



Bringing Commercial Energy Efficiency to Your Town



Speakers

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Topics

Sustainable Jersey Commercial Energy Efficiency Outreach Action

New Jersey's Clean Energy Program Direct Install

Outreach Opportunities with NJ Utilities

Sustainable Jersey Energy Efficiency Toolkits

Best Practices for Outreach Campaigns



Commercial Energy Efficiency Outreach

Action Updated 2020

10-20 points

New Jersey's Clean Energy Program™
Direct Install program

Up to 80% of the cost of energy-saving upgrades for small to mid-sized businesses.



Commercial Energy Efficiency Outreach

For 10 points:

- *NEW!* Notify Sustainable Jersey at info@sustainablejersey.com
- Letter on municipal letterhead to local businesses promoting Direct Install
- One additional outreach activity

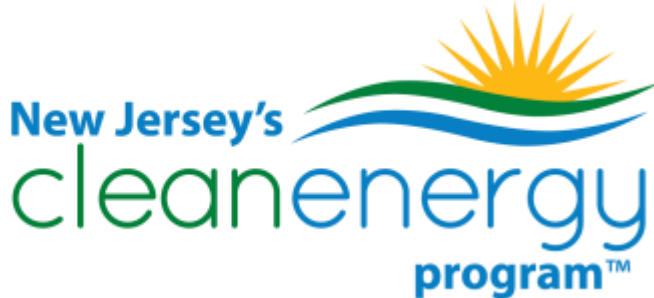
For 20 points:

- 2.5% of businesses sign contract for Direct Install energy assessment

Commercial (Direct Install) Projects Needed to Recieve 20 Points

Municipality	County	# C&I Taxed Parcels (2018)	# of Projects Needed to receive 20 point (2.5%)
Aberdeen Township	Monmouth	187	5
Absecon City	Atlantic	188	5
Alexandria Township	Hunterdon	36	1
Allamuchy Township	Warren	19	1
Allendale Borough	Bergen	65	2
Allenhurst Borough	Monmouth	27	1
Allentown Borough	Monmouth	39	1
Alloway Township	Salem	34	1
Alpha Borough	Warren	70	2
Alpine Borough	Bergen	18	1
Andover Borough	Sussex	58	2
Andover Township	Sussex	144	4
Asbury Park City	Monmouth	378	10
Atlantic City	Atlantic	1483	38
Atlantic Highlands Borough	Monmouth	94	3
Audubon Borough	Camden	157	4
Audubon Park Borough	Camden	0	0

This information is embedded as a pdf in the action.



New Jersey's Clean Energy Program™

Clean Energy and Efficiency Opportunities for Residential,
Commercial, Industrial, and Institutional Buildings

June 11, 2020

NJCEP Background

ADMINISTERED BY

New Jersey Board of Public Utilities' Division of Clean Energy

FUNDING

Societal Benefits Charge (SBC) on utility bill

PROGRAM GOALS

- Education
- Change behavior
- Provide opportunity for ALL NJ residents to reduce energy and lower operating cost
- Protect the environment and lower emissions
- Meet Governor's goal of 100% clean energy by 2050



NJCEP Portfolio of Programs

RENEWABLE ENERGY

- Offshore Wind
- SREC Registration
- Community Solar



SPECIALIZED ENERGY EFFICIENCY

- Community Energy Grants
- State Facility Initiatives
- R&D Energy Tech Hub *
- Workforce Development*



COMMERCIAL & INDUSTRIAL

- Energy Audits
- Energy Efficiency Incentives
- High Performance Building Competition
- Trade Allies



DISTRIBUTED ENERGY RESOURCES

- Combined Heat & Power – Fuel Cells
- Microgrid Development
- Battery Storage*
- Electric Vehicles



RESIDENTIAL

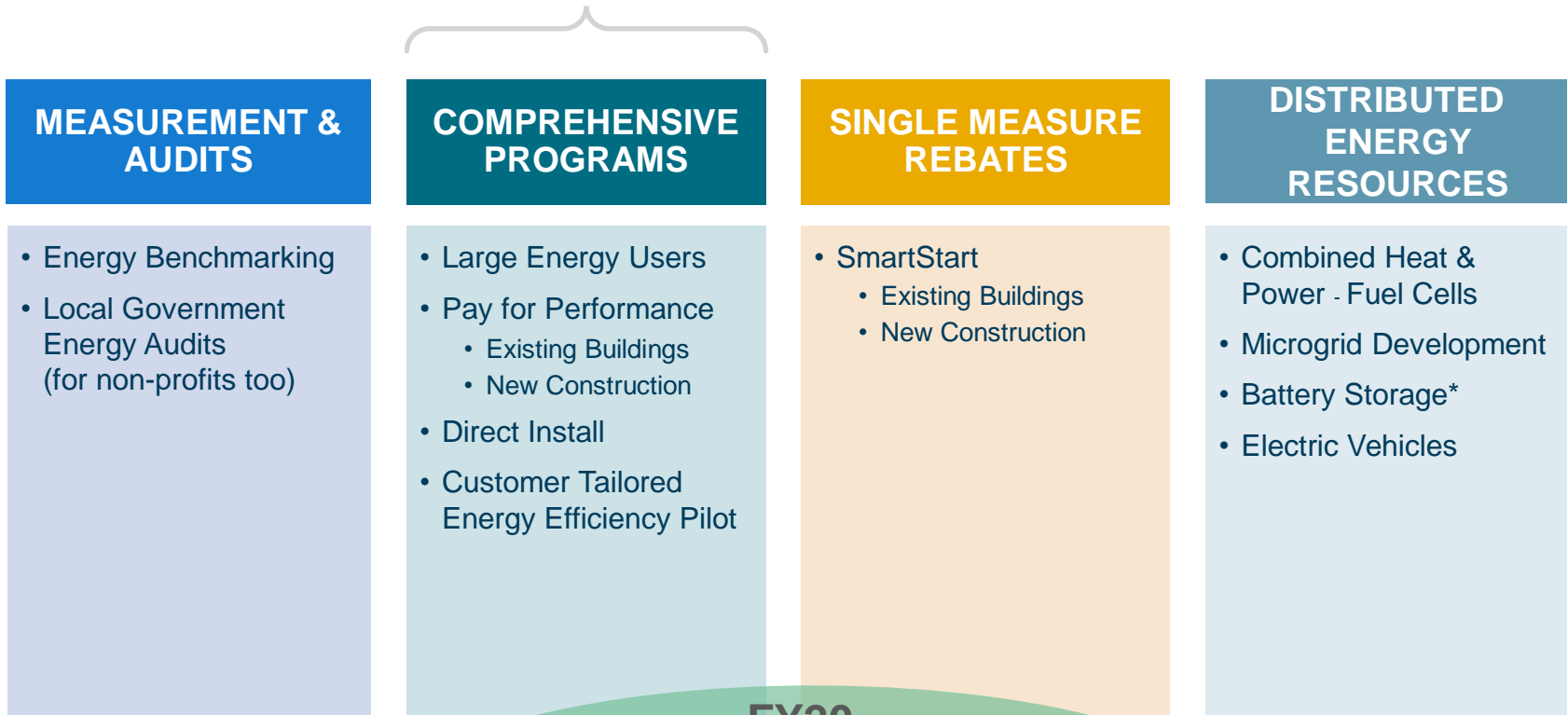
- New Construction Homes
- Existing Homes
- Energy Efficient Products
- Trade Allies



** coming soon!*

C&I Portfolio of Programs

Eligible Sectors: Commercial, Industrial, Government, Schools, Non-Profit, Institutional and Multifamily



FY20

Some programs offer enhanced incentives to buildings:

- in a **UEZ** or **OZ**
- owned or operated by a **local government, municipalities, and counties**
- owned or operated by a **K-12 public school**

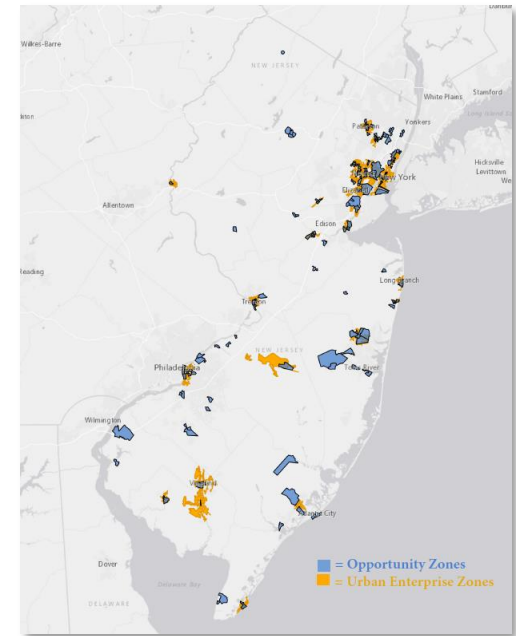
** coming soon!*

Definitions: UEZs and OZs

FY20

Some programs offer enhanced incentives to buildings:

- in a **UEZ** or **OZ**
- owned or operated by a **local government, municipalities, and counties**
- owned or operated by a **K-12 public school**



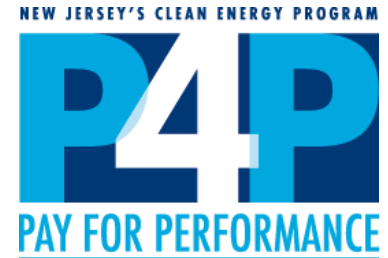
Eligibility Basis	Criteria
<p>➤ Located in an Urban Enterprise Zone (UEZ)</p>	<p>The building where equipment is or will be installed must be located within the bounds of an Urban Enterprise Zone (UEZ). Please follow the steps below to confirm your facility is within the qualifying zone.</p> <p>The building location must be checked against the NJ Community Asset Map.</p> <ol style="list-style-type: none"> 1. Enter the address of your building in the field at the top of the map. 2. Under the Layers menu on the left side of the screen, scroll down to Urban Enterprise Zones and <i>check</i> to enable the layer. 3. Print or save a screenshot of the page to include with your submission. <p>For the avoidance of doubt, companies do not need to become a Certified UEZ Business to be eligible for enhanced incentives from NJCEP.</p>
<p>➤ Located in an Opportunity Zone (OZ)</p>	<p>The building where equipment is or will be installed must be located within the bounds of an Opportunity Zone (OZ). Please follow the steps below to confirm your facility is within the qualifying zone.</p> <p>The building location must be checked against the NJ Community Asset Map.</p>

[Click here for a link to NJ Community Asset Maps](#)

Pay for Performance

NJCleanEnergy.com/P4P

COMPREHENSIVE
PROGRAMS



WHO

Large C&I existing buildings or new construction seeking two or more energy efficiency measures with a minimum 15% savings

SIZE TO QUALIFY

Annual peak demand 200+ kW in the previous year for existing buildings or over 50,000 square feet of planned new construction

ABOUT

A pre-approved Participating Partner will streamline the program and guide users through the program phases

INCENTIVE CAP

- 50% of project cost (or 80% for UEZ/OZ/ Local Government, Municipalities, Counties /K-12 Public Schools) up to \$2M per project / \$4M per entity annually
- Incentive payments #2 and #3 are doubled for UEZ/OZ/ Local Government, Municipalities, Counties/K-12 Public Schools

Direct Install

NJCleanEnergy.com/DI

COMPREHENSIVE
PROGRAMS

WHO

Small to medium sized C&I existing facilities seeking to replace inefficient equipment

SIZE TO QUALIFY

Average annual peak demand <200 kW in the previous 12 months

ABOUT

- A pre-approved regional Participating Contractor will do a walk-through evaluation and guide users through the program phases
- Turn-key process with fast project turnaround time

INCENTIVE CAP

- \$125,000 incentive funding per project/building (\$250K UEZ/OZ/ MUNI/LOC GOV/Counties/K-12 Public Schools), or
- \$250,000 per entity (\$500K ESIP; \$4M UEZ/OZ/ Local Government/MUNI/Counties/K-12 Public Schools)



Direct Install

NJCleanEnergy.com/DI

COMPREHENSIVE
PROGRAMS

Facilities in Urban Enterprise Zones (UEZ), Opportunity Zones (OZ), local government, Munis, Counties, K-12 Public Schools:

INCENTIVE FUNDING

CUSTOMER

Up to **80%** of installed cost is paid directly to the contractor

20% of installed cost

All other eligible facilities:

INCENTIVE FUNDING

CUSTOMER

Up to **70%** of installed cost is paid directly to the contractor

30% of installed cost

SmartStart

NJCleanEnergy.com/SSB

SINGLE MEASURE
REBATES

WHO

All C&I: Commercial, Industrial, Agricultural, Government, Non-Profit and Institutional customers

SIZE TO QUALIFY

N/A

ABOUT

- Individual high efficiency equipment rebates for new construction, renovation, remodeling, equipment replacement
- Prescriptive and custom designed measures
- Pre-approval required for lighting \geq \$100,000 and all custom measures

INCENTIVE CAP

- Prescriptive: \$500,000 for each electric or gas account
- Custom, lesser of the following:
 - \$0.16/kWh and/or \$1.60/therm saved annually;
 - 50% of incremental installed cost; and
 - Buy-down to 1 year payback based on incremental cost and savings



PRESCRIPTIVE INCENTIVES

- Lighting & Lighting Controls
- Packaged HVAC
- Boilers & Water Heaters
- Chillers
- VFDs
- Food Service
- Refrigeration

Existing buildings
prescriptive only:

**DOUBLE INCENTIVES
FOR OZ/UEZ/ LOCAL
GOVERNMENT/MUNIS
/COUNTIES/K-12
PUBLIC SCHOOLS**



CUSTOM INCENTIVES

- New or innovative technologies proven to be cost-effective and not listed as prescriptive
- Projects must have a minimum first year energy savings of 75,000 kWh or 1,500 therms
- Project pre and post inspection required

Issue: Tenant/Landlord Incentives

NJCleanEnergy.com/SSB

Issue: Owners wanted to base cost recovery on savings predicted by an engineer.

Issue: Tenants did not want to base payback on predicted savings that might not be realized.

Issue: Industry experience showed that actual savings are generally within +/- 20% of predicted savings.

Solution: Base owners' cost recovery on predicted savings as long as tenants are protected against underperformance.

Energy-Aligned Lease

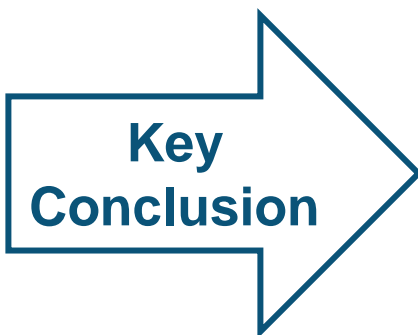
Base owners' cost recovery on predicted savings, but limit owners' capital expense pass-through to 80% of such predicted savings in any given year.



Issue: Tenant/Landlord Incentives

NJCleanEnergy.com/SSB

- The predicted savings are determined by an energy specialist agreed upon by both parties.
- Tenants are protected from underperformance by a 20% “Performance Buffer.”
- Owners are paid back in full, but the payback period is extended by 25%.
- Language can be easily inserted into typical modified gross commercial leases.



Energy retrofits are not a zero sum game: with aligned incentives, both tenants and owners win.

More Information

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VISIT

NJCleanEnergy.com

NEWSLETTER

NJCleanEnergy.com/NEWSLETTER

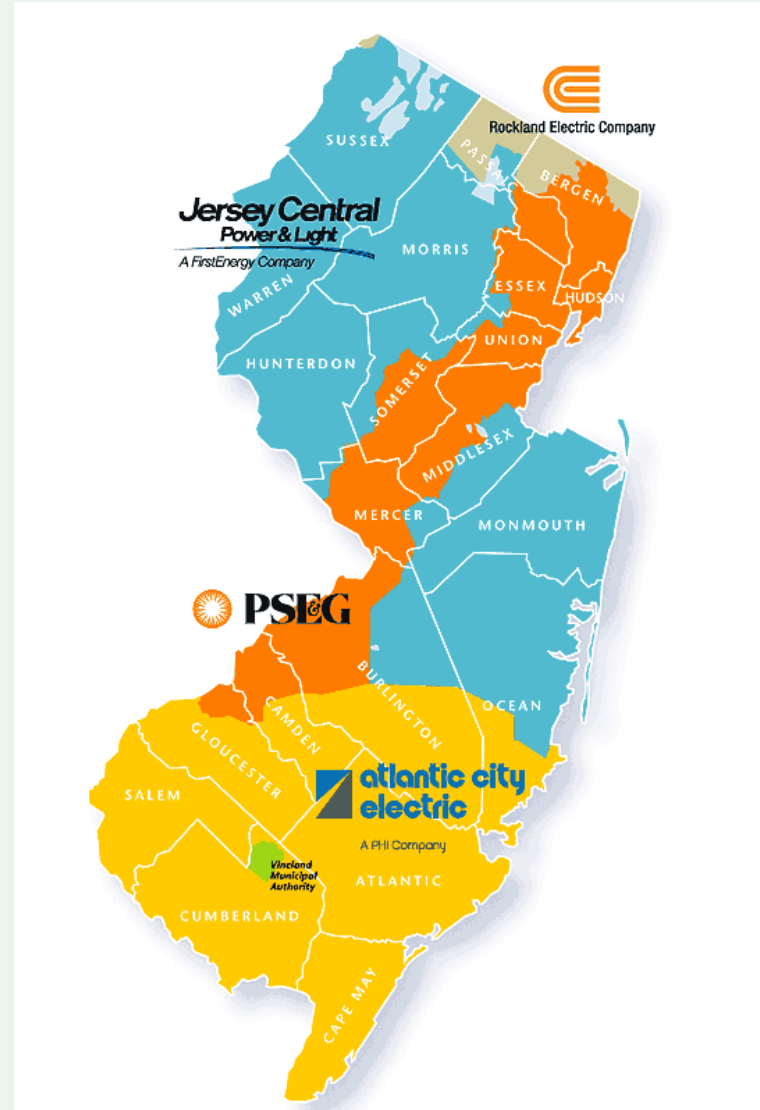
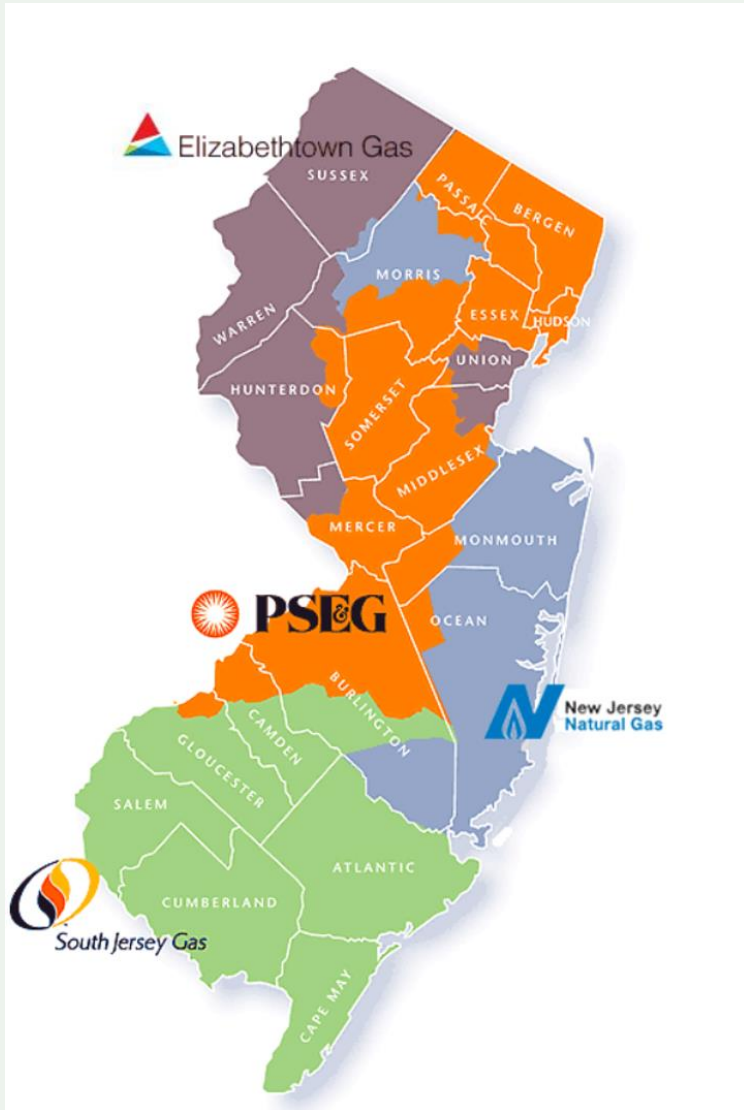
LISTSERVS

NJCleanEnergy.com/LISTSERVS



@NJCleanEnergy

Utility Outreach Campaign Assistance





SAVEGREEN ON MAIN Program Highlights

- Designed for small Main Street type businesses with annual natural gas usage of under 5000 therms
- No-cost energy analysis conducted by a certified NJNG auditor with recommended improvements and a cost-benefit analysis
- Upfront 20 percent incentive — to minimize out-of-pocket expenses
- Up to \$50,000 financing at 0% APR for up to five years through NJNG's OBRP for qualified candidates
- Performance incentive of 10 percent of total project costs for each of the first three years of participation
- All projects include the installation of a smart thermostat for compatible HVAC systems



Engineered Solutions Program

- **Program for hospitals and healthcare facilities**
Expanding to schools, municipalities and non-profits soon
- **Engineering firms under contract to NJNG to develop detailed engineering proposals for the work to be competitively bid**
- **Starts with a free comprehensive audit by an auditing firm under contract to NJNG to identify best opportunities**
No risk or cost to customer

Incentives

- **NJNG buy-down cost of approved measures by 6 years to not below 3 years**
- **Use NJNG's 0% On- bill Repayment Program (OBRP) for the balance. Repaid through your NJNG Bill over 5 years with no fees, points or closing costs**
Cannot be combined with NJCEP rebates

SJG Commercial Incentives

- DIRECT INSTALL: SJG will finance the balance after the State incentive is identified, up to \$130,000 for 5 years at 0%
- SMARTSTART BUILDINGS: SJG will finance up to \$130,000 for 10 years at 0%
- PAY FOR PERFORMANCE: SJG will finance up to \$130,000 for 10 years at 0%
- Dedicated Commercial Contact
- Bill Taylor, HVAC Contractor Manager 609-500-1682
- btaylor@sjindustries.com
- www.southjerseygas.com



PSE&G Energy Saver Direct Install Program

JUNE 11, 2020

David Kirsch
PSE&G

Joseph Prusik

Renewables and Energy Solutions

PSE&G Energy Saver Program Overview

Direct Install Program - \$15 Million BPU Approved

Basic Eligibility:

- Government and non-profit 501(c)3, 501(c)19 facilities in PSE&G service territory
- Small businesses in the Urban Enterprise Zones (UEZs) within PSE&G service territory
- Peak electric use \leq 200 kilowatts
- Public Schools are NOT eligible
- Must have an acceptable bill payment record

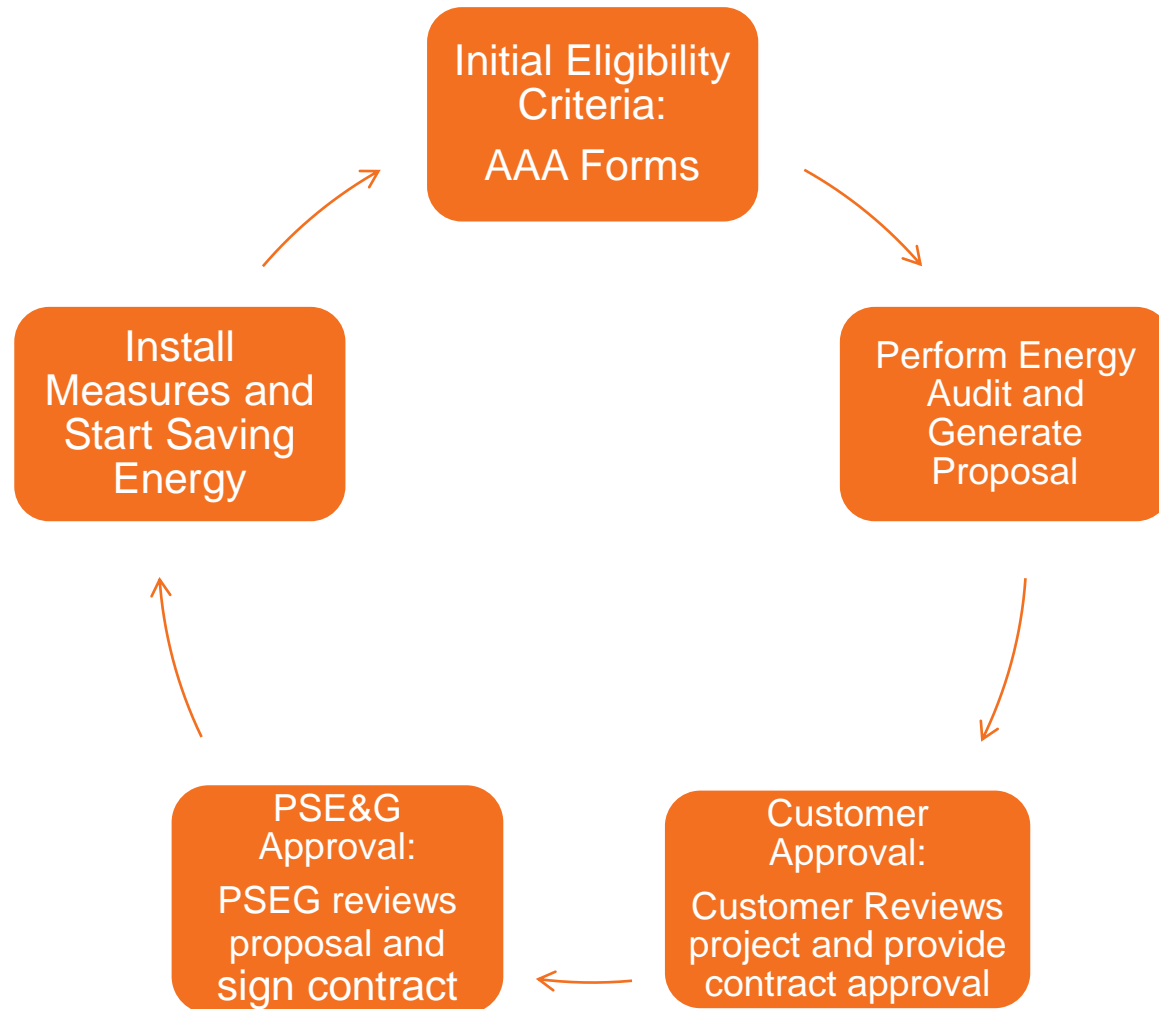
How it Works:

- Program vendors complete audits and energy efficiency upgrades (mainly lighting)
- PSE&G pays 100% of project cost up front
- Customer repays 30% over 3 years interest free on utility bill

For More Information:

- For program information go to www.pseg.com/energysaver. Customers can contact the PSE&G Energy Saver Program at energysaver@pseg.com.

PSE&G Energy Saver Process – (90-120 Days)



Key Terms of Direct Install Programs

The PSE&G Energy Saver Program:

- Pays 100% of upfront costs
- Participating customers repay 30% interest free over 36 months or 1 lump sum on PSE&G bill
- Eligible PSE&G gas or electric customers provide their account number for a free on-site energy audit and energy efficiency proposal

NJ Office of Clean Energy Direct Install Program:

- Pays up to 80% of costs for energy-saving upgrades. (Share of project costs depends on contractor review)
- Applicants must submit last 12 months of utility bills
- Full payment due upon project completion

Direct Install Promotional Videos

Video Links:

Bergen County Zoo:

- <https://vimeo.com/265571411>

East Brunswick Public Library:

- <https://vimeo.com/317568941>

Sign Up Now

Links:

PSE&G Energy Saver Program:

- Go to www.pseg.com/energysaver
- Click on “**Apply Now**”

Apply to the Energy Saver Program

Take the first step by completing the PSE&G Energy Saver Program online form.

APPLY NOW

Sign Up Now

- Complete the Interest Form:

Apply to the Energy Saver Program
Take the first step by completing the PSE&G Energy Saver Program online form

Customer Information

* First Name	* Last Name
<input type="text"/>	<input type="text"/>
* Account Number	
<input type="text"/>	
* Facility Name	* Customer Type
<input type="text"/>	Government ▾
* Street Address	
<input type="text"/>	
Example: 123 Main Street	
* City	* State
<input type="text"/>	New Jersey ▾
* Zip Code	* County
<input type="text"/>	<input type="text"/>

Contact Information

* Office Phone	Mobile Phone
<input type="text"/>	<input type="text"/>
Example: 123-456-7890	Example: 123-456-7890
* Email	
<input type="text"/>	

Sign Up Now

- Click on the Program Participation Agreement Link to download the form:

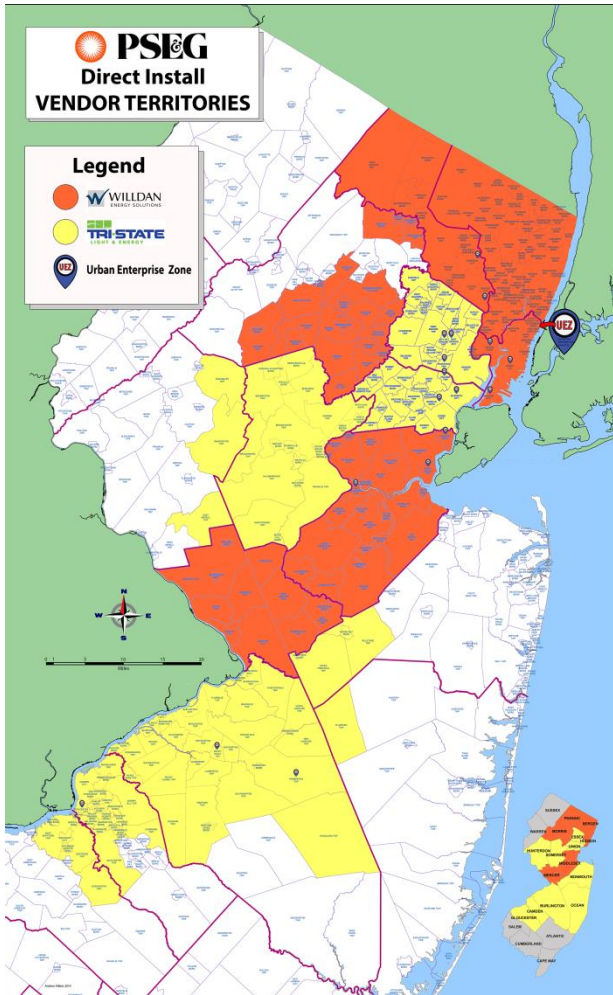
How The Program Works

PSE&G will provide a free on-site energy audit, recommend energy efficiency upgrades and provide a detailed cost estimate. PSE&G pays for 100% of the upfront costs and the work is done by a PSE&G authorized contractor. When the work is complete, customers repay only 30% of the total, interest free, over 36 months on their PSE&G bill (or in one lump sum payment if they prefer).

- [Program Participation Agreement](#)

- Program Participation Agreement Link:
<https://nj.pseg.com/businessandcontractorservices/saveenergyandmoneyforbusiness/-/media/441f285b7d1844f0b69aa2de54b05762.ashx>
- Complete the form and send it to energysaver@pseg.com or to your assigned vendor (Tri-State or Willdan).

Current Vendor Territory Map



- **Tri-State Light & Energy:**
 - **Counties:** Burlington, Camden, Essex, Gloucester, Hunterdon, Monmouth, Ocean, Somerset, Union
 - **Contact:** Marthe Galbraith
 - Mobile: 610-937-2489
 - Email: marthe@TSLE.com
- **Willdan Energy Solutions:**
 - **Counties:** Bergen, Hudson, Mercer, Middlesex, Morris, Passaic
 - **Contact:** Robert Vidaurre
 - Mobile: 908-337-8477
 - Email: RVidaurre@willdan.com



John Meehan,
Area Manager, Jersey Central Power and Light

jjmeehan@firstenergycorp.com

Sustainable Jersey Energy Efficiency Outreach Toolkits

Toolkits provide:

- 'Plug and play' outreach collateral
 - municipal letters,
 - press releases, and
 - flyers
 - Webpage text, etc.
- Best Practices for successful outreach campaigns



Energy Efficiency Toolkits

Social Media Templates



Image from pnln.gov

New Jersey's Clean Energy Program™ Direct Install program pays up to 80% of the cost of energy-saving upgrade measures for small to mid-sized businesses. The process starts with a free, no-obligation energy assessment of your building.

To set up a free assessment with the NJCEP-designated Direct Install contractor contact [Name of Contractor at Phone number, Email] OR visit [Municipality]'s www.xyz.gov.

#NJCleanEnergyProgram #SJEnergyEfficiency



Best Practices for a Successful Commercial Energy Efficiency Outreach Campaign

The best practices included in this document are listed for each step of the outreach campaign:

- Letter to Businesses
- Outreach Partners
- Outreach Campaign Strategies

Letter to Businesses

A letter to all township businesses from the mayor/municipality is a required part of the Commercial Energy Efficiency Outreach Action. Because the letter comes from a trusted messenger it will greatly increase awareness of the Direct Install program among municipal businesses.

Compile list of local businesses

Date _____ (Print on Municipal letterhead)
 Letter may be customized; but the text in red is required.

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 solution that makes it easy and affordable to upgrade to high efficiency equipment. The program covers 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 thereafter.

Insert information about any additional incentives or financing available through your gas or 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* 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. Or substitute municipal webpage, if applicable.

Regards,
 Mayor, Municipality

Save Up to 80% on Energy-Saving Upgrades for Your Business

New Jersey's Clean Energy Program™ (NJCEP) Direct Install program pays up to 80% of the cost of energy-saving upgrade measures for small to mid-sized businesses.

The process starts with a free, no-obligation energy assessment of your building.

To learn more about the Direct Install Program and all the NJCEP incentives available to businesses, visit: NJCleanEnergy.com/CI. Or substitute municipal webpage.



Direct Install can be used for energy-saving upgrades to lighting; heating, cooling & ventilation (HVAC); refrigeration; motors; natural gas systems; and variable frequency drives.

INFORMATION SESSION

Representatives from NJCEP and the NJCEP-designated Direct Install contractor will provide information about incentives available to [Municipality]'s businesses.

Date, Time
 Location

To set up a free assessment with the NJCEP-designated Direct Install contractor contact:

Name of Contractor
 Phone number, Email

INSERT TOWN OR GREEN TEAM LOGO HERE



Mercer County Sustainability Coalition



Mercer County Sustainability Coalition

2 subscribers

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DISCUSSION

ABOUT



Uploads [PLAY ALL](#)

SORT BY



Direct Install Spotlight: Reducing Operating Costs f...

14 views • 1 month ago



Direct Install Stories: Reducing Operating Costs f...

9 views • 1 month ago



Direct Install Spotlight: Surface Technology, Inc.

7 views • 1 month ago



Direct Install Story: Surface Technology, Inc.

54 views • 1 month ago



Direct Install Spotlight: Bottle King

3 views • 1 month ago



Direct Install Story: Bottle King

15 views • 1 month ago



Direct Install Story: Princeton Orthopaedics Associates

10 views • 1 month ago



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Direct Install Story: Money Management Associates

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Direct Install Spotlight: Money Management...

34 views • 1 month ago



Direct Install Story: Hopewell Presbyterian Church

103 views • 1 month ago



Direct Install Spotlight: Hopewell Presbyterian...

5 views • 1 month ago



Direct Install Story: HomeFront

20 views • 1 month ago



Direct Install Spotlight: HomeFront

12 views • 1 month ago

Outreach Best Practices

Identifying Outreach Partners

- Local utilities (electric and natural gas)
- Nearby municipalities
- NJCEP-designated Direct Install contractor
- Local business/community organizations
- Local business ambassadors
- Other Stakeholders

Community Outreach Campaign

- Offer educational workshop at business events
- Create a commercial energy efficiency webpage
- Engage municipal employees
- Follow-up with businesses that have not moved forward with Direct Install

Mailings and Online Outreach

- Compile list of local businesses
- Work with NJCEP-designated Direct Install contractor to send letter to businesses
- Include testimonial from municipality or local business owner
- Include notice of workshop in letter

Additional Incentives Available

- NJ Smart Start Businesses
- Pay for Performance
- Programs available through utilities



Helping businesses make the most of Direct Install

Encourage Businesses to:

- Work out a shared incentive agreement between tenant and building owner
- Contact New Jersey's Clean Energy Program with questions about the Direct Install Program –
Tony O'Donnell
AODonnell@trccompanies.com



Upcoming Events

Backyard Composting 101

June 15, 2020, 6:30 PM to 7:30 PM

Micromobility in Your Community Webinar

June 16, 2020, 9:00 AM to 10:30 AM

Sustainable Energy Communities Webinar

June 17, 2020, 1:00 PM to 2:30 PM

Ticks and Lyme Disease

June 22, 2020, 6:30 PM to 7:30 PM

Adding EVs to Your Municipal Fleet and Community Webinar

June 24, 2020, 1:00 PM to 2:30 PM

Understanding the 2019 Harmful Algae Blooms in NJ

June 29, 2020, 6:30 PM to 7:30 PM



Current Opportunities

Sustainable Communities Grant Program

Atlantic City Electric (ACE) and Sustainable Jersey are pleased to announce:

Environmental Stewardship Grants

Six (6) \$5,000 grants

Ten (10) \$2,000 grants

Resiliency Grants

Two (2) \$10,000 grants

One (1) \$5,000 grant

Applications are due July 16

Local Public Information & Engagement (PIE) Planning Opportunity

Applications are due August 9

Support Available to NJNG Municipalities for Energy Efficiency Outreach

Partnering with green team students at Montclair State University's
PSEG Institute for Sustainable Studies

Susan Ellman - SEllman@njng.com

Sustainable Jersey Supporters & Sponsors

Program Underwriters



Grants Program



Corporate Sponsors

PLATINUM



GOLD



SILVER



BRONZE



Contact Information

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Tracey Woods

Project and Research Specialist, Sustainable Jersey
woodst@tcnj.edu



Outreach Campaign Support Documents

Commercial



Best Practices for a Successful Commercial Energy Efficiency Outreach Campaign

The best practices included in this document are listed for each step of the outreach campaign:

- Letter to Businesses
- Outreach Partners
- Outreach Campaign Strategies

Letter to Businesses

A letter to all township businesses from the mayor/municipality is a required part of the Commercial Energy Efficiency Outreach Action. Because the letter comes from a trusted messenger it will greatly increase awareness.

Compile list of local businesses.

- To get list of businesses contact:
 - NJCEP-designated
 - Municipal Business
 - Local business organization
 - Health Officer for
- Include retail tenants and

Work with NJCEP-designated Direct Install contractor w

- Direct Install contractor w
- Utility companies serving mailing

Include testimonial from municipal Install in your letter.

- Use list of businesses that fit at the very bottom of the businesses
- Reach out to the identifier

Include notice of a workshop in

- If the municipality is host

Municipal Employee Memo/Email

Date:

Dear [Municipality] Employees,

As part of [Municipality]'s continued efforts to promote sustainability in our community, the [Municipality/Green Team] is conducting an outreach campaign to encourage local businesses to participate in the Direct Install Program offered by New Jersey's Clean Energy Program™ (NJCEP).

Municipal employees are asked to support this outreach campaign by helping to inform local businesses and commercial property owners about the Direct Install program. Suggestions for supporting the outreach campaign include:

- Including a notice about the Direct Install program in any correspondences you may have with local businesses/commercial property owners, such as inspection notices.
- Display flyers in public areas like the clerk's office and permit desk.
- Include mention of the Direct Install program in business-oriented newsletters.

The outreach coordinator for this project is [name of coordinator]. He/she has outreach materials including NJCEP-approved text, flyers, and more. To get outreach materials and learn more about the outreach campaign, contact the outreach coordinator at [contact information].

ABOUT DIRECT INSTALL

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.

The process starts with a free, no-obligation energy assessment by a NJCEP-designated Direct Install contractor. Businesses should be encouraged to contact the NJCEP-designated Direct Install contractor for our area, [contractor name], to set up an energy assessment at [contact information for DI contractor].

Regards,

Residential



Best Practices for a Successful Residential Energy Efficiency Outreach Campaign

The best practices included in this document are listed for each step of the outreach campaign:

- Identifying outreach partners
- Mailings and online outreach
- Community events outreach campaign
- Additional incentives available for residents

Identifying Outreach Partners

Maximize the impact of these organizations about the program:

- Local utilities
 - In addition to utilities mailings
 - Office
 - Home
- Nearby municipalities
 - Issuing a joint (BPI) Gold Star
 - Save
 - Att
 - Res
- Local housing
 - Planning
 - Table
- Local schools
 - Table
 - Incentive
 - Office

Sustainable Jersey Model RFP

<name of municipality> Request for Proposals for Energy Assessment Services

The <name of municipality>, <name of county>, NJ is requesting proposals from Building Performance Institute ("BPI") accredited contractors to perform home energy assessments. All submitted proposals for energy assessments shall be in accordance with the attached requirements. In general, the assistance <name of municipality> is seeking one or more BPI GoldStar contractor(s), who participate in the New Jersey Home Performance with ENERGY STAR® Program ("HPwES"), to perform home energy assessments on residential units in <name of municipality> and identify potential upgrades for homeowners to increase energy efficiency.

<name of municipality> is engaging in a municipal-wide campaign to promote energy efficiency. Home energy assessments are the first step in reaching energy efficiency goals, while showing how homeowners can save money, realize comfort, and complete the HPwES program. <name of municipality> will be providing information about its energy assessment program to its residents to promote wide scale participation in the HPwES program. The outreach campaign may include efforts by local 'green team' volunteers to schedule workshops and tabling events with local partner organizations, a letter from the municipality to residents announcing the program, and other publicity and outreach efforts by the municipality and local organizations.

Please provide proposed fixed price assessment costs for each residential unit where an assessment will be performed. The proposal should also identify the duration of time for which the fixed price assessment will be available to residents, with a time frame of six months at a minimum. A contract will be awarded based on analysis of experience, in particular New Jersey experience, references, insurance coverage, BPI accreditation status and proof of accreditation, HPwES program participation, time frame for completion, and price. Contractors interested in performing these assessments may be asked to attend one (1) or more interviews with <name of municipality> Energy Coordinator, Borough Administrator and/or the Governing Body.

Please submit proposals no later than <time and date> to the following address:

<name>, Energy Coordinator
<name of municipality>
<address of municipality>

Mailing and Letter Templates

Commercial

(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 are eligible for rebates within 1 to 3 years and businesses will see significant energy and cost savings for many years to come.

Insert information about any additional incentives available through utility.

Consider adding a local testimonial here, for example, a business that has participated in the program to get \$100,000 of energy-saving up to a projected annual energy savings of \$17,700. For more information, visit [NJCEP Efficiency Outreach Campaign](#) document for more information.

The process starts with a free, no-obligation energy audit by a designated Direct Install contractor. Contact your area, [contractor name], to set up an energy audit.

INCLUDE IF APPLICABLE: Learn more about incentives available through utility at an information session [Date, Time, Location].

NJCEP offers an array of incentives that businesses that have recently done HVAC and energy audits should consider NJ SmartStart Buildings and can be applied for retroactively. For more information, visit [NJCleanEnergy.com](#).

Regards,

Mayor, Municipality]

Commercial Energy Efficiency Outreach Follow-Up Letter

Print on Municipal letterhead or send via municipal email

Date

Dear [Name of Business Owner]:

Thank you for participating in [Municipality]'s commercial energy efficiency outreach program by having a Direct Install energy assessment.

As a reminder, the Direct Install program pays up to 80% of costs for energy-saving upgrade measures. Also, upgrade measures made through Direct Install usually pay for themselves within 1 to 3 years and businesses will see significant energy and cost savings for many years to come.

[Municipality]'s green team is reaching out to you to find out if your business is planning to proceed with the project(s) identified by the Direct Install contractor. If you have questions about Direct Install or about the pricing or scope of work in the proposal you received, we can connect you with a representative at New Jersey's Clean Energy Program (NJCEP).

There are several NJCEP incentive programs for businesses. Some businesses, particularly those that have already had lighting or HVAC upgrades done or that require custom equipment, may feel that Direct Install is not the right fit. One program those businesses may be interested in is NJ SmartStart Buildings®, which offers rebates on individual and custom upgrade measures, including retroactive rebates for eligible equipment installed in the past year. NJ SmartStart Buildings® and Direct Install can be used at the same time to cover different upgrade measures.

Please contact the [Municipality] green team at (email address). If you prefer, you can contact NJCEP directly at (866) NJ SMART / (866) 657-6278 or info@NJCleanEnergy.com to discuss which incentives best fit the needs of your business.

For more information about the full array of NJCEP incentives available to businesses, visit NJCleanEnergy.com/CI.

Regards,

Mayor, Municipality

Residential

Municipal Letter to Residents about HPwES Home Energy Assessment

Print on municipal letterhead

Customized text may be added, but language in red is required

Dear [Municipality] resident,

As part of [Municipality]'s ongoing sustainability efforts, [Municipality/Mayor/Council] is encouraging residents to consider having a Home Performance with ENERGY STAR® home energy assessment.

New Jersey's Clean Energy Program™ (NJCEP) offers up to \$4,000 in rebates and zero- or low-interest loans towards energy efficiency upgrades through the Home Performance with ENERGY STAR® Program (HPwES). Add sentence about additional financing options available through utility, if applicable.

The first step to participate in the HPwES Program is to have a home energy assessment performed by a HPwES Building Performance Institute (BPI) GoldStar certified auditor. [Municipality] has partnered with [name of contractor(s)] to make it easy.

For just \$XX (up to a \$400 value), [name of contractor(s)] will conduct an in-depth home energy assessment to help identify opportunities to reduce your energy costs. This home energy assessment will include a health and safety check for carbon monoxide levels, moisture issues, and indoor air quality problems.

You will receive a detailed written report that prioritizes and identifies energy-conserving fixes, with recommendations on how to proceed after inspecting for comfort issues, air sealing opportunities, energy efficiency, and hot spots.

Lower your energy bills while reducing your home energy usage.

New Jersey's Clean Energy Program™ Home Performance with ENERGY STAR® offers residents up to \$4,000 in rebates and zero- or low-interest loans for energy efficiency measures.

The first step to participate in the program is to have a home energy assessment with a HPwES Building Performance Institute (BPI) GoldStar certified auditor.

To make getting a home energy assessment easier, [Municipality] has partnered with [name of partner] to offer a discounted \$XX (up to a \$400 value) home energy assessment.



*Source: U.S. Environmental Protection Agency

Air sealing and insulation are some of the measures available to improve the comfort, health, and safety of your home and reduce your energy bills.

INSERT TOWN OR GREEN TEAM LOGO HERE



different information on their Trade

information).

link to municipal website for more information on incentives

highlighting the special offer and providing more information

Webpage Template

Commercial

Commercial Energy Efficiency Text for Municipal/Green Team Webpage

Customized text may be added, but it is recommended to not edit language in red

New Jersey's Clean Energy Program™ — Direct Install Direct Install helps businesses lower energy bills and save energy!

[Municipality] teams up with [name of contractor] to make getting started easy!

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.

The Direct Install program strengthens local businesses by giving them a competitive cost advantage in both the short term and the long term. Energy-saving upgrade measures can help make the business more comfortable (reduces cold or stuffy areas) and more pleasant for customers and employees alike. Reducing energy use reduces operating expenses, which in turn, helps the bottom line for local businesses.

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 to come. Energy-savings upgrade measures covered by the program include lighting; heating, cooling and ventilation (HVAC); refrigeration; motors; natural gas systems; and variable frequency drives.

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

Eligibility

NJ commercial property owners and retail tenants that occupy existing small to mid-sized commercial and industrial facilities with an average peak electric demand below 200 kW* for the previous 12 months are eligible to participate in Direct Install.

Houses of worship and residential complexes billed at the commercial electrical rate (such as assisted living and affordable housing complexes) are eligible. Also, portions of residential buildings billed at the commercial rate, such as amenities and common spaces, are eligible.

NJCEP also has incentives available for residential properties at [NJCleanEnergy.com/Residential](https://www.NJCleanEnergy.com/Residential).

Steps to Participate in the Direct Install Program

Residential

Template Municipal/Green Team Webpage

Text may be customized, but language in red is required, Highlighted text should be customized.

New Jersey's Clean Energy Program™ — Home Performance with ENERGY STAR®

Home Performance costs and your carbon footprint. Up to 30% on energy costs. Energy Program™ efficiency upgrades.

Complete information on incentives design.

Steps for home

STEP 1: Have a Home Energy Audit
The first step to participating in the HPwES Building Program is to have a home energy audit. [name of contractor]

For just \$100 (up to \$200 for a full assessment report) you will include a home energy audit. This will include a home energy audit.

You will receive a recommendation on insulation levels, water system efficiency, and more.

STEP 2: Get Multiple Quotes
NJCEP recommends getting multiple quotes from GoldStar contractors.

Below is a list of contractors. Consider including an option for residential.

STEP 3: Select a Contractor
After reviewing the price estimate and contractor information, Contractors have been selected. Contractors have been selected in HVAC will likely be in the recommendation.

Frequently Asked Questions

New Jersey's Clean Energy Program also has a detailed [FAQ](#) with answers to additional questions.

Questions included in this FAQ

General questions about HPwES

- What is Home Performance with ENERGY STAR® (HPwES)?

Financing home energy efficiency upgrades

- How much can I expect to receive in rebates?
- How much money do I have to spend initially?
- How do I receive HPwES Program rebates and zero- or low-interest loans?

Using the home energy assessment report to get price estimates

- How do I follow the NJCEP recommendation that I use my home energy assessment report to get price estimates from three participating BPI GoldStar contractors?
- Do I have to do all the work suggested in the home energy assessment?
- Is it possible that the three estimates from participating BPI GoldStar contractors will recommend different work to be done on the house?

Eligibility

- What if I live in a building with more than one residence?
- Is my business eligible for incentives?

General Questions About HPwES

What is Home Performance with ENERGY STAR® (HPwES)?

Home Performance with ENERGY STAR® offers "whole house" solutions to reduce both your energy costs and carbon footprint. Installing energy efficient upgrades in your home can save you up to 30% on energy costs and increase the comfort, safety, and durability of your home. New Jersey's Clean Energy Program™ (NJCEP) offers up to \$4,000 in rebates and zero- or low-interest loans towards energy efficiency upgrades through the Home Performance with ENERGY STAR® Program.

Full details of the HPwES Program can be found at <https://www.NJCleanEnergy.com/HP>.

Promotional Materials

Commercial

Save Up to 80% on Energy-Saving Upgrades for Your Business

New Jersey's Clean Energy Program™ (NJCEP) Direct Install program pays up to 80% of the cost of energy-saving upgrade measures for small to mid-sized businesses.

The process starts with a free, no-obligation energy assessment of your building.

To learn more about the Direct Install Program and all the NJCEP incentives available to businesses, visit: NJCleanEnergy.com/CI.

Or substitute municipal webpage.



Direct Install can be used for energy-saving upgrades to lighting; heating, cooling & ventilation (HVAC); refrigeration; motors; natural gas and variable frequency drives.

INFORMATION SESSION

Representatives from NJCEP and the NJCEP-designated Direct Install contractor will provide information about incentives available to [Municipality]'s businesses.

Date, Time
Location

To set up a free assessment with the NJCEP-designated Direct Install contractor contact:

Name of Contractor

[Municipality]'s Businesses Can Save Up to 80% on Energy-Saving Upgrades

New Jersey's Clean Energy Program™ (NJCEP) Direct Install program pays up to 80% of the cost of energy-saving upgrade measures for small to mid-sized businesses.

The process starts with a free, no-obligation energy assessment of your building.

Direct Install can be used for energy-saving upgrades to: lighting; heating, cooling & ventilation (HVAC); refrigeration; motors; natural gas systems; and variable frequency drives.

To learn more about the Direct Install Program and all the NJCEP incentives available to businesses, visit: NJCleanEnergy.com/CI. Or substitute municipal webpage, if applicable.

INSERT TOWN OR GREEN TEAM LOGO HERE

INFORMATION SESSION

Representatives from NJCEP and the NJCEP-designated Direct Install contractor will provide information about incentives available to [Municipality]'s businesses.

Date, Time
Location

To set up a free assessment with the NJCEP-designated Direct Install contractor contact:

Name of Contractor
Phone number, Email



Residential

Lower your energy bills while reducing your home energy usage.

New Jersey's Clean Energy Program™ Home Performance with ENERGY STAR® (HPwES) offers residents up to \$4,000 in rebates and zero- or low-interest loans for energy efficiency measures.



[Municipality] is supporting an environmental stewardship opportunity for residents.

New Jersey's Clean Energy Program™ Home Performance with ENERGY STAR® offers residents up to \$4,000 in rebates and zero- or low-interest loans for energy efficiency measures that can improve the comfort, health, and safety of your home while reducing your carbon footprint.

The first step to participate in the program is to have a home energy assessment with a HPwES Building Performance Institute (BPI) certified auditor. To make having a home energy assessment easier, [Municipality] has partnered with [name of partner] to offer a discounted home energy assessment for \$XX (up to a \$400 value).

For more information about available incentives and [Municipality]'s home energy assessment offer, visit [URL for municipal energy outreach webpage].

Talk to us!

Learn more about saving energy at home and incentives available to residents, including [Municipality]'s discounted offer for a home energy assessment, by visiting the information table set up at this week's after service coffee hour.

INSERT TOWN OR GREEN TEAM LOGO HERE



Social Media Templates

Commercial

Social Media Templates


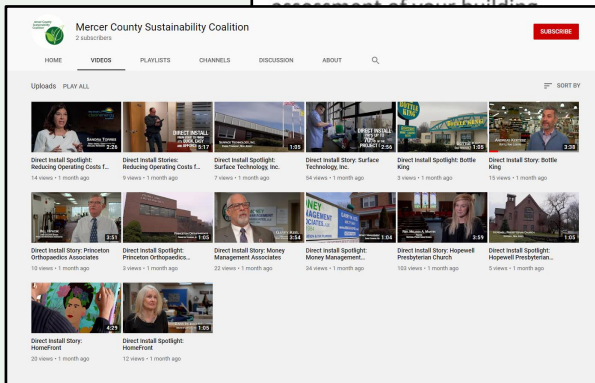


Image from pnnl.gov

New Jersey's Clean Energy Program™ Direct Install program pays up to 80% of the cost of energy-saving upgrade measures for small to mid-sized businesses. The process starts with a free, no-obligation energy assessment of your building.

the NJCEP-designated name of Contractor at [Municipality]'s [Municipality] Efficiency



Mercer County Sustainability Coalition
2 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL

Direct Install Spotlight: Princeton Orthopaedics Associates 14 views · 1 month ago	Direct Install Story: Princeton Orthopaedics Associates 9 views · 1 month ago	Direct Install Spotlight: Surface Technology, Inc. 7 views · 1 month ago	Direct Install Story: Surface Technology, Inc. 54 views · 1 month ago	Direct Install Story: Bottle King 3 views · 1 month ago	Direct Install Story: Bottle King 15 views · 1 month ago
Direct Install Story: Hopewell Presbyterian Church 102 views · 1 month ago	Direct Install Spotlight: Hopewell Presbyterian Church 9 views · 1 month ago	Direct Install Story: Money Management Associates 22 views · 1 month ago	Direct Install Spotlight: Money Management Associates 24 views · 1 month ago	Direct Install Story: Hopewell Presbyterian Church 102 views · 1 month ago	Direct Install Spotlight: Hopewell Presbyterian Church 9 views · 1 month ago
Direct Install Story: Hopewell Presbyterian Church 33 views · 1 month ago	Direct Install Spotlight: Hopewell Presbyterian Church 12 views · 1 month ago				

@SJ_Program | #NJSustainabilitySummit

Residential

Social Media Templates



Image from energystar.gov

New Jersey's Clean Energy Program™ offers up to \$4,000 in rebates and zero- or low-interest loans towards energy efficiency upgrades through the Home Performance with ENERGY STAR® Program.

Start today with a home energy assessment performed by a HPwES Building Performance Institute (BPI) certified auditor. Visit [Municipality]'s www.xyz.gov to learn about available incentives and a special home energy assessment offer for [Municipality] residents.

#NJCleanEnergyProgram #SJEnergyEfficiency



Media Kit

Commercial

Insert Municipal/Green Team Logo Here

Customized text may be added, but it is recommended to not edit language in red

IMMEDIATE RELEASE

Date of Release
Website address

Contact:

Main Contact	Phone	Email
Secondary Contact	Phone	Email

New Jersey's Clean Energy Program™ — Direct Install
Direct Install helps businesses lower energy bills and save energy!

[Municipality] teams up with [name of contractor] to make getting started easy!

As part of [Municipality]'s ongoing sustainability efforts, the [Municipality] is encouraging local businesses to have a Direct Install assessment.

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 through significant energy and cost savings for many years to come.

incentives or financing available through your gas or electric utility.

Example: The Township of Mayberry used the Direct Install program to upgrade energy-saving measures at a 70% price reduction, which resulted in significant savings. (See *Best Practices for a Successful Commercial Energy Upgrade* on developing testimonial statements.)

Energy assessment of your building by a NJCEP-designated Direct Install contractor for your area. Contact your utility at (contact information for Direct Install contractor).

Incentives available to businesses by attending an

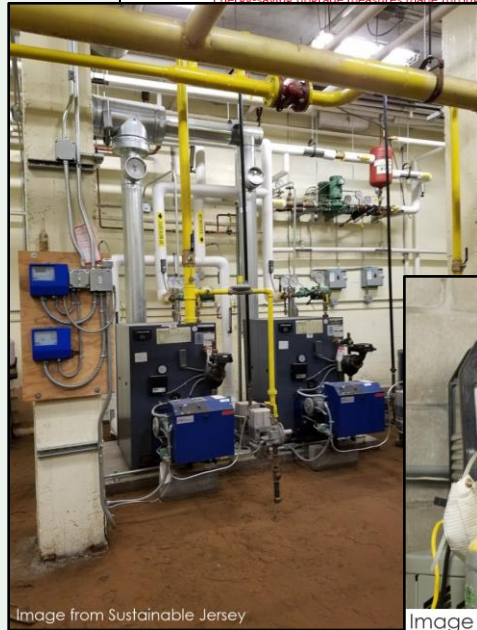


Image from Sustainable Jersey



Image from energy.gov

Residential

Insert Municipal/Green Team Logo Here

Customized text may be added, but it is recommended to not edit language in red

IMMEDIATE RELEASE

Date of Release
Website address

Contact:

Main Contact	Phone	Email
Secondary Contact	Phone	Email

New Jersey's Clean Energy Program™ — Home Performance with ENERGY STAR® (HPwES) helps residents lower energy bills and save energy!

[Municipality] teams up with [name of contractor] to make getting started easy!

As part of [Municipality]'s ongoing sustainability efforts, the [Municipality/Mayor/Council] is encouraging residents to have a Home Performance with ENERGY STAR® home energy assessment.

Home Performance with ENERGY STAR® (HPwES) offers "whole house" solutions to reduce both a resident's energy costs and your carbon footprint. Installing energy efficient upgrades in your home can save you up to 30% on energy costs and increase the comfort, safety, and durability of your home. New Jersey's Clean Energy Program™ (NJCEP) offers up to \$4,000 in rebates and zero- or low-interest loans towards energy efficiency upgrades through the Home Performance with ENERGY STAR® Program. Add sentence about additional financing options available through utility, if applicable.

The first step to participate in the HPwES Program is to have a home energy assessment performed by a HPwES Building Performance Institute (BPI) GoldStar certified auditor. [Municipality] has partnered with [name of contractor(s)] to make it easy.

For just \$ XX (up to a \$400 assessment) to help identify energy efficiency opportunities. The assessment will include a check for indoor air quality problems.

Residents will receive a detailed report and recommendations.



Image from energystar.gov



Images from energystar.gov