



2024 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 a grant 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 organization for work to be completed within one year. Applications must be received by October 6, 2023.

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 its poles and wires. Peninsula Clean Energy's lower rates saved customers an estimated \$107M on electricity since 2016.

Peninsula Clean Energy also provides energy savings and rebates to help residents use clean energy in 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 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 (1-2). 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. We encourage applicants to collaborate with other organizations to achieve the following goals.

Goals for General Outreach and Education about Peninsula Clean Energy (Required for All Grants)

1. Communicate basic messages about Peninsula Clean Energy, including explanations of Peninsula Clean Energy, how it works, and its community benefits.
2. Provide feedback to Peninsula Clean Energy on community programs and messaging.

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, such as 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 General 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, heat pump heating and cooling systems, and electric cooking.
9. Conduct outreach for other programs from Peninsula Clean Energy as they are launched.

Benefits of EVs 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 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 120-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. The 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 to be eligible for future funding opportunities.



Grant Selection Criteria (UPDATED FOR 2024 GRANT)

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 in San Mateo County or the City of Los Banos reached

The most competitive proposals may reach thousands of Peninsula Clean Energy customers or more through a combination of methods. If your organization has capacity to reach fewer customers, consider applying for a partial grant. Organizations who employ strategies to reach new audiences will be considered more favorably than organizations who reach a smaller constituency repeatedly.

Depth of interactions

Depth of interactions refers to the level of interaction and/or amount of time that the organization spends in engaging residents to achieve the grant program goals. Strong proposals include opportunities for residents to receive information, ask questions, and provide feedback directly to the organization’s trained outreach representatives or Peninsula Clean Energy staff. Unless your organization specializes in digital outreach and driving web traffic, sharing information about Peninsula Clean Energy in your organization’s newsletter or social media will be considered as a low-depth interaction and lower-priority action.

Accuracy of evaluation metrics

Estimates of reach should only include the number of San Mateo County or City of Los Banos residents who received a complete explanation of Peninsula Clean Energy, including a verbal explanation of main talking points provided by Peninsula Clean Energy. For examples of strong metrics by outreach action, see below.

Outreach Action	Weaker Metrics	Stronger Metrics
Promoting Peninsula Clean Energy materials at your organization’s table at events	Estimated number of people at the event; number of people who visit table	Number of people who receive a complete verbal explanation of Peninsula Clean Energy at the table
Distributing printed materials about Peninsula Clean Energy	Number of Peninsula Clean Energy brochures handed to residents without an explanation	Number of people who receive a Peninsula Clean Energy brochure with a complete verbal explanation of its main points
Hosting an event and providing information to attendees	Number of participants from any location	Number of participants who live in San Mateo County or the City of Los Banos



Outreach Action	Weaker Metrics	Stronger Metrics
Creating digital promotions about Peninsula Clean Energy programs	Estimated number of people reached through digital metrics (e.g., impressions or number of followers)	Number of people who visit the Peninsula Clean Energy website and enroll in a program (metric can be provided by Peninsula Clean Energy)
Promoting energy bill discount programs with existing clients	Number of flyers handed out about discount programs	Number of customers who were enrolled in discount program with assistance from grantee staff

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 6, 2023 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.

- August 30, 2023: Call for Applications posted on Peninsula Clean Energy website
- September 15, 2023: Questions due for Q&A. Please send questions to Vanessa Shin, vshin@peninsulacleanenergy.com with the subject line “Community Outreach Grant Questions”
- September 22, 2023: Q&A posted on Peninsula Clean Energy website
- October 6, 2023: Proposals due
- January 1, 2024: Grant period begins

Each request may be made in an amount up to \$45,000 per organization. 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 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.

Peninsula Clean Energy encourages applicants to collaborate with other organizations to achieve grant goals. Applicants may include a budget to compensate and/or cover expenses of the partnering organization.

You may include a row to budget for staff time to attend the required half day training (five hours) and six bimonthly 120-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. See Grant Selection Criteria for more details.
- 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 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. Peninsula Clean Energy supports and encourages living wages for staff implementing outreach grants.



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 digital outreach, please set a goal for the number of unique visitors you will send to the Peninsula Clean Energy website. Peninsula Clean Energy will provide each grantee with custom URLs to our webpages to track website visits from each organization’s online marketing.
- See Grant Selection Criteria for more examples of strong metrics.

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	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 social media	70 San Mateo County or Los Banos residents at each, 200 visits to PCE website	Registration information, participant count, # of visits to PCE website	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 workshop on clean energy	70 San Mateo County or Los Banos participants, 50 visits to PCE website	Registration information, participant count, # of visits to PCE website	ED: 8 Staffer: 80	Insert ED rate & Staffer rate	Total of rates x hours	\$500 event space rental, \$500 food	Insert total cost
In-person assistance for enrollment in energy discounts or PCE programs	100 San Mateo County or Los Banos residents enrolled	Number of San Mateo County or Los Banos residents enrolled	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
TOTALS	Insert total people reached						TOTAL