



Bringing Residential Energy Efficiency to Your Town



Speakers

Tracey Woods – Project and Research Specialist, Sustainable Jersey

Sandra Eisner– Account Manager, NJCEP Residential Programs



Topics

Sustainable Jersey Residential Energy Efficiency Outreach Action

Home Performance with ENERGY STAR

Options for Home Energy Assessment Offers to Feature in Municipal Outreach Campaign

Sustainable Jersey Energy Efficiency Toolkits

Best Practices for Outreach Campaigns



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



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

NorthJersey.com © 2016 North Jersey Media Group

FEBRUARY 26, 2016
LAST UPDATED: FRIDAY, FEBRUARY 26, 2016, 12:31 AM

Availability of energy efficiency audits extended

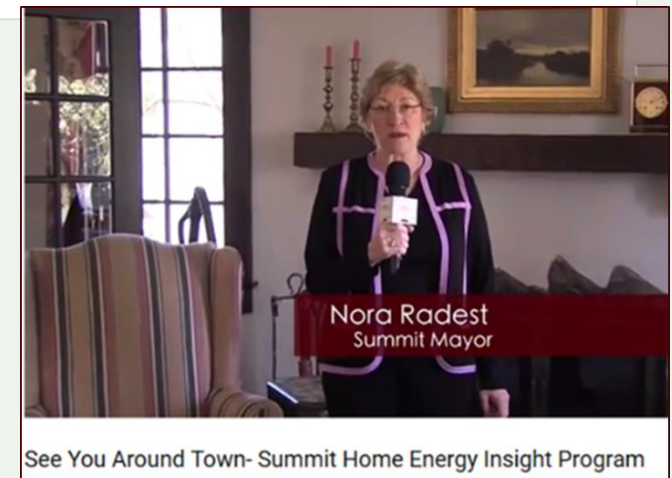
BY RICHARD DE SANTA
STAFF WRITER | GLEN ROCK GAZETTE

GLEN ROCK - The ongoing initiative making \$49 home energy efficiency audits available to residents has been extended through 2016 by the Glen Rock Borough Council.

Since its inception in April 2014, the Energy Smart Rock Homes program had been utilized by 138 borough homeowners through last year, according to the Glen Rock Environmental Commission (GREC), which originally proposed the idea to the council.

Performed by Lyndhurst-based Ciel Power, LLC, the typical home energy audit takes from two to three hours, in which company technicians collect approximately 250 data points on each residence. The result is a detailed report highlighting the potential for energy savings and prescribing efficiency measures to achieve them.

While each report is based strictly on the individual home assessment, recommendations frequently include such measures as additional insulation, sealing cracks and gaps, encapsulating crawl spaces and upgrading appliances and heating and air conditioning systems.



Residential Energy Efficiency Outreach

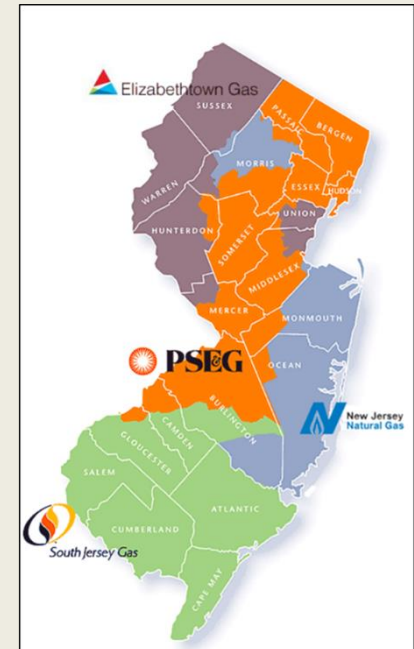
For 20 points:

- 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

[Date]



New Jersey's Clean Energy Program™

Bringing Energy Efficiency to Your Town

June 2020

Sandi Eisner, NJCEP Account Manager



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



Programs to Meet Goals



CUSTOMER EDUCATION



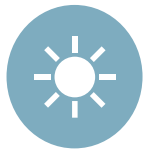
ENERGY CONSERVATION



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

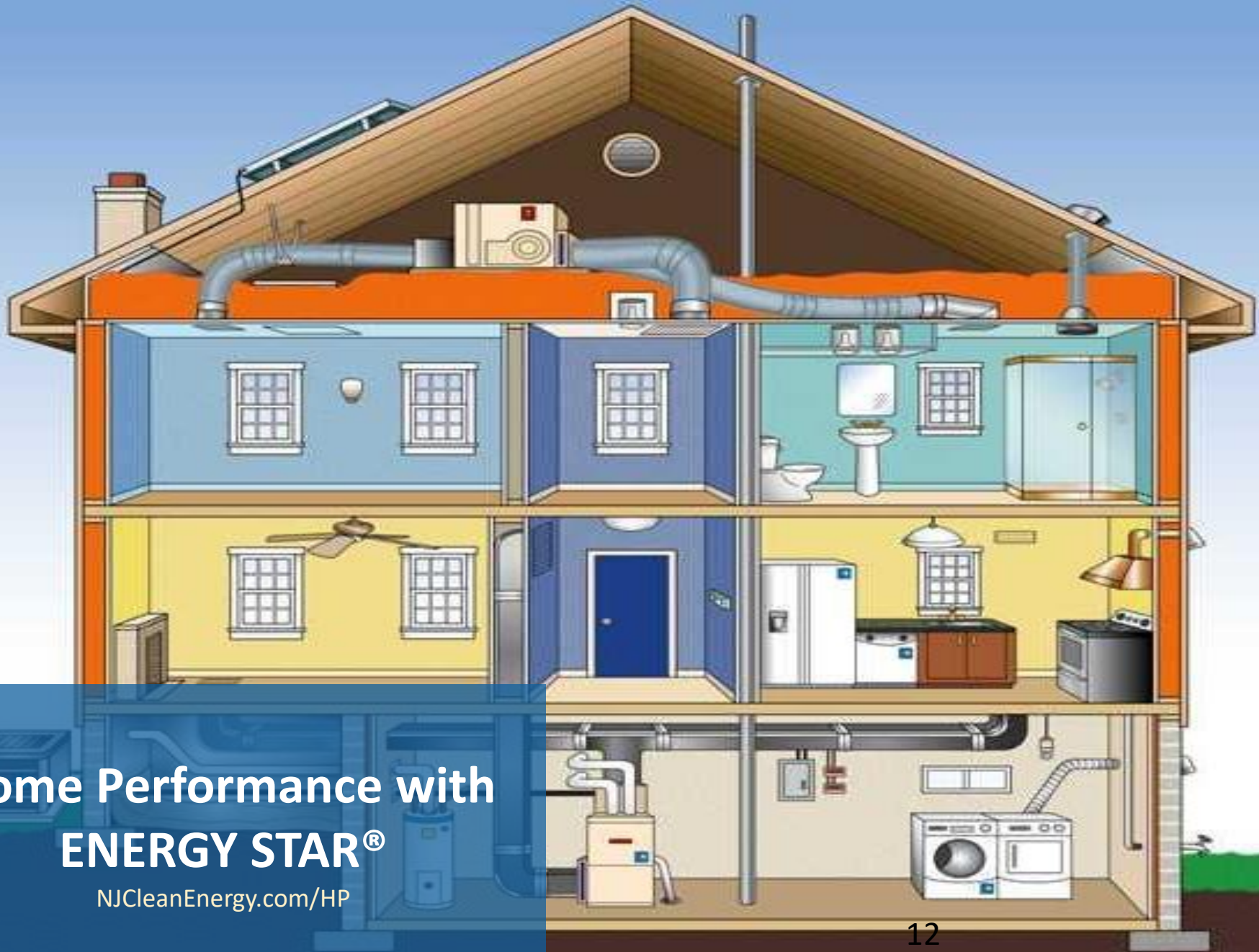


COMFORT PARTNERS

- 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)

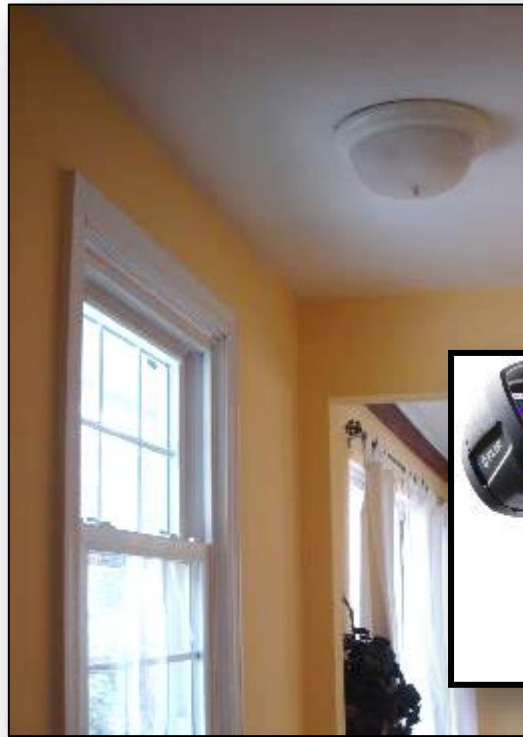


HPwES Tools

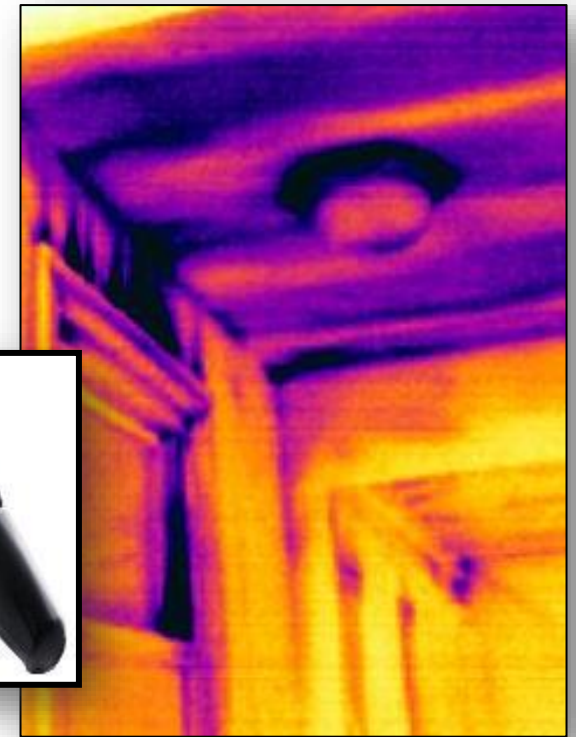
The right tools can illustrate the problem.



Blower Door set-up



What your eye sees



What the IR Camera sees

Home Performance Rebates

HOME PERFORMANCE
WITH ENERGY STAR®

For participating BPI Gold Star contractors:

Tier 2

Calculated Energy Saved

Incentive

Insulation*, Air sealing, DHW

5 to < 20%

50% of cost up to **\$2,000**

\$500 UEZ/LMI/AH bonus

Tier 3-1

Calculated Energy Saved

Incentive

Insulation*, Air sealing, plus
at least 1 other eligible measure
and Pre + Post blower door test

20 to < 25%

50% of cost up to **\$3,000**

\$750 UEZ/LMI/AH bonus

Tier 3-2

Calculated Energy Saved

Incentive

Insulation*, Air sealing, plus
at least 1 other eligible measure
and Pre + Post blower door test

> 25%

50% of cost up to **\$4,000**

\$1,000 UEZ/LMI/AH bonus

Home Performance Financing

HOME PERFORMANCE
WITH ENERGY STAR®

< \$5,000 loans

EFS 0% financing project loans for 3 years

< \$10,000 loans

0% financing up to \$10,000 for 7 years (\$5,000 minimum)

> \$10,000 loans

0.99% financing up to \$15,000 for 9 years

Check with your local utility for additional loan opportunities



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 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

Finding a Contractor

The screenshot shows the homepage of njcleanenergy.com/hp. The navigation menu includes HOME, RESIDENTIAL, COMMERCIAL, INDUSTRIAL, LOCAL GOV & MULTIFAMILY, and RENEWABLE ENERGY. The RESIDENTIAL section is active, displaying a sidebar with various program options and a main content area for 'Home Performance with ENERGY STAR'. A red circle highlights the 'FIND A CONTRACTOR' button in the sidebar. The main content area features a large exclamation mark icon and a 'How do I get started?' section. The right sidebar contains 'Program Updates', 'Clean Energy Learning Center', 'Program Literature', 'Find a Trade Ally', and 'Clothes Washer Rebate'.

RESIDENTIAL

- PROGRAMS
 - ELECTRIC VEHICLES
 - HOME PERFORMANCE WITH ENERGY STAR
 - ELIGIBILITY
 - HOME ENERGY AUDIT
 - BENEFITS AND INCENTIVES
 - FIND A CONTRACTOR
 - FAQS
 - CONTRACTOR INFO
 - TESTIMONIALS
 - APPLIANCE REBATES & LIGHTING
 - APPLIANCE RECYCLING
 - COOLADVANTAGE
 - WARMADVANTAGE
 - RESIDENTIAL NEW CONSTRUCTION
 - MULTIFAMILY PROGRAM
 - COMFORT PARTNERS
 - OIL, PROPANE, MUNICIPAL & COOP ELECTRIC CUSTOMERS

Home Performance with ENERGY STAR

Save money and energy in your home with Home Performance with ENERGY STAR

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.

Home Performance will help resolve indoor air quality problems in your home. Health effects from indoor air pollutants may be experienced soon after exposure or, possibly, years later. Learn how detrimental poor indoor air quality can be to your family's health.

New Jersey homeowners may receive up to \$4,000 in financial incentives now until June 30, 2020. You may also qualify for 0% interest financing (up to \$10,000 with a 7-year maximum term) or 0.99% financing (up to \$15,000 with a 9-year maximum term) to help pay for the energy-efficient upgrades.

NEW BONUS INCENTIVES! Low or moderate income residents may be eligible to receive an additional incentive of \$500, \$750, \$1,000 depending on their projects estimated total energy savings. There are also enhanced incentives for customers living in an Urban Enterprise Zone (UEZ) or homes deemed as affordable housing - look for the benefits table for specifics. Note: customers are eligible to receive only one of the above bonus incentives.

How do I get started?

The first step is to schedule an assessment by contacting one of our participating accredited and certified contractors. The technician will take inventory and report on the current conditions of your home from top to bottom. The contractor will assess your heating and cooling equipment, conduct a combustion safety test on appliances and check insulation levels and look for air sealing opportunities. This video can show you what to expect during your home energy assessment. After the assessment, you will receive a report listing recommended measures, along with financial incentives available to pay for the work.

Program Updates

- Electric Vehicle Incentive Program
- New Bonus Incentives for NJ Residents
- Community Solar Energy Pilot Program

Clean Energy Learning Center

New Jersey Clean Energy Learning Center

Program Literature

Applications and Brochures
Download the Latest Program Materials

Find a Trade Ally

Select a contractor for an energy efficient upgrade today!

Clothes Washer Rebate

UP TO A \$75 Rebate on Select

Finding a Contractor

[Home](#)

Trade Ally Disclaimer

Search Disclaimer

The list of Trade Allies is provided as an informational source only. The publication or sharing of this list should not be considered, in any way, to be an endorsement, recommendation or promotion, either expressed or implied, of any of the trade allies listed thereon. Accordingly, it is the customer's sole responsibility to investigate and determine the technical capabilities and reliability of the Trade Ally prior to entering into a contract for services provided by that Trade Ally. Customers agree that their selection of any of the Trade Allies on this list is completely voluntary and made without any promise, guarantee, coercion, threat or force by the NJ Board of Public Utilities' Office of Clean Energy. This listing is not intended to be an all-inclusive list of qualified Trade Allies. By clicking "agree," you expressly agree to the terms of the above disclaimer.

In order to qualify for incentives within the Home Performance with ENERGY STAR Program, work must be completed by one of the certified Home Performance Contractors listed in the NJCEP Trade Ally Database.

Contractors participating in New Jersey's Home Performance with ENERGY STAR® meet the certification and accreditation guidelines of the [Building Performance Institute \(BPI\)](#), the industry's resource for building science technology that sets standards for assessing and improving the energy performance of homes.

Finding a Contractor

Home

Trade Ally Advanced Search

[Category Selection] [Sign Up] [Back]

Find a Trade Ally Near You:

Type of Trade Ally:

Within miles of

ZIP Code:

Advanced Search

Specify the search criteria below to create more accurate search results.

Company Name:

City/State/Zip

County:

Type of Business:

Finding a Contractor

Press Room | Library | FAQs | Calendar | Newsletters | Contact Us | Site Map

RESIDENTIAL | COMMERCIAL, INDUSTRIAL, LOCAL GOV & MULTIFAMILY | RENEWABLE ENERGY

Trade Ally Search Results

Advanced Search | Zipcode Search | Category Selection | Sign Up | Back

We found these Home Performance Contractors Trade Allies within 25 miles of 07088

Sort By: Name | Number of Jobs Completed by Contractor

| Name | Distance | Additional Info |
|------------|-------------|---|
| [Redacted] | 10.13 Miles | |
| [Redacted] | 14.97 Miles | Completed Home Performance Projects Since 2010: 5 |
| [Redacted] | 22.05 Miles | Completed Home Performance Projects Since 2010: 838 ENERGY STAR Century Award Winner |
| [Redacted] | 8.44 Miles | |

Program Updates

- Electric Vehicle Incentive Program
- New Bonus Incentives for NJ Residents
- Community Solar Energy Pilot Program

Clean Energy Learning Center

Program Literature

Applications and Brochures
Download the Latest Program Materials

Find a Trade Ally

Select a contractor for an energy efficient upgrade today!

Clothes Washer Rebate

UP TO A \$75 Rebate

Finding a Contractor

Trade Ally List

[Advanced Search](#) | [Zipcode Search](#) | [Category Selection](#) | [Sign Up](#) | [Back](#)

A
1
O
M

Contact Information:

(732) (b)(7)(C)
(732) (b)(7)(C)
ross@ (b)(7)(C)
www (b)(7)(C)

ENERGY STAR Century Award Winner

- 2014
- 2015
- 2016
- 2017

Business Types:

Home Performance Contractors
Home Energy Auditor

Other Comments:

Primary Expertise: Heating & Air Conditioning

Completed Home Performance 838
Projects Since 2010:



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)

New Jersey Natural Gas SAVEGREEN Project

Home energy assessment - A \$49 in-depth home energy analysis to identify opportunities to reduce your energy cost.

- The assessment includes installation of basic energy-efficiency measures, such
 - as LED light bulbs

Rebates and Financing - For HPwES upgrades and HVAC equipment upgrades complements NJCEP incentives



South Jersey Gas Smart Energy Partners

\$49 assessment payable directly to the contractor includes

- A complete home energy assessment provided by a dedicated SJG contractor
- Contractor may install energy-efficient measures at no extra charge, including:
 - Faucet Aerators
 - Low-flow Showerheads
 - Advanced Power Strips
 - LED Light Bulbs



RFP for HPwES Assessment Offer

Contractor Request for Proposal (RFP)

Municipality must select one or more municipally approved contractors to perform HPwES assessments through a competitive RFP/RFQ process

- Assessment must have fixed price
- No funds are paid by municipality
- Municipality will have outreach role
- RFP is for home energy assessments not upgrade work

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>



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]

ty owners from tax rolls
addresses
etc.
businesses.
assist with outreach

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



Outreach Best Practices

Identifying Outreach Partners

- Local utilities (electric and natural gas)
- Nearby municipalities
- Local houses of worship
- Local school districts

Community Events Outreach Campaign

- Plan in-person and virtual workshops
- Schedule presentations at recurring community events
- Table at local events

Mailings and Online Outreach

- Create a video of mayor or other community leader having a home energy assessment
- Issue a press release about the campaign
- Use social media
- Follow up with Email

Additional Incentives Available

- Comfort Partners
- COOLAdvantage and WARMAdvantage Programs
- Appliance Recycling Program
- Programs available through Utilities



Helping Residents Make the Most of HPwES

Encourage Residents to:

- Use their assessment to get multiple price estimates
- Work with contractors to adjust scope of work to fit needs
- Contact New Jersey's Clean Energy Program with questions about the HPwES program at 866-NJSMART (866-657-6278)



Upcoming Events

Residential Energy Efficiency Outreach Virtual Training (SJG Territory)

Jun 04, 2020, 2:00 PM to 3:30 PM

Commercial Energy Efficiency Outreach Virtual Training

Jun 11, 2020, 1:00 PM to 2:30 PM

Sustainable Energy Communities Webinar

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

Adding EVs to Your Municipal Fleet and Community Webinar

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



Sustainable Jersey Supporters & Sponsors

Program Underwriters



Grants Program



Corporate Sponsors

PLATINUM



GOLD



SILVER



BRONZE



Contact Information

Sandra Eisner – Account Manager, NJCEP Residential Programs
sandra.eisner@clearesult.com

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

Additional Contacts:

New Jersey Natural Gas – Susan Ellman
sellman@njng.com

South Jersey Gas – Patrick McDevitt
pmcdevitt@sjindustries.com



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 programs.

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, see the [Efficiency Outreach Campaign](#) document for more details.

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

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

NJCEP offers an array of incentives that businesses that have recently done HVAC and lighting 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 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
ers on their Trade

information].

nk to municipal web
al incentives

ng the special offer
an 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 conducted by a qualified contractor.

For just \$50 (up to \$100 for a full assessment report) you will include a home energy audit to identify energy problems.

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

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

Below is a list of questions to consider including an option for residential properties.

STEP 3: Select a Contractor
After reviewing the price estimate and contractor information, you will likely select a contractor 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.

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



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

[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.

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



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


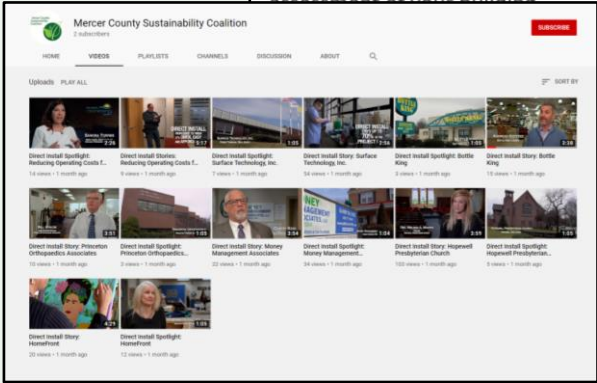


Image from pnnl.gov

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

Efficiency



Mercer County Sustainability Coalition
2 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL

Direct Install Spotlight: Reducing Operating Costs F... 14 views · 1 month ago

Direct Install Spotlight: Surface Technology, Inc. 7 views · 1 month ago

Direct Install Spotlight: Surface Technology, Inc. 54 views · 1 month ago

Direct Install Story: Surface Technology, Inc. 2 views · 1 month ago

Direct Install Spotlight: Bottle King 2 views · 1 month ago

Direct Install Story: Bottle King 10 views · 1 month ago

Direct Install Story: Princeton Orthopaedics... 20 views · 1 month ago

Direct Install Spotlight: Princeton Orthopaedics... 20 views · 1 month ago

Direct Install Story: Money Management Associates 33 views · 1 month ago

Direct Install Spotlight: Money Management Associates 34 views · 1 month ago

Direct Install Story: Hopewell Presbyterian Church 100 views · 1 month ago

Direct Install Spotlight: Hopewell Presbyterian Church 9 views · 1 month ago

Direct Install Story: Hopewell Presbyterian Church 20 views · 1 month ago

Direct Install Spotlight: Hopewell Presbyterian Church 12 views · 1 month ago

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

@SJ_Program | #NJSustainabilitySummit



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

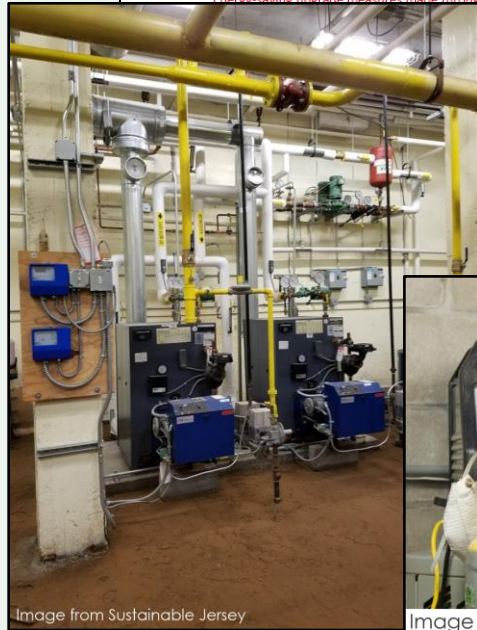


Image from Sustainable Jersey



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, a home energy assessment will include a free indoor air quality problem check.

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



Image from energystar.gov



Images from energystar.gov

