New Jersey’s Clean Energy Program™

Making it Work for Contractors & Programs
NJ ENERGY Master Plan

• Released in 2011
• One goal is to increase 1,850 energy efficiency jobs by 2020

NJ HPwES Program has achieved National Recognition:

• Begun in 2006, with over 18,000 completions to date
• 30% growth in program participation since 2012
• ENERGY STAR Partner of the Year - Sustained Excellence Award recipients for three years - 2011, 2012 and 2013
• DOE Century Award winners, averaging 10 NJ contractors per year for the last three years
• Current 2014 contractors – over 110

NJCleanEnergy.com
## FY 2014 NJ HPwES Incentives

<table>
<thead>
<tr>
<th>Tier 2</th>
<th>Total energy savings 10% and less than 20%: Must install air sealing. May install insulation, water heater and/or duct sealing and duct insulation measures.</th>
<th>50% up to $2,000 and 0% interest financing up to $5,000 Multi-family $500 per unit</th>
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<td>Tier 3</td>
<td><strong>Level 1</strong>&lt;br&gt;Total energy savings 20% and less than 25%: Must install air sealing and at least one other eligible measure.</td>
<td>50% up to $4,000 and 0% interest financing up to $10,000 Multi-family $1,000 per unit</td>
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<td><strong>Level 2</strong>&lt;br&gt;Total energy savings 25% or greater: Must install air sealing and at least one other eligible measure.</td>
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- NJ Residential Homeowners
- Single Family Homes 1-4 Units & Townhouses
- Multi-family buildings (≥ 5 Units 3 Stories or less)<br>(Requires BPI Multi-family Certification & Project Approval)
Contractor Engagement

- Recruit
- Enroll
- Orient
- Train
- Communicate
- Reward
- Recognize
Show the Trade Ally the “Big Picture”

Recruit

- NJ Energy Master Plan
- Embrace the whole-house approach
- Believe in the technology of building science
  1. Educate the Trade Ally
  2. Train the Trade Ally on how to Educate their customers
- Influence to Action = Making a Difference!

NJCleanEnergy.com
Contractors Agree to Program Requirements

- Agreement is voluntary / Quality Control is Key to the Program
- Must properly respond to Program leads
- Maintain BPI accreditation & certifications
- **Auto Proceed** – Contractor responsible for compliance and responsible for any necessary corrections to ensure customer is held harmless
- Only current-year eligible measures are submitted for incentives
- Must maintain all licensing and permits required by federal, state, county or municipal governments
- Must maintain general liability insurance of at least $1 million
- Must provide customers with warranty of labor and materials for a minimum of one year
- Customer disputes must be resolved according to company’s customer complaint resolution policy filed with BPI
- **Program participation is a privilege** – Remediation Procedures
A Technical Field Rep. (TFR) will assist Contractors with the following:

- Energy audit
- Identify potential upgrades
- Combustion safety testing
- Identify health & safety issues
- Testing out and internal quality control
- Program Quality Assurance guidance
- Complex RHA data entry – online
- Auto Proceed guidance

A trade ally may request support via email:

- Provide details of support needed
- Provide options for date/time/location
- Provide names of attendee(s)

TFRs are truly there to mentor and assist all contractors!
Proper Contractor Training is Key

**SAMPLE AGENDA**

Program Overview Training (Full Day, In Person)

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 9:00 | Introductions  
What is Home Performance with ENERGY STAR?  
Embracing HPwES  
Customer Eligibility |
| 10:30 | Break |
| 10:40 | FY 2014 Customer Incentives  
FY 2014 Contractor Incentives  
Program Financing |
| 12:30 | Lunch Break |
| 1:00 | Contractor Contract Guidelines  
FY 2014 Eligible Measures  
FY 2014 Project Paperwork |
| 2:20 | Break |
| 2:30 | Audit Data Collection Form Review  
Quality Control & Technical Review |
| 4:30 | End Training |
Proactive Transactions: How NJ HPwES leads are generated

Customer already knows something and seeks contractor services:
- NJCleanEnergy.com contractor listing
- Digital/Social Media – Facebook, NJ.com, Patch.com, NJCEP e-newsletter
- Radio – 101.5FM (60 second spot)
- Event Outreach
- NJ Utilities Promoting Program
- Cooperative Advertising for contractors

Contractor educates existing/new customers:
- Heating/Cooling Maintenance Contracts
- Service calls – When it’s broken and the Advantage of Auto Proceed
- Mailers to existing customers / new customers, but understand the housing stock
- Don’t leave any opportunities at the kitchen table – up-sell!
Train Your Administrative Staff to:
- Understand the Program – NJ HPwES Program Overview Training (Register @ Contractor Portal)
- Create a script/process for scheduling audits
- Questionnaire – “Qualifying the Lead” – What’s the appropriate level of auditing?
- Follow-up Info – Email or Website – Financing Info
- Return phone calls/emails promptly

Train Your Sales Reps/Technicians to:
- Understand the Program!
- Promote the Program with branding - Work shirts with HPwES logo
- Maintenance/Service Call clip-board audit to pre-qualify customer
- Educate and leave information with customer

Use Your Company Website – “It’s too good to be true!”
- Web form/Survey to collect data from homeowner
- Include approved logos – NJCEP and HPwES combined contractor and BPI GoldStar Logos
- Hyperlinks to www.NJCleanEnergy.com/HP:
  - Incentives page
  - Frequently Asked Questions
  - Testimonials – Take the time, it’s worth it!
Contractor Portal

- Contractor Portal, NJHPHelp, and dedicated TFRs - 24-7 coverage
- Contractor Portal: Program forms, information updates, webinar recordings and marketing resources
- Operations Team provides coverage for questions sent to NJHPHelp mailbox
- TFRs provide assistance/mentoring in field and in office visits
## Quality Assurance/Quality Control

### 25% of Total Projects Submitted are Field Inspected for QA/QC

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**Communicate**

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Production Incentives

BPI Accreditation/GoldStar Program Annual Fee Reimbursement:
- 25% of fee up to $3,000*
  
  *Contractor completes minimum of 10 projects annually

Cooperative Advertising:
50% of total costs, based on fiscal year production levels:

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<th>Number of HPwES Completed Jobs</th>
<th>Maximum Fiscal Year Incentive Available</th>
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<tr>
<td>5-24</td>
<td>$20,000</td>
</tr>
<tr>
<td>25-49</td>
<td>$50,000</td>
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<tr>
<td>50+</td>
<td>$75,000</td>
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<tr>
<th>Existing Contractors 10+ Field QCs</th>
<th>New Contractors &lt; 10 Field QCs</th>
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<td>Single Family - $700 per project</td>
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<tr>
<td>Multi-Family - $50 per unit</td>
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<td>No Production Incentive if fails Field QC Inspection</td>
<td>First 10 Exempt, then subject to lost Production Incentive</td>
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Profile your “ENERGY STARS”!

Testimonials

Congratulations to the U.S. Department of Energy (DOE) 2013 Century Club Award winners. The Century Awards are given to Home Performance with ENERGY STAR contractors who have completed 100 or more comprehensive jobs in one year.

From left to right: The Energy Team; Rubino Service Company; BC Express Inc.; O’Neill Contracting, Inc.; Home Energy Matters, Inc.; Building Sciences LLC; Energy Analysis Group LLC; Mark Group of New Jersey, Inc.; NJBPU President Solomon; Scungio, Borst & Associates, LLC; Allied Construction; Laury Heating Cooling, LLC; Bovio Heating Plumbing Cooling Insulation; Hutchinson Plumbing Heating & Cooling
Having a strategically developed Contractor Engagement Process is Key for a Successful Program!