2022 Community Outreach Grant –
Request for Applications
Applications reviewed on a rolling basis from
December 1, 2021 – February 25, 2022

I. Community Outreach Grant Overview

East Bay Community Energy ("EBCE") seeks community-based organizations ("CBOs") to assist with Marketing, Education, and Outreach ("ME&O") and customer enrollment for several programs designed to serve low-income customers. EBCE hopes to leverage CBOs' existing outreach capabilities and relationships to help residents in Alameda County and the City of Tracy enroll in beneficial programs.

EBCE invites community-based organizations to apply for grants of up $30,000 to collaborate with EBCE on customer outreach and enrollment in the following program areas:

1. Arrearage Management Plan (AMP) – *highest priority*
2. California Alternate Rates for Energy (CARE)
3. Family Electric Rate Assistance (FERA)
4. Medical Baseline (MBL)

Applications will be reviewed on a rolling basis and can be submitted any time between December 1, 2021, and February 25, 2022. EBCE prefers earlier applications and will prioritize efforts that focus on assisting customers with enrollment into the Arrearage Management Plan (AMP) program. EBCE will provide a training on the program enrollment process and presenting information about EBCE.

II. 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, faith institutions and other entities.

III. EBCE Background

EBCE is the local electricity supplier for Alameda County and the City of Tracy. 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. EBCE was launched in 2018, when the County of Alameda and 11 of its cities formed EBCE as a not-for-profit public agency that governs this Community Choice Energy service. The agency expanded in 2021. The cities currently served are: Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Tracy, and Union City. The unincorporated areas of Alameda County (including Ashland, Castro Valley, Cherryland, Fairview, San Lorenzo, and Sunol) are also served by EBCE.

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. Customers' electricity bills continue 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 are administered by PG&E under the auspices of the California Public Utilities Commission ("CPUC"), such as AMP, CARE, FERA, and Medical Baseline. More information is available at ebce.org.

IV. Community Outreach Grant Timeline

Date	Activity
December 1, 2021	**Launch Date.** Request for Applications issued and posted to EBCE website.
December 1, 2021 - February 25, 2022	**Rolling Applications Accepted.** Applications will be accepted on a rolling basis beginning on December 1, 2021. The application period will remain open until February 25th or until program funds are fully committed. • Applications received by January 3rd will be reviewed no later than January 21st. • Applications received by January 17th will be reviewed no later than January 28th. • Applications received by February 25th will be reviewed no later than March 11th.
December 10, 2021	**Initial Questions Due.** Please submit questions to outreach@ebce.org.
December 14, 2021	**Information Session (Webinar).** EBCE will provide an overview of the Request for Applications and address questions from attendees. Register for the event here: https://us02web.zoom.us/meeting/register/tZAuc-usrj0iGNZtivpQ4jxacOAlPlyIfSaO
December 15, 2021	**Final Questions Due.** Please submit questions to outreach@ebce.org
December 17, 2021	**Final Q&A Document Posted.** A document containing all questions and responses will be posted to the EBCE website.
January 3, 2022	**Early Application Due Date.** Applications received by January 3rd will be reviewed no later than January 21st.
February 25, 2022	**Final Application Due Date.** Applications received by February 25th will be reviewed no later than March 11th.
September 1, 2022	**Work Completion Date.** Grantees should expect to complete all grant deliverables (except for the Final Report) by this date.
October 1, 2022	**Final Reports Due.** See Section VI for a description of items to include in the Final Report.

V. Program Goals

Program Areas
EBCE invites organizations to apply for grants to fund efforts to increase enrollment in AMP, CARE, FERA, and MBL assistance programs. Specifically, EBCE is looking for organizations to directly facilitate the application or renewal of EBCE customers in one or all of the following programs:

1. Arrearage Management Plan (AMP) – *highest priority (Note: EBCE currently has 11,000 AMP-eligible customers who are not yet enrolled in the program)*
2. California Alternate Rates for Energy (CARE)
3. Family Electric Rate Assistance (FERA)
4. Medical Baseline (MBL)

Organizations may apply for funding to conduct outreach and enrollment related to all four program areas, or a subset. More information about these four program areas is included in Attachment A.

Grant Goals
The primary goal of the outreach grant program is to collaborate with trusted local organizations to increase enrollment in these financial assistance programs. EBCE seeks applicants that will:

1. Communicate eligibility for AMP, CARE, FERA, and/or MBL, and help customers enroll.
2. Help residents avoid utility debt and the PG&E disconnection process.
3. Communicate basic messages about EBCE.

VI. Community Outreach Grant Program Deliverables

Expected Impact
EBCE expects that grantees will undertake outreach efforts that are incremental to their existing work, and will either include AMP, CARE, FERA and/or MBL enrollment in their existing programming, or create a new initiative. Grantees are expected to walk customers through the online enrollment application (where applicable), and/or other enrollment processes. EBCE will provide an online form to assist with tracking and enrollment, among other resources described in Attachment A.

Kick-Off Meeting and Trainings
After grants are awarded, EBCE will hold kick-off meetings with grant recipients to discuss project plans, deliverables, and areas where EBCE can help develop customized messaging or marketing assets for your audience. EBCE will also provide trainings on eligibility criteria and enrollment processes for AMP, CARE, FERA, and MBL.

Please see Attachment A for additional details about each program and the types of resources EBCE can provide to assist grantees with their work.

Midpoint Check-In
The midpoint check-in will be held via teleconference and will focus on progress to date, revisions to the plan proposed in the original application, and remaining milestones. In addition, we will discuss preliminary data:
- 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 so far

Final Report
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

VII. Grant Application Process and Requirements

Please send your application as an attached Word or PDF document to outreach@ebce.org, with subject line "2022 Community Outreach Grant Application." Applications will be accepted on a rolling basis and can be submitted any time between December 1, 2021 and February 25, 2022. EBCE prefers earlier applications and will prioritize ME&O efforts that focus on increasing customer enrollment in the Arrearage Management Plan (AMP) program.

Organizations may submit one proposal for each specific outreach project. Grants will be awarded in amounts up to $30,000 per proposal, for work to be completed by September 1, 2022, with a mid-term check-in and brief report completed by October 1, 2022. Grants will be paid 50% up front and 25% upon completion of the midpoint check-in, with the final 25% paid prior to work completion on September 1, 2022.

a. Application Requirements

To be considered complete, all applications must include:
1. Narrative (up to 5 pages, brevity appreciated)
2. Work Plan and Budget
3. Required Attachments:
   a. If applying as a nonprofit, please provide a determination letter, for your organization or your fiscal sponsor
   b. If working with a fiscal sponsor, your fiscal sponsor organization will need to provide:
      i. Fiscal sponsorship letter taking responsibility for your organization's fiscal administration
      ii. Letter of request authorizing your organization to apply to EBCE for the amount you are requesting
4. Optional Attachments, if available:
   a. Examples of materials or reports from similar outreach work recently conducted by your organization
   b. Letter(s) of recommendation

Narrative
Please provide the following 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.
2. Brief summary of proposal with:
   a. Amount requested
   b. Program area(s) selected from among AMP, CARE, FERA, MBL
   c. Outreach goals and audience(s),
   d. Enrollment goals for each program
   e. Brief overview of strategy to address goal(s) and audience(s)
3. Your organization's history of and demonstrated capacity to reach and effectively communicate with low-income residents in EBCE territory. Where possible, please provide quantitative measures of outreach capacity specifically in Alameda County or the City of Tracy, such as number of local subscribers to your email newsletters, residents served, annual caseload, etc.
4. 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.

Work Plan and Budget
Please include your proposed work plan and timeline to meet required grant deliverables by the Work Completion date (September 1, 2022), including:
1. The program areas you intend to focus on (i.e., AMP, CARE, FERA, and/or MBL) and your proposed outreach methods. All types of outreach are eligible, except door-to-door canvasing, with the highest preference given to (virtual) in-person interactions that allow questions to be answered. Your organization will collaborate with EBCE staff to customize messaging for your audience, with EBCE providing creative content and existing collateral (such as our Energy Bill Assistance brochure, and other resources described in Attachment A) as needed. EBCE expects grantees to follow COVID-19 safety protocols for all events.

2. 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 or registration 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. EBCE will provide an online form for grantees to use, to assist with customer engagement and enrollment tracking.
3. Description of target population. Please specify if you plan to focus on specific geographic locations, communities with lower English proficiency, or other specific customer groups.
4. A simple budget for implementing your proposed workplan, including staff time and cost (at loaded rate), direct expenses (such as printing costs), and sources of any additional funding for your project.

VIII. Grant Selection Criteria

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

Criteria	Weighting
Quality of proposed plan to meet grant program goals and deliverables *Includes number of residents reached, number of residents enrolled, depth of interactions, and accuracy of evaluation metrics. The most competitive proposals may result in hundreds of program referrals or more through a combination of methods. If your organization has capacity to reach fewer residents, consider applying for a partial grant. Depth of interactions refers to the amount of time the audience spends learning about and engaging in the topic, and high-touch, creative strategies that facilitate customer enrollment into programs. For example, interactive events that focus on enrolling customers directly will rate higher than a social media post.*	35%
Demonstrated outreach capacity *Includes demonstrated experience conducting outreach in EBCE's service territory and with the target populations identified in the proposal.*	25%
History of meeting grant deliverables *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.*	15%
Preference for applications submitted by January 3, and outreach plans focused on AMP program enrollment	15%
Preference for organizations based in EBCE service territory	10%

Attachment A – Description of Four Program Areas

I. **Arrearage Payment Plan (AMP): A debt forgiveness program available to CARE and FERA customers.**

Description
AMP is a new payment plan and debt forgiveness option to help qualifying residential customers reduce unpaid balances on their bills. With each on-time payment of current charges, AMP will forgive 1/12 of the eligible debt the customer owed at the time of enrollment. After twelve on-time payments of monthly current charges, eligible debt will be forgiven up to $8,000.

Eligibility
Residential customers must:
- Be enrolled in CARE or FERA.
- Owe at least $500 or more on gas and electric bills.
- Some debt is more than 90 days past due.
- Be a PG&E and/or EBCE customer for at least 6 months, and have made at least one on-time payment.

Note: solar Net energy metering (NEM), master-metered customers and master-metered customers with sub-metered tenants are currently not eligible to participate in AMP.

Application Process
Enroll via PG&E by calling 1 (800) 743-5000 to speak with a customer service representative.

EBCE Resources for Organizations Doing Outreach
- https://ebce.org/amp/
- For additional information about the AMP program, including Frequently Asked Questions, visit PG&E's website.
- Brochures (available upon request)
- Direct mailing materials (available upon request)
- Newsletter examples (available upon request)
- Zip code and census tract information of AMP-eligible customers. See table below for preliminary information by city.

AMP-eligible customers by City (as of November 2021)

City	Number of AMP-eligible Customers
Oakland	4038
Hayward	1270
Unincorporated Alameda County	1018
Tracy	935
Fremont	585
San Leandro	566
Berkeley	343
Livermore	319
Union City	311
Newark	214
Dublin	192
Pleasanton	189
Emeryville	65
Albany	23
Piedmont	8

II. California Alternate Rates for Energy (CARE): Provides a 35% discount on electricity bills and a 20% discount on natural gas bills.

Description
CARE is a state program that provides a discounted rate for electricity to qualifying low-income households. This program is administered to all customers by PG&E, including customers who choose to receive service from a community choice energy program (such as EBCE).

Eligibility
View latest guidelines

Application Process
Three ways to apply:
1. Online
2. Download, print, and mail to CARE/FERA Program P.O. Box 7979 San Francisco, CA 94120–7979
3. Call PG&E at 866-743-2273

EBCE Resources for Organizations Doing Outreach[1]
- How to Apply for CARE Tutorial: Video Tutorial in English / (Video Tutorial in Spanish
- CARE/FERA Fact Sheet
- Website with general information and FAQ: https://ebce.org/care/

III. Family Electric Rate Assistance (FERA): Provides an 18% discount on electricity bills for households with more than two people.

Description
Similar, to CARE, FERA is a state program that provides a monthly discount of 18% on electricity only (not gas). Must be a household with three or more people. Participants qualify through income guidelines. This program is administered to all customers by PG&E, including customers who choose to receive service from a community choice energy program, such as EBCE.

Eligibility
View latest guidelines

Application Process
Three ways to apply:
1. Online
2. Download, print, and mail to CARE/FERA Program P.O. Box 7979 San Francisco, CA 94120–7979
3. Call PG&E at 866-743-2273

EBCE Resources for Organizations Doing Outreach[1]
- How to Apply for CARE Tutorial: Video Tutorial in English / (Video Tutorial in Spanish
- CARE/FERA Fact Sheet
- Website with general information and FAQ: https://ebce.org/care/

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[1] Note: These resources currently reference 2020 income eligibility criteria and are being updated to reflect 2021 levels.

IV. **Medical Baseline: Allows customers who are medically dependent on electricity to receive more gas and electricity at lower rates.**

Description
Medical Baseline is an assistance program for residential customers who depend on power for certain medical needs. The program helps people who have serious medical conditions and/or medical equipment that relies on electricity to operate.

Eligibility
There is no income requirement for enrollment.

Application Process
Three ways to apply:
1. Online
2. Download, print, mail to PG&E Billing Center, Medical Baseline, P.O. Box 8329 Stockton, CA 95208
3. Call PG&E at 1-800-743-5000

EBCE Resources for Organizations Doing Outreach
- EBCE website with eligibility and enrollment criteria, and link to enroll: https://ebce.org/paying-bills/