



# Sustainable Jersey

## Success Stories in Commercial Energy Efficiency

April 4, 2018

Tony O'Donnell  
Economist/Project Specialist  
Sustainable Jersey

# Speakers for Today's Webinar

**Tony O'Donnell**

**Economist  
Sustainable Jersey**

**Anthony Cancro**

**Township Administrator  
Township of Plainsboro**

**Jim Friedl**

**Outreach Account Manager  
TRC Solutions**

**Christine Symington**

**Program Director  
Sustainable Princeton**



# SJ Action: Commercial Energy Efficiency Outreach

- Where can I find this action on the Sustainable Jersey website?
- Why should we consider doing this action? What are the main steps involved in completing the action?
- How many Green Teams/Municipalities have completed this action? Were they successful?
- How long will it take? What costs are involved?
- What resources are available to help the GreenTeam/Municipality complete this action?
- What is the difference in point levels awarded for the action? How does completing this action help toward achieving a Gold Star in Energy?



# Why is Energy Outreach to Businesses a Good Idea?

- Commercial sector accounts for 26% of energy usage in NJ (2014).
- Strengthens local economy
- Focus on small & mid-sized buildings supports small businesses

## Small businesses comprise what share of the U.S. economy?

Small businesses make up:

- 99.7 percent of U.S. employer firms,
- 64 percent of net new private-sector jobs,
- 49.2 percent of private-sector employment,
- 42.9 percent of private-sector payroll,
- 46 percent of private-sector output,
- 43 percent of high-tech employment,
- 98 percent of firms exporting goods, and
- 33 percent of exporting value.

Source: U.S. Census Bureau, SUSB, CPS; International Trade Administration; Bureau of Labor Statistics, BED; Advocacy-funded research, Small Business GDP: Update 2002-2010, [www.sba.gov/advocacy/7540/42371](http://www.sba.gov/advocacy/7540/42371).



[www.sustainablejersey.com](http://www.sustainablejersey.com)

- Lots of resources available for action
- Very positive outcomes from pilot program and from municipalities who have completed the action to date
- Positive effects on costs and carbon emissions profile for community



# Commercial Energy Efficiency Outreach Statistics

- Average annual participation rates in Direct Install for the 23 municipalities who have completed this action show a 300% increase in business participation during the outreach campaign

Municipality	County	Action Approved	DI Projects	Estimate of DI Eligible	Lifetime DI <sup>**</sup> Penetration Rate
Harrington Park Borough	Bergen	2014	6	27	22.2%
Pennington Borough	Mercer	2016	10	55	18.2%
Wharton Borough	Morris	2015	15	86	17.4%
Berkeley Heights Township	Union	2014	12	111	10.8%
Springfield Township	Union	2015	26	243	10.7%
West Windsor Township	Mercer	2016	24	253	9.5%
Highland Park Borough	Middlesex	2013	17	187	9.1%
Madison Borough	Morris	2016	20	222	9.0%
Moorestown Township	Burlington	2014	26	311	8.4%
Princeton	Mercer	2014	31	389	8.0%
New Brunswick City	Middlesex	2015	48	607	7.9%
Woodbury City	Gloucester	2014	22	289	7.6%
Woodbridge Township	Middlesex	2017	84	1,112	7.6%

\*\* The median lifetime penetration rate for Direct Install for all NJ municipalities is 5.82%



# Timeframe & Costs

- Effective planning takes from two to six months depending on situation
- Campaigns generally run for a year, although some have gone longer
- Upgrades to businesses are generally completed “start to finish” in three to four months
- Only significant costs to municipality are involved in mailing to businesses (range of \$500 - \$3,000 depending on size of business community). Coordination with the local DI contractor can significantly reduce these costs



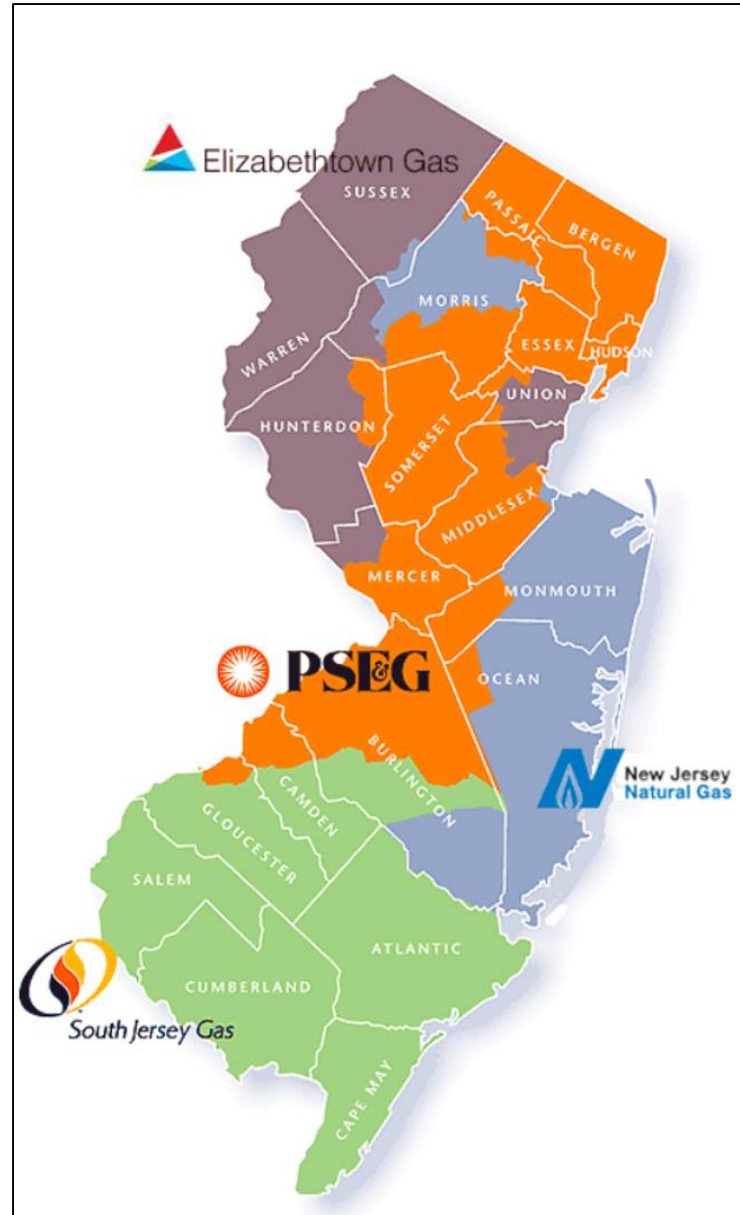
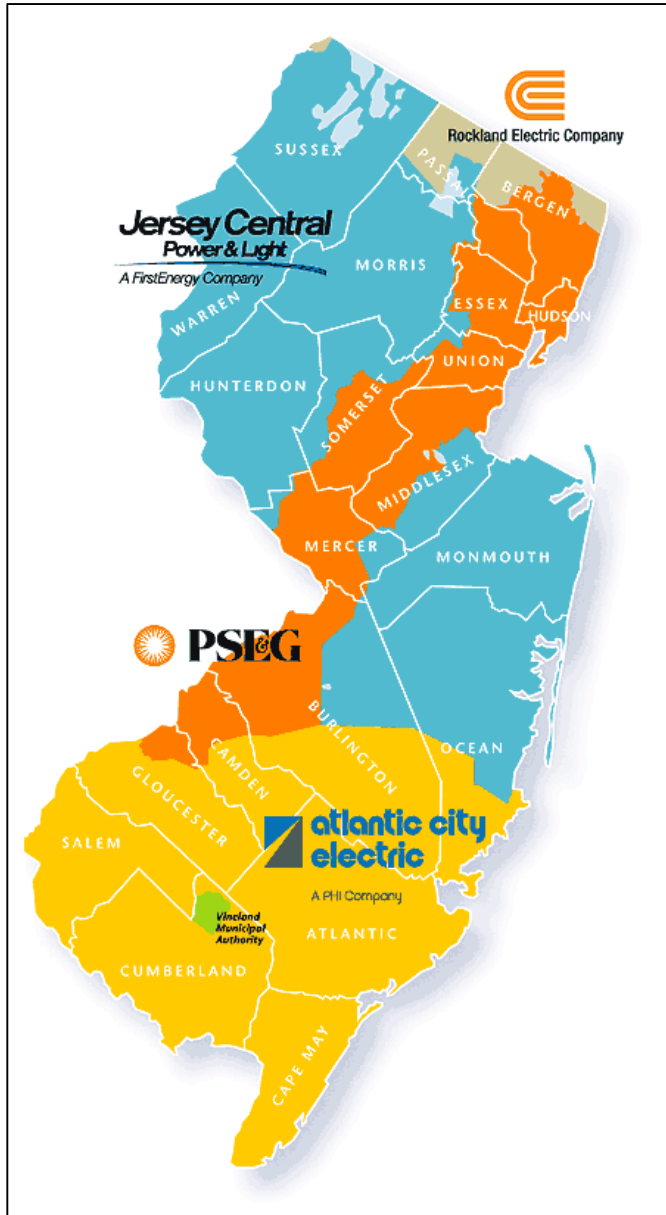
# Resources Available to Help Complete Action

- NJ Clean Energy Program staff coordination with outreach team
- Local Direct Install contractor for marketing
- Chamber of Commerce
- Partnership with municipality highlighting DI experience in municipal facilities
- Utility incentives for businesses that complement incentives offered by the NJ Clean Energy Program
  - Low interest loans to finance portion of upgrade costs (30%) that are not covered by NJCEP
  - On bill repayment
  - Additional funding available in some service areas through utility financed Direct Install





# Always Check with Your Local Utilities for Incentives





# Links for Commercial –based Utility Program Incentives

Atlantic City Electric

<https://www.atlanticcityelectric.com/Pages/default.aspx>

Elizabethtown Gas

<https://www.elizabethtowngas.com/business>

JCP&L

[https://www.firstenergycorp.com/save\\_energy/save\\_energy\\_new\\_jersey.html](https://www.firstenergycorp.com/save_energy/save_energy_new_jersey.html)

New Jersey Natural Gas

<http://www.savegreenproject.com/featured-pages/o-apr-on-bill-repayment-program#commercial>

PSE&G [https://www.pseg.com/business/small\\_large\\_business/save\\_energy/gov\\_efficiency.jsp](https://www.pseg.com/business/small_large_business/save_energy/gov_efficiency.jsp)

Rockland Electric

<https://www.oru.com/en/save-money/rebates-incentives-credits/incentives-for-business-owners>

South Jersey Gas

<https://southjerseygas.com/For-My-Business/Business-Incentives.aspx>



# Action Point Levels & Going for Gold!

- Completing the base action is worth 10 points (regardless of outcome)
- Achieving a 5% target goal of businesses completing Direct Install updates during the campaign earns you an additional 10 points
- This action is one of the six actions required to meet the Community performance standard for the Gold Star in Energy. To satisfy the gold standard you need to have completed this action AND be able to demonstrate that 15% of eligible businesses have completed upgrades through the Direct Install program

## Gold Star Standards

A new level of recognition for Sustainable Jersey silver certified communities.

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Silver certified municipalities are eligible to earn Gold Star recognition for achieving high levels of performance in key dimensions of sustainability. The levels of performance flow from our assessment of what we need to achieve as individual communities, and as a State, as defined in the **Sustainable State of the State Report**. Achieving these goals will rely on action at many scales and across boundaries, and the Gold Star Standards define the role that municipal governments must play to achieve success.



# PROGRAM PORTFOLIO



## ELIGIBLE SECTORS

Commercial, Industrial, Government, Schools, Non-Profit, Institutional and Multifamily

## PROGRAMS

### Audits:

- Energy Benchmarking
- Local Government Energy Audits

### Comprehensive Projects:

- **Direct Install**
- Pay for Performance – Existing Buildings
- Pay for Performance – New Construction
- Large Energy Users Program

### Equipment Rebates:

- **Smart Start – Existing Buildings**
- **Smart Start – New Construction**

### Distributed Energy Resources (DER) – Energy Generation:

- Combined Heat and Power

# DIRECT INSTALL: OVERVIEW

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- A turn-key retrofit program to replace outdated and inefficient equipment
- Open to Small to Mid-Sized Commercial and Industrial facilities with a peak electric demand  $\leq 200$  kW
- Lighting, HVAC, Refrigeration

# DIRECT INSTALL: OVERVIEW

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- Provides incentives of up to 70% of the installed cost
- Incentives are paid directly to the contractor
  - Customer only pays remaining 30% of installed cost
  - \$125,000 project cap
  - \$250,000 per entity cap
- Project must pass cost/benefit test

# DIRECT INSTALL: BENEFITS

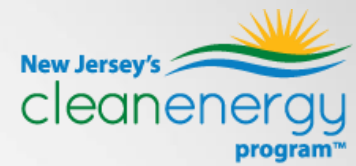
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- Turn-key process: participating contractors provide support and process all paperwork
- Minimal cost: Low upfront cost with generous incentives
- Fast turnaround time: Average length of time for job completion, 4-6 months
- Ongoing savings: Projects provide energy savings year after year

# DIRECT INSTALL: NEW FEATURES

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Program changes effective July 1, 2017:

- \$500,000 entity cap for ESIP (eligible municipalities)
- Case-by-case approval for one month exceeding 200 kW
- See program web site for details and list of pre-selected contractors and territories

*[NJCleanEnergy.com/DI](http://NJCleanEnergy.com/DI)*



# DIRECT INSTALL: COVERAGE



<b>County</b>	<b>DI Contractor</b>
<b>Hunterdon &amp; Somerset</b>	<b>CMC Energy Services</b> 888-331-5891
<b>Warren &amp; Morris</b>	<b>Donnelly Energy</b> 845-401-6253
<b>Gloucester, Salem, &amp; Cumberland</b>	<b>Facility Solutions Group</b> 732-826-6100
<b>Monmouth, Ocean, Burlington, Camden, Atlantic &amp; Cape May</b>	<b>Hutchinson Mechanical Services</b> 856-429-5828
<b>Sussex, Passaic, Bergen, &amp; Hudson</b>	<b>Lime Energy</b> 855-600-5463
<b>Middlesex &amp; Mercer</b>	<b>Tri-State Light &amp; Energy, Inc.</b> 610-789-1900
<b>Essex &amp; Union</b>	<b>Willdan Energy Solutions</b> 732-372-4014

# SMARTSTART: OVERVIEW

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- Individual incentives for broad project categories:
  - Equipment Replacement
  - Renovation
  - Remodeling
  - New Construction
- Provides two types of financial incentives for high efficiency equipment installation: **Prescriptive & Custom**
- Incentives up to \$500,000 per electric account and \$500,000 per natural gas account per fiscal year.

# SMARTSTART: INCENTIVES

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## Prescriptive Incentives

- Specific incentives and individual applications for:
  - Lighting & Lighting Controls
  - Packaged HVAC
  - Boilers & Water Heaters
  - Chillers
  - VFD's
  - Food Service
  - Refrigeration
- Project pre-approval required for all lighting measures

# SMARTSTART: INCENTIVES



## Custom Incentives

- Designed for new or innovative technologies proven to be cost-effective and not listed as prescriptive
- Incentives paid for approved projects at the lesser of three values\*:
  - 50% of project cost
  - Buy down to one year payback, OR
  - \$0.16/kWh, \$1.60/ therm saved in first year
- Projects must have a minimum first year energy savings of 75,000 kWh or 1,500 therms to be eligible.
- Project pre and post inspection required.

\* For equipment replacement, gut-rehab/new construction, incentives caps based on incremental cost and energy savings where applicable.

# CTEEP – PILOT: OVERVIEW

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- Streamlined approach to projects involving multiple SmartStart Buildings measures/applications (prescriptive and custom)
- Offers direct on-site assistance
- No minimum energy savings requirements
- Technical assistance incentives available up to \$10,000



# FOR MORE INFORMATION

**Visit** [NJCleanEnergy.com](http://NJCleanEnergy.com)

**Call** (866) NJSMART

**Stay Informed** [NJCleanEnergy.com/Newsletter](http://NJCleanEnergy.com/Newsletter)

To join the Energy Efficiency listserv

contact the [NJCEP Webmaster](#).

# Springfield Township (Union County) Direct Install Outreach

## DIRECT INSTALL

### Outreach Campaign to Local Business Community 10 Points

#### Program Summary:

The Township of Springfield worked with its Direct Install Participating Contractor, Patrick Lynch of Tri-State Light & Energy, Inc., to reach out to Springfield businesses in 2012 and again in 2015. Between 2012 and 2014, about a dozen businesses completed Direct Install projects. In the spring of 2015, outreach to Springfield businesses included an announcement in the March edition of the Patriot Times newsletter and direct mailing of a letter from the Township Administrator and a flyer from Tri-State to 1450 commercial entities in Springfield (see included documentation below). As of June 5, 2015, Tri-State has received dozens of inquiries as a result of this campaign and is working with ten potential Direct Install Opportunities.

-  Outreach Campaign to Local Business Community Letter from Township
-  Outreach Campaign to Local Business Community Letter Enclosure (Flyer)
-  Outreach Campaign to Local Business Patriot Times Article March 2015





# Springfield Outreach Letter



*Township of Springfield*

WHICH IS IN THE COUNTY OF UNION  
STATE OF NEW JERSEY  
ESTABLISHED APRIL 14, 1794

ANTHONY CANCRO  
TOWNSHIP ADMINISTRATOR  
(973) 912-2285  
FAX (973) 912-2277

MUNICIPAL BUILDING  
100 MOUNTAIN AVENUE  
SPRINGFIELD, NEW JERSEY 07081

April 2015

Dear Springfield Business Owner:

The Township of Springfield and the Springfield Patriot Chamber of Commerce want to remind you of an important program that can reduce your energy consumption, reduce your utility costs, and thereby save you money.

The State of New Jersey Direct Install Program helps you replace your old equipment or lighting system with energy efficient technology and the Direct Install Programs **pays for 70% of the total project costs**. The program begins with an initial FREE, absolutely no-obligation energy assessment of your building. The process is completely turnkey and upgrades can be completed in as little as 90 days. Once complete, the payback period on your initial investment can be as short as one year while you enjoy both energy and cost savings for many years thereafter. The program was created specifically to help upgrade the energy efficiency of small to medium-sized buildings.

The Township of Springfield implemented this program in various municipal buildings reducing its energy consumption and saving on utility costs, and several Springfield businesses have taken advantage of this program in recent years. For more information about the NJ Direct Install Program, please visit:

<http://njcleanenergy.com/di>

The contractor authorized to work in Union County is:

Tri-State Light & Energy, Inc.  
Att: Patrick Lynch  
Phone: 610.789.1900  
Email: [NJDirectInstall@TSLE.com](mailto:NJDirectInstall@TSLE.com)

Thank you for your interest in this important effort.

Sincerely,

Anthony Cancro

Anthony Cancro  
Township Administrator

Scott Seidel & Patrick Paoella

Scott Seidel & Patrick Paoella  
Chamber Co-Chairman

Enclosure

Identifies program & establishes credibility

Outline incentives & savings

Vouches for savings with 1<sup>st</sup> hand experience

Loops in Direct Install Contractor info

Personal touch – local officials



# Springfield Township Outreach Materials

NEW JERSEY'S CLEAN ENERGY PROGRAM

**DIRECT Install**  
PARTICIPATING CONTRACTOR



## Join Springfield in Becoming Energy Efficient at Minimal Cost. **DIRECT INSTALL**

New Jersey's Clean Energy Program pays up to 70% to replace lighting, furnaces, boilers, rooftop units, central air and more with energy efficient technology. **NOT A REBATE!**

# SAVE 70%

- Includes No Cost Energy Assessment
- Program Now Includes LEDs And Outdoor Site Lighting
- Funding Pays for up to 70% of Total Project Costs
- We Take Care of Everything From Permits to Recycling
- Top of the Line Lighting Options
- Lower Utility Bills for Years to Come
- Call 610.789.1900 to Schedule Your FREE Energy Audit
- For more info - <http://www.njcleanenergy.com/di>

### Top Reasons You Need To Upgrade With NJDI:

1. **REDUCE YOUR ENERGY COSTS** - significant savings on your monthly utility bill!
2. **REDUCE YOUR MAINTENANCE COSTS** - long life, brand name products replace your aging lighting, heating & air conditioning. This means years without having to worry about replacing or upgrading!
3. **REDUCE YOUR PROJECT COSTS** - NJDI is the most economical opportunity for your upgrade. Use NJDI funding to replace your lighting and equipment it before it breaks down!

### Funding Is First-Come, First-Served. Do Not Miss Your Opportunity.

Tri-State Light & Energy, Inc. is the Participating Contractor for Mercer, Middlesex and Union County.  
Call 610.789.1900 or email [NJDirectInstall@TSLC.com](mailto:NJDirectInstall@TSLC.com) to schedule your Energy Assessment.

**Get Started to Go Green & Save Green - Start Saving NOW.**

Direct Install is an offering of the New Jersey Board of Public Utilities and the Clean Energy Program designed for small commercial, institutional and municipal buildings. It identifies proven measures for reducing utility costs and replaces inefficient equipment with energy efficient alternatives. Direct Install will cover 70% of project costs when installed by the exclusive Participating Contractor for your county.



2233 Manor Avenue  
Upper Darby, PA 19082

T: 610-789-1900  
F: 610-789-9504

[NJdirectinstall@tsle.com](mailto:NJdirectinstall@tsle.com)  
[www.tsle.com](http://www.tsle.com)

The PATRIOT TIMES • Page 14 • March 2015

### WANT TO SAVE MONEY AND REDUCE YOUR ENERGY CONSUMPTION? *It's Good For The Environment And Good For Your Wallet.*

The New Jersey's Clean Energy Direct Install Program pays up to 70% to replace lighting, furnaces, boilers, rooftop units, central air and more with energy efficient technology. Learn more by reading the letter below and flyer on right.

March 2015  
Dear Springfield Business Owner:  
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Phone: 670.789.1900  
Email: [NJDirectInstall@TSLC.com](mailto:NJDirectInstall@TSLC.com)  
Thank you for your interest in this important effort.  
Sincerely,  
Anthony Canero  
Township Administrator  
Scott Seidel  
Pat Paolletta  
Chamber Co-Chairman

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PARTICIPATING CONTRACTOR

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**TRI-STATE LIGHT & ENERGY**  
2233 Manor Avenue  
Upper Darby, PA 19082  
T: 610-789-1900  
F: 610-789-9504  
[NJDirectInstall@tsle.com](mailto:NJDirectInstall@tsle.com)  
[www.tsle.com](http://www.tsle.com)

**Springfield H.O.P.E.**  
HELPING OTHER PEOPLE ENDURE

[www.springfieldhope.com](http://www.springfieldhope.com)  
Anyone seeking help or assistance from Springfield H.O.P.E. may call 973-467-3388

### Springfield Patriot Chamber Of Commerce

**HAMMER DENTAL ASSOCIATES**  
Irwin J. Hammer, DDS  
Seth A. Hammer, DDS  
7 So. Springfield Ave., Springfield NJ  
973-376-7718 • Fax: 973-376-7503  
[www.hammerdds.com](http://www.hammerdds.com) | [hammerdental@aol.com](mailto:hammerdental@aol.com)

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David Artman - Owner  
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Springfield, New Jersey 07081  
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licensed  
Call 973-888-0725  
Fax: 347-719-0794  
dave@handiesthandyman.com  
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Many other amenities included  
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Call 973-607-0399  
[Forestrealtyinc.com](http://Forestrealtyinc.com)

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www.jmk.com | www.fiat.com | www.saab.com | www.mini.com  
T82-88-8616 | 855-855-9138 | 855-984-9421 | 866-628-7741  
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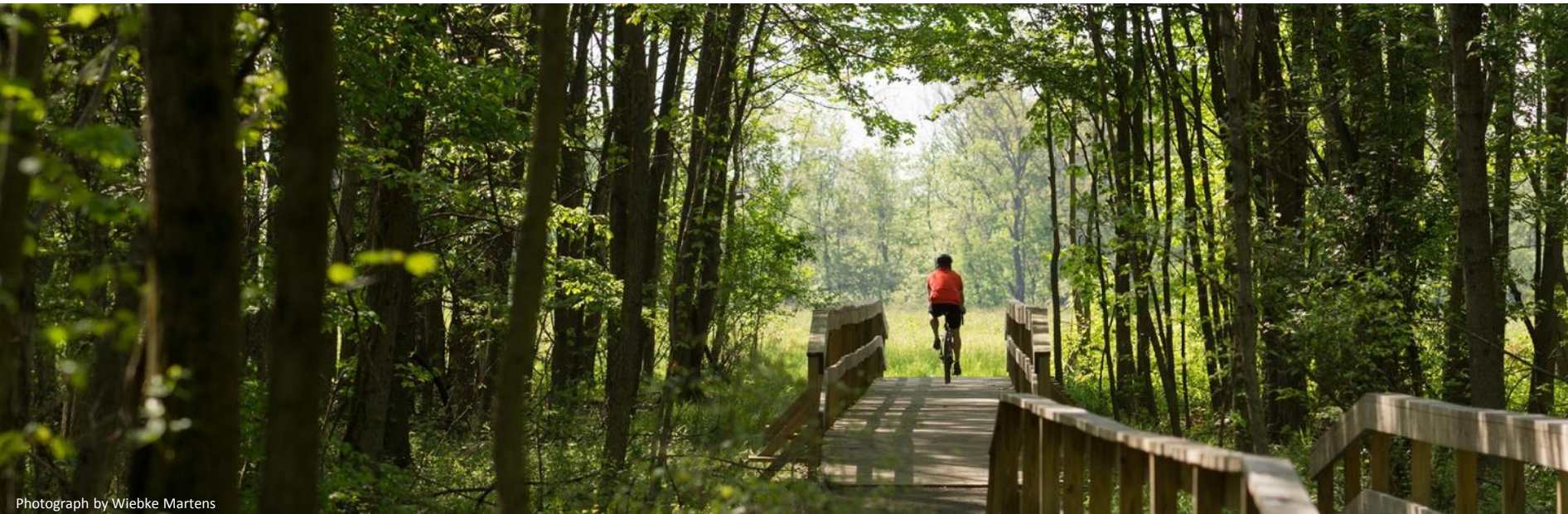
**CARDINAL LAND PROPERTIES, INC.**  
Real Estate Brokers  
Scott F. Seidel  
Broker  
973-376-0421  
Fax: 973-376-0425  
One Cornell Parkway • Springfield, NJ 07081  
[www.cardinalpropertiesnj.com](http://www.cardinalpropertiesnj.com)





# Sustainable Princeton

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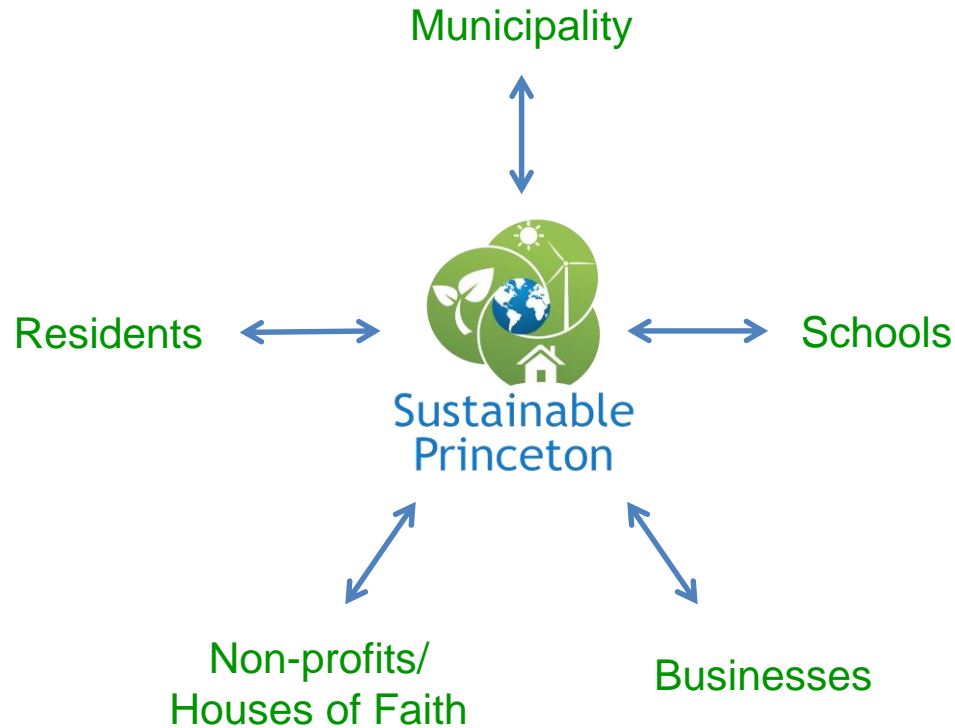


Photograph by Wiebke Martens

## Sustainable Jersey Panel: Success Stories in Commercial Energy Efficiency April 4<sup>th</sup>, 2018

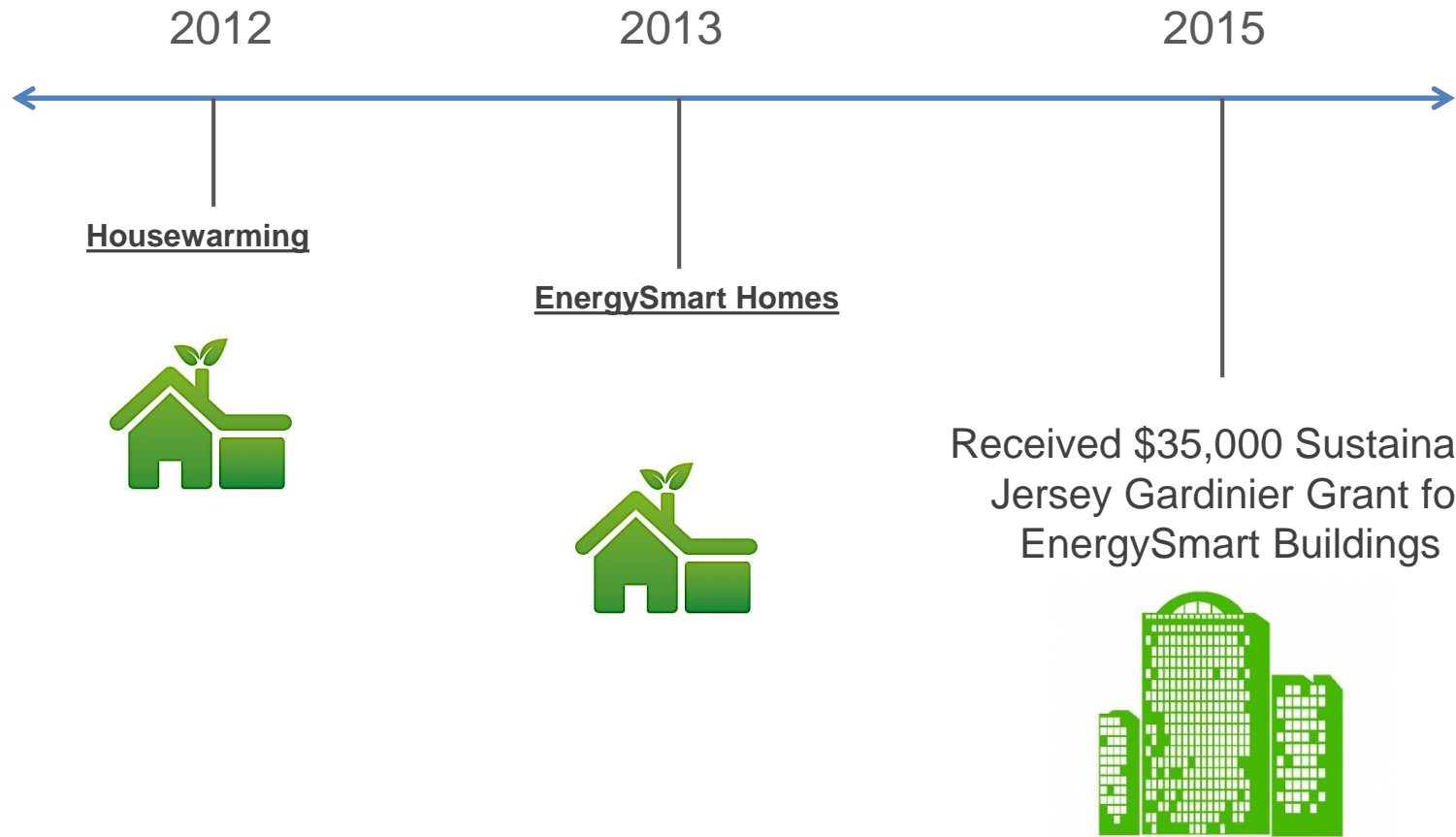
Christine Symington - Program Director, Sustainable Princeton

Our mission is to inspire our community to develop and implement solutions that positively impact our environment.



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# EnergySmart Buildings

- **27 Commercial Properties**
- Utilizing over **\$350,000** in incentives
- **3** properties with real-time electricity monitors



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# Building Inventory

## Objectives

- Understand stock of commercial properties in Princeton through use of survey
- Prioritize energy efficiency opportunities

## Outcomes

- ~300 commercial properties
- Mostly small businesses & mixed commercial
- Many non-profits

## Learnings

- Building facility managers are busy
- Labor intensive so plan accordingly



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# NJ Clean Energy Commercial Programs

## Objectives

- Promote Direct Install to small commercial properties

## Outcomes

- 7 completed DI
- 6 audited but not complete
- 6 inquired but no audit completed

## Learnings

- Small business owners are busy
- Events about energy efficiency are hard to sell
- Program uncertainty affects adoption
- Letter from Mayor most effective
- Utility bills are hard to get
- Energy efficiency upgrade needs of owners not met by program (i.e. oil heat)



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# 3 Case Studies

## Objectives

- Understand unique challenges for different types of commercial properties
  - Non-profit
  - Retail business
  - Local Gov't

## Outcomes

- Witherspoon Jackson Presbyterian Church
- Labyrinth Bookstore
- Princeton Municipal Building

## Learnings

- Layers of decision making exist
- All buildings are not the same
- Technical assistance is necessary



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## Overall Learnings

- Relationships matter
- Timing
- Important to understand the NJ Clean Energy Programs
- Crawl, walk, run
- NJ Clean Energy Programs are key for Princeton's climate action planning, greenhouse gas reduction goals



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# Thank You!



**Sustainable  
Princeton**

Molly Jones, Executive Director  
Christine Symington, Program Director  
Jenny Ludmer, Community Outreach Manager

[Sustainableprinceton.org](https://sustainableprinceton.org)  
[info@sustainableprinceton.org](mailto:info@sustainableprinceton.org)



@sustainableprinceton



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n



@sustainpt  
n



# Upcoming Events


## Success Stories in Residential Energy Efficiency


Sustainable Jersey Webinar  
Weds. May 2, 2018  
1PM – 2PM

[REGISTER](#)

## Sharing Positive Energy

Atlantic-Cape May Counties  
Cape May Convention Center  
Mon. May 7  
6PM-8PM



 **Atlantic Cape May Counties**

# SHARING positive ENERGY

May 7, 2018  
6 to 8 PM  
Cape May Convention Hall  
Cape May, NJ

## Sustainability Summit

Thurs. June 21, 2018

9AM-3PM

TCNJ, Ewing, NJ



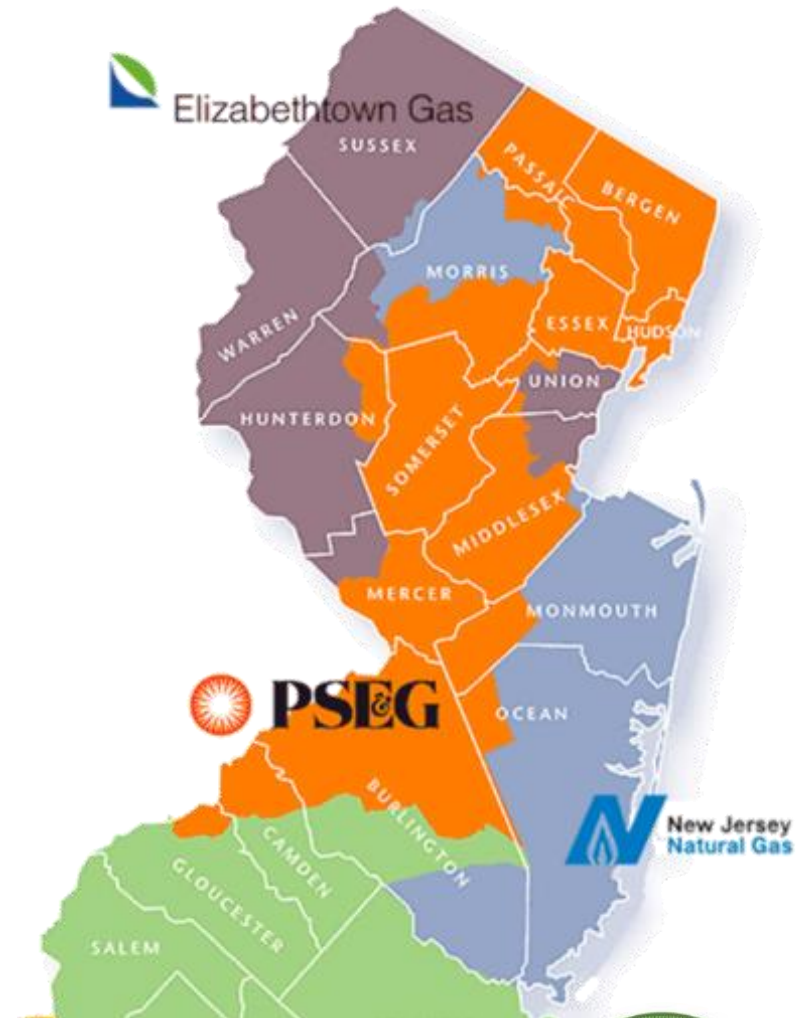
# FREE Technical Assistance

## Energy Initiative Technical Assistance

Environmental Defense Fund Fellows in partnership with New Jersey Natural Gas

Check out our [video](#) on the 2017 EDF program!

**Application Deadline: Friday, April 13**



# Sustainable Jersey Sponsors



## Program Underwriters



## Grants Program Underwriters



## Corporate Sponsors

### Platinum



### Gold



### Silver



### Bronze





# Thank you!

Tony O'Donnell  
Economist/Project Specialist  
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odonnella@tcnj.edu

