



## Community Outreach Grant Pilot Program – Request for Applications

*Applications must be received by September 20, 2019*

### Community Outreach Grant Pilot Program Overview

East Bay Community Energy (EBCE) is looking to partner with local organizations that are trusted members of their community. EBCE hopes to leverage your existing communications, outreach, and relationships to help Alameda County residents enroll in or renew participation in the California Alternate Rates for Energy (CARE) Program and/or the Family Electric Rate Assistance (FERA) Program, and increase awareness of the services we provide.

EBCE invites applications from service-oriented organizations (e.g. nonprofits, faith-based groups, senior centers, membership organizations, etc.) to apply for up to \$10,000 for a small pilot grant program (\$30,000 in total awards) to facilitate enrollment in the CARE/FERA programs for residents in Alameda County. Applications must be received by **September 20, 2019**.

### EBCE Background

EBCE is the local electricity supplier for most of Alameda County. EBCE provides cleaner energy at competitive rates to our customers and reinvests earnings back into the community to create local programs and clean power projects. Twelve communities in Alameda County govern EBCE, creating a community-owned agency. EBCE territory includes Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro, Union City, and Unincorporated Alameda County. *Please note that the cities of Alameda, Pleasanton, and Newark are not participating in EBCE services.*

EBCE works in partnership with PG&E to buy clean electricity direct from the source - encouraging the kind of market growth and competition that results in more renewable energy and lower energy generation rates. PG&E continues to deliver electricity over existing infrastructure, maintain power lines, and provide account services as they always have. Your bill continues to come from PG&E, with EBCE's lower generation charges replacing those from PG&E. All EBCE customers remain eligible for the financial assistance programs that administered by PG&E under the auspices of the California Public Utilities Commission (CPUC).

More information is available at [ebce.org](http://ebce.org).

### Community Outreach Grant Pilot Program Timeline

Action	Date
Solicitation posted	August 15, 2019
Questions due from potential applicants (submit to outreach@ebce.org)	August 23, 2019
Q&A posted by EBCE	August 27, 2019

Proposals due (submit to outreach@ebce.org)	September 20, 2019
Awards announced	September 27, 2019
Kick-off meetings	early October 2019
EBCE Training	TBD
Midpoint Check-In	December 2019
Work complete	March 31, 2020
Final report due	April 30, 2020

**Community Outreach Grant Pilot Program Grantee Eligibility**

All service-oriented organizations with an established track record of public outreach and community engagement within the EBCE service territory are eligible and encouraged to apply. Applicants may include charitable and civic organizations, health and social service agencies, membership associations, social clubs, schools and educational institutions, churches and other entities.

**Community Outreach Grant Pilot Program Goals**

EBCE invites service-oriented organizations to apply for small grants to fund efforts to increase enrollment in the CARE and FERA financial assistance programs and provide accurate information about EBCE to your local community members. Specifically, EBCE is looking for organizations to directly facilitate the on-line application or renewal of EBCE customers in these programs. Grants will be awarded in amounts up to \$10,000 per proposal, for work to be completed by March 31, 2020, with a mid-term check-in in December and brief report completed by the end of April 2020. This small grant program is a pilot project that may result in renewed or expanded opportunities for additional funding depending on results.

The primary goal of the outreach grant program is to collaborate with trusted local organizations to increase enrollment in financial assistance programs. Our secondary goal is to raise awareness of EBCE services among residents in Alameda County.

**Community Outreach Grant Pilot Program Expected Impact**

EBCE expects that organizations will either include energy bill financial assistance program enrollment into their existing outreach and programs or create a targeted outreach plan that focuses on enrollment activities. Grantees are expected to walk customers through the on-line enrollment application. Outreach may include a mix of in-person workshops and other creative outreach ideas based on your organization’s capacity.

*Door-to-door canvassing is prohibited.*

Your organization will collaborate with EBCE staff to customize messaging for your audience, with EBCE providing creative content and existing collateral (such as our [financial assistance fact sheet](#)) as needed. Your proposal should include a target number of customers in the EBCE service territory based on your outreach capacity and requested financial award. EBCE aims to reach a minimum of 2,000 residential customers and 500 new enrollment or enrollment renewal applications with a grant of \$10,000. Organizations that do not have the capacity to reach 2,000 customers or 500 enrollments may apply for grants of smaller dollar amounts proportional to their outreach capacity.

Of interest are areas that are designated as low-income by the Census tract but have relatively low enrollment in the CARE program. Within EBCE territory, these target areas include:

<b>Berkeley</b>	<b>Fremont</b>	<b>Oakland</b>
• 94702	• 94536	• 94601
• 94703	• 94538	• 94602
• 94704	<b>Hayward</b>	• 94603
• 94705	• 94541	• 94605
• 94709	• 94542	• 94606
• 94710	• 94544	• 94607
<b>Castro Valley</b>	• 94545	• 94609
• 94546	<b>Livermore</b>	• 94610
<b>Emeryville</b>	• 94551	• 94611
• 94608	<b>San Leandro</b>	• 94612
<b>Union City</b>	• 94577	• 94619
• 94587	• 94578	• 94621

EBCE will provide a training on the CARE program enrollment process and presenting our key messages. Grantees are also required to participate in a midpoint check-in and produce a final report.

### **Midpoint Check-In and Final Report**

The midpoint check-in may be in-person or via teleconference and will focus on progress to date, revisions to the plan proposed in the original application, and remaining milestones.

The final report will include:

- Expenses and administrative costs by line item
- Statistics on how many people were reached by each outreach method and how many customers submitted an enrollment application for a financial assistance program
- Estimated demographics of people reached
- Community feedback on EBCE messaging and/or commonly asked questions
- Lessons learned and recommendations for EBCE programs that would benefit your target audience
- Minimum of two high quality photos of your outreach activities, with signed participant waivers allowing EBCE to use the images in future marketing and/or outreach materials

## Community Outreach Grant Selection Criteria

Grantee organizations will be selected by EBCE staff based on the following criteria:

Criteria	Proposal Reference (see below)	Weighting
Preference for organizations based in EBCE service territory	Section A	10%
History of meeting grant deliverables, and/or meeting EBCE outreach expectations	Sections C & D	15%
Demonstrated outreach capacity in our service territory	Section E	20%
Quality of proposed plan	Section B, F, H, & I	30%
Diversity of approaches and audiences	Section G	25%

If this pilot grant program is successful, EBCE may consider extending funding for outreach collaboration.

## Grant Application Process and Requirements

Interested organizations are requested to provide the following information in a proposal of no more than six pages, including the budget.

Please email your application as an attached Word or PDF document, along with all other required attachments to outreach@ebce.org. Questions may also be sent to this email address by end of day on August 23, 2019. All application materials are due by the end of day September 20, 2019.

Organizations may submit one request for each specific outreach project. Each request may be up to but no more than \$10,000 per project. Grants will be paid 50% up front, and 50% upon completion of a brief midpoint check-in.

Please provide all the following information in your proposal:

- A. Legal name of organization, address of local office(s), and email and phone number for your main point of contact.
- B. One paragraph summary of proposal with amount requested.
- C. Your organization's history of and demonstrated capacity to reach and effectively communicate with residents in EBCE territory with preference for capacity within target areas
- D. Your organization's history of meeting grant deliverables for other funders, and/or meeting EBCE outreach expectations. If applicable, you may provide contact information for up to three funders as references.
- E. Provide quantitative measures of outreach capacity specifically in our service territory, such as number of local subscribers to your email newsletters, annual attendees at events and workshops, residents served, etc.
- F. Your proposed work plan and timeline to meet required grant deliverables during the time period of October 2019 through March 2020. Please include:

- Your proposed outreach methods. All types of outreach are eligible (*except door-to-door canvassing*), with highest preference given to in-person interactions that allow questions to be answered.
  - A specific plan to track the number of residents you reach and enrollment applications submitted through each outreach method. Examples include providing copies of workshop sign-in sheets, providing screen shots of analytics on open rates of email newsletters or social media post interactions, or a tracking spreadsheet of enrollment applications submitted.
- G. Description of target population and/or how you will reach the target zip codes listed above. Please specify if you plan to focus on specific geographic locations, communities with lower English proficiency, or other specific customer groups.
- H. A simple budget for implementing your proposed workplan, including staff time and cost (at loaded rate), direct expenses (such as venue rental or printing costs), and sources of any additional funding for your project.
- I. Required Attachments:
- If applying as a nonprofit, please provide a determination letter, for your organization or your fiscal sponsor
  - If working with a fiscal sponsor, your fiscal sponsor organization will need to provide:
    - Fiscal sponsorship letter taking responsibility for your organization’s fiscal administration
    - Letter of request authorizing your organization to apply to EBCE for the amount you are requesting
- I. Optional Attachments, if available:
- Examples of materials or reports from similar outreach work recently conducted by your organization
  - Letters of recommendation