



SUSTAINABLE JERSEY GRANTS PROGRAM



2025 PSEG Grants Cycle QuickStart Guide

The Sustainable Jersey Grants Program is an important resource benefit available to any NJ municipality participating in the Sustainable Jersey program. Please consider taking advantage of the annual funding cycles in order to support your municipality’s journey to becoming more sustainable. This QuickStart guide provides a basic overview of the 2025 PSEG Grants Cycle. More detailed cycle information can be found in the [Application Information Packet](#). Apply [here](#).

APPLICATIONS ARE DUE BY 11:59PM ON FEBRUARY 14, 2025

Tables of Contents – “Click” on a Section Title to Jump to that Page

- Eligibility Rules.....2
 - Eligible Applicants2
 - Multiple Applications2
 - Can I Apply for More than One Grant?2
 - Previous Grant Recipients.....2
- Potential Grant Projects3
 - Eligible Projects.....3
 - Need Help Thinking of a Project?3
 - Ineligible Projects.....4
 - Energy Projects.....4
- Grant Expenses.....4
 - Eligible Grant Expenses.....4
 - \$20,000 and \$10,000 Grants.....5
 - \$2,000 Grants5
 - Ineligible Expenses5
- Application Sections.....5
 - Section One: Municipal Grant Proposal.....5
 - Section Two: Sustainable Jersey for Program Status6
 - Section Three: Grant Authorization Documentation6

Eligibility Rules

Eligible Applicants

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

- The applicant must be a New Jersey municipality.*
- The applicant must be registered or certified in the Sustainable Jersey program. View Sustainable Jersey participation status [here](#).
- The applicant must have appointed a green team that meets the [Green Team action standard](#).

*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.

Multiple Applications

Can I Apply for More than One Grant?

Municipalities are eligible to apply for two grants: one \$10,000 or \$20,000 AND one \$2,000 grant.

- The \$10,000 or \$20,000 grant proposal will be considered first. If the large grant proposal is selected for funding, the \$2,000 proposal will no longer be considered. If the large grant proposal is not selected for funding, the \$2,000 proposal will be considered.

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.

Previous Grant Recipients

If you received a Sustainable Jersey grant in program year 2024 or earlier, refer to the chart below to determine if you are eligible to apply. Contact Kaitlyn Vollmer at grants@sustainablejersey.com or 609-771-3189 if you have questions.

Grant Cycle Year	Grant Level	Current Grant Status	Eligible to Apply for Large Grant	Eligible to Apply for \$2,000 Grant
2024 Funded By: PSEG	\$10,000 or more	Open	No	Yes
		Closed+	Yes	Yes
	\$2,000 or less	Open	Yes	No
		Closed+	Yes	Yes
2015-2023 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

Potential Grant Projects

Eligible Projects

The funding supports efforts to implement projects that can help your municipality 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.

Besides funding projects, \$2,000 grants can also be used for general green team support such as outreach efforts and capacity-building.



Need Help Thinking of a Project?

Register for the informational webinar [here](#) or view projects that have been funded through previous grant cycles via the Previous Recipients and Projects [page](#) on the Sustainable Jersey website.

Energy Projects

Proposals for **energy education, conservation, and/or behavioral change projects ARE eligible**. This includes renewable energy equipment such as solar or wind powered equipment that can be utilized in the school curriculum.

Expenses for **electric vehicle (EV) charging equipment ARE eligible** for funding, provided they are paired with other available incentives such as [NJDEP's "It Pay\\$ to Plug In"](#) program or [NJBPU's "Clean Fleet EV Program"](#) AND utility funding. Further details on these programs are provided in Attachment 1 of the [Application Information Packet](#).

Select EVs ARE eligible for funding, provided they are paired with other available incentives as listed in Attachment 1. Eligible EVs include pursuit-class police vehicles (e.g. vehicles intended for pursuit-class police use) and medium and heavy-duty EVs (e.g. vehicles classified as Class 4 and above).

For a full list of available incentives for EVs, EV charging infrastructure, and e-Mobility projects, see: [NJDEP EV Resources for Local Governments](#). Sustainable Jersey's [Alternative Fuel Vehicle Procurement Guide](#) also provides guidance on purchasing alternative fuel vehicles.

NOTE: The IRS [Direct \(Elective\) Pay program](#) allows tax-exempt entities, such as municipalities and schools, to receive payments equivalent to tax credits for qualifying clean energy projects. Projects like EV purchases and EV charging infrastructure qualify.

Class 4-8 Medium and Heavy-Duty Vehicles
Vehicle types include: <ul style="list-style-type: none">• Utility trucks and vans• School, shuttle, and transit buses• Garbage trucks• Delivery/freight trucks

See Attachment 1 in the [Application Information Packet](#) for a list of additional funding resources for energy-related projects. Interested in energy projects? Contact our energy team at woodst@tcnj.edu to learn more about these opportunities.

Ineligible Projects

Besides projects that do not meet the Eligible Projects guidelines, any projects that are already underway or completed are not eligible for funding.

Energy Projects

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

See Attachment 1 in the [Application Information Packet](#) for a list of additional funding resources for energy-related projects. Interested in energy projects? Contact our energy team at woodst@tcnj.edu to learn more about these opportunities.

Grant Expenses

Eligible Grant Expenses

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
- Promotional items
 - **These items should not comprise of more than 10% of the proposed grant budget.** 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.

Note that the following expenses are also eligible for specific energy projects:

- EV charging infrastructure and installation
- Medium and heavy-duty electric vehicles (EVs) (Class 4 and above)
- Pursuit-class police EVs (other passenger class EVs are NOT eligible)

Matching or in-kind contributions are encouraged, but not required. Any donated items, time and expertise should also be included in your budget—if you are unable to monetize the value of these donations, note them in your budget narrative. Including in-kind contributions such as donations (rotary club, local businesses, etc.), fundraising, municipal funds, etc. as part of your budget makes it more competitive.

\$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, including the Innovative Project action.
- The project should leverage partnerships with community resources and include an outreach component focused on promoting community awareness of the project.

\$2,000 Grants

- Can be used for general green team expenses or for a specific project that will contribute to earning points for an action in the Sustainable Jersey program.

Ineligible Expenses

- Facilities and administrative (overhead) costs.
- 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.

Application Sections

The online PSEG grant application is comprised of three sections:

1. Municipal Grant Proposal
2. Sustainable Jersey Program Status
3. Grant Authorization Documentation

Instructions on how to complete each section of the grant application are available in the Application Information Packet but a brief overview is available below. The first two sections must be completed by **February 14, 2025**. The third section does not need to be completed until **March 21, 2025**.

Section One: Municipal Grant Proposal

Complete this section requesting information about your municipality, your municipality's Sustainable Jersey grants history, and your proposed project. The main proposal sections for \$2,000 and \$10,000/\$20,000 grants include:

- Project Title and Brief Project Description
- Action Plan and Timeline
- Budget Narrative and Detailed Project Budget
- Optional Information

\$20,000 and \$10,000 grant proposals must also include:

- Project Team
- Community Engagement
- Project Impact and Evaluation

Templates are available for use for some sections:

[Action Plan & Timeline](#)

[Project Budget](#)

Section Two: Sustainable Jersey Program Status

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

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

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

More detailed information, including an explanation on each type of program status and [how to get registered](#) if your municipality is not, can be found in the [Application Information Packet](#).

Section Three: Grant Authorization Documentation

After submitting the completed grant application, you will gain access to the Grant Authorization Documentation stage that has a longer deadline than the grant application. A municipality must submit a Board Resolution supporting the grant application. You are not required to use one of the templates as long as the grant authorization document names the **specific Sustainable Jersey grants cycle** (2025 Sustainable Jersey Grants Program funded by PSEG), **the requested funding amount(s)** (\$10,000/\$20,000 and/or \$2,000), and the **name of the applicant** (your municipality's name).

[Sample Board Resolution](#)