

NEW ENGLAND GRASSROOTS
ENVIRONMENT FUND

#26

Application Review Sheet

Round: 09-3

Organization: Newport Neighborhood Energy Challenge

Amount Requested: \$2212.1

Emailed 8/10

Times Applied: 1
(including this time)

Times Funded:

City, State: Newport, RI

Tax Status: Ad Hoc

Issue: Energy/Climate Action

Sub Issue: Climate Change

Use of Funds: Event/Celebration

of Core Members: 5

Website: cityofnewport.com/city-council/boards-commissions/home.cfm

Project Description: To encourage and track a measurable reduction in energy use by residents of the City of Newport over a 12-month period. Participants will accumulate points, gain recognition, influence their neighbors, save money, and shrink their 'carbon footprints' through a variety of efficiency measures.

Notes/Questions:

- * Energy Challenge: connection to Aquidneck Island Planning Com.?
- * Carbon inventory: talked to Carla Challenge / Julia + Denise?
- * How do you support energy reduction? Workshops? Info/events?
- * Time frame + retro-activities?
I - contact w. P.R.
- * additional funding?

* Community Energy Challenge.

Energy Alliance are committee members.

talked to Tina: more comprehensive.

not competing, but get something going / pilot.

* Stat in Newport but reached out to other towns.

AIPC is fiscal spend. over \$16,100 budget.

* NHCC: carbon challenge send link

* Web-based: paper forms for non-computer.

- links to resources.

* Participate no deadline

End of 2010 is end of

* National Grid funding: significant.

Lx (targetting Agriidnech + Gamstar).

N E W E N G L A N D G R A S S R O O T S
E N V I R O N M E N T F U N D
Small Grants Program Application

Please email the application to your program officer or mail a hard copy to:
P.O. Box 1057 / Montpelier, VT 05601

We copy all applications for our grantmaking committee members. Please print the application single-sided, please don't staple materials together, and please don't use any folders or binders.

DATE: September 12, 2009

CONTACT PERSON: Beth Milham, Project Chair

(Please list one person who will be available to answer questions)

NAME OF APPLICANT ORGANIZATION: City of Newport, RI, Energy & Environment Commission d/b/a "Newport Neighborhood Energy Challenge"

ADDRESS: City Hall, 43 Broadway, Newport, RI 02840

PRIMARY PHONE #: 401-847-7637

ALTERNATIVE PHONE #:

EMAIL: bpmilham@cox.net

FAX #:

WEBSITE: <http://cityofnewport.com/city-council/boards-commissions/home.cfm> plus other sites shared and linked to the Newport Neighborhood Energy Challenge site.

AMOUNT OF THIS REQUEST: \$2,212.10

TOTAL PROJECT BUDGET: \$7,431.00

TOTAL CURRENT ORGANIZATIONAL BUDGET: \$7,431.00 (Project Budget)

TOTAL AMOUNT YOUR ORGANIZATION SPENT LAST YEAR: \$0

NUMBER OF EMPLOYEES, FULL AND/OR PART-TIME: 0 (The City Commission and Newport Neighborhood Energy Challenge Project are staffed entirely by volunteers)

PROJECT PROPOSAL SUMMARY (*No more than 3 sentences – please start with, "To..."*): To encourage and track a measurable reduction in energy use by residents of the City of Newport over a 12-month period. Participants will accumulate points, gain recognition, influence their neighbors, save money, and shrink their "carbon footprints" through a variety of efficiency measures.

HOW DID YOU HEAR ABOUT NEGEF? Philanthropy News Digest Alert, and indirect communication from Bart Westdijk, NEGEF staff member.

CHECK ONE OF THE FOLLOWING THAT BEST APPLIES TO YOUR ORGANIZATION:

Ad Hoc group

Ad Hoc group with fiscal agent (*name of agent*): City of Newport, Newport, RI

Incorporated as a nonprofit in your state

501(c)(3) status with the IRS

If you are an ad hoc group and do not have a checking account or fiscal agent, you will need to set up an account or agent upon receipt of a grant. You do NOT need to have an account or agent when you apply.

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PROJECT NARRATIVE & BUDGET *(no more than 2 pages please)*

1. Give a brief description of your proposed project. Be sure to include background of the issue.

Organized by the volunteer Newport Energy & Environment Commission, the Newport Neighborhood Energy Challenge is just one of the exciting initiatives to come out of the Aquidneck Island Energy Conference held at Salve Regina University during the Fall of 2009, when over 200 Islanders came together to express their interest in building greater energy efficiency at personal, municipal and regional levels.

Goal – The goal of the Newport Neighborhood Energy Challenge (NNEC) is to encourage and track a measurable reduction in energy use by residents of the City of Newport on an annual basis. Actual energy savings will be measured in CCF, kWh, and gallons, as well as dollars. However, while significant energy savings are expected, NNEC isn't making any guarantees as a result of participation in the program.

Eligibility – The Newport Neighborhood Energy Challenge is designed for individual households, which is the smallest unit of measure. Participants can be homeowners as well as renters, businesses or schools, etc., basically any entity that gets a utility bill for a single address. Individual participants can also form "teams" or "groups" on a neighborhood, club, congregation, or school level, for example, to challenge each other.

Data Gathering Process – The Newport Neighborhood Energy Challenge has two stages. When participants sign on they complete an initial "Carbon Snapshot" that reports their previous year's use of natural gas (CCF), heating oil (gallons), electricity (kWh), propane (gallons), gasoline (gallons), as well as the number miles driven and flights taken. User-friendly forms will be both web-accessible and on paper. Over the course of 12 months, participants will track and report specific reductions in their energy consumption, and in doing so, will accumulate points, gain recognition, influence their neighbors, and save money. At the end, another "Carbon Snapshot" is completed and compared to the first. The data will be reported only in the aggregate, with no individual information being released without the express permission of the participant.

As the program develops, additional measurements can be added for trash, recyclables, water use and anything that would affect one's carbon footprint.

The Newport Challenge is based on an existing program developed by the Iowa and RI Chapters of Interfaith Power and Light, and the generic data gathering forms can be easily adapted to be used by anyone living anywhere. In fact, we welcome other communities to borrow them for their own energy challenges, and we are actively reaching out to our three neighboring towns to do so. We are also working to engage the residents of the Newport Housing Authority, through its Residents' Council.

Timeframe – To get feedback on the overall program and test the forms, this summer NNEC began soliciting participants through several of Newport's neighborhood groups and subscribers to Cool Aquidneck Island's weekly email events update. Their feedback is helping to fine-tune the process. **We anticipate launching the program Citywide on October 24, which is 350.org's Climate Action Day.** Participants may sign up until December 1.

2. If your project is successful, what changes will occur in your community and its environment? Please include a timeline/steps for its completion.

In a 12-month period, the City of Newport, through its Environment & Energy Commission, will experience a measurable reduction in energy use in the form of decreased CCFs, kWhs, BTUs, gallons of heating oil, gasoline and pounds of carbon dioxide.

Participating householders will see a reduction in the dollars spent on energy in their homes and vehicles as they track the progress of this friendly city-wide competition that is measured by earning points for taking any of about 50 specified energy efficiency actions. Participants will receive recognition and awards given periodically throughout the challenge year, as well as appreciation for contributing to a measurable reduction in the City's carbon footprint.

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3. Project Budget

- Itemize anticipated expenses and income for this Project Proposal. Also note in-kind services (donated materials and/or labor) you may receive for this proposal.
- Please specify what expenses will be covered with NEGEF's funds (underline, **bold**, *italicize*, or * those items).

EXPENSES	INCOME	IN-KIND SERVICES
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This preliminary budget assumes a total of 1,000 Newport households will participate, which represents approximately 10% of the population. The only income we anticipate receiving will come from volunteer labor and in-kind goods and services as indicated below. The following budget lists only our expected cash costs.

<u>Printing, Postage & Advertising</u>	\$ 4,321.00
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We expect to gather half of the participants' data on-line and the other half with traditionally printed copies and mailing. Printing costs include stationery (one-color logo on 80% recycled 24 lb stock), forms for data gathering, two newsletters costing \$500 each, award certificates and making copies on the letterhead. Advertising and promotion will be done mainly through mailed and emailed press releases, plus emails to the many local environmental group e-lists. Additional "buzz" will be created with window clings, bumper stickers, green ribbons, posters and banners that will be displayed throughout the city. We expect any additional costs will be covered by in-kind sponsorships from local newspapers and other businesses. *We request NEGEF's support for one newsletter costing \$500.*

<u>Web Site, Data Management & Participant Communications</u>	\$ 310.00
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Anticipating 1,000 participants, we expect expenses for iContact email service, newsletters, and data management services over 13 months, including the 12 month Challenge plus an additional month to organize and report the data, would cost approximately \$1,310. The Newport Neighborhood Energy Challenge will have its own website, as well as being linked to the City of Newport's web site and to various other supportive organizations, such as the Alliance for a Livable Newport, and Salve Regina University whose students and faculty are supplying in-kind services to support website development, data gathering, entry and analysis. *Half the cost of iContact services to disseminate the newsletter to participants and the media would cost \$112.10.*

<u>Meetings, Events, Prizes & Giveaways</u>	\$ 2,800.00
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To promote the NNEC, the Newport City Council will adopt a resolution, and a kickoff event will be scheduled for October 24 in conjunction with the 350.org events to introduce the Energy Challenge program to the general public. Participants will be recruited through a city-wide publicity campaign. Introductory meetings will be held with representatives from City Government, National Grid, RISE Engineering, RI Interfaith Power & Light, and other organizations. *There will be a Grand Finale party at the end where awards will be given out for points earned and energy saved. (Estimated cost for party and awards is \$1,600)*

<u>Total Budget</u>	\$7,431.00
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Summary of requested funds:	One Newsletter	500.00	
	_ iContact	112.10	
	Awards Party	<u>1,600.00</u>	
	TOTAL	\$2,212.10	

Grants received to date:	City of Newport	\$1,000
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In Kind Donations of water saver kits, compact fluorescent bulbs, shower timers, tire gauges and the like are currently being solicited. They will only be included in the program if they are donated, or if we can purchase them at or below cost.

In-Kind Services over 13 months include: Education (160 hrs), Public Relations (60 hrs), Project Management (1500 hrs), Data Management: Database development, data entry and data analysis (2600 hrs), Event Coordination & Management (20 hrs).

Total 4,340 hrs @ \$20 = \$86,800 value of volunteer services.

<u>\$7,431.00 (cash expenses)</u>	<u>+\$1,000</u>	<u>\$20,400 +</u>
<i>(total expenses) =</i>	<i>(total income)</i>	<i>(total in-kind services)</i>

- **Principal sources of support (E.g. Membership dues, individual donations, grants, special events, etc.) Please list any grants that your group has received.**

Principal sources of support are from grants and in-kind services, however, no grants have been received to date, other than \$1,000 from the City's budget.

Please include the following attachments with your application form:

- **A list of key volunteers, board of directors and current staff with affiliations, brief biosketches, and email addresses**

Beth Milham, Chair – bpmilham@cox.net - Co-founded Aquidneck Island Ecology in 1969, and served as Chair for about five years. Founder and chair of Channing Memorial Church Green Congregation Committee, 2007 to present, and manager of its Home Weatherization program for low-income families 2008-09. Co-founder of Step It Up Aquidneck Island, 2007. Chair, Newport Goes Green Task Force, 2007-08. Co-chair, Newport Energy and Environment Commission, 2008 to present, organizing committee member of Aquidneck Island Energy Conference, 2007, and member of organizing committee of Aquidneck Island Energy Alliance, 2008 to present. Member of Cool Aquidneck Island, and editor of its Events Board and weekly email update, 2009. Also, retired Registered Nurse, past chair and current display coordinator of AIDS Quilt RI, and coordinator of its Anna's Workshop HIV prevention education program, and founder of the Straight But Not Narrow Coalition, a "straight allies" advocacy organization for LGBT civil rights.

Annie Colella - aeverson@gonewport.com – Is co-Chair of the City of Newport's Energy and Environment Commission. She is the advertising and marketing manager of the Newport County Convention and Visitor's Bureau.

Kara DiCamillo - kara@6square.com - Is an active member of the City of Newport's Energy and Environment Commission and is part owner of **6 Square**, a design and communications firm located in Newport that specializes in web design and development, print and logo design in addition to marketing and public relations.

David Stookey - dstookey@gmail.com - Is Founder of Cool Aquidneck Island, an online community wiki, calendar, and weekly email newsletter promoting energy efficiency and renewable energy projects on the island. Originator and organizer of Energy Idea Auction, a public brainstorming of potential energy-saving projects, and Energy Independence Day, an outdoor energy conservation expo. Member, Steering Committee, Aquidneck Island Energy Alliance. Volunteer, Newport Energy & Environment Commission. Former software company executive.

Charlotte Johnson – CharlotteEJohnson@cox.net - Serves as a volunteer on the Newport Neighborhood Energy Challenge committee. Retired executive director of the Rose Island Lighthouse Foundation in Newport, RI. Johnson used her many skills to develop the Rose Island Lighthouse as an environmental education center, and encouraged people to

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literally become the lighthouse keeper for an overnight or for a week at a time to learn and practice the keeper's independent, resourceful way of life. Over 28 years both the project and Johnson received state historic preservation awards. In addition she has served on the boards of Save the Bay and Aquidneck Island Ecology; she is a member of the RI Green Building Council and Environmental Council of RI; she Co-Chaired Newport's Natural and Cultural Resources Subcommittee to create the City's first Comprehensive Land Use Plan. She is also a volunteer member of the Aquidneck Island Energy Alliance Steering Committee and was an incorporator of the Aquidneck Island Land Trust.

• **Financial statement for most recent completed year and budget for current year, if available**

This is the first project of Newport's Energy and Environment Commission. The Commission does not have a budget.

• **List of local media with contact names and emails to whom we can send a press release**

Newport Daily News – City Editor Catherine Callahan - CityDesk@NewportRI.com

Newport This Week – Reporter Tom Shevlin - tshevlin@newportthisweek.net

Newport Now - Editor Lynne Tungett - newportnow@gmail.com

Providence Journal East Bay - EastBay@ProJo.com

WADK– Art Berluti, Public Service Director – art@wadk.com

• **Selected copies of group's newsletter, brochure, and/or press clippings, if appropriate**

With your help they will be forthcoming!

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APPLICANT PROFILE

1. What is the mission or the goals of your group?

The mission of the Newport Energy and Environment Commission is to advise the city on methods for reducing municipal energy use, and managing environmental resources, and to educate the city's residents on ways to reduce their own energy use.

2. How long has your group been in existence?

The task force was appointed by resolution of the City Council in June, 2007, and the permanent commission was appointed in March, 2008.

3. What issue/issues got your group going?

In spring, 2007, City Councilor Charles Y. Duncan attended a Sierra Club house party, at which the film "Kilowatt Ours" was shown, and the Cool Cities Program was explained. He submitted the resolution creating the Newport Goes Green Task Force to the Council, and it passed unanimously.

4. How many people started the group?

There were seven appointees to the Task Force, and seven members of the Commission, five of whom were on the Task Force. There are five members of the NNEC committee, three of whom are Commission members, and two of whom are volunteers.

5. Is this the first time that the group's "founders" had been "activated"? If not the first time, with what other issues had they been involved?

The Commission's priorities have included efficiency of municipal buildings, storm water run-off management, recycling and waste management, environmental education in the public schools and in the media, potential alternative energy development, and diesel engine idling. The energy challenge is the first and only project for the NNEC Committee.

6. How many people are currently involved as the core group of leaders/workers?

There are five members of the NNEC Committee.

7. Is this a membership organization? If so, how many members do you have?

The Commission is appointed by the Newport City Council. The NNEC Committee consists of Commission members and volunteers.

8. Do you have any paid staff? No

If yes, how many full-time equivalents? N/A

9. Approximately how many people in your community can be "activated" to support your issue – i.e., go to a meeting, sign a petition, call a selectperson, etc.?

Our goal is to engage at least 1000 households in the challenge, and the more, the better. We plan to reach out to local affinity groups, including neighborhood associations, faith communities and businesses, to form informal teams and offer sponsorships. We have an ongoing relationship with Alliance for a Livable Newport, a network of neighborhood associations, and Salve Regina University's Environmental Studies and Computer Sciences programs.

10. Has the focus of your group broadened or changed at all since it first started?

If so, in what ways?

Our original thought was to work through Alliance for a Livable Newport's member associations. Since then, we have broadened our approach to launching the program to the entire city. As our project moves along, we expect to make it available to other communities in Rhode Island and beyond.

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11. **Have any members of your group run for or been appointed to public office since they started working on your issue/issues? If so, for what office? Elected or appointed?**

Yes. The Commission Chair, Beth Milham, has been appointed as an alternate member of the Board of the East Bay Energy Consortium, a quasi-public organization composed of municipally appointed members of nine RI cities and towns, dedicated to finding locations for onshore wind installations that may be shared by all the participating entities. The organization is subject to the RI Open Meetings laws, and recently received a grant for a feasibility study from the R Economic Development Corporation.

12. **Describe the size and make-up of your community.**

As of the census of 2008, there were 36,899 people, 11,566 households, and 5,644 families residing in the city. The population density was 3,336.3 people per square mile (1,287.4/km²). There were 13,226 housing units at an average density of 1,666.7/sq mi (643.1/km²). The racial makeup of the city was 72.12% White, 17.75% African American, 0.85% Native American, 3.33% Asian, 0.09% Pacific Islander, 2.41% from other races, and 3.44% from two or more races. Hispanic or Latino of any race were 28.8 of the population.

There were 11,566 households out of which 22.9% had children under the age of 18 living with them, 32.3% were married couples living together, 13.6% had a female householder with no husband present, and 51.2% were non-families. 39.4% of all households were made up of individuals and 10.9% had someone living alone who was 65 years of age or older. The average household size was 2.11 and the average family size was 2.86.

In the city the population was spread out with 19.6% under the age of 18, 14.6% from 18 to 24, 31.5% from 25 to 44, 21.4% from 45 to 64, and 12.9% who were 65 years of age or older. The median age was 35 years. For every 100 females there were 92.9 males. For every 100 females age 18 and over, there were 90.9 males.

The median income for a household in the city was \$35,669, and the median income for a family was \$54,116. Males had a median income of \$37,780 versus \$27,492 for females. The per capita income for the city was \$25,441. About 16.7% of the population were below the poverty line.

13. **Have you networked or shared information/resources with other groups? If so, with whom and how did you find out about them?**

Yes, Salve Regina University, town officials and conservation commissions in Middletown, Portsmouth and Jamestown, RI, National Grid's Energy Action: Aquidneck and Jamestown program, Newport Housing Authority, Alliance for a Livable Newport, Aquidneck Island Planning Commission, and the Aquidneck Island Watershed Council, among others. We know of them through past work on mutually shared causes.

14. **How have you gained knowledge about your issue?**

Media, computer research and reading, past environmental work, plus organizational associations, and conference attendance.

15. **If your organization is more than a year old, can you quantify any of your "successes"? Examples might be number of acres preserved, miles of trails, increase in recycling rates in town, toxic sites cleaned up, greenspaces/community gardens created, amount of money raised, legislation passed, etc.**

Partially through the encouragement of the Commission, the city has conducted lighting audits on several buildings, and is participating in National Grid's Whole Building Assessment program. The City Council has passed an anti-idling ordinance applying to all types of vehicles and all types of fuel.

In addition, the commission has supported the Clean City Coordinator's efforts to expand recycling in Newport,

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including a planned pilot program for commercial recycling, as well as a network of community gardens run by the elementary schools, but we can't take credit for these actions. The School Committee has also encouraged our engagement in designing a maximally efficient and sustainable new elementary school. We have also submitted a draft ordinance for domestic wind turbines, with supporting documentation, which is being considered by the Planning Department. We are also supporting consideration of sustainable and responsible storm water run-off management practices.

16. What are the biggest challenges your community faces?

Severe budgetary difficulties, much of which is attributable to ongoing cuts in promised state funding of a tourism-dependent economy with high levels of transient and seasonal residents. Newport also has a high percentage of low income families.

17. What skills do you feel you and/or members of your group could use to help move your issue forward?

Through our initial meetings with neighborhood groups, support for the Newport Neighborhood Energy Challenge project is already catching on. As we are developing the project, people with the exact skills we need are volunteering as soon as our need is publicized. We can say at this point that more than skills, we need the modest funding we are requesting to ensure our project's success.

Please email the application to your program officer or mail a hard copy to:
P.O. Box 1057 / Montpelier, VT 05601

We copy all applications for our grantmaking committee members. Please print the application single-sided, please don't staple materials together, and please don't use any folders or binders.