

RESIDENTIAL ENERGY EFFICIENCY PROGRAMS

Communication Toolkit

for Sustainability Organizations





PSE&G customers across New Jersey are invited to participate in residential energy efficiency programs. These initiatives help homeowners and renters save money and keep their homes safe, healthy, and comfortable.

Making homes more energy efficient is an important step toward achieving New Jersey's targets for reducing the emissions that contribute to climate change. Some community members may not know about PSE&G's energy efficiency programs, or may be hesitant to take advantage of them. Your organization can help inform these residents about available incentives.

This **PSE&G Residential Energy Efficiency Programs Communication Toolkit** was created to help you provide information to your community. The toolkit includes:

- **Newsletter Content:** Use this information for an article in a newsletter, an email message, or on your website.
- **Social Media Posts With Graphics:** Use these sample messages and graphics when communicating via Facebook, Twitter, or other social platforms.
- **Fact Sheet:** Share this information with your team and audience to help answer questions.
- **Flyers:** Print these and post them in high-traffic areas or on community information boards.
- **Website Banner:** Add this banner to the homepage of your website to provide a direct link to the programs.

We appreciate your help as we strive to inform communities about these valuable incentives. To download the PSE&G Residential Energy Efficiency Programs Communication Toolkit, visit pseg.com/SustainabilityOrg. For more information about PSE&G's residential energy efficiency programs, visit pseg.com/HomeEnergy.

Note: This organization is not affiliated with PSE&G and cannot make eligibility determinations. Certain conditions may apply; see pseg.com/HomeEnergy for program details.

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Newsletter Content

Copy and Paste → Use this information for an article in a newsletter, an email message, or on your website.

We are helping PSE&G inform customers like you about residential energy efficiency programs, which aim to lower carbon emissions and combat climate change. Use less energy and save more money by tapping into the rebates, discounts, and services provided by PSE&G.

You may be eligible for the PSE&G [Home Weatherization Program for Income-Qualified Customers](#), which provides a free energy efficiency assessment to identify energy-saving opportunities all around your home. Depending on your home's needs, you also may receive up to \$7,500 in energy efficiency, health, and safety upgrades at no cost to you. Visit pseg.com/HomeWeatherization or call 1-855-846-2895 to schedule an appointment.

If you are not eligible for the Home Weatherization Program, PSE&G has several other home energy assessment options that may suit you. Visit pseg.com/HomeAssessments to learn more.

PSE&G also offers several ways residential customers can save on select high-efficiency products and reduce energy costs:

- **Appliance Rebates:** Find deals on a variety of ENERGY STAR® certified appliances for your home, such as refrigerators, smart thermostats, and more.
- **Appliance Recycling:** Turn in your old, working appliances for environmentally friendly disposal with PSE&G. Pickup is free, and customers can receive rebates for each qualifying unit recycled.
- **Lighting Discounts:** Receive instant discounts on select ENERGY STAR certified LED light bulbs and fixtures at participating retailers.
- **HVAC Instant Rebates:** Save on qualifying ENERGY STAR certified heating and cooling equipment.

We hope you will take advantage of these PSE&G programs that can help you make smart energy choices and save money. For more information, visit pseg.com/HomeEnergy.




Note: This organization is not affiliated with PSE&G and cannot make eligibility determinations. Certain conditions may apply; see pseg.com/HomeEnergy for program details.

Social Media Posts With Graphics

Copy and Paste → Use these sample messages and graphics when communicating via Facebook, Twitter, or other social platforms.

Please note: These social media images are licensed for this purpose only. Please do not use them to create other materials.

Tag Us →  @PSEG and  @PSEGDelivers

Graphic	Message
	<p>You may qualify for a FREE energy efficiency assessment and up to \$7,500 in energy efficiency, health, and safety upgrades at no charge.</p> <p>#PSEGPoweringProgress</p> <p>https://homeenergy.pseg.com/homeweatherization?utm_campaign=pseg-res-hwiq&utm_source=sustainability-toolkit&utm_medium=broad-use&utm_content=2022</p>
	<p>To tackle #ClimateChange we need to combine global goals with local action. See if you qualify for a FREE energy efficiency assessment and up to \$7,500 in upgrades at no charge.</p> <p>#PSEGPoweringProgress</p> <p>https://homeenergy.pseg.com/homeweatherization?utm_campaign=pseg-res-hwiq&utm_source=sustainability-toolkit&utm_medium=broad-use&utm_content=2022</p>
	<p>#DYK you might be eligible for installation of up to \$7,500 in energy efficiency, health, and safety upgrades at no cost to you?</p> <p>#PSEGPoweringProgress</p> <p>https://homeenergy.pseg.com/homeweatherization?utm_campaign=pseg-res-hwiq&utm_source=sustainability-toolkit&utm_medium=broad-use&utm_content=2022</p>



Save money. Save energy. Save the planet. See if you qualify for a FREE energy efficiency assessment and up to \$7,500 in energy efficiency, health, and safety upgrades at no charge.

#PSEGPoweringProgress

https://homeenergy.pseg.com/homeweatherization?utm_campaign=pseg-res-hwiq&utm_source=sustainability-toolkit&utm_medium=broad-use&utm_content=2022



You may be eligible for up to \$7,500 in energy efficiency, health, and safety upgrades at no cost. Make the most of your energy use!

#PSEGPoweringProgress

https://homeenergy.pseg.com/homeweatherization?utm_campaign=pseg-res-hwiq&utm_source=sustainability-toolkit&utm_medium=broad-use&utm_content=2022



#EnergyEfficiency helps lower carbon emissions by reducing the amount of energy we consume, and is key to combating climate change.

PSE&G rebates, discounts, and services can help you use less energy and save money.

#PSEGPoweringProgress

https://homeenergy.pseg.com/?utm_campaign=pseg-res-homepage&utm_source=sustainability-toolkit&utm_medium=broad-use&utm_content=2022

Fact Sheet

Download → Share it with your team and community to help answer questions.

Residential Energy Efficiency Programs Fact Sheet

Rebates & Discounts
Save on select high-efficiency products and equipment for your home.

- Appliance Rebates**
Find deals on a variety of ENERGY STAR® certified appliances for your home.
www.pseg.com/SmartEnergy
- Lighting Discounts**
Receive instant discounts on select ENERGY STAR certified LED light bulbs and fixtures at participating retailers.
www.pseg.com/SmartEnergy
- Appliance Recycling**
PSEG will haul away your old, working appliances for an environmentally friendly disposal. Pickup is free, and customers can receive rebates for each qualifying unit recycled.
www.pseg.com/SmartEnergy
- HVAC Instant Rebates**
Save on qualifying ENERGY STAR certified heating and cooling equipment.
www.pseg.com/SmartEnergy

Home Energy Assessments
Get expert advice to identify energy-saving opportunities for your home.

- Home Weatherization Program for Income-Qualified Customers**
Get a free audit for a free home energy assessment—and up to \$2,000 in energy efficiency, health, and safety upgrades at no cost.
www.pseg.com/SmartEnergy
- Quick Home Energy Check-up**
Get free expert advice on improving your home's energy efficiency. You also can have energy-saving products installed at no to low cost.
www.pseg.com/SmartEnergy
- Home Performance with ENERGY STAR**
Take a whole-house approach to energy efficiency—and reduce your costs by up to 25%.
www.pseg.com/SmartEnergy
- Energy Check for Multi-Family Homes**
If you manage or own a multi-family property, let us PSEG's service team help you cut down on your residents' energy costs.
www.pseg.com/SmartEnergy

Questions? Visit [pseg.com/FAQs](https://www.pseg.com/FAQs) or call 1-855-946-3895.

Not all rebates are available in all areas. See www.pseg.com/SmartEnergy for program details.
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Flyers

Download and Print → Post them in high-traffic areas or on community information boards.

REBATES & DISCOUNTS

Appliance Rebates



Appliance Rebates

Save on ENERGY STAR® certified appliances for your home. Learn more at pseg.com/Rebates.

Rebates and Discounts When You Purchase From a Retail Partner

- Air Purifiers** Get up to \$100 off on ENERGY STAR certified models. Room air purifiers are a proven way to improve your indoor air quality significantly.
- Refrigerators** Get up to \$100 off on ENERGY STAR certified models. In addition to being energy efficient, they also help reduce your energy costs and they cost less to operate than older models.
- Washers and Dryers** Get up to \$100 off on ENERGY STAR certified models. Washers and dryers are a proven way to save money and enjoy comfortable indoor temperatures all year long.
- Smart Thermostats** Get up to \$100 off on ENERGY STAR certified models. Smart thermostats can help you save money and enjoy comfortable indoor temperatures all year long.
- Water Heaters** Get up to \$100 off on ENERGY STAR certified models. Water heaters are a proven way to save money and enjoy comfortable indoor temperatures all year long.

Check Your Eligibility

- A \$100 rebate for each refrigerator or freezer—plus an additional \$50 rebate for each room air conditioner or dehumidifier picked up at the same time.
- Free pickup and haul away.
- Environmentally responsible recycling and disposal.

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

Appliance Recycling



Appliance Recycling

Let PSEG haul away your old, working appliances for recycling. PSEG offers free pickup, environmentally friendly disposal—and rebates.

If you have an old refrigerator, freezer, room air conditioner, or dehumidifier, recycling it can help you reduce your energy costs. PSEG will pick up and haul away up to two refrigerators or freezers, up to two room air conditioners, and up to two dehumidifiers per household during the same appointment.

Benefits of Recycling

- A \$100 rebate for each refrigerator or freezer—plus an additional \$50 rebate for each room air conditioner or dehumidifier picked up at the same time.
- Free pickup and haul away.
- Environmentally responsible recycling and disposal.

Check Your Eligibility

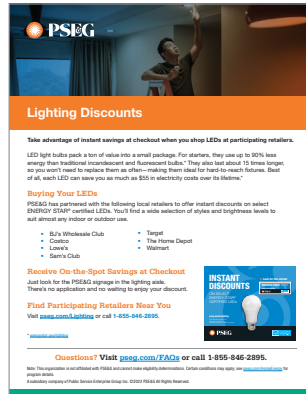
- To participate, you must be a current PSEG customer receiving residential electric service. Your refrigerator or freezer must be 10 to 50 cubic feet and in working order. Please note that Sub-Zero brand appliances are not eligible for this program. You must be the owner of the appliance you want to recycle, and the appliances must be located at your PSEG billing address.

Schedule Your Free Pickup

Visit pseg.com/Recycling or call 1-855-846-2895 to schedule your pickup.

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

Lighting Discounts



Lighting Discounts

Take advantage of instant savings at checkout when you shop LEDs at participating retailers.

LED light bulbs pack a ton of value into a small package. For starters, they use up to 90% less energy than traditional incandescent and fluorescent bulbs. They also last about 10 times longer, so you won't need to replace them as often—making them ideal for hard-to-reach fixtures. Best of all, each LED can save you as much as \$50 in electricity costs over its lifetime.

Buying Your LEDs

PSEG has partnered with the following local retailers to offer instant discounts on select ENERGY STAR® certified LEDs. You'll find a wide selection of styles and brightness levels to suit almost any indoor or outdoor use.

- K&N Whitehouse Club
- Cabela's
- Lowe's
- Bunn's Club
- Target
- The Home Depot
- Walmart

Receive On-the-Spot Savings at Checkout

Just look for the PSEG signage in the lighting aisle.

Find Participating Retailers Near You

Visit pseg.com/LEDs or call 1-855-846-2895.

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

HVAC Instant Rebates



HVAC Instant Rebate Program

Save energy at home by making the switch to high-efficiency heating and cooling equipment. Enjoy instant rebates and long-term savings.

Heating and cooling can account for nearly half the energy you use at home. If your heating, ventilation, and air conditioning (HVAC) equipment is more than 10 years old, replacing it with an ENERGY STAR® certified model could reduce your annual energy costs by 15% to 30%.

Residential HVAC Instant Rebate Program

Save up to \$100 on dozens of products when you work with a PSEG participating contractor.

Get Help Paying for Upgrades

You may be eligible for up to \$15,000 in no-interest, no-fee repayment to help defer the cost of your energy efficiency upgrades.

How You Can Participate

To get started, contact a [PSEG participating contractor](http://pseg.com/participating-contractors), who can help guide you through the process, install your equipment, and provide you with an instant rebate once the installation of your new high-efficiency unit(s) is complete.

Find a Participating Contractor

Visit pseg.com/contractors to find a participating contractor near you who will help identify which solution is right for your home.

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

HOME ENERGY ASSESSMENTS

Home Weatherization Program for Income-Qualified Customers



Home Weatherization Program for Income-Qualified Customers

See if you qualify for a free energy efficiency assessment—and up to \$1500 in energy efficiency, health, and safety upgrades at no charge.

You may be eligible to receive a free energy efficiency assessment to identify energy-saving opportunities at your home. Depending on your home's needs, you also may be eligible for up to \$1500 in energy efficiency, health, and safety improvements at no cost to you.

How To Apply

Visit pseg.com/Weatherization or call 1-855-846-2895 between 8 a.m. and 8 p.m. Monday through Friday to schedule an appointment.

Energy Efficiency Programs To Help Save You Energy and Money

If you are not eligible for the Home Weatherization Program, PSEG has several other home energy assessment options that may help you. Visit pseg.com/Weatherization to learn more. PSEG also offers several ways residential customers can save on select high-efficiency products and reduce energy costs.

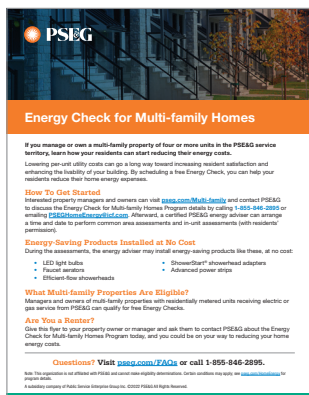
- Rebate & Incentive** Find deals on a variety of ENERGY STAR® certified appliances for your home, such as refrigerators, smart thermostats, and more.
- Utility Incentives** Receive instant discounts on select ENERGY STAR® certified LED light bulbs and fixtures at participating retailers.
- Utility Incentives** Save on qualifying ENERGY STAR® certified heating and cooling equipment.

Are You a Renters?

Use this flyer for your property owner or manager and ask them to contact PSEG about the Energy Check for Multi-Family Homes Program today, and you could be on our way to reducing your home's energy costs.

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

Energy Check for Multi-family Homes



Energy Check for Multi-family Homes

If you manage or own a multi-family property of four or more units in the PSEG service territory, learn how your residents can start reducing their energy costs.

Lowering per-unit utility costs can go a long way toward increasing resident satisfaction and enhancing the livability of your building. By scheduling a free Energy Check, you can help your residents reduce their home energy expenses.

How To Get Started

Interested property managers and owners can visit pseg.com/Multi-family and contact PSEG to discuss the Energy Check for Multi-Family Homes Program details by calling 1-855-846-2895 or emailing EnergyCheck@pseg.com. Afterward, a certified PSEG energy advisor can arrange a time and date to perform on-site assessments and in-situ assessments (both residential).

Energy-Saving Products Available at No Cost

During the assessments, the energy advisor may install energy-saving products like these, at no cost:

- LED light bulbs
- Smart meters
- Smart thermostats
- Smart power strips
- Smart water heaters
- Smart water faucets

When Multi-family Properties Are Eligible?

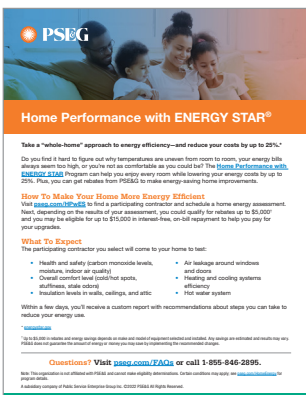
Managers and owners of multi-family properties with residentially metered units receiving electric or gas service from PSEG are eligible to qualify for free Energy Checks.

Are You a Renters?

Use this flyer for your property owner or manager and ask them to contact PSEG about the Energy Check for Multi-Family Homes Program today, and you could be on our way to reducing your home's energy costs.

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

Home Performance with ENERGY STAR®



Home Performance with ENERGY STAR®

Take a "whole-home" approach to energy efficiency—and reduce your costs by up to 20%.

Do you like it hard to figure out why temperatures are uneven from room to room, your energy bills always seem too high, or you're not as comfortable as you could be? The [Home Performance with ENERGY STAR®](http://pseg.com/Performance) Program can help you enjoy every room while lowering your energy costs by up to 20%. Plus, you can get rebates from PSEG to make energy-saving home improvements.

How To Make Your Home More Energy Efficient

Visit pseg.com/Performance to find a participating contractor and schedule a home energy assessment. Next, depending on the results of your assessment, you could qualify for rebates up to \$1,000 and you may be eligible for up to \$15,000 in interest-free, no-fee repayment to help you pay for your upgrades.

What To Expect

The participating contractor you select will come to your home to test:

- Health and safety (carbon monoxide levels, radon, indoor air quality)
- Air leakage around windows and doors
- Heating and cooling system efficiency
- Insulation levels
- Water heater gas insulation
- Advanced power strips


Within a few days after your home assessment, you'll also receive a customized report with recommendations you can take to reduce your energy use.

Learn More and Schedule a Free Appointment

Visit pseg.com/Performance or call 1-855-846-2895 to schedule your Quick Home Energy Check-up today.

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

Quick Home Energy Check-up



Quick Home Energy Check-up

Get the most advice on improving your home's energy efficiency—and have energy-saving products installed at no or low cost. A free Quick Home Energy Check-up is an easy way to pinpoint all the ways your home can save more energy—and money. And it only takes about an hour.

How It Works

When you schedule an appointment, a Building Performance Institute (BPI) certified professional will perform an in-home assessment. You'll discover where your home might be wasting energy, and get tips on how you can save money. Then PSEG will provide you with a list of energy-saving products as needed, at no cost, such as:

- LED light bulbs
- Smart meters
- Smart thermostats
- Smart power strips
- Smart water heaters
- Smart water faucets

Within a few days after your home assessment, you'll also receive a customized report with recommendations you can take to reduce your energy use.

Learn More and Schedule a Free Appointment

Visit pseg.com/Performance or call 1-855-846-2895 to schedule your Quick Home Energy Check-up today.

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

Website Banner

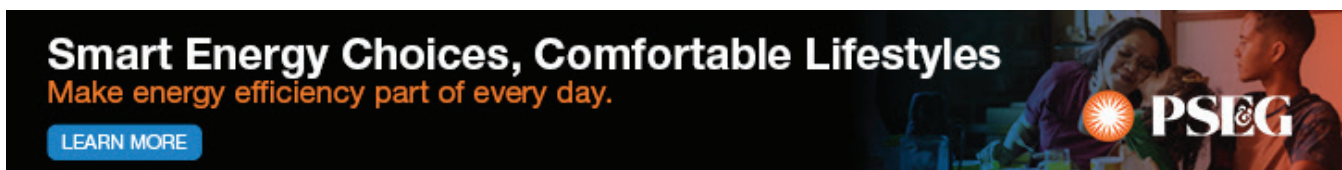
Download → Add one to your website to provide a direct link to the energy efficiency programs at pseg.com/HomeEnergy.



Skyscraper: 160x600 px



Medium: 300x250 px



Leaderboard: 728x90 px