

Peninsula Clean Energy 2019 Community Outreach Grant Program Guidelines and Application

Does your organization work with residents in San Mateo County? Harness the power of your existing communications, outreach, and services to help the environment and assist residents in saving money at the same time!

Peninsula Clean Energy (PCE) invites applications from nonprofit organizations for a small grant program to collaborate on outreach to residents in San Mateo County. Applications must be received by July 31, 2019.

Grant Program Eligibility

All 501(c)(3) nonprofit organizations, their fiscally sponsored projects, or government agencies with an established track record of public outreach, communications, providing social services, or case management in San Mateo County are eligible and encouraged to apply.

Background

Peninsula Clean Energy (PCE) was created in 2016 by San Mateo County and its twenty cities to meet local climate action goals through cleaner energy at lower rates. As the official electricity provider of San Mateo County, Peninsula Clean Energy provides electricity for almost all residents and businesses throughout the County. PCE is a public agency with a board of directors consisting of two county supervisors plus a council member from each of the twenty cities and towns in the County. Peninsula Clean Energy purchases cleaner electricity on behalf of our customers, and PG&E continues to deliver the power over their poles and wires. Peninsula Clean Energy customers are still eligible for PG&E, state, and federal discount and energy efficiency programs. Learn more at www.peninsulacleanenergy.com.

Peninsula Clean Energy is already having positive impacts on the local economy and protecting the climate due to our lower rates and cleaner energy as compared to PG&E. PCE is estimated to save San Mateo County customers \$18 million per year. PCE also provides local energy programs to help County residents electrify transportation and appliances and build community resilience.

Peninsula Clean Energy is by law an automatic enrollment program in which all residents and businesses became a Peninsula Clean Energy customer during our rollout in the fall of 2016 and spring of 2017. Multiple mailers were sent to every customer to inform them of their enrollment in Peninsula Clean Energy. Every customer has the choice to opt out and return to PG&E at any time. PCE currently enjoys a high county-wide participation rate of more than 97%. However, we find that some customers opt out and lose the benefits of being a PCE customer due to their misunderstanding of billing, rates, or the availability of discount programs.

Peninsula Clean Energy would also like to ensure that all our customers are well informed about the range of programs and opportunities PCE offers, including the cost savings and environmental benefits of opting for electric transportation choices and home appliances.

Grant Program Goals

Peninsula Clean Energy invites nonprofit organizations and local government agencies to apply for grants to fund collaboration with our outreach team to provide accurate information about PCE to your members, clients, constituents, and broader audiences. Grants will be awarded in amounts up to \$40,000 per outreach project, for work to be completed by the end of July 2020. Organizations may apply for funding for more than one project.

The goals of the program are to collaborate with trusted local nonprofits to increase knowledge of the following key messages among residents and community leaders in San Mateo County.

All proposed work plans should include general outreach and education about Peninsula Clean Energy (goals 1 and 2 below). In addition, proposals should also address any combination of additional goals as described below (3-8). Goals 3-5 should be oriented toward organizations reaching underserved communities. Goals 6-8 should focus on groups reaching broad public audiences. Any applicant organization may choose to focus on any combination of social service and broader education goals.

Goals for All Grants

1. Communicate basic messages about Peninsula Clean Energy: providing cleaner energy at lower rates for all of San Mateo County
2. Explain how PCE savings appear on residential energy bills

Goals for Grants Focused on Underserved Communities

3. Communicate eligibility for electricity discount, efficiency, and associated programs
4. Help residents avoid the PG&E disconnection process
5. Explain DriveForward Electric program, and communicate eligibility for incentives for used plug-in hybrid electric vehicles for income-qualifying individuals

Priority audience: Low-income residents of San Mateo County

Goals for General Public Education-Focused Grants:

6. Educate residents and key community influencers about the benefits of electric vehicles, how to adopt them, and PCE programs supporting adoption
7. Educate residents and key community influencers about the benefits of building electrification and approaches to electrification
8. Actively engage community members in climate change planning

Benefits of EVs and building electrification should include economic, health, safety, and environmental considerations. Other considerations may be included where appropriate.

Priority audience: All San Mateo County residents, including community leaders and influencers

Grant Program Deliverables

PCE expects that organizations will generally integrate PCE's key messages into existing outreach, case management, and/or programs. Grantees will be expected to produce the following deliverables:

1. Attend a half-day in-person training on PCE key messages at our office in Redwood City. Attendance is mandatory for all organizational staff that will be involved in implementing the outreach grant. Training will be scheduled with your work schedules in mind, and translation into Spanish and Chinese can be provided with prior notice.
2. Collaborate with PCE staff to provide target messaging to key audiences. This may include a mix of in-person presentations and conversations at events, community workshops, email marketing based on confirmed open rate, confirmed traditional media and/or social media reach, and other creative education and outreach ideas based on the grantee organization's capacity. Each grantee will be assigned a PCE staff liaison to facilitate collaboration, especially in coordinating outreach at community events.
3. Submit final drafts of all grant-related written outreach and communications materials for PCE staff to review for accuracy before they are distributed to the public. Please allow up to one week for PCE review.
4. Submit a progress report and a final report on the work plan provided in proposal, including actual statistics on how many people were reached by each outreach method, estimated demographics of people reached based on target populations, community feedback on PCE messaging, lessons learned, and proposed next steps. Report format will be similar to the work plan below.

The progress report is due halfway through the grant period in order to receive the balance of funds.

The final report is due within two weeks after the close of the grant period in order to be eligible for future funding opportunities.

Grantees will collaborate with PCE to customize messaging for grantee organization's audience, with PCE providing creative content and speakers as needed. PCE will provide a one-day training on understanding and presenting our key messages which will be required for all grantee staff implementing the project.

Grant Selection Criteria

Grantee organizations will be selected by PCE staff based on the following criteria:

1. **Quality of proposed plan to meet grant program goals and deliverables, including number of residents reached, depth of interactions, and accuracy of evaluation metrics.** The most competitive proposals may reach 5,000 residents or more through a combination of methods. If your organization has capacity to reach fewer residents, consider applying for a partial grant. Depth of interactions refers to the amount of time the audience spends learning about and engaging in the topic (for example, an interactive in-person workshop dedicated to the topic will rate higher than a social media post).
2. Demonstrated outreach capacity to key audiences in San Mateo County
3. Preference for organizations based in San Mateo County
4. 501(c)(3) nonprofit status, or ability to provide a letter of fiscal sponsorship from a 501(c)(3) nonprofit that will receive the grant on your behalf. Government agencies are also eligible to apply.

5. History of meeting grant deliverables, and/or meeting PCE outreach expectations
6. Diversity of approaches and audiences across the County

Grant Application Process and Requirements

Please send email application materials to Kirsten Andrews-Schwind, kandrews-schwind@peninsulacleanenergy.com. All application materials are due on July 31, 2019.

Each request may be made in an amount up to \$40,000 per project. Grants will be paid 50% up front, and 50% upon receipt of a brief mid-cycle progress report.

Complete applications must include:

- Narrative (up to 5 pages)
- Work plan using table format provided below
- For nonprofit organization, your 501©3 letter OR fiscal sponsor materials

Narrative

Please provide the following information in no more than five pages.

1. Legal name of organization, address of local office(s), and email and phone number for your main point of contact. *If your organization is a nonprofit but not registered with 501(c)(3) status, please provide this information for your organizational fiscal sponsor as well. Note additional required attachments for fiscally sponsored projects.*
2. Brief summary of proposal with:
 - Amount requested
 - Grant program goals and audiences you plan to address (see above)
 - Brief overview of strategy to address these goals and audiences
3. Your organization's history of and demonstrated capacity to implement your proposed work plan. Please provide quantitative measures of outreach capacity specifically in San Mateo County, such as number of local subscribers to your email newsletters, annual attendees at events and workshops, residents served, annual caseload, etc. Specific measures related to our target audiences outlined above are appreciated.

Work Plan Table

Please attach your proposed work plan and budget using the table format provided. Please fill out [this template](#), with one line for each major outreach action (or type of action) you propose. See example below. Add more rows if needed. Each row should contain:

- A proposed communication or outreach action. All types of communications are eligible, with highest preference given to in-person interactions that allow questions to be answered.
- A specific plan to track the number of residents you reach through each communication action, especially the priority populations identified. Examples include counting the

number of people who receive information about PCE while visiting an event booth, providing copies of workshop sign-in sheets, providing screen shots of analytics on open rates of email newsletters or social media post interactions, or tracking the number of clients who received PCE information during case management.

For example:

- If you propose to table at an event attended by 500 residents of San Mateo County, and you speak specifically about PCE with 50 of them, please list 50 in the table.
- If you conduct case work with 2,000 clients and explain the PCE bill line item to 500 of them, please list 500.
- For electronic outreach, please list metrics of expected impressions or views of PCE-specific messages. For example, if you sent a newsletter email with a PCE message to a list of 2,000 recipients with a 20% open rate, please list 400.
- For outreach on social media, please list expected number of views of PCE-related posts instead of the number of followers you have.

Please include line items for administrative costs for a complete program budget.

| Outreach Action, Including PCE Goal | # of People Org Proposes to Reach with PCE Message, and Target Audience | How Org Proposes to Measure Number of People Reached (please be specific) | Estimated Costs | Total Line Item Cost |
|--|---|--|---|-----------------------------|
| <i>Example 1: Table at 4 farmers' markets explaining PCE on energy bill (goal 2)</i> | <i>200 residents of East Palo Alto</i> | <i>Tally of PCE-related conversations OR count brochures taken</i> | <i>\$2,000 staff time, \$200 registration</i> | <i>\$2,200</i> |
| <i>Example 2: 5 email blasts about PCE EV program sent to email list (goal 6)</i> | <i>200 active environmentalists in San Mateo County read 3 out of 5 messages (assumes 20% open rate on list of 1,000)</i> | <i>Mailchimp report on number of emails opened in each email blast</i> | <i>\$1,000 staff time, \$100 Mailchimp monthly subscription fee x 5 = \$500</i> | <i>\$1,600</i> |
| Insert activity | | | | \$ |
| Insert activity | | | | \$ |
| <i>Admin Cost Example: 10% Overhead on \$36,000 total activity</i> | | | <i>\$3,600</i> | <i>\$3,600</i> |
| TOTALS | Provide total number of people reached | | | Provide total budget |

Fiscal Sponsor Information

- Most recent IRS 501(c)(3) nonprofit determination letter, for your organization or your fiscal sponsor
- *If working with a fiscal sponsor, your fiscal sponsor organization will need to provide:*
 - *Fiscal sponsorship letter taking responsibility for your organization's fiscal administration*
 - *Letter of request authorizing your organization to apply to PCE for the amount you are requesting*

Optional Attachments

You may also choose to provide examples of materials or reports from similar outreach work recently conducted by your organization, or reference contact information for recent funders or collaborators.

Questions may be sent to Kirsten Andrews-Schwind:
kandrews-schwind@peninsulacleanenergy.com.