



2025 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 assist residents in saving money, improve local air quality and health, and help the environment.

Peninsula Clean Energy invites 501(c)(3) nonprofit organizations serving San Mateo County or the City of Los Banos to apply for grants to collaborate with our agency. We partner with community-based organizations to help our customers reduce their energy bills and enroll in programs that will save them money on home appliances and transportation.

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 7, 2024.

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. Peninsula Clean Energy's lower rates saved customers an estimated \$143M on electricity since 2016. We also help our communities improve their air quality through clean vehicles and appliances.

We are the community-led electricity provider for San Mateo County and for the City of Los Banos. Peninsula Clean Energy is a public agency. Our Board of Directors consists of two San Mateo County Supervisors plus a Council member from each of our twenty-one member cities and towns.

Peninsula Clean Energy provides clean electricity at lower rates to residents and businesses. Our customers help the environment while also saving money. Peninsula Clean Energy purchases clean electricity on behalf of customers, and PG&E continues to deliver the power over its poles and wires.

Grant Application Process

Please send email application materials by October 7, 2024 to Vanessa Shin, vshin@peninsulacleanenergy.com with the subject line "Community Outreach Grant Application."

Each request may be made in an amount up to \$45,000 per organization. Grants will be paid 50% upon participation in the outreach grant training, and 50% upon completion of the mid-cycle progress report.

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

- August 30, 2024: Call for Applications posted on Peninsula Clean Energy website
- September 16, 2024: Questions due for Q&A. Please send questions to Vanessa Shin, vshin@peninsulacleanenergy.com with the subject line "Community Outreach Grant Questions"
- September 23, 2024: Q&A posted on Peninsula Clean Energy website
- October 7, 2024: Proposals due
- January 1, 2025: Grant period begins

Grant Program Goals

All proposed work plans must include general outreach and education about Peninsula Clean Energy (1-3). Proposals should also address any combination of additional goals as described below (3-10).

Goals 4-7 are oriented toward organizations reaching equity priority communities, including income-qualified residents. Goals 8-10 focus on reaching broad public audiences.

Peninsula Clean Energy encourages applicants to focus on the goals that align best with their organization's mission, audience, and existing efforts. We also encourage collaboration with other organizations to achieve these 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. Facilitate customer feedback to Peninsula Clean Energy on energy programs and messaging.
3. Help residents to take further action by familiarizing them with the Peninsula Clean Energy website and/or enrolling them in energy programs.

Goals for Grants Focused on Income-Qualified and Equity Priority Communities (**Optional**)

- 4. Assist residents in signing up for Peninsula Clean Energy rebate and savings offerings, such as helping clients fill out online enrollment forms in English and other languages.**
5. Communicate eligibility for energy discount programs such as Medical Baseline, CARE, and FERA, and help customers enroll. Help residents avoid the PG&E disconnection process.
6. Explain how Peninsula Clean Energy savings appear on residential energy bills.
7. Conduct outreach and/or facilitate customer feedback on Peninsula Clean Energy's electric vehicle programs, electric appliance programs, and other income-qualified offerings.

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

Goals for Grants Focused on General Public Education (Optional)

8. Drive adoption of electric vehicles (EVs) by providing education on benefits and available offerings. Facilitate deeper engagement through one or more of the following actions:
 - a. Help customers enroll in EV discount and rebate offerings.
 - b. Direct customers to the Peninsula Clean Energy website to apply for EV rebates and discounts.
 - c. Organize logistics for EV showcase events, especially in Spanish and Chinese. Peninsula Clean Energy can recruit EVs to be displayed at the events.

9. Drive adoption of electric appliances by providing education on benefits and available programs. Examples include electric heat pump water heaters, heat pump heating and cooling systems, and electric cooking. Facilitate deeper engagement through one or more of the following actions:
 - a. Help customers enroll in electric appliance offerings.
 - b. Direct customers to the Peninsula Clean Energy website to apply for relevant offerings.
 - c. Facilitate opportunities for customers to experience cooking on electric stoves, including planning cooking demonstrations and lending portable induction cooktop units.

10. Organize focus groups and/or workshops to receive customer feedback about electric vehicles, electric appliances, and other energy topics. Peninsula Clean Energy can provide the content.

Priority audience: All San Mateo County and 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 who will be involved in implementing the outreach grant.
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 and coordinate outreach. Peninsula Clean Energy will provide content and speakers as needed.

Submit drafts of all grant-related written outreach and communications materials for Peninsula Clean Energy staff to review for accuracy and approve before public distribution.

4. Submit a progress report and a final report on the work plan provided in the proposal. The report will include metrics on number of people reached by each outreach method, community feedback on Peninsula Clean Energy messaging, and lessons learned.

The progress report is due halfway through the grant period 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

Grants will be selected by Peninsula Clean Energy staff based on the following criteria:

1. Quality of proposed plan to meet [grant program goals](#) and achieve measurable results
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

Grant Application Requirements

Complete applications must include the following elements:

1. Narrative (up to 5 pages)
2. Work plan and budget using table format provided below, submitted as an Excel or Google Sheets document
3. Your 501(c)(3) letter OR fiscal sponsor materials
4. Current outreach grant recipients must include a summary of progress that has occurred since submission of the mid-cycle report

Narrative

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

1. Applicant information:
 - a. Legal name of organization and address
 - b. Email and phone number for the point of contact for the grant
 - c. 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
2. Description of proposed project (up to one page):
 - a. Amount requested
 - b. Number of residents you plan to reach and demographics of your audience
 - c. [Grant program goals](#) and audience(s) you plan to address
3. **Detailed strategy to address these goals and audience(s).**
 - a. Describe in detail how your organization will implement your proposed work plan.
 - b. **Each action** in your work plan should have a corresponding explanation in this section.
4. Summary of your organization's history of and demonstrated capacity to implement your proposed work plan (up to one page).
 - a. 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 are appreciated.

Work Plan and Budget Table

Applicants will submit a work plan that details your proposed outreach actions, metrics, and budget.

Please use this template to format the work plan and budget table. The template can be downloaded [here](#). Please submit it as an Excel or Google Sheets file.

Complete the template with one line for each major outreach action (or type of action) you propose. Each row in the work plan should contain:

- Your proposed communication or outreach action. All types of communications are eligible, with highest preference given to interactions with strong and measurable impact.
- Your proposed metric for measuring impact and tracking the number of residents you reach through each communication action, especially the priority populations identified.
 - See [Example Outreach Actions and Suggested Metrics](#) for more information.
- Staffing costs and total costs for that line item.
 - Staff rates should include wages, benefits, payroll taxes, and direct HR costs. Any additional overhead should be budgeted in a separate line item.
 - **Peninsula Clean Energy supports and encourages living wages for staff implementing outreach grants.** The Massachusetts Institute of Technology's Living Wage Calculator provides living wage estimates for [San Mateo County](#) and [Los Banos](#).
 - 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 for grant administration, including:
 - Attending the required half day training (five hours) and six 120-minute grantee meetings.
 - Completing the six month and annual grant reports.
- You may also include a line for administrative overhead.

Example Outreach Actions and Suggested Metrics

Please see below for common outreach actions and preferred metrics. We encourage applicants to review the following examples and consider incorporating the following guidelines into your proposal.

To download a sample work plan, click [here](#).

<i>Sample Outreach Action</i>	<i>Proposed Reach</i>	<i>Preferred Metric: How # People Reached Will be Measured</i>	<i>Typical Budget</i>
<i>Provide education about Peninsula Clean Energy, energy programs, and energy discounts to clients. Assist clients in filling out forms to enroll in Peninsula Clean Energy programs or discounts</i>	<i>Insert number based on your organization's capacity</i>	<i>Total number of customers who were enrolled in Peninsula Clean Energy or energy discount programs with assistance from grantee staff. Specific number of customers enrolled in each PCE program and discount program (e.g., CARE/FERA)</i>	<i>1 hour of staff time per enrolled customer</i>
<i>Drive traffic to the Peninsula Clean Energy website through delivering key messages, tabling at community events, and distributing printed materials</i>	<i>Insert number based on your organization's capacity</i>	<i>Number of visits to the Peninsula Clean Energy website using custom QR code and/or number of residents receiving a complete verbal explanation of Peninsula Clean Energy main points</i>	<i>1 hour of staff time per 10 website visits and/or complete conversations</i>
<i>Drive traffic to Peninsula Clean Energy website through monthly newsletter or social media. Promotions use custom tracking link provided by Peninsula Clean Energy</i>	<i>Insert number based on your organization's digital reach</i>	<i>Number of visits to the Peninsula Clean Energy website using custom tracking link or QR code</i>	<i>1 hour of staff time per 10 website visits</i>

Sample Outreach Action	Proposed Reach	Preferred Metric: How # People Reached Will be Measured	Typical Budget
<i>Coordinate one focus group in collaboration with Peninsula Clean Energy, including coordinating logistics, recruiting participants, and providing participant incentives</i>	<i>Recommended 10 participants per focus group</i>	<i>Number of participants who live in San Mateo County and the City of Los Banos</i>	<i>\$3,000 - \$4,000 per focus group. Please include \$1500 in participant stipends. May also include budget for food, childcare, venue, and other expenses.</i>
<i>Coordinate one community workshop in collaboration with Peninsula Clean Energy, including coordinating logistics, recruiting participants, providing participant incentives (optional), and helping participants enroll in Peninsula Clean Energy offerings at the event</i>	<i>Recommended at least 30-50 participants per workshop</i>	<i>Number of participants who live in San Mateo County or the City of Los Banos, including number of customers who were enrolled in a Peninsula Clean Energy or energy discount program during the workshop</i>	<i>\$3,000 - \$4,000 per workshop. May include budget for participant incentives, food, childcare, venue, and other expenses.</i>
<i>Coordinate one Electric Vehicle expo, including coordinating logistics, recruiting participants, and providing incentives for EV owners. Help customers visit Peninsula Clean Energy website or sign up for Peninsula Clean Energy offerings at the event. Peninsula Clean Energy is acknowledged as a sponsor through event marketing</i>	<i>Recommended at least 100 participants per electric vehicle expo</i>	<i>Number of event participants who live in San Mateo County or the City of Los Banos, and number of customers who visit the Peninsula Clean Energy website or sign up for a Peninsula Clean Energy offering due to event</i>	<i>\$5,000 to \$8,000 per electric vehicle expo. Please include \$1,500 in EV owner stipends. May also include budget for food, venue, and other expenses.</i>