



Community Energy Efficiency Outreach Made Easier with Sustainable Jersey Toolkits!



@SJ_Program | #NJSustainabilitySummit

Announcements

More info on each initiative can be found in the rotating images at sustainablejersey.com

- **Certification Timeline Changes**
 - **Municipal** – Samantha, info@sustainablejersey.com
 - **Schools** – Veronique, lambertv@tcnj.edu
- **Free Municipal Tech Coaching** – Lauren, skowronl@tcnj.edu
- **Census Response** – Samantha, info@sustainablejersey.com



Upcoming Energy Webinars

Case Studies from New Jersey's Community Solar Energy Pilot Program Year 1

Wednesday, May 20, 2020, 1:00 PM - 2:30 PM

Webinars coming in June

Adding EVs to Your Municipal Fleet and Community Sustainable Energy Communities

@SJ_Program | #NJSustainabilitySummit



Speakers

Moderator

Tracey Woods – Project and Research Specialist, Sustainable Jersey

Speakers

Cathleen Lewis – Outreach Coordinator, Division of Clean Energy
New Jersey Board of Public Utilities

Tony O'Donnell – Account Manager, NJCEP Commercial Programs

Jenny Ludmer – Community Outreach Manager, Sustainable Princeton

Michele Calabrese – Account Manager, NJCEP Residential Programs



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





Cathleen Lewis
Outreach Coordinator
Division of Clean Energy
New Jersey Board of Public Utilities



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.

Residential Energy Efficiency Outreach

10-20 points

Energy-saving home upgrades can:

- Save homeowners up to 30% on energy costs
- Increase home comfort and safety

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

- Up to \$4,000 in rebates
- Zero- or low-interest loans



@SJ_Program | #NJSustainabilitySummit

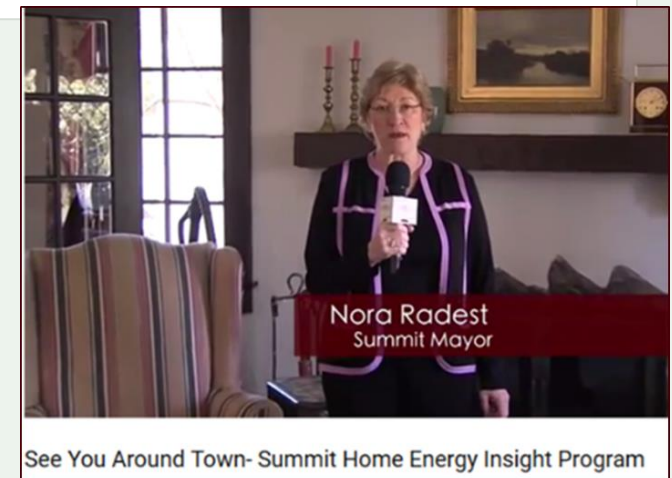
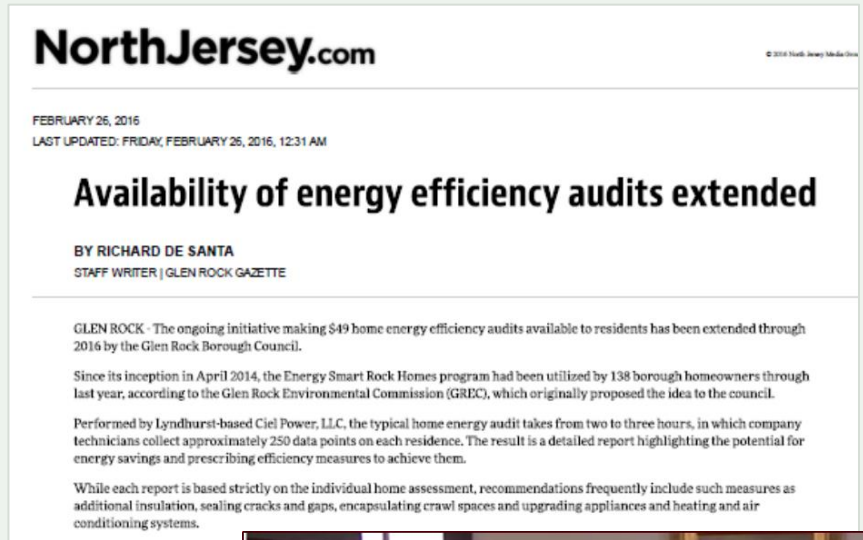
Residential Energy Efficiency Outreach

For 10 points

- *NEW!* Notify Sustainable Jersey at info@sustainablejersey.com
- Webpage with program information
- One additional outreach activity

Additional Outreach Activities

- Workshops for residents
- Visible recognition program for residents
- Posters showing Mayor or other residents
- Community partners, schools, churches
- Local cable access show
- Online video of Mayor having a home energy assessment



Residential Energy Efficiency Outreach

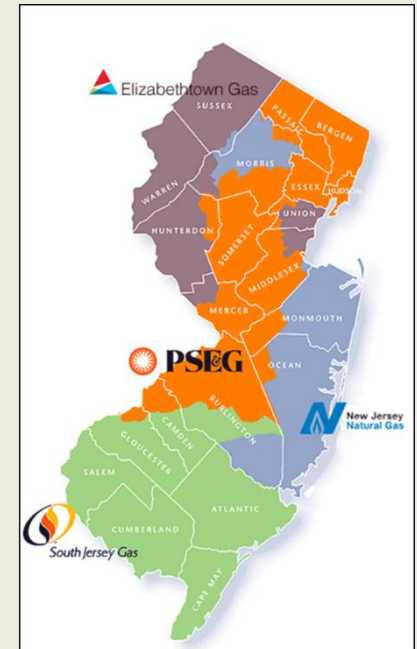
For 20 points:

- Identify a home energy assessment offer to feature
 - Utility Partner Approach
 - Contractor RFP Approach
- Letter to residents
OR
Inclusion in existing mailer with follow-up email to municipal mailing list
- Additional outreach activity

Utility HPwES Assessments

**New Jersey Natural Gas
SAVEGREEN Project**
\$49 home energy
assessment conducted by
SAVEGREEN technicians

**South Jersey Gas
Smart Energy Partners**
\$49 assessment from
pre-selected HPwES
contractor





New Jersey's Clean Energy ProgramTM

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

May 12, 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

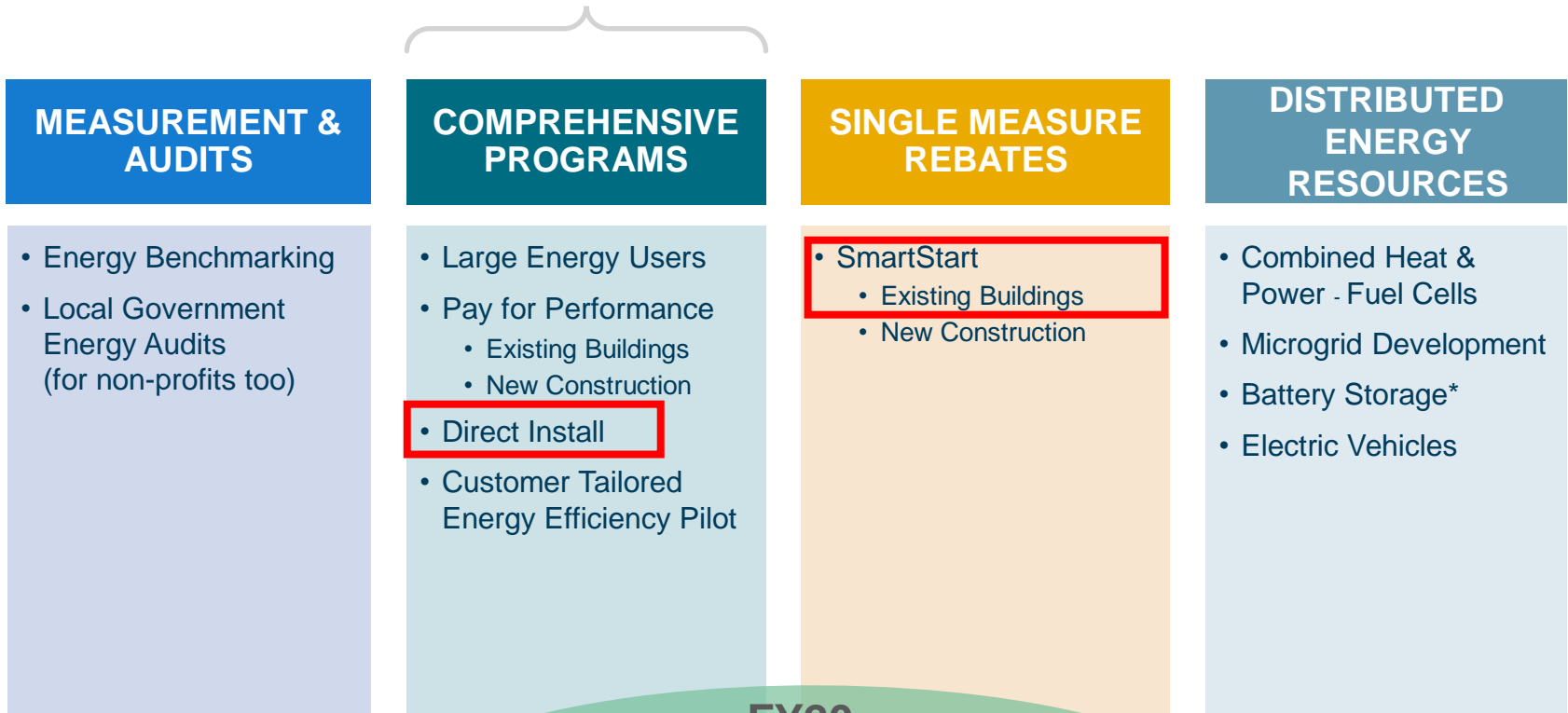
- New Construction
- Existing Homes
- Energy Efficient Products
- Trade Allies



** 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

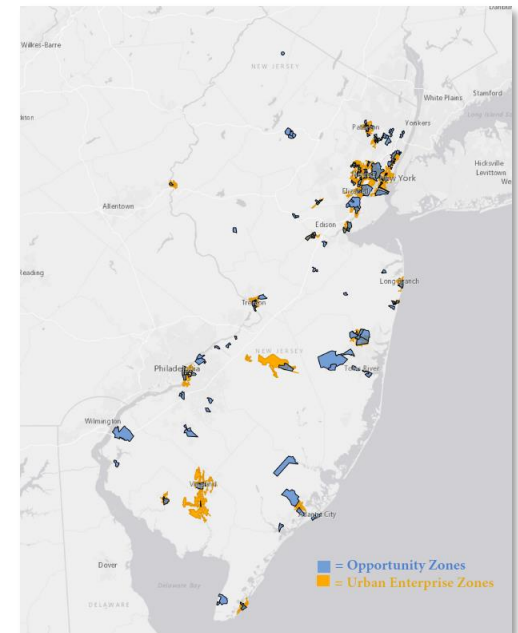
FY20

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
➤ Located in an Urban Enterprise Zone (UEZ)	<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>
➤ Located in an Opportunity Zone (OZ)	<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](#)

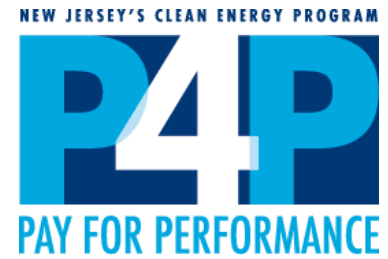
Pay for Performance

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

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

CUSTOMER

20% of installed cost

All other eligible facilities:

INCENTIVE FUNDING

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

CUSTOMER

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

More Information

TONY O'DONNELL

Outreach Account Manager

AODonnell@NJCleanEnergy.com

732.259.4938

VISIT

NJCleanEnergy.com

NEWSLETTER

NJCleanEnergy.com/NEWSLETTER

LISTSERVS

NJCleanEnergy.com/LISTSERVS



@NJCleanEnergy

DIRECT INSTALL



**READY TO GET STARTED?
LEARN MORE AND LOCATE A CONTRACTOR AT**

www.njcleanenergy.com/di



Mercer County
Sustainability
Coalition



Jenny Ludmer

Member, Mercer County Sustainability Coalition
Community Outreach Manager, Sustainable Princeton





DIRECT INSTALL STORIES

THE NEW JERSEY CLEAN ENERGY PROGRAM
DESIGNED FOR SMALL TO MID-SIZED BUSINESSES

mercersustainabilitycoalition.org/testimonials

Find all 14 videos on the MCSC YouTube channel: bit.ly/MCSC_DI

Testimonials from Six Different Businesses



Plus One Compilation Explaining the Process



SANDRA TORRES

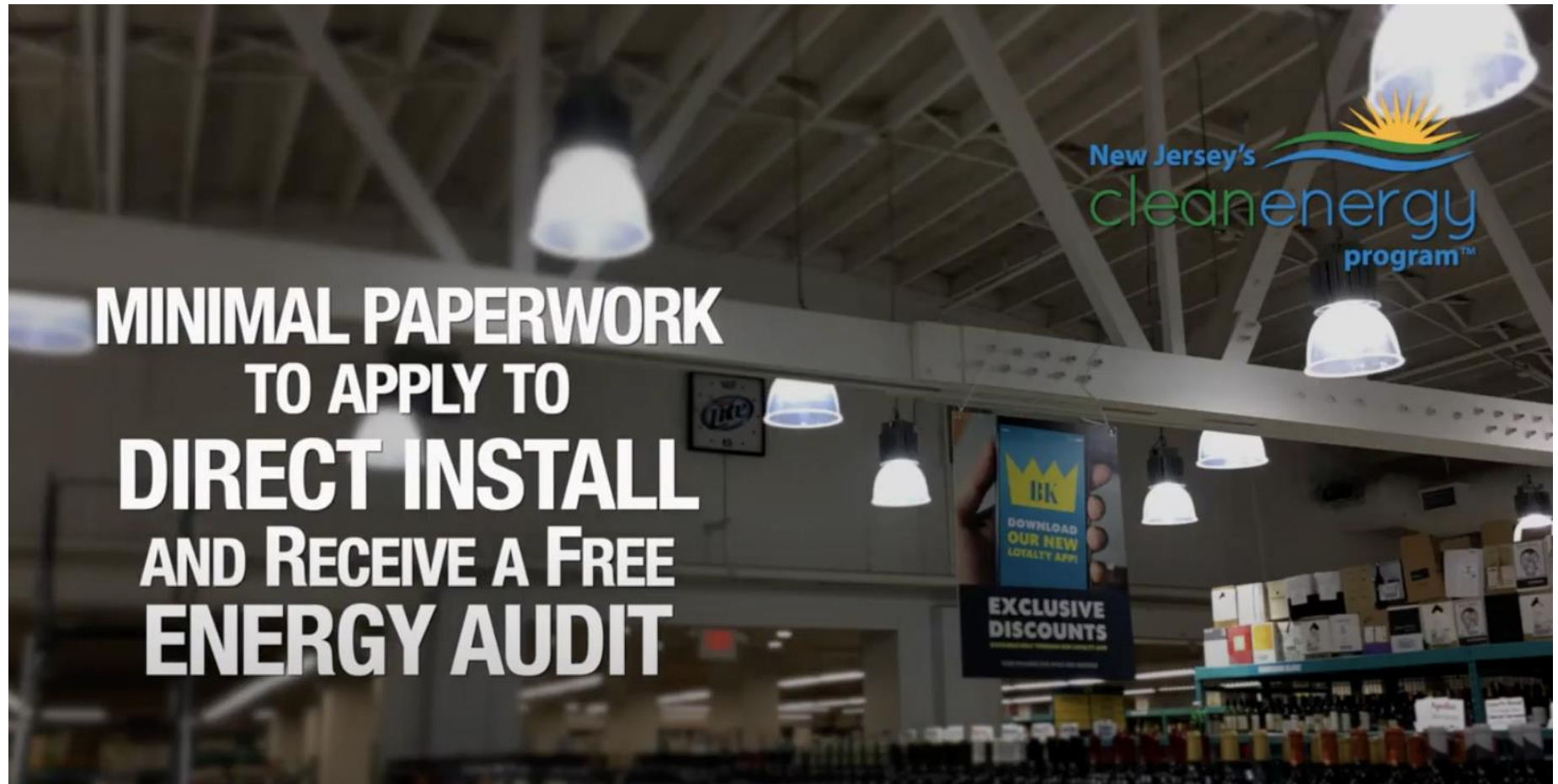
**DIRECTOR OF OUTREACH
TRI-STATE LIGHTING & ENERGY, INC.**

Key Components of one Testimonial



Andreas: "It's a 17,000 square foot liquor store so we use a lot of energy."

Key Components of one Testimonial



Sandra: “The paperwork is minimal. Twelve months of bills and an application to get an energy audit.”

Testimonial from Bottle King

New Jersey Office of Clean Energy Direct Install Program Energy Assessment Tool (V2.0)

General

Participating Customer:	East Windsor LLC	
Contractor / Project #:	TSLE	TSM7112
Facility Name:	Bottle King (East Windsor)	
Street Address:	385 US Highway 130	
City / Zip Code:	East Windsor	08520-2708

Sandra: “You are getting a free energy assessment that will show you how much you can save, how much the state will give you, and give you an inventory of your building systems.”

Testimonial from Bottle King



Andreas: “We had all interior lights changed over to LED. We had 3 HVAC rooftop units replaced. On our refrigeration, we had computers installed, all to save electricity.”

Testimonial from Bottle King



Sandra: “We take care of everything. It’s our job to walk them through the program, make sure their paperwork is aligned and everything goes smoothly.”

Testimonial from Bottle King



Andreas: "Direct Install went off without a hitch and you got your investment back in approximately two years."

Testimonial from Bottle King



“It’s just a no-brainer, it really is.”



DIRECT INSTALL STORIES

THE NEW JERSEY CLEAN ENERGY PROGRAM
DESIGNED FOR SMALL TO MID-SIZED BUSINESSES

Mercer County
Sustainability
Coalition



Thank you!
Jenny Ludmer

jenny@sustainableprinceton.org
MCSC You Tube Channel: bit.ly/MCSC_DI



New Jersey's Clean Energy Program™

[Sustainable Jersey Residential ToolKit]

May 2020

Sandi Eisner, NJCEP Account Manager

Michele Calabrese, NJCEP Account Manager



Programs to Meet Goals



CUSTOMER EDUCATION



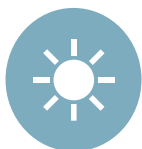
ENERGY CONSERVATION



ENERGY EFFICIENCY



DISTRIBUTED ENERGY RESOURCES



RENEWABLE ENERGY

Residential Portfolio of Programs

NJCleanEnergy.com/RESIDENTIAL

HOME PERFORMANCE W/ ENERGY STAR®

- Whole-house and safety solutions for existing homes
- Air sealing, insulation, heating and cooling upgrades
- Up to a \$4,000 rebate + 0% financing up to \$10,000 or .99% up to \$15,000

WARMADVANTAGE & COOLADVANTAGE

- Stand-alone rebates for heating and cooling systems
- Furnaces, boilers, water heaters, central air conditioners, mini-splits, heat pumps, etc.



ENERGY EFFICIENT PRODUCT REBATES

- Includes ENERGY STAR® certified refrigerators, dryers, washers, air purifiers, dehumidifiers, room air conditioners, Refrigerator/Freezer Recycling and Lighting Discounts



RESIDENTIAL NEW CONSTRUCTION

- Builders work with a rater to properly certify the homes to ENERGY STAR® certified or Zero Energy Ready Home levels



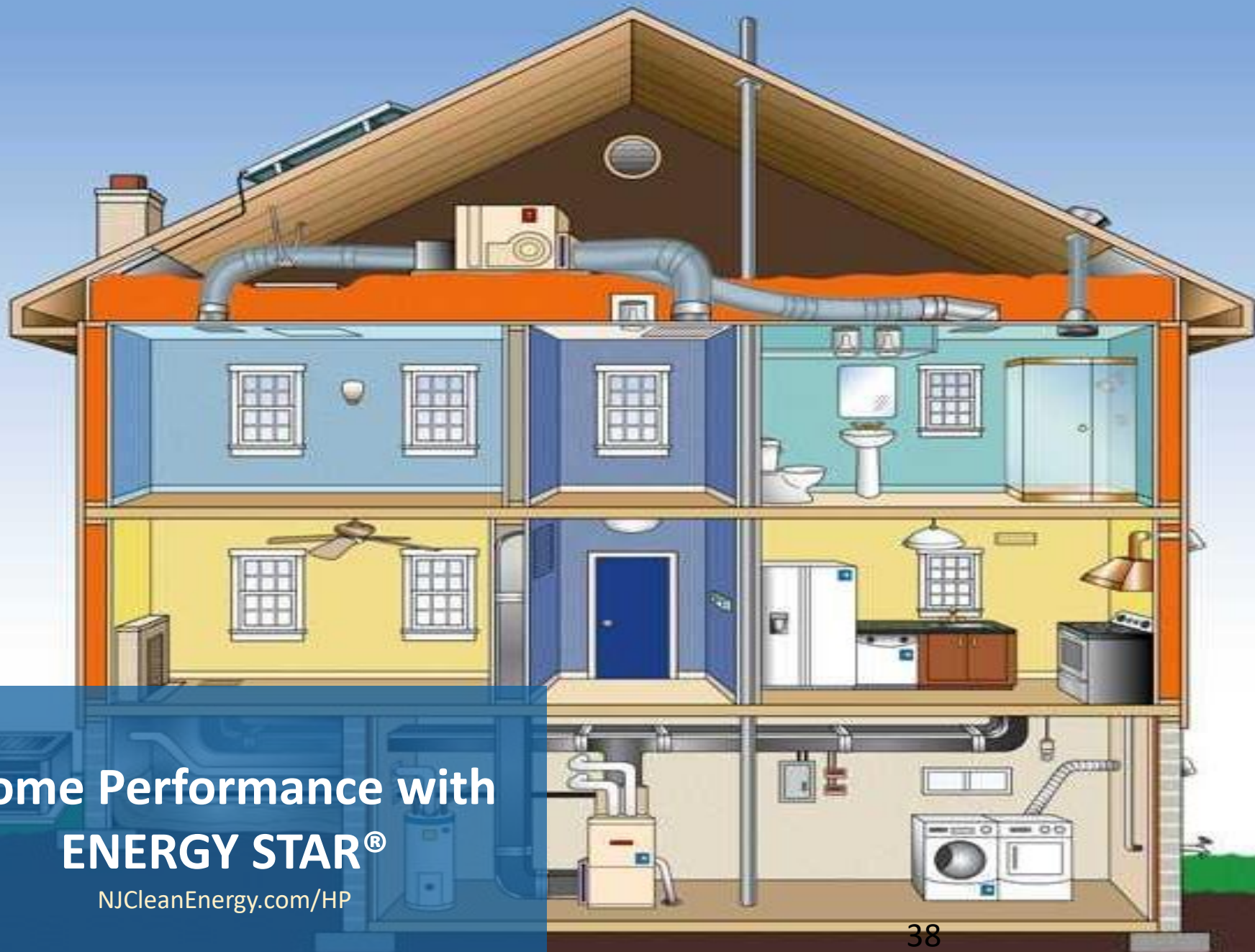
COMFORT PARTNERS

- A FREE program including lighting upgrades, hot water conservation, replacement of fridges and thermostats, insulation upgrades and heating and cooling maintenance **for income eligible families**

FY20

Some programs offer enhanced incentives for homes located in an UEZ, low to moderate income and affordable housing units





Home Performance with **ENERGY STAR®**

NJCleanEnergy.com/HP

What is Home Performance?

NJCleanEnergy.com/HP

HOME PERFORMANCE
WITH ENERGY STAR®

- Provides whole-house energy assessments and comprehensive energy efficient upgrades for existing homes
- Addresses comfort, indoor air quality, health & safety, and energy usage problems
- The program uses specially trained/certified Building Performance Institute (BPI) GoldStar contractors



Benefits for Homeowners

NJCleanEnergy.com/HP

HOME PERFORMANCE
WITH ENERGY STAR®

- Removes Dust and Allergens
- Eliminates Drafts
- Creates More Comfortable Home
- Reduces Asthma and Sinusitis
- Eliminates Moisture and Mold
- Reduces High Utility Bills
- Addresses Climate Change
- Creates Energy Independence



Steps to Participation

NJCleanEnergy.com/HP

HOME PERFORMANCE
WITH ENERGY STAR®

1. Select a participating NJ Program BPI GoldStar Contractor
NJCleanEnergy.com/HP
2. Schedule a Home Assessment (fee for assessment may apply as per contractor)
3. Assessment identifies possible Health & Safety Issues and Energy Improvements
4. Review contractor recommendations and incentive level
5. GoldStar contractor installs the recommendations & performs test-out

The Home Assessment

NJCleanEnergy.com/HP

HOME PERFORMANCE
WITH ENERGY STAR®



Combustion Appliance Testing

- Diagnostic equipment is used to test the conditions of your heating system, hot water heater and oven
- Testing results determine opportunities for upgrades

Visual Inspection of the Home

- Diagnostic equipment is used to test the conditions of your heating system, hot water heater and oven
- Testing results determine opportunities for upgrades

Blower Door Test

Thermal Imaging (optional)



Incentives

NJCleanEnergy.com/HP

HOME PERFORMANCE
WITH ENERGY STAR®

Incentives based on Total Energy Savings for single-family homes (1-4 units) & townhomes

\$2,000 up to \$4,000 cash incentive

Plus:

- 0% Interest loan up to \$10,000 or
- 0.99% interest loan up to \$15,000
- Up to \$1,000 Urban Enterprise Zone (UEZ), low to moderate income bonus or affordable housing bonus



Residential Portfolio of Programs

NJCleanEnergy.com/RESIDENTIAL

HOME PERFORMANCE W/ ENERGY STAR®

- Whole-house and safety solutions for existing homes
- Air sealing, insulation, heating and cooling upgrades
- Up to a \$4,000 rebate + 0% financing up to \$10,000 or .99% up to \$15,000

WARMADVANTAGE & COOLADVANTAGE

- Stand-alone rebates for heating and cooling systems
- Furnaces, boilers, water heaters, central air conditioners, mini-splits, heat pumps, etc.



ENERGY EFFICIENT PRODUCT REBATES

- Includes ENERGY STAR® certified refrigerators, dryers, washers, air purifiers, dehumidifiers, room air conditioners, Refrigerator/Freezer Recycling and Lighting Discounts



RESIDENTIAL NEW CONSTRUCTION

- Builders work with a rater to properly certify the homes to ENERGY STAR® certified or Zero Energy Ready Home levels



COMFORT PARTNERS

- A FREE program including lighting upgrades, hot water conservation, replacement of fridges and thermostats, insulation upgrades and heating and cooling maintenance **for income eligible families**

WARMAdvantage and COOLAdvantage

NJCleanEnergy.com/WARM and NJCleanEnergy.com/COOL

WARMAdvantage &
COOLAdvantage

Heating and Cooling System Rebates

- Central AC Units (\$500 or \$300)
- Central Air Source Heat Pump (**Up to \$1,000**)
- Mini-Split A/C (\$500)
- Air-to-Water Heat Pump with Integrated Domestic Hot Water (**\$2,000**)
- Mini-Split Cold Climate Air Source Heat Pump (CCASHP) (**up to \$2,000**)
- Gas and Oil Furnaces (\$250 or \$500)
- Gas and Oil Boilers (\$300)
- Gas/Propane Water Heaters (\$300)
- Electric Heat Pump Water Heater (**\$750**)
- Combination Boiler/Furnace and Water Heater (\$700 or \$950)
- **Urban Enterprise Zone (UEZ) or LMI Bonus of \$200 per Unit (may receive one or the other, not both**



Residential Portfolio of Programs

NJCleanEnergy.com/RESIDENTIAL

HOME PERFORMANCE W/ ENERGY STAR®

- Whole-house and safety solutions for existing homes
- Air sealing, insulation, heating and cooling upgrades
- Up to a \$4,000 rebate + 0% financing up to \$10,000 or .99% up to \$15,000

WARMADVANTAGE & COOLADVANTAGE

- Stand-alone rebates for heating and cooling systems
- Furnaces, boilers, water heaters, central air conditioners, mini-splits, heat pumps, etc.



ENERGY EFFICIENT PRODUCT REBATES

- Includes ENERGY STAR® certified refrigerators, dryers, washers, air purifiers, dehumidifiers, room air conditioners, Refrigerator/Freezer Recycling and Lighting Discounts



RESIDENTIAL NEW CONSTRUCTION

- Builders work with a rater to properly certify the homes to ENERGY STAR® certified or Zero Energy Ready Home levels



COMFORT PARTNERS

- A FREE program including lighting upgrades, hot water conservation, replacement of fridges and thermostats, insulation upgrades and heating and cooling maintenance **for income eligible families**

Appliance Rebates

NJCleanEnergy.com/PRODUCTS

EE PRODUCT
REBATES

- \$50 or \$75 rebates on select clothes washers and refrigerators
- \$100 or \$300 rebates for select dryers
- **Rebates on ENERGY STAR certified Air Purifiers (\$50)
Dehumidifiers (\$25) Room ACs (\$15)**
- Ask retailers for more information or visit:
 - NJCleanEnergy.com/CLOTHESWASHERS
 - NJCleanEnergy.com/DRYERS
 - NJCleanEnergy.com/FRIDGEREBATE
 - **NJCleanEnergy.com/APPLIANCES**
- Eligible products lists are included on each page
- Visit your local retailer for discounts on ENERGY STAR certified lighting



Appliance Recycling

NJCleanEnergy.com/RECYCLING

EE PRODUCT
REBATES

- Recycling for old, inefficient refrigerators and freezers
- FREE pick-up and a \$50 rebate
- Room air conditioners and dehumidifiers can be recycled during the fridge/freezer pick-up appointment for an additional \$25 rebate each
- Approximately 95% of each appliance is recycled
- Schedule appointments online at NJCleanEnergy.com/RECYCLING



Residential Portfolio of Programs

NJCleanEnergy.com/RESIDENTIAL

HOME PERFORMANCE W/ ENERGY STAR®

- Whole-house and safety solutions for existing homes
- Air sealing, insulation, heating and cooling upgrades
- Up to a \$4,000 rebate + 0% financing up to \$10,000 or .99% up to \$15,000

WARMADVANTAGE & COOLADVANTAGE

- Stand-alone rebates for heating and cooling systems
- Furnaces, boilers, water heaters, central air conditioners, mini-splits, heat pumps, etc.



ENERGY EFFICIENT PRODUCT REBATES

- Includes ENERGY STAR® certified refrigerators, dryers, washers, air purifiers, dehumidifiers, room air conditioners, Refrigerator/Freezer Recycling and Lighting Discounts



RESIDENTIAL NEW CONSTRUCTION

- Builders work with a rater to properly certify the homes to ENERGY STAR® certified or Zero Energy Ready Home levels



COMFORT PARTNERS

- A FREE program including lighting upgrades, hot water conservation, replacement of fridges and thermostats, insulation upgrades and heating and cooling maintenance **for income eligible families**

Residential Bonus Incentives

Existing Program	Urban Enterprise Zone (UEZ)	Low to Moderate Income (LMI)	Affordable Housing
WARM/COOL	\$200	\$200	N/A
Residential New Construction	\$500	N/A	Only for Single Family and Multi-Single \$500
Home Performance (depends on tier of program)	\$500, \$750, or \$1,000	\$500, \$750, or \$1,000	Building Type = Multifamily \$500, \$750, or \$1,000

Each program only permits residents to receive one incentive of either the UEZ or LMI bonus

Residential Portfolio of Programs

NJCleanEnergy.com/RESIDENTIAL

HOME PERFORMANCE W/ ENERGY STAR®

- Whole-house and safety solutions for existing homes
- Air sealing, insulation, heating and cooling upgrades
- Up to a \$4,000 rebate + 0% financing up to \$10,000 or .99% up to \$15,000

WARMADVANTAGE & COOLADVANTAGE

- Stand-alone rebates for heating and cooling systems
- Furnaces, boilers, water heaters, central air conditioners, mini-splits, heat pumps, etc.



ENERGY EFFICIENT PRODUCT REBATES

- Includes ENERGY STAR® certified refrigerators, dryers, washers, air purifiers, dehumidifiers, room air conditioners



RESIDENTIAL NEW CONSTRUCTION

- Builders work with a rater to properly certify the homes to ENERGY STAR® certified or Zero Energy Ready Home levels



COMFORT PARTNERS

- A FREE program including lighting upgrades, hot water conservation, replacement of fridges and thermostats, insulation upgrades and heating and cooling maintenance **for income eligible families**

Comfort Partners Overview

NJCleanEnergy.com/CP

COMFORT PARTNERS

This free, energy-saving and education program is geared to low-income homeowners who have an income at or below 250% of the federal poverty guidelines.

Eligible participants may receive free installation by a Building Performance Institute (BPI) certified contractor of the following (on a home specific basis):

- Energy efficient lighting
- Hot water conservation measures (water heater insulation, water heater pipe insulation and energy-saving showerheads and aerators)
- Replacement of inefficient refrigerators and thermostats
- Insulation upgrades (attic, wall, etc.)
- Blower-door guided air sealing, duct sealing and repair
- Heating/cooling equipment maintenance

More Information

VISIT

NJCleanEnergy.com

CONTACT

(866) 657-6278

Outreach@NJCleanEnergy.com

NEWSLETTER

NJCleanEnergy.com/NEWSLETTER

LISTSERVS

NJCleanEnergy.com/LISTSERVS



[@NJCleanEnergy](https://twitter.com/NJCleanEnergy)

A photograph of a modern multi-story building with a glass facade. The building has several floors with large windows, some of which are reflecting the sky and others showing interior lights. In the foreground, there are several young, rounded green trees planted in front of the building. A semi-transparent white banner is overlaid across the middle of the image, containing the text "THANK YOU" and a yellow plus sign.

THANK YOU



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



Outreach Campaign Support Documents

Commercial

Residential



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 call:
 - NJCEP-designated
 - Municipal Business
 - Local business org
 - Health Officer for
- Include retail tenants and

Work with NJCEP-designated Direct Install contractor

- Direct install contractor will
- Utility companies serving mailing

Include testimonial from municipal employees in your letter.

- Use list of businesses that is at the very bottom of the businesses
- Reach out to the identified

Include notice of a workshop in your letter.

- If the municipality is hosting

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,



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, call the Office of Energy Efficiency
- Nearby municipalities
 - Issuing a joint letter (BPI) Gold Star
 - Save money on energy audits
 - Attend community events
 - Reach out to residents
- Local housing organizations
 - Plan energy audits
 - Table energy audits
- Local schools
 - Table energy audits
 - Include energy audits in curriculum
 - Offer energy audits

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 will be completed within 1 to 3 years and businesses will see savings on their utility bills.

Insert information about any additional incentives available through utility.

Consider adding a local testimonial here, for example, "I participated in the Direct Install Program to get \$100,000 of energy-saving up to a projected annual energy savings of \$17,700." See the [Efficiency Outreach Campaign](#) document for more information.

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

INCLUDE IF APPLICABLE: Learn more about the program at [NJCEP.org](#) or attend an information session [Date, Time, Location].

NJCEP offers an array of incentives that businesses that have recently done HVAC equipment upgrades 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 businesses 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/CU.

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 water savings.

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

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 upgrade

Complete information incentives design

Steps for home

STEP 1: Have a Home Energy Audit
The first step to a HPwES Building Performance is to have a contractor

For just \$ XX (up to \$500) you will receive a home energy audit. This will include a home energy audit and a home energy audit report.

You will receive a recommendation on insulation levels, water system efficiency, and other energy efficiency measures.

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

Below is a list of contractors that are recommended. Consider including an option for residential energy efficiency upgrades.

STEP 3: Select a Contractor
After reviewing the price estimate and contractor information, Contractors have been selected in the recommended list.

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.

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



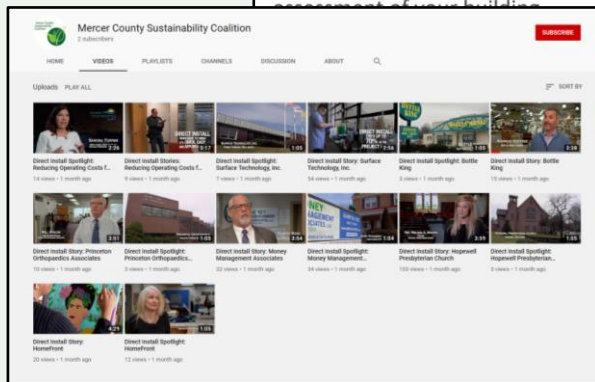
Social Media Templates

Commercial

Social Media Templates



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



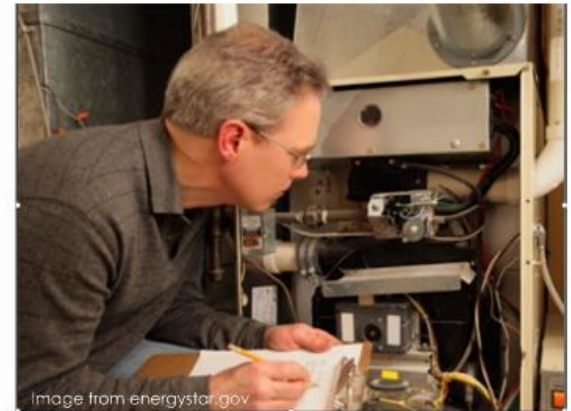
the NJCEP-designated name of Contractor at [Municipality]'s

Efficiency

@SJ_Program | #NJSustainabilitySummit

Residential

Social Media Templates



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 come.

incentives or financing available through your gas or electric

Example: The Township of Mayberry used the Direct Install program to upgrade its energy efficiency measures at a 70% price reduction, which resulted in significant savings. (See [Best Practices for a Successful Commercial Energy Audit](#) for more information on developing testimonial statements.)

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

Incentives available to businesses by attending an



Image from Sustainable Jersey



Image from energystar.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 home energy audit and indoor air quality problem

Residents will receive a detailed report and recommendations for energy efficiency upgrades.



Image from energystar.gov



Images from energystar.gov



Sustainable Jersey Energy Efficiency Outreach Toolkit Trainings

Contractor RFP Residential EE Training

Thursday, June 3, 7:00 PM - 8:00 PM

[REGISTER](#)

South Jersey Gas Residential EE Training

Wednesday, June 4, 2:00 PM - 3:00 PM

[REGISTER](#)

New Jersey Natural Gas Residential EE Training

Tuesday, June 2, 2:00 PM - 3:00 PM

[REGISTER](#)

Commercial EE Training

Thursday, June 11, 1:00 PM - 2:00 PM

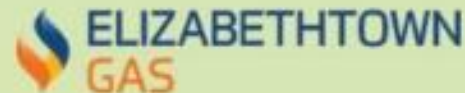
[REGISTER](#)



PROGRAM UNDERWRITERS



SUMMIT SPONSORS



More Virtual Sustainability Summit events to come!

List of Virtual Summit events & to register
bit.ly/NJVirtualSustSummit

Recordings of Virtual Summit events
**www.sustainablejersey.com >
Resources > Presentations >
Sustainability Summit**



@SJ_Program | #NJSustainabilitySummit

Register

Protecting Drinking
Friday, April 24, 11:00

Register

Asbury Park Dinner
Monday, April 27, 4:00

Register

Contact Us



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

