



STATE OF NEW JERSEY
Board of Public Utilities
44 South Clinton Avenue, 1st Floor
Post Office Box 350
Trenton, New Jersey 08625-0350
www.nj.gov/bpu/

Electric Vehicle Tourism Program Application

Background:

The New Jersey Board of Public Utilities (“NJBP”) authorized the Electric Vehicle Tourism Program (“EV Tourism Program”) as part of the FY24 Clean Energy Budget on June 29, 2023.¹ The EV Tourism Program is offering incentives to promote electric vehicle (“EV”) adoption and tourism through investment in EV chargers at key New Jersey tourism sites, landmarks, and other areas of interest (“Tourism Areas”)² that highlight the best that New Jersey has to offer. The primary goal of the grant is to assist local businesses and municipalities in Tourism Areas by supporting the build-out of EV chargers. This build-out moves New Jersey closer to the goals for public and overnight lodging charging locations as established by the EV Act³ and will reduce range anxiety for residents and tourists in New Jersey. This initiative seeks to establish a series of EV chargers in corridor⁴ and community locations. Applicants for the EV Tourism Program (“Applicants”) that intend to own and operate EV chargers on their property in Tourism Areas will be able to apply for a grant from the EV Tourism Program.

Solicitation:

Selection for participation in the EV Tourism Program will be based on the recommendations of a review committee (“Review Committee”) comprised of Board staff (“Staff”). The Review Committee will evaluate and score each application based on the answers provided in this application. The scoring criteria worksheet that the Review Committee will utilize is publicly available. Applicants may use this scoring criteria to guide the development of their application, as some items may be weighted more heavily than others. Staff will accept applications during specific timeframes. The application will open on **July 12, 2023** and close at **5:00 p.m. Eastern Time on November 30, 2023**.

¹ In re the Clean Energy Programs and Budget for Fiscal Year 2024, BPU Docket No. QO23040236, Order dated June 29, 2023 (“June 29, 2023 Board Order”), available at <https://njcleanenergy.com/files/file/BPU/FY24/Budget%20Documents/FY24%20Budget%20Board%20Order.pdf>.

² For examples of Tourism Areas in New Jersey, see <https://visitnj.org/>.

³ L. 2019, c. 362; C.48:25-1 et seq.

⁴ Under the EV Act, a “corridor location” means a charging location along a travel corridor roadway, or located within one mile of that roadway, that is intended to provide access to EV Charging and services for both long distance drivers and for local drivers.

The EV Tourism Program will provide grants to eligible Applicants accepted for participation as follows:

- An incentive of up to \$5,000 for an eligible Level Two Charger, up to the cost of the charger.
- An incentive of up to \$50,000 for a Direct Current Fast Charger (“DCFC”), up to the cost of the charger.
- Each location is limited to six (6) Level Two EV Chargers and two (2) DCFCs per site.
- Grants will be provided as reimbursements.

Procedure:

Step 1: Complete the Application Form.

Step 2: Submit the completed application to NJBPU via this email address: EV.programs@bpu.nj.gov by **5:00 p.m. Eastern Time on November 30, 2023.**

Step 3: Each Applicant will be notified via email of their selection or rejection by Staff. If the Applicant is selected, NJBPU will provide and execute a grant agreement. To ensure reimbursement under this program, you may not purchase a charging station or undertake construction (breaking ground on the site) prior to submitting an application for this grant. Placing a refundable order for charging equipment prior to award notification is permitted.

Step 4: Purchase, accept delivery of, and install eligible EV charging stations before submitting the Grant Expenditure Report.

Step 5: Complete and submit a Grant Expenditure Report along with paid invoice(s) for the EV charging station(s) via this email address: EV.programs@bpu.nj.gov. Documentation must include the address of each charger installed. The deadline for submittal of the Grant Expenditure Report and all supplemental forms will be communicated to the Applicant by the NJBPU’s fiscal department at the time the Grant Expenditure Report is shared.

Step 6: After review and approval of the Grant Expenditure Report and all invoices submitted, grant funds will be disbursed to the Applicant within 45 days in accordance with NJBPU Budget and Fiscal procedure.

Eligible Electric Vehicle Charging Stations:

The EV Tourism Program will provide incentives for Level Two chargers of any brand selected by the Eligible Applicant, provided the equipment chosen is Energy Star certified in compliance with the Appliance Standards Act (N.J.S.A. 52:27D-141.18 to -141.24), is a dual-port charger and has network capability with one of the State’s pre-certified network providers, as appears on the list which can be found at the following link: ([Home – Drive Green - Air Quality, Energy and Sustainability \(AQES\) | Department of Environmental Protection \(nj.gov\)](#)). Chargers must adhere to the federal uptime standards, which currently require 97% uptime.

The EV Tourism Program will also provide incentives for DCFCs of any brand the Applicant selects and is a dual-port charger that is networked with a provider on the State’s pre-certified list, which can be found at the following link: ([Home – Drive Green - Air Quality, Energy and Sustainability \(AQES\) | Department of Environmental Protection \(nj.gov\)](#))

Data Sharing:

Eligible Applicants are required to share charging data with the Board periodically. Data collection may include, but is not limited to, items such as location (latitude/longitude in decimal degrees to 5 decimal places), location category, charging session duration, session frequency, load curves, and utilization of the charger. The State’s precertification requirements detail what data must be shared, which can be found at the following link: ([Home – Drive Green – Air Quality, Energy and Sustainability \(AQES\) | Department of Environmental Protection \(nj.gov\)](#)).

Participation in other State and Utility Incentive Programs

Eligible Applicants are not permitted to combine funding/incentives from the New Jersey Department of Environmental Protection's ("NJ DEP's") It Pay\$ to Plug-In Program with the EV Tourism Electric Vehicle Charging Incentive Program for the same charging station. If an Applicant has previously received funding from the It Pay\$ to Plug-In Program, documentation showing that the charging equipment detailed in this application is different than the equipment that received funding from the It Pay\$ to Plug-In Program will be required when submitting the Grant Expenditure Report.

Please be advised that certain EV charging stations that receive electric utility service from Atlantic City Electric Company ("ACE"), Jersey Central Power and Light Company ("JCP&L"), Public Service Electric and Gas Company ("PSE&G"), or Rockland Electric Company ("RECO") may be eligible for additional EV charging incentives for installation costs directly from the utility. Projects may be eligible for *both* the incentives offered by this NJBPU EV Tourism Program *and* incentives offered by the applicable electric utility (ACE, PSE&G, JCP&L, or RECO) up to 90% of the total project costs. Please check the ACE, JCP&L, PSE&G, or RECO program eligibility requirements before purchasing EV charging equipment, as additional conditions on types of eligible chargers may apply for utility incentives.

ACE EV charging incentive information can be found at: aceevsmart.programprocessing.com

PSE&G EV charging incentive information can be found at: www.pseg.com/ev

JCP&L EV charging incentive information can be found at: www.jcp-l.com/evdriven

RECO EV charging incentive information can be found at: <https://www.oru.com/en/our-energy-future/technology-innovation/electric-vehicles/new-jersey>

Electric Vehicle Tourism Program Application – FY24

APPLICANT INFORMATION		
Please identify the type of entity applying for the EV Tourism Program in the space below. Eligible Applicant entities include, but are not limited to, those situated in locations which offer amusement, arts, culture, attractions, dining, entertainment, history, outdoor recreation, overnight lodging, and shopping. (See https://visitnj.org/). You must answer each question for your application to be deemed administratively complete.		Application Date:
Name and Type of Entity (e.g., farm, hotel, park, etc.):		
Are you the owner of the property? Yes _____ No _____ (you MUST select one)		
<i>Please note: If you are not the owner of the property, you must supply a letter from the property owner indicating that the Applicant entity has been authorized to make application to this EV Tourism Program.</i>		
Full Legal Name of Applicant Entity:		
NJSTART Vendor ID or Employer Identification Number (“EIN” – for government entities only):		
Applicant Remit to Address (as shown on NJSTART):		
Application and Reporting Contact Person:	Phone:	Email:
Secondary Contact for Entity:	Phone:	Email:
Financial Officer’s Name:	Phone:	Email:
Grant Signatory Name:		Title:
As the Grant Signatory, I hereby certify that I am authorized by _____ to submit and sign this application on behalf of _____ in order to apply for funding from the EV Tourism Program.		
Print Name		
Sign Name		
Title		
Date		

Application Questions:

Level Two Charging Stations

1. Are you applying for a Level Two EV charging station? Yes _____ No _____
 - a. How many Level Two EV charging stations? _____
 - b. Is the Level Two EV charging station you intend to purchase a “networked” charger capable of collecting data? Yes _____ No _____
 - c. Will the Level Two EV charging station be a dual-port unit? Yes _____ No _____
 - d. Will the Level Two EV charging station be Energy Star certified? Yes _____ No _____

2. Is your location or community included in a non-Investment Owned Utility (non-IOU) territory?
_____ Yes _____ No

3. If your location or community is included in a non-IOU territory, are you also applying for the Make-Ready costs for installation (50% of the cost up to \$5,000 for L2 and \$50,000 for fast chargers)? If yes, please provide estimated total Make-Ready cost.
_____ Yes _____ No Estimated Cost

4. Where is the intended site of the Level Two EV charging station? Please describe and provide an address (mapping is suggested). If you are proposing multiple locations, please fill out one application per location.

5. Where will the signage for the charging station be located?
 - a. Location(s):

6. Will the Level Two EV charger be publicly accessible? Yes _____ No _____

7. If not, who will be able to access the charger? _____

8. Will the charging station be listed online and, if so, where? (Ex: [U.S. DOE Alternative Fuels Data Center Station Locator](#), [Plug Share](#), etc.)

9. Please specify why this type of charger was chosen for this location:

Direct Current Fast Chargers (DCFCs) (please note: requests for DCFCs and Level Two chargers will be scored separately)

10. Are you applying for a DCFC charging station? Yes _____ No _____
 - a. How many DCFC charging stations? _____

- b. Is the intended DCFC a “networked” charger capable of collecting data? Yes _____ No _____
- c. Will the DCFC be a dual-port unit? Yes _____ No _____
- d. Will the DCFC be Energy Star certified? Yes _____ No _____

11. Is your location or community included in a non-Investment Owned Utility (non-IOU)?
 _____ Yes _____ No

12. If your location or community is included in a non-IOU territory, are you also applying for the Make-Ready costs for installation (50% of the cost up to \$5,000 for L2 and \$50,000 for fast chargers)? If yes, please provide estimated total Make-Ready cost.

_____ Yes _____ No Estimated Cost

13. Where is the intended site of the DCFC charging station? Please describe and provide an address (mapping is suggested). If you are proposing multiple locations, please fill one application per location.

14. Where will the signage for the DCFC charging station be located?

a. Location(s):

15. Will the charger be publicly accessible? Yes _____ No _____

a. If not, who will be able to access the charger? _____

16. Will the charging station be listed online and, if so, where? (Ex: [U.S. DOE Alternative Fuels Data Center Station Locator](#), [Plug Share](#), etc.): _____

17. Please specify why this type of charger was chosen for this location:

Make-Ready

18. What are the estimated make-ready costs for this site? (Please note: this must be a specific dollar amount, not an amount range) \$ _____

19. Are you applying to any other state or utility programs for assistance on this project? Yes _____ No _____

a. If so, which program(s)? Please list. _____

b. What funding amount(s) has been requested? \$ _____

c. Have you been awarded funding? Yes _____ No _____

i. If so, how much total funding have you been awarded? \$ _____

Tourism

For the following section, please feel free to answer on this application directly or provide supplemental documents.

20. Is your business, location, or area recognized as a destination by the Division of Travel and Tourism and listed on <https://visitnj.org/> or on a local Destination Management Organization's (local tourism site) site? No _____ Yes, the location is listed _____ Yes, the area is listed _____

Provide Link: _____

21. Please describe the intended location for the charger and why it is considered to be a tourism location.
22. Is the intended site of the EV charger close to other walkable amenities (e.g., restaurants, hotels, etc.) and other tourism locations? Please list the surrounding options for tourists to utilize while their vehicle charges.
23. Is your site located within a tourism corridor (a path that connects unique cultural and natural values attractive to tourists)? Please describe and provide locations.
24. What marketing do you or your Destination Management Organization ("DMO") currently utilize to bring in-state tourists to your location? How will you or your DMO market your location to bring in-state tourists with electric vehicles to your location? Where do your in-state tourists come from? Please explain.
25. What marketing do you or your DMO currently utilize to bring out-of-state tourists to your location? How will you or your DMO market your location to bring out-of-state tourists with electric vehicles to your location? Where do your out-of-state tourists come from? Please explain.
26. Please explain what draws visitors to your location. How many visitors come to your location each year?

27. Please list the three closest Level Two chargers and two closest DCFCs to your location. Please provide addresses, the name of the charging network for the stations, and, if possible, links for the chargers (this information may be obtained from charger companies websites, or the NJ DEP map at [NJ Public Electric Vehicle \(EV\) Charging Locator \(arcgis.com\)](#), or the United States Department of Energy map at [Alternative Fuels Data Center: Electric Vehicle Charging Station Locations \(energy.gov\)](#)). **Please be sure to list the distance from these other charging stations to your site.**