



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



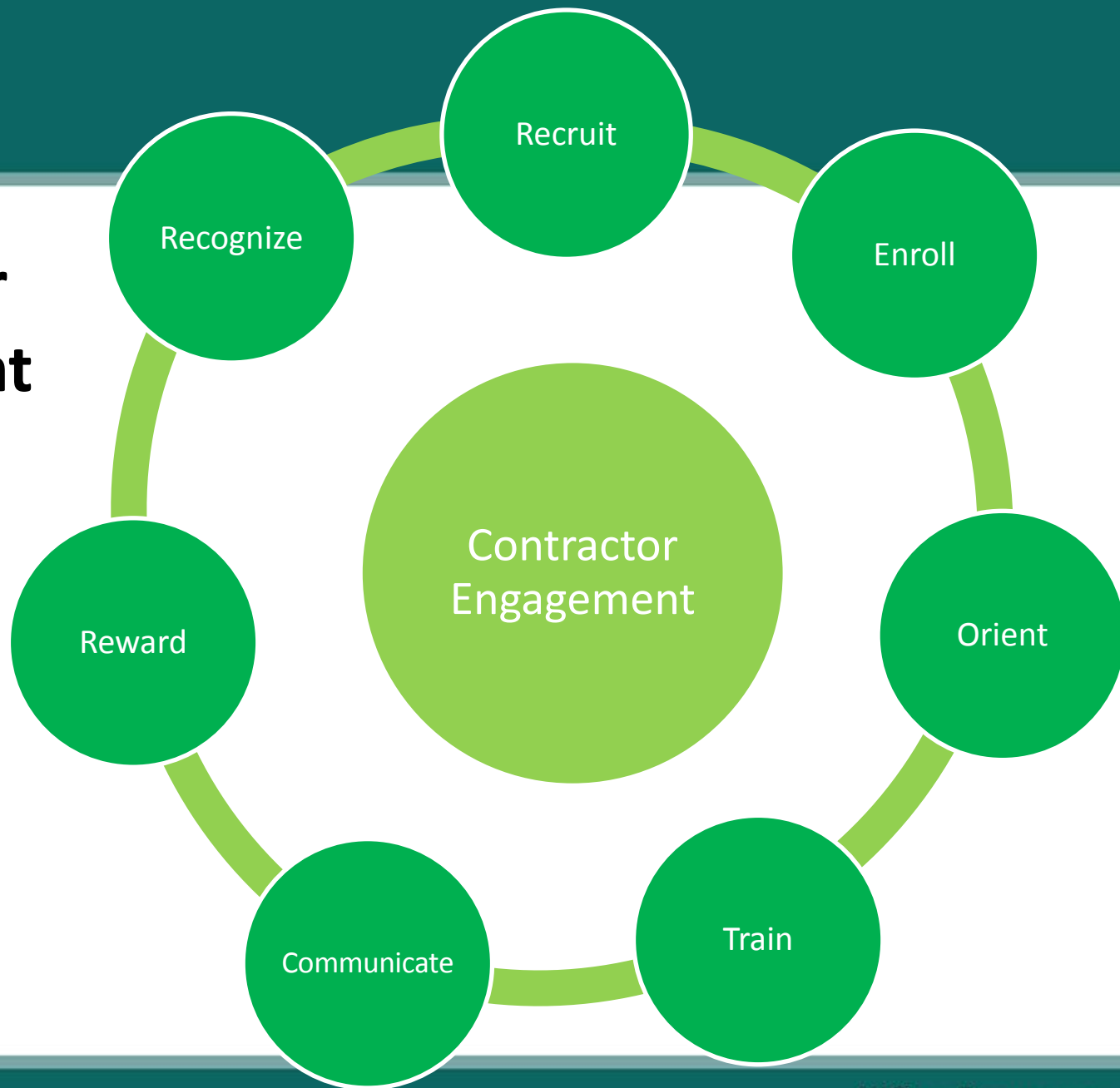
FY 2014 NJ HPwES Incentives

Tier 2	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.	50% up to \$2,000 and 0% interest financing up to \$5,000 <i>Multi-family \$500 per unit</i>
Tier 3	Level 1 Total energy savings 20% and less than 25%: Must install air sealing and at least one other eligible measure.	50% up to \$4,000 and 0% interest financing up to \$10,000 <i>Multi-family \$1,000 per unit</i>
	Level 2 Total energy savings 25% or greater: Must install air sealing and at least one other eligible measure.	50% up to \$5,000 and 0% interest financing up to \$10,000 <i>Multi-family \$1,500 per unit</i>

- NJ Residential Homeowners
- Single Family Homes 1-4 Units & Townhouses
- Multi-family buildings (≥ 5 Units 3 Stories or less)
(Requires BPI Multi-family Certification & Project Approval)



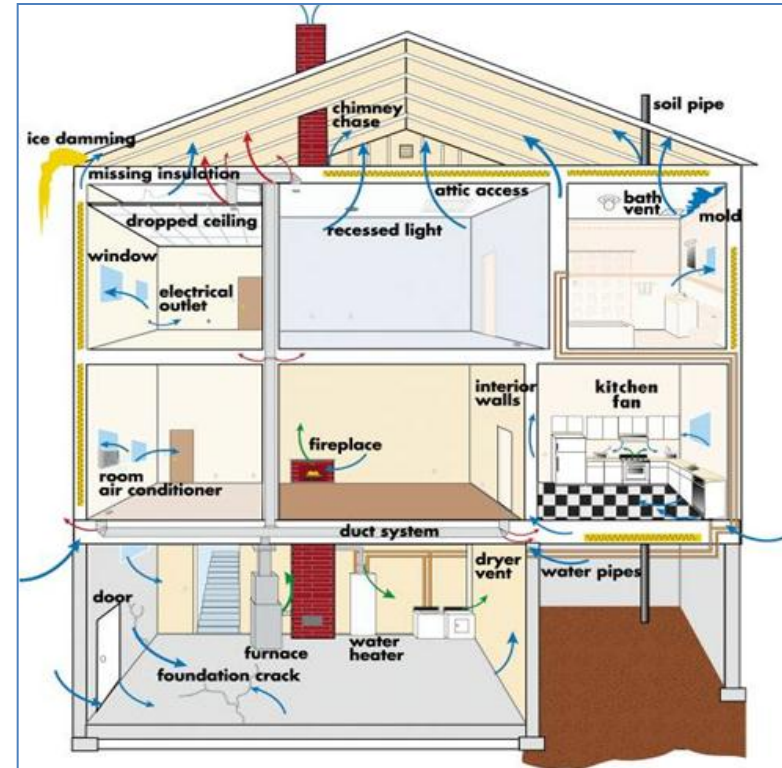
Contractor Engagement



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!





Contractors Agree to Program Requirements

Enroll

- 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



Technical Field Representatives Role

Orient

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

Train

Program Orientation

- Half day, in person

Program Overview Training

- Full day, in person

Building Modeling Software, R.H.A.

- Full day, in person

Technical CEUs (webinars or in person)

Program Updates (webinars)

Contractor Working Groups

SAMPLE AGENDA Program Overview Training (Full Day, In Person)

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*

Train

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!



Proactive Transactions: *Homeowner's First Impression*

Train

- **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

Communicate

- Contractor Portal, NJPHelp, 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 NJPHelp mailbox
- TFRs provide assistance/mentoring in field and in office visits

The screenshot displays the website for the New Jersey's Clean Energy Program. The header includes the program logo and the slogan "Your Power to Save At Home, for Business, and for the Future". Navigation tabs are provided for HOME, RESIDENTIAL, and COMMERCIAL, INDUSTRIAL AND LOCAL GOVERNMENT. The main content area is titled "Home Performance with ENERGY STAR" and features a navigation menu on the left with options like ELIGIBILITY, HOME ENERGY AUDIT, and FIND A CONTRACTOR. The right side contains introductory text about the program's benefits and a section for "What is Home Performance with ENERGY STAR@?".



Quality Assurance/Quality Control

Communicate

25% of Total Projects Submitted are Field Inspected for QA/QC		
Existing Contractor <i>Inspection Rate Determined</i> <i>By:</i>	New Contractor <i>Inspection Rate Determined</i> <i>By:</i>	All Contractors Must <i>Follow Up on Failed QC within 30</i> <i>days of notice</i>
# of Projects Submitted in annual period, & Previous "Pass/Fail" experience, & at minimum 10%	Subject to 100% Inspection of first 10 projects submitted, then on formula for Existing Contractors	All Contractors must submit QA form summarizing fixes, signed by contractor & homeowner. Photos of fixes may be submitted in cases not involving Health & Safety issues.
No \$700 Production Incentive - a Penalty imposed if Failed on Field QC inspection	Not subject to loss of Production Incentive in first 10, then reverts to Existing Contractor Penalty	Examples that may require 2 nd QC Field Inspection: CAZ failures Gas Leaks



Production Incentives



Existing Contractors 10+ Field QCs	New Contractors < 10 Field QCs
Single Family - \$700 per project Multi-Family - \$50 per unit	Single Family - \$700 per project Multi-Family - \$50 per unit
No Production Incentive if fails Field QC Inspection	First 10 Exempt, then subject to lost Production Incentive

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:

Number of HPwES Completed Jobs	Maximum Fiscal Year Incentive Available
5-24	\$20,000
25-49	\$50,000
50+	\$75,000



Profile your “ENERGY STARS”!

Recognize

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



Conclusion

Having a strategically developed Contractor Engagement Process is Key for a Successful Program!

