



Energy Education and Outreach

10 Points

Updated April 2016

Residents and businesses in your community are often unaware of the many actions they can take to improve energy efficiency and reduce greenhouse gas emissions. Municipal governments can help by providing energy education and outreach about these topics, and specifically about New Jersey's Clean Energy Program (NJCEP) and programs offered by several utility companies, which provide financial incentives and rebates to residents and businesses that implement energy saving activities. Local governments can provide leadership in engaging residents and local businesses to facilitate community action and participation in incentive programs by organizing local outreach campaigns, speaking engagements, or workshops to help both the residential and commercial sectors take advantage of programs that will reduce their energy costs and greenhouse gas emissions.

This action update (April 2016) includes information for municipalities on all of the relevant NJCEP energy efficiency incentive programs as well as information on energy efficiency incentive programs offered by utility companies, where available. Details and links to the programs can be found in the Resources section at the end of this document.

Note: Sustainable Jersey has additional specific actions for outreach to local businesses related directly to the Direct Install incentive program as well as for outreach to homeowners related directly to the Home Performance with Energy Star (HPwES) incentive program. Municipalities offering education and outreach programs specifically related to the Direct Install program (for commercial) or the HPwES (for residential) should submit for points under the relevant Sustainable Jersey action.

Note: Communities with customers of municipal electric utilities (Butler, Lavallette, Madison, Milltown, Park Ridge, Pemberton, Seaside Heights, South River, Sussex Rural Electric Cooperative, Vineland) are eligible for SOME of the NJCEP incentive programs. Additionally, some municipal electric utility companies offer supplemental financial incentive programs for their customers. See the Appendix for details.

While municipalities are encouraged to educate the community about numerous energy-related topics, such as solar technology, reducing vehicle miles traveled, or efficient lighting, you must, at a minimum, provide information about, or utilize, the NJCEP resources described in the Resources section in order to earn points for this action.

Who should lead and be involved with this action?

An Outreach Coordinator should be identified to lead outreach and education efforts. The green team should participate in the development of an outreach strategy, and partnerships should be formed with relevant local community organizations such as neighborhood, homeowner, building owners and managers associations (BOMA), or landlord associations. The local Chamber of Commerce, the municipal or regional Economic Development office, and the local or regional Small Business Development Center can be helpful in providing outreach assistance to local businesses. Faith-based organizations can be useful in providing additional outreach avenues in the community.

Timeframe

The development of an outreach strategy to promote NJCEP incentive programs can be completed in three months or less, but the energy education and outreach activities themselves should be ongoing throughout the year.

Project Costs and Resource Needs

The duties of an Outreach Coordinator for all energy outreach and education activities included in the ongoing program are estimated to occupy approximately 5% of a full time position and could be performed by a professional or a volunteer. Additional labor from staff, interns, or volunteers may be desired. Small, up-front investments may be required for promotional materials. Sustainable Jersey can provide materials on the NJCEP incentives for municipalities to distribute at outreach events. Materials are also available on the NJCEP website for download:

<http://www.njcleanenergy.com/main/public-reports-and-library/program-literature/program-literature>

Why is it Important?

The NJCEP incentives are designed to reduce community energy usage, energy bills, and the local carbon footprint. Resources are available to provide assistance to municipalities to encourage local households and businesses to take advantage of the energy savings that can be gained by participation in these programs. The municipal education and outreach campaigns will not only educate the community about the economic and environmental benefits of reducing energy usage but also help the community to establish clean energy goals.

See the Resources section for details on each of the NJCEP incentive programs. Each of the NJCEP incentives provides specific benefits, so education and outreach activities must promote all of the programs available to residents and businesses in your community. Activities could include speaking engagements, workshops, or similar events, as well as electronic, print, and free media outreach that engages the community. Distribution of

NJCEP educational materials at a minimum of 2 events must take place from within 12 months of the June submission deadline.

The NJCEP incentive programs overview brochure is available for download at:

[http://www.njcleanenergy.com/files/file/Residential%20Programs/1021_NJOverviewBroch_njce310p.pdf]

(http://www.njcleanenergy.com/files/file/Residential Programs/1021_NJOverviewBroch_njce310p.pdf) or by contacting Sustainable Jersey.

What to do, and how to do it (“How to”)

Below we have listed the requirements for earning points for this action.

1. Multiple education and outreach activities must be conducted from within 12 months of the June submission deadline.
2. Energy education and outreach activities must, at a minimum, provide information about NJCEP incentives available to residents and businesses in your community. Activities could include speaking engagements, workshops, or similar educational events, as well as electronic, print, and free media outreach that engages the community. Distribution of NJCEP educational materials at a minimum of 2 events must take place from within 12 months of the June submission deadline. (See Resources section for literature and flyers provided by NJCEP).

We have provided recommendations for implementing the action. However, you do not need to follow this guidance exactly as long as your final submission meets the requirements.

1. Identify an Outreach Coordinator for the ongoing energy education and outreach campaign that includes promotion of NJCEP incentives. Designate 5% of an existing employee's time, hire a part-time Outreach Coordinator, or recruit a dedicated long-term volunteer. Duties of the Coordinator may include developing promotional materials, organizing events or workshops, coordinating volunteers, and facilitating partnerships with community organizations. Individuals with a background in community outreach and/or green initiatives would be best suited to accomplish these tasks.
2. Design an education and outreach campaign.

- First verify eligibility of your community's residents and businesses to participate in the NJCEP incentive programs. See the Appendix section for details.

- In partnership with the local green team and community organizations, the Outreach Coordinator should develop strategies for promoting energy conservation and efficiency measures. Minimally, the suite of NJCEP incentives as well as the relevant utility incentives for the area that are available to residents and businesses should be promoted.

- The education and outreach campaign should consist of a series of ongoing activities. Campaign strategies may include tabling at community events, educational workshops, customized mailings for residents and businesses, mass emails, promotional flyers, and participation in local green or energy fairs. Outreach should be targeted to the residential audience separately from the commercial sector, since different programs are available to each, and more focused messages may be more successful. However, both sectors may be reached at the same events. At a minimum educational literature provided by the NJCEP that covers all of the residential and commercial programs available should be provided in one form or another for both residents and businesses.

Note: To meet the criteria for earning points under this action, the municipality must conduct an ongoing energy outreach and education effort. One event/action does not constitute a campaign/program.

3. Identify resources and speakers

For activities targeting the residential sector, municipalities can use the NJCEP website to request support for an event or speaking engagement. New Jersey Natural Gas (NJNG) also has a Speakers' Bureau for communities in their service area.

See the Resources section for additional sources of speakers and materials.

1. Encourage your community members to stay updated on energy programs by signing up for the following resources: NJCEP Newsletter and NJNG E-tips Services.

What to submit to get credit/points

In order to earn points, your submission must meet the following standards:

1. You must have conducted multiple education and outreach activities from within 12 months of the June submission deadline.
2. Energy education and outreach activities must, at a minimum, provide information about NJCEP incentives available to residents and businesses in your community. Activities could include speaking engagements, workshops, or similar educational events, as well as electronic, print, and free media outreach that engages the community. Distribution of NJCEP educational materials at a minimum of 2 events must take place from within 12 months of the June submission deadline. (See Resources section for literature and flyers provided by NJCEP).

Note: To meet the criteria for earning points under this action, the municipality must conduct an ongoing outreach and education effort. One event does not constitute a program.

Note: Sustainable Jersey has additional specific actions for outreach to local businesses related directly to the Direct Install incentive program as well as for outreach to homeowners related directly to the Home Performance with Energy Star (HPwES) incentive program. Municipalities offering education and outreach programs specifically related to the Direct Install program (for commercial) or the HPwES (for residential) should submit for points under the relevant Sustainable Jersey action.

Submit the following documentation to verify the action was completed to the above standards.

(Log in to the password protected webpage where you submit your online application for certification to write in the text box and upload documents).

In the text box, please provide a short narrative (300 word max) to summarize what was accomplished and the general steps taken to accomplish it.

Upload: Documentation of events, workshops or activities that promoted the NJCEP incentives. Be sure to include the dates the promotional activities were held.

Upload: Examples of educational materials used. These must include a list of the outreach materials provided at the event by the municipality about NJCEP incentives for all current residential and commercial programs.

All documentation must be from within 12 months of the June submission deadline.

IMPORTANT NOTES: You can upload up to six separate documents for each action. Please excerpt relevant information from large documents. Please remember that your submissions will be viewable by the public as part of your certified report.

Spotlight: What NJ towns are doing

CHERRY HILL TOWNSHIP

Cherry Hill Township held a Home Performance with ENERGY STAR workshop to promote the benefits associated with conducting a home energy audit. State-approved Building Performance Institute (BPI) Contractors were also in attendance to discuss potential rebates and explain the auditing process. With more than 80 community members participating, the workshop was an overall success.

CITY OF CAMDEN

The Camden POWER (Program Offering Widespread Energy Recovery) commercial program was created to offer grants and low-interest loans to Camden business and commercial property owners for the installation of energy efficiency improvements and upgrades. This program supplements the NJ Clean Energy Program, which is administered by the Office of Clean Energy of the New Jersey Board of Public Utilities (BPU). Capitalized with funds from the City of Camden, the United States Department of Energy, the County of Camden, the Economic Recovery Board for Camden, and New Jersey Community Capital, the Camden POWER Commercial Program will help qualified business and commercial property owners conserve energy and reduce utility costs by connecting them with incentives and financing that lower the up-front costs of energy efficiency improvements. All owners of business and commercial properties located in the City of Camden are eligible to participate in the Camden POWER Commercial Program. Nonprofit organizations are also considered eligible.

Camden POWER also offers forgivable loans of up to \$16,000 to eligible Camden City homeowners to fund essential home repairs to make homes safer and more energy efficient. Through POWER, the City of Camden hopes to achieve total energy savings of at least 25% in certain residential homes. The program is an expansion of the popular Camden Home Improvement Program (CHIP) focusing on energy efficiency retrofits. POWER Residential is funded by the City of Camden, US Department of Energy (DOE) and the NJ Economic Development Authority (NJEDA). NJ Housing and Mortgage Finance Agency (NJHMFA) will be the funding administrator with Cooper's Ferry Development Association and Scungio Borst and Associates assuming the roles of program and construction manager respectively. As long as a resident owns and lives in their home for five years after receiving the loan, they don't have to pay anything back. A portion of the loan amount will be forgiven every year until the lien is satisfied. The Camden POWER Program is run through Cooper's Ferry Partnership, which is the development arm of the City of Camden.

Resources

Federal Tax credits Federal tax credits may be available with the purchase of energy efficient products. For more information, please visit the following link:

http://www.energystar.gov/index.cfm?c=tax_credits.tx_index

US EPA Power Profiler This tool shows residents and businesses the energy resource mix that is being used to meet their area's electricity needs.

<https://www.epa.gov/energy/power-profiler>

NEW JERSEY BOARD OF PUBLIC UTILITIES' CLEAN ENERGY PROGRAM (NJCEP)

Quick Link to all NJCEP rebate programs (Both residential and commercial programs)

<http://www.njcleanenergy.com/main/rebates-and-promotions/rebates-and-promotions>

Be sure to visit the NJCEP website for the most up-to-date details on all NJCEP programs.

NJCEP COMMERCIAL INCENTIVE PROGRAMS

NJCEP - COMBINED HEAT & POWER (CHP) – Fuel Cells details

This program offers incentives on various types of CHP units designed to enhance energy efficiency through on-site power generation with recovery and productive use of waste heat.

Incentives are available for Combined Heat and Power (CHP) and Fuel Cell (FC) systems with recovery and productive use of waste heat that are located on-site. Visit the NJCEP eligibility page for additional details.

<http://www.njcleanenergy.com/commercial-industrial/programs/combined-heat-power/combined-heat-power>

For information on CHP projects using non-renewable fuels, please visit the website below:

<http://www.njcleanenergy.com/commercial-industrial/programs/combined-heat-power/combined-heat-power-fuel-cells-non-renewable-fuel>

For information on CHP projects using renewable fuel, please visit the biopower web page:

<http://www.njcleanenergy.com/renewable-energy/technologies/biopower/biopower>

NJCEP - DIRECT INSTALL

Existing small to mid-sized commercial and industrial facilities with a peak electric demand that did not exceed 200 kW in any of the preceding 12 months are eligible to participate in the NJCEP Direct Install program. Buildings must be located in New Jersey and served by one of the state's public, regulated electric or natural gas utility companies. Created specifically for existing small to medium-sized facilities, Direct Install is a turnkey solution that makes it easy and affordable to upgrade to high efficiency equipment. Direct Install is designed to cut your facility's energy costs by replacing lighting, HVAC and other outdated operational equipment with energy efficiency alternatives. The program pays up to 70% of retrofit costs, dramatically improving your payback on the project. There is a \$75,000 incentive cap on each project, and all of the following systems are eligible for participation in this program: Lighting Heating, Cooling & Ventilation; (HVAC); Refrigeration; Motors; Natural Gas; and Variable Frequency Drives. Several utility companies offer supplemental financing that complements the NJCEP Direct Install program. PSE&G offers its own Direct Install programs for government, nonprofit, small business, and multifamily housing. See Resources section below for details on utility programs.

<http://www.njcleanenergy.com/di>

NJCEP - LOCAL GOVERNMENT ENERGY AUDIT

The Local Government Energy Audit Program targets buildings owned by local governments, New Jersey State Colleges and Universities, and 501(c)(3) non-profit agencies. Such facilities may include, but are not limited to: offices, courtrooms, town halls, police and fire stations, sanitation buildings, transportation structures, schools and community centers. All local governments, New Jersey State Colleges or Universities, and non-profit agencies exempt from federal tax under section 501(c)(3) of the Internal Revenue Code that are located within the service territory of at least one of the state's regulated utilities are eligible. The program provides 100% reimbursement for investment grade energy audits by a prequalified network of energy auditing firms.

<http://www.njcleanenergy.com/commercial-industrial/programs/local-government-energy-audit/local-government-energy-audit>

NJCEP - PAY FOR PERFORMANCE

Existing commercial, industrial and institutional buildings with a peak demand over 200 kW for any of the preceding twelve months are eligible to participate, including hotels and casinos, large office buildings, multi-family buildings, supermarkets, manufacturing facilities, schools, shopping malls and restaurants. Buildings that fall into the following five customer classes are not required to meet the 200 kW demand in order to participate in the program: hospitals, public colleges and universities, 501(c)(3) non-profits, affordable multifamily housing, and local governmental entities.

The energy reduction plan must define a comprehensive package of measures capable of reducing the existing energy consumption of your building by 15% or more. Exceptions to the 15% threshold requirement may be made for certain industrial, manufacturing, water treatment and datacenter building types whose annual energy consumption is heavily weighted on process loads <http://www.njcleanenergy.com/commercial-industrial/programs/pay-performance>

NJCEP - SmartStart BUILDINGS

The SmartStart buildings program provides financial incentives for energy efficient measures including high-efficiency lighting and lighting controls, heating and cooling equipment, water heating, motors, and variable frequency drives. The program is available to address the new construction and renovation needs of businesses, schools, municipalities, and other commercial and industrial facilities. Elizabethtown Gas provides a supplemental incentive rebate of 25% of the NJCEP SmartStart incentive and South Jersey Gas offers supplemental financing for upgrades under the SmartStart program of up to \$100,000 at 0% interest for a five year repayment period. See the utility websites (listed later in the Resources section) for current program details.

<http://www.njcleanenergy.com/commercial-industrial/programs/nj-smartstart-buildings/nj-smartstart-buildings>

NJCEP RESIDENTIAL INCENTIVE PROGRAMS

NJCEP - APPLIANCE REBATES AND INCENTIVES

The Appliance Rebates and Incentives program promotes the purchase of ENERGY STAR qualified appliances and household products. ENERGY STAR products meet efficiency criteria outlined by the U.S. Environmental Protection Agency and the U.S. Department of Energy. These products typically use 10-50% less energy and water than standard models. Because appliances account for approximately 17% of a household's energy consumption, upgrading to ENERGY STAR products can result in significant energy savings. The appliances qualifying for rebates include clothes washers and dryers, water heaters, refrigerators, and heating/cooling equipment.

Rebates for ENERGY STAR products are offered through the NJCEP and also by some utility companies. See Resources section below for details on utility company incentives. <http://www.njcleanenergy.com/residential/programs/energy-star-product-rebates/new-jersey-energy-star-product-rebates>

NJCEP - CLEAN ENERGY OUTREACH TEAM

The New Jersey Clean Energy Outreach Team is a grassroots program created, directed and funded by NJCEP. Through this program, residents are educated about how to reduce energy use and help protect the environment, starting with energy-efficient lighting.

This initiative offers ENERGY STAR qualified LEDs, CFLs, and lighting fixtures at discounted prices, while educating residents on ways to reduce energy use and help protect the environment. <http://www.njcleanenergy.com/residential/tools-and-resources/green-new-jersey-resource-team>

NJCEP - HOME PERFORMANCE WITH ENERGY STAR

Local Governments can conduct campaigns to encourage homeowners to initiate Home Energy Audits and Upgrades with the assistance of the Home Performance with ENERGY STAR (HPwES) program. The HPwES program offers reduced-cost household energy assessments, cash rebates, and

loans for homeowners to implement energy upgrades. The financial incentives are linked to the total energy savings of the efficiency upgrades adopted by the homeowner, with higher rebates for upgrades that deliver higher energy savings.

The Home Performance with ENERGY STAR program is designed to reduce household energy consumption by up to 30%. A certified contractor inspects household heating and cooling equipment, insulation and ventilation quality, air sealing productivity of windows and doors, appliance efficiency, and lighting standards. The energy assessments offer a "whole house" perspective and identify building improvements and equipment upgrades that will reduce energy costs. Rebates reduce the homeowner costs of implementing recommended energy upgrades.

Households that participate in the Home Performance with ENERGY STAR program enjoy significant energy savings. Additionally, qualified homeowners are allowed to combine their rebates with 0% financing incentives. Customers of NJNG and South Jersey Gas are eligible for financing incentives directly from the utility that can be repaid on the customer's utility bill. See the utility websites (listed later in the Resources section) for current program details.

Single family homes, townhouses, and residential buildings of two to four units qualify for the HPwES incentive programs. Small multifamily building developments made up of five or more units in a single building no more than three stories high or in multiple buildings within a single geographic boundary, which have single ownership, may also participate in the HPwES program. <http://www.njcleanenergy.com/residential/programs/home-performance-energy-star/home-performance-energy-star-r>

NJCEP - NEW JERSEY COMFORT PARTNERS

The New Jersey Comfort Partners Program is a free energy saving and energy education program for qualified low-income customers. The NJ Comfort Partners Program works with low-income households to help them save energy and money and make their homes more energy efficient. Certified Building Performance Institute contractors will install energy saving measures in their homes to help lower their energy bills. Residents will also be taught new ways to conserve energy and how to create an Action Plan to support their efforts.

<http://www.njcleanenergy.com/residential/programs/comfort-partners/comfort-partners>

NJCEP Comfort Partners Brochure:

NJCEP - REFRIGERATOR/FREEZER RECYCLING

The Large Appliance Early Retirement program encourages recycling of old refrigerators and freezers by providing free pickup and a \$50 cash incentive for each recycled unit. If the unit is replaced with an ENERGY STAR certified model, an additional cash rebate incentive will be provided for the purchase of the new refrigerator/freezer. This program is available to residential customers of Atlantic City Electric, JCP&L, PSE&G, and Rockland Electric.

Replacing outdated refrigerators and freezers with newer, more energy-efficient models can significantly reduce greenhouse gas emissions and household energy costs. Refrigerators and freezers consume the most energy of all household appliances and outdated models can consume three to four times more energy than newer models. Replacing an old refrigerator with a new ENERGY STAR certified refrigerator could save over \$250 over the next five years.

Recycling large appliances is important because refrigerators and freezers include toxic components that are not appropriate for landfill disposal. However, pickup and service fees charged by recycling companies can discourage individuals from discarding their outdated and spare appliances. Homeowners can avoid these costs through the BPU Large Appliance Early Retirement program and receive a cash incentive for each recycled appliance. <http://www.njcleanenergy.com/residential/programs/refrigerator-freezer-recycling-program>

NJCEP Refrigerator/Freezer Recycling Program Brochure: Why Recycle?

NJCEP Refrigerator/Freezer Recycling FAQs including Eligibility Requirements:

NJCEP – RESIDENTIAL NEW CONSTRUCTION

The Residential New Construction program provides rebates for energy efficient new home construction. The program has established several tiers of energy efficiency that include ENERGY STAR home construction as well as Zero Energy Homes with 100% Renewables. Multifamily buildings of 4 to 6 floors are eligible for the ENERGY STAR Multi-Family High Rise (MFHR) program. The incentive structure for the MFHR program is variable based upon building performance.

<http://www.njcleanenergy.com/residential/programs/nj-energy-star-homes/nj-energy-star-homes>

NJCEP Residential New Construction program changes for FY 2016 are described in this brochure:

<http://www.njcleanenergy.com/files/file/Residential%20Programs/NJ%20ENERGY%20STAR%20Homes/FY2016/Notice%20of%20NJCEP%20Program%20RNC.pdf>

NJCEP - WARMAdvantage and COOLAdvantage

Heating and cooling systems account for more than half of the energy used in a typical US home. The Efficient Home Heating and Cooling Subsidies by the WARMAdvantage and COOLAdvantage programs help to offset the up-front installation costs of high efficiency heating and cooling systems.

Cash rebates are offered to homeowners for the installation of efficient central air conditioners, heat pumps, natural gas home heating systems, and/or water heaters. The program also offers referrals to certified contractors for system installation. Local governing bodies can conduct campaigns to encourage homeowners and landlords to upgrade their heating and cooling systems.

Customers who qualify for the WARMAdvantage rebate, and have a Home Performance with ENERGY STAR assessment done on their home(s), may be eligible for additional rebates directly from their gas company. Elizabethtown Gas, New Jersey Natural Gas, and South Jersey Gas offer

supplemental incentives on WARMAdvantage qualified furnace, boiler, and water heater installations. Check the utility websites for applications and additional information. <http://www.njcleanenergy.com/residential/programs/warmadvantage/warmadvantage>

NJCEP COOLAdvantage Program details <http://www.njcleanenergy.com/cool>

Information about Heating and Cooling Equipment Rebates <http://www.njcleanenergy.com/heating-cooling-equipment-rebates>

Information about rebates for high efficiency home heating systems and/or water heaters
<http://www.njcleanenergy.com/residential/programs/warmadvantage>

NJCEP OUTREACH & EDUCATIONAL MATERIALS

Link to all NJCEP Literature and Educational Materials <http://www.njcleanenergy.com/main/public-reports-and-library/program-literature/program-literature>

DIRECT LINKS TO FLYERS AND BROCHURES (ALL AVAILABLE THROUGH LINK ABOVE):

NJCEP Overview Brochure: http://www.njcleanenergy.com/files/file/Residential%20Programs/1021_NJOverviewBroch_njce310p.pdf

NJCEP Appliance Rebates and Lighting Program: <http://www.njcleanenergy.com/residential/programs/energy-star-product-rebates/new-jersey-energy-star-product-rebates>

NJCEP Commercial, and Industrial, School, and Municipal Overview:
http://www.njcleanenergy.com/files/file/CI%20Program%20Literature/C&I%20Overview_Decision%20Process%20V2%20102615.pdf

NJCEP New Jersey Comfort Partners Brochure http://www.njcleanenergy.com/files/file/Comfort_Partners/514-CP-BrochHwell-Eng%20%282%29.pdf

Current NJCEP rebate offerings and online rebate applications:
<http://www.njcleanenergy.com/misc/residential/rebates-and-promotions>

NJCEP Refrigerator/Freezer Recycling Fact Sheet:
http://www.njcleanenergy.com/files/file/Residential%20Programs/RefrigeratorFreezerRecycling/fridge_diagram_NJ.pdf

NJCEP Residential Program Overview Flyer: http://www.njcleanenergy.com/files/file/Residential%20Programs/1053_NJCE_Resi_Broch_12-3-15.pdf

UTILITY INCENTIVE PROGRAMS

Check each utility's website for the most up to date information on current incentive programs, since specific details of each program may change.

DEMAND RESPONSE PROGRAMS

Atlantic City Electric (ACE), Jersey Central Power and Light (JCP&L), and Sussex Rural Electric Cooperative offer incentives for customers to reduce their energy demand during times of peak energy use. This helps the utility avoid higher rates for the electricity they purchase when demand is highest.

Some programs offer an incentive to sign up for the program; some programs offer ongoing incentive payments for each month a customer participates in the demand response program. Lavallette and Madison electric utilities offer programs that are entirely voluntary with no direct financial benefit to the consumer.

ACE Energy Wise Rewards Program: Peak demand reduction \$50 incentive for sign up for both residential and business customers. ACE will install a web programmable thermostat or outdoor switch. <https://energywiserewards.atlanticcityelectric.com/>

JCPL Easy Green: Peak demand reduction for residential customers in selected areas with central air conditioning systems; \$50 gift card plus savings of up to \$60 per year.
<http://www.easygreen-jcpl.com/> https://www.firstenergycorp.com/content/customer/save_energy/save_energy_new_jersey.html

Lavallette Electric Utility: Lavallette Voluntary Peak Demand notification <http://www.lavallette.org/electricpeak.html>

Madison Electric Company: Madison Electric Curtailment Volunteer (MECV) Residential and business voluntary peak demand notification.
<https://www.rosenet.org/gov/electric/pages/peak-curtailment>

Sussex Rural Electric Cooperative: Beat the Peak Peak demand reduction for residential customers; electric water heater, \$100 bill credit, along with a \$2 bill credit per month; central air conditioner, \$50 bill credit, along with a \$5 bill credit per month. <http://www.sussexrec.com/content/beat-peak>

ONLINE HOME ENERGY ANALYSIS

Atlantic City Electric, Elizabethtown Gas, JCP&L, New Jersey Natural Gas, PSE&G, and South River Electric utility companies provide customers access to online assessment tools that can help them gain a better understanding of their household energy use and identify opportunities to save energy. See the links below to access these online assessment tools:

Atlantic City Electric ACE Energy Know How Solutions <http://www.atlanticcityelectric.com/my-business/save-money-and- conserve-energy/energy-efficiency-programs/>

ACE Energy Profiler Online (large energy customers): Provides online access to real time meter data to analyze usage for multiple sites or facilities; allows customer to review usage data for energy choice decisions, measure the effectiveness of energy-efficiency efforts, and generate management

reports. <http://www.atlanticcityelectric.com/my-business/large-business-customers/manage-energy-profile-online-%28epo%29/>

Elizabethtown Gas Home Energy Center <https://www.elizabethtowngas.com/residential/energy-savings>

JCPL Home Energy Analyzer https://www.firstenergycorp.com/save_energy/home_energy_analyzer.html

NJNG Conserve to Preserve Dashboard <http://www.njng.com/save-energy-money/ctp/dashboard.asp>

PSE&G Home Energy Calculator <http://c01.apogee.net/clients/default.aspx?utilityid=pseg>

South Jersey Gas Take Control of Your Energy Bill <http://www.southjerseygas.com/energy-efficiency/take-control-gas-bill-south-jersey-gas.html>

UTILITY INCENTIVE PROGRAMS THAT SUPPLEMENT OR COMPLEMENT NJCEP INCENTIVES

Utility incentive programs vary and may include low interest loans for the remaining cost of energy efficiency upgrades paid for via NJCEP incentives.

Elizabethtown Gas energySMART Commercial Program Elizabethtown Gas provides supplemental financing for the NJCEP SmartStart or Pay for Performance programs; the 2016 incentive is 25% of the NJCEP incentive. <https://www.elizabethtowngas.com/business/energy-savings>

New Jersey Natural Gas (NJNG) NJNG provides supplemental financing for the NJCEP Direct Install (DI) program. DI provides up to 70% of the cost and NJNG offers a loan at 0% interest over a three year repayment period for the remaining 30% of the costs.

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

<http://www.savegreenproject.com/wp-content/uploads/2011/03/GovtMunOBRRP-AppFY2016.pdf>

NJNG incentive programs for residential Home Performance with ENERGY STAR (HPwES) Check the NJNG website for the most up to date information on current incentive programs. <http://www.savegreenproject.com/featured-pages/o-apr-on-bill-repayment-program>

<http://www.savegreenproject.com/wp-content/uploads/2011/03/RebateFY2016Formfill.pdf>

NJNG SAVEGREEN Enhanced Rebates

Customers who purchase and install a WARM Advantage-qualified furnace, boiler or water heater on or before July 31, 2017 can apply for NJNG Enhanced Rebates up to \$600 following their FREE (required) home energy analysis. [savegreenproject.com http://www.savegreenproject.com/wp-content/uploads/2011/03/6500-OBRRP2015Terms-5-year.pdf](http://www.savegreenproject.com/wp-content/uploads/2011/03/6500-OBRRP2015Terms-5-year.pdf)

<http://www.savegreenproject.com/wp-content/uploads/2011/03/6500-OBRRP2015App-5-year.pdf>

PSE&G

PSE&G Direct Install for Government and Nonprofit PSE&G offers its own Direct Install program for government and nonprofits with peak demand of less than 200kW. The program provides free on-site energy audit of electrical equipment. PSE&G will pay 100% of the costs of the upgrades upfront; the customer will repay 20% of the cost interest-free over a two year repayment period.

https://www.pseg.com/business/small_large_business/save_energy/gov_efficiency.jsp

PSE&G Direct Install Small Businesses in Urban Enterprise Zones <https://www.pseg.com/family/pseandg/energyefficiency/index.jsp>

PSE&G Multifamily Housing program <https://www.pseg.com/family/pseandg/energyefficiency/index.jsp>

South Jersey Gas (SJG) South Jersey Gas provides supplemental financing for the NJCEP SmartStart program: loans up to \$100,000 at 0% interest over a five year repayment period. <http://sjgsimple.com/business-owner/direct-install-smart-start/>

South Jersey Gas HPwES Participate in HPwES assessment to be eligible for a loan up to \$10,000 at 0% interest for 7 years OR a loan up to \$15,000 at 4.99% interest for 10 year PLUS up to \$4,000 in NJCEP rebates.

Participate in HPwES assessment (current SJG customers) and install both high efficiency heating AND high efficiency water heating to be eligible for a loan up to \$6,500 at 0% interest for 5 years PLUS up to \$900 in rebates from NJCEP.

Participate in HPwES assessment and install high efficiency heating and high efficiency water heating to be eligible for \$500 rebate from SJG PLUS up to \$900 rebates from NJCEP.

South Jersey Gas Equipment Upgrade Switch to gas heating (new customers), participate in an HPwES home energy assessment, and install both high efficiency heating AND high efficiency water heating to be eligible for a loan up to \$8,000 at 0% interest for 5 years PLUS up to \$900 rebates from NJCEP. <http://www.southjerseygas.com/energy-efficiency/energy-overview-south-jersey-gas-online.html>

ADDITIONAL PROGRAMS

NJCEP - CLEAN POWER CHOICE

This program aims to increase the amount of renewable energy consumed and to decrease dependency on fossil-fuels. Through the program, electricity consumers in New Jersey can purchase renewable energy equal to a certain percentage of their monthly electricity usage (up to 100%). As more residents and businesses enroll, more clean and green energy will be added to the resource mix. Renewable energy provides numerous environmental and economic benefits, including improved air quality, conservation of natural resources, job creation, and stabilized energy prices. Municipal governments can conduct campaigns to encourage residents and businesses to purchase Clean and Green Energy.

Participants must receive direct service from one of the following providers in order to participate in the program: Atlantic City Electric, Jersey Central Power & Light, PSE&G, or Rockland Electric Company. Therefore, the CleanPower Choice program would not be applicable in municipalities where all residents receive electricity from a municipal utility. If a portion of the community receives electricity from an investor- owned utility, outreach can be

conducted to target those eligible households.

<http://www.njcleanenergy.com/cpc>

Customers of Jersey Central Power and Light (JCPL) can switch to 100% renewable energy with no fee to switch and receive an incentive bonus of \$100

<http://www.lowcostpower.com/NJ/Jersey-Central-Power-and-Light/>

NJNG Attic Hatch Cover. NJNG offers its customers a \$20 rebate for the purchase of an attic hatch cover from Energy Guardian Kit. One of the most significant sources of energy loss in the home is the attic hatch, leading not only to higher energy costs for heating and cooling but also creating drafts and uneven temperatures that make the home uncomfortable. The Energy Guardian kit provides insulation for any type of attic entrance and can easily be installed by the homeowner. http://www.njng.com/save-energy-money/special_offers.asp#GuardianKit

NJNG Schools Programs Kids & Conservation offers ways to get students thinking about protecting the environment with valuable information and resources that can open up your child's mind to the idea of energy efficiency. <http://www.njresources.com/community/education/kids.asp>

NJNG Speakers' Bureau NJNG Speakers' Bureau program helps NJNG reach out to their communities and offer information on a variety of issues, from natural gas safety to energy conservation. Presentations are designed to help NJNG interact with their neighbors, from young students to senior citizens. <http://www.njresources.com/community/community-resources/speakers-bureau.asp>

Vineland Electric Electric heat pump rebate (per ton rate) http://www.vinelandmunicipalutilities.org/vmeusite/index_files/Page2435.htm

Appendix

ELIGIBILITY

Note: Communities with customers of the municipal electric utilities listed below are eligible for SOME of the NJCEP incentive programs. Additionally, some municipal electric utility companies offer supplemental financial incentive programs for their customers, as noted in the Resources section above. Check each utility's website for the most up to date information on current incentive programs.

1. Butler
2. Lavallette
3. Madison
4. Milltown
5. Park Ridge
6. Pemberton
7. Seaside Heights
8. South River
9. Sussex Rural Electric Cooperative
10. Vineland

NJCEP incentives are funded through the Societal Benefits Charge (SBC) paid by customers of New Jersey's investor-owned electric and gas public utilities. While customers of municipal electric utilities do not pay into the SBC on their electric bills, they do pay into the SBC if they receive gas service from a major investor-owned utility. Municipal electric utility customers are therefore still eligible for some NJCEP incentives.

WARMAvantage, COOLAvantage, and Home Performance with ENERGY STAR programs are available for oil, propane and municipal electric customers. See the NJCEP website for current program updates.

<http://www.njcleanenergy.com/cool> <http://www.njcleanenergy.com/residential/programs/warmadvantage>