



# NEW CONSTRUCTION

If you're planning your next new construction project or total gut rehab, New Jersey's Clean Energy Program (NJCEP) has incentives that can be customized to fit your unique needs. NJCEP encourages energy efficient new construction of commercial and industrial facilities in New Jersey and offers various financial incentives for building owners, designers, and architects to adopt cost-effective, energy efficient design choices in qualifying new construction projects. By providing incentives to support design beyond the minimum efficiency required by building codes or other minimal design requirements, NJCEP aims to produce newly constructed and rehabbed buildings among the most efficient in the nation.

## Getting Started

NJCEP offers two program tracks for customers to get started. Whether you're looking to simply upgrade standard equipment to more energy efficient models or if you have a more complex project, NJCEP has the incentives and program staff to help guide you through the application process. The three program tracks offered for new construction projects include:

- Prescriptive & Custom Track
- Comprehensive Whole-Building Track for Midsize Buildings



Submit Application



Design Team Meeting & Offer



Begin & Complete Construction



Send Completion Paperwork



Engineering Review & Inspection



Incentive Paid

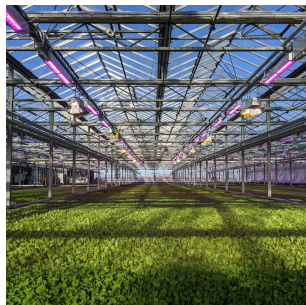


### ShopRite of South Brunswick

**\$97,254** incentives earned  
**\$24,078** annual electric savings  
**1,087** annual MWh reduction

#### Upgrades

LED lighting, lighting controls, roof installation, custom refrigeration

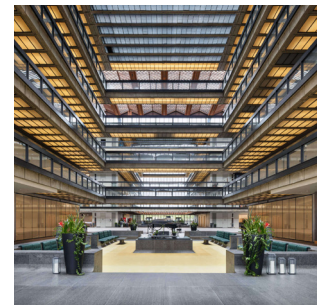


### Element Farms of Newton

**\$34,325** incentives earned  
**\$44,347** annual electric savings  
**2.12** year payback period

#### Upgrades

LED lighting



### Bell Works of Somerset-Holmdel

**\$2,000,000** incentives earned  
**\$480,305** annual electric savings  
**4.6** year payback period

#### Upgrades

LED lighting, controls, high-efficiency HVAC, AHU heat recovery, fan coils, VFDs

## Prescriptive and Custom:

### SmartStart Buildings Program (SSB)

Our SmartStart program offers set incentives for specific measures as well as customizable measures based on kWh reduction for energy saving measures that have not already been prescribed. Receive incentives up to \$500,000 per electric account and \$500,000 per natural gas account each program year.

<p><b>Prescriptive measures:</b></p> <ul style="list-style-type: none"><li>• Lighting and lighting controls</li><li>• HVAC</li><li>• Electric chillers</li><li>• Gas water heating</li><li>• Gas cooling and heating</li><li>• Food service equipment</li><li>• Variable frequency drives</li><li>• Ground source heat pumps</li><li>• Refrigerator doors and covers</li><li>• Refrigerator and freezer motors</li><li>• Refrigeration controls</li></ul>	<p><b>Custom measures:</b></p> <p>Any measures that are innovative and more energy efficient than their baseline model and that are not covered by a prescriptive incentive may qualify for a custom incentive. 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.</p>
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## Comprehensive Whole-Building Approach for Midsize Buildings:

### Pay for Performance Program (P4P)

The greater the energy savings, the greater your incentive! Pay for Performance (P4P) gives you the opportunity to earn incentives for improving the overall energy use and efficiency of buildings with a minimum of 50,000 square feet of planned conditioned space. P4P utilizes a network of partner contractors that work with you to develop an energy reduction plan for each project, a financial plan for funding measures, and a construction schedule for installation. Change of space and rehabilitation of vacant building projects may also be eligible. Incentives are paid in three installments at a rate of \$.88 to \$1.98 per square foot, not to exceed \$2 million.

### P4P Eligibility

- Buildings with 50,000 square feet or more of planned, conditioned space
- Existing buildings undergoing substantial renovations may also be eligible to participate if the project involves:
  - Change of use and reconstruction of space within
  - Construction work that requires the building to be out of service for 30 days or more
  - Reconstruction of a vacant structure

**New Jersey customers are saving energy and reducing operating costs by participating in NJCEP.**

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



**If you have a project in mind, contact one of our energy advisors or an approved trade ally today.**

**Visit: [NJCleanEnergy.com](https://www.njcleanenergy.com)**

**Call: 866-657-6278**