

SMARTSTART BUILDINGS PROGRAM



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. 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 / 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 under custom measures. 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% 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.

Existing building projects located in Urban Enterprise Zones or Opportunity Zones, projects in buildings owned or operated by a local government, K-12 public school, or designated as affordable housing may be eligible for double the

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 or contact us at **866-657-6278**.

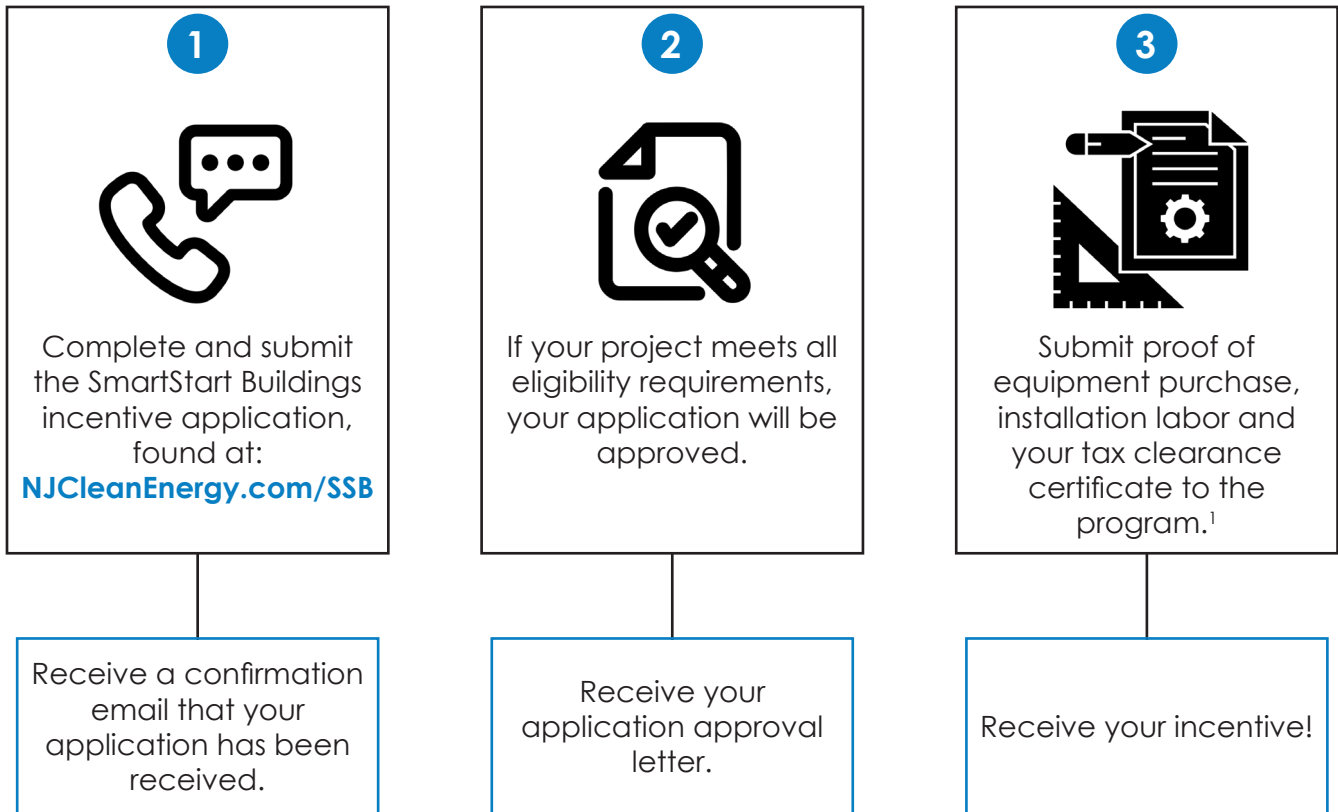
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New Jersey's Clean Energy Program

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 a post inspection to confirm equipment installation prior to incentive payment.

SmartStart Spotlight

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.

