	3/27	3/27	4/9	4/9			
Messina Drive	3/25	4/5	4/5	4/18	4/18			
Washington Way	3/26	4/4	4/4	4/17	4/17			
Kings Court	4/3	5/4	5/4	5/16	5/16			
Yorktown Road	4/3	4/19	4/19	5/6	5/6			
Hylton Rd	4/8	4/15	4/15	5/3	5/3			



**If I were emperor of the world, I would put  
the pedal to the floor on energy efficiency  
and conservation.  
Steven Chu**

**THANK YOU !**





# Residential Energy Efficiency Outreach- 20 points

## Utility Partner Approach

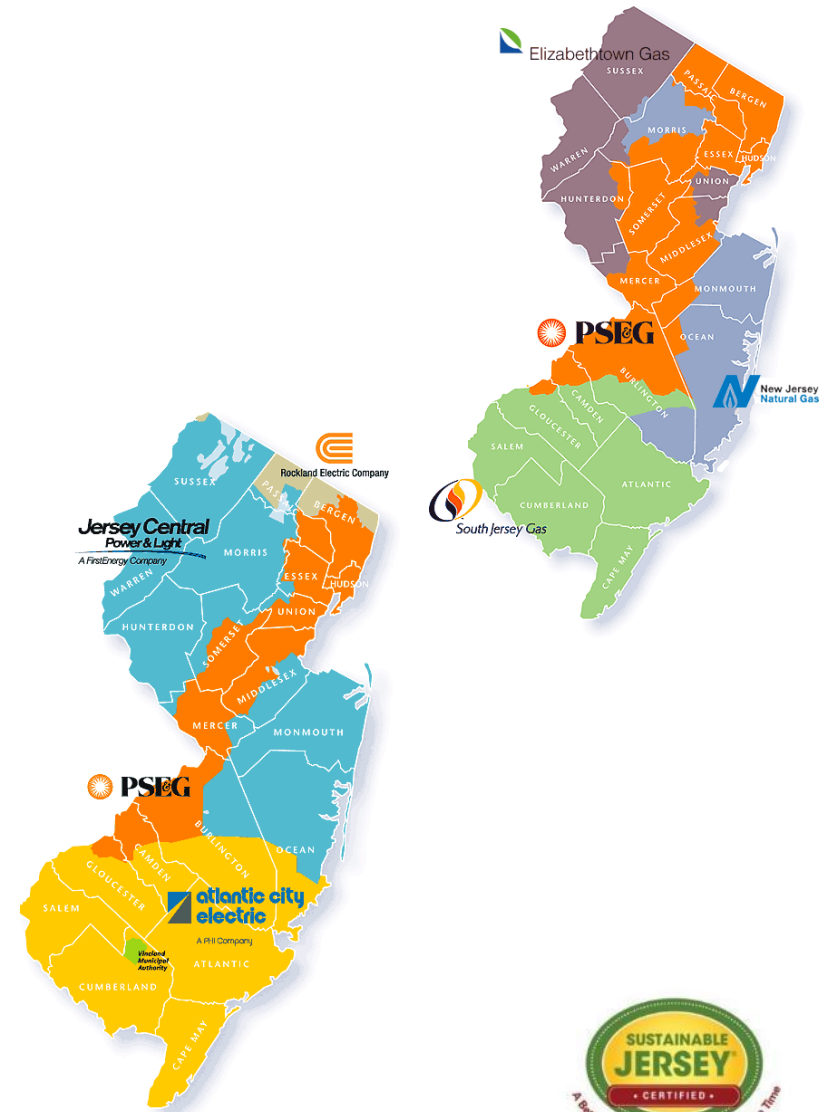
Establish outreach partnership with utility to promote utility's HPwES assessment program.

Requirements:

- Website
- Mailing to residents
- Social media campaign
- Two additional outreach options from the list in action

Note: To qualify for points outreach campaigns must be for assessment programs that offer HPwES compliant assessments

Check with utility for to see if additional financing and rebates are offered for HPwES projects.



# Utility Partner Approach

## New Jersey Natural Gas the SAVEGREEN Project

<https://savegreenproject.com/home-energy-analysis>

- \$49 assessment conducted by SAVEGREEN
- Assessment report given to resident for use in getting estimates from HPwES contractors, NJCEP Trade Ally database
- NJNG On-line Portal option
  - Customer signs waiver and assessment is listed online
  - Customer receives up to three bids



# Utility Partner Approach

## South Jersey Gas Smart Energy Partners Home Energy Assessment

<https://southjerseygas.com/save-energy-money/residential-savings.aspx>

- \$49 assessment from pre-selected HPwES contractor
- Assessment report given to resident for use in getting estimates from HPwES contractors, NJCEP Trade Ally database
- Assessment contractor includes pricing estimate with report



# Case study- Utility Partner Approach



Steve Gallo  
Business Administrator of Keyport, NJ



# Frequently Asked Questions

**How does a resident use their assessment report to get additional pricing?**

New Jersey's Clean Energy Program

Trade Ally Database lists all HPwES Contractors

[www.NJCleanEnergy.com/Residential](http://www.NJCleanEnergy.com/Residential)

**What about buildings with more than 4 units?**

<https://www.njcleanenergy.com/multifamily>



# Upcoming Events



## ENERGY EFFICIENCY SUMMIT

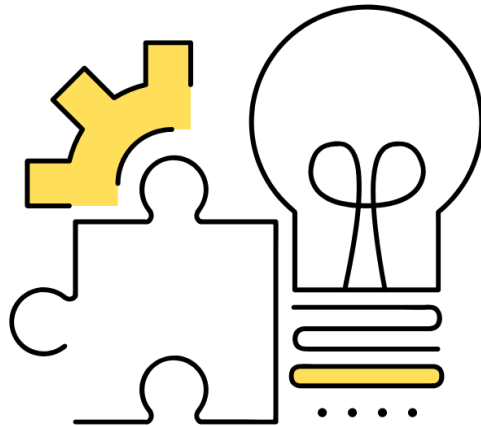
Wednesday, Jan. 22, 6-8pm

Haddonfield Borough Hall

242 Kings Hwy East

*Save the planet while putting \$\$ in your pocket*

REGISTER TODAY: [bit.ly/TCSAEnergySummit](http://bit.ly/TCSAEnergySummit)



**At this summit you will learn how to:**

- ✓ Identify where your business or home is wasting energy with low to no cost programs to fix the issues
- ✓ Make your space more comfortable
- ✓ Lower your utility bill
- ✓ Secure rebates when you replace old appliances



# Upcoming Events

**[Implementing Complete Streets at the Local Level](#)**

**JANUARY 09, 2020 - 9:30 AM TO 4:00 PM**

**ROWAN COLLEGE OF SOUTH JERSEY - CUMBERLAND**

**[What's New in 2020? Program Updates Webinar](#)**

**JANUARY 29, 2020 - 11:00 AM TO 12:00 PM**

**[Making a Game Plan for Getting Certified](#) Webinar**

**FEBRUARY 05, 2020 - 1:00 PM TO 2:00 PM**

**[Stay in the Game! Strategize Your Recertification](#) Webinar**

**FEBRUARY 10, 2020 - 7:00 PM TO 8:00 PM**

**FEBRUARY 11, 2020 - 11:00 AM TO 12:00 PM**



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