(Print on Municipal letterhead)

Letter may be customized; but the text in red is required.

Date

Dear [Municipality] Business Owner:

As part of [Municipality]’s continued efforts to promote sustainability in our community, I am reaching out to all businesses to encourage you to participate in the Direct Install Program offered by New Jersey’s Clean Energy Program™ (NJCEP).

Created specifically for existing small to medium-sized facilities, the Direct Install Program is a turnkey solution that makes it easy and affordable to upgrade to high efficiency equipment. The program pays up to 80% of costs for energy-saving upgrade measures. Measures covered by the Direct Install program include lighting; heating, cooling & ventilation (HVAC); refrigeration; motors; natural gas systems; and variable frequency drives.

Energy-saving upgrade measures made through the Direct Install program usually pay for themselves within 1 to 3 years and businesses will see significant energy and cost savings for many years come.

Insert information about any additional incentives or financing available through your gas or electric utility.

Consider adding a local testimonial here, for example: The Township of Mayberry used the Direct Install Program to get $100,000 of energy-saving upgrade measures at a 70% price reduction, which resulted in a projected annual energy savings of $17,700. (See [*Best Practices for a Successful Commercial Energy Efficiency Outreach Campaign*](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Commercial_Energy_Efficiency/Commercial_Energy_Efficiency_Best_Practices.pdf) document for tips on developing testimonial statements.)

The process starts with a free, no-obligation energy assessment of your building(s) by a NJCEP-designated Direct Install contractor. Contact the NJCEP-designated Direct Install contractor for your area, [contractor name], to set up an energy assessment at [contact information for DI contractor].

INCLUDE IF APPLICABLE: Learn more about incentives available to businesses including the by attending an information session [Date, Time, Location].

NJCEP offers an array of incentives that businesses can use alone or in combination with Direct Install. Businesses that have recently done HVAC equipment or lighting upgrades or have custom equipment needs should consider NJ SmartStart Buildings®, which offers rebates on individual upgrade measures and can be applied for retroactively. For more information about the full array of NJCEP incentives available to businesses, visit [NJCleanEnergy.com/CI](http://www.NJCleanEnergy.com/CI). Or substitute municipal webpage, if applicable.

Regards,

Mayor, Municipality