



New Jersey's Clean Energy Program™

Community Engagement as a Driver for Energy Efficiency

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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**



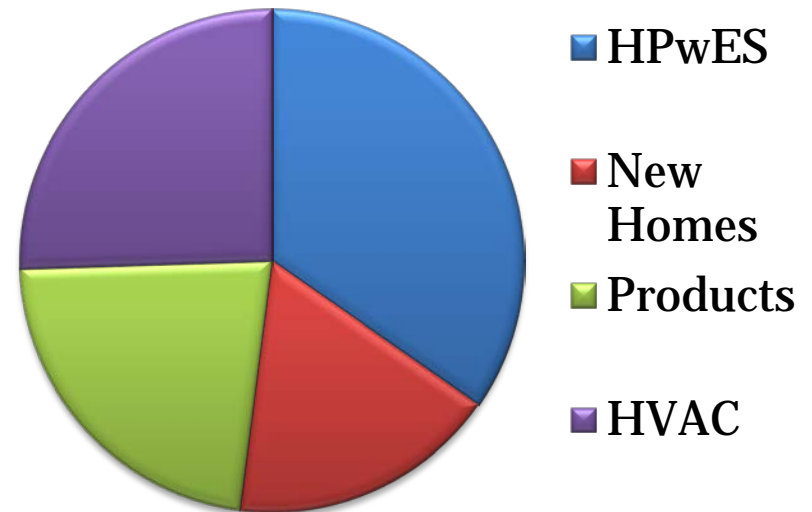


New Jersey's Residential Programs

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

Tier	Energy Savings	Incentive	0% Loan
Tier 2	Between 10-20%	\$2,000	\$5,000
Tier 3, Level 1	Between 20-25%	\$4,000	\$10,000
Tier 3, Level 2	Above 25%	\$5,000	\$10,000

Share of 2012 Budget



Goal of 3,000 homes in 2012



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



this online store...

NJCleanEnergy.com/shopnow

makes it easy to save energy...

- free shipping on orders over \$25.00
- a complimentary CFL included with every order





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

	Warm Leads	Hot Leads
Lead Generation	Contact information passed on to HPwES program	In-person hand-off to HPwES contractor and lead information to HPwES program
YTD Performance	> 547	> 593
HPwES Customers	> 10	



Lessons Learned



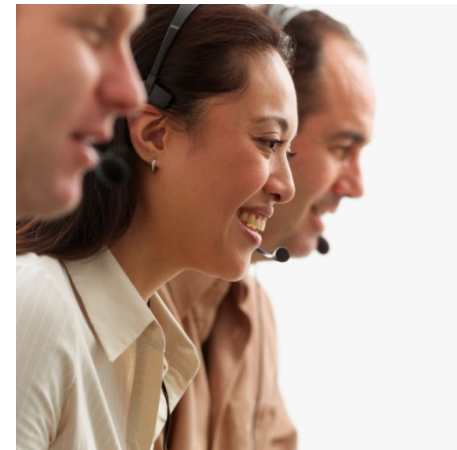
Selecting Outreach Partners

- 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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