

The New Construction program is designed to reduce the electric demand and energy use for new construction projects. To be considered for participation in this program, follow these steps:

1. Read the rules below to determine whether your construction project is eligible.
2. If the project is eligible, submit an **Application to Participate** to the Program Administrator.

After the Program Administrator reviews the project, applicants will be notified of acceptance or rejection. Accepted applicants will work with the Program Administrator to receive technical assistance and earn financial incentives. Contact the New Construction Program Administrator on reverse for further assistance.

### **Eligible Projects**

This Program is offered solely for construction projects that will become nonresidential electric customers of WPPI and located in member utility service territory. All eligibility determinations are at the sole discretion of WPPI. WPPI accepts no liability for eligibility determinations.

#### Eligible Project Types (one of the following must apply)

- Construction of any size new building.
- Construction of any size new addition to an existing facility.
- Major renovation to an existing facility that requires compliance with the state energy code. To be eligible, renovations must involve a change in occupancy classification or affect at least two of these three systems: building envelope, HVAC systems, or lighting systems.

#### Participation Conditions

- Participating gross floor area must be non-residential.
- Facility is located within the electric service territory of WPPI.
- Projects will not be accepted if the energy-saving measures have already been purchased or installed.
- A project must enter the program during the design process, or must be willing to upgrade the energy-saving measures beyond current efficiency levels.
- All financial incentives must be pre-approved by WPPI.
- Projects that have or will receive funding from other energy efficiency programs available to businesses will be reviewed on a case-by-case basis for funding from this Program.

### **Project Acceptance**

If your project meets eligibility requirements, submit an **Application to Participate** to the Program Administrator to request participation in the program. Requests to participate are evaluated by WPPI on a case-by-case basis. Building size, project type, design phase, and project opportunities will guide the selection of participants. Prospective participants are encouraged to apply early in the design phase to earn the highest potential incentive.

### **Services and Program Offerings Available to Accepted Projects**

Technical Assistance Services to an owner or design team. Services may include facilitation in the design process, reviewing plans and construction documents, assisting with research and product selections, analyzing energy savings, and verifying installation and operation of measures.

Design Incentives paid to the design team leader to help offset the costs of developing energy-efficient designs.

Measure Incentives paid to the owner to help reduce cost barriers to adopting electric energy-saving measures.

## Program Participation Approaches

The program assists an accepted construction project through one of two participation approaches:

Single System (Advanced Buildings™) Comprehensive Approach provides financial incentives and project assistance to encourage integrated design. Measure incentives are paid for meeting performance criteria described in the technical reference materials. Design incentives are available for employing integrated design approaches. This approach is chosen when there is opportunity to achieve greater energy savings through integrated design, but the project size or schedule warrants a more streamlined approach.

Comprehensive Approach offers the highest level of project assistance and financial incentives for custom design solutions. This approach allows the greatest flexibility to meet energy performance goals by adopting integrated design solutions analyzed through whole-building energy simulations. This approach is chosen when project size, schedule, complexity, and interest level justify a high level of program resources to achieve the benefits of integrated building design. This approach is generally reserved for projects that are brought to the program early in the process.

## New Construction Program Administrator

Energy Incentives from WPPI New Construction Program is administered on behalf of WPPI by the Energy Center of Wisconsin:

Mailing Address	Program Representative and Further Information
<b>Energy Center of Wisconsin WPPI New Construction Program 455 Science Drive, Suite 200 Madison, WI 53711</b>	<b>Keith Swartz – Senior Project Manager</b> E-mail: <a href="mailto:kswartz@ecw.org">kswartz@ecw.org</a> Phone: 608-238-8276, ext. 123 Fax: 608-238-0523 <a href="http://www.ecw.org">www.ecw.org</a>

## Other Programs

Other programs are available to assist existing commercial, state government, multi-family, and industrial customers in purchasing and installing energy-efficient equipment. If your construction project is not eligible for the New Construction program, or if your project involves an existing building, you may qualify for financial incentives from these programs.

For additional information on these programs, contact:

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WPPI  
1425 Corporate Drive  
Sun Prairie, WI 53590  
608-834-4500  
[joelke@wppisys.org](mailto:joelke@wppisys.org)  
[www.wppisys.org](http://www.wppisys.org)

## MEASURE INCENTIVES OVERVIEW

Projects accepted into the New Construction program are assigned to the Single System (Advanced Buildings) Comprehensive or Comprehensive Approach, depending on the scope of the project. The building owner and design team work with the program representative to identify energy-saving design and construction measures. Once the final set of measures has been selected, the building owner and program representative complete a Measure Incentives Agreement that specifies the measures to be installed and the terms for payment. Payments are made to the building owner after the program completes an inspection to verify that measures are installed and fully operating, or capable of full operation in the case of seasonal uses. Incentives may be adjusted based on final inspection.

The Measure Incentives offered depend upon the participation approach followed by the project:

Measure Incentives Overview	
Measure	Incentive Structure
<b>Single System (Advanced Buildings™) Comprehensive Approach</b>	
Lighting Power Density	\$0.02 per square foot per 0.1 W/sf reduced below baseline, not to exceed \$10 per fixture mounted below 12 feet or \$40 per fixture mounted above 12 feet.
Daylighting Dimming	\$0.05 per controlled square foot – step dimming (33-50%) \$0.10 per controlled square foot – step dimming (67%) \$0.15 per controlled square foot – full dimming (90%) Not to exceed \$20 per fixture controlled.
Rooftop Mechanical Equipment Efficiency	\$0.04 per cooled square foot, not to exceed \$40 per ton
<b>Comprehensive Approach</b>	
Measures analyzed through whole-building energy simulation	\$0.04 per annual kWh saved plus \$125 per diversified peak kW reduced.
<i>Measure Incentives calculated to be greater than \$40,000 per project require special approval and may be limited based on case-by-case evaluation of the project. Other incentive limitations may apply.</i>	

### Baseline for Measures

The program will determine design parameters for the baseline design on a case-by-case basis. The baseline parameters in the program are equal to or slightly more efficient than the state energy code, or government mandated requirement where applicable.

## DESIGN INCENTIVES OVERVIEW

Projects accepted into the New Construction program are assigned to the Single System (Advanced Buildings) Comprehensive Approach or Comprehensive Approach, depending on the scope of the project. Prior to completion of the schematic design phase, the design team leader and the program representative complete a Design Incentives Agreement that specifies the design incentives requested and the terms for payment. The incentives for Building Energy Simulation are paid after the start of construction. Payment of the Performance Incentive is made to the design team leader after the Program completes an inspection to verify that measures are installed and fully operating, or capable of full operation in the case of seasonal uses. Incentives may be adjusted based on final inspection. The design team leader is responsible for distributing design incentives to other team members as appropriate.

The Design Incentives available depend upon the participation approach followed by the project:

<b>Design Incentives Overview</b>	
<b>Design Activity</b>	<b>Incentive Structure</b>
Building Energy Simulation	\$3,000 fixed amount (No incentive if the Program performs simulation)
Performance Incentive	10% of final measure incentive (limit \$10,000)
<i>A Design Incentives Agreement must be submitted to the Program prior to completion of the schematic design phase. The design team leader is responsible for notifying the Program when construction starts.</i>	