



## The Township of Ewing

Bert H. Steinmann, Mayor

James P. McManimon, Business Administrator

March 31, 2015

Dear Ewing Business Owner:

Thank you for being a member of the Ewing Community!

As a small business owner in Ewing we wanted to reach out to you to let you know about an exciting new opportunity to save some money while helping save your local environment.

The New Jersey Board of Public Utilities (BPU) Office of Clean Energy's "Direct Install" program (DI) offers significant financial incentives to business owners to upgrade their heating, cooling, lighting and refrigeration equipment.

Replacing older, inefficient equipment with more efficient alternatives throughout your building is one of the most effective ways to control your operating costs for the long term. Upgrades to lighting, heating and cooling and other systems can make a dramatic difference in your utility bills.

DI allows you to make energy-efficient upgrades with less than a third of the cost by paying for up to 70% of the total installed cost. And, as a business owner in the program you'll pay 30% of the project's cost, but reap 100% of the benefit in energy savings.

The process couldn't be easier. DI offers a turnkey approach with a network of participating contractors who follow a seamless process. Your assigned contractor will perform a free energy assessment at no obligation of your facility, identify cost-effective energy efficiency measures eligible for incentives and complete the installation if you decide this is something you want to pursue.

Ewing Township, in coordination with the Town's Green Team, has been focused on improving the energy efficiency of our municipal facilities. The newly installed white roof, high efficiency parking lot LED lighting and high efficiency boilers are all designed to save money to the benefit of township residents. But, we want to ensure that our business owners also have an opportunity to save!

We are including some information on the program with this letter but I urge you to contact Sandra Torres of Tri-State Light and Energy at 610.789.1900, the BPU approved Mercer County contractor for more specifics on the program today!

Cordially Yours,

A handwritten signature in black ink, appearing to read "Bert H. Steinmann", with a long horizontal flourish extending to the right.

Bert H. Steinmann  
Mayor