

# Community Education & Workforce Grant Program Webinar

**Date:** January 20, 2022

**Hosts:** Dan Bertoldi & Tessa Tobar



# Agenda

- CCCE Energy Program Staff Introductions
- Unifying the Central Coast
- Overview of Community Education & Workforce Grant Program
  - Scope
  - Grant Amounts
  - Process
  - Timeline
- Q&A

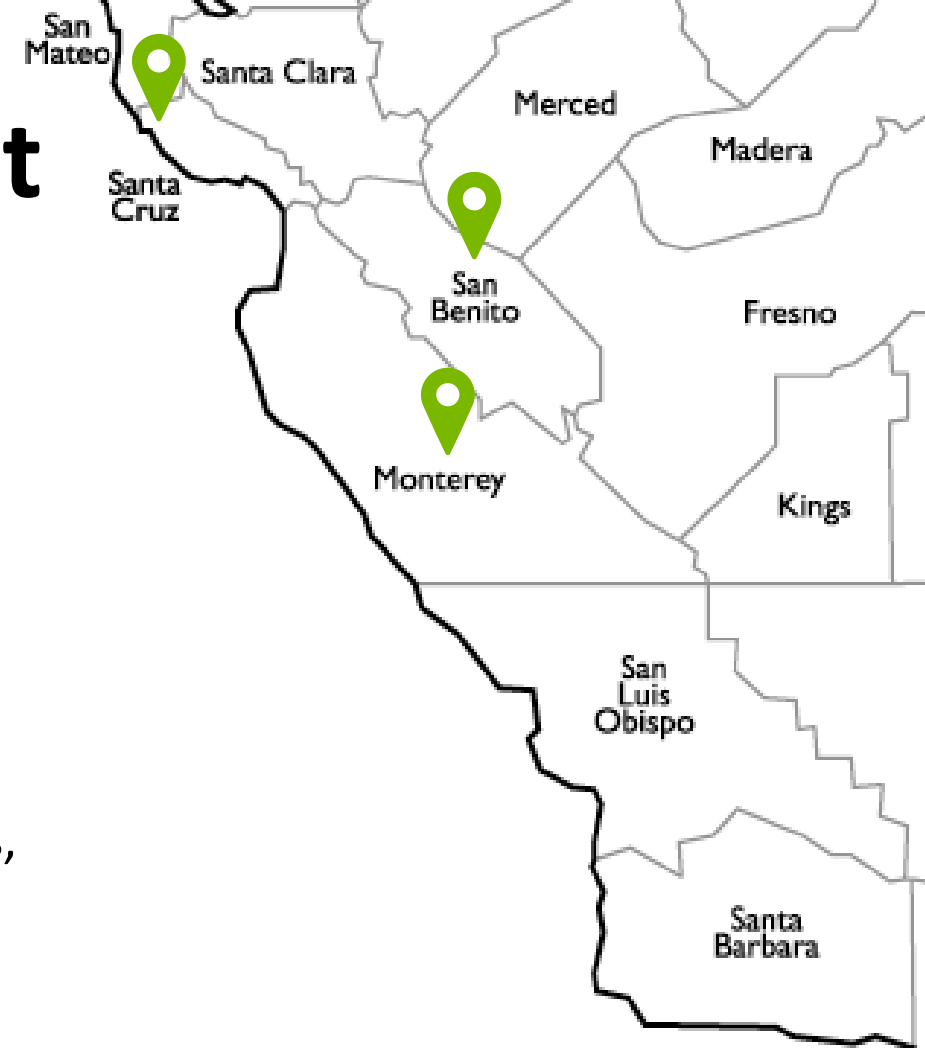
# Unifying the Central Coast

## CCCE currently serves the counties of:

- Monterey
- San Benito
- Santa Cruz

## And the cities of:

- Capitola, Carmel, Gonzales, Greenfield, Hollister, Marina, Monterey, Morro Bay, Pacific Grove, Salinas, San Juan Bautista, San Luis Obispo, Sand City, Santa Cruz, Scotts Valley, Seaside, Soledad, Watsonville, Arroyo Grande, Del Rey Oaks, Grover Beach, Guadalupe, Paso Robles, Pismo Beach, Santa Maria, Solvang, Carpinteria, Goleta, Buellton and Unincorporated Santa Barbara County



# Applicant Eligibility

Eligible applicants must be one of the following organization types:

- Community based organization
- Private/for-profit business
- Public agency
- School or school district

# Grant Scope

CCCE invites proposals that advance specific and measurable outcomes in the two (2) following categories:



## ***1. Education and Awareness***



## ***2. Workforce Training and Development***

# Grant Scope – *Education & Awareness*



- Address education and outreach barriers of electrification.
- Increase community knowledge of the benefits of electrification.
- Increase participation in CCCE Electrification energy programs.

# Examples – *Education & Awareness*

Accelerate the adoption of highly efficient, electric technologies that displace gas technologies in residences, buildings, and transportation sectors by launching or supporting educational campaigns that **increase customer** and **installer awareness** of key electrification technologies such as:

- Electric Vehicles (EVs)
- Heat Pump Water Heaters (HPWHs)
- Space Heating Heat Pumps
- Induction Cooking

And their **benefits** such as:

- Reduced consumer costs, less reliance on imported energy, reduced emissions, increase air quality, local job creation, safety, and regional business development.

# Grant Scope – *Workforce Training & Development*



- Address gaps in local workforce training and development slowing the advancement of electrification of the building and/or transportation sectors.
- Train local workforce to support widespread electrification throughout CCCE service area.
- Training generally includes, but is not limited to the following topics:
  - Equipment/appliance installation
  - Design
  - Codes and standards
  - Engineering



# Examples – *Workforce Training & Development*

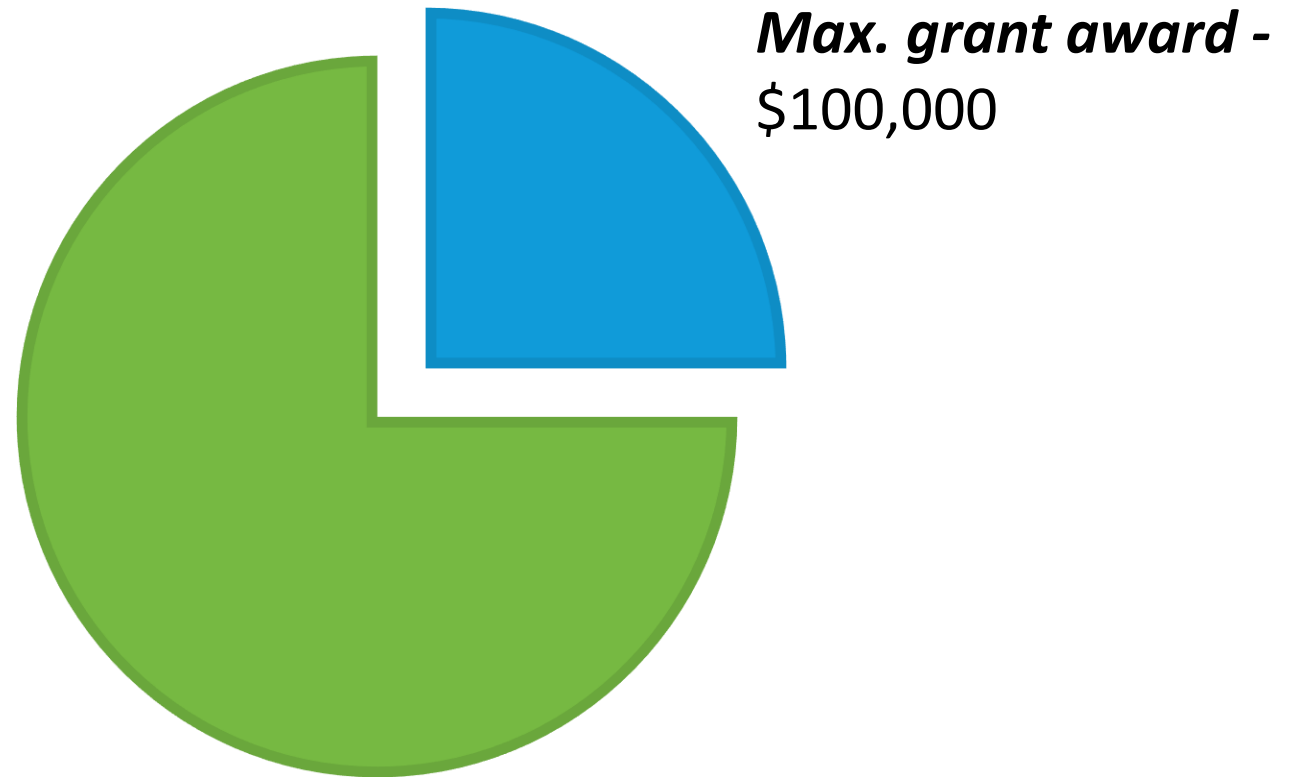
## Educate, Train, and Retrain **Skilled Workers**

- Prioritize retraining workers whose jobs are at risk from electrification – such as fuel dealers and the entire internal combustion engine supply chain.
- Offer course to local electricians to install all electric appliances and equipment e.g., Heat Pump Water Heaters

# Prioritize Under-resourced Communities

- Work with existing community groups and networks to engage under-resourced and at-risk communities of pollution related illnesses such as asthma to promote the benefits of electrification.
- Educate and train “at-promise” youth (students who may fail to earn a high school diploma due to irregular attendance, academic underachievement, economic disadvantage, etc.) to increase job readiness and local installer availability.

# Grant Amounts



**Total Budget - \$400,000**

**Max. grant award - \$100,000**

# Expenses Eligibility

## *Eligible*

- Staff time spent working directly on approved project
- Marketing
- Outreach
- Supplies/materials
- Other direct project and program related expenses

## *Ineligible*

- Travel
- Overhead
- Other indirect project expenses

# Application Process

Applicant downloads and completes the following application documents:

- 1. *Proposal Narrative*** – In Microsoft Word Doc format, applicant provides information through a written narrative, addressing specific questions about the proposal.
- 2. *“Red-lined” Draft Grant Agreement*** – In Microsoft Word Doc format, applicant provides suggested edits to a Draft Grant Agreement Template using Microsoft Word Track Changes function.
- 3. *Proposal Budget*** – In Microsoft Excel Format, applicant provides anticipated project budget information using a project budget template.
- 4. *Proposal Schedule*** - In Microsoft Excel OR Word Format, applicant provides anticipated project schedule using a design of your choosing.

# Scoring Criteria – *Education & Awareness*

1

## **Problem Scope:**

How well does the proposal align with CCCE's Strategic Plan, energy programs, and enable change by stimulating electrification of buildings, homes, and transportation? Does the proposal support existing CCCE Energy Programs?

2

## **Project Reach:**

How many people within the CCCE service area will the proposal directly educate that will directly or indirectly support existing or future CCCE Energy Programs?

3

## **Project Goals & Objectives**

Does the proposal outlay specific, measurable, achievable, relevant, and time-bound goals?

4

## **Project Equity:**

Does the proposal reach and serve underserved communities such as Tribal lands, "at-risk" youth, workers whose jobs are at risk from electrification, and/or communities that are disproportionately burdened by multiple sources of pollution per the CalEnviroScreen 4.0?

5

## **Project Feasibility:**

Does the proposal/applicant:

1. Offer a well-developed evaluation plan, schedule, and budget; and,
2. Experience with similar projects and budget?

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# Timeline

**TO APPLY:** Please submit completed applications through CCCE's on-line application by **February 7, 2022.**

For questions, please email [programs@3ce.org](mailto:programs@3ce.org).



# Q&A

- Please use the raise hand function -OR-
- Type your questions in the Q&A chat box
- Contact us anytime at [Programs@3CE.org](mailto:Programs@3CE.org)