



New Jersey's Clean Energy Program

New Methods for Communicating With
Businesses in New Jersey.

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NJCEP BACKGROUND



- Administered by the New Jersey Board of Public Utilities
- Funded from “Societal Benefits Charge” on utility bill
- Program Goals:
 - Save energy and lower operating cost
 - Protect environment and lower emissions
 - Expand the business mindset

PROGRAM PORTFOLIO



ELIGIBLE SECTORS

Commercial, Industrial, Government, Non-Profit, Institutional and Multifamily

PROGRAMS

Equipment Rebates:

- Retrofit – Existing Buildings
- New Construction
- Direct Install – Small Business
- Large Energy Users

Whole Buildings:

- Pay for Performance Existing Buildings
- Pay for Performance New Construction

Energy Generation:

- Combined Heat and Power (CHP) and Fuel Cells

Audits:

- Local Government Energy Audits
- Benchmarking

PROGRAM PORTFOLIO



ELIGIBLE SECTORS

Where does my business fit?
What is my industry doing about energy efficiency?

PROGRAMS

How do your programs and energy efficiency fit into my list of important business decisions?

How do I know which programs are best for my business?

HOW DO I BENEFIT?

WEBSITE EXPERIENCE



ORIGINAL C&I SITE

The screenshot displays the original New Jersey Clean Energy website interface. At the top, there is a navigation bar with links for Home, Us, News, About, and a search box. Below this is a main content area with a search bar and a list of articles. The left sidebar contains a navigation menu with categories such as 'Home', 'Commercial, Industrial, and Institutional', and 'Renewable Energy'. The main content area features several sections: 'New Jersey SmartStart Buildings', 'Pay For Performance', 'Direct Install', 'Free Energy Benchmarking', 'LEED (Leadership in Energy and Environmental Design)', and 'Energy Audit'. The right sidebar includes promotional banners for 'Spring into Savings', '\$50 Rebate', 'Program Librarian', and 'Follow Us' on social media.

WEBSITE EXPERIENCE



Experienced Enter Through The Exit



New or Uncertain Need Some Insight



WEBSITE EXPERIENCE



IT HAS IMPROVED

The screenshot displays the New Jersey Clean Energy Program website. At the top, there is a navigation bar with links for Home, About Us, Contact Us, and a search bar. Below the navigation bar, the main content area is divided into several sections:

- COMMERCIAL, INDUSTRIAL AND LOCAL GOVERNMENT:** This section features a large image of people in a meeting, with sub-sections for "Energy Use and Savings in Your Industry" and "Programs Available".
- Program Updates:** A list of recent updates, including "Funding of Change to Program" and "Funding for Energy Efficiency".
- Program Overview:** A section with a green arrow icon, likely providing a summary of the program's goals and offerings.
- Business Stories:** A section featuring a green leaf icon, highlighting success stories from businesses.
- Local Govt and Schools:** A section with a green house icon, focusing on energy efficiency for local governments and schools.
- Follow Us:** Social media icons for Facebook and Twitter.

The left sidebar contains a comprehensive menu of program categories, such as "ENERGY SAVING PROGRAMS", "ENERGY RETAILING", and "ENERGY EFFICIENCY". The overall design is clean and professional, with a clear focus on providing information about energy-saving opportunities.

ANOTHER PERSPECTIVE



BUSINESS ENERGY ADVISOR

The screenshot shows the website for the New Jersey Clean Energy Program, specifically the Commercial, Industrial and Local Government section. The page features a navigation menu with categories like HOME, RESIDENTIAL, COMMERCIAL, INDUSTRIAL AND LOCAL GOVERNMENT (highlighted), and RENEWABLE ENERGY. The main content area is titled 'Commercial Industrial and Local Government Programs' and includes a photo of a team of professionals. Below the photo are two call-to-action buttons: 'Energy Use and Savings in Your Industry' and 'Programs Available'. The page also features a 'Program Updates' section with a list of recent updates, a 'Program Literature' section with a download link for applications and brochures, a 'Success Stories' section featuring Roxbury Township Public Schools, a 'Local Govt and Schools' section with a link to find financial incentives, a 'Subscribe to eNewsletter' section, and a 'Follow Us' section with social media icons for Facebook and Twitter. A 'BENCHMARKING' section is also visible, describing a free service for performance assessment. At the bottom, there is a 'LOCAL GOVERNMENT ENERGY AUDIT' section with a link to select from a list of pre-qualified firms.



Thank you for your time

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FOR MORE INFORMATION

Visit NJCleanEnergy.com

Call (866) NJSMART