



Request for Proposal - Energy Upgrade California® Energy Efficiency Grant Program

Goals of Energy Upgrade California

Energy Upgrade California works to motivate residents and small businesses to take action to better manage their energy use. The program strives to both increase awareness and intent on energy management and facilitate the ability to act and incorporate technological advances or behavior change using all available resources to reduce energy and choose clean-energy options. To see how the Energy Upgrade California plans to do this, please review the [Joint Consumer Action Plan](#) (JCAP).

Grant Program Goal and Criteria

The goal of the Energy Upgrade California Energy Efficiency Grant Program is to work with community-based organizations (CBO) to effectively communicate energy efficiency benefits and best practices with at least one hard-to-reach community subgroup (low-income, disability, senior, multicultural) as well as renter groups, independent restaurant/grocery stores, small business, or rural communities. Energy Upgrade California will select CBO partners that submit the strongest proposals that align with the criteria listed below.

- Ability to reach and impact low-income, disability, senior, and multicultural residents as well as renter groups, independent restaurant/grocery stores, small business, or rural communities.
- Ability to provide quantifiable metrics and results in a short period of time or other verifiable proof of how your organization has reached these key audiences.
- Ability to plan, develop and execute on creative strategies to reach consumers and small businesses, focusing on in person actions.
- Be flexible and responsive, with capacity to organize and take initiative based on shifting Energy Upgrade California goals and needs.

Grants Available

Energy Upgrade California offers two levels of Energy Efficiency Grants, Tier 1 and Tier 2.

Tier 1 has a funding range of \$5,000-\$10,000 and is contracted for 6-12 months. It is expected that Tier 1 grant recipients will implement larger regional outreach efforts that are consistent throughout the length of their contract. An organization can only receive one Tier 1 grant in JCAP year (April 1, 2019-March 31, 2020).

Tier 2 grants have a funding range of \$500-\$3,000. Tier 2 grant recipients are contracted around an activation(s) for a shorter period of time (anywhere from 1 event to 2-month long activations). In particular, Tier 2 grants are meant to assist organizations in executing creative ideas to inform one of the above-mentioned audiences about energy efficiency measures and benefits. These creative ideas should go beyond traditional digital, email, or social media communications and should include a prominent element of direct person-to-person outreach. An organization can apply to receive multiple Tier 2 grants in a JCAP year, so long as awards total less than the maximum funding amount. Tier 1 grantee's also have the option of applying for a Tier 2 grant if they have an idea for an activation that is outside of their contracted scope of work. An organization may apply for and possibly receive Tier 1 and/or Tier 2 funding, however any organization can only receive up to \$19,000 in a JCAP year.

Energy Upgrade California Tier 1 and 2 grant applications will be accepted on a rolling basis with a cutoff date of September 13, 2019 for Tier 1 and March 13, 2020 for Tier 2. Please submit your grant applications to grants@energyupgradecacommunity.org.



In each application totaling no more than 5 pages, please include the following:

TIER 1 APPLICATION - \$5,000 – \$10,000

- 1.1 Engagement Audience and Area – Grant applicants should indicate which one or more low-income, disability, senior, and multicultural residents as well as renter groups, independent restaurant/grocery stores, small business, or rural communities they will reach. They should also indicate the location in which outreach will occur.
- 1.2 Funding Request - Grant applicants should indicate the monetary amount being requested.
- 1.3 Project Plan - Grant applicants must submit a simple written narrative which:
 - Specifies the connection between their respective grant request and the direct engagement of at least one of the identified consumer groups above
 - In detail, outlines their proposed strategies and outreach plans
 - Indicates the different types of educational and outreach materials that will be needed from Energy Upgrade California
 - If applicable, indicates the ability to reach non-English-speaking audiences and translate program materials
- 1.4 Project Approach and Outcomes - Grant applicants should describe the projected reach and potential outcomes that the submitted Community Education Project will yield. We encourage grant applicants to be as specific as possible including how many individuals you expect to reach,
- 1.5 Project Team - Grant applicants should include brief bios, contact information, a day to day point of contact and role descriptions for each project team member.
- 1.6 Project Reporting - Grant applicants should describe how their grant's outreach progress should be monitored, assessed, and interpreted, in order to comply with grant reporting requirements including but not limited to:
 - Quarterly reporting cadence and funding schedule
 - Defined, metrics-based contractual scope of work
 - Quarterly assessments that include both a scaled grading and narrative evaluation based on Partners' quarterly report and contracted scope of work
- 1.7 Organizational Write Up - Grant applicants should provide a dossier on the organization's mission and identify the various audiences it serves.
- 1.8 Other Relevant or Supporting Materials - To substantiate the grant applicant's community outreach experience, please provide a brief statement about the outreach programs your organization has executed in the past.



In each application totaling no more than 1 page, please include the following:

TIER 2 APPLICATION - \$500 – \$3,000

- 1.1 Engagement Audience and Area – Grant applicants should indicate which one or more low-income, disability, senior, and multicultural residents as well as renter groups, independent restaurant/grocery stores, small business, or rural communities they will reach. They should also indicate the location in which outreach will occur.
- 1.2 Funding Request - Grant applicants should indicate the monetary amount being requested.
- 1.3 Project Plan - Grant applicants must submit a written narrative which:
 - Specifies the connection between their respective grant request and the direct engagement of at least one of the identified consumer groups above
 - Outlines their proposed strategies and outreach plans
 - If applicable, indicates the ability to reach non-English-speaking audiences and translate program materials
- 1.4 Project Approach and Outcomes - Grant applicants should describe the projected reach and outcomes the submitted Community Education Project is expected to yield.
- 1.5 Project Reporting - Proposers should indicate how their education project's progress will be monitored, tracked, and reported.
- 1.6 Organizational Write Up - Grant applicants should provide a dossier on the organization's mission and identify the various audiences it serves.