

The BOROUGH of HIGHLAND PARK

County of Middlesex, State of New Jersey

P.O. BOX 1330

HIGHLAND PARK, NEW JERSEY 08904

TEL. (732) 572-3400 • FAX (732) 777-6006



Dear Highland Park Building Owner:

Highland Park has made an important commitment to help solve climate change and address our ongoing energy crisis. Partnering with state government and the U.S. Environmental Protection Agency, we have created the "It's In Our Power Highland Park" campaign. To coincide with this campaign, the Highland Park Borough Council has adopted an ambitious Energy Reduction Plan for our community, which has the goal of lowering emissions by two percent annually over the next two years. Accordingly, we have pledged to provide everyone in town with hands-on assistance to help cut energy bills, create a cleaner, healthier community, and protect our planet for future generations. If Highland Park reaches its energy reduction goals, our community's efforts will become a model for future national energy programs.

Among other actions, a primary focus of the campaign is New Jersey's Direct Install program. The program was created specifically to help upgrade the energy efficiency of small to medium-sized buildings. As a building owner, I wanted to stress the importance of getting an energy assessment for the building you own and completing the recommended energy saving upgrades. The program pays for 70% of the upgrade costs, dramatically expediting your payback, and the assessment itself is free! Below is the contact information for our local Direct Install contractor. For more information about the NJ Direct Install Program, please visit: <http://www.njcleanenergy.com/commercial-industrial/programs/direct-install>.

Tri-State Light & Energy, Inc.
Greg Shields or Alan Rhode
Phone: 610-789-1900
Email: NJDirectInstall@TSLE.com

If you have any questions, you can reach me at (732) 819-3782. If you need further assistance regarding the campaign, please contact our Energy Coordinator, Matthew Kaplan, at mkaplan@hpboro.com. Thank you for your participation in this important effort.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary Minkoff", is written over the word "Sincerely,".

Mayor Gary Minkoff

Highland Park Is Promoting A New Business Opportunity For Local Commercial Building Owners. *Save Money and Get Energy Efficient.*

DIRECT INSTALL

70% SAVED

Replace your old Furnaces, Boilers, Central Air Conditioners or Lighting Systems with energy-efficient technology and let the New Jersey Office of Clean Energy PAY 70% of the TOTAL COST. **Not A Rebate!**



Join Highland Park
in this environmental and cost savings effort.
Make your building energy efficient today with
New Jersey Direct Install!

- **YOUR COSTS ARE MINIMAL.** No rebates or excess paperwork! Your building's energy assessment is FREE. New Jersey's Clean Energy Program pays 70% of the project cost, up to \$107,000.
- **THE INCENTIVES ARE DRAMATIC!** Your upgrade can easily pay for itself in one to two years.
- **REWARDS ARE LONG-TERM.** Your new energy-efficient equipment will provide savings for years to come through reduced utility bills. Replacement units are top of the line, high quality and energy-efficient. Brands include Trane, Carrier and York.
- **TURNAROUND TIME IS QUICK.** Project installations may be completed in as few as 60 days from the time of scheduling your energy assessment.
- **THE PROCESS IS COMPLETELY TURNKEY.** Once you decide to implement the recommended upgrades, Tri-State Light & Energy handles everything from permits, labor and ordering to installing the equipment and processing the paperwork.

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 counties. Call Patrick Lynch at 610.789.1900 or email NJDirectInstall@tsle.com to schedule your FREE 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.