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State of New Jersey
Board of Public Utilities
Two Gateway Center
Newark, NJ 07102

Notice of Availability of Grants

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

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:

The New Jersey Clean Energy Education & Outreach Grant Program is funded through the NJ Board of Public Utilities, Office of Clean Energy. The objective of the grant program is to educate New Jersey residents about and to help build a viable customer-driven market for clean energy resources and improved energy efficiency through consumer education.

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 preserve our natural resources. Together they reduce the need to add conventional power plants while improving overall system reliability.

The goal of this grant program is to educate consumers and generate public interest about the benefits of renewable energy and energy efficiency and to build and maintain a consumer-driven market for renewable power through consumer education.

Consumer education can take many forms, including consumer outreach (brochures, newsletters and other materials distributed through local forums); workshops and public education forums; educational displays and interactive exhibits; public relations activities (news releases); mass media (television, radio or billboard messages); education of children or adults through school programs, or consumer information resources (a 1-800 number or website).

Amount of funds available in the program:

A total of \$400,000 is available through the program in Calendar Year 2005.

Entities which may apply for funding under the program:

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

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

An application may only be submitted by the eligible agency/government body.

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. Preference will be given to those 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.

Procedure for eligible entities to apply for grant funds:

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, project partners, and the public participation goals for the project as well as any other 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) to result from that task.

If any entity other than the applicant (for example, consulting firm, subcontractor 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:

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. Any sub-contract services or activities must be identified in the budget. Please note that Applicants must either provide all services or subcontract for these services to other non-profit or public interest groups. No 'for-profit' may be permitted to provide direct services as a pass through as this might constitute a procurement rather than a grant. Any sub-contract arrangements must be identified in the response.

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 at the conclusion of each task, as indicated by the appropriate time lines."

Progress Reporting and Metrics for Evaluation

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

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 & plans, creative approach
- Documented experience with projects of similar size & scope,
- 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, if necessary.

Potential Project subjects:

Proposed projects should be no more than one year in duration and pertain to one or both of the following subject 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):

- 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 Energy Analysis Program** helps residential customers perform a self-audit of home energy use and provides customized, energy saving recommendations including costs and estimated payback periods. The audit is 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, photovoltaic (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 rebates up to 70% off 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 Green Power Choice Program**, expected to launch in Fall 2005, will offer electricity customers a renewable energy option directly on their utility bill. All New Jersey customers receiving standard default service will be able to 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 will make 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 long term investment in on-site generation.

Additional information on New Jersey's Clean Energy Program is available at:
www.njcleanenergy.com

Address for submitting applications:

Applications for funds should be submitted in triplicate with an electronic copy in MSWord format to:

NJ BPU Office of Clean Energy
44 S. Clinton Avenue 7th Floor
PO Box 350
Trenton, NJ 08625-0350
Anne.mcshea@bpu.state.nj.us

Deadline by which applications must be submitted:

Complete proposals must be received by May 15, 2005

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

Applicants shall receive notice of preliminary approval or disapproval, pending further project review, of Education & Outreach Grant by June 30, 2005.

