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December 10, 2019



Agenda

- 1. Overview
- 2. Use of Funding
- 3. Eligibility
- Application & Live Walk Through
- 5. Required Attachments
- 6. Selection Process & Evaluation Criteria
- 7. Reporting Requirements
- 8. Final Thoughts
- 9. Q&A





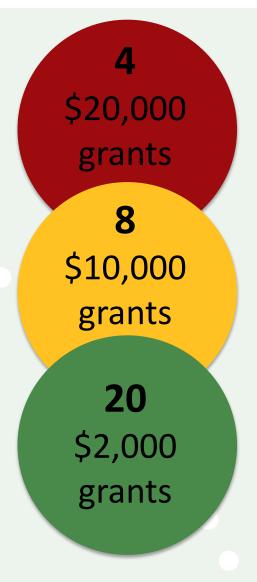
The PSEG Foundation is contributing \$200,000 to support the Sustainable Jersey grants program cycle for municipalities





Available Funding

Each municipality is only eligible to receive one grant this cycle. If two applications are submitted, the larger application will be considered first





Use of Funding

<u>Funding Level</u>	<u>Use of Funds</u>
\$20,000 or \$10,000	Fund all or part of a project that will earn points toward a Sustainable Jersey action. The Innovation Project actions are acceptable.
\$2,000 Green Team Grants	 General operating support and direct expenses for green teams. Funds may be used for a project related to an action in the Sustainable Jersey program.

Use of Funding: Energy Projects



Due to funding available through the New Jersey Clean Energy Program (NJCEP) and utility companies for **energy audits** and **energy efficiency projects** (i.e. lighting, furnaces, etc.), these activities are <u>NOT</u> eligible for funding from this cycle. Read more in Attachment 1 of the <u>AIP</u>.

EV charging station(s) installation projects are <u>NOT</u> eligible for funding. Applicants interested in installing EV charging stations should apply for NJDEP's <u>"It Pay\$ to Plug In" program</u>.

Alternative Fuel Vehicle Purchases

Light-Duty Vehicle	Heavy-Duty Vehicle
Includes vehicles (sedan or SUV) such as:	Includes vehicles such as:
 Police vehicles 	 School, shuttle, and transit buses
 Code enforcement 	 Garbage trucks
 Pick-up trucks 	 Delivery/freight trucks
 Utility trucks and vans 	 Snow removal vehicles
Also includes:	
 Electric bikes and scooters 	
Only eligible for \$2,000 or 10,000 grant	Eligible for \$2,000, \$10,000 and \$20,000 grant

Projects for Points

Think outside the box!

- Typical grant submissions include:
 - Community gardens
 - Raingardens
 - Water conservation education programs
 - Plastic reduction campaigns
- What you should consider:
 - Identifying a need within the community
 - Looking at the Sustainable Jersey actions to determine where you might need financial assistance to address any of the requirements

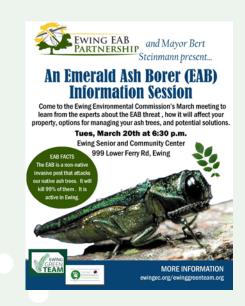




Sample Innovative Projects

\$20,000

- Camden City Sustainability Ordinance
- Chatham Borough Invertebrate Conservation/Management Demonstration Project
- Ewing Township Community Forestry Restoration Project
- Frenchtown Borough Future Frenchtown
- Island Heights Bioswale
- Downbeach Watershed Management Plan
- Montclair Bike Depot







Sample Innovative Projects

\$10,000

- Bergenfield Clean Waters Project
- Jersey City Creative Assets Inventory
- Mount Holly Green Sidewalk Installation
- Readington Township Learning Woods
- Southampton Township Solar Educational Program







Sample Innovative Projects

- Wildlife Interaction Plans
- Creative Placemaking Plan
- Brownfields Inventory & Prioritization
- Build-Out Analysis
- Green Your Green Fair
- Coastal Vulnerability Assessment
- Community Asset Mapping
- Community Wildfire Protection Plans
- Community Visioning
- Conservation Easements
- Emergency Communications
 Planning

- Municipal On-Site Solar System
- Employee Health & Wellness Initiatives
- Farmers Market
- Green Building & Environmental Sustainability Element
- Green Business Recognition Program
- Green Roofs/Cool Roofs
- Materials Reuse
- Public Information and Engagement Campaign
- Tree Hazard Inventory
- Waste Audit

Eligibility Requirements

- New Jersey municipal government
- Registered with Sustainable Jersey AND have appointed a Green Team that meets the Green Team action standard.
- Municipalities are eligible to apply for one \$20,000 OR \$10,000 grant AND one \$2,000 grant.

Eligibility for Previous Grant Recipients

Grant Cycle Year	Grant Level	Current Grant Status	Eligible to Apply for \$10,000 Grant	Eligible to Apply for \$2,000 Grant
	¢10 000 au mara	Open	No	Yes
2019 Funded By:	\$10,000 or more	Closed+	Yes	Yes
PSEG or Gardinier*	\$2,000 or more	Open	Yes	No
		Closed+	Yes	Yes
	\$10,000 or more	Open	No	No
2015-2018 Funded By:		Closed+	Yes	Yes
PSEG or Gardinier*	¢2 000 av mara	Open	No	No
	\$2,000 or more	Closed+	Yes	Yes

⁺ A grant is closed when the final report has been submitted & approved by Sustainable Jersey







Sustainable Jersey Grants Program Funded by the PSEG Foundation

2020 Application Information Packet

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Attachment 2: Grant Application Proposed Project Action Plan
Attachment 3: Budget Template
Attachment 4: \$20,000 and \$10,000 Grant Proposal Evaluation Criteria

Application

The application information packet can be downloaded from the Sustainable Jersey "Grants and Resources" page



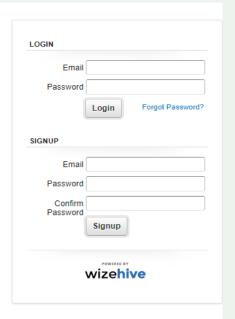
Online Application & Deadline

Online Application Deadline: Friday, February 14 at 11:59pm





2020 \$20,000 and \$10,000 Municipal Grant Application



\$10,000 and \$20,000 Application:

http://bit.ly/SJ2020PSEG20k10k

\$2,000 Application:

http://bit.ly/SJ2020PSEG2k

For more information about this Sustainable Jersey Grants Program cycle, click here for the information packet.



Application Sections

Basic Municipal background information & contacts				
Eligibility Screening				
1. Sustainable Jersey registration	3. Previous grant requirements			
2. Green team requirements*				
Proposed Project				
1. Project title & brief description	5. Action plan & timeline			
2. Project team (20K/10k applications)	6. Budget narrative & detailed project budget			
3. Community engagement (20K/10k applications)				
4. Project impact & evaluation (20K/10k applications)				
Attachments				
1. Green team documentation*	3. Optional information			
2. Authorization to submit grant application				

^{*}Not required from Sustainable Jersey **Certified** municipalities



Attachments: Green Team Documentation

Review the Create a Green Team action here for help with creating your green team.

- Upload a signed and dated copy of the resolution or ordinance that established the green team. A template resolution can be found here.
- If it is not included in the resolution or ordinance, a list of green team members that includes names and affiliations. Do not include sensitive information such as contact information.
- A brief summary of green team activities from the past year. If the green team was just formed, describe future plans that go beyond the proposed grant project

Not required from Sustainable Jersey certified municipalities. VIEW THE LIST OF CERTIFIED MUNICIPALITIES HERE.







Attachments: Grant Authorization

Provide documentation that the municipality is authorized to apply for the grant in accordance with the local governing body's policies and procedures.

Template Grant Authorization Resolution available <u>here</u>

Please note that it would be best to start the process of obtaining this resolution as early as possible to allow enough time to have the resolution adopted.

 The adopted resolution should be included in the application, otherwise it must be emailed to grants@sustainablejersey.com no later than Friday, March 13, 2020 or the application will not be considered.

Resolution of Support from Local Governing Body Authorizing the Sustainable Jersey Grant Application

Some municipalities have requested a sample of the resolution that must accompany their Sustainable Jersey Small Grants Program application. The purpose of the resolution is to affirm that the governing body approves of the proposed grant project/activities. A signed and certified resolution should be included with the grant application. Any standard resolution in support of applying for a grant will suffice. We do not require that you use this format.

SAMPLE RESOLUTION [Municipality] **NOTE**: This is **NOT** the same as the resolution to register with Sustainable Jersey

Selection Process

All \$10,000 and \$20,000 proposals will be reviewed by a Blue Ribbon Selection Committee composed of experts from the public and private sectors.

All \$2,000 grants will be awarded based on the green team's commitment to advancing sustainability initiatives in the municipality and how the proposed activities will lead to the successful completion of specific Sustainable Jersey actions.





\$10,000 & \$20,000 Evaluation Criteria

All proposals are evaluated based on...





\$2,000 Evaluation Criteria

All proposals are evaluated based on...

Project Description

Budget

Action Plan & Timeline

- Up to 50% of the grant funds will be reserved for certified municipalities
- Efforts towards Sustainable Jersey certification are considered
- The regional distribution of grants throughout the state is considered

Project Description

The description concisely summarizes the specific project to be funded by

the grant award

TIP: Project Selection

- Think "outside the box"
- Identify all requirements associated with the project
- Consider community dynamics when crafting your proposal so it's successful
- Consult stakeholders before settling on a plan
- Understand your capacity



Project Team Members

- The designated project team appears qualified to undertake the proposed project
- The project team includes representation from municipal and community stakeholder groups that will be involved in or impacted by the implementation of the proposed project

TIP: Building Your Team

 Include representation from stakeholder groups that will be involved/impacted by the implementation of the project like municipal staff, residents, the school community, etc.



Action Plan & Timeline

- Includes the steps needed to successfully complete the project
- Identify the target completion dates to ensure project completion after 18 months (12month for 2k grants)
- Identify ribbon cutting ceremonies or milestone events
- Cannot submit a proposal for a project already underway or completed.
- Efforts to be funded by the grant cannot start until after the grant announcement event in early
 May 2020. Planning steps can occur beforehand.



Project Grant Application Proposed Project Action Plan



Please use this form to outline the specific steps or tasks needed to complete the proposed project. These steps include project planning, implementation, community outreach and evaluation. Identify the target completion date for each step to ensure the project can be accomplished by the end of the performance period. Include plans for ribbon cutting ceremonies and milestone events. Implementation steps should **NOT** begin until after the grant is awarded at the press announcement event. Additional lines can be added.

Steps/Tasks that the Project Team will take to Complete the Proposed Grant Project	Team Member Responsible	Target Completion Date
Planning Steps		
1.		
2.		
3.		
Implementation Steps		
1.		
2.		
3.		
Community Engagement Activities		
1.		
2.		
3.		
Evaluation and Reporting Steps		
1.		
2.		
3.		

Project Promotion – Events Where Promotional Materials With Sponsor Recognition Are Distributed					
Name of Event Materials Date					
1.					
2.					
3.					
Proposed Date of Ribbon Cutting Ceremony (if					
applicable)					

Action Plan & Timeline

Identify ribbon cutting ceremonies or milestone events



TIP: Project Planning/Implementation

- Consider administrative delays, such as the procurement process and plan time for paperwork
- Research the products you plan to use
- Plan ahead for summer months/downtime
- Spend time and resources to train volunteers
- Try to plan for the unexpected always have a "plan B"

Community Engagement

- The proposed project will capitalize on collaborations between community stakeholders including representatives from the schools, municipal and county agencies, civic or community-based organizations, non-profits, professional organizations and local businesses
- Details on how the project will be shared with the community are included

TIP: Building & Engaging Your Team

- Recruit volunteers early on
- Identify and involve all relevant parties from the beginning
- Get students/youth involved
- Keep meetings short, timely, meaningful and efficient



Project Impact & Evaluation

- The project will augment existing green team efforts and contribute toward making progress in the Sustainable Jersey Certification program
- The proposed project is unique, innovative and addresses a specific need
- What the project hopes to accomplish is clear and relevant background information is provided to better understand the impact of the project
- Who will benefit from the proposed project (staff, residents, etc.) and how is clearly articulated
- Project outcomes will be evaluated

TIP: Project Selection

- Propose a project that capitalizes on collaborations between municipal and district/school stakeholders
- Consultant-driven projects should feature a green team component



 The Budget Narrative clearly summarizes project expenses and identifies all the sources of funding needed to complete the proposed project, including in-kind contributions such as volunteer hours

- The project leverages no or low cost resources to costeffectively complete the proposed project
- It is clear that all additional funding besides the grant is in-hand or committed



Budget

- The detailed project budget is consistent with the Budget Narrative and clearly identifies the eligible project expenses that will be billed to the grant
- The budget is realistic, costs are justified and resource contributions, including inkind, have a reasonable value
- Promotional items including "give-aways" (i.e. T-shirts, water bottles), incentives, refreshment or awards do not comprise more \$1,000 of the proposed grant budget for 20k & 10k grants and \$200 for 2k grants

TIP: Budget

- Leverage no or low cost resources to costeffectively complete the project
- Detailed budget consistent with budget narrative
- Budget is realistic, costs justified, resource contributions have reasonable value
- Keep in mind promotional item value limits



Budget

- Itemize expenses from all sources of funding
- Quantify any in-kind contributions
- Eligible expenses include staff stipends, consultant or contractor service fees, equipment, project supplies, training and educational materials, and promotional items (including meeting supplies, incentives or awards).
- Ineligible expenses include facilities/administrative (overhead) costs.



Sustainable Jersey Grants Program Budget Template



Matching or in-kind contributions are encouraged, but not required. If the proposed project will be 100% funded by the grant, do not enter anything in the Other Funding Sources column. If other funding will be used to complete the project in conjunction with the grant, please identify the amount in the Other Funding Source column. Identify the source of the additional funding, if it has been secured, and any other details deemed necessary to include in the Budget Narrative. Any NJCEP, utility, or other incentives should be included. In order to upload your budget to the grant application, you must convert the excel document into a PDF. Please make sure that the rows and columns in the PDF are not cut off due to page breaks. To ensure this, select the "fit to paper width" option when saving as a PDF.

Applicant Name:

A. SALARIES, WAGES, AND FRINGE BENEFITS

				Other Funding		
			Sustainable Jersey	Sources (cash, incentives		
Name	Title	Hours	Grant Funded	or in-kind)	Total Cost	
					\$ -	
					\$ -	
		Total Municipal Salaries	\$ -	\$ -	\$ -	

B. SUBCONTRACTORS/CONSULTANT COSTS

Subcontractor/ Consultant	Role in Project	Period of Performance	Sustainable Jersey Grant Funded	Other Funding Sources (cash, incentives or in-kind)	Total	Cost
					\$	-
					\$	-
	Total Subc	\$ -	Ś -	Ś	-	

C. ITEMIZED EQUIPMENT

				Other Funding		
			Containable Issues	Sources		
			Sustainable Jersey	(cash, incentives		
Item	Unit Cost	Quantity	Grant Funded	or in-kind)	Total Cost	
					\$ -	
					\$ -	
		Total Equipment Cost	\$ -	\$ -	\$ -	

D. ITEMIZED SUPPLIES

ltem	Unit Cost	Quantity	Sustainable Jersey Grant Funded	Other Funding Sources (cash, incentives or in-kind)	Total Cost	
					\$	-
					\$	-
		Total Cost of Supplies	¢ -	٠ .	Ġ	_

E. OTHER ITEMIZED EXPENSES

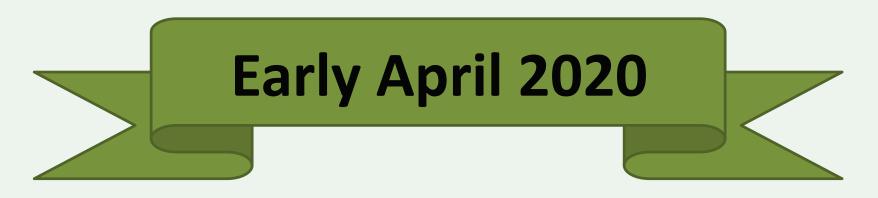
				Other Funding		
				Sources		
			Sustainable Jersey	(cash, incentives		
Item	Justification	Quantity	Grant Funded	or in-kind)	T	Total Cost
					\$	-
					\$	
		Total Other Expenses	\$ -	\$ -	\$	-
				_		

	TOTAL PROPOSED BUDGET	s -	\$ -	Ś	ı
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Grant Awards

Grant recipients will be announced:



- \$2,000 grants will be fully disbursed at a press announcement event in early May.
- \$20,000 and \$10,000 project grant awards will receive an initial grant of half the award (\$10,000 & \$5,000 respectively) at the press announcement event. The remaining half of the grant will be paid upon satisfactory completion of the project and approval of the final fiscal and project report.



\$20,000 & \$10,000 Reporting Requirements

Nine-month Interim Report: February 28, 2021

Provide a status report on project progress, expenditures, photos and any
modifications to the original proposal. Any changes to the original project
must be preapproved by Sustainable Jersey. Include possible dates for
ribbon cutting ceremonies or milestone events.

Final Report: November 30, 2021

- Information about the project's completion including a summary, lessons learned, impact on the community and final expenses.
- At least **TWO photographs** along with documentation depicting the grant project and/or related activities are required.
- Documentation that the PSEG Foundation and Sustainable Jersey were acknowledged as the project funders in project promotional materials and project signage.

Grant reporting will be completed online. Reminders will be emailed to the primary project contact in advance of the reporting submission deadline.





\$2,000 Reporting Requirements

Final Report: May 31, 2021

- Description of activities funded by the grant that highlights outcomes and impact.
- Challenges, lessons learned, and expenses charged to the grant.
- A summary of any modifications to the grant project, activities, and/or outcomes outlined in the original grant proposal.
- Samples of communications distributed to the community related to the grant efforts that also highlight the PSEG Foundation and the Sustainable Jersey Grants Program as the grant funders.
- At least TWO photographs along with documentation depicting the grant project and/or related activities are required.



Inventory. An inventory gives a municipality an understanding of

Project Signage





Additional Tips & Resources

- Templates for required attachments can be found on the <u>PSEG Grant Cycle page</u>
- Utilize the <u>Previous Grant Cycle Awards</u> as a Resource
 - Is my project unique compared to these?
 - Has my project been done before? If so, what is going to make my project new and exciting?
- Utilize the <u>Grant Writing Resources</u>
 - Sustainability Summit presentations
 - NJLM Conference Sustainable Jersey session presentations
 - Resources handout





2020 PSEG Grants Cycle Timeline

<u>Timeframe</u>	<u>Action</u>
Wednesday, December 11, 2019	Webinar presentation & recording posted on website
Friday, February 14, 2020	Grant application due including grant authorization
Early April 2020	Recipient/non-recipient notification
Early May 2020	Grant announcement event and funds distributed

Contact Us



Questions on the certification program?

Maureen Jones
Program Assistant
info@sustainablejersey.com
609-771-2938



Questions on the grants program?

Kaitlyn Vollmer
Grants Program Coordinator
grants@sustainablejersey.com
609-771-3189



Upcoming Events

Implementing Complete Streets at the Local Level Training

Thursday, January 9, 9:30am – 4:30pm Rowan College of South Jersey – Cumberland REGISTER

This FREE full-day training features an overview of complete streets and the many resources available to assist municipal elected officials, administrators, engineers, planners and others in advancing complete streets initiatives.

Tri-County Sustainability Alliance Energy Efficiency Summit

Wednesday, January 22, 6:00pm – 8:00pm Haddonfield Borough Hall REGISTER

The Tri-County Sustainability Alliance, a Sustainable Jersey regional hub, will hold an Energy Efficiency Summit which will focus on programs, incentives and strategies to save money while lowering individual & community greenhouse gas emissions. This event will teach attendees how to identify where their business or home is wasting energy with little-to-no cost solutions, lower utility bills, make living spaces more comfortable, and secure rebates for old appliances. This will include a chance to network as well as a session featuring speakers from New Jersey Clean Energy Program and South Jersey Gas.

Certification Webinars

What's New in 2020? Program Updates Webinar

Wednesday, January 29, 11:00am – 12:00pm REGISTER

Making a Game Plan for Getting Certified

Wednesday, February 5, 1:00pm – 2:00pm REGISTER

Stay in the Game! Strategize Your Recertification

Monday, February 10, 7:00pm – 8:00pm REGISTER

Tuesday, February 11, 11:00am – 12:00pm REGISTER

Moving Up to Silver Certification

Wednesday, February 19, 11:00am – 12:00pm REGISTER

Green Team 2.0: Building Your Capacity & Promoting Your Team

Wednesday, March 4, 11:00am – 12:00pm REGISTER

Certification Deadline: Sunday, May 17

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