



**BAY AREA AIR QUALITY  
MANAGEMENT DISTRICT**

A HEALTHY BREATHING ENVIRONMENT FOR EVERY BAY AREA RESIDENT

# ***Climate Protection Grant Program: Application Webinar***

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# Webinar Information

- This webinar is being recorded.
- Questions will be answered at the end of the presentation.
- Type in questions using the Questions Box.

The screenshot shows a software interface for a webinar. On the left, three blue callout boxes with arrows point to specific features: 'Show/Hide Control Panel' points to a button with a right-pointing arrow; 'Raise Hand' points to a button with a hand icon; and 'Questions Box' points to a text input area with a 'Send' button. The main interface includes an 'Audio' section with 'Telephone' and 'Mic & Speakers' options, a 'MUTED' status, and a volume slider. Below this is a 'Handouts - 0' section and a 'Questions' section with a text box containing the placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom, it displays 'An Air District Webinar', 'Webinar ID: 114-475-211', and the 'GoToWebinar' logo.





# Climate Protection Grant Program: Goal

**Achieve GHG reductions by accelerating implementation of Air District's *2017 Clean Air Plan* by:**

- Making progress towards achieving Air District's 2030 and 2050 greenhouse (GHG) targets
- Accelerating implementation of local climate protection efforts
- Complementing goals and efforts of the Air District's existing and planned grant & incentive programs



# Climate Protection Grant Program: Objectives

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- Support implementation of measure(s) outlined in Air District's *2017 Clean Air Plan (mandatory)*
- Achieve air quality co-benefits
- Accelerate local implementation of GHG reduction policies and programs
- Engage and benefit impacted/CARE communities
- Implement innovative approaches
- Create replicable solutions for the Bay Area & elsewhere



# Funding Categories

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## Category 1: Reducing GHGs from Existing Buildings

- To facilitate implementation of energy efficiency and renewable energy technologies in existing buildings
- To reduce building energy use, fossil fuel use and/or combustion in buildings, and emissions of high-global warming potential (GWP) gases

## Category 2: Innovative Strategies

- To encourage/support innovative policies and strategies with regional potential, especially those that result in transformative impacts well beyond the scope of the original project
- To foster the development and implementation of ground-breaking approaches that overcome current barriers and create new pathways to a post-carbon economy



# Eligibility

- **Only** public agencies are eligible applicants
  - Cities, counties, water and other special districts, housing authorities, school and community college districts, joint powers authorities, and community choice energy programs
  - May partner with third parties (private businesses, non-profit organizations, other public agencies)
- **Must be** located & provide services within Air District jurisdiction:
  - Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Santa Clara Counties, and the southern parts of Solano and Sonoma Counties
- **Multiple applications ok**, as long as for different projects



# Category 1: Reducing GHGs from Existing Buildings

## Examples of types of practices and technologies eligible:

- energy efficiency and conservation
- solar-water heating
- heat pumps
- solar photovoltaic energy
- battery storage
- switching from natural-gas to electric or renewable-energy end uses
- reducing refrigerant use or switching to low-GWP refrigerants





# Category 1: Reducing GHGs from Existing Buildings (cont'd)

## Eligible projects could include but are not limited to:

- Training/outreach programs for contractors, vendors & installers about preferable equipment replacement technologies;
- New standards for equipment upgrades when property sold or renovated;
- Streamline permitting processes, fee reductions for remodels & installs of low-carbon technologies & energy systems;
- Co-op funding program for low-carbon technologies & energy systems;
- Funding mechanism development to install low-carbon technologies & renewable-energy generation systems;
- Outreach/incentive programs for refrigeration system replacement with more climate-friendly refrigerants.



# Category 2: Innovative Strategies

## Intent of Innovative Strategies category:

- Launch creative new game-changing policies, strategies & programs that will have long-term, transformative impacts
- Scope and pilot innovative new projects or policy approaches in any economic sector that hold potential for regional scalability
- Identify and overcome a specific barrier to large-scale GHG reduction
- Complement Air District's Technology Implementation Office efforts & existing grants and incentives programs



# Category 2: Innovative Strategies (cont'd)

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

- Design and implementation of innovative financing mechanisms;
- Development of GHG-based, market-based mechanisms;
- Creation of a small business purchasing collective for energy-efficient lighting/equipment/solar/clean vehicles/etc.;
- Combination of new policy/program driver plus incentives to create a comprehensive program to stimulate market demand for transformative technologies;
- New, innovative uses of social marketing to drive large-scale, near-term action, consumer awareness and behavior change;
- Creatively addressing barriers to implementing low-carbon solutions through technology or practices.

A scenic photograph of a white lighthouse perched on a rocky cliff overlooking the ocean. The sky is a clear, pale blue, and the water shows gentle waves. The lighthouse is the central focus of the image, with a few small buildings nearby.

# Not Eligible for Funding

- Cost of preparing or submitting grant application
- Lobbying
- Development of climate action plans or general plans
- Endowment campaigns
- Fundraising activities
- Grants/scholarships to individuals
- Primary academic research
- Marketing of products or technologies for profit
- Research & development for new technologies/products
- Any work performed prior to full execution of contract



# Funding Levels and Requirements

- \$4.5 million total available
- Awards: between \$100,000 - \$300,000
- All grant-funded work must be completed within 1-2 years of execution of contract with Air District
- Payment made on reimbursement basis, after eligible project costs are incurred and documented
- Required to report on progress every six months



# Letter of Interest

## Submit Letter of Interest by April 20th, 5 PM:

- **Required** if planning to request more than \$300,000
- Consider submitting if:
  - Would like preliminarily review by and feedback from Air District staff of project concept,
  - Planning to collaborate with other public agencies on a joint application, or
  - Hope to be matched with potential partner agencies
- Detailed instructions & template in Appendix C
- Submit electronically via Procurement Portal



# How to Apply

**Applications accepted only through Air District's Procurement Portal**  
(detailed instructions in Guidelines, page 9)

- Go to <https://baaqmd.bonfirehub.com/portal/?tab=openOpportunities>
- Create a Bonfire account and confirm account
- Create a 'Vendor Record'
- Access to Climate Protection Grant Program option allows you to view any FAQs developed during open application period
- Select 'Prepare Submission' to upload Letter of Interest (if applicable)
- Select 'Prepare Submission' to upload completed application



# Application Checklist

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- **Cover sheet** – Maximum 1 page (Appendix A)
- **Proposal Narrative** – Maximum 8 pages:
  - Summary of Project: clear and concise description of the project
  - Strategic approach: detailed description of what and how
  - Connection with Air District’s goal and objectives: state which objectives the project will support
  - Potential for GHG Reduction: estimate GHG emission reductions expected (Appendix B)
  - Measuring success: metrics by which success will be evaluated
- **Project Budget** – Maximum 2 pages
  - Provide full budget for the proposed activity





# Application Checklist (cont'd)

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- **Partnership Letter of Commitment (optional):**
  - If applicable, from any collaborators detailing what providing to proposed project (technical support, matching funds, etc.)
- **Format:**
  - Single-spaced, minimum 1-inch margins & 12-point font
  - Appendix A serves as cover sheet/title page
  - Applying organization name & page number on each page
  - Proposals must be submitted as a PDF



# Scoring Criteria

	Possible Points
<b>Potential for GHG reduction</b>	25
<b>Support for Air District's goal and objectives</b>	20
<b>Strength and feasibility of strategic approach</b>	20
<b>Cost-effectiveness</b>	15
<b>Strength and feasibility of deliverables and timeline</b>	10
<b>Strength of budget</b>	5
<b>Benefit to CARE communities</b>	5
<b>Benefit to low-income communities</b>	5
<b>TOTAL Points Possible</b>	105 Total



# Scoring Criteria (cont'd)

## **Potential for GHG reduction [25 points]**

Amount of annual GHG emission reductions achieved after full implementation of the project, including reasonableness of assumptions. Guidelines for estimating GHG reductions are included in Appendix B.

## **Support for Air District's goal and objectives [20 points]**

Extent to which the proposed activity is consistent with and supports the goal and objectives of the Climate Protection Grant Program.

## **Strength and feasibility of strategic approach [20 points]**

Achievability of the project's goals and objectives and likelihood that the strategic approach will be successful.

## **Cost-effectiveness [15 points]**

Funding requested under this Grant Program divided by the estimated annual GHG emission reductions achieved after full implementation of the project.



# Scoring Criteria (cont'd)

## **Feasibility of deliverables and timeline [10 points]**

Viability of the schedule and likelihood that all deliverables will be completed within the proposed timeframe.

## **Strength of budget [5 points]**

Leveraging of additional funding, if full funding secured, balance between programmatic expenses and administrative costs, matching funds

## **Benefit to CARE communities [5 points]**

Extent to which activity occurs within a CARE community, serves a CARE community, and/or provides a benefit to a CARE community.

## **Benefit to low-income communities [5 points]**

Extent to which the proposed activity benefits low-income communities (defined by the U.S. Department of Housing and Urban Development for the Bay Area) and their residents.



# Deadlines/Schedule

In-person Workshops	Last 2 weeks of April (dates and times TBD)
<b>Letters of Interest Due</b> - must be uploaded electronically via Procurement Portal	<b>April 20<sup>th</sup> (5 PM)</b>
<b>Applications Due</b> - must be uploaded electronically via Procurement Portal	<b>May 11<sup>th</sup> (5 PM)</b>
Air District reviews, evaluates and scores applications	May/June
Recommend awards to Air District Board of Directors	June
Air District and Grantees execute grant agreements	June/July



# Questions?

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- Submit your questions on right-hand side of your screen
- Send future questions to: [climate@baaqmd.gov](mailto:climate@baaqmd.gov)