

## Commercial & Industrial Programs



New Jersey's Clean Energy Program™ (NJCEP) offers financial incentives to create a more efficient New Jersey and gives your business a competitive advantage! By upgrading your facilities with energy-efficient equipment or incorporating energy-efficient technology into your new building projects, you can modernize your facilities and receive big dividends on efficiency investments. Programs with an "\*" offer potential enhanced incentives to buildings located in **Urban Enterprise Zones, Opportunity Zones**, owned or operated by a local government, K-12 public school, or designated as affordable housing.

### Programs for Existing Buildings

#### Benchmarking

Benchmarking is a free service that provides a performance assessment and valuable information on how to get your project started. This program is offered to all non-residential utility customers. Visit [NJCleanEnergy.com/BENCHMARKING](http://NJCleanEnergy.com/BENCHMARKING) for more details.

#### Local Government Energy Audit

Available only to municipalities, local government agencies, state contracting agencies, public agencies, state colleges and universities, and select non-profit agencies, this program offers an analysis of your buildings at no cost. You'll receive a detailed energy audit report with a list of cost-justified energy efficiency measures tailored to improve your buildings' performance. Visit [NJCleanEnergy.com/LGEA](http://NJCleanEnergy.com/LGEA) for more details.

#### Direct Install\*

Created for small and medium-sized facilities, this program provides incentives to replace outdated operational equipment with energy-efficient alternatives. Visit [NJCleanEnergy.com/DI](http://NJCleanEnergy.com/DI) for more details.

#### Large Energy Users Program

Meant for the state's largest commercial and industrial facilities, this program promotes self-investment in energy efficiency and combined heat and power projects, with incentives up to \$4 million available for eligible projects. Visit [NJCleanEnergy.com/LEUP](http://NJCleanEnergy.com/LEUP) for more details.

### Programs for Existing Buildings and New Construction

#### SmartStart Buildings\*

Financial incentives are available for upgrading individual heating and cooling systems; water heating; lighting and controls; refrigeration and freezer ECM motors; variable frequency drives and more. Custom projects are reviewed on a case-by-case basis. Visit [NJCleanEnergy.com/SSB](http://NJCleanEnergy.com/SSB) for more details.

#### Pay for Performance\*

Designed for larger buildings, this program offers a comprehensive, whole-building approach with incentives that are directly linked to energy savings. Program partners provide technical services, Energy Reduction Plans, financial plans for project funding and construction schedules for implementation. Visit [NJCleanEnergy.com/P4P](http://NJCleanEnergy.com/P4P) for more details.

#### Combined Heat and Power - Fuel Cells

This program provides incentives for projects that enhance energy efficiency through on-site power generation, reducing existing and future demands on the power grid. Visit [NJCleanEnergy.com/CHP](http://NJCleanEnergy.com/CHP) for more details.

*See the reverse side to learn more about which program is right for your business.*

*For more information on all of the NJCEP offerings and to access program applications, visit [NJCleanEnergy.com/CI](http://NJCleanEnergy.com/CI) or contact us at 866-657-6278.*

*New Jersey's Clean Energy Program is brought to you by the New Jersey Board of Public Utilities.*



# New Jersey's Clean Energy Program

## Which program is best for your business?

Are you building a new facility?

**YES,**  
this is a new  
construction  
project.

No,  
but we're  
looking to update  
our current  
facilities.

Are you interested in integrating multiple energy-efficient options into your project design to achieve both electric and gas cost savings?

**SmartStart  
Buildings**

Are you looking to renovate, remodel or replace equipment to help improve your facility's energy efficiency?

Do you want to take a whole-building approach, constructing a large facility that uses 15% less energy than code requirements?

**Pay for  
Performance**

Do you have a large building and want to decrease your overall energy use by at least 15%?

Do facilities like the one you're planning produce an excess of waste heat that could be used for on-site power generation?

**CHP -  
Fuel Cells**

Does your facility produce an excess of waste heat that could be used for on-site power generation?

**Benchmarking**

Do you want to know how your building's energy use compares to similar buildings?

For more information and to access program application materials:

**Local  
Government  
Energy Audit**

Do you want an energy audit of your municipal or non-profit building?

NJCleanEnergy.com/CI or  
call 866-657-6278.

**Direct  
Install**

Are you interested in making high-efficiency upgrades to your existing small to mid-sized facilities?



**Large  
Energy Users  
Program**

Does the average annual peak demand of all of your facilities meet or exceed 400kW and/or 4,000DTh and you've contributed a minimum of \$200,000 into the NJCEP Fund in the last fiscal year?