

**New Jersey's Clean Energy Program
Energy Efficiency Committee Meeting
BPU, Trenton
August 4th, 2015**

Presentations

- Commercial & Industrial Web Page Changes 9:35 – 10:00
Jim Friedl (JF) of TRC provided an overview of the recent enhancements to the C&I web page including the business energy advisor, new case studies, and other features. The C& program launched a new tool called the Business Energy Advisor (BEA) in June.

Why the change in the website?

Looked at goals of the program, analyzed the customer's experience, and adjusted to better relate and engage. Want to increase awareness, engagement, and participation defined as "depth of applications" or # of measures per project.

- Awareness-marketing tactics - advertising, content marketing, direct marketing
- Engagement – trade shows, events, webinars
- Participation – provide program and technology specific webinars

Convert website visitors to participants

First Point of contact - Customers complete majority of B2B decision making before contacting Program Manager, Contractor, Partner, or Trade Ally

Site was historically geared towards contractors. It was easy to get lost and frustrated
Bounce Rate – Very High (68 to 86%) & Page Views/Visit – Low (1 – 1.3).

Changes to Experience

- Unified Look & Feel with Icons
- Replaced navigation buttons
- Concentrate more information to top of page
- Consolidated program links, reordered their positions, and provided descriptions
- Reduce the # of page clicks required to get to desired information
- Quick Start Guides

BEA, njcleanenergy.bizenergyadvisor.com

- Engages customer by sector
- Talks about their sector and its energy usage
- Calculators

Preliminary Trends showing more engaged users

- Bounce Rate – 33%
- Pages/Session – 3.6
- Duration on site – 3 minutes

Q&A:

Mike Ambrosio (MA) of AEG asked: Do you have any way to track how many site visits result in program participants?

JF Answer: Disjointed effort. Do have ability and are tracking how people have heard about the program on all the apps. Checkbox on forms to capture/track it.

Betsy Ackerman (BA) of BPU asked: If users could apply immediately on line do you have any sense what kind of uptake there might be?

JF Answer: You mean, if you were able to do that you could then ask how did you hear about us.

BA: No, what I mean is, would more immediacy lead to more uptake?

JF Answer: I would think that small/med businesses you may see that but in large businesses probably wouldn't as decision-making process is different.

Sherri Jones (SJ) of BPU asked: Aren't most of apps for C&I programs available in electronic format on website?

JF Answer: Yes, but can't click "submit".

BA: Does that ability exist in the residential world?

Kevin Burke (KB) said: Yes, for products. But not for Home Performance or HVAC side. Purchases are larger and more substantial. Even for appliances, it's a large purchase.

SJ: You'd have to be able to save it so that a user can come back to it to complete and submit online. They are longer apps and information is required.

Comment: Allowing a user to enter their contact information could be valuable so that outreach can be made.

BA: Does that exist?

JF replied: Yes, there is a "contact us" on the C&I side but nothing specific that has a form. We have it now on BEA and trying to make it more obvious on the C&I Side.

BA followed with: Does that exist on the Residential side, a Contact Us?

KB: We can look to add that.

BA: Let's make it consistent on both sides.

SJ: That was mentioned for the "next-gen" website. Hoping to start working on the new website.

BA: Let's include this functionality on the site now.

Anne-Marie Peracio (AMP) of NJ Natural Gas said: We did it on our website and we can share how we did that with you. However, you can find yourself worse-off if someone fills it out and no one contacts them back.

Comment: Not a good idea to have customers fill out the apps and submit online because customers aren't aware of all specs, wattage, color (LED), etc. 1 to 1 educational process is important.

How do you broaden that to independent businesses? Sales for leads to get customers.

Carl Teter (CT) of TRC said: The website is for developing the interest in the programs and understanding of program offerings. We are not providing leads or directing customers to individual contractors. Can direct them to Trade Ally list.

- Clean Energy Solutions Video

Presented the newly completed NJ Clean Energy Awareness video – spearheaded by K. Hoff. On Facebook and Twitter and researching additional locations to promote.

BA: Where is this video running?

Answer: Twitter, FB, different associations, and in lobby of the DEP building.

BA: To clarify, this is not the same video as the one that we've been using in movie theaters?

Kim Hoff (KH) of CSG said: Correct, that is a different one, that one is 30 seconds. This one is 60 seconds.

BA: Thanks to TRC & HON with initial stages of re-vamping the marketing given the limitations/constraints of existing contracts.

- Sustainable Jersey

Randall Solomon of Sustainable Jersey presented the results of their summer internship program with Environmental Defense Fund (EDF) Fellows Ame Igharo, Danielle Salah, and Lindsey Walaski

Sustainable Jersey for Schools – Launched in October 2014. Currently there are 95 districts enrolled encompassing 262 schools. Each fellow was assigned 2 or 3 school districts which allowed them to analyze a wide variety of barriers.

3 Main Goals:

1. Complete SJS Energy Actions
2. Identify energy efficiency opportunities
3. Provide feedback and recommendations on SJS program from the field

5 Priorities:

1. Benchmark energy consumption – Nat Gas consumption
2. Calculate carbon footprint – greenhouse gas emissions (vehicle fleet incl).
3. Conduct energy audit through NJCEP
4. Identify building efficiency measures
5. Complete documentation for SJS actions

BA asked: Were you performing the calculations and doing the audit or working with a consultant?

Answer: Didn't actually do the audits, helped schools go through LGEA apps. We did the calcs for carbon footprint.

Each fellow presented slides on their respective school district and reviewed their project results.

Lessons Learned:

NJCEP Incentives Program Participation:

- Conduct presentations during meetings to interact w/school administration
- Engage with DOE who approves school district strategic plans
- Host poster presentations during Sustainable Jersey Regional Hubs
- Connect with public utilities for outreach opportunities
- Create concise summary to better distinguish between program types

Key Player Collaboration

- Use SJS Green Teams to encourage energy management discussions w/kep parties
- Facilities staff, business administrators, superintendent
- Ask for signatures from more than 1 party on NJCEP resolutions
- Report energy performance routinely to the School Boards as a requirement for participation in NJCEP programs

Faculty & Staff Engagement

- Get faculty and staff involved in energy management development
- Encourage engagement in energy savings decisions
- Offer behavioral change grants to match energy savings
- Share benefits (Savings) of energy efficient projects with faculty and staff

AMP added: Announcement later this week called Alliance to Save Energy. Going to be launching at school districts in their territory area. Student led initiatives going after behavioral savings. 15 schools in territory area that are already registered in Sustainable Jersey. Ties back to residential EE because families get involved.

Curriculum Integration

- Provide resources and modules to help bring energy education into the classroom.
- Partner with non-profit to support curriculum initiatives
- Provide incentives for student engagement and education projects and events.

BA: Sounds like a wonderful collaboration, thank you to TRC, NJNG, EDF.

- NJ Energy Master Plan (EMP) Update:

Mike Winka (MW) of the BPU provided an update and progress on NJ's EMP. The BPU is soliciting public comment in regard to updating the 2011 EMP - Public Hearings 8/11 @ Seton Hall, 8/13 @ State House committee room 11, 8/17 @ Stockton College. The 2011 EMP had five major goals:

1. Drive down the cost of energy for all customers;
2. Promote a diverse portfolio of new, clean, in-state generation;
3. Reward energy efficiency and energy conservation and reduce peak demand;
4. Capitalize on emerging technologies for transportation and power production;
5. Maintain support for the renewable energy portfolio standard of 22.5% of energy from renewable sources by 2021.

EMP has set policies in four general sections:

1. Expand In-State Electricity Resources
2. Cost Effective Renewable Resources
3. Promote Cost Effective Conservation and Energy Efficiency
4. Support the Development of Innovative Energy Technologies

In terms of driving down the cost of energy, NJ is average. We still have a high electric cost but it is decreasing, we are now 11th in the US. We are \$.02 off the average electric cost. In terms of clean generation, 98% of NJ's electric generation, 48th in terms of emissions. We have more renewables than coal.

Increase in micro-grids, lots of pilot projects. Distribution automation, smart-grid, resiliency. Have a proposal before the Board in September for micro-grids.

Q&A: What is the # kW rate that you have?

MW: Average # is 15.5.

MA: Need to spend more on energy efficiency to drive that # down.

AMP: Clean Power Plan announced yesterday, enthusiastic press releases, how will the EE blocks fit into NJ's plan?

MW: Final rule is 1,500 pages. DEP is lead on this issue. Emissions from power plants, NJ has low emissions due to our nuclear plants. 2% coal in mix on energy generation. The EPA's calculations for NJ took out of formula is Energy Efficiency. Proposal is 470 lbs per megawatt hour, NJ is 500. Interim # now is 830 and final goal by 2030 is 813. NJ did so much before 2012 so it made us have a disadvantage. Cutoff date on calculation was 2012, we don't get all the benefit for things that we did prior to 2012. Going forward anything we can do gets us to that #. A new combined cycle power plant has 900 lbs per megawatt hour. Good timing that the EMP is out there at the same time as the clean power plan.

Program Coordinator and Regulatory Updates

Elizabeth Ackerman, Sherri Jones, Mike Ambrosio

- Updates on Filings, Board Orders and Regulatory Items

BA spoke: At July BPU Board meeting, majority of Clean Energy agenda items focused on partnerships with public universities. Grant to Sustainable Jersey/College of NJ has been approved. Sustainable Jersey has partnered with OCE for competitive grants issued by DOE. Grant with NJIT, to create an online learning center for engineers, program partners, contractors, etc. to get up to speed on technologies and programs. First year of learning center will focus on the adoption of new International Building Codes. Will seek stakeholder input.

Board approved a grant with Rutgers CEEEP to investigate the economic impact of certain policy before they get adopted. The fuel cell program before it gets adopted in 2016 along with Energy Storage proposals. Data analytics and energy modeling services.

Renewed with CEEEP year 3 of 4 MOU to do their evaluations. Over a dozen evaluations and CEEEP leads that process.

On the August Agenda is SJG's E3 filing. Staff is reviewing Etowns E3 filing and request to extend their current programs and funding. Staff will be extending NJ's RPS compliance deadline.

With respect to the RFP for Program Administrator for the Clean Energy program, the deadline for submitting bids was 7/29. Two bids were received and the evaluation process will be starting shortly. Staff is pushing Treasury to get the RFP for website/marketing on the street.

MA: Request for comment coming out for NJ Transit and State Agencies that want to take advantage of LGEA program. Targeting September agenda.

BA: We will need to revise the compliance filing to include State Agencies to be able to participate in this program.

BA: Working hard with fleshing out the details of the Investor Confidence Project (ICP) in the P4P Existing Building programs. That will be going out for stakeholder input to get on the September agenda.

Commercial & Industrial Program

TRC Team

- Fiscal Year 2015 Program Results

C&I Programs Overall

- 95% of incentive budget committed/spent (99.3% excluding CHP-FC).
- Exceeded installed energy savings goals by 29% for lifetime MWh and 55% for lifetime DTh respectively.

C&I Retrofit

- 6,197 apps received; 3,144 completed & paid
- 99% of Goal; 99.9% of incentive budget committed/paid

C&I New Construction

- 215 apps received; 53 apps completed & paid
- 80% of Goal; 99% of incentive budget committed/paid

Direct Install

- 1,314 apps received; 1,332 apps completed/paid
- 96% of Goal; 99.7% of incentive budget committed/paid

CHP – FC

- 29 apps received (9 in June); 11 apps approved, 122% of goal
- 61% of budget committed/paid

P4P – EB

- 116 apps received; 54 ERPs approved, 126% of Goal
- 50 installs approved
- 99.9% budget committed/paid

P4P – NC

- 31 apps received; 14 ERPs approved, 44% of Goal
- 12 installs approved
- 97% of incentive budget committed/paid

LGEA

- 52 new projects received-8 applicant entities; 4 RFPs representing 27 buildings
- Goal exceeded for approved audit reports

- 77% of audits approved were ESIP-related and 86% of incentive budget committed/paid

LEUP:

- 8 approved enrollments; 1 DEEPs approved; 3 FEEPs under review; 1 with BPU
- 10 FEEPs approved
- 56% of goal
- 4 Installs approved with 97% of incentive budget committed/paid

Hurricane Sandy Response Update

- 3,025 apps received
- 1,408 apps committed; total incentive value of \$14.9M
- 1,268 apps approved for payment, total incentive value of \$13.8 M
- \$32.3M estimated total incentive value for all received apps

Environmental Benefits:

- 3,527,722 metric tons of CO2

Question: Is the budget going to be increased?

BA: For FY 16, we have budgeted growth.

Question: A percentage of that increase?

BA: A little less than 10. While overall budget may not be going up that much, several programs that over participated will be receiving more \$.

FY 2015 Program to Date Updates

Honeywell Team

- Fiscal Year 2015 Program Results – presented by Maurice Kaiser (MK) and Kevin Burke (KB)

Home Performance

- 433 Tier 2 Completions and 4,799 Tier 3 Completions
- Completions vs goal of 5,829
- 84% of plan for electric savings and 152% of plan for gas savings

Janja Lypse (JL) (CLEARResult) presented:

8,062 enrollments – a record. 87% of all enrollments are financing: 22% EFS, 20% SJG, 28% NJNG OBRP, 17% CU GreenLoan.

BA: Have we expanded the # of credit unions? JL: Yes.

RNC

- 4,669 enrollments vs goal of 4,503; 2,687 completions vs goal of 3,184
- 62% of plan for electric savings; 54% of plan for gas savings

MA Comment: DCA scheduled to adopt the code 9/8/15, what impact will that have on us?

MK: Could impact us on Tier 1 Homes. We may have to adjust the Tier 1 incentives.

MA: Right now the HERS scores will that shift the baselines?

MK: Consistent with IECC 2015 code. If they adopt the code as it is, then we will have to adjust the Tier 1 requirement.

MA: In that 6 month adoption period we would change the requirement.

MK: Yes, we could make a couple of changes to address it.

EE Products:

- 23,250 washer completions vs 20,880 goal and 6,363 fridge completions vs 12,180 goal
- Lighting 4.5M bulbs vs 3.1M goal. Fridge recycling 10,364 units vs 14,355 goal
- Consumer electronics 32,463 units vs goal of 35,000

MA: Is it still just the one cable company and is there progress with the other ones?

KB: Yes, Direct TV.

170% of goal on electric savings and 110% of plan on gas savings

BA commented: Where we are exceeding our goals, some of that is attributable as we are reallocating our budget we don't also change our energy goal which is why you are exceeding it fairly often. Many of these projects are achieving a deeper level of savings which is why you are seeing an excess.

HVAC

- 2,335 Cools vs goal of 2,797; 16,310 Warmes vs goal of 19,642
- 56% of plan on electric savings; 98% of plan for gas savings
- 12 SEP Cools/371 SEP Warmes

Hurricane Sandy Response Update

\$3.8M paid in total incentives Sandy and the baseline incentive.

BA: On residential side we are keeping our Sandy incentives in place for 2016. Do you think we will need much beyond that?

AMP: Anectodally I hear that homeowners in our territory are so frustrated with the red tape. We know how many customers have not reconnected yet which is still in the thousands. Difficult to guage the pipeline, slows down in the summer and surges in the fall. People did the HVAC work before they lift the home some do it after.

Comment: When I needed a new central air system the contractor talked me out of getting the efficient model qualifying for the rebate because the cost is going to be so much higher.

Reply KB: There is no state approved contractor list. We have two tiers for Central A/C so we have a lower SEER level 16.

BA: At the residential level, the HPwES has BPI Certified contractors. In the HVAC program, contractors are not excluded.

MA: Emphasizes the need for marketing.

BA: Our baseline study will help to establish the inventory in the marketplace.

Utility Updates

South Jersey Gas – Bruce Grossman

Plan to be on the August agenda for a 2 year \$36.3M program. A continuation of the program that we had, financing for HPwES and DI/Smart Start, P4P, and for customers that want to upgrage their heaters or water heaters. Saw a huge run on the market last week. Engaging O-Power for a 2 year behavioral program. \$500 rebate plan for residential customers in addition to EFS financing. SJG will be a platinum sponsor at ACI event.

New Jersey Natural Gas – AMP

The Board approved their filing at the July meeting with a continuation of their programs. There is a technical challenge on the HP program with financing progarms and interest rate which won't be ready until October. Adding an O-power component to low income programs.

Other Business, Next Meeting

- September Meeting – 9/8/15

**Energy Efficiency Committee Meeting
 Tuesday, August 4th, 2015
 Hosted by Honeywell – NJBPU Trenton**

Name	Company	Please check off	
		In Person	By Phone
Ackerman, Elizabeth	BPU	X	
Adams, Ben	MaGrann Assoc.	X	
Almeida, Jack	Lime Energy	X	
Ambrosio, Mike	AEG	X	
Bakos, Edward	NJ DEP		X
Bowen, Mark	Franklin Energy Services, LLC		X
Burke, Kevin	Honeywell	X	
DeLuca, Brian	TRC	X	
Dube, Nicole	Clean Energy/BPU	X	
Ellman, Susan	NJNG	X	
Fisk, Andrew	CLEAResult	X	
Friedl, Jim	TRC	X	
Georgi, Anthony	Honeywell	X	
Goldman, Neil	Honeywell	X	
Golubinski, William	NJ Division of Property Management		X
Graham, Marianne	ICF Int'l		X
Grossman, Bruce	SJG	X	
Hoff, Kim	CLEAResult	X	
Ighan, Ame	Sustainable Jersey	X	
Jones, Sherri	BPU	X	
Julie De Seve	ClearResult	X	
Kaiser, Maurice	Honeywell	X	
Komornick, Susan	Lockheed Martin		X
Koser, Zach	Sustainable Jersey	X	
Levin, Emily	VEIC		X
Lupse, Janja	CLEAResult	X	
Miller, Ashley	TRC	X	
Moran, Valerie	JCI		X
Nortz, Rick	Mitsubishi Electric		X
O'Donnell, Tony	Sustainable Jersey	X	
Pavlik, Yesh	NY Environmental Defense Fund		X
Perracchio, Anne-Marie	NJNG	X	
Pshihoules, Mike	Fujitsu	X	
Ranade, Sangeeta	Energy Saavy		X
Reichert, Tom	CLEAResult		X
Salah, Danielle	Sustainable Jersey	X	
Seelaus, Andrew	EMC2 Development Company		X
Teng, Elizabeth	BPU	X	
Teter, Carl	TRC	X	
Waloski, Lindsey	Sustainable Jersey	X	
Winka, Mike	BPU	X	
Zeglarski, Sandy	NJ EDA		X
Zoppa, Bob	CLEAResult		X
Zukas, Diane	TRC		X