

New Jersey: A Clean Energy Leader

- ▶ Awarded financial incentives for 1,405 commercial and industrial energy efficiency projects in 2008, resulting in an annual energy savings of 99,663 MWh and 63,354 Dekatherms.
- ▶ Is directly responsible for reductions in carbon emissions in 2008 which are equivalent to taking more than 68,000 cars off the road for an entire year.
- ▶ Created two new program initiatives in 2009 – Pay for Performance & Direct Install – to help New Jersey businesses of all sizes take full advantage of program incentives and the long-term savings provided by improved energy efficiency.

New Jersey's Clean Energy Program works in close coordination with other resources in the state to help businesses invest in Clean Energy.

Economic Development Authority (EDA) Programs

The EDA has several new programs to help commercial, industrial and institutional entities involved in developing clean technologies or going "green" in New Jersey. The Clean Energy Manufacturing Fund is designed to provide assistance for manufacturing of energy efficiency and renewable energy technologies. The Clean Energy Solutions Capital Investment Program offers up to \$5 million in interest-free loans and grants.

For more information, visit www.njeda.com or call 866-534-7789.

Business Energy Ombudsperson

The Office of the Business Energy Ombudsperson is a legislatively-mandated office within the New Jersey Board of Public Utilities. Its mission is to assist the state's commercial and industrial energy users in managing their energy costs through a strategic approach to efficiency, renewable technologies and supply purchasing.

For more information, visit nj.gov/bpu/commercial or call 973-648-3908.

**Want to learn more?
Visit www.NJCleanEnergy.com/ssb.**

New Jersey's Clean Energy Program

Join the thousands of New Jersey businesses and residents who have taken advantage of the programs, services, and incentives offered by *New Jersey's Clean Energy Program* that save energy and money, and reduce greenhouse gases. Now, more than ever, it makes good business sense to adopt energy-efficient practices, install energy-efficient equipment, and support and install renewable energy systems. Not only will your energy improvements contribute to the economy and environment of New Jersey, you'll also realize bottom line savings for your business.

Investing in *New Jersey's Clean Energy Program* gives municipalities the opportunity to help reduce energy usage and lower greenhouse gas emissions and is an important part of the Energy Master Plan to reduce overall energy use 20% by 2020.

For additional information and energy saving tips and ideas, log on to NJCleanEnergy.com/ssb or call **1-866-NJSMART**



New Jersey Board of Public Utilities

New Jersey's Clean Energy Program is a statewide program administered by the New Jersey Board of Public Utilities that promotes energy efficiency and renewable energy for all New Jersey ratepayers, including residences, businesses, schools, and municipalities.

For more information on incentives for clean energy and energy-efficient technologies for your home or business, please visit: www.NJCleanEnergy.com or call **1-866-NJSMART**.

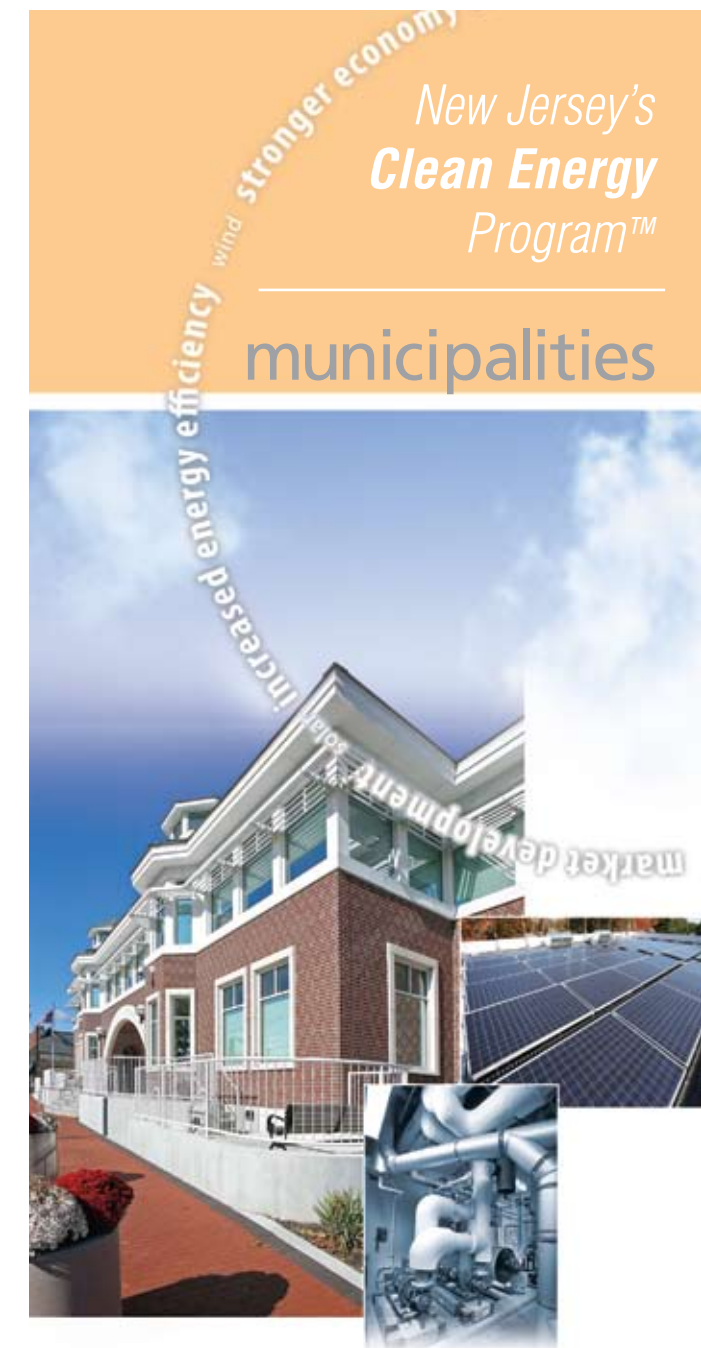
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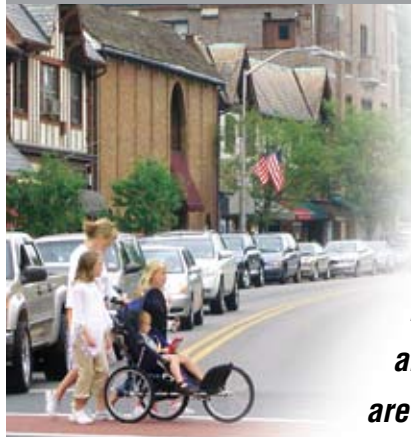


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Thousands of New Jersey municipalities, businesses, and homeowners are saving money, saving energy, and preserving our climate and shoreline with help from New Jersey's Clean Energy Program.

NJCEP offers municipal, commercial, and industrial customers financial incentives, technical assistance, and design support to integrate energy efficiency and renewable energy technologies into their communities and businesses.

What's more, municipalities can have a huge impact toward New Jersey reaching its goal of 20% by 2020 – reducing greenhouse gases by 20%; 20% reduction in energy use by 2020, and 30% use of renewable energy by 2020.

Take advantage of all the NJCEP has to offer and get involved in climate change solutions. It's easier than you might think to reduce energy use in your community. Start today.

NJ SmartStart Buildings Program®

Save with **New Jersey SmartStart Buildings.**

If your municipality is looking to construct, expand, renovate, or remodel a facility or public school or replace electric or gas equipment, you can qualify for incentives that will offset a significant portion of the added cost to purchase energy-efficient equipment for heating and cooling, water heating, lighting, motors, variable speed drives and more. Design assistance is available for larger projects, and smaller projects may qualify for technical assistance such as analysis of energy-efficient options and basic design help.

Local Government Energy Audit

Receive up to 100% of the cost of an investment grade audit. Municipal and local government owned facilities including offices, courtrooms, town halls, police and fire stations, sanitation buildings, transportation structures, schools and community centers are eligible. Participants select from a list of pre-qualified firms, receive a comprehensive energy audit and are reimbursed based upon participation level.

TEACH

Teach **Energy Awareness with Children's Help (TEACH)** includes a building evaluation of district-wide energy use and cost benchmarking as well as an education component that equips teachers with a wide range of lessons and energy monitoring instruments.

Pay for Performance

Target a whole-building approach to energy efficiency for maximum incentives and savings. Existing commercial, industrial, institutional and multi-family buildings with an average annual peak demand over 200 kW are eligible to participate in **Pay for Performance.** The program starts with an Energy Reduction Plan developed by an Energy Expert selected from our network of Partners and now includes Combined Heat and Power (CHP) projects for additional program incentives.

Direct Install

Cut your energy usage dramatically and pay only 20% of the project's cost. Smaller buildings with peak demand under 200 kW are eligible to participate with a convenient and simple path to energy efficiency. A participating contractor will identify the recommended measures and perform the installation. And the program pays 80% of the cost.

Cool Cities Program

Plant more trees. By participating in the **Cool Cities Program**, your municipality can receive rebates for planting trees on public streets which will reduce solar heating effects on buildings and thus reduce air conditioning costs. This program is managed by the New Jersey Department of Environmental Protection. More information is available at nj.gov/dep.

Renewable Energy Incentive Program

Harness the power of renewable energy with financial incentives to reduce the up-front installation costs for solar, small wind and sustainable biomass residential and commercial systems.

Renewable Energy Certificate Program

Invest in Renewable Energy. Individuals and businesses can buy and sell New Jersey **Renewable Energy Certificates (RECs)**, effectively investing in clean, renewable energy systems.

Community Partner Initiative

Become a community partner. Work with the NJCEP to help educate New Jersey residents and businesses about the opportunities available through New Jersey's Clean Energy Program.

- ▶ Discover how to save money on your electric and gas bills by purchasing energy supplies through a third party.
- ▶ Enhance the recognition of your community through the use of clean, renewable energy. Outstanding projects can be nominated for a Clean Energy Leadership Award.
- ▶ See what other municipalities, schools, and businesses have done to be more energy-efficient. Read their Success Stories at www.NJCleanEnergy.com.
- ▶ Attend the annual New Jersey Clean Energy Conference & Leadership Awards. Learn what others have already done throughout the state.