

**New Jersey's Clean Energy Program
2008 Program Descriptions and Budgets**

**Office of Clean Energy Managed
Energy Efficiency Programs,
Renewable Energy Programs,
and
Administrative Activities**

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I. Energy Efficiency Programs

Residential Low Income

Weatherization Rehabilitation and Asset Preservation Program (WRAP)

Program Description

The Weatherization Rehabilitation and Asset Preservation (WRAP) component of the Low Income Program will be developed and managed by the Office of Clean Energy. Specific program details are being developed and will be provided when completed.

Special Studies

Program Description

To involve New Jersey utilities in deploying storage to facilitate distributed generation within congested areas of their service territories. Deployment of these resources are expected to provide New Jersey ratepayers with energy cost savings, as well as substantial environmental and public health benefits, while helping to preserve our natural resources. This project will also evaluate and test the ability of distribution companies within New Jersey to capture the value of these technologies.

Target Market/Eligibility

The project will likely target congested areas within the chosen electric company's service territory.

Program Offerings and Customer Incentives

To be determined.

Program Delivery

To be determined.

Quality Control Provisions

To be determined.

Program Budget

\$1 million

Program Goals and Minimum Requirements for Program Management

The goals of the project are to:

- *Develop short and longer term regulatory approaches that facilitate the deployment of cost effective DER in New Jersey.*

II. Renewable Energy Programs

New Jersey Regional Anemometer Program

Program Description

The Office of Clean Energy (OCE) is proposing to fund a grant program titled “New Jersey Regional Anemometer Program” (NJRAP). The purpose of the NJRAP program is to enlist the assistance of NJ colleges and universities in building New Jersey’s capacity for providing wind resource assessment services through:

1. the purchase and provision of anemometers (wind measuring instrumentation) and related services through colleges and universities without anemometers, or
2. the service, maintenance, and redeployment of anemometers through colleges and universities with existing anemometers.

Colleges and universities will be competitively selected to market the program, select candidate sites and erect, service, remove and re-erect anemometers over a two year period. The provision of wind resource assessment services will target viable candidates interested in investing in small wind energy generation systems ranging from 10 kW to 100 kW in capacity. The college participants will be expected to follow industry standard practices governing anemometer siting, tower installation and information management techniques such as the collection of data for a minimum of 1 year. The colleges will collect, analyze and provide the data necessary to enable New Jersey ratepayers to make wise choices when investing in wind energy generation equipment.

In measuring the wind resource for small wind applications, anemometers are typically installed at the same height as the proposed wind energy generating system. Small wind systems generally operate optimally at heights above 100 feet. Therefore, the erection of towers is necessary on which the anemometers are mounted. Towers will be sited for the purpose of characterizing the wind resource of sites identified as candidates for the installation of wind turbines. In addition, the data collected will provide potential wind system investors as well as OCE staff valuable information when evaluating wind investments funded under the Customer On-Site Renewable Energy (CORE) Program in the NJ Clean Energy Program (NJCEP). The NJBPU Office of Clean Energy is proposing to make available NJCEP funds in the amount of \$68,000 for this program. State colleges and/or universities will be the primary applicants under the NJRAP.

Background

The OCE is a recipient of a 2004 US Department Of Energy (USDOE) funded Wind Powering America (WPA) grant entitled “New Jersey State Based-Anemometer Loan Program”. Through this grant, the OCE contracted with Rutgers and Rowan Universities to develop and implement the New Jersey State Based-Anemometer Loan Program (SBALP). Both universities have installed anemometers for land owners for the purpose of collecting wind resource data for a period of at least 12 months. The analysis of this data will allow potential investors and other

interested parties to better understand the local wind resource, how it translates in terms of energy production, economic and environmental benefits associated with the installation of a wind turbine.

The combination of New Jersey's Clean Energy Program rebates, the Renewable Portfolio Standards (RPS) with its developing Renewable Energy Credit (REC) market, and progressive net metering rules demonstrate the state's commitment to removing barriers and creating a favorable environment for renewable energy projects. Despite the regulatory and financial incentives favoring the development of both large and small-scale wind energy systems in New Jersey, the number of wind projects installed to date has been very limited. The OCE recognizes the need to generate greater interest in wind energy and the need to provide tools that clearly show the potential benefits of small wind energy systems. The anemometer program extension proposed for the New Jersey Clean Energy Program is designed to meet the demonstrated demand for anemometers and lead to the increased deployment of small wind energy technologies throughout the State of New Jersey.

Target Market/Eligibility

The OCE will be seeking the services of New Jersey state colleges and universities with an expressed interest in promoting small wind energy system deployment as well as familiarity with New Jersey's Clean Energy Program. The OCE is seeking applications that demonstrate a clear path to advancing the cost-effective implementation of the Regional Anemometer Program. The recipients of the college-provided wind resource assessment services will be New Jersey ratepayers deemed to be viable candidates interested in investing in small wind energy generation systems ranging from 10 kW to 100 kW in capacity.

Program Offering

A total budget of \$68,000 in NJCEP Clean Energy Funds is being proposed for this program. The cost per college/university to purchase and service an anemometer for two years is expected to approximate \$7,000 per anemometer. The cost to service and maintain existing anemometers is expected to approximate \$5,000 per anemometer year for a two year period. Colleges and or universities cannot apply for more than \$28,000.

Program Delivery

The OCE will accept applications for the NJRAP from State colleges and universities that meet the following criteria:

1. Proposals must document the general approach, plans and strategies intended to meet program goals including:
 - Detailed program description including project timeline, schedules, and meetings
 - Detailed budget
 - Strategies for overcoming barriers associated with anemometer installations
 - Process and frequency for collecting, analyzing and reporting data to clients and OCE
 - Methods for program marketing and criteria for identification of potential customers to be utilized in the selection of anemometer applicants
2. Qualifications and experience of key personnel

3. Documented experience with projects of similar scope.

Program Budget

Money for this project will come from the NJCEP “Other Studies” Evaluation and Related Research line item within the OCE Administration Budget. A total of \$68,000 is being proposed for this project.

Program Goals

Due to overwhelming demand for small wind resource assessment services as exhibited by a waiting list for anemometers managed by our partners at Rutgers and Rowan, OCE staff is interested in expanding the existing anemometer program. The budget proposed will enable OCE to nearly double the number of anemometers available to identify potential areas for small wind energy development throughout the State. The OCE will solicit proposals from New Jersey colleges and/or universities to market, develop, implement and contribute to the New Jersey Regional Anemometer Program. The OCE will measure program effectiveness by the number of participants served under the anemometer program, by the data contributed to the public understanding of NJ small wind resources, and ultimately the number of small wind energy generating systems installed. The OCE will require participating colleges and universities to submit quarterly progress reports to identify successful installations and to identify key barriers to project implementation.

CleanPower Choice Program

Program Description

The CleanPower Choice Program offers retail electric customers the option of selecting an energy product or products with higher levels of renewable energy than is required by the RPS. The option is available to all retail electric customers in the State via a sign up option on utility bills. The products offered by Clean Power Marketers (CPM) are 100% renewable energy but customers may select any percentage of their usage to be supplied by this 100 % renewable energy product. The program provides additional incentives for the development of renewable energy facilities throughout the region.

A detailed description of the proposed program is available on the Board's web site.

Target Market/Eligibility

The program targets all retail electric customers of the State's four investor owned electric utilities. Clean power sales in the voluntary program must be renewable energy that is not otherwise used to meet a suppliers RPS requirements and includes full disclosure of the power supply mix utilized by the suppliers participating in the program.

Program Offerings and Customer Incentives

The voluntary program allows customers to select a product with 100% renewable energy content in varying percentages of the customer's usage at a potentially higher cost than basic generation services would provide.

Program Delivery

The program is overseen by the Office of Clean Energy with administrative support, policy advice, and outreach coordination provided by the Renewable Energy Market Managers. Implementation is achieved through a collaborative utility-clean power marketer program hosted by the four investor owned electric utilities. The 'host' utilities provide a delivery platform to enable enrollment and billing, with oversight by the Office of Clean Energy. The program is offered as an add-on subscription of clean power supplied by a qualified third-party clean power marketer without interruption to customer's basic electric service. The Office of Clean Energy plays a lead role in jointly marketing the program to customers in cooperation with electric and gas utilities and clean power marketers.

Program Budget

Detailed budgets for this program are included in the compliance filings submitted by the utilities, the RE Market Manager, and in the marketing budget submitted by the Office of Clean Energy herein.

Program Goals and Minimum Requirements for Program Management

Specific 2008 goals and performance indicators for the Clean Power Choice Program will be developed by Honeywell and included in its 2008 program and budget filing.

EDA Programs

Clean Energy Technology Fund

Edison Innovation R&D Fund

The OCE is working with EDA to develop program details for these two new programs. Specific program proposals will be submitted to the Board for approval upon completion.

Renewable Energy Project Grants and Financing Program

(including commitments made in its predecessor programs the Renewable Energy Advanced Power Program and the GRID Supply Program)

Program Description

The Renewable Energy Project Grants and Financing Program was discontinued in 2007. However, the Board issued incentive commitments to a number of projects prior to discontinuing the program. The 2008 budget for this program is to pay these commitments if and when the projects are completed and demonstrate that all program requirements have been met.

Renewable Energy Business Venture Assistance

Program Description

The Renewable Energy Business Venture Financing Program was discontinued in 2007. However, the Board issued incentive commitments to a number of projects prior to discontinuing the program. The 2008 budget for this program is to pay these commitments if and when the projects are completed and demonstrate that all program requirements have been met.

III. OCE Oversight Activities

The 2008 OCE Oversight budget approved by the Board includes three components:

1. Administration and Overhead;
2. Evaluation and Related Research; and,
3. Marketing and Communications.

This document provides a description regarding how these funds will be expended and a detailed budget for each.

Administration and Overhead

Activity Description

The Administration and Overhead component of the OCE Oversight budget includes four components as follows:

- OCE Staff and Overhead
- Program Coordinator Services
- Special Studies
- Memberships-Dues

The Office of Clean Energy (OCE) was charged by the Board with the responsibility for administering New Jersey's Clean Energy Program. As the administrator of New Jersey's Clean Energy Program, the OCE is responsible for various program related matters including:

1. Developing recommendations to the Board regarding programs to be funded, budgets for those programs and various matters related to the administration and implementation of the programs.
2. Drafting Board Orders memorializing Board decisions and tracking compliance with such Orders.
3. Development of policies and procedures for payments to the fiscal agent and payments made by the fiscal agent for program related services.
 - a. Coordinating with Treasury with regard to the financial management of the programs and reporting.
 - b. Review of payments requests to insure consistency with policies and procedures and any contractual arrangements.
4. Coordinating the activities of the Clean Energy Council including soliciting input regarding programs, budgets and program administrative matters.
5. Overseeing the activities of the Program Coordinator and the various program managers including the Market Managers, utilities, EDA, DEP, DCA, the OCE itself with regard to renewable energy and education and outreach efforts and potentially others.
6. Developing reporting guidelines and providing the Board with regular updates regarding program activities.

7. Development of protocols for measuring energy savings and renewable energy generation.
8. Overseeing evaluation and related research activities.
9. Development of program goals, performance indicators and minimum requirements for program management.
10. Monitoring program activity and reviewing evaluation results and recommending modifications to programs and budgets as required.
11. Developing requests for proposals to engage program managers, evaluation contractors and other contractors that assist with the administration of the programs, evaluating proposals received, and selecting contractors.
12. Facilitate resolution of issues related to program management and customer complaints.
13. Managing the transition of the delivery of the programs from the utilities and the OCE to the selected Market Managers and Program Coordinator.

The OCE Staff and Overhead component of the budget includes the provision of the services described above and includes funding for Program Coordinator services.

The membership/dues budget includes funding for annual memberships for the Northeast Energy Efficiency Partnership (NEEP), the Consortium for Energy Efficiency (CEE), the National Association of State Energy Offices (NASEO), the National Association of Regulatory Utility Commissioners (NARUC), and for the Clean Energy States Alliance (CESA).

Evaluation and Related Research

Rutgers University's Center for Energy, Economic and Environmental Policy (CEEPP) has been engaged by the Office of Clean Energy (OCE) to manage evaluation and related research activities. CEEPP will develop evaluation and related research plans, solicit input on the plans from the OCE, the Clean Energy Council, program managers and others and will implement such plans upon approval by the OCE.

Once plans are approved, CEEPP will either perform the evaluation and research activities or will develop the technical components of requests for proposals (RFPs) to engage outside contractors to perform the evaluations. RFPs will be issued by Treasury and CEEPP will work with Treasury regarding the review of proposals and will manage the day-to-day activities of contractors hired to perform evaluations. CEEPP will coordinate with the OCE and the Clean Energy Council to implement recommendations that result from the evaluations and related research.

2008 Evaluation and Related Research: Planned Activities

The Evaluation and Related Research budget includes funding for a number of evaluation related activities planned for 2008 including the following:

- Rutgers Center for Energy, Economic and Environmental Policy: evaluation support. This is a continuation of an existing contract to provide overall evaluation management.
- Impact Evaluation: The Board engaged KEMA to perform an Impact Evaluation which commenced in May 2007 and is expected to be completed in 2008.

- Funding Reconciliation: The Board engaged MBC to perform a funding reconciliation for the years 2001 through 2005 which commenced in September 2006.
- O&M Scoping Study: The budget includes funding for a proposed C&I Scoping Study which would determine the feasibility and viability of a potential new program focused on the energy efficient operation of existing commercial buildings.
- Online Academy: The budget includes funding for a proposed Online Academy Pilot project which would provide educational offerings to all participants in New Jersey's Clean Energy Program including design professionals, building owners, contractors and CEP program representatives. OCE anticipates engaging the New Jersey Institute of Technology (NJIT) to develop the Online Academy and to perform the O&M scoping study.
- Job Training Pilot: The budget includes funding for a job training pilot. OCE anticipates partnering with community colleges to offer classes on energy auditing and other skills that can help develop a "Green" workforce.
- The budget includes funding for potential process evaluations to review the efficiency of the new processes established by the Market Managers
- The budget includes funding for other, to be determined, studies.

The market assessments are intended to gather information regarding the state of the energy efficiency and renewable energy marketplaces in NJ to help inform program designs and incentive levels. The market assessments are intended to gather information on various aspects of the marketplace including how markets have changed since the programs were first implemented in 2001, the incremental cost of standard versus high efficiency/renewable energy equipment, the impacts of the programs on transforming markets and a review of standard building practices.

Protocols are used to estimate the savings from energy efficiency measures and generation from renewable energy facilities. Impact evaluations measure actual savings or generation and are used to update protocols.

CEEEP will perform an evaluation of the programs implemented in 2007, assess how the programs performed against program goals and recommend program changes and specific program evaluation needs. CEEEP will develop a 2008 Evaluation and Related Research Plan, circulate a draft plan for input from the OCE, the Clean Energy Council, program managers and others and submit a final plan to OCE for approval.

Marketing and Communications

Activity Description

The 2008 NJCEP Marketing and Communications plan supports implementation of education and outreach activities and prioritizes communications objectives, strategies and tactics relative to the umbrella NJCEP framework while supporting commercial EE, residential EE, and RE marketing activities.

Overall, the 2008 NJCEP Marketing and Communications plan will continue to broaden public awareness and participation in NJCEP in a manner that helps communicate and deliver on the EMP goals of 20% by 2020. The plan will leverage the NJCEP Brand, *Your Power To Save* and

NJCEP's core communications framework of website, media campaigns, community partners, grants and events to deliver the message and build participation by New Jersey ratepayers, communities, municipalities, businesses and institutions. This framework is designed to provide a common platform for the Market Managers to more effectively build awareness and engage customers in the individual NJCEP program services and offers.

Of special note in the 2008 NJCEP Marketing and Communication Plan is the expansion of the Clean Power Community Partners Program that was created in 2007. The Community Partners Program has been very successful in building support, awareness, and adoption of NJCEP programs on a grassroots/community level. In 2008 the Community Partners Program will be expanded in terms of the number of participating partners across the state and in terms the range and array of NJCEP programs to be promoted through the partnership. The Community Partners program will also help anchor the 2008 NJCEP media campaigns and outreach programs with grass roots local efforts. The 2008 plan includes a Whole House / Whole Community Energy Savings Media Campaign that supports the Energy Master Plan message and is tied to the community partner program. The coordinated outreach and media campaign also provides a relevant platform for the Market Managers to more effectively reach municipalities and market NJCEP programs and services across the whole community.

Final recommendations will be developed to support 2008 NJOCE Renewable Energy Program and Energy Efficiency Programs product and marketing plans as those plan and service offerings are approved. This will allow for synergy between product/marketing and communication objectives, strategies and tactics.

The NJCEP Brand

The State is aggressively demonstrating leadership through Governor Corzine's 20% by 2020 initiative, the EMP, and solar transition efforts. It is critical that New Jersey ratepayers understand their impact and take an action to reduce climate change in the State, preserve our shoreline, and reduce their own energy usage and costs. The awareness built to date around the NJCEP provides the solid foundation and source to build this awareness and inspire action. The NJCEP through its education and outreach efforts, provides leadership to New Jersey and serves as a central hub for the variety of services, information, and programs available. Marketing NJCEP overall provides added strength to any individual program message by helping New Jersey understand the value that BPU and NJCEP provides to individual ratepayers as well as whole communities and the important role, expertise, and insight offered by the BPU and its Clean Energy Program for all New Jersey Ratepayers.

In years 3-5 the objective will be to leverage "Your Power to Save" by delivering added value in programs and services and by encouraging New Jersey residents and businesses to take a more holistic approach to energy efficiency and renewable energy on a *whole house, whole business and whole community* basis. The strategy and messaging approach will encourage consumers to integrate EE and RE measures and adopt a holistic approach to energy management rather than taking a "retail" approach to energy savings based on a single cost saving measure or specific promotion.

Mobilizing all classes of customers to adopt a more holistic approach will be critical to reaching the EMP goals on a statewide basis. Strategically, the messaging will have the breadth and depth to help transform the marketplace – by focusing on not just the way an individual acts but rather the way whole families, whole communities, and whole businesses manage their energy usage (EE) and energy choice (RE). The investment to date in awareness of NJCEP/Your Power To Save provides the foundation to help achieve the state’s goal.

The Clean Power Community Partners will serve as a backbone to NJCEP outreach and communication efforts in 2008. With 20 plus communities participating, NJCEP has the means to get motivated, local “feet on the street” that will make a difference to awareness and adoption on the NJCEP, its programs, and the States initiatives overall. While the focus has been on the residential side, the Partner Program in 2008 will get the NJCEP brand and services in front of municipalities, schools and businesses as well.

The 2008 plan provides for the platform to engage New Jersey ratepayers through direct outreach, advertising, public relation, and enhanced leverage of the Clean Energy Community Partners. The 2008 Marketing & Communications Budget supports the NJCEP Annual Report; Annual Clean Energy Conference; Clean Energy Leadership Awards Program; Community Partners Program; Whole House / Whole Community Media Campaign; NJCEP Website; Community Outreach & Education Grants and Public Opinion Survey.

Budget

A detailed budget for OCE Oversight is provided in Appendix A.

Appendix A: Program Budgets

The following tables set out detailed budgets for the programs managed by the OCE:

**Office of Clean Energy Managed
Energy Efficiency Programs Compliance Filing
Detailed Final 2008 Budgets**

Energy Efficiency Programs	Total	Administration and Program Development	Sales, Call Centers, Marketing and Website	Training	Rebates, Grants, and Other Direct Incentives	Rebate Processing, Inspections, and Other Quality Control	Performance Incentives	Evaluation and Related Research
(All numbers = 000's)								
Residential EE Programs								
Residential HVAC - Electric & Gas	\$0							
Residential New Construction	\$0							
ENERGY STAR Products	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Home Performance with Energy Star	\$0							
Residential Low Income	\$300	\$0	\$0	\$0	\$300	\$0	\$0	\$0
<i>Comfort Partners</i>	\$0							
<i>DCA Weatherization</i>	\$0							
<i>WRAP</i>	\$300				\$300			
Sub Total Residential	\$300	\$0	\$0	\$0	\$300	\$0	\$0	\$0
C&I EE Programs								
Commercial/Industrial Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<i>C&I New Construction</i>	\$0							
<i>C&I Retrofit</i>	\$0							
<i>New School Construction & Retrofit</i>	\$0							
CHP	\$0							
Muni/Local Govt Audit	\$0							
Direct Install	\$0							
Pay for Performance	\$0							
Sub Total C&I	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other EE Programs								
Special Studies	\$1,000				\$1,000			
Cool Cities	\$0							
Treasury HVAC	\$10,000				\$10,000			
EDA Clean Energy Technology Fund	\$9,000				\$9,000			
Sub-Total Other Programs	\$20,000	\$0	\$0	\$0	\$20,000	\$0	\$0	\$0
Total Energy Efficiency	\$20,300	\$0	\$0	\$0	\$20,300	\$0	\$0	\$0

**Office of Clean Energy Managed
Renewable Energy Programs Compliance Filing
Detailed Final 2008 Budgets**

Renewable Energy Programs	Total	Administration and Program Development	Sales, Call Centers, Marketing and Website	Training	Rebates, Grants, and Other Direct Incentives	Rebate Processing, Inspections, and Other Quality Control	Performance Incentives	Evaluation and Related Research
(All numbers = 000's)								
Customer On-Site Renewable Energy (CORE)								
Customer On-Site Renewable Energy (CORE)	\$0							
Clean Power Choice	\$0							
RE Certificates/SREC Pilot	\$520	\$520						
DEP Ecological Baseline Study	\$0							
RMDI	\$0							
SUB-TOTAL Renewables	\$520	\$520	\$0	\$0	\$0	\$0	\$0	\$0
EDA PROGRAMS								
Clean Energy Technology Fund	\$3,000				\$3,000			
Edison Innovation R&D Fund	\$3,000				\$3,000			
RE Project Grants and Financing	\$4,463				\$4,463			
Renewable Energy Business Venture Financing/REED	\$3,200				\$3,200			
Offshore Wind	\$19,000				\$19,000			
SUB-TOTAL EDA Programs	\$32,663	\$0	\$0	\$0	\$32,663	\$0	\$0	\$0
TOTAL OCE Renewable Energy Programs	\$33,183	\$520	\$0	\$0	\$32,663	\$0	\$0	\$0

**Office of Clean Energy Managed
OCE Oversight Compliance Filing
Detailed Final 2008 Budget**

(All numbers = 000's)	2008
	Budgets
Administration and Overhead	
OCE Staff and Overhead	\$2,500
Program Coordinator	\$1,675
Special Studies	
<i>ACI Conference</i>	\$0
<i>Appliance Standards Rules</i>	\$50
Sub-Total: Special Studies	\$50
Memberships-Dues	
<i>Northeast Energy Efficiency Partnership Sponsorship</i>	\$250
<i>Clean Energy States Alliance</i>	\$80
<i>Consortium for Energy Efficiency</i>	\$120
<i>NASEO</i>	\$10
<i>NARUC</i>	\$5
Sub-Total: Memberships-Dues	\$465
Sub-Total: Administration and Overhead	\$4,690
Evaluation and Related Research	
<i>Rutgers-CEEEP</i>	\$350
<i>Renewable Energy Market Assessment</i>	\$565
<i>Impact Evaluation</i>	\$800
<i>Funding Reconciliation</i>	\$20
<i>O&M Scoping Study/Online Academy</i>	\$450
<i>Other Studies/Job Training Pilot</i>	\$400
<i>Update Market Potential Studies</i>	\$150
<i>Process Evaluation</i>	\$300
<i>Northeast Energy Efficiency Partnership Scoping Study</i>	\$250
Sub-Total: Evaluation and Related Research	\$3,285
Marketing and Communications	
<i>Business Outreach</i>	\$500
<i>Energy Savings Campaigns</i>	\$2,280
<i>Web Site</i>	\$560
<i>Annual report, collateral, marketing administration</i>	\$110
<i>Research</i>	\$225
<i>Outreach and Education/Community Partner Grants</i>	\$550
Sub-Total: Marketing and Communications	\$4,225
TOTAL: OCE Oversight	\$12,200