



2021 Community Outreach Grant Guidelines and Call for Applications

Does your organization work with residents in San Mateo County or in the City of Los Banos? 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 invites applications for grants up to \$40,000 to collaborate on outreach to residents in San Mateo County or in the City of Los Banos. ***Applications must be received by October 15, 2021.***

Grant Program Eligibility

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

Background

Peninsula Clean Energy 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 community-led electricity provider for San Mateo County, Peninsula Clean Energy provides electricity for almost all residents and businesses throughout the County. Peninsula Clean Energy will begin serving customers in Los Banos in the spring of 2022. Peninsula Clean Energy is a public agency with a Board of Directors consisting of two San Mateo County Supervisors plus a Council member from each of the twenty-one member cities and towns. 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 peninsulacleanenergy.com.

Peninsula Clean Energy has positive impacts on the local economy and climate protection due to our lower rates and clean energy. Peninsula Clean Energy saves San Mateo County customers an estimated \$17 million per year on their electricity bills. Peninsula Clean Energy also provides local energy programs to help residents electrify transportation and appliances and build community resilience.

Peninsula Clean Energy is by law an automatic enrollment program in which residents and businesses in member jurisdictions become customers if they do not opt-out. Every customer has the choice to opt out and return to PG&E at any time. Approximately 96% of San Mateo County residents and businesses are currently enrolled in Peninsula Clean Energy. Despite the benefits of Peninsula Clean Energy, we find that some customers opt out and lose their savings and benefits 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 Peninsula Clean Energy offers.



Grant Program Goals

Peninsula Clean Energy invites nonprofit organizations to apply for grants to fund collaboration with our outreach team to provide accurate information about Peninsula Clean Energy and help enroll your constituents in our programs. Grants will be awarded in amounts up to \$40,000 per outreach project for work to be completed within one year. Organizations may apply for funding for more than one project.

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 (3-10). Goals 3-7 are oriented toward organizations reaching underserved communities, including low-income residents. Goals 8-10 focus on reaching broad public audiences.

Goals for All Grants

1. Communicate basic messages about Peninsula Clean Energy: *through providing cleaner energy at lower rates, Peninsula Clean Energy is an essential part of the fight against climate change in our communities*
2. Explain how Peninsula Clean Energy savings appear on residential energy bills

Goals for Grants Focused on Low-Income and Underserved Communities

3. Communicate eligibility for Medical Baseline, CARE, FERA and other discount programs, and help customers enroll
4. Help residents avoid the PG&E disconnection process
5. Conduct outreach around Peninsula Clean Energy's used electric vehicle programs
6. Conduct outreach around Peninsula Clean Energy's forthcoming income-qualified home upgrade program
7. Conduct outreach for other income-qualified programs from Peninsula Clean Energy as they are launched

Priority audience: Low-income residents of San Mateo County or Los Banos

Goals for Grants Focused on Public Education

8. *Resilience and Distributed Energy Resources (DER)*: Inform residents about Peninsula Clean Energy's residential backup battery, resilience programs, and other Distributed Energy Resources (DER) programs
9. *Electric Vehicles*: Educate residents and key community influencers about the benefits of electric vehicles (EVs), how to adopt them, and Peninsula Clean Energy programs supporting EVs
10. *Building Electrification*: Educate residents and key community influencers about the benefits of building electrification and specific programs and incentives. Examples include education on heat pump water heaters, induction cooking, and on-bill financing.
11. *Climate Action Planning*: Actively engage community members in climate change planning and empowering them to take action
12. Conduct outreach for other programs from Peninsula Clean Energy as they are launched



Benefits of EVs, backup power, and electric appliances should include financial, health, safety, and environmental considerations. Other considerations may be included where appropriate.

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

Grant Program Deliverables

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

1. Attend a virtual half-day training on Peninsula Clean Energy key messages and programs. Attendance is mandatory for all grantee organization staff that will be involved in implementing the outreach grant. Training will be scheduled with your work schedules in mind, and translation into Spanish can be provided with prior notice.
2. Attend one-hour calls every other month with all the grantees to get program and messaging updates from Peninsula Clean Energy and identify opportunities for collaboration across organizations.
3. Collaborate with Peninsula Clean Energy staff to provide target messaging to key audiences. This may include a mix of virtual events, email marketing, traditional media and/or social media, and other creative education and outreach ideas based on the grantee organization's capacity and existing communications channels. Grantees will work with the Community Relations team at Peninsula Clean Energy to coordinate outreach and customize messaging for the grantee organization's audience, with Peninsula Clean Energy providing creative content and speakers as needed.

Submit final drafts of all grant-related written outreach and communications materials for Peninsula Clean Energy staff to review for accuracy before they are distributed to the public. Please allow up to one week for Peninsula Clean Energy review. Content describing Peninsula Clean Energy or its programs must be approved by Peninsula Clean Energy staff before publication.

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 Peninsula Clean Energy 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 be eligible 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.



Grant Selection Criteria

Grantee organizations will be selected by Peninsula Clean Energy 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 thousands of 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 workshop dedicated to the topic will rate higher than a social media post.
2. Demonstrated outreach capacity to key audiences in San Mateo County or Los Banos
3. Preference for organizations based in San Mateo County or Los Banos
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
5. History of meeting grant deliverables, and/or meeting Peninsula Clean Energy outreach expectations
6. Diversity of approaches and audiences across Peninsula Clean Energy's member jurisdictions

Grant Application Process and Requirements

Please send email application materials by October 15, 2021 to Vanessa Shin, vshin@peninsulacleanenergy.com with the subject line "Community Outreach Grant Application."

The estimated timeline for this process is outlined below. This timeline is subject to change.

- September 8: Call for Applications posted on Peninsula Clean Energy website
- September 17: Questions due for Q&A. Please send questions to Vanessa Shin, vshin@peninsulacleanenergy.com with the subject line "Community Outreach Grant Questions"
- October 4: Q&A posted on Peninsula Clean Energy website
- October 15: Proposals due
- December 1: Applicants notified of status
- December 15: Grant award letters signed
- January 1st, 2022: Grant period begins

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

Complete applications must include:

- Narrative (up to 5 pages)
- Work plan using table format provided below
- Your 501(c)(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 audience(s) you plan to address (see grant goals above)
 - Brief overview of strategy to address these goals and audience(s)
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 or Los Banos, such as number of local subscribers to your email newsletters, 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 the [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 interaction that allows 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 keeping track of how many participants attended a virtual event/workshop, providing screen shots of analytics on open rates of email newsletters or social media post interactions, or tracking the number of clients who received Peninsula Clean Energy information during case management.

Peninsula Clean Energy will provide each grantee with specific URLs to our webpage to enable tracking of the number of clicks directed from each organization's online marketing. For example:

- If you conduct case work with 2,000 clients and expect to explain the Peninsula Clean Energy bill line item to 500 of them, please list "500 clients" in your metrics.
- For electronic outreach, please list metrics of expected impressions or views of Peninsula Clean Energy-specific messages. For example, if you propose to send a newsletter email with a Peninsula Clean Energy message to a list of 2,000 recipients with a typical 20% open rate, please list 400. If sending two emails to the same list, assume that approximately the same group of 400 people open each email, and list that 400 people received two emails.



- For outreach on social media, please list expected number of views of Peninsula Clean Energy-related posts instead of the number of followers you have.
- For online marketing we encourage grantees to set goals of driving a specific number of clicks to the Peninsula Clean Energy website.

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: A virtual workshop about PCE's distributed energy resources programs (goal 7)</i>	<i>50 attendees</i>	<i>Eventbrite registration list</i>	<i>\$2,000 staff time</i>	<i>\$2,000</i>
<i>Example 2: 5 email blasts about PCE EV program sent to email list (goal 5)</i>	<i>200 active environmentalists in San Mateo County or Los Banos received 5 messages (assumes 20% open rate on list of 1,000). Target of 10% clickthrough rate to PCE website.</i>	<i>Mailchimp report on number of emails opened in each email blast</i>	<i>\$1,000 staff time, \$100 Mail Chimp monthly subscription fee x 5 = \$500</i>	<i>\$1,500</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			\$39,600 total costs



Fiscal Sponsor Information Attachments

- 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 Peninsula Clean Energy 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.