



The Grass is Greener with a Sustainable Jersey Grant

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2. Use of Funding
3. Eligibility
4. Application & Live Walk Through
5. Required Attachments
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The PSEG Foundation is contributing \$200,000 to support the Sustainable Jersey grants program cycle for municipalities



PSEG

We make things work for you.



Available Funding

This grant cycle of the 2018 grants program funded by PSEG will award:

<u>Funding Level</u>	<u>Number of Grants</u>
\$20K	4
\$10k	8
\$2K	20

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

\$20,000 and \$10,000 project grants

- Funds must be used to fund all or part of a project that will earn points toward a Sustainable Jersey [action](#). The [Innovation Project](#) actions are acceptable.

\$2,000 grants to support municipal green teams

- Funds can be used for general operating support and direct expenses for green teams.
- Grant funding *may* be used for a project related to an action in the Sustainable Jersey program.



IMPORTANT NOTE: Due to funding available through the New Jersey Clean Energy Program (NJCEP) for energy audits and energy efficiency projects (i.e. lighting, furnaces, etc.), these activities are **NOT** eligible for funding from this cycle. See the NJCEP and Utility Sponsored Incentives sheet [here](#).



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

Year Grant Awarded	Amount	Grant Status	Eligible to Apply for \$10,000 Grant	Eligible to Apply for \$2,000 Grant
2017	\$10,000 or larger	Open	No	Yes
		Closed +	Yes	Yes
	\$2,000	Open	Yes	No
		Closed +	Yes	Yes
2016 & Earlier	\$10,000 or larger	Open	No	No
		Closed +	Yes	Yes
	\$2,000	Open	No	No
		Closed +	Yes	Yes

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



Application



Sustainable Jersey Grants Program
Funded by PSEG
2018 Application Information Package

Announcement Date:	Tuesday, November 14, 2017
Application Due Date:	Wednesday, February 28, 2018
Link to Application:	On the Grants and Resources section of sustainablejersey.com
Questions: Email grants@sustainablejersey.com or call Kaitlyn Vollmer at 609-771-3189	

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The application information packet can be downloaded from the **Sustainable Jersey** [“Grants and Resources”](#) page

Online Application & Deadline



**Online Application Deadline:
Wednesday, February 28
at 11:59pm**

The screenshot shows the Sustainable Jersey website interface. At the top left is the Sustainable Jersey logo. The main heading reads "Sustainable Jersey 2018 Grants Program funded by PSEG \$20,000 and \$10,000 Municipal Grant Application". Below this is a link for more information. The page features a "LOGIN" section with fields for "Email" and "Password", a "Login" button, and a "Forgot Password?" link. A "SIGNUP" section follows with fields for "Email", "Password", and "Confirm Password", and a "Signup" button. At the bottom, it says "POWERED BY wizehive".

Sustainable Jersey
2018 Grants Program funded by
PSEG

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

For more information about this Sustainable Jersey
Grants Program cycle, [click here](#) for the
information packet.

LOGIN:

If you have already created an application for this cycle, please Login to review/edit your application or fill in other requested information.

LOGIN

Email

Password

[Forgot Password?](#)

SIGNUP

Email

Password

Confirm Password

POWERED BY
wizehive

\$10,000 and \$20,000 Application:
<http://bit.ly/SJ2018PSEG10k20k>

\$2,000 Application: <http://bit.ly/SJ2018PSEG2k>



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 & description	5. Project impact (20K/10k applications only)
2. Project team members & resumes (20K/10k applications only)	6. Budget narrative
3. Action plan & Timeline	
4. Community engagement (20K/10k applications only)	
Attachments	
1. Green team documentation*	3. Detailed budget
2. Grant authorization	4. Optional Information

*Not required from Sustainable Jersey **Certified** municipalities

Attachments: Green Team Documentation



- Have a green team that meets the action requirements.
- List of members.
- Summary of green team activities. If just formed, describe future plans.



Applicants that have achieved Sustainable Jersey certification do not have to provide this information



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.
- Municipality must pass a resolution supporting the grant application.

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*

Attachments: Detailed Budget



A sample budget template is available for download on our website and within the online grant application.

Eligible Expenses

- Staff stipends, consultant/contractor service fees, equipment, project supplies, training & educational materials, and promotional items
- Promotional items include giveaways like t-shirts/water bottles, meeting supplies, incentives and awards and should not compromise more than **\$1,000** for \$10,000 and \$20,000 grants and **\$500** for \$2,000 grants

Ineligible Expenses

- Facilities/administrative (overhead) costs 





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.



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



All proposals are evaluated based on...

Project
Description

Project Team
Members

Action Plan
& Timeline

Community
Engagement

Project
Impact

Budget



\$2,000 Evaluation Criteria

All proposals are evaluated based on...

Project
Description

Action Plan
& Timeline

Budget
Narrative



Project Description

- Concisely summarize the project.
- Focus on a specific effort the grant will be used to support, and clearly link it to the completion of a Sustainable Jersey action.

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

- List key people involved in completing the project & their resumes
- Reach out to community members (school green team, representatives from civic or community-based organizations, non-profits, professional organizations, local businesses).

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



- Outline specific steps to complete the project including planning, implementation, community outreach and evaluation.
- Target completion dates should be realistic and enable the project to be completed within the performance period.



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
- Set deadlines and adhere to them
- Spend time and resources to train volunteers
- Try to plan for the unexpected – always have a “plan B”
- Include plans for how the success of the project will be shared with the community



Community Engagement

- Describe how the proposed project will capitalize on collaborations between stakeholders including county agencies, civic or community-based organizations, non-profits, the school district, professional organizations and local businesses
- Include plans for sharing information on the project with the greater community (“ribbon-cutting” ceremony, project signage, presentations, distribution of printed communications, creating website content, social media postings, etc.)

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

- Describe how the completion of this project will advance sustainability efforts in your community. Include who (residents, students, municipal staff, families, community) and how many will benefit by the proposed project.
- Address how the project will augment existing green team efforts and/or be a catalyst to advance sustainability efforts at the community level.

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 should clearly summarize the project expenses and identify all sources of funding needed to complete the project.
- If the total project budget is larger than your grant request, provide the total budget for the project and describe any in-kind or cash matches that have been approved or proposed in next year's municipal budget.

TIP: Budget

- Leverage no or low cost resources to cost-effectively 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
- Include shipping costs





Grant recipients will be announced:

End of April 2018

- \$2,000 grants will be disbursed at a press announcement event in May.
- Large project grant awards will receive an initial grant of half the grant amount at the press announcement event in May. The remaining balance will be paid upon satisfactory completion of the project and approval of the final fiscal and project report, due no later than October 31, 2019.

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



Nine-month Interim Report: **January 31, 2019**

- Project description.
- Completed, delayed, and upcoming project milestones.
- Estimated project completion date.
- A list of project expenditures paid for by the grant funds to date.

Final Report: **October 31, 2019**

- 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 PSEG 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: **April 30, 2019**

- Description of activities funded by the grant that highlights outcomes and impact.
- Challenges, lessons learned, and expenses charged to the grant.
- At least **TWO photographs** along with documentation depicting the grant project and/or related activities are required.



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



Additional Tips

- Templates for required attachments can be found on the [PSEG Grant Cycle page](#)
- **Utilize the Previous Grant Cycle Awards as a Resource**
 - Is my project unique compared to these?
 - Has my project been done before?
- **Don't forget to include in-kind contributions in your budget!**



Contact Us



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New Jersey Mayors' Climate Summit



**Saturday, February 3, 2018,
9:00am – 1:30pm**

**Rutgers University Bloustein
School of Planning & Public Policy
33 Livingston Avenue, New
Brunswick, NJ 08901**

REGISTER:

\$10 before January 29

\$25 after January 29

MAYOR PHIL KRAMER OF FRANKLIN TOWNSHIP &
MAYOR BRUCE A. HARRIS OF CHATHAM BOROUGH
CORDIALLY INVITE YOU TO

NEW JERSEY MAYORS' CLIMATE SUMMIT



WHEN

Saturday, February 3rd, 2018
Registration at 8:30AM • Program 9:00AM - 1:30PM

WHERE

**Rutgers University Bloustein School
of Planning & Public Policy**
33 Livingston Ave, New Brunswick, NJ



The day will consist of three panels of experts who will discuss a pathway forward to enable New Jersey to succeed in meeting the challenges presented by climate change.

PANELS

- 1 WHAT WE MUST ACHIEVE
- 2 FROM COMMITMENT TO ACTION
- 3 RESOURCES FOR CHANGE

SPEAKERS –

Jeanne Herb
Rutgers Climate Institute
Randy Solomon
Sustainable Jersey
Ed Potosnak
New Jersey League of Conservation Voters
Jenn Coffey
Association of NJ Environmental Commissions
Robert E. Kopp, Ph.D.
Rutgers Institute of Earth, Ocean, and
Atmospheric Sciences

Mayors and community leaders across New Jersey have taken up the challenge of addressing climate change by adopting sustainable practices.

It is vital for our mayors and communities to take a leading role in preserving our environment and protecting the public health of our citizens.

Lunch will be provided to attendees.

FEE
Early Bird \$10
Full (Starting Jan 27th) \$25
Students/Young Professionals \$10

RSVP

www.njlcvef.org/summit
or contact 609-331-9922

CO-SPONSORS



Open to elected officials and all members of the public



Certification Webinars

Moving Up to Silver Certification

Wednesday, January 31, 1:00pm – 2:00pm

[REGISTER](#)

Tips from silver certified communities and Sustainable Jersey staff on how to make the transition and the actions that can set you on the fast path to silver.

Stay in the Game! Strategize Your Recertification

Wednesday, February 7, 1:00pm – 2:00pm

[REGISTER](#)

Helpful information to help you avoid a lapse and/or maintain your certification.

Making a Game Plan for Getting Certified

Wednesday, February 21, 1:00pm – 2:00pm

[REGISTER](#)

Learn how to mobilize your green team, navigate the Sustainable Jersey website, select “start-up” actions, get assistance completing actions from non-profits and other groups, track your progress and more!