

New Jersey Clean Energy Programs 2001 Program Plan

SCHOOL ENERGY EFFICIENCY AND RENEWABLE EDUCATION PROGRAM

Overview

Through the School Energy Efficiency & Renewable Education Program, certain utilities (i.e., GPU Energy and PSE&G) will make available to learning institutions select resources and support for energy efficiency and renewable education initiatives (e.g., grants, materials, curriculum content, teacher instruction and services). These initiatives will instill values and awareness in students - the next generation of consumers and suppliers - and increase their families' awareness through homework and "what kids bring home".

By making the School Energy Efficiency & Renewable initiatives available to learning institutions, supported programs will help to minimize future market barriers and help address current awareness barriers in students' families related to energy efficiency and renewable options specifically by:

- Introducing new technologies, services, or behaviors;
- Increasing exposure to existing efficient technologies, services, or behaviors;
- Discouraging use of inefficient technologies, and services; and
- Encouraging good conservation habits.

Target Markets/Eligibility

These initiatives will be offered to learning institutions specified in utility specific plans, specifically including public and private schools located in sponsoring utilities' service territories. Individual initiatives are grade-level specific.

Program Offerings and Customer Incentives

For GPU Energy, the initiatives that may be offered include, but are not limited to:

- **Energy Watch Dog Conservation** (An on-line coloring book will be made available on the "gpukids.com" web site that teaches the basics of energy efficiency and renewable energy alternatives);
- **GPUKIDS.COM** (GPU Energy's educational web site highlights all available on-line educational opportunities and programs with downloadable educational modules, basic information about energy efficiency, on-line electronic ordering of related publications, as well as selections for grants, contests, an energy library, educational partners, games and electronic postcards, and information on Electrical Safety, Energy Sources, and the Environment, and planned renewable energy education modules);
- **People Power** (an energy efficiency and renewable energy program classroom kit that actively engages 4th – 6th grade students in learning valuable environmental savings lessons);

- **Radio Jingle Contest** (a special competition that takes a holistic learning approach, blending the disciplines of science, music and writing with energy efficiency and renewable energy alternatives as they compose jingle entries);
- **Environmental Grant Project** (which provides grants to teachers with classroom projects relating to energy studies, energy conservation and efficiency phenomena);
- **“Nikki Saves the Planet” Coloring and Activity Book** (an on-line coloring and activity book targeting grades K-4th);
- **DSM Educational Publications** (four separate DSM Educational Booklets: “Treehouse Team”, “Demand for Electricity”, “Efficiency of Electric Appliances”, and “Sources of Electricity”);
- **Home Energy Auditing and Renewable Energy Presentations** (provides home energy auditing presentations to elementary, secondary and high schools in GPU Energy’s New Jersey service territory); and
- **Teacher Workshops**, (provides a number of educational classroom workshops available on energy efficiency and renewable energy).

The **SolarScapes Exhibits at Liberty Science Center** are the result of a collaboration between GPU Energy and the LSC to develop exhibits that demonstrate applications for photovoltaic technology. GPU Energy has committed to sponsor continued expansion of educational activities for Energy Efficiency and Renewable Energy at Liberty Science Center over the next two years. PSE&G will continue to offer the "In Concert With the Environment" Program.

School Energy Efficiency & Renewable Education initiatives will require educators, parents, and students to commit only time, attention and imagination. No monetary contribution is required.

Joint/Coordinated Program Development and Delivery

Utilities will coordinate program initiatives as appropriate.

2001 Timeline/Transition Plan

Initiatives generally represent a continuation of previously approved service offerings. Therefore, no transition plan is required.

Minimum Requirements for Program Administration:

Initiatives sponsored will be kept fresh and current with respect to content and focus.

Performance Indicators

Indicators include numbers of schools and/or students participating, and milestones specified for individual initiatives.

Program Goals

- GPU Energy will continue its sponsorship of a portfolio of school initiatives supporting renewable energy exhibits, and educational programming. Publications will support over 80,000 students and 275 schools, and presentations will address over 250 students.
- PSE&G will reach over 10,000 students a year.