New Jersey’s Clean Energy Program™

Community Engagement as a Driver for Energy Efficiency

Chris Badger
Vermont Energy Investment Corp.
Residential Energy Efficiency Solutions Conference
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About VEIC

• Mission-driven nonprofit

• Consulting & Implementation Services

• 3 Energy Efficiency Programs
  – **Efficiency Vermont**: nation’s 1st energy efficiency utility
  – **Efficiency Smart**: efficiency services to 48 Midwest municipal electric systems
  – **DC SEU**: sustainability services in the nation’s capital

• **Energy efficiency, renewable energy & transportation**
New Jersey’s Residential Programs

- 2012 residential portfolio is $93 million (35% HPwES)
- HPwES is tiered and performance based

<table>
<thead>
<tr>
<th>Tier</th>
<th>Energy Savings</th>
<th>Incentive</th>
<th>0% Loan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 2</td>
<td>Between 10-20%</td>
<td>$2,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Tier 3, Level 1</td>
<td>Between 20-25%</td>
<td>$4,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Tier 3, Level 2</td>
<td>Above 25%</td>
<td>$5,000</td>
<td>$10,000</td>
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Goal of 3,000 homes in 2012

Share of 2012 Budget

- HPwES
- New Homes
- Products
- HVAC

NJCleanEnergy.com
Initial Focus on Community Outreach

• “Creative” RFP for lighting issued in 2008-2011 with goals of:
  – Primary: Engaging lighting program non-participants
  – Secondary: Developing lead generation for other NJCEP programs

• Key Elements
  – Few restrictions on the proposed approaches
  – Non-traditional program implementers encouraged (community organizations, non-profits and energy efficiency service providers, etc.)
Six Partners in 2008 and 2009
Approaches Used Included...

- Workplace events
- Door to door campaigns
- Community events
- Online store
- Faith based outreach
- > 1.6M CFLs distributed
2012 NJCEP Partners promote HPwES

- Project Porchlight and TechniArt
- Primary focus is still on lighting
- 19 street fairs and community events in the spring and summer
- 73 NJ Lighting Fairs at NJ Businesses
- HPwES contractors partner at events
- Blue & White Collar meet Green
## Warm & Hot Leads

<table>
<thead>
<tr>
<th>Lead Generation</th>
<th>Warm Leads</th>
<th>Hot Leads</th>
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</thead>
<tbody>
<tr>
<td>Contact information passed on to HPwES program</td>
<td>In-person hand-off to HPWES contractor and lead information to HPwES program</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>YTD Performance</th>
<th>Warm Leads</th>
<th>Hot Leads</th>
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<tbody>
<tr>
<td>&gt; 547</td>
<td>&gt; 593</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>HPwES Customers</th>
<th>Warm Leads</th>
<th>Hot Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 10</td>
<td></td>
<td></td>
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</tbody>
</table>
Lessons Learned
Selecting Outreach Partners

• Big tent for partnering with all HPwES contractors
  – more effective ones rise to the top

• Anecdotal evidence of local contractors being more effective

• Review cross-promotion of utility weatherization program
  – broad demographic at events
Program Follow Up is Critical

- Capturing leads isn’t sufficient to drive large scale increases in participation
  - Focus on closer follow up after both warm and hot leads are generated
- Stronger engagement with event hosts, e.g. businesses, to support employee awareness of the program
- Good data/reporting is critical
  - Create a continuous feedback loop with partners
Questions?
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