
Webinar

December 4, 2019
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Planning Solar to Serve the Whole Community

Funding and Incentives from New Jersey's Clean Energy Program

How Energy Savings Improvement Plans (ESIP) Fund Energy Upgrades

http://www.sustainablejersey.com/grants-resources/conference-training-webinar-presentations/webinar-recordings-presentations/
Webinar Panelists

**Michele Calabrese**
Clear Result, New Jersey’s Clean Energy Program

**Matthew Blake**
Director of Community Development for Woolwich

**Steve Gallo**
Business Administrator of Keyport

**Tracey Woods**
Sustainable Jersey
Topics

- Sustainable Jersey Residential Energy Efficiency Outreach Action
- Incentives from New Jersey’s Clean Energy Program
- Case studies
Residential Energy Efficiency Outreach Action

Why are municipal outreach campaigns important?

Homes are significant consumers of energy in New Jersey, accounting for approximately 25% of the annual statewide energy usage.

Increases health, comfort, and safety of your resident’s home.

Municipal outreach efforts can help residents navigate the Home Performance with ENERGY STAR (HPwES) incentive program.

Action is designed help municipalities create an impactful outreach campaign:
• Outreach strategies
• Sample outreach materials
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
- Appliance Recycling

**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
What is Home Performance?
NJCleanEnergy.com/HP

- 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

- Removes Dust and Allergies
- Eliminates Drafts
- Creates a more Comfortable Home
- Reduces Asthma and Sinusitis
- Eliminates Moisture and Mold
- Reduces High Utility Bills
- Addresses Climate Change
- Creates Energy Independence
Steps to Participation

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

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
- Air sealing opportunities
- Insulation opportunities
- Possible health and safety issues

Blower Door Test (optional)

NJCleanEnergy.com/HP
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) Bonus
HP Case Study

- Dianne L. from Hillsborough, NJ (2016)
- Size and Age of Home: 2,684 Square Feet, 30 years
- Main Concerns: Age of HVAC equipment and drafts; Lower utility bills through energy efficiency
- Measures installed: Air Sealing, Insulation, ENERGY STAR Gas Water Heater, Furnace plus Central AC
- Project Cost: $16,000 less $4,000 rebate = $12,000
- Loan: $10,000 at 0% with $2,000 out of pocket
- > 25% projected energy savings from improvements
### Residential Portfolio of Programs

**NJCleanEnergy.com/RESIDENTIAL**

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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) Bonus of $200 per Unit**
Residential Portfolio of Programs
NJCleanEnergy.com/RESIDENTIAL

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Appliance Rebates
NJCleanEnergy.com/PRODUCTS

• $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

- 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
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## 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
New Construction or reconstruction (gut rehab)

Demand for power is less

Operates more efficiently

15%-50% more Energy Efficiency and can save $200-$400 yearly
**Residential Portfolio of Programs**

NJCleanEnergy.com/RESIDENTIAL

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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) GoldStar 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
Website Outreach Page

• Home Performance with ENERGY STAR program overview
  – Approved text in action
• A list of HPwES contractors in the area*
• A link to NJCEP Residential Incentives page
  www.NJCleanEnergy.com/Residential
• Information about special assessment offer, if any

• OPTIONAL: Option for residents to post reviews of the contractors based on personal experiences

*Find local contractors using NJCEP’s Trade Ally Database
www.NJCleanEnergy.com/Residential
Residential Energy Efficiency Outreach - 10 points

Additional Outreach, choose at least one:

- Holding workshops for residents
- Visible recognition program for residents
- Incentive program with local businesses
- Posters showing Mayor or other residents
- Social media and email blasts
- Working with community partners, school district and churches
- Canvassing residents
- Local cable access show
- Online video of the mayor / local personalities having a home energy assessment
Residential Energy Efficiency Outreach - 20 points

Required mailing, options include:

Letter from the Mayor on township letterhead
OR
Inclusion of outreach in mailer already being sent (sewer bill or tax bill) accompanied by email to township mailing list

Mailing should include:

• HPwES program overview
• Details of pre-selected assessment offer
• Recommendation that residents solicit estimates from at least THREE contractors
Residential Energy Efficiency Outreach - 20 points

**Contractor Request for Proposals (RFP) Approach**
Municipality uses request for proposal (RFP) to select contractor(s) assessment offer to feature in municipal outreach campaign.

Requirements:
- Website outreach page
- Mailing to residents
- Competitive request for proposal for assessment offer/ outreach assistance - template RFP in Action

**Utility Partner Approach**
Establish outreach partnership with utility to promote utility’s HPwES assessment program. Assessment program must include a HPwES compliant assessment.

Requirements:
- Website outreach page
- Mailing to residents
- Social media campaign
- Two additional outreach options from the list in action
Matt Blake, PP, AICP
Director of Community Development:
(856) 467-2666 x 3134
• Woolwich Green Team determines to launch a Home Energy Audit Program

• Initially conceptualized as a municipal-wide campaign to promote energy efficiency and help residents reduce energy use and associated costs

• Established as way to promote awareness of practical resources available while increasing overall community sustainability
• Program is based on a model designed by Sustainable Jersey to encourage participation in the NJ Home Performance with Energy Star (HPwES) Program.

• Enables qualifying homeowners to receive up to $4,000 in cash rebates and up to $10,000 in zero-interest financing for home energy improvements.
**Woolwich initiative modeled after a program successfully used by the City of Summit as showcased on Sustainable Jersey website**

**Process included soliciting RFPs as part of a competitive selection process**

**SPS Mechanical submitted a comprehensive proposal offering a $49 home energy assessment/audit**

**SPS is also a local business!**
• SPS audit is a comprehensive evaluation of the home that includes a review of energy usage, identification of health and safety issues, testing for carbon monoxide, gas leaks, mold/moisture issues, a blower door test, duct leakage test, thermal imaging and inspection of all existing insulation values.

• SPS provides the homeowner with a detailed report outlining their findings with prioritized recommendations, costs, including assistance with necessary paperwork for qualifying for rebates and financing.
Program promotion included:

- Letters from the Mayor
- Municipal Newsletter
- Municipal Facebook Page
- Earned media
- Email blasts
- Postcards
- Handouts at front desk
• Direct mailings proved costly. However, a generous grant from SJ Gas covered postcard printing and postage.

• Additional savings realized from utilizing USPS Every Door Direct Mail (EDDM), which allows one to select mail carrier routes thus avoiding costs and time involved with using individual addresses.
• For the postcard mailing, the program was expanded to include the Borough of Swedesboro

• Mailings reached 4,761 households in both Woolwich, Swedesboro

• Woolwich largely comprised of newer homes in comparison to Swedesboro, which is characterized by older homes
What did we learn and how successful was the program?

- 70 audits conducted! Includes 10 signed contracts.
- SPS believes they may have priced the evaluation too low, attracting less serious consumers.
- With change in weather, they anticipate more contracts.
- SPS also conducting audit of Municipal Complex.
If I were emperor of the world, I would put the pedal to the floor on energy efficiency and conservation.

Steven Chu
Residential Energy Efficiency Outreach - 20 points

**Utility Partner Approach**
Establish outreach partnership with utility to promote utility’s HPwES assessment program.

Requirements:

- Website
- Mailing to residents
- Social media campaign
- Two additional outreach options from the list in action

Note: To qualify for points outreach campaigns must be for assessment programs that offer HPwES compliant assessments

Check with utility for to see if additional financing and rebates are offered for HPwES projects.
Utility Partner Approach

New Jersey Natural Gas the SAVEGREEN Project
https://savegreenproject.com/home-energy-analysis

- $49 assessment conducted by SAVEGREEN
- Assessment report given to resident for use in getting estimates from HPwES contractors, NJCEP Trade Ally database
- NJNG On-line Portal option
  - Customer signs waiver and assessment is listed online
  - Customer receives up to three bids
Utility Partner Approach

South Jersey Gas Smart Energy Partners
Home Energy Assessment

- $49 assessment from pre-selected HPwES contractor
- Assessment report given to resident for use in getting estimates from HPwES contractors, NJCEP Trade Ally database
- Assessment contractor includes pricing estimate with report
Case study - Utility Partner Approach

Steve Gallo
Business Administrator of Keyport, NJ
How does a resident use their assessment report to get additional pricing?

New Jersey’s Clean Energy Program
Trade Ally Database lists all HPwES Contractors
www.NJCleanEnergy.com/Residential

What about buildings with more than 4 units?
https://www.njcleanenergy.com/multifamily
Upcoming Events

ENERGY EFFICIENCY SUMMIT

Wednesday, Jan. 22, 6-8pm
Haddonfield Borough Hall
242 Kings Hwy East

Save the planet while putting $$ in your pocket

REGISTER TODAY: bit.ly/TCSAEnergySummit

At this summit you will learn how to:

- Identify where your business or home is wasting energy with low to no cost programs to fix the issues
- Make your space more comfortable
- Lower your utility bill
- Secure rebates when you replace old appliances
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<tr>
<td>Implementing Complete Streets at the Local Level</td>
<td>JANUARY 09, 2020</td>
<td>9:30 AM TO 4:00 PM</td>
<td>ROWAN COLLEGE OF SOUTH JERSEY - CUMBERLAND</td>
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<tr>
<td>What’s New in 2020? Program Updates Webinar</td>
<td>JANUARY 29, 2020</td>
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<td>Making a Game Plan for Getting Certified Webinar</td>
<td>FEBRUARY 05, 2020</td>
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<td>Stay in the Game! Strategize Your Recertification Webinar</td>
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