



NJPACE

NewJerseyPACE.org
A NJ 501c3 Nonprofit

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”Every building made efficient & powered by renewable energy”

Updated: Friday, August 15, 2014

Dear Colleague:

I’m writing to tell you that PACE financing for clean energy is ramping up in NJ, and to ask for your support as the **New Jersey PACE** team builds momentum.

New Jersey used to be a clean energy leader. Just a few years ago, we were #2 in solar installations—right after sunny California! Since then, we’ve dropped to #5, after Arizona, North Carolina, and Massachusetts. But with PACE, even without government subsidies, we could surpass them again.

As you probably know, Property Assessed Clean Energy (PACE) financing helps build local economies, create jobs, and reduce our carbon footprint. Over 30 states have passed PACE legislation—and now it’s time for NJ to join them as a clean energy leader once again.

If it’s a new term for you, here’s how it works. NJPACE enables commercial, industrial and institutional property owners to make energy efficiency and renewable energy upgrades to their properties by providing 100% off-balance-sheet financing that’s transferable upon sale.

A few facts about us and PACE:

- [New Jersey PACE \(NJPACE\)](#) is a 501(c)(3) non-profit organization. Our role is to act as a state-wide program administrator for municipalities ***at no cost to taxpayers.***
- According to a [recent Rockefeller Foundation study](#), nearly \$280 billion could be invested as part of PACE in the U.S. over the next ten years, This would result in more than \$1 trillion in energy savings, 3 million new jobs, and 600 million fewer tons of carbon pollution each year.
- PACE removes barriers that previously discouraged property owners from making energy improvements to their buildings. Other programs, such as subsidies and grants, still can require upfront cash or incur traditional debt, but PACE attaches payments to the property instead of the owner. The PACE loan is based on the value of the real estate and the cash flow of the project rather than the credit of the property owner.
- With PACE, owners retain benefits including Solar Renewable Energy Certificates (SRECs), tradable units that are sold separately from electricity, solar Investment Tax

Credits (ITC), and accelerated depreciation (MACRS). The SREC represents the amount of electricity produced using solar. New Jersey has the largest SREC market in the country, with NJ SRECs selling for over \$150. The ITC is worth 30% until 2016, when federal legislation expires, and is expected to be less generous going forward. MACRS allows the owner to accelerate depreciation over 5 years versus the lifetime of the improvement.

Here's how you can help:

- Support our our crowdfunding campaign (now through Sept. 17)
- Follow us: @NewJerseyPace and Facebook
- Visit NewJerseyPACE.org and subscribe to our newsletter
- Share our posts and tweets

Please reach out to me with any questions. I'd be happy to tell you more about what we're doing. With your help and support, we're hoping to become a success story to share.

My best regards,



Jonathan Cloud

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Jonathan Cloud

New Jersey PACE

Center for Regenerative Community Solutions, a NJ 501c3 Nonprofit

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