Jersey Central Power & Light
A FirstEnergy Company



Custom Advantage Program

Flexible Incentives for Complex Energy Efficiency Projects:

The Custom Advantage Program supports non-standard energy efficiency projects that require site-specific engineering and savings calculations. With two incentive pathways based on projected annual energy savings, customers can pursue customized solutions tailored to their facility's unique needs.

Your Participation Pays!

- **Lower Costs**
- **Increase Productivity**
- **Improve Safety**
- **Enhance Reputation**

Standard Pathway

- **25,000–200,000 kWh** annual savings
- Lighting: Up to **$0.16/kWh**
- HVAC: Up to **$0.30/kWh**[1]
- Other Electric: Up to **$0.30/kWh**[2]
- Integrated HVAC Controls: Up to **$0.30/kWh**
- Natural Gas: Up to **$3.75/therm**[3]

Enhanced Pathway

- **200,000+ kWh** annual savings
- Lighting: Up to **$0.50/kWh**
- HVAC: Up to **$2.50/kWh**[1]
- Other Electric: Up to **$1.00/kWh**[2]
- Integrated HVAC Controls: Up to **$2.00/kWh***
- Natural Gas: Up to **$20.00/therm**[3]

[1]HVAC includes heating/cooling equipment covered under ASHRAE 90.1-2019 Tables 6.8.1-1–17 (excluding 6.8.1-11); exceptions may apply
[2]Other electric applies to all other electric efficiency measures, including HVAC controls and fan/pump improvements
[3]Not to exceed incentive rate offered by the gas utility
**Limited-time incentive until funds are fully committed*

General Requirements

- **Custom Advantage Eligibility:** Custom Advantage incentives apply only to measures that do not qualify for a Prescriptive incentive.
- **Multi-Measure Exception:** Projects that include both Prescriptive and Custom measures may submit all measures under a single Custom Advantage application.
- **Pre-Approval Required:** Customers must submit a complete application and pass a pre-inspection before installing equipment.

FOR MORE INFORMATION
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Upgrade Now, Pay Later!

Apply now for **0% interest** on qualified improvements for 3- or 5-year terms.

What's Your Next Project?

Agriculture

Dehumidification
Heat Recovery
Ventilation Fans

Appliances

ENERGY STAR® Appliances

Building Envelope

Air Curtain
Air-Sealing/Weather-Stripping
Cool Roof
Wall and Roof Insulation
Window Film
Windows and Skylights

Compressed Air

Air Compressor Controls
Air Flow Controller
Eliminate Leaks
Heat Recovery
Low Pressure Drop Filter
No Air Loss Water Drain
System Optimization
Variable Displacement

Data Centers

Air Flow Management
Core Switches and Routers
EC Plug Fans
Heat Reclaim
Hot Aisle/Cold Aisle
IT Power Supply Units
Server Power Management
Server Virtualization
Storage Consolidation
Transformers
Uninterruptible Power Supplies

Domestic Hot Water

Domestic Hot Water Controls
Heat Pump Water Heater
Heat Recovery
Low Flow Fixtures
Pipe Insulation

Misc. Loads

Battery Chargers
Computer Management Software
Industrial Equipment Controls/ Replacement
Injection Molding Equipment
Kitchen Equipment
Plug Load Controls
Process Improvements

Motors

EC Motors
Elevator Modernization
Industrial Process
Pool Pumps
Variable Speed Drives

Refrigeration Systems

Refrigerators & Freezers
High Efficiency Compressors
Industrial Refrigeration
Refrigerated Area Insulation
Refrigerated Cases and Racks
Walk-in Cooler and Freezers

Refrigeration Controls

Evaporator Fan Control
Floating Head Pressure Control
Optimization (defrost cycle, condensing unit capacity)
Variable Speed Controls

Lighting

Daylighting and Occupancy Lighting Controls
LED Lighting Fixtures
Networking Lighting Control Systems
Luminaire Level Lighting Controls

HVAC Systems

Heat Pumps
Chillers
CRAC Units
Condensing Units
Dehumidification
DX DOAS
Heat Recovery Chillers
Heat Rejection
Indoor Pool Dehumidifier
Process Cooling and Heating
Pipe Insulation
VRF

HVAC Controls

Advanced RTU Controls
Chiller Plant Optimization
Demand Control Ventilation
Economizer (air and water)
Energy Management System
Fume Hood Controls
Heat and Energy Recovery
Laboratory System Controls
Optimal Start/Stop Controls
Set Point Optimization
Static Pressure Reset
Supply Temperature Reset
Thermostat & Setback Controls
Variable Speed Controls
Ventilation Fan Scheduling

Connect with an Outreach Representative

Schedule a one-on-one meeting with a Program Representative to discuss your equipment needs and goals.