

## **NJCEP Lighting RFP Questions with Responses**

**Question:** Does NJCEP have interest or priority in serving hard-to-reach markets in the New Jersey territory?

**Answer:** NJCEP is interested in providing all its customers the opportunity to participate in the residential lighting energy efficiency program. NJCEP strongly encourages all submittals that will help accomplish this goal. If your proposal is targeted toward a specific market segment/demographic, please note this in your response.

**Question:** Would there be interest for NJCEP to reach underserved residents in other channels such as community events or through non-profit organizations?

**Answer:** NJCEP will be considering other channels besides traditional retail and will be determining whether to pursue these channels based on the RFP responses. NJCEP encourages you to submit responses for the channels mentioned above.

**Question:** Are you limited to a certain number of retailers?

**Answer:** The program has no retailer restrictions.

**Question:** Do you have rebate restrictions? (ex. rebate cannot exceed 50% of starting retail)

**Answer:** The only rebate restrictions included in the program at this time are the maximum incentives referenced in the RFP materials.

**Question:** Do you have a limited budget?

**Answer:** The program does have a set budget that will be a driving factor in determining program design.

**Question:** Do you have a zip code list?

**Answer:** Any store with an address in the state of NJ is eligible.

**Question:** Does this program have buy down?

**Answer:** This is a residential retail incentive-based program where NJCEP provides an incentive for the sale of any energy efficient LED included on the approved schedule in all active retail locations, which also need to be included on the approved schedule.

**Question:** Will pop up retail for underserved communities be considered for participation in this program?

**Answer:** NJCEP will be considering other channels besides traditional retail and will be determining whether to pursue these channels based on the RFP responses. NJCEP encourages you to submit responses for the channels mentioned above.

**Question:** Is NJCEP interested in a food bank program?

**Answer:** This is a residential retail incentive-based program. We are not currently considering a give-away component (which is typically how food bank programs are designed).