



## **Notice of Availability of Grants**

### **New Jersey's Clean Energy Program Energy Efficiency and Renewable Energy Education & Outreach**

The NJ BPU Clean Energy Office hereby announces the availability of the following grant program:

**Name of program:**

***New Jersey Clean Energy Education & Outreach Grant Program***

**Purpose:**

Installation of energy efficient equipment, adoption of energy-saving practices and renewable energy generation provides New Jersey ratepayers with energy cost savings and offers substantial environmental and public health benefits while helping reduce greenhouse gases and preserve our natural resources. Together they reduce the need to add conventional power plants while improving overall system reliability.

**Goal:**

To educate consumers and generate public interest about: the impacts of our energy use as it relates to climate change and sustainability; and the benefits of renewable energy and energy efficiency; and development and maintainance of a consumer-driven market for clean energy technologies and measures.

Consumer education can take many forms, including consumer outreach activities (brochures, newsletters and other materials distributed through local forums); workshops and public education forums; educational displays and interactive exhibits; public relations activities (public campaigns); mass media (television, radio or billboard messages); education of children or adults through school programs, or consumer information resources.

**Background:**

The ***New Jersey Clean Energy Education & Outreach Grant Program*** is funded through the NJ Board of Public Utilities, Office of Clean Energy. Funding is through the New Jersey Clean Energy Program, Administration Budget for Marketing and Communications, as approved by Board Order *IN THE MATTER OF COMPREHENSIVE ENERGY EFFICIENCY AND RENEWABLE ENERGY RESOURCE ANALYSIS FOR 2005 -2008: FINAL 2007 PROGRAMS AND BUDGETS*). DOCKET NO. EX04040276 The 2007 NJCEP Marketing & Communications Budget supports an integrated outreach program that includes advertising, public relations, events, and market research. The NJCEP Marketing and Communications Program is designed to build public awareness and participation in its many valuable programs and services, and build support for its mission and the value the Program brings to New Jersey

## GRANT SOLICITATION PROCESS

### Amount of funds available in the program:

A total of \$400,000 is available through the program in Calendar Year 2007. **Grant Applications for a maximum amount of \$60,000 will be considered.**

### Entities which may apply for funding under the program:

New Jersey based nonprofit organizations (501(c)(3) organizations that are actively engaged in public education activities on:

- A. Energy and resource efficiency issues
- B. Climate Protection and Environmental protection issues
- C. Public health issues
- D. Community development and home improvement

An application may only be submitted by the eligible agency/entity itself.

### Qualifications needed by an applicant to be considered for the program:

Applicants for Funding must have staff and resource capability, expertise, and environmental or public education experience to perform the proposed work. Grant applications will be evaluated accordingly per the criteria noted below. Please note that additional points will be given to those organizations who have demonstrated effective strategies for public outreach and education or shaping consumer behavior on issues related to energy conservation or environmental protection. Additional points will also be given to projects that have additional outside sources of funding, including state and federal grants, Million Solar Roof partner organizations or other network organizations that demonstrate a sustained effort in support of the NJ Clean Energy goals.

## GRANT APPLICATION:

Applicants for a grant should specify in their cover letter the amount of funding requested for the proposed project. The application should consist of a proposed scope of work and be written in the following format:

### Introduction

There should be a brief description of the project and project partners and the public participation goals for the project, proposed methodology as well as specific measurable standard by which the projects impact and effectiveness may be measured.

### Task Descriptions

There should be a listing of the tasks of the project. Each task should be assigned a number which is keyed to the task number that is used in the Task Description and Project Budget sections.

Each task should be described in detail, with separate paragraphs discussing: objective, discussion (of the specifics of the tasks), and the project(s)/deliverables to result from that task.

If any entity other than the applicant (for example, consulting firm or other agency) will be conducting a portion of the work, that must be so specified in the task descriptions.

All pages that comprise the scope of work must be of standard 8-½ by 11-inch size.

### Project Budget

There should be a brief introductory discussion regarding the total project cost, sources of funding including state and federal grants, followed by a table providing the following information:

- Budget detail must be provided by task.
- The cost for each task must be specified and there must be a breakdown of how that cost was derived including labor and cost of materials or services.
- Staff time must be specified by title of each person to work on the task and their cost based on the number of hours, which they will work on the task multiplied by their hourly rate. All calculations must be shown.
- Other costs (for example, consultant, specific supplies, and travel) must also be included.
- Cost for equipment should not be included.

### **Project Schedule**

A “time line” should be included. Month names should not be specified; but, instead, they should be listed by number (that is, from 1 to 12 since this is a 12 month project). The table should also contain the following statement: “Required written outputs will be submitted on quarterly basis and at the conclusion of each task, as indicated by the appropriate time lines.”

### **Progress Reporting and Metrics for Evaluation**

At a minimum, projects should identify the target audience and the goals and metrics for reaching that audience and method for tracking progress. Quarterly progress reports will be required. A brief explanation of how the proposed work will be managed and evaluated for effectiveness and the appropriate metrics should be included.

### **Judging Criteria**

Proposals will be reviewed and scored by a Grant Review Committee according to the following criteria:

- Proposal's general approach and plans
- Detailed approach and plans, creative approach
- Project budget and cost effectiveness relative to funding request and anticipated impact
- Documented experience with projects of similar size and scope and proven efficacy of past campaigns
- Qualifications & experience of key personnel
- Overall ability to successfully complete the project

The State of New Jersey and Office of Clean Energy reserves the right to conduct interviews with respondents or request additional details and clarification, if necessary.

### **Potential Project subjects:**

Proposed projects should be no more than one year in duration and pertain to ***Energy Efficiency and or Renewable Energy Technologies relevant to one or more of the following program areas***. Projects may build on any one or more of the NJ Clean Energy Programs noted below or may address more general subjects and issues related to these areas (e.g links between climate change and energy use) but the primary focus should be clean energy solutions:

- A. **Residential or Small Business Energy Efficiency:** The New Jersey Clean Energy Program promotes the use of residential energy-efficient products and practices through four programs that reduce energy consumption and make clean energy technologies more affordable: a) **Warm Advantage and Cool Advantage Programs** promote the use of residential energy-efficient heating and cooling equipment. Rebates are available to partially offset the incremental cost of high-efficiency central air conditioning and heating systems; b) **NJ Energy Star Program** promotes the sale and purchase of Energy Star rated and labeled windows, lighting and appliances. The Program offers consumer rebates on energy star labeled products and conducts in-store promotions and advertising in coordination with major retailers; c) **Home Performance for Energy Star Program** provides a comprehensive and customized analysis of home energy use through a certified home energy contractor and provides energy saving recommendations including costs and estimated payback periods. A simplified on line home energy audit is also available through the internet on the NJ Clean Energy website, via U.S. mail, or on CD for home computer use; d) **The Comfort Partners Program** increases energy affordability for low-income households by addressing building

thermal performance, energy efficiency, health and safety hazards and utility bill debt reduction services.

- B. **Renewable Energy Choices for Residential or Small Businesses:** The New Jersey Clean Energy Program supports a variety of renewable technologies, such as fuel cells, photovoltaics (solar electricity), small wind, and sustainable biomass equipment installations. Programs make renewable energy options accessible and affordable for residential and small business customers:
- a) The **Customer-Sited Clean Generation Program** offers consumers incentives on the cost of installation and provides technical assistance to help evaluate the benefits of renewable energy systems. To assist in startup, financial incentives are available to owners who install qualifying clean energy generation systems on site for their New Jersey homes or businesses. These systems enable the owners to produce their own electricity – while at the same time help protect the environment and reduce strain on the grid (existing electric transmission and distribution systems). The program also offers technical training for solar electrical installers, municipal electrical inspectors, electrical contractors and utility engineers; b) **Voluntary Clean Power Choice Program**, launched in Fall 2005, offers electricity customers a renewable energy option directly on their utility bill. All New Jersey customers receiving standard default service are eligible to participate and directly support the production of electricity from renewable energy sources by selecting a renewable energy supplier and product for a modest price above standard service. This makes clean energy an option for all homeowners and businesses without having to sacrifice the reliability and familiarity of their utility and without having to make a longterm investment in on-site generation.

## GRANT SUBMITTAL

### Address for submitting applications:

Applications for funds should be submitted in triplicate along with a copy in MSWord format via email to:

NJ BPU Office of Clean Energy  
44 S. Clinton Avenue  
PO Box 350  
Trenton, NJ 08625  
Attn: Anne Marie McShea  
Email: Anne.mcshea@bpu.state.nj.us

### Deadline by which applications must be submitted:

Complete proposals must be received by **May 30, 2007**

### Date by which applicants shall be notified of approval or disapproval:

Applicants shall receive a Notice of Award after Board approval of the Renewable Energy & Energy Efficiency Public Education & Outreach Grants, by **August 30, 2007**.

Additional information on New Jersey's Clean Energy Program is available at [www.njcleanenergy.com](http://www.njcleanenergy.com)

