

Direct Install – Upload 3

Below is an article written by Fairlie Firari of New Jersey Clean Energy Program. The student members of the Youth Leadership Council learned about the program from Kevin Rivera, a representative of New Jersey's Direct Install. They then walked around to local businesses to explain the program and savings incentives:

This past spring The Mayors Youth Leadership Council of Woodbridge Township New Jersey met in front of Knot Just Bagels for a Green Ambassadors walk down Main Street. The Council was started about 3



years ago to give high school students in Woodbridge Township an opportunity to volunteer in the community and get involved in Township events. They meet once a month during the school year and participate in activities such as park clean ups, making cards for soldiers, Avenel Day, local fundraisers, and YMCA parties. Currently there are about 50-75 active members who come out and participate in the meetings and volunteer at the events.

Initially the students were a bit shy about talking to the owners but quickly learned from Kevin Rivera, a representative of New Jersey's Direct Install Program, about the energy saving incentives offered to the local businesses by *New Jersey's Clean Energy Program*. They enjoyed



getting out into the community, meeting the local owners and explaining to them how they can access funding to make their businesses greener, more energy efficient and save money. They became very proficient at speaking about Direct Install and Benchmarking and encouraged people in every business they entered to go to the NJCleanEnergy.com web site for information. The Youth Leadership Council members became great champions, handed out brochures, CFLs, and promised to go home and read more about the programs.

Kelly Reidy, who works for Mayor McCormac and organized the event, commented, "The students were very excited to act as Green Ambassadors and learn about the energy saving initiatives for the local businesses." Khayyam Saleem shared that this experience for him, "helped build his confidence!"

This is just the first of what the NJCEP hopes will be many of such activities where bright and interested youth get involved with their communities and learn the value of leadership, going green and energy efficiency. If you are interested in obtaining information or materials for a similar type of event, email Fairlie Firari at ffirari@trcsolutions.com.

Student's names
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