

12/14/2021

EBCE's 2022 Community Outreach Grant: Information Session



Welcome!

- **Intended audience**
- **Availability of slides** (see <https://ebce.org/2022-community-outreach-grants/>)
- **Questions** (may also email outreach@ebce.org)

Please note that this webinar is being recorded. The slides and recording will be uploaded to the grant website: <https://ebce.org/2022-community-outreach-grants/>

Agenda

- Introduction to EBCE
- Overview
- Grantee Eligibility
- Timeline
- Goals
- Deliverables
- Application Process, Requirements, Selection Criteria
- Information about the Arrearage Management Plan (AMP) Program
- Questions received so far
- Additional Q&A

About East Bay Community Energy

- EBCE is a not-for-profit public agency that operates a Community Choice Energy program for Alameda County and fourteen incorporated cities, serving more than 630,000 residential and commercial customers. (Note: EBCE does not serve customers in the City of Alameda, which is served by Alameda Municipal Power.)
- EBCE initiated service in June 2018 and expanded to the cities of Pleasanton, Newark, and Tracy in April 2021.
- All EBCE customers remain eligible for statewide financial assistance programs, including programs like AMP, CARE, FERA, and Medical Baseline.

Grant Overview

Eligible grantees: Community-based organizations

Award amount: Up \$30,000

Scope: Collaboration 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)

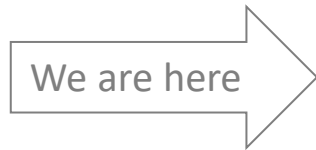
Applications will be reviewed on a rolling basis and can be submitted any time between December 1, 2021, and February 25, 2022.

EBCE prefers earlier applications and will prioritize efforts that focus on assisting customers with enrollment into the AMP program. EBCE will provide training on the program enrollment process and presenting information about EBCE.

Grantee Eligibility

- Service-oriented organizations with an established track record of public outreach and community engagement within EBCE's service territory.
- Examples: Charitable and civic organizations, health and social service agencies, membership associations, social clubs, schools and educational institutions, faith institutions and other entities.

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 <u>until program funds are fully committed.</u> <ul style="list-style-type: none"> • 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-usrj0iGNZtivpQ4jxacOAIPlYfSaO
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 21 st .
February 25, 2022	Final Application Due Date. Applications received by February 25 th will be reviewed no later than March 11 th .
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.

Program Goals

Program Areas

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.

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.

Deliverables

[Expected Impact](#)

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.

[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 on customers reached so far.

[Final Report](#)

The final report, including outcomes and lessons learned.

Please see the full [Request for Applications](#) for additional details.

Application Process

Send as a 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.

Application Requirements

To be considered complete, all applications must include:

1. Narrative
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

Application Requirements: Narrative & Work Plan

1. Narrative

- a. Maximum 5-page proposal:
 - i. Amount requested
 - ii. Program area(s) selected from among AMP, CARE, FERA, MBL
 - iii. Outreach goals and audience(s)
 - iv. Enrollment goals for each program
 - v. Brief overview of strategy to address goal(s) and audience(s)
- b. History of and demonstrated capacity to reach and effectively communicate with low-income residents in EBCE territory.
- c. History of meeting grant deliverables for other funders, and/or meeting EBCE outreach expectations.

2. Work Plan and Budget

- a. Program areas you intend to focus on and your proposed outreach methods.
- b. A specific plan to track the number of residents you reach and enrollment applications submitted through each outreach method.
- c. 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.
- d. A simple budget for implementing your proposed workplan, including staff time and cost, direct expenses, and sources of any additional funding for your project.

Please see the full [Request for Applications](#) for additional details.

Selection 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%

Arrearage Management Plan (AMP) Details

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	<ul style="list-style-type: none"> • Be residential customer who is also 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. <p>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.</p>
Application Process	Enroll via PG&E by calling 1 (800) 743-5000
EBCE Resources for Orgs Doing Outreach	<ul style="list-style-type: none"> • EBCE's AMP website: https://ebce.org/amp/ • See also: PG&E's website • Brochures, direct mailing materials, and newsletter examples can be provided upon request. • Zip code and census tract information of AMP-eligible customers.

AMP-eligible Residents Not Yet Enrolled

(as of November 2021)

City	# AMP-eligible Residents
Oakland	4038
Hayward	1270
Unincorp. Alameda Co.	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

Questions Received So Far (1 of 2)

1. What are the main barriers to AMP enrollment?

While EBCE has not conducted focus groups on this topic or asked this question directly to customers or community-based organizations, we believe that the main barriers are (1) customer awareness of the program, (2) the enrollment process itself, which requires that customers call PG&E directly (there is no online enrollment form), and (3) potential customer mistrust of the program and/or its administrators.

2. Does EBCE have contact information for AMP-eligible households beyond the zip/census data? Has EBCE already attempted any outreach?

Yes. EBCE has contact information for AMP-eligible households, including email and mailing addresses. EBCE has previously reached out to eligible customers via email and direct mail and will conduct additional marketing activities in Q4 2021. We can share those marketing materials upon request.

Questions Received So Far (2 of 2)

3. What does grantee success look like for this grant (e.g., percent enrollment)?

EBCE's objective is to reach any and all customers who might otherwise not be reached. Successful grantees will achieve the target enrollment levels they propose in their grant applications.

4. Is grantee responsible for marketing, verifying eligibility, educating, leading residents through application(s) and verification of completion?

Marketing, educating, leading residents through applications, leading residents through the application process: EBCE hopes that grantees will be responsible for these elements.

Verification of eligibility: PG&E ultimately verifies eligibility during the enrollment process, but EBCE hopes that grantees (with knowledge of program eligibility criteria) can screen for likely eligibility during their outreach and enrollment assistance work. For the AMP program, EBCE intends to provide an online form that allows a customer to enter account information to confirm their AMP eligibility.

Verification of completion: EBCE will verify customer enrollment.

Additional Questions?

Thank you!

To download EBCE's Request for Applications,
please visit our website:

<https://ebce.org/2022-community-outreach-grants/>