



New Jersey Comfort Partners Outreach Toolkit

The New Jersey Comfort Partners Program is a free energy-saving and energy education program that helps income-eligible customers save energy and money, while increasing safety and comfort.

If eligible, participants receive installation of cost-effective energy efficiency measures in the home and comprehensive, personalized energy education and counseling. All efficiency measures and energy education services are provided free of charge.

A municipal outreach campaign is an effective and low-cost strategy for helping residents benefit from the New Jersey Comfort Partners Program. It is critical that municipalities ensure there is funding available for their municipality before beginning an outreach campaign.

Collateral for outreach campaigns has been pre-approved by the Comfort Partners Program to provide 'plug and play' outreach materials that maintain the language and branding of Comfort Partners.

This toolkit contains:

- Overview of the process for residents using the Comfort Partners Program
- Comfort Partners pre-approved outreach collateral, such as letter from the Mayor, press release, flyer, postcard, etc.
- Information about structuring a municipal Comfort Partners Outreach Campaign

Before beginning an outreach campaign, green teams/municipalities should:

- Let Sustainable Jersey know that the municipality is beginning an outreach campaign: info@sustainablejersey.com.
- Follow the process outlined in this document to determine if a Comfort Partners outreach campaign is appropriate for the municipality at this time.
- Review the Sustainable Jersey *Best Practices for a Successful Comfort Partners Outreach Campaign* document.

Points for Comfort Partners Outreach in the Sustainable Jersey Certification Program:

Municipalities that complete the outreach process laid out in this toolkit are eligible to receive points as part of the [Residential Energy Efficiency action](#).

Green teams are encouraged to use the outreach templates provided in this toolkit.

Steps for Residents to Participate in the New Jersey Comfort Partners Program

The New Jersey Board of Public Utilities under New Jersey's Clean Energy Program™ together with Atlantic City Electric, Elizabethtown Gas, Jersey Central Power & Light, New Jersey Natural Gas, Public Service Electric & Gas, and South Jersey Gas offer the Comfort Partners Program to income-eligible families and individuals to help make their homes healthier and more energy efficient.

After an application is completed, a program representative will contact the resident to determine eligibility and next steps, which could include an in-home energy audit and personalized energy education.

If eligible, participants may receive energy-saving home improvements to lower energy costs and improve the health, safety, and comfort of the home.

Improvements may include measures such as added insulation, caulking, weather-stripping, energy-saving showerheads and light bulbs – all at no cost to the customer.

Visit [NJCleanEnergy.com/CP](https://www.njcleanenergy.com/CP) or call 1-800-915-8309 for more information. For the full list of New Jersey's Clean Energy Program incentives available to residents, visit [NJCleanEnergy.com/residential](https://www.njcleanenergy.com/residential).

Energy Saving Measures May Include

- Efficient lighting products
- Water conservation measures
- Replacement of inefficient refrigerators
- Thermostats
- Insulation upgrades (attic, walls)
- Blower-door guided air sealing
- Duct sealing and repair
- Heating/cooling equipment maintenance
- Other measures

New Jersey Comfort Partners Eligibility Requirements

The Comfort Partners Program is available to any New Jersey household having an income at or below 250% of federal poverty guidelines. For details see: [NJCleanEnergy.com/CP](https://www.njcleanenergy.com/CP)

1. Households that do not meet the above income guidelines but receive HEAP, Lifeline, PAAD, Section 8 Housing, SSI, TANF, USF, Medicaid, SNAP or GA may be eligible for the Comfort Partners Program.
2. The customer must:
 - a. use the home as a primary residence
 - b. homeowners must have lived in residence for a minimum of a year
 - c. renters are eligible with landlord permission
 - d. be the ratepayer of record with the electric or gas utility
 - e. live in a building with 1 – 14 units (apartment, townhouse, etc.)
 - f. units in multifamily buildings must be individually metered

Note: Buildings with more than 14 units are not eligible.

Determine if the Timing is Right for an Outreach Campaign

New Jersey is currently served by 6 NJ Comfort Partners Contractors. The contractor that serves your municipality will be able to advise you on the appropriate timing and scale of an outreach campaign. To determine the NJ Comfort Partners Outreach Contractor assigned to your municipality, reach out to Patrick McDevitt at pmcdevitt@sjindustries.com. Patrick will provide the contact information for the appropriate contractor and act as the liaison between the Comfort Partners Utility Working Group, the NJ Comfort Partners Contractors and the municipal outreach teams to determine if the timing is appropriate for an outreach campaign.

Funding for the Comfort Partners Program is apportioned throughout the state on an annual basis. The municipality will need to coordinate the timing of an outreach campaign with the Comfort Partners Outreach Contractor that serves the area to ensure that the timing and scale of the outreach program match the available funding.

Municipal Outreach Campaign

Structuring a Municipal Outreach Team

The municipal outreach team may include municipal leaders; staff members who have regular access to the target residents in the course of their normal work, such as health and welfare officers; and green team members.

Planning an Outreach Campaign

STEP 1

Reach out to Sustainable Jersey at info@sustainablejersey.com and inform Sustainable Jersey that the municipality is conducting an outreach campaign.

STEP 2

Reach out to Patrick McDevitt at pmcdevitt@sjindustries.com in order to be put in contact with the appropriate Comfort Partners contractor.

STEP 3

Once in contact with the contractor, develop a written outreach plan in cooperation with the Comfort Partners outreach contractor. The contractor will work with the municipal team to adjust the scale and timing of the outreach campaign to align with the Comfort Partners funding available. A template outreach plan is included in the toolkit templates.

Send a copy of the outreach plan including all planned mailings (with estimated number of addresses) and outreach/tabling events (with estimated numbers of attendees) to pmcdevitt@sjindustries.com at least 30 days prior to the beginning of the outreach campaign.

Depending on available resources the municipal outreach team may consider including:

Mailings

- Mailing to residents that have been identified by the municipality as potential applicants
- Mailing to residents in areas shown by census data to have eligible residents
 - See *Best Practices* document for instructions on using the U.S.P.S Every Door Direct Mailing System to identify postal routes that census data shows have a concentration of low-income residents

Informational workshop/ tabling at established events

- For information sessions or outreach events, the municipal team should coordinate with the Comfort Partners outreach contractor to see if a presenter will be available to attend as well as notify the Comfort Partners Working Group Liaison, Patrick McDevitt at pmcdevitt@sjindustries.com.
- For smaller events, such as a table at a community event like green fair or Fourth of July celebration, printable outreach materials are available in the toolkit.
 - The outreach contractor may have printed outreach materials available (30-day notice on all outreach material requests).
- The toolkit contains art for a pop-up banner that can be printed relatively inexpensively for use at tabling and other outreach events.

Online Outreach

- Include a webpage on municipal or green team webpage and pre-approved social media posts.

Community Outreach

- Include flyers in town hall and other prominent locations.
- Include program information in municipal/green team newsletter, press releases, other outreach channels.

The Sustainable Jersey Best Practices for a Successful Comfort Partners Outreach Campaign includes tips for structuring your outreach campaign, including guidance on identifying outreach partners, sending mailings, and doing outreach in the community.

Collecting Contact information and Referring Residents to Comfort Partners

Once the municipal team identifies residents interested in the Comfort Partners Program, the protocol for connecting them to the Comfort Partners resources is to have residents call the Comfort Partners Information line at 1-800-915-8309 or visit NJCleanEnergy.com/CP.

Municipal outreach teams should not distribute Comfort Partners applications or collect data from residents other than the information requested on the handout. Municipal Outreach teams can collect customer information utilizing the CP Request for More Information Form and provide information to contractor.

Funding for Outreach Campaigns

Funding for outreach activities may be available and is to be determined during the creation of the written outreach plan.

Templates for Comfort Partners Outreach Campaign

All materials in this toolkit have been pre-approved by the Comfort Partners Program and may be used by municipalities and green teams.

NOTE: Any other materials created for the local outreach campaign that use logos of NJCEP, BPU, Utilities and/or Comfort Partners, must be approved in advance. To submit documents for review send them to: info@sustainablejersey.com.

Green teams are encouraged to use the outreach templates provided in this toolkit.

Template Documents for Comfort Partners Outreach Campaign	
Outreach Support Documents	Best Practices for A Successful Comfort Partners Outreach Campaign
	Template Outreach Plan Must be completed and submitted 30 days before outreach campaign begins.
	Memo to municipal staff to inform municipal staff of the outreach campaign.
Mailing and Letter Templates	Municipal Letter Pre-approved language for letter from mayor/municipality to residents who are likely to be eligible.
	Postcard for follow-up mailings.
	Short text for inclusion in existing township mailing, such as a tax or sewer bill.
Promotional Materials	Poster for promoting program.
	House of Worship Bulletin Insert
	Newsletter insert/template ad for municipal/green team, school district, or other community newsletters or event programs.
Social Media	Social Media Templates Include the following hashtags in all social media: #NJCleanEnergyProgram #SJEnergyEfficiency
	Videos for sharing on social media: New Jersey Clean Energy Learning Center, Comfort Partners Introduction
Tabling Materials	Event Handout Printable flyer for events.
	Request for More Information Form for collecting residents' contact information
	Pop-up Banner Art
Media Kit	Press Release
	Image Gallery for use on website and other materials. Local images may be used.