



**STATE OF NEW JERSEY**  
**Board of Public Utilities**  
**Two Gateway Center**  
**Newark, NJ 07102**  
**[www.nj.gov/bpu](http://www.nj.gov/bpu)**

CLEAN ENERGY

IN THE MATTER OF THE CLEAN ENERGY PROGRAM – )  
AWARD OF OUTREACH & EDUCATION GRANTS )  
ORDER )  
DOCKET NO. EO07030210 )

(SERVICE LIST ATTACHED)

**BY THE BOARD:**

On April 23, 2007, the Board of Public Utilities ("Board") approved the release of the solicitation for the New Jersey Clean Energy Program ("NJCEP") Outreach and Education Grant Program. The Education and Outreach Grant Program makes funding available to qualified applicants for public education projects pertaining to energy efficiency or renewable energy. After an extensive review of the proposals submitted, the Office of Clean Energy ("OCE" or "Staff") recommends funding awards for eight public education projects that will further the goals of New Jersey's Clean Energy Program in helping to build public awareness and participation in clean energy initiatives.

DISCUSSION

The New Jersey Clean Energy Education and Outreach Program is funded by the Board's Office of Clean Energy through the NJCEP's Administration Budget for Marketing and Communications, as approved by the Board on December 20, 2007. A Summary Order approving 2008 NJCEP programs and budgets issued on January 2, 2008 In The Matter Of Comprehensive Energy Efficiency and Renewable Energy Resource Analysis For 2005-2008: Final 2008 Programs and Budgets, Docket No. EX04040276. A more detailed order, setting out the Board's analysis and the rationale for the approval will be forthcoming.

The Education and Outreach Grant Program makes funding available to qualified applicants for public education projects pertaining to energy efficiency or renewable energy. An open and competitive solicitation was held that invited any New Jersey based non-profit organization, eligible for tax-exempt status under 26 U.S.C. 501(c)(3), that is actively engaged in public education activities on issues related to clean energy and climate change to participate. Notice of the 2007 Solicitation for Outreach and Education Grants was provided to potential grantees via a Board press release and a posting on the NJCEP website. Notices were also sent to previous grantees and the NJCEP Marketing and Communication electronic mailing list.

Twenty grant proposals, totaling \$1,045,665.00 were received from a broad array of non profit, community based organizations, representing, among others, educational institutions; Spanish speaking communities; municipalities; environmental organizations; interfaith organizations; and community based housing advocates. A Grant Evaluation Committee reviewed and evaluated the proposals and recommended funding awards for eight of the twenty grant proposals including proposals for two (2) organizations representing underserved populations; one (1) State University; one (1) municipal organization; two (2) NJCEP community partners; one (1) k-12 outreach program; and one (1) university outreach organization. Award decisions were made in consideration of total funding requested, grant funds available and the scope of the proposed project. The Office of Clean Energy recommended that the Board approve awards to these organizations in the amount of \$370,984.41 as detailed below.

<b>ORGANIZATION</b>	<b>Recommended Grant Award</b>
<b>Association of New Jersey Environmental Commissions (ANJEC) Immigration &amp; American Citizenship Organization (IACO)</b>	<b>\$41,894.41</b>
<b>ISLES</b>	<b>\$22,575.00</b>
<b>Middlesex County Showroom for Environmental Technology</b>	<b>\$60,000.00</b>
<b>New Jersey Audubon Society</b>	<b>\$9,725.00</b>
<b>New Jersey Higher Education Partnership for Sustainability</b>	<b>\$59,801.00</b>
<b>ROWAN University</b>	<b>\$60,000.00</b>
<b>Trans Options</b>	<b>\$60,000.00</b>
<b>Total</b>	<b>\$56,989.00</b>
	<b>\$370,984.41</b>

#### FINDINGS AND CONCLUSION

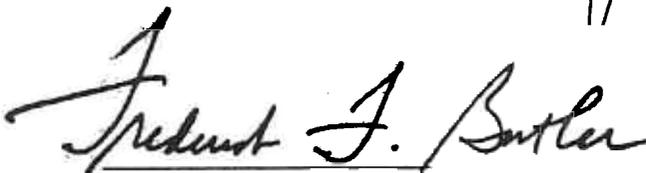
The Board hereby **FINDS** that sufficient monies are available in the approved 2008 Administrative Budget for the NJCEP Outreach & Education Grant Program. The Board further **FINDS** that partnering with New Jersey based community organizations and supporting their education and outreach activities is one of the most efficient and cost-effective means of building public awareness and participation in New Jersey's clean energy programs.

Therefore, the Board hereby APPROVES the aforementioned Outreach & Education Grants in the amount of **\$370,984.41** Furthermore, the Board hereby AUTHORIZES the Director of the Office of Clean Energy to execute a contract, which complies with all relevant and current Treasury circulars, with each individual Grantee to effectuate the grant and set the terms and conditions of the individual grants.

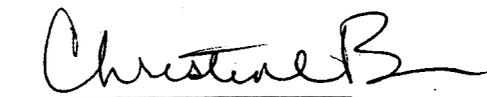
DATED: **3/28/08**

BOARD OF PUBLIC UTILITIES  
BY:

  
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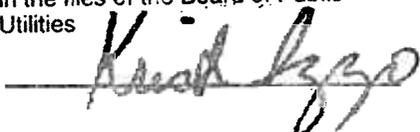
  
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COMMISSIONER

  
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NICHOLAS ASSELTA  
COMMISSIONER

ATTEST:

  
\_\_\_\_\_  
KRISTI IZZO  
SECRETARY

I HEREBY CERTIFY that the within document is a true copy of the original in the files of the Board of Public Utilities

  
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## 2007 Education & Outreach Grant Proposal Evaluations

ORGANIZATION	DESCRIPTION	Final Score	Budget Request	Award Recommendation at 100%
Trans Options	EE in School Programs including Junior Solar Sprint and H2 Fuel Cell Model Car Challenge. JSS reaches approx. 3500 Middle School students in 41 participating schools across the state each year. H2Fuel Cell is a new program, created by the U.S. Department of Energy for use as a "hands-on" competition in the National Science Bowl, this competition is restricted to high school students. The Grant will allow Transoptions to broaden participation to reach more than 80 schools and 6000 students involved in JSS alone.	80	\$56,989.00	\$56,989.00
New Jersey Audubon Society	Working in partnership with the Cap May as a Clean Power Community Partner, NJ Audubon Cape May proposes the design, implementation, and staffing of several clean energy specific exhibits and programs which will be inquiry based and able to be utilized on and off site. The outreach opportunities will include a multi-approach method of various media resources (print, film), special events, exhibits, lectures and will highlight green facility features including the recent installation of a solar system.	78	\$59,801	\$59,801.00
Association of New Jersey Environmental Commissions (ANJEC)	ANJEC will work with (2) town environmental commissions to develop pilot educational materials on energy saving programs and opportunities suitable for use by ANJEC member environmental commissions. Municipal environmental commissions will use the materials to educate the residents and businesses in their communities about energy conservation and choices for renewal energy. Scope includes development of brochures, exhibits, web ready materials,	77	\$41,894.41	\$41,894.410
Richard Stockton College of New Jersey	Two major workshops open to the public aimed at energy awareness for homeowners and businesses; 2) Developing, publishing and distributing guides and resources for energy conservation and alternative energy in New Jersey; 3) Developing demonstration materials (including video modules and a 1:12 model house) that can help educate New Jersey residents and 4) Providing outreach and training to membership of local community groups, environmental organizations, school courses and school groups, with a particular emphasis on low-income communities and homes.	77	\$52,635.39	\$0.00
Rutgers University of Continuing Education	Rutgers University, Division of Continuous Education, is producing a documentary film and an associated newspaper series to encourage New Jersey citizens to address these issues ("Thinking Green") directly, in a problem-solving mode. The film and print series will chronicle the efforts of one New Jersey family to 'go green.' The goal is to stimulate interest and provide practical and realistic information for the general public to encourage serious consideration of sustainability issues, including alternate energy sources, for homes and small businesses.	76	\$59,870.00	\$0.00

## 2007 Education & Outreach Grant Proposal Evaluations

ORGANIZATION	DESCRIPTION	Final Score	Budget Request	Award Recommendation at 100%
Rutgers, CAES	Outreaching to consumers in order to educate them about biomass technology, advantages and incentives available through the New Jersey Clean Energy Program (NJCEP). This will be done through various ways including online information modules, over the phone technical support, feasibility studies for qualifying NJ clients as well as a workshop	59	\$60,000	\$0.00
NJCAEF	Develop and implement a twelve-month, statewide education and outreach campaign to increase awareness of and educate low- and moderate-income ratepayers about New Jersey's signature Clean Energy Program	59	\$60,000	\$0.00
Green database.org. "Forever Green"	Educate Sussex & Warren County eighth grade students on Energy Conservation	47	\$59,500.00	\$0.00
Newark Emergency Services for Families, Inc.	Educate and provide information at target's comprehension levels, of NESF Prevention / Intervention Programs, where energy efficient systems and technologies are needed	47	\$53,520	\$0.00
Rutgers, Facilities	Energy Conservation Awareness Project outreach sessions that are designed to provide and distribute informational materials pertaining to minimal effort, maximum return energy conservation practices in an academic environment	45	\$59,248	\$0.00

**\$1,045,665.80**

**\$370,984.41**