



## 2023 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 501(c)(3) nonprofit organizations serving San Mateo County or the City of Los Banos to apply for grants to provide information about Peninsula Clean Energy and to help enroll your constituents in our programs and other opportunities for energy savings.

Grants will be awarded in amounts up to \$45,000 per outreach project for work to be completed within one year. Organizations may apply for funding for more than one project. Applications must be received by October 17, 2022.

### 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 to reduce greenhouse gas emissions by expanding access to sustainable and affordable energy solutions. It is the community-led electricity provider for San Mateo County and for the City of Los Banos. Peninsula Clean Energy is a public agency. Its Board of Directors consists of two San Mateo County Supervisors plus a Council member from each of the twenty-one member cities and towns.

Peninsula Clean Energy provides cleaner electricity at lower rates to residents and businesses. Its customers help the environment while also saving money. Peninsula Clean Energy purchases cleaner electricity on behalf of customers, and PG&E continues to deliver the power over their poles and wires. Peninsula Clean Energy's lower rates saved customers an estimated \$14 million on electricity in 2021.

Peninsula Clean Energy also provides energy savings and rebates to help residents electrify transportation and buildings. Peninsula Clean Energy customers are eligible for PG&E, state, and federal discount and energy efficiency programs as well.

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 97% of eligible 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. We would also like to ensure that all our customers are informed about Peninsula Clean Energy as well as other opportunities to save on energy.



## Grant Program Goals

All proposed work plans should include general outreach and education about Peninsula Clean Energy. In addition, proposals should also address any combination of additional goals as described below (3-9). Goals 3-6 are oriented toward organizations reaching underserved communities, including low-income residents. Goals 7-9 focus on reaching broad public audiences.

### *Goals for All Grants (Required)*

1. Communicate basic messages about Peninsula Clean Energy and provide feedback to Peninsula Clean Energy on community programs and messaging.
2. For organizations serving San Mateo County, conduct outreach to support education and gather input about local climate action goals as needed.

### *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. Help residents avoid the PG&E disconnection process.
4. Explain how Peninsula Clean Energy savings appear on residential energy bills.
5. Conduct outreach around Peninsula Clean Energy's used electric vehicle programs, income-qualified home upgrade program, and other income-qualified programs from Peninsula Clean Energy as they are launched.
6. Assist customers in registering for Peninsula Clean Energy programs, for example helping customers fill out online enrollment forms.

Priority audience: Low-income residents of San Mateo County or Los Banos, emphasizing audiences with language, technology, and other barriers to participation in energy programs

### *Goals for Grants Focused on Public Education*

7. Electric Vehicles (EVs): Educate residents and key community influencers about the benefits of electric vehicles, how to adopt them, and Peninsula Clean Energy programs supporting EVs.
8. 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, electric and induction cooking, solar and backup batteries, and project financing.
9. 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 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 90-minute calls every other month with all grantees to receive program and messaging updates, provide feedback to Peninsula Clean Energy staff, 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 in-person or 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 the 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 17, 2022 to Vanessa Shin, [vshin@peninsulacleanenergy.com](mailto: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 9, 2022: Call for Applications posted on Peninsula Clean Energy website
- September 23, 2022: Questions due for Q&A. Please send questions to Vanessa Shin, [vshin@peninsulacleanenergy.com](mailto:vshin@peninsulacleanenergy.com) with the subject line "Community Outreach Grant Questions"
- October 3, 2022: Q&A posted on Peninsula Clean Energy website
- October 17, 2022: Proposals due
- January 1, 2023: Grant period begins

Each request may be made in an amount up to \$45,000 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 and budget using table format provided below, submitted as an Excel or Google Sheets document
- 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. Detailed description of proposed project including:
  - a. Amount requested
  - b. Number of residents you plan to reach and approximate demographics of your audience
  - c. Grant program goals and audience(s) you plan to address (see grant goals above)
  - d. Detailed strategy to address these goals and audience(s)
3. Brief summary of 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 and Budget 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, and [click here](#) to download the work plan and budget template. Add more rows if needed.

**Please submit the work plan and budget table as an Excel or Google Sheets document.**

You may include a row to budget for staff time to attend the required half day training (five hours) and six bimonthly 90-minute grantee meetings, as well as staff time required to fill out the six month and annual grant reports. You may also include a line for administrative overhead. Each row in the work plan describing an outreach action should contain:

- Your proposed communication or outreach action. All types of communications are eligible, with highest preference given to 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 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.
- Staffing costs and total costs for that line item. Staff rates should include wages, benefits, payroll taxes, and direct HR costs only. Any additional overhead should be budgeted in a separate line item.

Examples of metrics include:

- 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.
- Please estimate the number of unique visitors you will send to the Peninsula Clean Energy website. 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.

See examples of line items for the workplan and budget sheet below ([click here](#) for the template).

Outreach Action	# of People Your Org Proposes to Reach with PCE Message	How # People Reached Will be Measured	# Hours for Each Team Member (list each)	Hourly Rate for Each Team Member	Total Staff Costs	Additional Costs	Total Cost
Attend required PCE training and bimonthly grantee meetings, prepare grant reports	N/A	N/A	ED: 16, Staffer: 22	Insert ED rate & Staffer rate	Total rates x hours	N/A	Insert total cost
Organize 4 webinars on energy savings, include in newsletter and boost on social media	70 participants at each, 2K impressions, 200 visits to PCE website	Zoom count, newsletter opens, and social media reports	ED: 8 Staffer: 80	Insert ED rate & Staffer rate	Total of rates x hours	\$400 social media boosting	Insert total cost
Organize in-person Spanish-language community workshop on climate action strategies, pass out fliers to advertise	70 participants, pass out 1K fliers, 50 visits to PCE website	Event sign-in sheet, report out on how fliers are distributed	ED: 8 Staffer: 80	Insert ED rate & Staffer rate	Total of rates x hours	\$500 event space rental, \$500 food for participants	Insert total cost
In-person assistance in registering for energy discounts or PCE programs	100 program participants registered	Customer service log, verification from PCE	ED: 8 Staffer: 50	Insert ED rate & Staffer rate	Total of rates x hours	N/A	Insert total cost
<i>Administrative costs</i>	N/A	N/A	N/A	N/A	N/A	<i>15% Admin overhead</i>	Insert total cost
<b>TOTALS</b>	Insert total people reached						<b>TOTAL</b>