

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

Goals of Energy Upgrade California

Energy Upgrade California works to educate and motivate all of California's residents and small businesses to take small actions to better manage their energy use. For over four years, the program has worked to encourage the state's 40 million residents to help secure a clean energy future for generations and meet the 2030 energy goals laid out in SB 350. These goals include increasing awareness around energy management and encouraging Californians to incorporate behavioral changes in their everyday lives by reducing energy usage and choosing clean-energy options. To see how 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 (CBOs) to effectively communicate **energy efficiency benefits and best practices** to one or more hard-to-reach community subgroups (low-income, disability, senior, multicultural) as well as renter groups, faith-based groups, independent restaurants and grocery stores, small businesses, and residents of rural communities. These grants will begin being issued in February 2021 and must be completed by October 31, 2021. Energy Upgrade California will select CBO partners that submit comprehensive proposals that align with the criteria listed below:

- Ability to reach a predetermined number of low-income, disability, senior, and/or multicultural residents as well as renter groups, independent restaurants and grocery stores, faith-based groups, small businesses, or residents of rural communities.
- Quantifiable metrics and results in a short period of time or other verifiable proof of how your organization has reached the designated key audiences.
- Plan, develop, and execute creative strategies to reach consumers and/or small businesses, focusing initially on online/digital communications, and expanding to in-person outreach activities when safe to do so and allowed by state and county rules.
- Given shifting real world constraints to in person education, be flexible and responsive, with the capacity to organize and take initiative based on Energy Upgrade California goals and needs.

Grants Available

Energy Upgrade California offers two tiers of Energy Efficiency Grants: Tier 1 and Tier 2.

Tier 1 grants have a funding range of \$5,000 to \$20,000 and are contracted for 5-9 months. It is expected that Tier 1 grant recipients will implement larger regional outreach and educational efforts, consistently delivering an energy efficiency message to key audiences throughout the length of their contract. These outreach programs should include traditional person-to-person outreach (if the COVID-19 situation permits it) as well as digital, email, and social media communications, and any original creative content (videos, pamphlets, etc.) if applicable. An organization can only receive one Tier 1 grant. The grant period will end on October 31, 2021.

Tier 2 grants have a funding range of \$500 to \$3,000 and are contracted around activations for a shorter period of time, anywhere from a single event to a month initiative. In particular, Tier 2 grants are meant to assist organizations in executing programs and outreach to inform one of the above-mentioned audiences about energy efficiency measures and benefits. These outreach programs should include traditional person-to-person outreach (if the COVID-19 situation permits it) as well as digital, email, and social media communications.

An organization can apply to receive multiple Tier 2 grants; however, an organization can only receive up to three Tier 2 grants within a grant period (maximum of \$9000).

Energy Upgrade California Tier 1 and 2 grant applications will be accepted on a rolling basis with a cutoff date of March 15, 2021 for Tier 1 and September 1, 2021 for Tier 2. Please submit your grant applications to grants@energyupgradecacommunity.org. Submissions will be reviewed on a rolling basis, but we estimate it will take a month to give a final decision.

In each Tier 1 application, totaling no more than 5 pages, please include the following:

TIER 1 APPLICATION - \$5,000 – \$20,000

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, small business, or rural communities they will reach. They should also indicate the location(s) 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 consumer groups identified 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.
- Outlines plans to sign up additional community-based organizations (CBOs) as members of the Energy Upgrade California coalition, with a minimum of one group per month.
- Includes plans for materials and assets that can be utilized beyond the scope of the grant term, e.g. videos not tied to a specific holiday or season.

1.4 Project Approach and Outcomes - Grant applicants should describe the projected reach and outcomes the submitted Community Education Project is expected to yield.

- Includes the number of residents to be engaged directly (in-person outreach and/or two-way dialogue, interactive online activities) and indirectly (newsletters, email, media, etc.)

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 indicate how their education project's progress will be monitored, tracked, and reported.

- Grant projects will need to submit monthly progress reports.
- Proposals should include a defined, metrics-based scope of work, which will also be featured in the grant contract.
- EUC will carry out quarterly assessments that include both a scaled grading and narrative evaluation based on partners' reports 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 Tier 2 application, totaling no more than 2 pages, 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, 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.

- Outlines plans to sign up additional community-based organizations (CBOs) as members of the Energy Upgrade California coalition, with a minimum of one group per month.
- Includes plans for materials and assets that can be utilized beyond the scope of the grant term, e.g. videos not tied to a specific holiday or season.

1.4 Project Approach and Outcomes - Grant applicants should describe the projected reach and outcomes the submitted Community Education Project is expected to yield.

- Includes the number of residents to be engaged directly (in-person outreach and two-way dialogue) and indirectly (newsletters, email, media, etc.)

1.5 Project Reporting - Proposers should indicate how their education project's progress will be monitored, tracked, and reported.

- Multi-month projects will need to submit a monthly report.
- Single-event projects will need to submit an after-action report at the completion of the project.
- Proposals should include a defined, metrics-based scope of work, which will also be featured in the grant contract.

1.6 Organizational Write Up - Grant applicants should provide background on the organization's mission and identify the various audiences it serves.

- The organization should provide bios of applicable staff or individuals that will be working on the proposed grant.