



## Residential Energy Efficiency Outreach Toolkit

Home Performance with ENERGY STAR® (HPwES) offers “whole house” solutions to reduce resident’s energy costs and carbon footprint. Installing energy efficient upgrades in the home can save residents up to 30% on energy costs and increase the comfort, safety, and durability of the 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.

This toolkit is a resource for green teams and municipalities working on the [Residential Energy Efficiency Outreach](#) action. To complete this action, municipalities must conduct an outreach campaign promoting the NJCEP Home Performance with ENERGY STAR® Program. Collateral for outreach campaigns has been pre-approved by NJCEP to provide ‘plug and play’ outreach materials that maintain the language and branding of NJCEP programs.

A municipal outreach campaign is an effective and low-cost strategy for helping residents benefit from HPwES. The goal of municipal outreach campaigns is to encourage broader participation in the HPwES Program by increasing awareness of the incentives available and reducing the complexity and cost involved for residents to take advantage of them.

### **This toolkit contains:**

- Overview of the process for homeowners using the HPwES Program
- Overview of Residential Energy Efficiency Action, 10- and 20-point level options
- NJCEP pre-approved outreach collateral, such as letter from the Mayor, press release, flyer, postcard, etc.

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

- Let Sustainable Jersey know that the municipality is beginning an outreach campaign: [info@sustainablejersey.com](mailto:info@sustainablejersey.com). This step is required to receive points for this action.
- Review the Sustainable Jersey [Residential Energy Efficiency Outreach](#) action.
- Contact the local utility (electric and natural gas) to determine if there are resources available to assist in the outreach campaign.
  - Contacting the local electric and gas utilities is required to receive points for the 20-point level of the action if pursuing the Utility Partner Approach.
- Review the Sustainable Jersey *Best Practices for a Successful Residential Energy Efficiency Outreach Campaign* document.

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

## Steps for Homeowners to Participate in the HPwES Program

### STEP 1: Have a Home Energy Assessment

The first step to participate in the HPwES Program is to have a home energy assessment performed by a HPwES Building Performance Institute (BPI) certified auditor. This home energy assessment will include a health and safety check for carbon monoxide levels, moisture issues, and indoor air quality problems.

The resident 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, insulation levels, heating system efficiency, cooling system/central air conditioning efficiency, and hot water system efficiency.

### STEP 2: Get Multiple Price Estimates

NJCEP recommends that residents use their report to get price estimates from three different participating BPI GoldStar contractors. NJCEP has a full list of participating contractors on their [Trade Ally tool](#).

### STEP 3: Select a Contractor and Scope of Work

After reviewing the three price estimates, the homeowner selects a contractor and a scope of work. Each price estimate may not include the same recommended measures in the scope of work proposal. Contractors have specialties that may affect their recommendations. For example, a contractor specializing in HVAC will likely suggest changes to the HVAC system. Homeowners should expect to see some variation in the recommended measures between contractors.

In order to qualify for incentives, HPwES projects include mandatory measures and optional measures. All projects must install air sealing, add to existing attic insulation if current insulation levels are below seven inches, and address health and safety issues such as mold, asbestos, and electrical issues. Optional measures include insulation upgrades, duct sealing, duct insulation, and water heater measures as well as additional measures from the eligible measures list, such as heating and cooling. The full list of eligible measures can be found at [NJCleanEnergy.com/HP](http://NJCleanEnergy.com/HP).

### What is Included in the Home Energy Assessment?

#### Health and Safety Check

- Carbon monoxide levels
- Moisture issues
- Indoor air quality
- Mold, lead, asbestos
- Overall comfort level

#### Assessment and Evaluation for Energy Conservation Measures

- Air sealing opportunities
- Insulation levels
- Heating system efficiency
- Cooling system/central air conditioning efficiency
- Hot water system efficiency

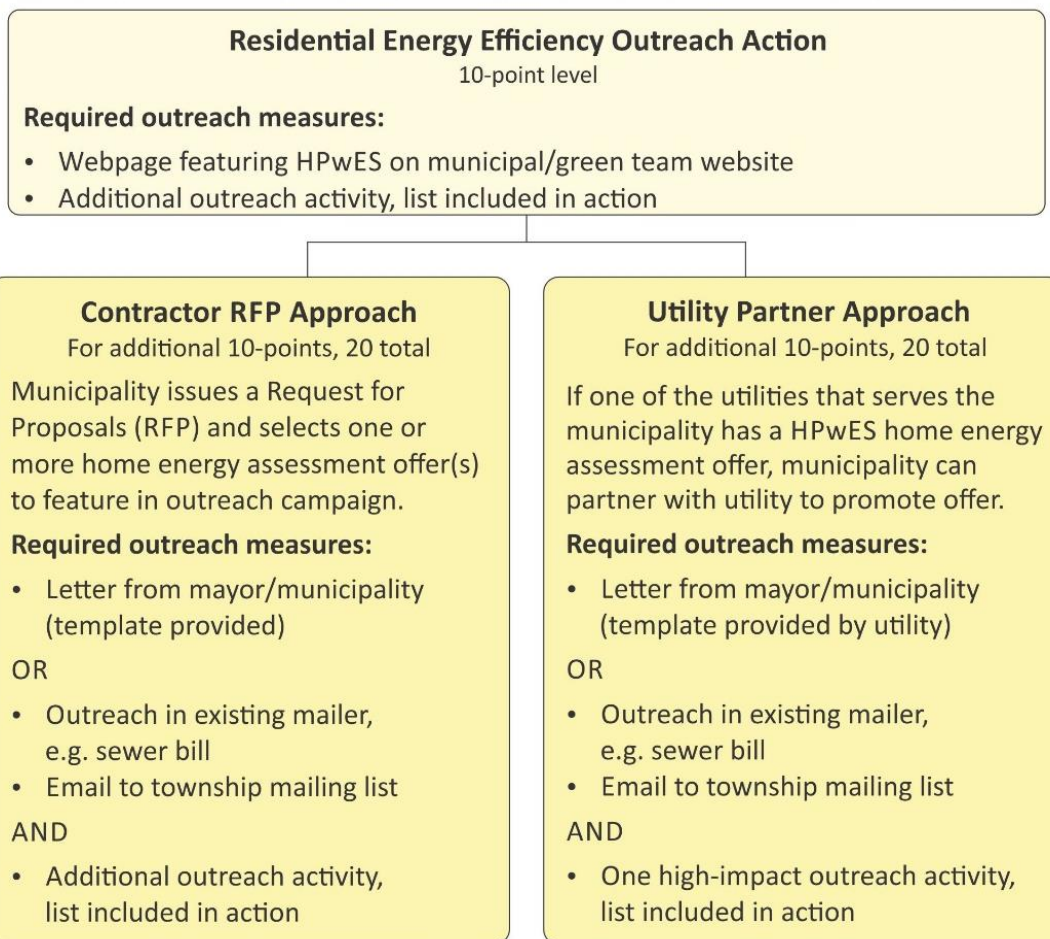
## Municipal Outreach Campaign

In order to earn 10 points for this action, a municipality should provide access to program information in places frequented by residents. This includes online and in the community. The project team must create an outreach webpage on the municipal website or the green team website to promote the HPwES Program.

To make getting a home energy assessment easier for residents, municipalities completing this action at the 20-point level pre-select one or more fixed-price home energy assessment offers from a HPwES Building Performance Institute (BPI) certified auditor to feature in their outreach campaign. Often, these assessments will be offered at a discounted price to residents of the participating municipality. Full details of the submission requirements for each point level are found in the [Residential Energy Efficiency Outreach](#) action.

### How are points awarded in the Residential Energy Efficiency Outreach Action?

For 20 points: Municipality completes 10-point level and one additional 10-point option



There are two approaches the municipality can use to select an assessment offer to feature in the outreach campaign, the Contractor Request for Proposal (RFP) Approach and the Utility Partner Outreach Approach.

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

As part of the outreach effort, the municipality must select one or more HPwES approved contractors through a competitive RFP/RFQ process to offer home energy assessments at a discounted fixed rate. Though no funds are paid by the municipality to the contractor, there is an expectation that the municipality will conduct an outreach campaign to support the home energy assessment offer. For guidance see the [Sustainable Jersey Guide for Creating HPwES Contractor RFPs and RFP template](#).

### **Utility Partner Approach**

Municipalities served by utilities with HPwES home energy assessment programs may partner with the utility and feature the utility assessment offer in their outreach campaign. Utility energy assessment programs that currently qualify for this partnership are New Jersey Natural Gas (NJNG) and South Jersey Gas (SJG). These utilities offer discounted price HPwES qualified home energy assessments and may also have outreach assistance for municipalities conducting outreach campaigns. To partner with the utility, contact the outreach team using the contact information listed below.

## **NJCEP and Utility Contacts**

New Jersey's Clean Energy Program staff, as well as local utility company staff, may be available to help plan the outreach campaign as well as provide speakers at workshops and other educational events.

To discuss ideas and options for your outreach campaign, contact the NJCEP Outreach Team Manager at: [Outreach@NJCleanEnergy.com](mailto:Outreach@NJCleanEnergy.com).

To reach the utility energy efficiency outreach coordinator, use the points of contact listed below for each utility.

<b>Atlantic City Electric</b>	<a href="http://www.atlanticcityelectric.com/WaysToSave/ForYourHome">www.atlanticcityelectric.com/WaysToSave/ForYourHome</a>	
<b>Elizabethtown Gas</b>	Frank Vetri	<a href="mailto:fvetri@sjindustries.com">fvetri@sjindustries.com</a>
<b>JCP&amp;L</b>	John Meehan	<a href="mailto:jjmeehan@firstenergycorp.com">jjmeehan@firstenergycorp.com</a>
<b>New Jersey Natural Gas</b>	Susan Ellman	<a href="mailto:SEllman@njng.com">SEllman@njng.com</a>
<b>PSE&amp;G</b>	James Efstathiou	<a href="mailto:James.Efstathiou@pseg.com">James.Efstathiou@pseg.com</a>
<b>Rockland Electric</b>	<a href="http://www.oru.com/en/save-money/rebates-incentives-credits">www.oru.com/en/save-money/rebates-incentives-credits</a>	
<b>South Jersey Gas</b>	Patrick McDevitt	<a href="mailto:pmcdevitt@sjindustries.com">pmcdevitt@sjindustries.com</a>

## Templates for Residential Energy Efficiency Outreach Campaign

Below are links to templates for use in the outreach campaign, including pre-approved language for the outreach webpage as well as for letters from the municipality to residents about the campaign. All materials in this toolkit have been pre-approved by NJCEP and may be used by municipalities and green teams. Space is provided for local program logos.

NOTE: Any other materials created for the local outreach campaign that use the NJCEP logo must be approved in advance by NJCEP. To submit documents for review send them to: [info@sustainablejersey.com](mailto:info@sustainablejersey.com).

**IMPORTANT NOTICE**  
*New Jersey's Energy Efficiency Program Transition took effect on June 30, 2021. Several energy efficiency incentive programs that were offered by New Jersey's Clean Energy Program (NJCEP) are now being offered directly by New Jersey's electric and natural gas utilities.*

*While NJCEP will continue to offer some energy efficiency programs, such as incentives for residential new construction, all of the investor-owned gas and electric utility companies will now offer will now offer energy efficiency programs, such as equipment rebates, appliance recycling, and residential retrofits, directly to their customers. Please visit [www.NJCleanEnergy.com/Transition](http://www.NJCleanEnergy.com/Transition) for information and Frequently Asked Questions (FAQs), and join the [Energy Efficiency Listserv](#) for additional details and updates.*

*See the Resources Section of the [Residential Energy Efficiency Outreach](#) action for a listing of current NJCEP and utility incentives. Due to these changes, this action is currently under revision. In order to receive points for this action, the municipality must contact Sustainable Jersey at 609-771-2938 or email [info@sustainablejersey.com](mailto:info@sustainablejersey.com) before starting on the outreach campaign.*

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

<b>Template Documents for Residential Energy Efficiency Outreach Campaign</b> <i>Links have been removed while documents are being updated to reflect Energy Efficiency Transition.</i>	
<b>Outreach Support Documents</b>	<b>Best Practices for A Successful Residential Energy Efficiency Outreach Campaign</b>
	Template RFP for towns doing Contractor RFP Approach Sustainable Jersey Guide for Creating HPwES Contractor RFPs
<b>Mailing and Letter Templates</b>	<b>Municipal Letter (required for 20-point level)</b> Pre-approved/required language for letter from mayor/municipality to all residents

	<p><i>For municipalities planning to utilize the Utility Partner Approach for the 20-point level of the action, the energy efficiency contact at the utility will give you a version of the special version of the letter template to use.</i></p> <p><b>Postcard</b> for follow-up mailings.</p> <p><b>Short text</b> for inclusion in existing township mailing, such as a tax or sewer bill.</p>
<b>Webpages</b>	<p><b>Municipal/Green Team Webpage Template (required for 10-point level)</b> This webpage is the centerpiece of the outreach campaign, all other materials link to this resource webpage. Optional: FAQ Section to add to webpage.</p>
<b>Promotional Materials</b> – all text and images must be included in full; formatting can be customized	<b>Flyer</b> for promoting workshops.
	<b>House of Worship Bulletin insert</b>
	<b>Newsletter insert/template ad</b> for municipal/green team, school district, or other community newsletters or event programs.
<b>Social Media</b>	<p><b>Social Media Templates</b> Include the following hashtags in all social media: #NJCleanEnergyProgram #SJEnergyEfficiency</p>
	<p><b>Videos</b> for sharing on social media:</p> <ul style="list-style-type: none"> <li>• New Jersey Clean Energy Learning Center, Homeowner Journey Video</li> <li>• New Jersey Clean Energy Learning Center, Residential Heating and Cooling</li> </ul>
<b>Media Kit</b>	<b>Press Release</b>
	<b>Image Gallery</b> for use on website and other materials. Local images can also be used.