

# Bay Area Air Quality Management District Climate Protection Grant Program GUIDELINES

## SECTION I GENERAL INFORMATION

### Background

The Bay Area Air Quality Management District (District) is committed to achieving clean air to protect the public's health and the environment. The District adopts and enforces regulations and implements programs to achieve healthy air quality.

In June of 2005, the District established a Climate Protection Program to reduce pollutants that contribute to global climate change and affect air quality in the Bay Area. Temperature increases due to global warming may impact the region's air quality. Many of the actions that can be taken to reduce the greenhouse gas emissions that contribute to global warming also reduce harmful local air pollutants. The District seeks to support and complement current climate protection programs in the region, stimulate additional emission reduction efforts through public education, outreach, and technical assistance to local governments and other interested parties, and promote collaboration among stakeholders.

Also in June of 2005, Governor Schwarzenegger signed Executive Order # S-3-05, establishing greenhouse gas reduction targets for the State:

- By 2010, Reduce to 2000 Emission Levels
- By 2020, Reduce to 1990 Emission Levels
- By 2050, Reduce to 80 percent Below 1990 Levels

The Governor formed the multi-departmental Climate Action Team to implement global warming emission reduction programs and report on the progress made toward meeting the statewide greenhouse gas targets that were established in the executive order. In September of 2006, the State Legislature passed the California Global Warming Solutions Act of 2006 (AB 32), codifying the Governor's goal by requiring that the State's global warming emissions be reduced to 1990 levels by 2020. This law represents the first mandatory reduction target for greenhouse gas emissions in the nation.

State strategies to address these new greenhouse gas emission reduction targets, including the *2006 Climate Action Team Report to the Governor and Legislature*, and the state Air Resources Board's *Proposed Early Actions to Mitigate Climate Change in California*, recommend many actions to be taken to begin reducing greenhouse gas emissions. These efforts, however, do not fully address actions that are best initiated at the local level, such as land use and transportation planning, and public outreach and education.

Achieving greenhouse gas emission reductions on the scale called for by the State of California will require significant action on the parts of governments, businesses,

institutions and communities throughout the Bay Area. In order to achieve this, a major refocusing of resources and support for climate activities must occur. Existing grant programs will not be enough to facilitate the scale of activity required. On November 10, 2006, the District led a Summit of 500 Bay Area business, community, and government leaders to seek and implement local solutions to climate change. At the Summit, the District announced its plans to create a new grant program to support climate protection activities in the Bay Area.

In developing this new grant program, the District conferred with numerous stakeholders, funders and public agencies in the Bay Area. These guidelines reflect the outcomes of those communications as well as the strategic objectives of the District.

### **Geographic region**

Grants will be made to eligible applicants that provide services within the District's 9-county jurisdiction. This encompasses all of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Santa Clara counties, and the southern parts of Solano and Sonoma counties.

### **Grant range**

A total of \$1.5 million is available for climate protection grants. Grants will range from \$10,000 - \$75,000, depending on program area.

### **Duration**

Grant periods may range from 12-24 months, depending on program area.

### **Who Can Apply**

Eligible applicants include public agencies, non-profit 501c3 organizations, K-12 schools and small businesses<sup>1</sup> located in the 9-county jurisdiction of the District. Eligible grant recipients must be responsible for the implementation of the project and have the authority and capability to complete the project.

### **Available Funds**

The District is focusing its climate protection grant funding on areas where there is a demonstrated need for resources, where there is a synergy with the District's own mission and approach, and where resources can be utilized to achieve long-term impact on reducing greenhouse gas emissions. The District's Climate Protection Grant Program will fund activities in the areas of outreach, city and county planning, and strategies that have a regional impact in reducing greenhouse gas emissions.

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<sup>1</sup> In order to be eligible for grants, business applicants must fall within the size limits defined by the Small Business Administration see [http://www.sba.gov/idc/groups/public/documents/sba\\_homepage/serv\\_sstd\\_tablepdf.pdf](http://www.sba.gov/idc/groups/public/documents/sba_homepage/serv_sstd_tablepdf.pdf).

<b>Program Area</b>	<b>Amount Available</b>
<b><i>Outreach</i></b>	
Youth Climate Grants	grant range: \$10,000 - \$25,000
<b><i>Climate Planning</i></b>	
Climate Protection Planning Grants	grant range: \$25,000 - \$75,000
Capacity-building Grants	grant range: \$50,000 - \$75,000
<b><i>Regional Strategies</i></b>	
Regionalizing Best Practices Grants	grant range: \$25,000 - \$75,000
Fostering Innovation Grants	grant range: \$25,000 - \$75,000

**Ineligible activities**

The Grant Program will not fund:

- cost of preparing or submitting grant application
- deficit budgets
- lobbying
- endowment campaigns
- fundraising activities
- grants/scholarships to individuals
- primary academic research
- marketing of products or technologies
- R&D for new technologies or products

District funds may only be used for project costs that are incurred after the date that the funding agreement is fully executed.

**Important dates**

September 21, 2007	Release of solicitation
October 2007	Public workshops
November 9, 2007	All proposals are due
December 2007	Proposed grant awards reviewed by Air District Board of Directors (tentative)
December 2007	Awards are announced
January / February 2008	Prepare and execute funding award agreements

**Contact Information**

Grant applicants are encouraged to discuss their grant applications with District staff prior to submittal. The primary District contact person for the Climate Protection Grant Program is:

Abby Young  
Principal Environmental Planner  
ayoung@baaqmd.gov  
415-749-4754

## SECTION II GOAL AND OBJECTIVES

The over-arching goal of the Bay Area Climate Protection Grant Program is to ***achieve meaningful reductions in greenhouse gas emissions through implementation of long-term solutions throughout the region.***

The District will achieve this goal by funding activities that support the following objectives. These objectives represent cross-cutting principles that apply to all grant program areas.

*Objective 1: Expand tested approaches to achieve regional reductions in greenhouse gas emissions*

There are many “best practices” for reducing greenhouse gas emissions. The District seeks to identify those best practices with the biggest potential for reducing emissions and that are ripe for widespread replication, and facilitate implementation of those practices across the region.

*Objective 2: Implement innovative new approaches with regional potential*

There are a lot of great ideas that may never come to fruition simply because there are no resources to “think them out”. Grant funds may be used for scoping and incubating innovative new projects or policy approaches, followed by a regional implementation phase.

*Objective 3: Institutionalize long-term climate protection through the planning process*

The District encourages local planning processes to integrate greenhouse gas reduction in the best manner to ensure long-term reductions. This may be through the land use planning process, the environmental review process, or through integration into development guidelines.

*Objective 4: Achieve market transformation favoring “climate friendly” goods and services*

Large-scale demand changes can drive the market for environmentally responsible goods and services. Grant funds may be used to facilitate widespread regional implementation of model practices that promote “climate friendly” goods and services.

*Objective 5: Implement activities that achieve other co-benefits and reduce criteria air pollutants and toxic air contaminants*

Many, but not all, actions that reduce greenhouse gas emissions also reduce criteria air pollutants (ozone, carbon monoxide, particulate matter, sulfur dioxide, lead, and nitrogen oxide) and toxic air contaminants<sup>2</sup>. Other economic and quality of life co-benefits from reducing greenhouse gas emissions can include job creation, financial savings, reductions in energy and fuel use, improvements to community livability, reduced traffic congestion, etc. The District seeks to fund projects that demonstrate benefits in addition to greenhouse gas reduction.

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<sup>2</sup> For a list of toxic air contaminants, see [http://www.oehha.ca.gov/air/toxic\\_contaminants/pdf\\_zip/Appendix%20A.pdf](http://www.oehha.ca.gov/air/toxic_contaminants/pdf_zip/Appendix%20A.pdf)

*Objective 6: Engage impacted communities<sup>3</sup> in projects and planning processes*

High levels of harmful emissions – toxic air contaminants, particulate matter and emissions that lead to smog formation – often occur near communities where, due to age (youth or seniors), high rates of asthma or other medical conditions, lack of medical services, and other socio-economic factors, residents may be particularly sensitive to the effects of these emissions. These “impacted communities” are often also those most at risk from the perils of climate change (extreme weather impacts, increased health risks, etc.), while at the same time potentially benefiting from the promise of climate protection solutions (financial savings, job creation, improved air quality, etc.). The District seeks to fund projects that engage impacted communities in the planning process, and by ensuring their ability to enjoy the many co-benefits of climate protection activities.

All proposals will be evaluated in part according to how well they address one or more of these objectives.

### **SECTION III APPLICATION PROCEDURES**

#### **Application Process**

Applications are due no later than 5:00pm on Friday, November 9, 2007. Applications submitted after 5:00pm on Friday, November 9, 2007, or incomplete applications, will not be accepted.

#### **Electronic Submittal Process**

In support of its internal policy of being a carbon neutral agency, the District is conducting a paperless application process for this grant program. All proposals must be submitted electronically to [climategrants@baaqmd.gov](mailto:climategrants@baaqmd.gov). Failure to do so may result in your application not being reviewed. Faxed, mailed or couriered proposals will not be accepted. ***If you have not received a confirmation of receipt from the District within 3 days of the application deadline, please contact Abby Young at 415-749-4754.*** Applicants that foresee a problem meeting this requirement should contact Abby Young.

#### **Formatting**

Proposals must be single-spaced, with a minimum of 1 inch margins and 12 point font. The District’s Climate Protection Grant Cover Sheet (Appendix A) will serve as the proposal’s cover sheet / title page. Proposals should have the name of the applying organization and page number on each page. Proposals must be submitted as either PDF or Word documents.

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<sup>3</sup> See [http://www.baaqmd.gov/pln/grants\\_and\\_incentives/carl\\_moyer/PM\\_Exposure\\_Map.pdf](http://www.baaqmd.gov/pln/grants_and_incentives/carl_moyer/PM_Exposure_Map.pdf) for a map of areas within the Bay Area region that are considered “impacted communities” by the District.

## **Application Requirements**

***Any items submitted other than those specified in these application requirements will not be reviewed.***

### Cover page

Use the District's Climate Protection Grant Program Cover Page located in Appendix A as the first page of your application packet. The cover page must be signed by a person with authority to legally bind your organization (in electronic applications, a typed in name is legally equivalent to a signature<sup>4</sup>).

### Proposal Narrative – Maximum 8 pages

Requirements vary by grant program area – see Section IV below. Please use required elements as headings in your narrative to facilitate evaluation of your proposal.

### Organizational Capacity – Maximum 3 pages

Provide a brief description of the applying organization and its demonstrated ability to achieve success with the proposed activity. Include a bio (1 paragraph) for each key staffperson.

### Project Budget – Maximum 2 pages

Provide a full budget for the proposed activity, broken out by year (if applicable). Identify budget line items funded by the District's Climate Protection Grant Program. List all other funders, their total contribution (including in-kind), and indicate whether or not that contribution has been secured (in-hand), committed, requested or not yet requested. *In evaluation scoring, in-kind resources will count 50% as much as cash contributions.*

Include, at a minimum, the following line items:

- Salary – list project team members, hours for each and hourly rates for each
- Fringe/benefits – list fringe rate
- Consultants/sub-contractors – list estimated hours and rates
- Meetings (convening of) – any public meetings, workshops, trainings, etc. required as part of your project (NOT internal project team meetings)
- Materials design & production (including web)
- Indirect expenses / overhead – list your indirect/overhead rate

In addition, provide a brief budget narrative of 1-2 sentences on each line item to add clarity and specificity.

### Required Attachments

*For local governments and public agencies:*

- list of 3 most recent grantors with contact information
- letters of commitment from any significant project partners itemizing what they are providing (technical support, matching funds, etc.)
- authorizing letter of commitment approving the submittal of the proposal and identifying the individual authorized to submit and carry out the proposal.

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<sup>4</sup> See the Electronic Signatures in Global and National Commerce Act, <http://www.ftc.gov/os/2001/06/esign7.htm>

*For non-profit organizations:*

- list of Board of Directors with affiliations
- 501c3 IRS designation letter
- 2006 audit
- organizational budgets for 2007 (or FY 07/08) and 2008 (or FY 08/09)
- letters of commitment from any significant project partners itemizing what they are providing (technical support, matching funds, etc.)
- authorizing letter of commitment approving the submittal of the proposal and identifying the individual authorized to submit and carry out the proposal.

*For K-12 schools:*

- list of 3 most recent grantors with contact information
- letters of commitment from any significant partners itemizing what they are providing (technical support, matching funds, etc.)
- authorizing letter of commitment approving the submittal of the proposal and identifying the individual authorized to submit and carry out the proposal.

*For small businesses:*

- proof of fiscal solvency (balance sheet, etc.)
- letters of commitment from any significant project partners itemizing what they are providing (technical support, matching funds, etc.)
- authorizing letter of commitment approving the submittal of the proposal and identifying the individual authorized to submit and carry out the proposal.

**Demonstration of Climate Achievement**

Applicants demonstrating achievement in climate protection by completing a greenhouse gas emissions inventory, adopting a greenhouse gas emission reduction target, or developing a greenhouse gas reduction strategy, will receive points in the evaluation criteria. *Documentation of climate achievement (e.g. copy of or web link to inventory/plan/target) must be included in application as an attachment.*

**Evaluation Criteria and Scoring**

Specific evaluation criteria and their relative weights in scoring applications are listed in each of the grant program areas in Section IV below.

**SECTION IV GRANT PROGRAM AREAS**

The District is offering grants in three program areas: Outreach, Climate Planning, and Regional Strategies. Under each program area, specific proposal requirements and evaluation criteria (scoring) are listed, as well as examples of potentially fundable projects. The sample projects listed are given to provide general guidance, and are neither intended to limit the range of projects submitted for funding nor to assure funding for any particular project.

## **1) Outreach**

Through its outreach grants, the District seeks to promote personal behavior alternatives to carbon-intense consumption and lifestyle patterns, and empower youth to play a significant role in developing the region's climate solutions.

⇒ *Youth Climate Grants*

Grant range: \$10,000 – 25,000

Duration: 12 months

Eligible applicants: youth/community organizations, K-12 schools

The young people of today will be the decision-makers of tomorrow. The District seeks to empower young people to begin developing solutions to climate change. Grants will support activities that have a strong impact beyond the borders of an individual school (i.e. to homes, other campuses, the community at large).

Eligible projects could include (but are not limited to):

- campus-based education and greenhouse gas reduction activities;
- school-to-home education that encourages actions at home or in the community;
- reduction in school-related vehicle travel (field trips, sports “away games”, etc.);
- projects that get kids to walk, ride bikes/scooters/skateboards, take transit or carpool to school instead of driving or being driven;
- innovative peer-to-peer education approaches (multi-media, arts, web-based, etc.);
- school-to-school best practice exchanges and presentations.

The District discourages proposals for curriculum development (which the District is addressing outside of this grant program).

### ***Proposal Narrative Requirements for Outreach Grants***

Proposal narratives must not exceed 8 pages. Proposals should be concise, and adequately and clearly address the following elements. Proposal narratives must include ALL of the following:

- Description of the project – Provide a concise description of what you will undertake and the amount requested.
- Need(s) being addressed – Succinctly explain the need for the proposed activity and why funding from the District is critical in meeting that need.
- Goals and objectives of the proposed activity – List all goals and objectives for the proposed activity. Goals are broad aspirations, such as “increasing energy efficiency in low income households,” whereas objectives are means to achieving a goal, such as “improving weatherization in homes,” which helps achieve the goal of increasing energy efficiency.
- Strategic approach – The strategic approach describes how objectives (improving weatherization in homes) will be achieved (through neighborhood workshops, etc.). Include a detailed description of what you will do, how you will do it, any partners you will collaborate with, and why this particular approach is proposed. Make sure your strategic approach relates to the goals and objectives you have listed.

- Connection with District's goal and objectives – State specifically how your project and approach will support the District's goal and objectives; be clear as to which objective(s) your project will support.
- Potential for GHG reduction – Provide a qualitative discussion of how your proposed activity will ultimately result in the reduction of greenhouse gas emissions. What are the nature of the emission reductions: upstream/downstream, direct/indirect, short-term/long-term? Support your assertions with realistic estimates of the impact your project will have, in terms such as the size of your target audience, number of people reached (directly and indirectly), events held, etc. Explain how you arrived at your estimations. Use the emissions quantification guidelines in Appendix B to make your estimations.
- Achievement of co-benefits – Discuss benefits above and beyond reduction of greenhouse gas emissions that will accrue as a result of your proposed activity, focusing on reduction in criteria air pollutants and toxic air contaminants (improving air quality), reduction in energy and fuel (gasoline, diesel) use, and benefits to impacted communities. Use quantitative descriptions of co-benefits as much as possible, clearly explaining the assumptions and methodologies you used for making your estimations.
- Measuring success – Clearly state the metrics by which you will evaluate success – how will you know that you have achieved your goals and objectives? You may use both qualitative and quantitative metrics.
- Timeline / Deliverables – Create an easy-to-read table listing major deliverables and estimated months in which each deliverable will be completed.

***Evaluation Criteria and Scoring for Outreach grants***

Potential for GHG reduction	25
Connection with Grant Program's objectives	20
Strength and feasibility of strategic approach	20
Organizational capacity (including fiscal soundness)	10
Matching funds	10
Demonstration of climate achievement	10
<u>Strength of proposal (adheres to instructions, well-written)</u>	<u>5</u>
Total possible points	100

**2) Climate Planning**

Local governments directly control or strongly influence many of the activities that produce greenhouse gas emissions in communities. They do this through their authority over land use, zoning, permitting, building codes, development standards, design guidelines and waste management, and through their influence over energy use, transportation choices and economic development. The District views the local planning process as a central mechanism to reduce energy use and greenhouse gas emissions. The District will offer two types of climate planning grants.

⇒ *Climate Protection Planning Grants*  
Grant range: \$25,000 – 75,000  
Duration: 1-2 years  
Eligible applicants: local governments

These grants may be used for integrating climate protection into local general plans by developing goals, policies, implementation measures and evaluation metrics. Grants may also be used for developing stand-alone climate protection plans. Applicants are encouraged to reach out to impacted communities and actively engage them in the planning process.

Eligible projects could include (but are not limited to):

- expansion of technical capacity (by fully funding existing part-time staff, adding temporary staff, or hiring consultants ) to integrate climate planning into general plan processes;
- developing and implementing public input process for integrating climate protection planning into existing planning processes or for a stand-alone climate action plan;
- active engagement of impacted communities in the climate planning process.

The District discourages proposals to assist with planning processes that do not specifically address climate protection, or that only address climate change preparation/adaptation and not the reduction of greenhouse gas emissions.

⇒ *Capacity-building Grants*  
Grant range: \$50,000 - 75,000  
Duration: 12-18 months  
Eligible applicants: local governments

History has demonstrated that local governments most successful at climate protection are those that have energy officers dedicated to monitoring energy use and coordinating the implementation of the local government's adopted climate protection program. Through the Capacity-building grants, seed funding is available for local governments to establish internal staffing positions to manage and coordinate energy and climate protection programs. In almost all cases, municipal energy officers pay for their own positions through energy savings and grant writing (i.e., securing new funds). The purpose of these grants is to build the capacity within local governments to sustain a full-time position responsible for reducing the local government's energy use and coordinate climate protection activities.

Examples of the type of work energy officers might do:

- perform audits of municipal buildings and facilities to identify potential energy savings;
- conduct surveys of employee behavior to identify potential energy savings;
- review energy bills to check for accuracy/find over-payments;
- serve as point of contact for new energy information, opportunities;
- develop energy plan for municipality;
- identify sources of new (grant) funding or assistance and apply for it.

The District will provide funding for this position for a period of 12-18 months, after which the position must be self-sustaining. Applicants must demonstrate clearly in their

proposals a financing strategy for supporting the position for a minimum of two years after the period of seed funding ends.

### ***Proposal Narrative Requirements for Climate Planning Grants***

Proposal narratives must not exceed 8 pages. Proposals should be concise, and adequately and clearly address the following elements. Proposal narratives must include ALL of the following:

- Description of the project – Provide a concise description of what you will undertake and the amount requested.
- Need(s) being addressed – Succinctly explain the need for the proposed activity, including any mandates from your local government, and why funding from the District is critical in meeting that need.
- Strategic approach – Include a detailed description of what you will do, how you will do it, any partners you will collaborate with, and why this particular approach is proposed.
- Connection with District's goal and objectives – State specifically how your project and approach will support the District's goal and objectives; be clear as to which objectives your project will support.

- Potential for GHG reduction –

FOR CLIMATE PROTECTION PLANNING GRANTS: Describe how climate protection planning principles would be integrated into the planning documents (including which elements), or how stand-alone climate action plans would be implemented to reduce greenhouse gas emissions. Discuss the degree of influence your proposed planning activity has over emission-producing activities in your community (e.g. will targets and implementation actions be mandatory versus voluntary). Use the emissions quantification guidelines in Appendix B to make your estimations.

FOR CAPACITY-BUILDING GRANTS: Discuss the potential opportunities that exist within your local government to reduce energy use and therefore greenhouse gas emissions. Use the emissions quantification guidelines in Appendix B to make your estimations.

- Achievement of co-benefits – Discuss benefits above and beyond reduction of greenhouse gas emissions that will accrue as a result of your proposed activity, focusing on reduction in criteria air pollutants and toxic air contaminants (improving air quality), reduction in energy and fuel (gasoline, diesel) use, and benefits to impacted communities. Use quantitative descriptions of co-benefits as much as possible, clearly explaining the assumptions and methodologies you used for making your estimations.

FOR CLIMATE PROTECTION PLANNING GRANTS: Specifically include discussion of how stakeholders from impacted communities will be included in your planning process.

- **Measuring success** – Clearly state the metrics by which you will evaluate success – how will you know that you have achieved your goals and objectives? You may use both qualitative and quantitative metrics.
- **Timeline / Deliverables** – Create an easy-to-read table listing major deliverables and estimated months in which each deliverable will be completed.

FOR CAPACITY-BUILDING GRANTS: Include a strategy for how you will sustain this position for a minimum of two years after grant funds are expended – this strategy could include creating a new budget item, funding the position out of energy savings (need to explain assumptions on how much energy savings can be expected) or new grants (include what types of grants, size, etc.). Extra points will be granted in the evaluation process for strategies that demonstrate funding for the position for up to five years after grant funding is expended.

**Evaluation Criteria and Scoring for Climate Planning grants**

	Climate Protection Planning Grants	Capacity-building Grants
Potential for GHG reduction	20	20
Connection with Grant Program’s objectives	20	20
Strength and feasibility of strategic approach	20	20
Organizational capacity (including fiscal soundness)	10	10
Matching funds	10	10
Demonstration of climate achievement	10	5
Finance strategy for sustaining position	0	10
Engagement of impacted communities	5	0
Strength of proposal (adheres to instructions, well-written)	5	5
Total possible points	100	100

**3) Regional Strategy Grants**

Grant range: \$25,000 – 75,000

Duration: 1-2 years

Eligible applicants: public agencies, community organizations, small businesses, K-12 schools

Grants will be awarded to projects with the greatest regional application and long-term reduction of greenhouse gas emissions. The District will maximize the impact of its grant funding by focusing on projects that scale up implementation of proven best practices region-wide, or that foster the development and implementation of ground-breaking approaches to reduction greenhouse gas emissions.

**“Regionalizing” Best Practices**

There are many “best practices” for reducing greenhouse gas emissions. The District seeks to identify those best practices with the biggest potential for reducing emissions that are ripe for widespread replication, and facilitate broader implementation of those practices across the region.

For example, a simple roof-lightening project (e.g. painting a city hall’s roof white) would probably not be a competitive proposal. However, if that project included a change in municipal building code requiring roof lightening for all new construction and major retrofits, that would be considered as having a long-term impact (through codification). If it further included a component for creating boiler plate code language, how-to documents, group training and individual follow-up for other local governments with specific targets for replication, then there is a potential regional application.

Eligible projects could include (but are not limited to):

- developing permitting incentives or new standards for green building into user-friendly implementation packages with targets/commitments to get an additional X# of local governments to adopt the practices;
- developing energy efficient procurement policies for carbon-intense products (e.g. cement) and services (e.g. construction) with targets/commitments to get an additional X# of local governments to adopt the policies;
- developing implementation strategies for cost-effective private sector approaches to bundle energy efficiency and/or renewable energy investments with targets/commitments to get an additional X# of businesses to adopt the practices.

The District encourages proposals that include targets/commitments for replicating best practices.

Proposals should focus most of the grant funds on the replication piece of this approach (i.e. details on how replication will be ensured – through workshops, training programs, enlisting commitments, etc.) in order to maximize the impact of any given best practice. These are most likely one-year grants.

#### Fostering Innovation

There are a lot of great ideas that may never come to fruition simply because there are no resources to “think them out”. Meeting California’s aggressive targets for reducing greenhouse gas emissions will require the development and implementation of new approaches and new ways of conducting business, by all sectors of the community. Grant funds may be used for scoping and incubating innovative new projects or policy approaches, followed by a regional implementation phase.

Eligible projects could include (but are not limited to):

- development of a lifecycle cost analysis method for policy-making: research and development of the mathematical approach, development of any kind of tool, beta testing with a target group, pilot phase and then widespread training and implementation regionally;
- development of a carbon tax or other revenue shift: research and recommendations, developing the tax and seeing it through to implementation, training for other entities to implement a similar tax/revenue shift;

- changing of “price signals” to influence transportation behavior, such as implementation of congestion pricing (e.g. New York City’s proposed \$8 fee for driving in Manhattan during peak commute hours);
- creation of a small business purchasing collective for energy efficient lighting/equipment/solar/clean vehicles/etc.

The District discourages proposals in this category that do not propose an activity that is innovative and new.

These would most likely be two-year grants, with the first year being devoted to scoping and incubating (pilot testing), and the second year devoted to spreading success across the region.

***Proposal Requirements for Regional Strategy Grants***

Proposal narratives must not exceed 8 pages. Proposals should be concise, and adequately and clearly address the following elements. Proposal narratives must include ALL of the following:

- Description of the project – Provide a concise description of what you will undertake and the amount requested.
- Need(s) being addressed – Succinctly explain the need for the proposed activity and why funding from the District is critical in meeting that need.
- Goals and objectives of the proposed activity – List all goals and objectives for the proposed activity. Goals are broad aspirations, such as “reducing emissions from cement production”, whereas objectives are means to achieving a goal, such as creating a market for “climate friendly cement”.
- Strategic approach – The strategic approach describes how objectives (creating a market) will be achieved (through development of boilerplate purchasing guidelines and bid specifications, support materials, training programs, etc.). Include a detailed description of what you will do, how you will do it, any partners you will collaborate with, and why this particular approach is proposed. Make sure your strategic approach relates to the goals and objectives you have listed.
- Connection with District’s goal and objectives – State specifically how your project and approach will support the District’s goal and objectives; be clear as to which objectives your project will support.
- Reduction of GHG emissions – Estimate the annual amount of greenhouse gas emissions expected to be reduced by your project. If appropriate, state these reductions as short-term (e.g. pilot phase) and long-term (e.g. regional ramp-up). Use the emissions quantification guidelines in Appendix B to make your estimations.
- Achievement of co-benefits – Discuss benefits above and beyond reduction of greenhouse gas emissions that will accrue as a result of your proposed activity, focusing on reduction in criteria air pollutants and toxic air contaminants (improving air quality), reduction in energy and fuel (gasoline, diesel) use, and benefits to impacted communities. Use quantitative descriptions of co-benefits as much as

possible, clearly explaining the assumptions and methodologies you used for making your estimations.

- Measuring success – Clearly state the metrics by which you will evaluate success – how will you know that you have achieved your goals and objectives? You may use both qualitative and quantitative metrics.
- Timeline / Deliverables – Create an easy-to-read table listing major deliverables and estimated months in which each deliverable will be completed.

***Evaluation Criteria and Scoring for GHG Reduction Project grants***

Potential for GHG reduction	20
Connection with Grant Program’s objectives	20
Strength and feasibility of strategic approach	20
Cost-effectiveness of emission reductions	10
Organizational capacity (including fiscal soundness)	10
Demonstration of climate achievement	10
Matching funds	5
<u>Strength of proposal (adheres to instructions, well-written)</u>	<u>5</u>
Total possible points	100

**SECTION V AFTER RECEIVING A GRANT**

**Award Process**

Notification of awards will be made by December 31, 2007. Applicants will be notified electronically after projects are preliminarily approved for funding by the District Board of Directors. However, final approval for funding occurs only when a signed funding agreement has been executed by both the project sponsor and the District. District staff will prepare funding agreements that set forth the terms, conditions, and monitoring and reporting requirements of each Climate Protection Grant. **Via funding agreements, project sponsors are legally bound to meet certain requirements**, including notifying the District of any change in operation, making periodic reports, and providing certificates of insurance. If a project sponsor does not comply with all the terms and conditions of a funding agreement, it may have to repay a portion or all of the funds granted, and the sponsor may be barred from future District grants. In the event that the District awards an amount that differs from the amount requested, District staff will work with the awardee to align deliverables, outcomes and timelines appropriately. Upon execution of the grant contract, the awardee can commence work on its funded activities.

**Payment of Grant Funds**

The payment schedule will be established in the funding agreement for each project. No funds will be released until the funding agreement has been signed by the project sponsor and the District (i.e. fully executed). In general, payment will be made on a reimbursement basis, after project costs are incurred and documented. The final payment will be made upon adequate completion of all deliverables and submittal of a complete final report (including narrative and financial reporting).

## **Reporting**

Grantees are required to report on the progress of their grant activities every six months. Interim reports (for the first six-month period) include narrative descriptions of progress and financial accounting of the grant program to date. Annual reports include narrative descriptions of the second half of the year's activities and final fiscal accounting for the whole year. For one-year grants, the annual report is considered the final report. Interim reports are used by the District to identify potential problems with grant implementation, in order to intervene with grantees and modify approaches to ensure successful outcomes. Final reports are used to analyze the impact of the District's investments and assist in shaping future grant programs. All reports will be used to share information and promote successes among grantees and with the greater Bay Area community.

Report formats and requirements will be provided to grantees with their award materials.

## **Meetings/conferring**

The District will convene an annual meeting of all its grantees in order to share program information and results, and to foster the creation of partnerships and important collaborations among diverse stakeholders throughout the Bay Area. Attendance at the annual meeting is strongly encouraged, but not required.

In addition, District staff will make every attempt to meet individually with all grantees midway through their project implementation. District staff will meet with grantees onsite, to gain as much knowledge as possible about the grantee organization and the project.

**APPENDIX A  
CLIMATE PROTECTION GRANT COVER SHEET**

**I. Applicant**

Name of Organization: \_\_\_\_\_

Type of Organization:  Public agency       Small business       K-12 school  
 501c3 non-profit       Sponsored project of another 501c3 non-profit

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Website: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone #: ( ) \_\_\_\_\_ Fax #: ( ) \_\_\_\_\_ E-mail: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Phone #: ( ) \_\_\_\_\_ Fax #: ( ) \_\_\_\_\_ E-mail: \_\_\_\_\_

<p><b>Fiscal Sponsor (if applicable)*:</b> _____</p> <p>Mailing Address: _____</p> <p>Primary Contact Person: _____ Title: _____</p> <p>Phone #: ( ) _____ Fax #: ( ) _____ E-mail: _____</p> <p><i>* A fiscal sponsor is a non-profit or public agency that permits an organization that does not have a tax-exempt status to operate under its auspices. If you have a fiscal sponsor, please complete this box AND attach your fiscal sponsor's IRS tax-exempt letter.</i></p>
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**II. Project**

Project Title: \_\_\_\_\_

Program Area / Grant Type (e.g. Outreach / Youth Climate Grants):  
\_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ District Funding Request: \$ \_\_\_\_\_

**Individual authorized to enter into a formal agreement with the Air District:**

I, \_\_\_\_\_, authorize the submittal of this grant application and certify that all information is correct and accurately reflects the project scope, costs, timeline, and availability of funds.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

## APPENDIX B GUIDELINES FOR ESTIMATING GREENHOUSE GAS REDUCTIONS

### Basic Calculations

To determine the amount of greenhouse gas emissions reduced from reductions in various types of energy use, or in switches to “clean” energy sources (solar, wind, etc.), use the following equations:

Electricity: (# of kilowatt hours saved) X 0.000365 = tons of GHG emissions reduced

Natural gas: (# of therms saved) X 0.005277 = tons of GHG emissions reduced

Gasoline: (# gallons of gas saved) X 0.00855 = tons of GHG emissions reduced

Diesel: (# gallons of diesel saved) X 0.01 = tons of GHG emissions reduced

Other energy/fuel sources – contact the Air District for specific guidelines not provided here (Abby Young, [ayoung@baaqmd.gov](mailto:ayoung@baaqmd.gov)).

For waste reduction projects, identify the type(s) of waste reduced, and the amount reduced for each type: aluminum, glass, plastic, yardwaste, foodwaste, newspaper, office paper, cardboard. If you do not know or can't estimate waste reduction by waste type, indicate the type as “mixed waste”.

### Guidelines for Each Program Area

#### I. Outreach Grants

- Define the target audience – who is your target audience, what is the size of your target audience?

*“One hundred households in the Banana Belt neighborhood will be targeted for home weatherization outreach.”*

- Estimate the saturation you will achieve into your target audience, describe any assumptions you used.

*“The project goal is to reach 50% of these households through door-to-door weatherization audits.”*

- Connect the saturation into your target audience with its impact on energy use (electricity, natural gas, gasoline, diesel, other), describe any assumptions you used.

*“It is estimated that, as a result of these audits, households will increase energy efficiency and reduce electricity use by 10% and reduce natural gas use by 5%.”*

Provide a basis for the estimation – cite a report or similar project, or indicate if it is an educated guess based on experience.

## **II. Planning Grants**

### Climate Protection Planning Grants

Describe the breadth of the planning process that will be impacted by the proposed project – for example, which general plan elements will be affected, what sectors/activities will be covered by a greenhouse gas inventory and plan, etc. Also describe the level of authority that your proposed planning project has over emission-producing activities – will targets be mandatory or voluntary?

Provide 3-5 specific examples of how your planning project might impact greenhouse emissions.

### Capacity-building Grants

List 3-5 specific known opportunities to save energy that might be facilitated by an energy staff person, and that may help fund the position after the District's seed funding ends. Opportunities may include new municipal construction that is planned, remodels/retrofits that are scheduled for implementation, traffic lights that need upgrading to LEDs, etc.

## **III. Regional Strategies Grants**

In order to estimate emission reductions from your project, you will need to know the amount of energy (electricity, natural gas, gasoline, diesel, etc.) that will be reduced by your proposed activity. If you are planning a policy change, then estimate the emission reductions that policy change will achieve in the near-term (1-2 years) and the long-term (3-5+ years) by following the Basic Calculations above.

Differentiate between greenhouse gas emission achieved in the near-term (pilot phase) versus medium-term (regional implementation phase).