



# SUSTAINABLE JERSEY GRANTS PROGRAM



FUNDED BY:  
**PSEG**  
Foundation

## Sustainable Jersey Grants Program Funded by the PSEG Foundation 2024 Application Information Packet for Municipalities

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## 2024 Grants Program Cycle Funded by the PSEG Foundation



**Announcement Date:** Tuesday, November 14, 2023

**Application Due Date:** Friday, February 9, 2024

**Questions:** Email [grants@SustainableJersey.com](mailto:grants@SustainableJersey.com) or call Kaitlyn Vollmer on 609-771-3189. General questions regarding the Sustainable Jersey Program should be directed to [info@SustainableJersey.com](mailto:info@SustainableJersey.com) or Maureen Jones on 609-771-2938.

### A. Background

We are pleased to announce that the PSEG Foundation is contributing \$200,000 to support another cycle of the Sustainable Jersey Grants Program. With this contribution, the PSEG Foundation has provided \$3.4 million dollars in funding to support local sustainability initiatives in municipalities and schools across the state. The PSEG Foundation's ongoing support of the Sustainable Jersey Grants Program is an excellent example of how public/private partnerships can encourage local grass roots efforts to improve the quality of life in New Jersey.

The grants program is an important program benefit for New Jersey municipalities participating in Sustainable Jersey. Funding supports efforts to implement projects that help municipalities gain points needed for Sustainable Jersey certification and make progress toward a sustainable future. The funded projects serve as practical and innovative models for the rest of the State and make measurable contributions toward the long-term goal of a sustainable New Jersey.

This 2024 Sustainable Jersey Grants Program cycle funded by the PSEG Foundation will award:

- Four \$20,000 project grants
- Eight \$10,000 project grants
- Twenty \$2,000 project or green team support grants

The \$20,000 and \$10,000 "large" grants have an 18-month performance period. The \$2,000 grants have a 12-month performance period.

An informational webinar will be held on **Thursday, December 7, 2023**. You can register [here](#). This webinar will review the application process, provide tips on crafting a successful grant proposal, and demonstrate how to access the application that utilizes our online grants management platform.

**ONLINE Applications are due by Friday, February 9, 2024, Email submissions of grant proposals will NOT be accepted. All municipal grant applications must be submitted online using the link below:**

**<https://webportalapp.com/sp/psegmunigrants>**

Notifications of grant awards will be made by late April and an announcement event for grant recipients will be held in late May.

## B. Eligibility Requirements

Municipalities not meeting the following eligibility rules are not eligible to apply for a grant. Sustainable Jersey staff will verify the information provided. Applicants that do not meet the eligibility requirements will not be considered for an award.

**NOTE:** *Projects already underway or completed are not eligible for funding.*

### Standard Eligibility Rules

To be eligible to apply for a grant in this cycle, the following requirements must be met:

- The applicant must be a New Jersey municipal government.
- The applicant must be [registered](#) or [certified](#) with the Sustainable Jersey program AND have appointed a [green team that meets the Green Team Action Standard](#).

### Additional Eligibility Rules for Previous Grant Recipients

If you received a Sustainable Jersey grant in program year 2023 or earlier, refer to the chart below to determine if you are eligible to apply. Contact Kaitlyn Vollmer at [grants@sustainablejersey.com](mailto:grants@sustainablejersey.com) or 609-771-3189 if you have questions about your eligibility.

Grant Cycle Year	Grant Level	Current Grant Status	Eligible to Apply for Large Grant	Eligible to Apply for \$2,000 Grant
2023 Funded By: PSEG	\$10,000 or more	Open	No	Yes
		Closed+	Yes	Yes
	\$2,000 or less	Open	Yes	No
		Closed+	Yes	Yes
2015-2022 Funded By: PSEG or Gardinier*	\$10,000 or more	Open	No	No
		Closed+	Yes	Yes
	\$2,000 or less	Open	No	No
		Closed+	Yes	Yes

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

\* Applications were due on October 31 but are not awarded until January of the following year

**NOTE:** Grants awarded to municipalities through the Sustainable Communities Grant Program funded by Atlantic City Electric **are not** considered Sustainable Jersey grants and **will not** affect a municipality's eligibility to apply for additional grants.

### Limitations on the Number of Application Submissions

- Municipalities are eligible to apply for **one large grant** (either one \$20,000 or one \$10,000 grant) **AND/OR** one \$2,000 grant.

- If applying for both grants, the large grant proposal will be considered first. If the large grant proposal is not selected for funding, the \$2,000 proposal will then be considered. If the large grant is awarded, the municipality will no longer be eligible to receive the \$2,000 grant. Due to the limited number of large grants, applying for both a large and \$2,000 grant is a good strategy for optimizing the chances of receiving a grant.

### C. Use of Grant Funding

Eligible grant expenses include staff stipends, consultant or contractor service fees (e.g., for content expertise, marketing, and/or technology), equipment, training and educational materials or related expenses, project supplies, and promotional items. The amount of grant funding that can be used to purchase promotional items are limited to the following amounts: \$1,000 for large grants and \$200 for \$2,000 grants). Promotional items include “give-aways” such as refillable water bottles, t-shirts, bags, etc., and incentives or awards such as prizes, gift cards, refreshments, etc. **Facilities and administrative (overhead) costs may NOT be charged to the grant.** Matching or in-kind contributions are encouraged, but not required.

Funding may be passed through to a non-profit, partner organization, or contractor, but the municipality must be the applicant and will be responsible for the reporting requirements. Checks will be made payable to the municipality and sent to its fiscal agent.

#### \$20,000 and \$10,000 Project Grants

- \$20,000 and \$10,000 grants must be used to fund all or part of a project that will earn points for an [action](#) in the Sustainable Jersey Program. [Innovation Project](#) actions are acceptable.
- The project should leverage partnerships with community resources and include an outreach component focused on promoting community awareness of the project.
- Recipients of a large grant must have fully expended all of their grant funds, completed their project, and submitted their final report by **November 28, 2025**.

#### \$2,000 Green Team Support Grants

- \$2,000 grants can be used for general municipal green team expenses or for a specific project that will contribute to earning points for an [action](#) in the Sustainable Jersey Program.
- Recipients of a \$2,000 grant must have fully expended all of their grant funds, completed their project, and submitted their final report by **May 30, 2025**.

### D. Project Ideas

**Sustainable Jersey grants are intended to help local governments make progress toward a sustainable future in general, and specifically toward Sustainable Jersey certification.** The application process is meant to be as simple and as easy as possible. Grant writing resources that provide [tips](#) on how to write a good grant proposal and additional [funding resources](#) to explore are available [here](#) on the Sustainable Jersey website.

**Research shows that creating a team is an effective approach for organizing and strengthening efforts to advance sustainability.** A strong coordination and collaboration effort between the municipality and other community stakeholders is encouraged. This includes representatives and green team members from schools, municipal and county agencies, civic or community-based organizations, professional organizations or local businesses.

**Applicants can consider requesting funding for projects that will help their municipality complete actions in the Sustainable Jersey Certification Program and gain points towards certification.** With over 150 actions to choose from, proposals can focus on a wide range of initiatives such as creating a creative placemaking plan; conducting a brownfields inventory; holding a green fair; completing projects that promote diversity on boards and commissions, identify vulnerable populations for emergencies, support local food programs; holding education and outreach campaigns that promote recycling, commercial and residential energy efficiency, and healthier communities; and more. Please explore the entire range of options from the Sustainable Jersey [action menu](#) when brainstorming project ideas.

Additional project ideas will be discussed during an informational webinar on **Thursday, December 7, 2023, from 1:00pm to 2:30pm**. You can register for the webinar [here](#).

**When creating your proposal, be sure to seek out any available free or low-cost resources such as the ones listed in [Attachment 1](#).** Technical assistance is also available for certain projects through entities such as the Rutgers Cooperative Extension (find your county office [here](#)) and AmeriCorps New Jersey Watershed Ambassadors Program (more information available [here](#)). Other funding is also available. Additional funding sources should be reviewed to determine if your project costs are covered by existing grants through other programs or if additional funding can be secured for your project.

**NOTE:** *If using another grant to fund part of your project, the status of the grant award should be clear in the application. Projects where its completion is contingent upon receiving uncommitted funding will not be viewed favorably by the Blue Ribbon Selection Committee.*

## Energy-Related Projects

Due to funding available through incentive programs offered by utility companies for **energy audits and energy efficiency projects** (i.e. lightning, furnaces, etc.), these activities are **NOT** eligible projects.

**EV charging station(s) installation projects are NOT eligible for funding.** Applicants interested in installing EV charging stations should apply for [NJDEP's "It Pay\\$ to Plug In" program](#) and/or [NJBPU's Clean Fleet EV Incentive Program](#).

**The purchase of an electric vehicle (except for Class 4-8 medium and heavy-duty vehicles) is NOT an eligible project.** Applicants interested in purchasing alternative fuel/electric vehicles should apply for funding in [NJBPU's Clean Fleet EV Incentive Program](#).

### Class 4-8 Medium and Heavy-Duty Vehicles

Vehicle types include:

- Pick-up trucks
- Utility trucks and vans
- School, shuttle, and transit buses
- Garbage trucks
- Delivery/freight trucks
- Snow removal vehicles

The Sustainable Jersey [Alternative Fuel Vehicle Procurement Guide](#) and a [resources flyer from NJDEP](#) provide information on other purchasing opportunities.

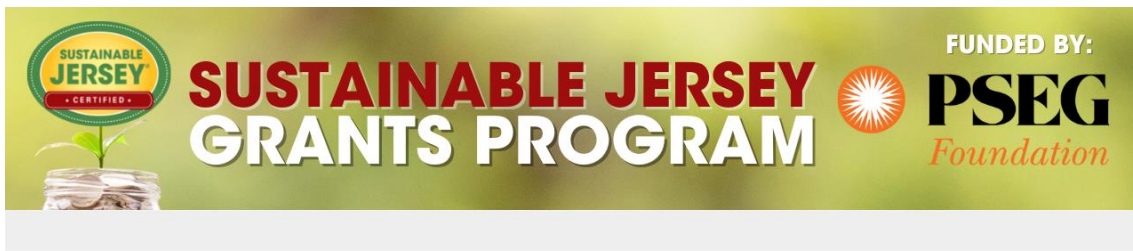
If applicable to your project or municipality, you can also look into the [NJ DEP Stop the Soot Grant](#) program that provides incentives to replace diesel vehicles with electric and for eMobility projects and the [NJ EDA's NJ ZIP](#) program that provides Incentives for medium and heavy duty vehicles in select urban areas.

See [Attachment 1](#) for a list of additional funding resources for energy-related projects.

## E. Online Application Portal

The municipal grant applications can be accessed using this link, which will take you to this landing page:

<https://webportalapp.com/sp/psegmunicipigrants>



The banner features the Sustainable Jersey logo on the left, the text "SUSTAINABLE JERSEY GRANTS PROGRAM" in large red and white letters in the center, and the PSEG Foundation logo on the right with the text "FUNDED BY: PSEG Foundation".

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### Sustainable Jersey Grants Program Account

This grant account can be used from year to year to submit applications to be considered for funding by the Sustainable Jersey Grants Program. A municipality should use one account to submit its grant applications with. Below is more information on how to utilize your grant account.

**Cycle Specific Portals**

Note that this portal is specific to the PSEG grants-- by signing in to this portal with your grant account, you

Sign In

Email

vollmerk@tcnj.edu

Password

.....

Log In

[Forgot your password?](#)

Need an Account?

Sign Up

Applications must be submitted using the online application portal by midnight 11:59 PM on **Friday, February 9, 2024**. At that time the portal will close. Only online application submissions will be considered for funding.

You may save your work, log out, and resume your in-progress application at any time by using the login feature. Even if you submit the application, you will still be able to access it up until the application deadline. Drafts of the application will automatically save every 5 minutes and a "save draft" button is available at the end of the application form. It is encouraged to save manually using the button.



## Sustainable Jersey Grants Program Account

This grant account can be used from year to year to submit applications to be considered for funding by the Sustainable Jersey Grants Program. A municipality should use one account to submit its grant applications with. Below is more information on how to utilize your grant account.

You may save your work, log out, and resume your in-progress application at any time by using the login feature. Even if you submit the application, you will still be able to access it up until the application deadline. Drafts of the application will automatically save every 5 minutes and a "save draft" button is available at the end of the application form. It is encouraged to save manually using the button.

## Creating an Account

**STEP ONE:** First, you must sign up for an account. **Be sure to record the email address and password you used.** Grant recipients will need that information to log into the system to complete the required reports. The person signing up for the account will be considered the grant's **primary contact**. Sustainable Jersey will direct all communications about the grant application to this person.

This account can be used to submit up to two municipal grant applications (applications for one large grant of \$20,000 or \$10,000 **AND/OR** one small grant of \$2,000).

**STEP TWO:** After signing up for your grant account, you must create a profile before moving forward with filling out the grant application sections. Click "Create a Profile to Get Started" to access the Profile form.

Homepage

Welcome, kaitlyn.vollmer@gmail.com

Thank you for signing up for a Sustainable Jersey Grants Program account! As the primary grant contact, you will use this account to submit grant applications and, if your project is selected for funding, the required reporting requirements. Before moving forward with your grant application, you must first create a Profile for your grant account.

Please click "+Create a Profile to Get Started" to begin. You can always edit your Profile by clicking "Edit".

You cannot move forward until you have completed your Profile.

[Create a Profile to Get Started](#)

**STEP THREE:** Fill out the Profile sections. **Please note that the primary contact must be a municipal staff member or an elected/appointed official (green team member/volunteer). It cannot be a consultant.** If a consultant is responsible for completing the grant application, they should submit the application under an account owned by the primary grant contact.

Profile -

Save Draft [Create Profile](#)

### Primary Application Contact

This is the primary person Sustainable Jersey will correspond with regarding this application and any subsequent award. The primary contact must be a municipal staff member or an elected/appointed official (green team member/volunteer). It cannot be a consultant.

Name \*

Title \*

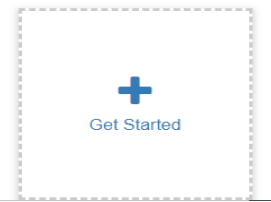
Organization/Municipality

Phone \*

Phone Number Extension

Email \*

**STEP FOUR:** After filling out the profile form, you will be able to access the actual grant application. Click “Get Started” to access the application form. You are now ready to complete the different application sections.



## F. Grant Application Form Sections

The grant application is broken into **three** sections. You will only be able to access the next section after completing the previous section. However, you will be able to access any completed section up until its completion deadline, meaning you can make changes even after submitting and go back to update information in earlier sections.

- [Section One: Grant Proposal](#)
- [Section Two: SJ Program Status](#)
- [Section Three: Grant Authorization Resolution](#)

**If you plan on submitting an application for both a large and a small grant, you will need to submit two separate grant applications.**

Applications must be submitted using the online application portal. The **first two sections** must be completed by the **February 9, 2024**, deadline. The **third section** does not need to be completed until **March 15, 2024**. It is recommended that you get the process started **as soon as possible** in order to ensure that the resolution is passed in time for your application to be considered.

### Section One: Grant Proposal

Complete this form requesting information on your municipality's requested funding amount **grant project** and application contacts.

### Requested Funding Amount

Before moving forward with the application, you must first select the funding amount that you are applying for. This will populate the form with questions specific to that funding amount.

Which grant are you applying for? (Choose One)

- **\$2,000**
- **\$10,000**
- **\$20,000**

### Sustainable Jersey Grant History

#### How it Affects Your Eligibility

Municipalities are able to have two grants open at one time--one "large" grant of \$5,000 or more and one "small" grant of \$2,000. If a municipality currently has an open large grant, then they are unable to apply



for another large grant until their previously-awarded grant is closed. However, they can apply for a new small grant and vice-versa.

**NOTE:** *Grants awarded to municipalities through the Sustainable Communities Grant Program funded by Atlantic City Electric **are not** considered Sustainable Jersey grants and **will not** affect a municipality's eligibility to apply for additional grants.*

During the application's eligibility pre-screening process, Sustainable Jersey staff will notify the primary application contact of any municipal applicant identified to have previous grants that must be properly addressed in order for the new grant application to be considered. There is a good chance open or outstanding grants can be closed out in time for a grant application to be considered as long as the project will be completed, and a final report submitted, by the mid-March.

### **Outstanding Grants**

If the previously-awarded grant is considered outstanding, then the municipality is unable to apply for any additional grants until that grant is closed. A previous grant is considered outstanding if it is open past the original deadline for closing out the grant. Typically, they are grants that are two program years old. So, for this cycle, any grants from 2022 and earlier are considered outstanding. This is still the case even if the grant was granted an extension—it must be closed out before the municipality is eligible to apply for any new grants.

### **What You Can Do to Become Eligible**

If you currently have an open or outstanding grant affecting your eligibility, you can close it out as long as the project is finished (with all of the grant funding spent) by submitting a final report. More information on your grant's reporting requirements can be found here and links to all of the final reports forms are available here. Sustainable Jersey staff must approve your final report in writing in order for the grant to be closed out.

## **Applicant Information**

Provide information on the municipality applying for the grant.

- **Municipality Name and County**  
Search for your municipality name from via the search bar and this information will auto-fill. Please note that municipalities with the same name may have to try clicking on more than one name before finding the one assigned to the correct county.
- **Municipal Employer Identification Number (EIN)**  
Ask your fiscal contact, typically the business administrator, for this number. Please do not include dashes when you add it to the online application form.

## **Application Contacts**

All application contacts will be notified once a final decision on the grant application is made. Provide the name, title, phone number, phone extension number (if applicable), and email address for each of the following:

- **Mayor**

- **Fiscal**

The fiscal contact must be a person (typically the Business Administrator) authorized by the municipality to manage official municipal funds. Please also provide the mailing address of your business office.

- **Media (Optional)**

In all likelihood, your media contact will be the person responsible for the promotion of your project with the community and news outlets.

## Grant Proposal

The applicant must provide the following information about the project:

- **Project Title and Brief Description:** Provide a name for the proposed project and a short description (limit to 100 words). The description should be concise and focus on the specific effort that the grant will be used to support. This description will be used in program reports and communications materials.
- **Action Plan and Timeline:** Create an outline of the specific steps your team will take to complete the proposed project. These steps include project planning, implementation, community engagement, promotional activities and evaluation. Identify the target completion date for each step to ensure the project can be accomplished by the end of the grant performance period. \$20,000 and \$10,000 grants have an 18-month performance period whereas \$2,000 grants have a 12-month performance period.

**Ribbon cutting ceremonies or milestone events should be identified.** An action plan template is available [here](#) and is shown in [Attachment 2](#). Adjustments can be made to the timeline after the grant is awarded.

**NOTE:** Applicants may not submit for reimbursement for a project underway or already completed. Efforts to be funded by the grant should not start until **after the grant announcement event in late May**. Planning steps can occur beforehand.

Promotion of the grant should include both the [Sustainable Jersey](#) and the [PSEG Foundation](#) logos. Examples of promotion materials recognizing the funders can be found [here](#).

- **Budget Narrative and Detailed Project Budget:** The purpose of the Budget Narrative is to explain what the grant funds will be used for. The Detailed Project Budget is an itemized list of all project expenses by category. A sample budget template is available [here](#) and is shown in [Attachment 3](#).

### Eligible Expenses

Only eligible expenses can be paid for using grant funding. Eligible grant expenses include staff stipends, consultant or contractor service fees (e.g., for content expertise, marketing, and/or technology), equipment, training and educational materials or related expenses, project supplies, and promotional items.

**Promotional items should not comprise more than \$1,000 of the proposed grant budget for \$20,000 and \$10,000 grants and no more than \$200 for \$2,000 grants.** Promotional items include “give-aways” such as refillable water bottles, t-shirts, bags, etc., and incentives or awards such as prizes, gift cards, refreshments, etc.

**Facilities and administrative (overhead) costs may NOT be charged to the grant.**

### **Sponsor Recognition**

Additionally, grant recipients are required to install a sign indicating that the project was funded by **the PSEG Foundation and the Sustainable Jersey Grants Program** where applicable. The cost of the signage can be included in the project budget.

**NOTE:** *The PSEG Foundation and the Sustainable Jersey Grants Program should also be acknowledged on reports or other materials developed with grant funds. Copies of materials acknowledging the funders will be required attachments in the final grant report for all grants. Promotion of the grant should include both the [Sustainable Jersey](#) and the [PSEG Foundation](#) logos. Examples of promotion materials recognizing the funders can be found [here](#).*

### **Other Funding Sources**

The budget should itemize all the expenses that will be incurred to complete the project and the sources of funding. Sources of funding can include the Sustainable Jersey grant funds, municipal funding, other grant funds, or in-kind contributions such as non-cash donations, staff time, and volunteer time. It is advisable to quantify any in-kind contributions. The total cost of the project should equal the Sustainable Jersey grant (\$20,000, \$10,000, or \$2,000) plus the other sources of funding required to complete the project.

Budgets are not required to have in-kind contributions or additional funding sources, however, the Blue Ribbon Selection Committee looks favorably on budgets that make the best use of available, low-cost resources and that show support from the community and other stakeholders.

**NOTE:** *If using another grant to fund part of your project, the status of the grant award should be clear in the application. Projects where its completion is contingent upon receiving uncommitted funding will not be viewed favorably by the Blue Ribbon Selection Committee.*

## **Additional Requirements for Large Grant Applicants**

**Only \$20,000 and \$10,000 grant applicants are required to provide the following:**

- **Project Team:** Upload a list of the key people who will be involved in completing the proposed project that includes each person’s name, organization, position (title), and other experience relevant to the completing the project (i.e. the green team member on the team is also a certified Master Gardener and will use these skills when helping create the community garden).

When forming the project team, consider reaching out to community members such as school green teams; municipal and county agency staff; and representatives from civic or community-

based organizations, non-profits, professional organizations or local colleges and businesses who could be a valuable resource for the project. Also be sure to include representation from stakeholder groups that will be involved in or impacted by the implementation of the proposed project, including interested residents.

- **Community Engagement:** Describe how the proposed project will capitalize on collaborations between community stakeholders including staff, residents, and representatives from community-based organizations (i.e., school green teams, municipal and county agencies, civic or community-based organizations, non-profits, professional organizations and local businesses).

Also include plans for sharing information on the project with the greater community. This can include plans to hold a “ribbon-cutting” ceremony, create project signage, give presentations to the governing body, distribute printed communications, create website content, and create social media postings. It is recommended to work with the grant media contact to develop a strategy to promote the completion of the grant through the community and local media. Promotion of the grant should include both the [Sustainable Jersey](#) and the [PSEG Foundation](#) logos. Examples of promotion materials recognizing the funders can be found [here](#).

- **Project Impact and Evaluation:** Describe why this project is important for your municipality and how it addresses a specific need identified as a priority in the community. Explain how the project developed from an idea to a grant application—include information on any past initiatives that lead to this effort, who was involved in the process, and why this project was specifically chosen to address the identified need.

The project will be assessed for its uniqueness, innovation, and the impact it will have on the community. Explain how the completion of the project will impact certification and green team efforts.

This grant does not require a rigorous or formal evaluation process, however, grant recipients are expected to report on specific and/or measurable results or outcomes and other non-quantifiable impacts on the community. Estimate who (staff, residents, etc.) and how many will benefit from the proposed project.

## Optional Information

The additional file uploads can also be used to provide more detailed project information such as:

- **Letters of commitment or support from project partners:** This includes the school/district green team, business, community organizations, local non-profits, external partners or others. Letters that clearly describe the partner’s role in the project are encouraged.
- **Surveys, studies and supporting data**
- **Background information on previous sustainability initiatives**
- **Maps, photos, graphs and other media**
- **Quotes, draft RFP’s, or other budget-related information**

## Section Two: Sustainable Jersey Program Status

Complete this form requesting information on your municipality's current status in the Sustainable Jersey program. Municipalities must be **registered or certified in the program** and have an **active Sustainable Jersey green team** to be eligible to apply.

**NOTE:** Green team documentation will be requested in this section of the application, but **municipalities currently certified Bronze or Silver in the program** do **NOT** need to upload this information.

Use the Participating Communities map [here](#) to check your municipality's current program status. Find the name of your municipality using the "List View".

If you have any questions about your certification status and how it affects your grant eligibility, please contact Kaitlyn Vollmer at [grants@sustainablejersey.com](mailto:grants@sustainablejersey.com) or at 609-771-3189.

## Sustainable Jersey Status Types

### Not Registered

**If your municipality is not listed, that means it is not registered** and must do so in order to be eligible to apply for grants.

### Registered

**If your municipality's name is listed but the certification column is blank, that means the municipality is registered.** Please note that even if your municipality was certified in the past, certification only lasts for three years and can be expired at the time of your grant application.

### Currently Certified

**If the certification column says "Bronze" or "Silver," that means your municipality is currently certified.** Currently-certified municipalities do not need to provide documentation of its green team, as this is evidenced by its current certification status.

## Not Registered?

**Participating in the Sustainable Jersey program is free and allows your municipality to apply for grants in the Sustainable Jersey Grants Program.** Registering is easy—you can follow the instructions available [here](#). Questions on how to register can be directed to Maureen Jones, at [info@sustainablejersey.com](mailto:info@sustainablejersey.com) or at 609-771-2938.

## Green Team Requirements

Establishing a green team is the only action a municipality is required to complete in order to participate in any Sustainable Jersey program. Only certified municipalities are exempt from providing this information. All other municipalities will be asked to upload the following as evidence of your active green team:

- **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.

### **Don't Have an Active Green Team?**

There's still time to get your green team together. The formation of a "green team" is the first step in establishing a municipal sustainability program. Green teams leverage the skills and expertise of team members to develop plans, implement programs, and assist with educational opportunities that support the creation of a sustainable community. Such entities can go by any name, but the role is the same: lead and coordinate the sustainability activities of the municipality.

Green teams are established by the municipal government via a resolution or ordinance. Preexisting groups or committees can serve as the green team, as long as the local government officially designates the committee to serve the role of the green team.

Green teams can include interested residents; members appointed from municipal staff and departments, elected officials, and volunteer members of community boards and commissions; representatives from schools including educators, school board members, parent-teacher organizations, school staff, and students; representatives from local businesses, chambers of commerce, academic institutions, civic organizations and, faith-based groups.

You can follow the steps available [here](#) to create a new green team or reestablish an inactive one. It is okay if your green team currently consist of only members from your project team.

### **Section Three: Grant Authorization Resolution**

After submitting the completed grant application, you will gain access to the Grant Authorization Resolution stage that **has a longer deadline than the grant application**. A grant authorization resolution must be submitted no later than by the end of the day on **March 15, 2024**, in order for the grant application to be considered.

### **Grant Authorization Resolution Template**

Uploading a copy of the adopted resolution acts as documentation that your municipality is authorized to apply for this grant in accordance with the governing body. A template resolution can be found [here](#).

You are not required to use one of the templates as long as the grant authorization document names the **specific Sustainable Jersey grants cycle** (2024 Sustainable Jersey Grants Program funded by the PSEG Foundation), the **requested funding amount(s)** (\$20,000, \$10,000, and/or \$2,000), and the name of the applicant (your **municipality name**).



## Grant Resolution Recommendations

It is recommended that the municipality begins the process of obtaining the resolution as soon as possible to ensure it is adopted by the deadline. You do not want to miss out on a grant just because you did not get the resolution passed in time.

Also, it is recommended that you check that you are submitting the **correct resolution**. The grant authorization resolution is **not** the same as the resolution required to register in Sustainable Jersey or the resolution required to establish a green team. If you have questions about the resolution, please contact Kaitlyn Vollmer at 609-771-3189 or at [grants@sustainablejersey.com](mailto:grants@sustainablejersey.com).

## G. Selection Process

Municipalities may only apply for **one \$20,000 or \$10,000** project grant **AND/OR one \$2,000** project or green team support grant. The large grant proposal will be considered first. If the large grant proposal is not selected for funding, the \$2,000 proposal will then be considered. If the large grant is awarded, the municipality will no longer be eligible to receive the \$2,000 grant. Due to the limited number of large grants, applying for both a large and \$2,000 grant is a good strategy to optimize the chances of receiving a grant.

### \$20,000 and \$10,000 Project Grant Proposals

A Blue Ribbon Selection Committee will evaluate applications that meet the grant eligibility requirements based on criteria listed in [Attachment 4](#). Up to 50% of the grant funds will be reserved for certified municipalities. Sustainable Jersey reserves the right to reallocate the funding based on the quality and quantity of grant applications received in a given funding cycle. The selection committee will also consider efforts towards Sustainable Jersey certification, project diversity, previous funding, economic need, and the regional distribution of grants throughout the state.

### \$2,000 Project or Green Team Support Grant Proposals

Grants will be awarded based on the green team's commitment to advancing sustainability initiatives in the community and how the proposed activities will lead to the successful completion of specific Sustainable Jersey actions. Up to 50% of the grant funds will be reserved for certified municipalities. Sustainable Jersey reserves the right to reallocate the funding based on the quality and quantity of grant applications received in a given funding cycle. The selection committee will also consider efforts towards Sustainable Jersey certification, project diversity, previous funding, economic need, and the regional distribution of grants throughout the state.

## H. Grant Awards and Additional Terms

### Grant Awards

- Funding decisions will be announced by early April and a grant announcement event will be held in early May. The grant funds will be distributed in early May. Municipalities selected to receive a

grant will be notified through their designated contacts. Checks will be made payable to the listed fiscal contact.

- The \$20,000 and \$10,000 project grant recipients will receive an initial grant award of \$5,000 in early May. The remaining \$5,000 balance of the grant award will be paid contingent upon satisfactory completion of the project and approval of the final fiscal and project report, due no later than **November 28, 2025**.
- The \$2,000 project or green team support grants will be awarded in full in early May. All grant funds must be fully expended, projects completed and final reports submitted by **May 30, 2025**.

## Additional Terms

### Project Promotion & Recognition

**All grant recipients are required to notify Sustainable Jersey of any project-related ribbon-cutting ceremonies or milestone events so that media outreach can be coordinated with Sustainable Jersey and the PSEG Foundation.** The purpose of these events is to celebrate the municipality's accomplishments in completing the grant project with the community, recognize the program funder, and highlight the benefits of the Sustainable Jersey Grants Program. It is recommended that the green team work with the grant media contact to develop a strategy to promote the completion of the grant through the community and local media. Promotion of the grant should include both the Sustainable Jersey and PSEG logos. Promotion of the grant should include both the [Sustainable Jersey](#) and the [PSEG Foundation](#) logos. Examples of promotion materials recognizing the funders can be found [here](#).

Additionally, grant recipients are required to install a sign indicating that the project was funded by **the PSEG Foundation and the Sustainable Jersey Grants Program** where applicable. Reasonable costs for signage can be included in the project budget. Project funders should also be indicated on reports or other materials developed with grant funds.

If installing signage or holding a ribbon cutting ceremony is not applicable to your project, there are other ways to share the success of the project with the rest of the community. Consider presenting grant accomplishments in public meetings, distributing printed communications, and creating website content and social media postings.

### Project Photos

All grant recipients are also required to include at least **TWO** photographs depicting the grant project and/or related activities with their final report. Whenever possible, the photographs should include members of the community. Sustainable Jersey reserves the right to use these photographs in reports to the grant program sponsor, presentations, and other program-related materials.

## I. Grant Recipient Reporting Requirements

### \$20,000 and \$10,000 Project Grant Awards

Grantees will be required to complete an interim and final report using an online report form. Reminders will be emailed to the primary project contact at least 30 days in advance of the reporting submission deadline. For more specific details on reporting requirements, visit the Sustainable Jersey [website](#).

**Interim Report – Due February 28, 2025:** 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 and plans for project signage (if applicable).

**Final Report – Due November 28, 2025:** Document completion of the project described (project scope finished and all funds spent) in the original application (or the portion of the project which the grant was intended). Recipients will be asked to provide a project summary, impact of the grant on the community, summary of community outreach efforts, at least **TWO** photographs, documentation that the PSEG Foundation and Sustainable Jersey were acknowledged as project funders in promotional materials and signage, lessons learned, expense summary and signed certification declaration that the grant is complete. The final 50% of the grant funding will be dispersed upon approval of the final grant report.

### **\$2,000 Project or Green Team Support Grant Awards**

Grantees will be required to complete a final report using an online report form by **May 30, 2025**. Reminders emails will be sent to the primary project contact at least 30 days in advance of the reporting submission deadline. The final report must document the completion of the project or green team activities described in the application, provide a summary of any modifications, describe the impact on the community, sample communications, photographs, lessons learned, documentation that the PSEG Foundation and Sustainable Jersey were acknowledged as project funders in promotional materials and signage, summary of expenses showing all funds have been spent, and signed certification declaration that the grant is complete.

## Attachment 1: Incentive Programs for Energy Projects

### Energy Efficiency Incentives

New Jersey's Clean Energy Program (NJCEP) Programs	
Program	Summary
<a href="#">Combined Heat &amp; Power (CHP) &amp; Fuel Cell</a>	Funding for energy efficiency through on-site power generation and productive use of waste heat. Funding based on eligible technology and size (installed rated capacity).
<a href="#">Energy Savings Improvement Program</a>	A state-facilitated funding mechanism used to finance energy efficiency upgrades at public institutions. Allows a public entity to use energy savings to pay for the cost of energy-related capital upgrades.
<a href="#">Local Government Energy Audit (LGEA)</a>	Free ASHRAE Level 2 audit for local government buildings with a minimum 200kW monthly average peak demand.
<a href="#">New Construction (and Gut Renovation) Programs</a>	Incentive programs for new construction and gut renovation projects that achieve energy savings beyond code requirements: SmartStart New Construction; Customer Tailored Programs; and Whole Building/Comprehensive (Pay for Performance).

For more information on NJCEP programs visit: [www.NJCleanEnergy.com/muni](http://www.NJCleanEnergy.com/muni), email [Outreach@NJCleanenergy.com](mailto:Outreach@NJCleanenergy.com) or call 866-657-6278

### Incentive Programs for Local Governments from Utilities

As of July 1, 2021, New Jersey utility companies are offering energy efficiency incentive programs, including:

**Direct Install Program.** Provides turnkey energy solutions for small business and local government customers.

**Engineered Solutions.** Provides tailored energy efficiency assistance to public service entities.

**Equipment Rebates.** Offers a wide range of pre-qualified "standard" measures with set incentive values.

Utility Incentive Programs (Note: Local governments are considered businesses)	
Utility	Webpage and Contact Info
Atlantic City Electric	<a href="#">Webpage</a> , email <a href="mailto:EnergyEfficiency@atlanticcityelectric.com">EnergyEfficiency@atlanticcityelectric.com</a> or call 866-353-0007
Elizabethtown Gas	<a href="#">Webpage</a> , email <a href="mailto:ETGBusiness@appliedenergygroup.com">ETGBusiness@appliedenergygroup.com</a> or call 888-263-7372
Jersey Central Power & Light	<a href="#">Webpage</a> , email <a href="mailto:energysavenj@firstenergycorp.com">energysavenj@firstenergycorp.com</a> or call 800-662-3115
New Jersey Natural Gas	<a href="#">Webpage</a> , email <a href="mailto:SAVEGREEN-Com@njng.com">SAVEGREEN-Com@njng.com</a> or call 877-455-6564
Public Service Electric & Gas	<a href="#">Webpage</a> , email <a href="mailto:pseenergysaver@dnv.com">pseenergysaver@dnv.com</a> or call 844-300-7734
Rockland Electric	<a href="#">Webpage</a> , email <a href="mailto:DL-NJSaves@oru.com">DL-NJSaves@oru.com</a> or call 877-434-4100
South Jersey Gas	<a href="#">Webpage</a> , email <a href="mailto:SJGBusiness@appliedenergygroup.com">SJGBusiness@appliedenergygroup.com</a> or call 888-263-7372

## Attachment 1: Energy Incentive Programs

New Jersey's Clean Energy Program (NJCEP) Programs	
Program	Summary
<a href="#">Combined Heat &amp; Power (CHP) &amp; Fuel Cell</a>	Funding for energy efficiency through on-site power generation and productive use of waste heat. Funding based on eligible technology and size (installed rated capacity).
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<a href="#">Local Government Energy Audit (LGEA)</a>	Free ASHRAE Level 2 audit for local government buildings with a minimum 200kW monthly average peak demand.
<a href="#">New Construction (and Gut Renovation) Programs</a>	Incentive programs for new construction and gut renovation projects that achieve energy savings beyond code requirements: SmartStart New Construction; Customer Tailored Programs; and Whole Building/Comprehensive (Pay for Performance).
For more information on NJCEP programs visit: <a href="http://www.NJCleanEnergy.com/muni">www.NJCleanEnergy.com/muni</a> , email <a href="mailto:Outreach@NJCleanenergy.com">Outreach@NJCleanenergy.com</a> or call 866-657-6278	

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Utility Incentive Programs (Note: Local governments are considered businesses)	
Utility	Webpage and Contact Info
Atlantic City Electric	<a href="#">Webpage</a> , email <a href="mailto:EnergyEfficiency@atlanticcityelectric.com">EnergyEfficiency@atlanticcityelectric.com</a> or call 866-353-0007
Elizabethtown Gas	<a href="#">Webpage</a> , email <a href="mailto:ETGBusiness@appliedenergygroup.com">ETGBusiness@appliedenergygroup.com</a> or call 888-263-7372
Jersey Central Power & Light	<a href="#">Webpage</a> , email <a href="mailto:energysavenj@firstenergycorp.com">energysavenj@firstenergycorp.com</a> or call 800-662-3115
New Jersey Natural Gas	<a href="#">Webpage</a> , email <a href="mailto:SAVEGREEN-Com@njng.com">SAVEGREEN-Com@njng.com</a> or call 877-455-6564
Public Service Electric & Gas	<a href="#">Webpage</a> , email <a href="mailto:pseenergysaver@dnv.com">pseenergysaver@dnv.com</a> or call 844-300-7734
Rockland Electric	<a href="#">Webpage</a> , email <a href="mailto:DL-NJSaves@oru.com">DL-NJSaves@oru.com</a> or call 877-434-4100
South Jersey Gas	<a href="#">Webpage</a> , email <a href="mailto:SJGBusiness@appliedenergygroup.com">SJGBusiness@appliedenergygroup.com</a> or call 888-263-7372

EV and EV Charging Infrastructure Incentives	
Program	Summary
<a href="#">NJ BPU's Clean Fleet EV Incentive Program</a>	Incentives for local government purchase of EVs and EV charging station(s)
<a href="#">NJ DEP's It Pay\$ to Plug In</a>	Incentives for EV charging stations; charging stations may be installed at workplaces, public places, and multi-unit dwellings
<a href="#">NJ DEP Stop the Soot Grant</a>	Incentives to replace diesel vehicles with electric and for eMobility projects
<a href="#">NJ EDA's NJ ZIP</a>	Incentives for medium and heavy duty vehicles in select urban areas
Note: Utility companies are announcing EV incentives ongoing, check each utility website for up to date information. Incentives may include "make-ready" electric vehicle charging infrastructure (everything but the charging station).	
<a href="#">Atlantic City Electric Vehicle Program</a>	<a href="#">PSE&amp;G Electric Vehicle Charging Program</a>
<a href="#">JCPL Electric Vehicle Program</a>	<a href="#">Rockland Electric Company</a>

**Attachment 2: Grant Application Proposed Project Action Plan**



**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.

**Project Promotion – Events Where Promotional Materials With Sponsor Recognition Are Distributed**

Name of Event	Materials	Date
1.		
2.		
3.		
<b>Proposed Date of Ribbon Cutting Ceremony (if applicable)</b>		

Complete the Proposed Grant Project	Team Member Responsible	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.		



# Attachment 3: Budget Template



## 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**

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

**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
					\$ -
					\$ -
<b>Total Subcontractor/Consultant Cost</b>			\$ -	\$ -	\$ -

**C. ITEMIZED EQUIPMENT**

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

**D. ITEMIZED SUPPLIES**

Item	Unit Cost	Quantity	Sustainable Jersey Grant Funded	Other Funding Sources (cash, incentives or in-kind)	Total Cost
					\$ -
					\$ -
<b>Total Cost of Supplies</b>			\$ -	\$ -	\$ -

**E. OTHER ITEMIZED EXPENSES**

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

<b>TOTAL PROPOSED BUDGET</b>			\$ -	\$ -	\$ -
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## Attachment 4: \$20,000 and \$10,000 Grant Proposal Evaluation Criteria

Applications that meet the grant eligibility requirements will be evaluated using the criteria listed below:

<b>Project Description</b> (10 points) <ul style="list-style-type: none"><li>• The description concisely summarizes the specific project to be funded by the grant award</li></ul>
<b>Project Team Members</b> (10 points) <ul style="list-style-type: none"><li>• The designated project team appears qualified to undertake the proposed project</li><li>• 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</li></ul>
<b>Action Plan &amp; Timeline</b> (15 points) <ul style="list-style-type: none"><li>• The proposed project action plan addresses the steps needed to successfully complete the project</li><li>• Target completion dates are realistic and will enable the project to be completed within the 18-month performance period (starting late May 2024)</li><li>• Events where the grant will be promoted, such as a ribbon cutting ceremony, and materials will be distributed are identified</li></ul>
<b>Community Engagement</b> (15 points) <ul style="list-style-type: none"><li>• 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.</li><li>• Details on how the project will be shared with the community are included</li></ul>
<b>Project Impact and Evaluation</b> (30 points) <ul style="list-style-type: none"><li>• The project will augment existing green team efforts and contribute toward making progress in the Sustainable Jersey Certification Program</li><li>• The proposed project is unique, innovative and addresses a specific need</li><li>• What the project hopes to accomplish is clear and relevant background information is provided to better understand the impact of the project</li><li>• Who will benefit from the proposed project (staff, residents, etc.) and how is clearly articulated</li><li>• Project outcomes will be evaluated</li></ul>
<b>Budget</b> (20 points) <ul style="list-style-type: none"><li>• 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</li><li>• The project leverages no or low cost resources to cost-effectively complete the proposed project</li><li>• It is clear that all additional funding besides the grant is in-hand or committed</li><li>• The detailed project budget is consistent with the Budget Narrative and clearly identifies the eligible project expenses that will be billed to the grant</li><li>• The budget is realistic, costs are justified and resource contributions, including in-kind, have a reasonable value</li><li>• Promotional items including “give-aways” (i.e. T-shirts, water bottles), incentives, refreshment or awards do not comprise more than \$1,000 of the proposed grant budget</li></ul>