

SMARTSTART BUILDINGS PROGRAM



A SmartStart now means better performance later!

When you're starting a project from the ground up or renovating existing space, you have unique opportunities to improve your building's energy efficiency with incentives from *New Jersey Clean Energy Program*™. Most non-residential utility customers are eligible to participate and receive up to \$500,000 per electric account and \$500,000 per natural gas account each program year.

Prescriptive Measures

Customers select equipment from a pre-qualified list of energy efficiency measures and receive a fixed incentive. If your project doesn't fall in the prescriptive category, it may be considered a custom measure. Eligible measures include:

- Lighting and lighting controls
- HVAC measures
- Electric chillers
- Gas water heating
- Gas cooling and heating
- Food service equipment
- Variable frequency drives
- Ground source heat pumps
- Refrigerator doors and covers
- Refrigerator and freezer motors
- Refrigeration controls

Custom Measures

Custom incentives are designed to encourage measures that are innovative and more energy efficient. Items not covered under prescriptive measures may be considered custom measures. Incentives are paid by the lesser of either: 50% of incremental project cost, the amount needed to buy down to a one-year payback, or \$0.16 per kWh and \$1.60 per therm of the estimated one-year energy savings following installation.

See the reverse side to learn more about the steps to savings with the SmartStart Buildings program.

For more information on all of the NJCEP offerings, visit NJCleanEnergy.com/CI, email Outreach@NJCleanenergy.com, or call at **866-657-6278**.

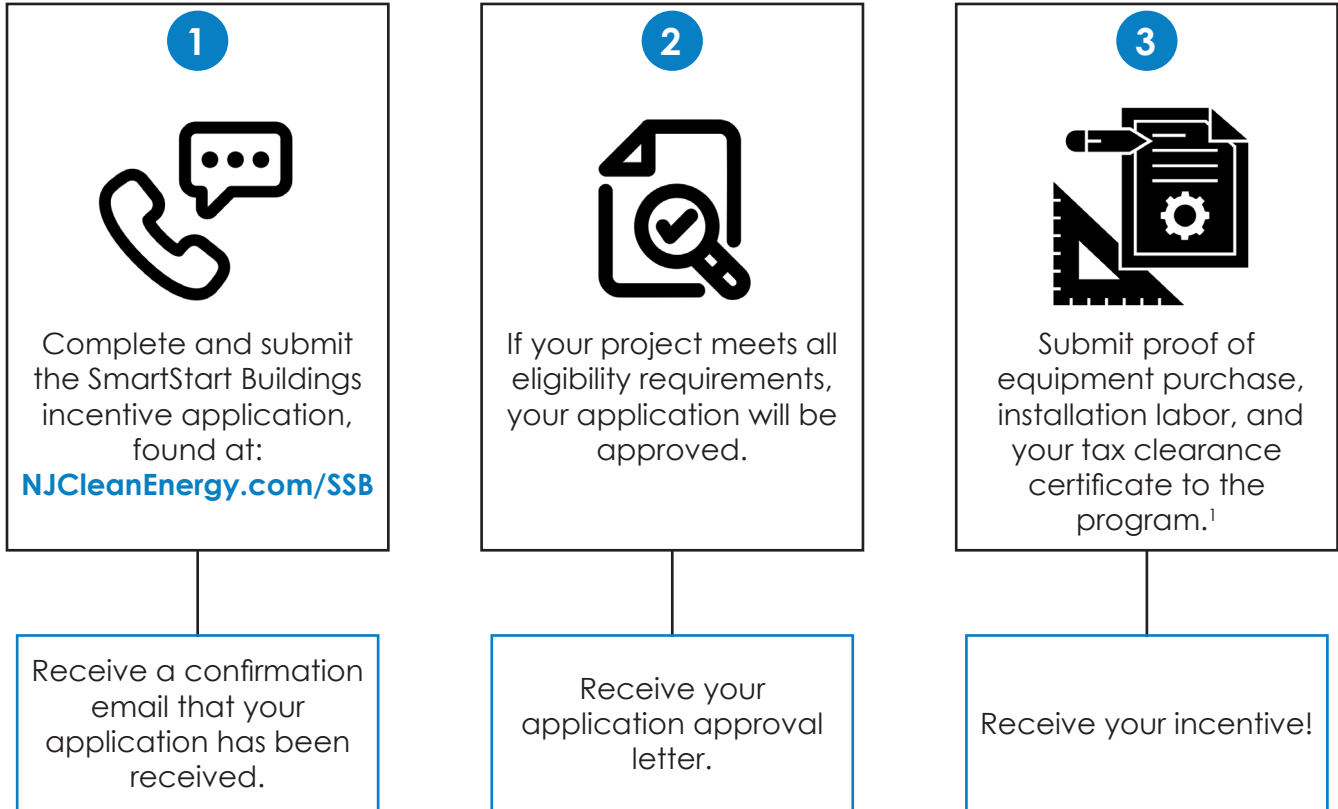
New Jersey's Clean Energy Program is brought to you by the New Jersey Board of Public Utilities.

New Jersey's Clean Energy Program

SmartStart Buildings Retrofit and New Construction

Program Application Process

Most equipment incentive applications will follow the process shown here. However, in order to confirm your program eligibility, pre-approval is required prior to starting work on all custom applications and incentive applications \geq \$100,000 for prescriptive lighting, performance lighting, and lighting controls.



¹All projects are subject to an inspection to confirm equipment installation prior to incentive payment.

SmartStart Spotlight

The Colgate-Palmolive Company (pictured right) received more than \$170,000 in prescriptive and custom SmartStart incentives to help offset the cost of installing more energy-efficient chilled water plants at their Global Technology Center in Piscataway.

