

# SmartStart Buildings



## A smart start now means better performance later!

Whether you're starting a project from the ground up, renovating existing space, or upgrading equipment, you have unique opportunities to improve the energy efficiency of your building. All 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 .....

The SmartStart Buildings program offers prescriptive incentives for lighting; refrigeration; and heating, ventilation and air conditioning (HVAC) equipment; among other technologies. 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.

- 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 / freezer motors
- Refrigeration controls

### Custom Measures

Custom incentives are designed to encourage measures that are innovative and more energy efficient. Since custom measures are more complex than prescriptive projects, eligibility and incentive levels are assessed on a case-by-case basis. A minimum of 75,000 kWh or 1,500 therms saved annually is required. Incentives are paid at the lesser of 50 percent of incremental project cost, the amount needed to buy down the cost to a one-year payback, or \$0.16 per kWh and \$1.60 per therm estimated to be saved over the first year 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](http://NJCleanEnergy.com/CI) or contact us at **866-NJSMART**.

*The Colgate-Palmolive Company (pictured here) 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.*

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

Complete and submit the SmartStart Buildings incentive application, found at [NJCleanEnergy.com/SSB](http://NJCleanEnergy.com/SSB).

Receive a confirmation email that your application is being reviewed.

If your project meets all eligibility requirements, the program will approve your application.<sup>1</sup>

Receive your application approval letter.

Submit proof of equipment purchase, installation labor and your tax clearance certificate to the program.<sup>2</sup>

Receive your incentive!

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 incentive applications for:

**Prescriptive Lighting**  
**Performance Lighting**  
**Lighting Controls**  
**Custom Measures**

<sup>1</sup>As part of this approval process, a pre-inspection of your facility may be conducted.

<sup>2</sup>All projects are subject to a post-inspection to confirm equipment installation prior to incentive payment.



For an application and more information:  
[NJCleanEnergy.com/SSB](http://NJCleanEnergy.com/SSB)  
or call 866-NJSMART