



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 your outreach campaign by partnering with local community organizations. These organizations are 'trusted messengers' and bring people together who can share information about the program via 'word of mouth' with other members of the community.

- **Local utilities (electric and natural gas)**
In addition to possible resources offered for municipalities using utility partner approach, utilities may support outreach campaigns by:
 - Offering additional financing or incentives for residents
 - Help with the cost of the mailing or other support
- **Nearby municipalities for a joint campaign**
Issuing a joint request for proposal (RFP) for participating Building Performance Institute (BPI) GoldStar contractors can:
 - Save logistical costs versus issuing multiple RFPs
 - Attract proposals from more participating BPI GoldStar contractors
 - Result in better pricing and terms, thanks to larger customer base
- **Local houses of worship**
 - Place a project overview in the bulletin or newsletter
 - Table at the after-service coffee time
- **Local school districts**
 - Take out low-cost ads in school playbills
 - Include information about the campaign in PTA or school newsletters
 - Offer workshops for scheduled events such as PTA meetings

Mailings and Online Outreach

- **Create a video of mayor or other community leader having a home energy assessment**
 - Seeing a familiar person participating in program builds confidence
 - Share on social media and municipal/green team website
 - Example: Summit's Mayor Nora Radest posted a video about her home energy assessment: <https://www.youtube.com/watch?v=KXnwhNpc-vg>

Note: All images and videos that have New Jersey's Clean Energy Program logo included in them need to be approved by NJCEP.

- **Issue a press release about the campaign**
 - Emphasize health, comfort, and safety as well as energy and cost savings
 - Include images, particularly of local elected officials, local personalities
- **Use social media**
 - Tag posts with #NJCleanEnergy #SJEnergyEfficiency
 - Ask community leaders and community organizations to share posts
- **Follow up with Email**
 - Email municipal distribution list one week after letter from municipality is sent
 - Ask community groups to send out email to their list two weeks after mailing

Community Events Outreach Campaign

- **Plan in-person and virtual workshops that provide Q&A with program experts**
 - Include information about workshop in mailing from municipality
 - Invite speakers to provide in-depth information and field questions
 - Invite an Outreach Specialist from New Jersey's Clean Energy Program (Outreach@NJCleanEnergy.com)
 - Invite utility representatives
 - Invite local participating BPI GoldStar contractors
- **Schedule presentations at recurring community events**
 - Consider events hosted by homeowners' associations, YMCAs, PTAs, etc.
 - Reach wider audiences than events explicitly about energy efficiency
- **Table at local events.**
 - Green fairs, sporting events, local events
 - For larger events, invite an Outreach Specialist from New Jersey's Clean Energy Program (Outreach@NJCleanEnergy.com)
 - Contact NJCEP for brochures to hand out (3 weeks in advance)

Additional Incentives Available for Residents

There are additional incentives available to residents that can be used in combination with or instead of HPwES.

- **Comfort Partners**

New Jersey Comfort Partners Program is a free energy saving and energy education program for qualified low-income customers.

- If municipal population includes significant number of low-income residents, consider full comfort partners campaign three months after HPwES campaign.
- Additional information and outreach templates for Comfort Partners will be available in the Sustainable Jersey Comfort Partners Toolkit, due for release in spring 2020.

- **COOLAdvantage and WARMAdvantage Programs**

- Rebates are available for energy efficient heating and cooling equipment such as central A/C, ductless mini-split systems, heat pumps, furnaces, boilers, or water heaters.
- Homeowners that have in the past or are currently in the process of using HPwES are eligible for these programs. Each piece of equipment can only receive a rebate from one program.
- See NJCleanEnergy.com/HVACportal for details.

- **Appliance Recycling Program**

Free refrigerator and/or freezer recycling with \$50 rebate for each refrigerator or freezer; a \$25 rebate for each room air conditioner or dehumidifier recycled at the same time as the refrigerator/freezer pick-up appointment.

- **Clothes Washer, Clothes Dryer, Refrigerator, and Small Appliance Rebates**

Save energy and money by purchasing select ENERGY STAR qualified clothes washers, dryers, refrigerators, air purifiers, dehumidifiers, and room air conditioners.

NJCleanEnergy-appliancerebates.dsmtracker.com