New Jersey's Clean Energy Program
FY16 Program Descriptions and Budgets

Office of Clean Energy

Energy Efficiency Programs,
Renewable Energy Programs, and
NJCEP Administration Activities

Including Programs Managed by:

New Jersey Economic Development Authority,
and Sustainable Jersey

June 15, 2015

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This document describes the programs and services provided by the Board of Public Utilities (BPU) Office of Clean Energy (OCE), the New Jersey Economic Development Authority (EDA) and Sustainable Jersey in support of the New Jersey's Clean Energy Program in fiscal year 2016 (FY16).

I. OCE Energy Efficiency Programs

CHP-Fuel Cell Program

OCE Staff will continue to process CHP/Fuel Cell applications of 1 MW or greater. Please refer to TRC's compliance filing for a description of the program.

The CHP/Fuel Cell budget approved by the Board is for both the large system component of the program managed by Staff and the small system component of the program managed by TRC. Staff will coordinate with TRC to manage the two program components as a single budget.

II. OCE Renewable Energy Programs

Offshore Wind Program

In 2011 the Board reallocated funds to the Offshore Wind (OSW) budget to pay costs associated with a contractor engaged by the Board to assist with the review of OSW applications. Unspent funds from FY15 will carry forward in FY16 for this purpose. Pursuant to the Board's OSW regulations, the fees for these services are to be paid by the OSW applicants themselves, so any NJCEP funds spent for this purpose will be reimbursed by the OSW application fees.

III. EDA

The New Jersey Economic Development Authority (EDA) will manage two programs in FY16 as follows:

1. Edison Innovation Clean Energy Manufacturing Fund
2. Edison Innovation Green Growth Fund

The EDA will also finalize and pay any incentives awarded by EDA in 2012-2013 to large CHP projects. Detailed descriptions of the programs to be managed by EDA are included in Attachment B.

IV. NJCEP Administration

The NJCEP Administration budget includes four components:

1. Administration and Overhead including OCE Staff and Program Coordinator;
2. Memberships and Dues
3. Evaluation and Related Research including CEEEP; and,
4. Outreach and Education, including Sustainable Jersey

This following provides a description of each of these activities.

Administration and Overhead

The Administration and Overhead component of the NJCEP Administration budget includes two sub-components as follows:

- OCE Staff and Overhead
- Program Coordinator Services

OCE Staff and Overhead

The Office of Clean Energy (OCE) was charged by the Board with the responsibility for administering New Jersey's Clean Energy Program. As the administrator of New Jersey's Clean Energy Program, the OCE is responsible for various program related matters including:

1. Developing recommendations to the Board regarding programs to be funded, budgets for those programs and various matters related to the administration and implementation of the programs.
2. Drafting Board Orders memorializing Board decisions and tracking compliance with such Orders.
3. Development of policies and procedures for payments to the NJCEP Trust Fund and payments made by the Trust Fund for program related services:
    a. Coordinating with Treasury with regard to the financial management of the programs and the development of financial reports to the Board and the public
        i. Coordinating audits of the Trust Fund with Treasury and program managers
    b. Review of payments requests to insure consistency with policies and procedures and any contractual arrangements
4. Coordinating the activities of the EE and RE committees, including soliciting input regarding programs, budgets and program administrative matters.
5. Overseeing the activities of the Program Coordinator and the various program managers including the Market Managers, utilities, EDA, and the OCE itself with regard to renewable energy and education and outreach efforts and potentially others.
6. Developing reporting guidelines and providing the Board with regular updates regarding program activities.
7. Development of protocols for measuring energy savings and renewable energy generation.
8. Overseeing evaluation and related research activities.
9. Development of program goals, performance indicators and minimum requirements for program management.
10. Monitoring program activity and reviewing evaluation results and recommending modifications to programs and budgets as required.
11. Developing requests for proposals to engage program managers, evaluation contractors and other contractors that assist with the administration of the programs, evaluating proposals received, and selecting contractors.
12. Facilitating resolution of issues related to program management and customer complaints.
13. Managing the CRA proceeding to set four year funding levels.
14. Managing RFPs for program services and related program transition activities.

The OCE Staff and Overhead component of the budget is primarily for BPU staff salaries and payments to Treasury related to the provision of the services described above.

Program Coordinator Services
In 2007 Applied Energy Group (AEG) was engaged by the Board to serve as the Program Coordinator. The NJCEP Administration budget includes funding for the costs associated with this contract.

AEG provides a number of services in its role as Program Coordinator including the following:

1. AEG developed and maintains an IMS system for tracking and reporting all program activities including NJCEP, utility, ARRA,SEP and other programs
2. Preparation of monthly and annual reports and data for federal grant reports
3. Hosting the NJCEP website and supporting the maintenance of the website
4. Financial management, including invoice processing
5. Quality assurance, including field inspections and file reviews to ensure all program policies and procedures are adhered to including ARRA programs
6. Marketing and communications coordination to ensure consistency across all marketing activities
7. Evaluation support; AEG supports the evaluation efforts managed by CEEEP
8. Hosting the statewide 800 number and provision of call center services
9. Dispute resolution
10. Regulatory support; AEG assists in the drafting of Board orders and other regulatory documents related to the NJCEP

The Program Coordinator budget includes fees for services related to reporting program activities for the utility programs approved by the Board and programs funded through SEP and ARRA.

Memberships and Dues
The budget includes funding for sponsoring the National Association of State Energy Offices (NASEO) which coordinates efforts amongst state energy offices.

Evaluation and Related Research
Evaluation and related research provides insights and analysis of clean energy markets and programs. The BPU is the lead implementing agency for the development and implementation of the EMP. As such, the BPU is required to track and report on progress in meeting the EMP goals, as well as to evaluate current and proposed NJCEP programs in terms of their rate impact and the cost-benefit delivered. The BPU is also required to evaluate market potential for current and emerging clean energy technologies including CHP, fuel cells and storage technologies.

Rutgers University's Center for Energy, Economic and Environmental Policy (CEEEP) has been engaged by the Office of Clean Energy (OCE) to manage program evaluation and related research activities and to perform cost-benefit analyses. CEEEP will develop evaluation and related research plans, solicit input on the plans from the OCE, the Energy Efficiency and Renewable Energy Committees, program managers and others, and will implement such plans upon approval by the OCE.

Once evaluation plans are approved, CEEEP will either perform the evaluation and research activities or will develop the technical components of requests for proposals (RFPs) to engage outside contractors to perform the evaluations. RFPs will be issued by either Treasury or CEEEP, and CEEEP will work with Treasury regarding the review of proposals and will manage the day-today activities of contractors hired to perform evaluations. CEEEP will coordinate with the OCE and the Energy Efficiency and Renewable Energy Committees to track implementation of the recommendations that result from the evaluations and related research. It is the Market Managers responsibility to integrate evaluation findings and recommendations. CEEEP's budget also includes funding to track progress towards the EE and RE goals set out in the State Energy Master Plan as well as funds to conduct offshore wind evaluation studies.

Evaluation and Related Research: Planned Activities
The Evaluation and Related Research budget includes funding for a number of evaluation related activities planned for FY16 including the following:

- **Rutgers Center for Energy, Economic and Environmental Policy:** evaluation support. This is a continuation of an existing contract to provide overall program evaluation management services and cost benefit analyses.

- **Evaluation Studies:** A process evaluation of the EE programs commenced in FY15 with results anticipated in early FY16. Staff anticipates the release in the near future of an RFP for a baseline study of the residential and C&I markets. Additional details regarding proposed evaluation activities can be found in an Evaluation Plan prepared by CEEEP and the Evaluation Work Group which is posted on the NJCEP web site.

CEEEP will develop an updated Evaluation and Related Research Plan, circulate a draft plan for input from the OCE, Rate Counsel, the Clean Energy Council, utilities, program managers and others, and submit a final plan to OCE for approval. The program evaluation budget will fund activities included in the Evaluation and Related Research Plan as approved by the Board.

Outreach and Education
The Miscellaneous NJCEP Administration budget category includes funding for:

- The Clean Energy Business Web Site, and
- Rutgers LESS
- NJIT Clean Energy Learning Center
- Sustainable Jersey

Clean Energy Business Website
A key to promoting growth in New Jersey's all-important renewable energy sector is the ability to clearly communicate the strong financial resources, incentives and commitment that the state offers to renewable energy companies. The **New Jersey Clean Energy Resource Network Searchable Database (NJCERN)** is a robust *web-based guide* for energy businesses that clearly identifies the advantages of doing business in New Jersey (njcern.rutgers.edu). It provides, in one centralized location, over 350 links to State and Federal renewable energy and energy efficiency incentives, financing opportunities, business development assistance, policies, training and permitting information. The ultimate goal of NJCERN is to attract and retain renewable energy

firms, create green jobs, and foster an environment of innovation among NJ based energy businesses and state universities.

During the first two years of the project, Rutgers EcoComplex performed several major tasks related to the development of the web site including database development and management, web-site development, public outreach, maintenance and updates to the site to improve the quality, comprehensiveness and impacts of the NJCERN database.

For an effective website and searchable database, the site must be continuously managed and updated. This consists of identifying and entering new information, deleting expired information and upgrading software and functionality of the site. In addition, search engine optimization is necessary to increase traffic to the site and expand NJCERN's reach throughout the energy community. The site needs to be well marketed so that as many businesses as possible are aware of what the database and what New Jersey have to offer.

There will be regular outreach to "key points of contact" at relevant government agencies, organizations, and associations for program updates. Programs on the website will be monitored, expired programs removed from the website, and content will be modified as needed to improve search engine optimization capabilities. Responsibilities also include oversight of the development of marketing materials, placing ads and conducting outreach on the NJCERN website.

Rutgers LESS

The newly established Rutgers Laboratory for Energy Smart Systems (LESS) brings together many years of industry and academic experience in the energy field. LESS draws expertise from a score of multi-disciplinary programs at Rutgers and industry partners. Rutgers School of Engineering is in the process of planning undergraduate track options and a multi-disciplinary MS degree in power and energy systems and LESS will be playing a pivotal role in supporting these programs in research and education.

The objective of this project is to identify analytical methodologies that will be used to support and evaluate energy policy decisions affecting customers in the State of New Jersey. In particular, this framework will be geared towards behind-the-meter distributed energy resource (DER) investments that increase energy resiliency and sustainability and promote energy efficiency.

The project is scheduled for one year and will include the analysis of up to five case studies which reflect New Jersey Board of Public Utility policy approaches to incentivize DER adoption and supporting scenarios. The term *DER* as referred to in this document includes distributed energy generation (both fossil fuel and renewable), energy storage (thermal and battery) and demand side management technologies and strategies (demand response, price responsive demand, and energy efficiency).

Case studies will be defined by the BPU in conjunction with the Rutgers team and may range from the evaluation of policies to redesign of existing distributed generation programs in a given region of the state, to the support of DER to increase resiliency in regions (e.g., coastal) that are

highly vulnerable to extreme weather conditions, to the support of tri-generation technologies for waste-water and other critical infrastructures. The analytical framework will be designed to assist State authorities in evaluating incentive programs design and proposed policies with respect to location, customer type, technology type and incentive structure. Depending on what the target is for a specific incentive policy, impacts on and values to different stakeholders should be accounted for in its design and/or evaluation. Furthermore, such analytics can later be deployed to support program evaluation studies by instituting consistent economics analysis throughout the system.

NJIT Clean Energy Learning Center
The NJIT Center for Building Knowledge (CBK) proposes to develop, launch and maintain – over the course of three years - the New Jersey **Clean Energy Learning Center** (the "Learning Center") to provide high quality education and training on select aspects of New Jersey's Clean Energy Program. During Year 1, the Learning Center will primarily focus on providing online educational resources - available on-demand, 24 hours a day, 7 days a week – as a means to build stakeholder awareness of the Learning Center and its programs. In future phases – and with input from CEP personnel and the Advisory Group established for the program (see below) – the program can expand to include in-person trainings and, potentially, an annual educational conference.

The Learning Center will provide educational offerings across the full range of stakeholder groups engaged with the Clean Energy Program – building owners and managers; design professionals; energy and other professionals; contractors; code officials; and CEP program representatives – at a variety of scales: from short, 1-5 minute tutorials to full-length courses that provide comprehensive training on a particular topic or procedure. The offerings will also be provided in a variety of formats, including: short tutorials (for example, "what is a home energy audit"); longer, multimedia lectures on a specific topic (for example, the impacts of the 2015 IECC on single family home construction); and/or in-field demonstrations of how to actually implement a specific upgrade that qualifies for a rebate or incentive.

It is anticipated that a key focus during Year 1 will be on energy code issues, both in terms of addressing upcoming changes to the code (specifically, New Jersey's potential adoption of ASHRAE 90.1 2010 or 2013 and/or IECC 2015) and in terms of helping code officials better understand how to evaluate new or unfamiliar EE technologies and design strategies for compliance. A corollary will be to inform facility designers and contractors as to how they can better explain these technologies/strategies to code officials to avoid costly and time-consuming compliance delays.

Sustainable Jersey
Fees for the services provided by Sustainable Jersey which are described in Attachment A are included in this budget category.

Appendix A: FY16 Program Budgets

The following tables set out revised detailed FY16 budgets for the programs managed by the OCE:

Detailed OCE RE FY16 Budget

Renewable Energy Programs	Total	Administration and Program Development	Sales, Call Centers, Marketing and Website	Training	Rebates, Grants, and Other Direct Incentives	Rebate Processing, Inspections, and Other Quality Control	Evaluation and Related Research
Offshore Wind Solicitation	$450,433.41						$450,433.41
TOTAL OCE Renewables	**$450,433.41**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$450,433.41**

EDA Detailed FY16 Budget

EDA Programs	Total	Administration and Program Development	Sales, Call Centers, Marketing and Website	Training	Rebates, Grants, and Other Direct Incentives	Rebate Processing, Inspections, and Other Quality Control
Edison Innovation Clean Energy Manufacturing Fund	$6,579,560.26	$79,456.00			$6,500,104.26	
Edison Innovation Green Growth Fund	$5,768,544.45	$79,456.00			$5,689,088.45	
Large CHP Solicitation	$7,389,776.00	$79,456.00			$7,310,320.00	
TOTAL EDA Programs	**$19,737,880.71**	**$238,368.00**	**$0.00**	**$0.00**	**$19,499,512.71**	**$0.00**

OCE Detailed FY16 NJCEP Administration

	Total	Administration and Program Development	Sales, Call Centers, Marketing and Website	Training	Rebates, Grants, and Other Direct Incentives	Rebate Processing, Inspections, and Other Quality Control	Evaluation and Related Research
Administration and Overhead							
OCE Staff and Overhead	$2,400,000.00	$2,400,000.00					
Program Coordinator	$1,020,995.51	$320,907.51	$267,468.00			$382,620.00	$50,000.00
Sub-Total: OCE Administration and Overhead	**$3,420,995.51**	**$2,720,907.51**	**$267,468.00**	**$0.00**	**$0.00**	**$382,620.00**	**$50,000.00**
Memberships-Dues							
2012 Sponsorships	$10,000.00				$10,000.00		
Sub-Total: Memberships-Dues	**$10,000.00**	**$0.00**	**$0.00**	**$0.00**	**$10,000.00**	**$0.00**	**$0.00**
Evaluation and Related Research							
Rutgers-CEEEP	$1,265,344.00						$1,265,344.00
Funding Reconciliation	$0.00						$0.00
Program Evaluation	$2,988,412.00						$2,988,412.00
Sub-Total: Evaluation and Related Research	**$4,253,756.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$4,253,756.00**
Outreach and Education							
Clean Energy Business Web Site	$46,244.00		$46,244.00				
Rutgers LESS	$150,000.00				$150,000.00		
NJIT Clean Energy Learning Center	$375,000.00				$375,000.00		
Sustainable Jersey	$500,000.00				$500,000.00		
Sub-Total: Outreach and Education	**$1,071,244.00**	**$0.00**	**$46,244.00**	**$0.00**	**$1,025,000.00**	**$0.00**	**$0.00**
TOTAL: NJCEP Administration	**$8,755,995.51**	**$2,720,907.51**	**$313,712.00**	**$0.00**	**$1,035,000.00**	**$382,620.00**	**$4,303,756.00**

Attachment A: Sustainable Jersey Program

Sustainable Jersey FY-2016 Compliance Filing

Original Draft: April 14, 2015

I. INTRODUCTION

The New Jersey Board of Public Utilities was one of the original founding partners of Sustainable Jersey. Since the program's inception the BPU has provided funding for program development and implementation. This document summarizes the Scope of Work and Budget for the Fiscal Year 2016 Compliance Filing.

II. SUSTAINABLE JERSEY OVERIEW AND ENERGY LINKAGES

Sustainable Jersey is a 501c (3) non-profit corporation dedicated to helping NJ local government units, primarily municipal governments and K-12 school districts – make their communities more sustainable. Sustainable Jersey partners with the Sustainability Institute at The College of New Jersey to staff and manage the program.

The Sustainable Jersey program was started in 2009, and after six years of effort, has grown to become the leading program for supporting NJ communities as they pursue sustainability. The NJ BPU was one of the founding partners of the program, and along with several other State agencies, participates on the Sustainable Jersey Board in an Ex Officio Capacity. The program has a large impact because local municipal institutions are powerful leverage points for creating change within the community.

- The Sustainable Jersey program helps municipalities that want to take action on sustainability. These efforts affect not only municipal operations, but the community as well (especially in the energy sector).
- It provides a broad portfolio of actions that represent best practice in a variety of areas. As towns implement these actions they become more sustainable and earn points toward Sustainable Jersey certification.
- The program includes a balanced range of supporting resources, outreach and education programs, recognition events, and direct benefits such as access to financial resources.

The Sustainable Jersey program has achieved high levels of adoption by NJ municipalities, leading to demonstrated results across a broad range of sustainability disciplines.

- At the current time, 423 NJ municipalities are part of the NJ program (75% of all NJ municipalities); over 85% of the NJ population lives in a Sustainable Jersey community. Given this depth of market presence, and the unique Sustainable Jersey brand and credibility, the program is a preferred channel for reaching municipalities, schools, and communities on issues of sustainability.
- 177 towns have achieved certification, either at the silver or bronze level. This represents 27% increase in certification levels year over year, and the 2014 certification cycle benefited from the highest number of applications in the history of the program.
- Program participation is evenly represented across all demographics and political affiliations.

- The program has expanded to cover not just the 565 NJ municipalities, but 2532 K-12 public schools managed by 590 school districts. The new schools program is being developed and deployed in partnership with the NJ School Board Association and key State agencies and organizations. As of this writing, 60 districts and 192 schools have registered to participate in the program (after only five months), and over 90 schools/districts have applied for certification in the inaugural (2015) certification cycle.

Sustainability covers a wide range of topics vital to the long term viability and quality of life of the state and our communities. Energy is a key element of this portfolio, and represents about a third of the program (by activity, number of points, etc.).

- The energy program covers all disciplines that combine to provide a more sustainable approach to energy: building efficiency, renewable energy, advanced infrastructure (storage, distributed generation, resiliency), and alternative vehicles (particularly vehicle electrification).
- "Behind the scenes", there is a significant program of research and partner network development that provides a quantitative framework for assessing and prioritizing energy actions (and their impacts), and benefiting from the involvement from state agency staff, academia, municipal and school district representatives, and other industry or institutional experts.
- The program results in several specific outcomes that impact energy sustainability at the municipal level, and in the communities they serve. The Sustainable Jersey program:
  - Creates a portfolio of best practices that are shared and refined across communities
  - Creates a proactive focus on more sustainable energy solutions within the municipality or school, and mechanisms for planning, taking action, and implementing clean energy projects. Each Sustainable Jersey town or school has created a "Green Team" to serve as the focal point for sustainability initiatives (including energy), and these teams have driven the implementation of thousands of sustainability projects.
  - Results in increased adoption of advanced energy solutions (efficiency, renewables, etc.), specifically including increased (and more effective) use of the NJ Clean Energy Program. Much of the program is focused on making municipalities and school districts aware of NJ CEP opportunities, and helping them use the program effectively. This is accomplished through outreach and education, supporting resources (guidebooks, web resources, etc.), and direct support (help desk functions). Our office has become the defacto "support center" for sustainable energy efforts by NJ local government units, and is the "go to" resource for best practice development and use.

Within the energy sector, the Sustainable Jersey program has become a high visibility marketing and promotion initiative for the NJ Clean Energy Program, and as such, has helped increase adoption by NJ municipalities, schools and their community residents and businesses.

- In the last four years of the program (2011-2014), 786 PRIMARY energy actions have been attempted by NJ municipalities, of which 513 were approved for certification. Primary actions are those that directly affect energy generation and usage, and are typically directly aligned with NJ CEP programs. Over the same period, there were 1,568 SECONDARY energy actions submitted, of which 974 were accepted for

certification. Secondary energy actions have an energy dimension, but are not as directly connected with energy generation and use, or the NJ CEP. Examples include energy leadership recognition programs, and green fleet initiatives.

- Most of these actions directly stimulated use of the NJCEP, and in many cases, a single action resulted in multiple uses of the NJCEP. Actions are strongly aligned with the NJCEP, and cover programs such as LGEA, ESIP, Direct Install, and Energy Star programs in various forms. The program also covers renewable project development, with particular success in solar. It is important to note that some of these programs are focused on increasing NJCEP use in the community, not just by the municipality (example: Home Performance with Energy Star). As a result, the impact on NJCEP usage is much higher than these action-statistics indicate directly, since a single action could stimulate NJCEP usage by numerous (potentially hundreds of) residents and businesses.
- Beyond certification, Sustainable Jersey also sponsors related activities that have helped communities improve their capacity, increase expertise, or gain access to financial incentives or other benefits. Related programs include the Small Grants Program (which has distributed $1.7M in direct funding to 235 projects, not including new grant cycles that are currently underway), the recently launched Resiliency Network, an initiative to grow regional leadership and collaboration across "sustainability hubs", and linkages with other studies being done by Sustainable Jersey staff (such as the DOE "efficiency in public buildings" study).
- The Sustainable Jersey program has significantly expanded the visibility of clean energy initiatives within the state, including increased awareness of the NJCEP. Key activities include education and outreach efforts, direct promotion, marketing through online resources (website, social media, email), and by providing a wide variety of supporting resources (guidebooks, web-based tools, references, indexes of financial programs, etc.). In a Clean Energy market that is still developing, consumer awareness and familiarity is a significant factor. The website averages approximately 5,000 web-page visits per month, approximately 35,000 Facebook views per month, and the monthly Eblast newsletter is distributed to a (growing) distribution list of 4,200 members. The general marketing and promotion activities that are stimulated by the Sustainable Jersey program have made a significant contribution to general NJCEP usage and consumer adoption

III. FY16 SCOPE OF WORK

The NJ BPU's Sustainable Jersey contract supports the NJ Clean Energy Program's (NJCEP) goals through four project areas: (1) the ongoing operations associated with the municipal and schools certification program, including active integration and alignment with the NJ Clean Energy Program for the energy-elements of the program; (2) the delivery of educational programs, outreach, and hands-on support for the local government sector as they pursue clean energy initiatives, especially regarding effective use of the NJ Clean Energy Program; (3) strategic program growth, including ongoing development of the Sustainable Jersey energy programs for both municipalities and schools.

1. Operations and Program Coordination

Sustainable Jersey's certification program provides an organizing framework and support resources and services that help municipalities and school districts achieve their sustainability goals. Integrating the NJCEP's policy goals and programs into the Sustainable Jersey structure provides a cost effective conduit for the NJCEP to reach New Jersey municipalities and schools. To that end, a portion of Sustainable Jersey's annual NJCEP funding supports core Sustainable Jersey operations, and coordination and integration of the NJCEP with Sustainable Jersey initiatives.

- **NJCEP Engagement - Integration and Coordination (Municipalities and Schools)**: in order to coordinate both its messaging and work efforts, Sustainable Jersey meets regularly with its partners at the BPU and other program managers, and participates in monthly meetings to stay informed on developing issues regarding the CEP. This continuing engagement ensures that the support provided to municipalities is current and aligned with recent NJCEP developments, and allows for feedback on policy issues and programmatic details.
- **Sustainable Jersey Certification Process (Municipalities and Schools)**: Sustainable Jersey implements the annual certification process, including review and assessment of submitted applications and interactions with towns, and beginning in January 2015 schools, as they pursue certification.
- **"Help Desk" Client Support (Municipalities and Schools)**: The Sustainable Jersey team provides staff and Green Team members with direct support via phone, voice message, or email. Approximately 20% of client interactions deal specifically with CEP program-related issues. This support process, in combination with the continually evolving resources provided for each action, is one of the most visible parts of the Sustainable Jersey program, and is key to helping the participants achieve their certification goals. This process is an effective mechanism for supporting municipalities, and (new in 2015) schools attempting certification, in their use of the NJCEP.
- **Website Support and Enhancements (Municipal and School websites):** The Sustainable Jersey and (separate but related) Sustainable Jersey for Schools websites provide a backbone of support for local staff and green teams working on actions, as well as for workflow management of the certification process by Sustainable Jersey staff. The FY16 plan will support staff efforts related to ongoing website maintenance and bug-fixes, high priority usability enhancements, action-category group optimization (restructuring), action transition management, and staff reporting enhancements.
- **Strategic Planning:** Ongoing involvement in NJ CEP strategic planning efforts, including market development and thought leadership efforts that help develop the clean energy economy in NJ.

Task Deliverables:

Under this task, Sustainable Jersey will:

- Participate in monthly CEP meetings including the Program Coordinators' Meeting, the monthly stakeholder groups, and other special working groups as appropriate.
- Support the annual Sustainable Jersey certification process for schools and municipalities.

- Provide "help desk" support to municipalities, schools, and school districts pursuing Sustainable Jersey certification, and help for those communities seeking to use the NJ CEP. Provide a quarterly summary of client support activities.
- Continue to maintain and enhance the Sustainable Jersey website for both the municipal and school implementations.
- Participate as requested in ad hoc CEP strategic planning and evaluation efforts, where appropriate.

2. Outreach and Education (Municipal and Schools)

Sustainable Jersey's established marketing, communications, and event delivery infrastructure provides for ongoing contact with municipal and school/district staff, Green Team members, and other interested parties. An entire portfolio of outreach vehicles are included in the program, including various speaking engagements, topically focused events and workshops, webinars, a routine email blast to the Sustainable Jersey network, social media, and a quarterly newsletter. Information on the NJCEP is integrated throughout this communication process and the website. This includes promotion of all training and outreach events that include energy related topics, as well as posting the presentation materials on the website for easy download. The website also includes a grants portal that compiles a list of funding resources that can be easily searched by users. The compilation includes the current components of the NJCEP program and other energy related incentives and grants from federal, state, and others.

In addition to continuous outreach efforts as described above, the work plan includes several specific programs to be delivered over the contract year covering both the municipal and school programs:

- Website based promotion, including ongoing updates of the "grants and resources" as needed, especially related the NJ CEP.
- Weekly email blast, quarterly newsletter, social media.
- Participation in at least ten (10) events where NJCEP and/or Sustainable Jersey material is distributed.
- Four (4) workshops/seminars/webinars on Sustainable Jersey and/or energy related topics, and delivered either as stand-alone events or as part of larger events (like the annual League of Municipalities or School Boards conferences).
- Participation as a speaker or facilitator at two (2) sessions organized by others.

Task Deliverables:

Under this task, Sustainable Jersey will:

- Update the Sustainable Jersey "master schedule" with energy related events and information, including all relevant CEP information and programming, and promote energy related events or notices through Sustainable Jersey "green team" channels.
- Keep the Sustainable Jersey website funding resources search tool current relative to CEP program information and other energy related incentives and grants from federal, state, and other entities.
- Produce and distribute a quarterly newsletter that includes a feature story on an energy related topic
- Incorporate relevant energy related information in Sustainable Jersey weekly e-blasts and social media postings

- Include NJ CEP and/or Sustainable Jersey materials in table-events at conferences and events (minimum of 10 exhibits in Fiscal Year 2016)
- Deliver a total of four (4) Sustainable Jersey workshops and/or webinars on energy topics, targeted to both the municipal and school sectors. These sessions may be stand-alone, or as part of larger events.
- Participate as the facilitator and/or presenter in a minimum of two (2) sessions on energy related topics at conferences or events organized by other groups.

3. Strategic Program Growth

Sustainable Jersey actions are developed through an ongoing process of discussion and research that includes participation by subject matter experts from state agencies, colleges and universities, non-profit organizations, and business leaders on topic specific task forces. This work area includes ongoing management and support of the standing Energy Task Force, targeted research on subjects that either enhance the current program or explore new program elements, development of the "next generation" Sustainable Jersey Gold program, and enhancements to the recently launched schools program.

Specific program development activities include:

- Support for, and management of, the Energy Task Force, covering both the municipal and school programs.
- Ongoing assessment, maintenance, and enhancement of the energy actions within the Sustainable Jersey program, both municipal and school programs.
- Continued research on state energy modeling and impact assessment (continuing the work started in FY14).
- Gold program development, as an extension of the current "bronze" and "silver" certification levels (focused initially on municipal).
- EDF/NJNJ embedded consultant trial, for school districts. This is a new program that will trial the use of specially trained resources deployed onsite with multiple school districts to provide direct expertise and capacity in NJCEP usage and energy action implementation.

Task Deliverables:

Under this task, Sustainable Jersey will:

- Support and manage the Energy Task Force, including at least three meetings a year. Provide ongoing analysis, assessment, and research to guide energy program development.
- Make changes to the energy elements of the Sustainable Jersey municipal and school programs, including updates to existing actions, and introduction of new actions, as deemed appropriate by the Energy Task Force and the Sustainable Jersey certification committee.
- Continue the "energy modeling" work started under previous contract to help quantify program impacts and guide action prioritization. Specific goals include completing reference data for baseline years.
- Establish initial goals indicators for the energy elements of the Gold level of certification now under development (municipal focus only).
- Complete a pilot implementation of an embedded consultant program for schools, based on partnership with EDF and NJNG.

Attachment B: EDA Programs

New Jersey Economic Development Authority
Clean Energy Programs

The New Jersey Economic Development Authority (EDA) will be administering two Clean Energy programs: The Edison Innovation Clean Energy Manufacturing Fund and The Edison Innovation Green Growth Fund. EDA will also manage grants previously approved as part of the Large Scale Combined Heat and Power (CHP)/Fuel Cells program. Each of these programs is described more fully below.

The Edison Innovation Clean Energy Manufacturing Fund (CEMF) program offers assistance in the form of low-interest loans and non-recoverable grants to companies manufacturing renewable energy, clean and energy-efficiency products in New Jersey. The CEMF will ultimately provide New Jersey consumers with greater access to these products by developing manufacturing facilities in New Jersey.

The Edison Innovation Green Growth Fund (EIGGF) program offers assistance in the form of loans to clean technology companies that have achieved 'proof of concept' and have achieved successful, independent beta results and are seeking funding to grow and support their technology business. The EIGGF will ultimately provide New Jersey consumers with greater access to these products by developing emerging technologies in New Jersey. A full description of this program follows.

Glossary of terms:

- Beta – In the technology industry, this is a second-phase test of new software, equipment or application in a live operating environment conducted by testers other than its developers (often potential customers). This process helps to pinpoint flaws prior to full-scale market introduction.

- Cash Match – Financing - generally equity financing - from a third party, at a minimum, financing without current interest payment and which also has a subordinate collateral position.

- Negative Pledge – Prohibits a borrower from providing a security interest or pledging any rights to their intellectual property.

- Springing Lien – A property lien to secure the payment of a debt or performance of some other obligation that is activated only if the business in question defaults on its obligations.

- Valley of death – Is an industry nomenclature for companies which have passed a proof of concept and are at the point in their life cycle where they are looking to raise their first round of private capital and bring their products to market and scale.

Edison Innovation Clean Energy Manufacturing Fund

Program Description

The Edison Innovation Clean Energy Manufacturing Fund (CEMF) program offers assistance in the form of low-interest loans and grants to companies manufacturing renewable energy, clean and energy-efficiency products in New Jersey. The CEMF will ultimately provide New Jersey consumers with greater access to these products by developing manufacturing facilities in New Jersey.

Products manufactured under this program ultimately benefit the New Jersey consumer by providing long-term energy products locally, thereby reducing environmental impact through reduced transportation and by facilitating competitive and diverse electricity supply for New Jersey. The program provides support for manufacturing of energy efficient products and renewable energy products that will assist Class I renewable energy in becoming competitive with traditional sources of electric generation.

Background

The New Jersey Board of Public Utilities Office of Clean Energy (OCE) and the New Jersey Economic Development Authority (EDA) have been administering New Jersey's Clean Energy Programs including Renewable Energy Programs, which are designed to promote the development and installation of renewable energy projects statewide. The OCE will be able to leverage the financial expertise of the EDA that provides funding for manufacturers in New Jersey and to early stage technology companies specializing in clean technologies via its Edison Innovation Fund Programs.

Target Market/Eligibility

The recipients of the CEMF are companies manufacturing renewable energy and energy-efficiency products in New Jersey with their target markets including investor-owned utilities, municipalities, co-operatives, system integrators, installers and private-label customers/original equipment manufacturers or out of state or out of country manufacturers looking to start a manufacturing facility in NJ given the states robust clean energy community. Renewable Energy products under the CEMF must contribute to the cost-competitiveness of renewable energy in New Jersey, and other tangible ratepayer benefits such as economic development, environmental benefits, etc. from either the production or the direct use of the applicant's products.

Eligible technologies for funding under the CEMF include energy efficiency equipment and technology that reduce electric or natural gas consumption, such as furnaces, boilers, and air conditioning systems with higher efficiencies than energy codes or standards, as well as lighting systems, including LED lights and energy monitoring and control systems, limited to those which conserve the end use of gas or electricity. Eligible renewable energy technologies are: photovoltaic technologies, wind energy, renewably fueled fuel cells, wave, tidal, renewably generated hydrogen, sustainable harvested biomass and other technologies that can demonstrate their integral nature to the development of Class I renewable energy technologies that produce or support the production of renewable or clean electricity generation.

For the CEMF, applicants must be a for-profit company that currently, or plans to, manufacture eligible renewable energy or energy efficient technology products in New Jersey and is entering or expanding with the manufacturing stage of commercial development**.** Proposals to manufacture products that are not beyond the prototypes or pre-commercialization phase are not eligible. Modifications to existing manufacturing lines will not be considered (however, material expansions to current manufacturing lines may be considered). Funding for prototype or beta stage manufacturing will also not be considered. Funds will be used for identifying and securing a site and to obtain the necessary permits and regulatory approvals, and for capital equipment, leasehold improvements, and engineering and construction services related to such equipment and improvements, and, potentially, increase in inventory. The use of NJ contractors, suppliers, labor and products are preferred. Non-project costs – such as interest expense on loans - are not considered to be eligible under this program. All projects must be in compliance with all applicable laws.

This program requires a firm commitment of a minimum 1:1 cash match demonstrating funding of total project costs from other non-State third party sources of funding for cost sharing, either from grants, loans, or equity, for meeting the total renewable energy/energy efficiency project expenditures. If the matching funds are not reported on the applicant's balance sheet at the time of application, a written letter of interest (LOI) must be provided for the 1:1 cash match. This policy is intended to encourage applicants to seek collaborators that can provide additional resources and expertise that will increase the likelihood of commercial success.

Program Offering and Incentives

Total funds awarded are subject to a maximum of $3,300,000 per each company project with funds advanced under two tranches. This program offers traditional grants – up to 10% of total CEMF funds requested not to exceed $300,000 to be funded under Tranche I as well as performance grants of $1 million or one-third of a 2% interest loan up to a maximum $3 million per project to be funded under Tranche II. The former is funded according to the applicant meeting pre-determined employment and production or sales milestones during the disbursement period subsequent to the closing of the CEMF funding.

<u>Tranche I - Project Assessment and Design (A&D)</u>

These funds are to be advanced to identify and secure a site (either a lease or purchase), complete initial project facility design, and to obtain the necessary permits and regulatory approvals to operate the facility. Funds are to be allocated up to $300,000 per each company project with a minimum of a 1:1 cash match of total project costs from other financial sources. Up to 10% of the total CEMF funds requested – not to exceed $300,000 - will be funded under this specific A&D tranche. At closing of the grant, twenty (20%) percent of the approved funds will be advanced for upfront seed money with the remainder paid after work has been completed upon submission of invoices.

Tranche II - Project Construction and Operation (C&O) 2% Interest Loan with Performance Grant

These funds are to support site improvements, equipment procurement and facility construction and completion. A preference will be given to those projects that demonstrate a greater percentage of the project being designed, manufactured, processed, assembled or made ready for commercial sale at the applicant's facilities within New Jersey. The total amount awarded under this tranche is up to a maximum $3 million per each company project with a minimum 1:1 match of these total project costs from firmly committed, non-state-derived matching support. No more than 50% of funds requested may be advanced prior to commercial production.

Up to a maximum $3 million 2% interest loan as evidenced by a loan note shall be repaid with repayment starting on the first month of year four, with interest accruing in the prior periods. The loan will fully amortize in equal monthly payments over the remaining periods of the 2% interest loan repayment period. Any unpaid balance will be due at the 10-year anniversary if not previously paid in the course of amortization. One-third or 33.33% of the C&O 2% interest loan not exceeding $1 million may be converted to a performance grant with no terms of repayment. This condition is subject to the applicant meeting all pre-determined milestones during the 36-month disbursement period subsequent to the closing of the CEMF funding. These milestones will be deemed satisfactorily completed, in their sole discretion, by the BPU or designated market managers monitoring the project.

Program Delivery

The award of grants and low interest loans from the Edison Innovation Clean Energy Manufacturing Fund shall include: advertisement inviting qualified applicants to submit proposals, a defined process for receiving such proposals and an evaluation process based on established criteria by an objective and disinterested advisory committee.

The EDA will accept the program applications on a rolling basis. There will be a pre-application intake form for technical screening followed by a full application for those successful pre-applicants. Applicants that submit a complete application and meet the evaluation criteria will be asked to make a project presentation to a Clean Technology Advisory Committee comprised of EDA, BPU, and representatives from other government entities and industry volunteers with EE and/or RE and business technology subject matter expertise. The Clean Technology Advisory Committee will review and advise based upon the Applicant's presentation and ability to meet the evaluation criteria.

Applicants successfully meeting all the program criteria, receiving a positive review from the clean technology advisory committee based on the program eligibility and conditions, the evaluation criteria and successfully completing the due diligence process, will be underwritten and presented to the BPU Board for consideration. Both the EDA and the BPU will jointly notify all applicants.

CEMF Proposals must document the approach, plans and strategies intended to meet project goals including:

- Technical project information and benefits
- Business plan including financial projections
- Proposing team and qualifications (including manufacturing experience)
- Project procedural steps to accomplish the project milestones
- Project Budget including schedule of matching funds

Applications will be subject to an extensive financial and technical due diligence. Final approval of the project grants and 2% interest loans will be by BPU's Board. EDA will arrange for the issuance of all 2% interest loans and grants to award recipients and will perform the documentation closing of all CEMF 2% interest loans and grants.

Planned Program Implementation Activities for FY2016

The following program implementation activities will be undertaken:

- Manage all aspects of a rolling online program offering with FY2016 program funding. The rolling program offering is expected to be a 6-month process from application submittal until award recipients are announced.
- Develop and distribute educational and marketing promotion materials with the BPU.
- Draft press releases and any other public announcements with the BPU.
- Implement system enhancements for processing applications, project information and quarterly reporting to the BPU in compliance with BPU IMS accounting and reporting requirements.

Quality Control Provisions

The OCE and/or its market managers if directed by BPU with expertise in renewable energy and energy efficiency technologies will assist in prescreening the applications and have the authority to reject all applications that do not meet the technical eligibility guidelines for technologies promoting energy efficiency and renewable energy programs as set forth at N.J.S.A., 48:3-49 et seq, the Electric Discount and Energy Competition Act.

As part of the final evaluation committee, the OCE and/or its market managers will conduct a full application review of meeting requirements of technical criteria. Subsequent to this technical review, a Clean Technology Advisory Committee comprised of EDA, BPU, and representatives from other government entities and industry volunteers with EE and/or RE and business technology subject matter expertise will attend individual presentations by the applicants and advise based upon the Applicant's presentation and ability to meet the evaluation criteria.

The OCE and/or its designated market managers will be consulted to conduct field inspections and monitor the project and its milestone deliverables for compliance with program technical requirements.

Program Budget
The proposed budget for FY2016 is $6,579,560.26 for the CEMF program. EDA will comply with the BPU IMS accounting and reporting requirements. A detailed budget breakdown for this program is provided above.

A $19,864.00 monthly fee is proposed for EDA administrative services in support of the CEMF program, the EIGGF program and the LSCHP programs combined.

Marketing Plans
- The EDA jointly with the BPU will develop marketing materials for distribution and update websites, including industry databases, for announcement of the program offering.
- Promote the program offering at educational and networking events with potential participants and industry stakeholders.

Program Goals and Performance Indicators
The goals of this program include leveraging public and private resources for advancing the technologies and services necessary to support vibrant energy efficiency and renewable energy industries in New Jersey in accordance with the NJ Governor's Energy Master Plan and the "Global Warming Response Act", P.L. 2007, c.112, which sets long-term goals for reducing greenhouse gas emissions in New Jersey. The State of New Jersey Energy Master Plan goal is to maintain support for the renewable energy portfolio standard of 22.5% of energy from renewable sources by 2021. It is therefore the mission of the Clean Energy Manufacturing Fund to decrease electricity and heating costs, improve electric reliability and maximize economic and environmental benefit to New Jersey's ratepayers by driving down the cost of key market-transforming efficiency and renewable energy technologies.

Achieving this mission includes:
- Providing a range of tools to integrate policies across programs for research and development support, gap funding, equity investments, and stimulating market demand
- Developing a balanced clean energy industry cluster
- Supporting technologies that will provide the most benefit to New Jersey ratepayers
- Building upon consumer choice

Expected benefits of the CEMF are to include: increasing the number of renewable energy and energy efficiency manufacturing jobs in New Jersey by encouraging expansion of current manufacturers and to provide sufficient incentive to other manufacturers to locate in New Jersey; stimulating economic development in the New Jersey renewable energy and energy efficiency sector through demand for goods and services by manufacturers; and increasing the volume of renewable energy and energy efficient products manufactured in New Jersey to New Jersey consumers.

Performance Indicators
- Number of jobs created in the renewable energy and energy efficiency sector in NJ
- EDA to work with BPU to develop a form for addressing technical specified criteria.

Goals for the program include the following:

- Solicit at least 3 applications and target 1 award. Focus will be to provide manufacturing match funding for a broad range of eligible renewable energy and energy efficiency technologies.
- Provide program information in order to attract qualified applicants at state, regional and national renewable energy and energy efficiency forums, publications and/ or websites.

Edison Innovation Green Growth Fund

Program Description

The Edison Innovation Green Growth Fund (EIGGF) program offers assistance in the form of loans and grants to Class I Renewable or Energy Efficient clean technology companies that have achieved 'proof of concept' and have achieved successful, independent beta results and are seeking funding to grow and support their technology business. The EIGGF will ultimately provide New Jersey consumers with greater access to these products by developing emerging technologies in New Jersey.

Products and services under this program will ultimately benefit the New Jersey consumer by providing long-term alternative energy needs in an environmentally sound manner and by facilitating competitive and diverse electricity supply for New Jersey. The program provides support for businesses looking to launch newly discovered energy efficient, renewable energy of supply chain products that will assist Class I renewable energy or energy efficient technologies in becoming competitive with traditional sources of electric generation.

Expected benefits of the EIGGF are to include: increasing the number of renewable energy and energy efficiency businesses in New Jersey by encouraging expansion of the current pool of clean energy companies and development of clean energy technology products; providing sufficient incentive to other clean energy companies to locate in New Jersey; and stimulating economic development in the New Jersey renewable energy and energy efficiency sector. It is also to be certain that the businesses which are creating the newest technology have adequate capital resources to penetrate the commercial markets and survive "the valley of death."

Background

The New Jersey Board of Public Utilities Office of Clean Energy (OCE) and the New Jersey Economic Development Authority have been administering New Jersey's Clean Energy Programs including Renewable Energy Programs, which are designed to promote the development and installation of renewable energy projects statewide. The OCE will be able to leverage the financial expertise of the EDA to provide funding to growth stage clean technology companies.

Target Market/Eligibility

The recipients of the EIGGF will be New Jersey clean technology companies that have achieved 'proof of concept' and have achieved successful, independent beta results, developing renewable energy and/or energy-efficiency products which are proprietary to the company and protected via a patent, trademark or license. Renewable Energy products under the EIGGF must contribute to the cost-competitiveness of renewable energy in New Jersey, and other tangible ratepayer benefits such as economic development, environmental benefits, etc. from either the production or the direct use of the applicant's products.

Eligible technologies for funding under the EIGGF include energy efficiency equipment and technology that reduce electric or natural gas consumption, such as furnaces, boilers, and air conditioning systems with higher efficiencies than energy codes or standards, as well as lighting systems, including LED lights and energy monitoring and control systems, limited to those which conserve the end use of gas or electricity. Eligible renewable energy technologies are: photovoltaic technologies, wind energy, renewably fueled fuel cells, wave, tidal, renewably generated hydrogen, sustainable harvested biomass and other technologies that can demonstrate their integral nature to the development of Class I renewable energy technologies that produce or support the production of renewable or clean electricity generation.

For the EIGGF, Company must be a developer/owner of protected proprietary technology. Companies will be required to employ 75% of its W-2 employees in New Jersey or will commit to growing 10 high paying jobs over two years (minimum salary of $75k). Further, the company must be willing and able to create high skill, high paying jobs in New Jersey. The company will be required to have a management team that works full time only at that company and has applicable industry experience, as well as a management team or working founders with a financial investment in the company. The Company must have an independent third party who can serve as a positive beta reference and must have generated revenues from the EE or RE technology.

This program requires a firm commitment of a 1:1 cash match of equity or very deeply subordinated debt from arms-length third party sources. This policy is intended to encourage applicants to seek collaborators that can provide additional resources and expertise that will increase the likelihood of commercial success as well as serving as another vetting/due diligence source on the business and management team.

Program Offering and Incentives

Total funds awarded are subject to a maximum of $2,000,000 per each company in the form of deeply subordinated debt, which is partially convertible to a performance grant at the end of the five year term. Any companies that have been awarded $1,000,000 under the EIGGF program are eligible for the increase to $2,000,000 with fresh matching funds. The EDA will subordinate its lien position to any current senior bank debt, file a UCC 1 filing statement on the assets of the company, and require a negative pledge and a "springing lien" on the Intellectual Property. With the positive performance of the company (to be determined upon specific benchmarks prior to closing and may include, but may not be limited to employee and revenue hurdles), 50% of the funding may be converted to a performance grant at the end of year five. In addition, the EDA will allow future automatic subordination of 25% of the commitment amount for new senior debt. Any amounts above this 25% require the prior written consent of the EDA.

Interest rates for this program will be fixed at 2% for a five-year term. Repayment terms will be customized, based upon the stage of the Company and the pro-forma financials, with the ability to defer principal and/or interest up to two years, with a back ended full payout of principal plus interest by maturity in year five. Once approved, financing is staged in over the first 12 months and is based upon business milestones that are specific to each Company. Financing also

includes a negative pledge on the intellectual property, with a "springing lien" in the event of a default. Outside funding is required to cover business expenses beyond the Edison Green Growth Fund.

Program Delivery
The award loans from the Edison Innovation Green Growth Fund shall include: completion of an EDA application for financial assistance from the applicant, a technical review of the technology by an established Clean Technology Advisory Committee, and a complete underwriting of the applicant company.

The EDA will accept the program applications on a rolling basis. There is no application deadline as applications are reviewed as received. All potential applicants should be speaking with an EDA representative prior to applying for funding to determine eligibility. There will be no application fee. EDA's online application will be utilized. The EDA, with the aid of the Evaluation committee will be reviewing the business plan and financial model of the company for competitive advantage, business execution, ability to grow high paying jobs in NJ and to support the renewable and energy efficient industry in NJ.

After the EIGGF review process is completed and is deemed positive by the Evaluation Committee, an underwriting proposal prepared by the EDA will be submitted to the BPU Board for approval. EDA will jointly notify all applicants.

The EIGGF application will be the standard application for financial assistance utilized by the EDA. EIGGF applications must include the following information (other additional information may be requested):

- Company business plan
- Historical Financial Statements including balance sheet, cash flow projections & capitalization chart
- 5 year- monthly pro-forma financial statements including balance sheet, income statement and cash flow
- Technology and business commercialization plan with fully articulated milestones
- Patent(s) and Documentation of Ownership by Applicant
- Evidence of committed Applicant Matching Funds, received within 90 days prior to the application date to the EDA
- Complete Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
- Resumes or bios for all key personnel

Once approved, financing will be staged in over the first 12 months and will be based upon business-based milestones that are specific to each Company.

Applications will be subject to an extensive financial and technical due diligence. Final approval of the project loans will be by BPU's Board. EDA will arrange for the issuance of all loans to award recipients and will perform the documentation closing of all EIGGF loans. EDA will also manage the loan portfolio post-closing.

Planned Program Implementation Activities for FY 2016
The following program implementation activities will be undertaken in FY 2016:

- Manage all aspects of the application and review process with FY 2015 program funding.
- Develop and distribute educational and marketing promotion materials with the BPU.
- Draft press releases and any other public announcements with the BPU.
- Implement system enhancements for processing applications, project information and quarterly reporting to the BPU in compliance with BPU IMS accounting and reporting requirements.

Quality Control Provisions
The OCE and/or its market managers with expertise in renewable energy and energy efficiency technologies will assist in prescreening the applications and have the authority to reject all applications that do not meet the technical eligibility guidelines for technologies promoting energy efficiency and renewable energy programs as set forth at N.J.S.A., 48:3-49 et seq, the Electric Discount and Energy Competition Act.

Applicants that submit a complete application package and meet all the evaluation criteria will be asked to make a project presentation to a Clean Technology Advisory Committee comprised of EDA, BPU, representatives from other government entities and industry volunteers with EE and/or RE and business technology subject matter expertise. The Clean Technology Advisory Committee will review and advise based upon the Applicant's ability to meet Evaluation Criteria. Applicants successfully meeting all the program criteria, a positive review from the Clean Technology Advisory Committee based on the program eligibility and conditions, the evaluation criteria and the due diligence process will be presented to the BPU Board for consideration. The EDA will administer the underwriting, closing and disbursement of funds to the Awardees.

The OCE and/or its designated market managers will be consulted to conduct field inspections and monitor the project and its milestone deliverables for compliance with program technical requirements.

Program Budget
The proposed budget for FY 2015 is $5,768,544.45 for the EIGGF program. EDA will comply with the BPU IMS accounting and reporting requirements. A detailed budget is provided above.

A $19,864.00 monthly fee is proposed for EDA administrative services in support of the CEMF program, the EIGGF program and the LSCHP programs combined.

Marketing Plans

- The EDA jointly with the BPU will develop marketing materials for distribution and update websites, including industry databases, for announcement of the program offering.
- Promote the program offering at educational and networking events with potential participants and industry stakeholders.

Program Goals and Performance Indicators
The goals of this program include leveraging public and private resources for advancing the technologies necessary to support vibrant energy efficiency and renewable energy industries in New Jersey in accordance with the NJ Governor's Energy Master Plan and the "Global Warming Response Act", P.L. 2007, c.112, which sets long-term goals for reducing greenhouse gas emissions in New Jersey. The State of New Jersey Energy Master Plan goal is to maintain support for the renewable energy portfolio standard of 22.5% of energy from renewable sources by 2021.

It is therefore the mission of the Edison Innovation Green Growth Fund to decrease electricity and heating costs, improve electric reliability and maximize economic and environmental benefit to New Jersey's ratepayers by driving down the cost of key market-transforming efficiency and renewable energy technologies.

Achieving this mission includes:

- Providing a range of tools to integrate policies across programs for research and development support, gap funding, equity investments, and stimulating market demand
- Developing a balanced clean energy industry cluster
- Supporting technologies that will provide the most benefit to New Jersey ratepayers
- Building upon consumer choice

Expected benefits of the EIGGF are to include: increasing the number of renewable energy and energy efficiency technology companies in New Jersey by encouraging growth in New Jersey; stimulating economic development in the New Jersey renewable energy and energy efficiency sector through demand for goods and services by manufacturers; and increasing the volume of renewable energy and energy efficient products manufactured in New Jersey to New Jersey consumers.

Goals for the program include the following:

- Solicit at least 4 well qualified applications and target 2 awards. Focus will be to provide growth capital for companies which have proven their technology on a limited scale, and give them adequate financial resources to bring their technology product to full scale production and create market penetration. The focus will also be to bring financial incentives from a broad range of eligible renewable energy and energy efficiency technologies to allow for a diverse renewable and energy efficient portfolio of technology companies in New Jersey.
- Provide program information in order to attract qualified applicants at state, regional and national renewable energy and energy efficiency forums, publications and/ or websites.