



## 12th Annual CCEC Forum: Lunch 4

August 12, 2021 | 12:00 - 1:15 pm

# BPC Spotlight: How Local Governments Can Be Competitive in Today's Funding Climate



**Prosper  
Sustainably**



**CALIFORNIA  
STRATEGIC  
GROWTH  
COUNCIL**



# Thank you to...

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Local Governments Empowering Our Communities





# Thank you to...

## Our promo partners for extending our reach!



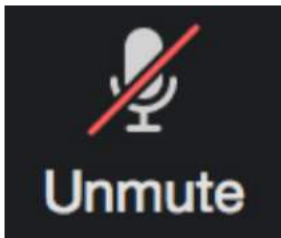


# Zoom Features

## Microphone

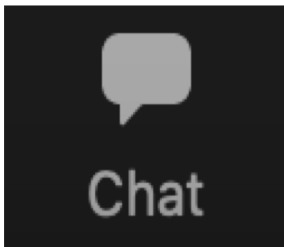
Keep yourself **muted** so that we can hear our speakers clearly

**Unmute** yourself when speaking



## Chat

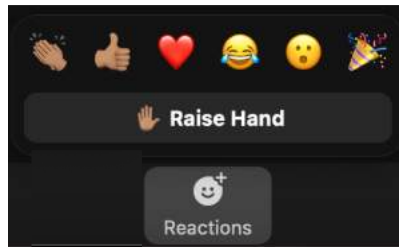
Communicate with other participants or reach out to LGC staff if you encounter technical issues.



## Reactions

Click the icon to **raise your hand** to ask to speak verbally.

We encourage the use of emojis!





# Today's Lunch Event

## How Local Governments Can Be Competitive in Today's Funding Climate

**PURPOSE:** *Experts will review changing trends in relevant energy/climate funding sources, eligibility, and selection criteria and provide tips for how to write a competitive proposal to advance your organization's strategic goals*

## Agenda

- Introductions and groundsetting
- Trends in local energy and climate funding in CA
  - Strategic Growth Council
  - California Energy Commission
- Tips for pursuing funding
  - Prosper Sustainably
- CCEC's Funding Resources webpage
- Q&A



# Meet our Speakers!



**Moderator**  
**Angie Hacker**  
*Statewide Best Practice  
Coordinator,  
Local Government  
Commission*



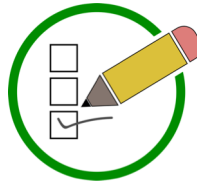
**Ena Lupine**  
*Community Assistant  
Program Manager,  
Strategic Growth Council*



**Katrina Leni-Konig**  
*Specialist,  
California Energy  
Commission*



**Josh Simmons**  
*President &  
Founder/Principal  
Consultant,  
Prosper Sustainability*





# Today's Funding Climate





# Changes in Funding for LGs in CA

## Drivers

### Changing policy priorities

- |                             |  |
|-----------------------------|--|
| - Carbon neutrality targets | - Climate resilience (energy and wildfire) |
| - Equity/EJ/DACs            | - Pre-disaster mitigation                  |
| - EV/clean transportation   | - Health                                   |
| - Electrification           | - Economic recovery                        |

### Changing financial conditions =

**Once in a generation moment!**

- State
  - Budget surplus = \$3.7B climate resilience
  - Public Goods Charge EE budget
  - Cap and trade auction revenues
- Federal
  - \$1.9T American Rescue Plan Act
  - \$1T American Jobs Act/Infrast. Bill
  - \$3.5T Budget res/recon

- \$\$  
- Direction  
- Needs assessments  
- Scoping plans/input  
- New requirements  
- Technical assistance

## Funding Opportunities

- State Examples
  - CA Climate Investments
  - SGC, CARB, Caltrans, etc
  - OPR: High Road/CERF
  - Ratepayer dollars:
    - CEC EPIC (Investment Plan)
    - RENs/CCAs
    - Incentives (e.g. SGIP) and on bill financing
    - IOU third party programs & preferred resources
    - PG&E resilience grants
- Federal Examples
  - FEMA BRIC
  - HUD CDBG
  - **Commerce ARPA EDA Build Back Better Regional Challenge**
- Other Examples
  - California Resilience Challenge 2021



# Challenges in Accessing LG Funding

- Low Priority
- Lack of Champion/Leadership
- Conflict of Interest
- Disproportionate Burden/Prior Disadvantage
- Inappropriate Funding Scale
- Disjointed Risk Structure
- Inability to Make the Economic Case
- Chronic Underfunding or Basic Lack

- Siloed Government Syndrome
- Lack of Capacity (I and II)
- Discontinuous Funding
- Aversion of Innovation
- Funding Biases
- Lack of Knowledge About Funding Sources or Happenstance
- Eligibility



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# How Local Governments Can Be Competitive in Today's Funding Climate

12<sup>th</sup> Annual California and Energy Collaborative Forum



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# Agenda

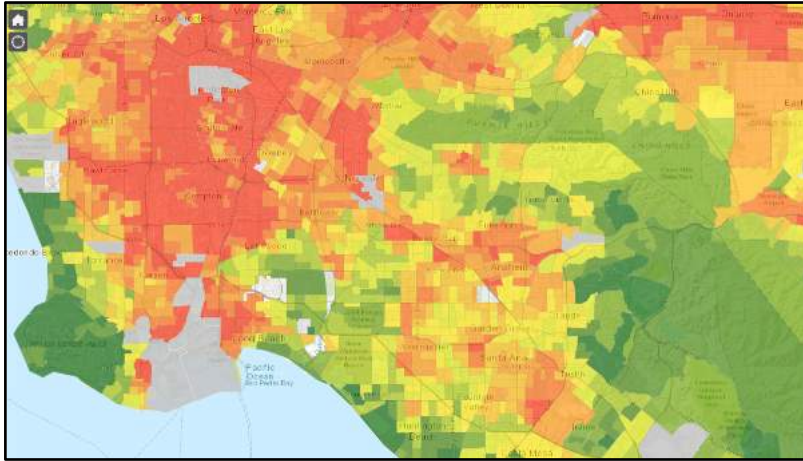
- California Climate Investments Programs
- California Strategic Growth Council
- Overview of SGC's Programs and Initiatives
- Emerging Trends and Advice to Grant Applicants

# What are the California Climate Investments?

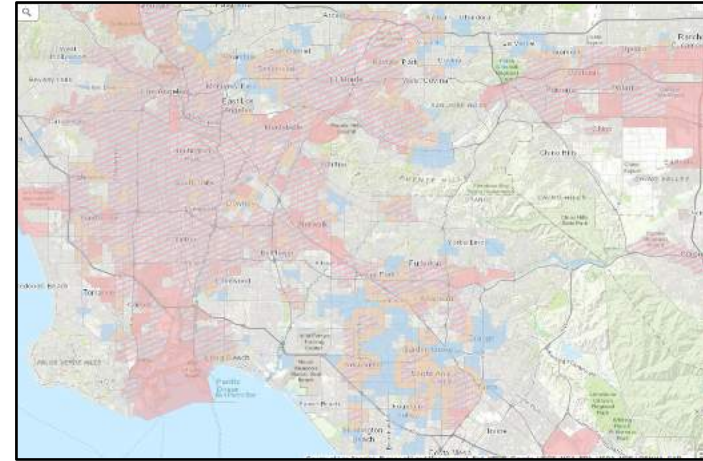
A statewide program that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.



# How does CCI define low-income and disadvantaged communities?



Disadvantaged Communities: CalEnviroScreen 3.0



Low Income: AB 1550

# The California Strategic Growth Council: What We Do

SGC's work falls under four main categories.



**Investment  
Programs**



**Collaborative  
Policy Initiatives**



**Integrated  
Policy and  
Planning**



**Capacity Building  
and Technical Assistance**



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# Affordable Housing and Sustainable Communities (AHSC)

*Integrates affordable housing and sustainable transportation* to make sure housing, jobs, and key destinations are accessible by walking, biking, and transit.

AHSC HAS AWARDED

**\$1,655,972,480**

THROUGH **5 ROUNDS** OF FUNDING



**NEARLY 83%**

OF AHSC'S ROUND 5 INVESTMENTS BENEFIT

**DISADVANTAGED AND/OR  
LOW-INCOME COMMUNITIES**



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# Sustainable Agriculture Lands Conservation (SALC)

*Supports agricultural conservation, economic growth, and sustainable development to protect agricultural lands on the outskirts of cities and near residential neighborhoods from development.*

**Total Investments: \$232.9 million**

**2019-20: \$56.8 million through 37 projects**



ACRES TO BE PROTECTED THROUGH SALC AWARDS

**19,264 ACRES**

IN ROUND 5 FUNDING

**101,213 ACRES**

TOTAL THROUGH SALC'S FIRST 5 ROUNDS



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# Transformative Climate Communities (TCC)

*Community-led transformation to enable* the California communities most impacted by pollution to choose their own goals, strategies and projects to reduce greenhouse gas emissions and local air pollution.

**Total Investments: \$229.2 million**



**\$48,715,384**

AWARDED IN

**DISADVANTAGED  
COMMUNITIES**

IN 2019-2020



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# Community Assistance for Climate Equity (CACE) California Climate Investments Technical Assistance

*Creates a more equitable playing field* by helping under-resourced applicants access climate funds to help them transition to climate-smart communities.



## Community Assistance for Climate Equity (CACE)



Build • Organize • Optimize • Strengthen • Transform

***Increasing local government capacity and addressing resource shortfalls*** by providing customized coaching—staff training, grant application support, and stakeholder and community engagement—to local governments.



CALIFORNIA STRATEGIC  
GROWTH COUNCIL



INSTITUTE FOR  
LOCAL GOVERNMENT<sup>SM</sup>  
Promoting Good Government at the Local Level



CALIFORNIA COALITION  
FOR RURAL HOUSING



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# BOOST Program Support

- Selected communities will receive support in the form of:
  - Trainings
  - Partnership development
  - Community engagement
  - Planning and implementation support
  - Grant application assistance
  - Communications support



# BOOST Eligibility and Application Process

## Threshold Criteria

- California city or town government
- Disadvantaged and/or low-income community
- Demonstrated staff capacity challenges
- Desire to work on specific projects related to the goals of BOOST

## Application Process

- Application survey open: August 9-September 10
- Finalists will be contacted for an interview by September 22
- SGC will contact selected communities by October 6

A stylized illustration of an urban skyline with various buildings, trees, and a person on a bicycle, rendered in shades of blue and white.

# Emerging Trends and Advice to Grant Applicants



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# Key Focus Areas

- Equity and environmental justice
- Adaptation and resiliency
- Public health
- Cross-sector collaboration and robust non-traditional partnerships
- Community engagement
- High road jobs/workforce development
- Anti-displacement policies

# General Tips

- Build strong partnerships with non-traditional partners
- Carry out meaningful community engagement and document it!
- Explain how the project will meet demonstrated community needs
- Design projects to advance equity, environmental justice, public health, and resiliency—and explain how the project will advance these objectives
- Find support on greenhouse gas quantification if needed

# Advice to Grant Applicants

- Engage early
  - Take advantage of opportunities to comment on investment plans and program guidelines
  - For continuously appropriated programs, plan ahead for future funding cycles
- Pay close attention to detail:
  - Program goals
  - Program Guidelines
  - Deadlines
- Attend workshops and info sessions
- Reach out about technical assistance opportunities



# **Ena Lupine**

**Community Assistance Program Manager**  
**[ena.lupine@sgc.ca.gov](mailto:ena.lupine@sgc.ca.gov)**



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# Advancing Clean Energy Innovation in Partnership with Local Governments

Katrina Leni-Konig

Supervisor Technology Scale-up and Outreach, Assistant Tribal Liaison

August 11, 2021

# California as a Leader in Clean Tech Innovation



485k

Clean Energy Jobs<sup>1</sup>



**#1 and #2** University Programs for Environmental Engineering<sup>7</sup>



**27%** of US Renewable Energy Jobs are in California<sup>8</sup>

100%

California's Clean Energy Commitment by 2045<sup>2</sup>



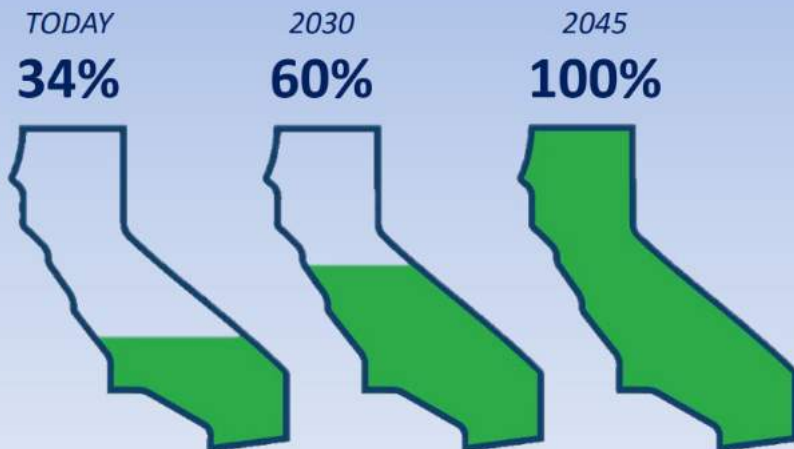
**58%** of California Clean Energy Jobs are Small Business Jobs<sup>9</sup>

<https://business.ca.gov/industries/clean-tech/>

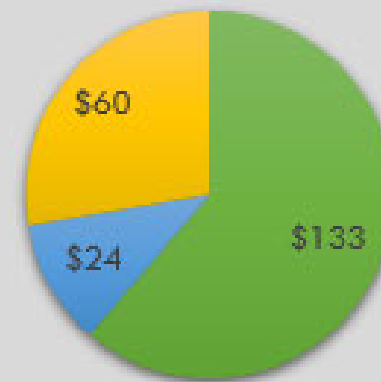
# Policy Driven R&D

## SB100

### California Moves to 100% Clean Energy by 2045



### CEC Annual R&D Investments (Millions)



- Electric Program Investment Charge (EPIC)
- Natural Gas Research, Development and Demonstration
- Food Production Investment Program

# Investing in a Just Transition

**CEC EPIC Research Program Invests \$133 Million Annually**

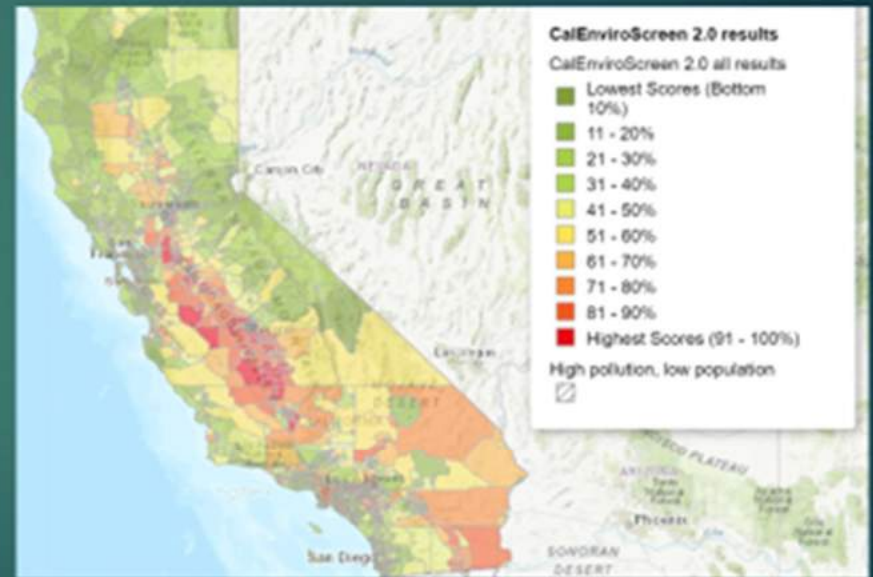
Technology Demonstration &  
Deployment Funds

**65%**

Disadvantaged- & Low-income Communities

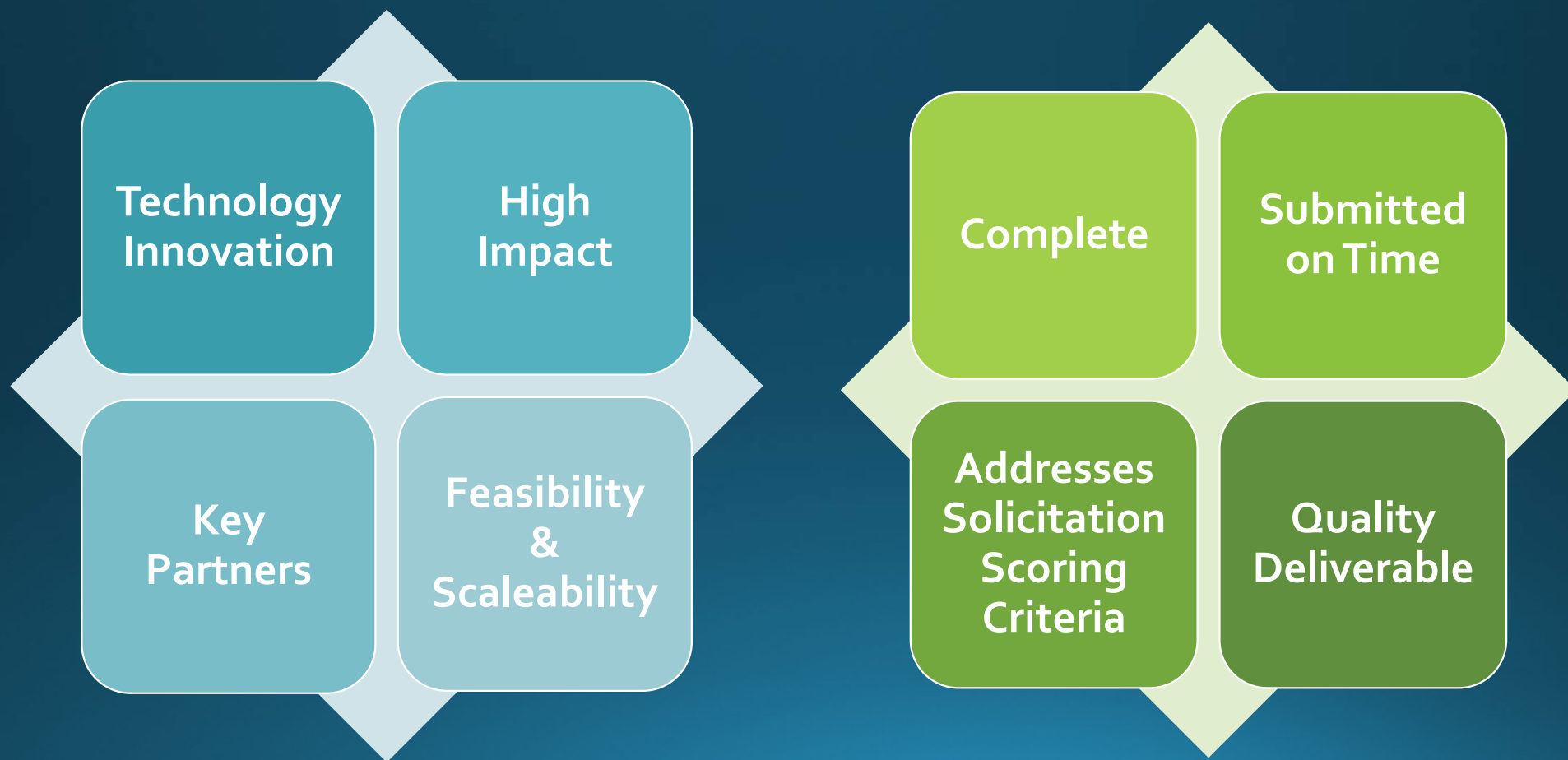
**\$21M**

CA Native American Tribes



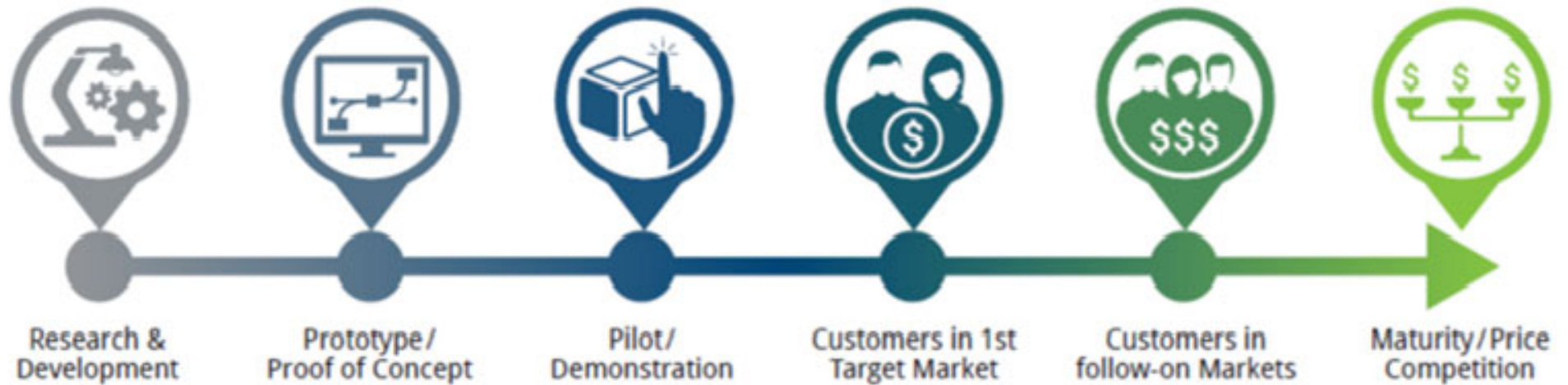
<https://oehha.ca.gov/calenviroscreen>

# Key Elements of Successful Projects & Applications



# Local Governments as Partners

# Technology Development Pipeline



# The Role of Local Governments: Pilot/Demonstration and Beyond



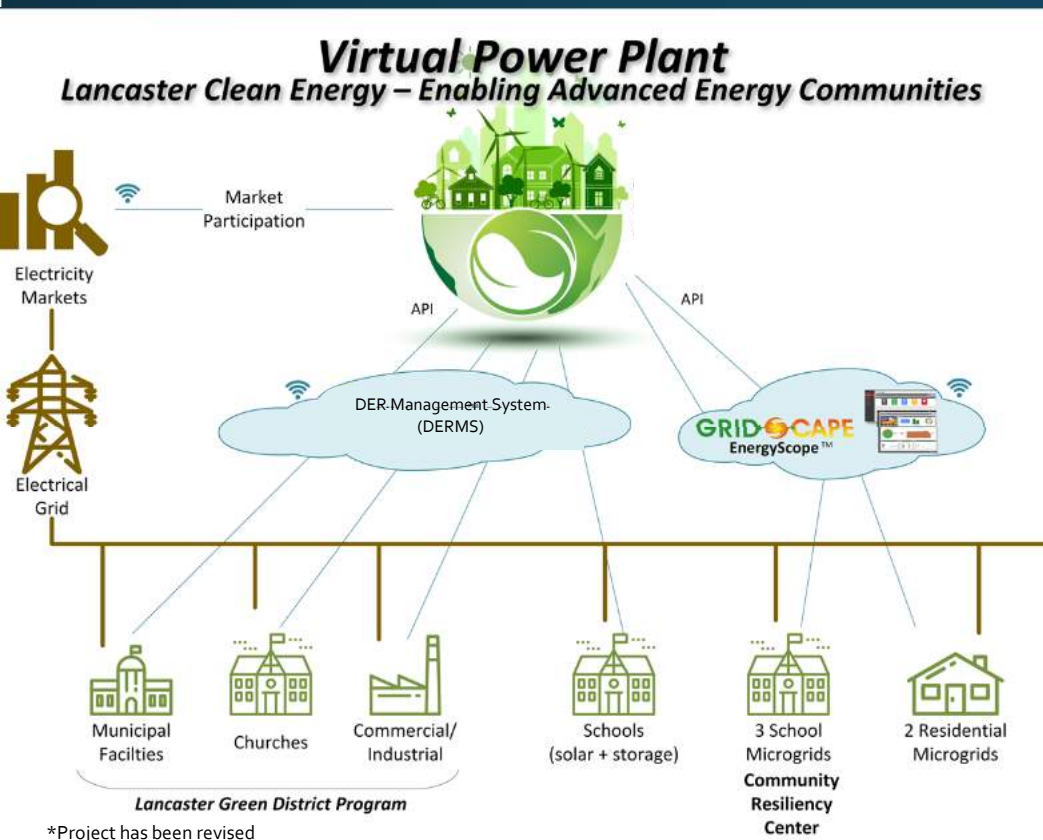
# Innovation: Breaking Free from the Old



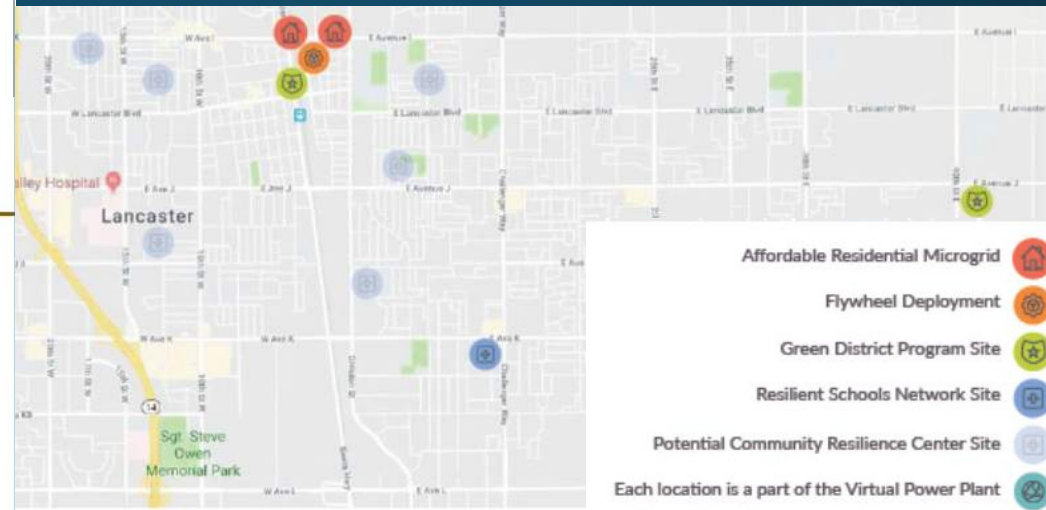
OUTDATED CODES AND STANDARDS, EXISTING INFRASTRUCTURE, OLD HABITS

# Local Governments as Partners:

## City of Lancaster Advanced Energy Community



- Early adopters
- Demonstrating a new vision for the future electricity system
- Cultivating local energy resources



# Shaping EPIC Investments

# Shaping EPIC Investments

3

Project Application

2

Competitive Grant  
Funding Opportunities

1

Investment Planning  
Research Initiatives

## STAKEHOLDER INPUT

Project proposals define the approach

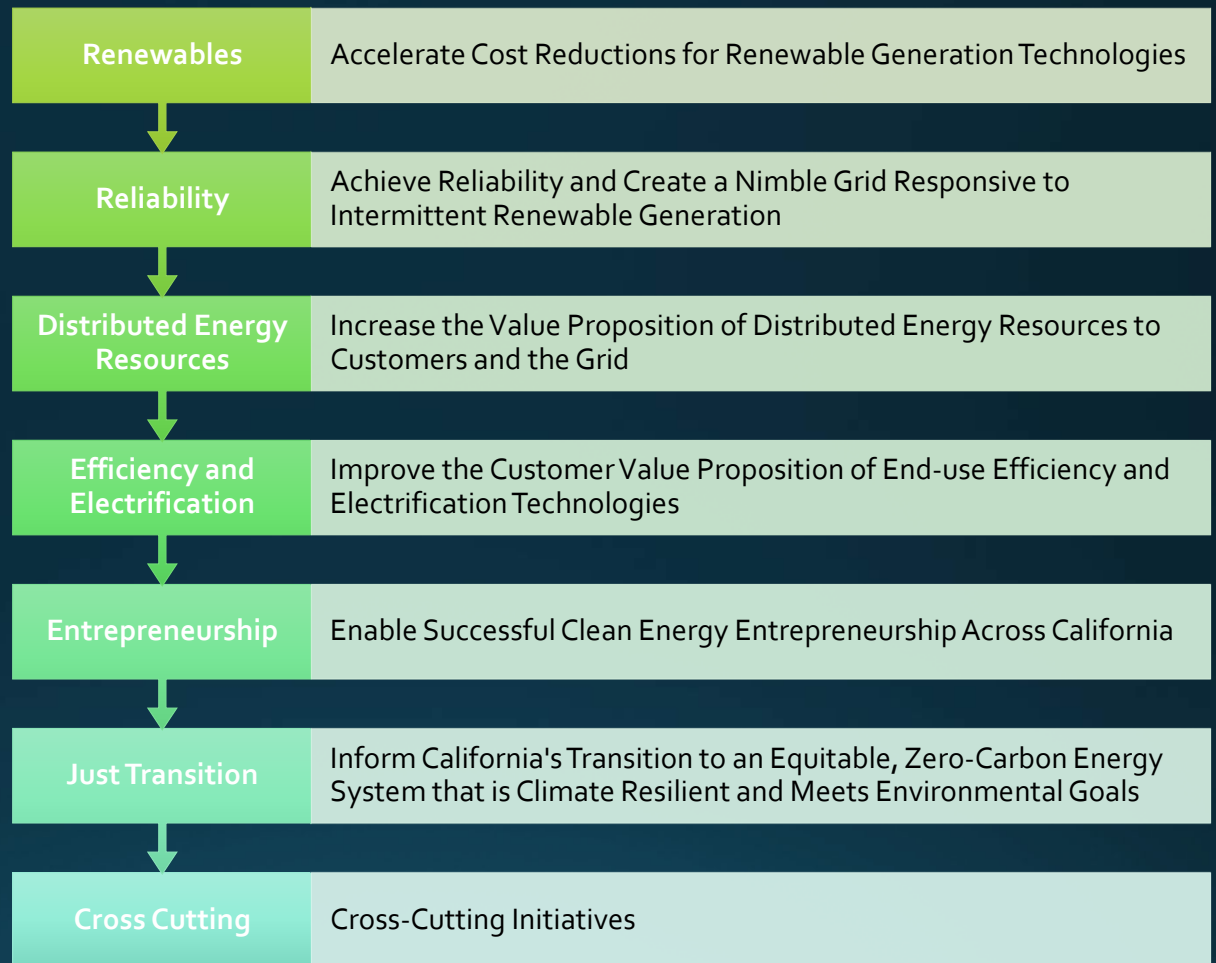
How can we design solicitations for greatest impact?

What technology areas should we invest in?

# EPIC 4 Planning Themes 2022-2025

Guided by SB100

Workshop and Materials:  
<https://www.energy.ca.gov/event/workshop/2021-08/electric-program-investment-charge-2021-2025-investment-plan-scoping-draft>





What is your top-priority initiative where you believe the most funding and emphasis should be placed because it could have the most significant impact (and why)?



Are there any gaps in the proposed research?



Do you have suggestions on changes to certain initiatives?



What are your suggestions to promote equity (and to which initiatives should they apply)?

# EPIC 4 Questions for Comment

## Due August 18, 2021

# Shaping EPIC 4 R&D Investments

Visit CEC's website for past workshop info, presentations, docket, e-commenting, and EPIC listserv sign up:

[www.energy.ca.gov/epic4](http://www.energy.ca.gov/epic4)

## Submitting Written Comments:

Comments may be submitted using CEC's e-commenting system:

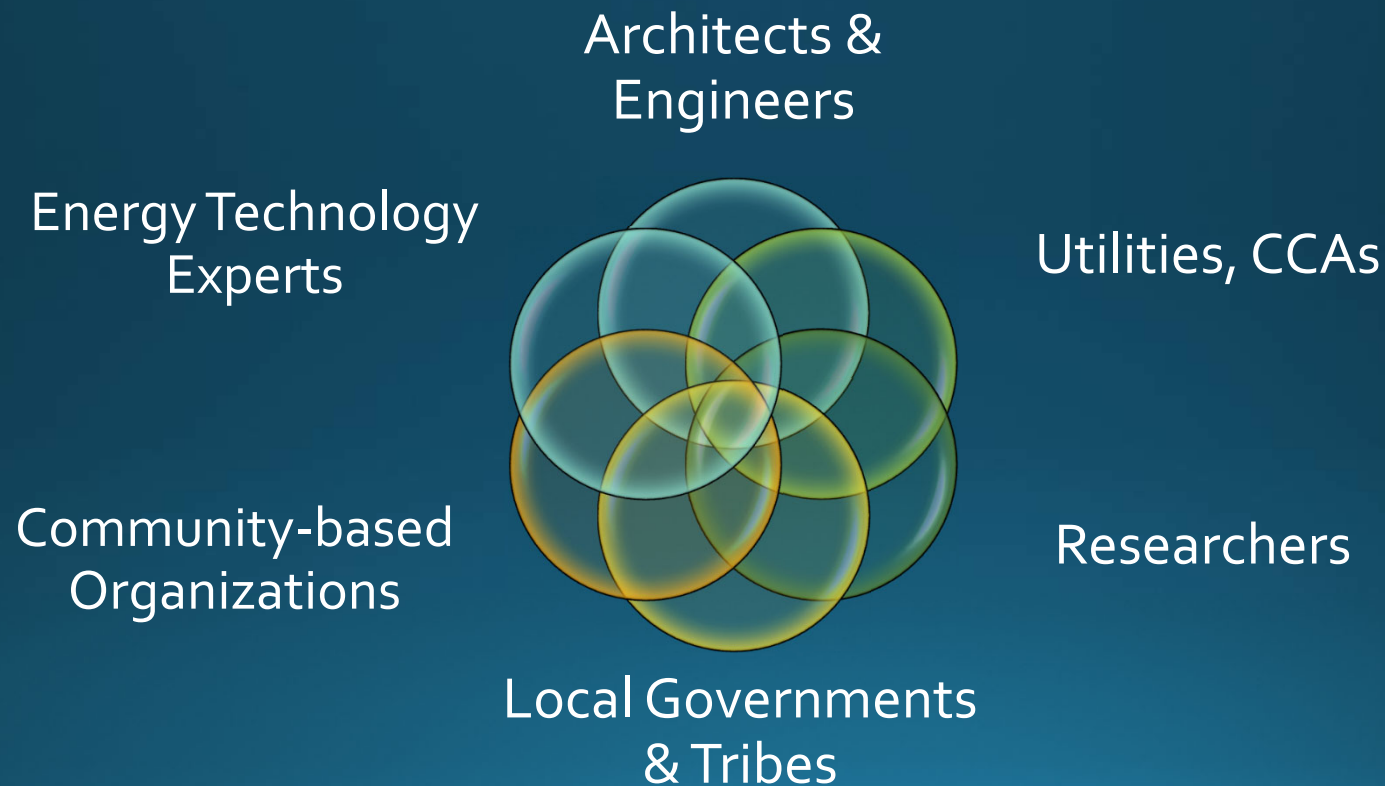
<https://efiling.energy.ca.gov/Ecomment/Ecomment.aspx?docketnumber=20-EPIC-01>

*For all comments, please include docket # **20-EPIC-01** and "EPIC 4 Investment Plan" in the subject line and on the cover page.*

*Comments are due ~**August 18, 2021.***

# Key Partnerships

# Project Partners: Diverse Perspectives



# Find a Project Partner



**Empower Innovation** accelerates your clean tech journey with easy access to funding opportunities from the Energy Commission and other funding providers, curated resources and events, and connections to people and organizations.

## FIND A PARTNER

Announce your interest in this funding opportunity and message other interested parties to find potential partners.

## RESOURCES & TOOLS

Browse the collection of resources for clean tech innovators including Resource Libraries, Funding Sources, Tools, and Databases.

# EmpowerInnovation.net



**EMPOWER**  
INNOVATION

empowerinnovation.net

< ALL PROJECTS AND PLACES



**WEBSITE LINK**

Website Link

#### PROJECT OR A PLACE

Place

#### SNAPSHOT

We are no longer in the age or place where it's just the thought that counts. What is needed now is radical community engagement, sustainable, equitable resiliency and advanced operational structure.

#### CONCEPT

Funding Community Benefit Initiative Support Tenants

#### OPPORTUNITIES

Tenants in the Energy - Environment - Social Justice space ( 1 on all 3 ). Capital Impact Equity Partners, Technology Partners, Social Equity Partnerships, Educational Partnerships.

#### LOCATION

5100 Stevens Way, San Diego, CA, United States

#### ZIPCODE

92114

#### EQUITY CATEGORIES

- ✓ Opportunity Zone
- ✓ Low Income Community

#### PARTNERS



Cleantech San Diego

OVERVIEW

# Call for Places!

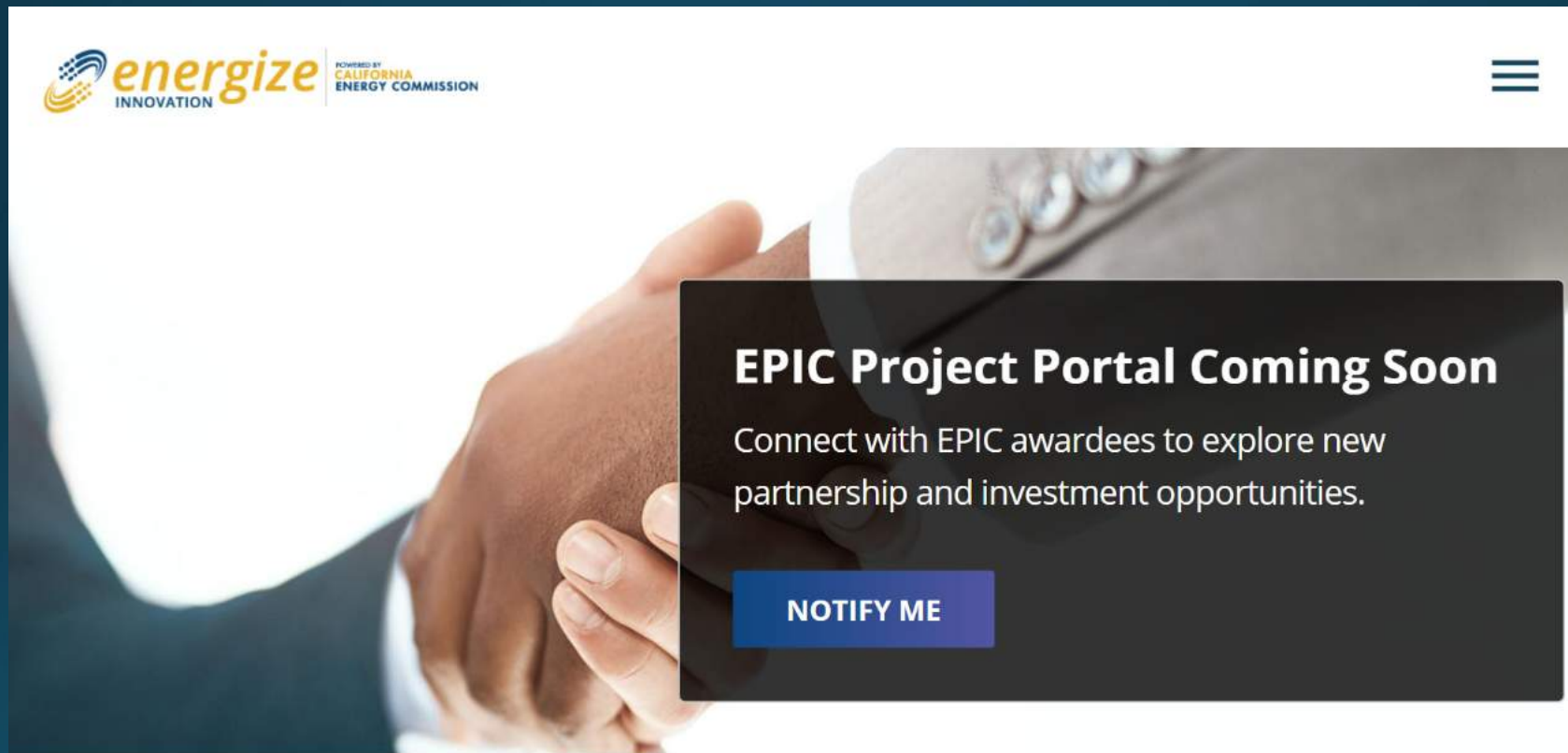
Do you have a potential project site for a clean energy demonstration?

Are you looking for project partners?

<https://www.empowerinnovation.net/en/custom/projects/directory>



# Past Projects



[EnergizeInnovation.fund](https://energizeinnovation.fund)

# Upcoming Opportunities

# EPIC Interim Plan Initiatives 2021-2022

Research Initiative	Decarbonization	Resilience & Reliability	Entrepreneur-ship
1. Advanced Prefabricated Zero-Carbon Homes	X	X	
2. Energy Efficiency and Demand Response in Industrial and Commercial Cold Storage	X	X	
3. Energy Efficiency and Load Shifting in Indoor Farms	X	X	
4. Optimizing Long-Duration Energy Storage to Improve Grid Resiliency and Reliability in Under-resourced Communities	X	X	
5. The Role of Green Hydrogen in a Decarbonized California—A Roadmap and Strategic Plan	X	X	
6. Valuation of Investments in Electricity Sector Resilience		X	
7. Vehicle-to-Building Technologies for Resilient Back-up Power	X	X	
8. Offshore Wind Energy Technologies	X	X	
9. Entrepreneurial Ecosystem	X	X	X

EPIC INTERIM PLAN (<https://efiling.energy.ca.gov/GetDocument.aspx?tn=236221>)

# Anticipated Opportunity from EPIC Interim Plan

## *Advanced Prefabricated Zero-Carbon Homes*

### Initiative Description

Develop, design and build zero- or near zero-carbon, cost-effective, prefabricated homes that could include meeting or exceeding the 2019 CA Building Energy Efficiency Standards, being all electric, fire-resilient, and having on-site or near-site solar PV and on-site or near-site stationary storage

### Approach

- Partner with prefab home builders to design and construct homes
- Potential project team members: community-based organizations; state, local, and tribal governments; utilities; and financial stakeholders



<https://www.energy.ca.gov/event/workshop/2021-01/rescheduled-staff-workshop-electric-program-investment-charge-interim>



We invite Local Governments as innovation partners!

# References

## Quick Links

Visit CEC's website for past workshop info, presentations, docket, e-commenting, and EPIC listserv sign up:

[www.energy.ca.gov/epic4](http://www.energy.ca.gov/epic4)

### Submitting Written Comments:

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<https://efiling.energy.ca.gov/Ecomment/Ecomment.aspx?docketnumber=20-EPIC-01>

### Find a Partner:

[EmpowerInnovation.net](http://EmpowerInnovation.net)

### View EPIC Projects and Events:

[EnergizeInnovation.fund](http://EnergizeInnovation.fund)



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# Tips for pursuing funding

**#1**

Get  
“funding  
ready”

**#2**

Research,  
track, and  
select good  
opportunities

**#3**

Review  
solicitation  
and consider  
project scope

**#4**

Prepare and  
manage  
grant writing  
plan

**#5**

Prepare  
quality  
application

## DO

Outline your near-term strategic priorities, internal/external grant capacity, existing/recurring grant assets, and partners

Know where to look (e.g. databases, subscribe for alerts, follow policy), think outside the box, conduct initial scan of solicitations for fit and “dealbreakers,” offer pre-funding input

Review grant solicitation carefully to extract key info and ensure fit. Consider project ideas, partners, etc. Review criteria and ID score boosters. Be bold!

Create a grant writing plan outlining deadlines and roles for application deliverables. Track and communicate. Stay focus on priorities and strategically pivot as needed.

Customize existing assets. Allow time for signature docs. Be detail oriented and thorough. Follow instructions. Use grantor’s language. Prepare complete work plan and budget. Tell compelling story.

## DON'T

Scramble every time a solicitation comes your way, stress out your team

Miss great opportunities, waste time chasing poor-fitting opportunities and “mission creep”

Miss critical instructions and reqs. Repeatedly navigate large solicitation. Waste time on bad fit.

Go alone. Wing it. Procrastinate. Assume it will be easy. Miss items.

Focus only on what you want. Leave gaps. Cause reviewers to pause. Rely on entry level staff. Be boring.



# Live Solicitation Review

## EDA Build Back Better Regional Challenge

<https://www.grants.gov/web/grants/view-opportunity.html?oppId=334735>

### Initial scan

Fit and dealbreakers

- Deadline
- Available funding and match requirements
- Eligible lead agency, partners, and projects/activities
- Level of effort v. capacity

### Deep scan

Grant announcement (aka NOFO) review and workplan

- Competitive project ideas and readiness
- Project requirements
- Application requirements/Instructions
- Priority Tasks and Info/Data Needs
  - Registering, getting LOS, obtaining approvals, gathering info/data, etc.
- Evaluation Criteria and Score Boosters
- Questions

#### NOTICE OF FUNDING OPPORTUNITY EXECUTIVE SUMMARY

- **Federal Agency Name:** Economic Development Administration (EDA or the Agency), U.S. Department of Commerce (DOC).
- **Federal Funding Opportunity Title:** FY 2021 American Rescue Plan Act Build Back Better Regional Challenge Notice of Funding Opportunity (NOFO) (ARPA BBBRC NOFO).
- **Announcement Type and Date:** ARPA BBBRC NOFO publishing EDA's application submission requirements and application review procedures under EDA's Economic Adjustment Assistance program, as authorized by sections 209 and 703 of the Public Works and Economic Development Act of 1965, as amended (42 U.S.C. § 3121 *et seq.*) (PWEDA). **Effective date:** July 22, 2021.
- **Funding Opportunity Number:** EDA-HDQ-ARPBBC-2021-2006976
- **Catalog of Federal Domestic Assistance (CFDA) Number:** 11.307, Economic Adjustment Assistance
- **Dates:** This is a two-phase competition. The deadline for Phase 1 Concept Proposals is **11:59 p.m. Eastern Time on October 19, 2021**. For Phase 1 finalists selected to proceed to Phase 2, the deadline for Full Applications is **11:59 p.m. Eastern Time on March 15, 2022**. Applications received after this deadline will not be reviewed or considered. See section E of this ARPA BBBRC NOFO regarding EDA's review process for each competition phase.  
  
EDA may amend or cancel the ARPA BBBRC NOFO at any time. All changes will be communicated via Grants.gov.
- **Eligible Applicants:** Pursuant to section 3(4)(A) of PWEDA (42 U.S.C. § 3122(4)(A)) and 13 C.F.R. § 300.3 (Eligible Recipient), eligible applicants under this NOFO include a(n): (i) District Organization of an EDA-designated Economic Development District (EDD); (ii) Indian Tribe or a consortium of Indian Tribes; (iii) State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions; (iv) institution of higher education or a consortium of institutions of higher education; or (v) public or private non-profit organization or association acting in cooperation with officials of a general purpose political subdivision of a State.  
  
Under this NOFO, EDA is not authorized to provide grants or cooperative agreements to individuals or to for-profit entities. Requests from such entities will not be considered for funding.
- **Funding Opportunity Description:** Subject to the availability of funds, awards made under this NOFO will transform regional economies through a collection of complementary, aligned construction and non-construction projects organized under a singular vision and designed to grow new industries and scale existing ones.



# CCEC's Funding Resources

- <https://eecoordinator.info/funding-resources/>
- CCEC knows LGs are using all internal and external funding resources at their disposal to advance their energy and climate goals
- To help, we are compiling opportunities and best practices
- You have an opportunity to take advantage of AND shape upcoming funding opportunities

**DISCUSSION:** How else can CCEC support you as you take advantage of a challenging but highly promising moment?

## Funding Resources

Taking local action on climate change and clean energy is hard enough. Let us help you identify ways to pay for it.

----- Featured Active Funding Opportunities -----

### California Resilience Challenge 2021 Funding Request for Proposals

California Resilience Challenge (CRC) is pleased to invite eligible local California public entities (including California Native American Tribes), non-governmental organizations, and community-based organizations to respond to this Request for Proposals (RFP) for grants in support of climate resilience planning projects, with a preference for projects that will lead to implementation of resiliency infrastructure. Selected proposals will be for specific planning projects that will commence on or before July 31, 2022 and are to be completed by July 31, 2024. It is CRC's expectation that individual grants will be awarded for between \$100,000 and \$500,000, but CRC reserves the right to make smaller or larger grants, and the right to award less than the maximum amount of its Grant Fund.

Application deadline is September 13, 2021.

Organization Administering Program: California Resilience Challenge

Find External Funding

#### Internal Funding Best Practices

While rarely easy, there are many ways to identify internal sources of funding for locally-led focused on reducing energy and greenhouse gas emissions in municipal or privately owned facilities. Did we miss an internal best practice? Let us know at [eeecoordinator@ccg.org](mailto:eeecoordinator@ccg.org).

#### External Funding Best Practices

Internal sources of funding can be greatly supplemented by a wide range of available external resources like those described below. While obtaining dollars from external sources often requires significant time commitment and deep subject-matter expertise, these efforts can pay off immensely, particularly in the sustainability field, where opportunities are growing rapidly. Did we miss an external best practice? Let us know at [eeecoordinator@ccg.org](mailto:eeecoordinator@ccg.org).

Annual Budget Appropriations

Grants, Incentives, And Other New Revenues From Ratepayers And Other External Sources

# Q&A

## Microphone

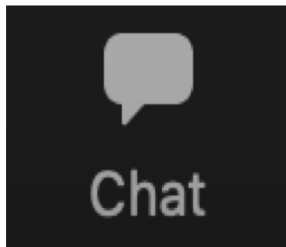
Keep yourself **muted** so that we can hear our speakers clearly

**Unmute** yourself when speaking



## Chat

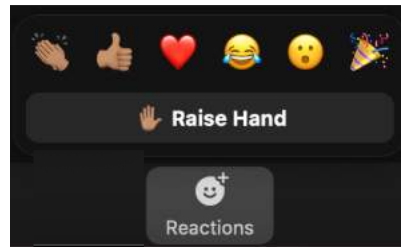
Communicate with other participants or reach out to LGC staff if you encounter technical issues.



## Reactions

Click the icon to **raise your hand** to ask to speak verbally.

We encourage the use of emojis!





# Thanks again to...

*Our sponsors for making the forum possible!*



Local Governments Empowering Our Communities





# Upcoming Events



## 12th Annual California Climate & Energy Forum

*Transforming Tomorrow Together*

August 3 - 19, 2021

**Post-Session Survey:**  
[bit.ly/CCEC-Post-Session-Survey](https://bit.ly/CCEC-Post-Session-Survey)

### WEEK 2

- **8/12 Webinar 8:**  
Preparing Workers to Build Back Cleaner
- **8/17 Webinar 9:**  
Planning for Energy Reliability Solutions That Do More Than Keep the Lights On
- **8/17 Lunch 5:**  
Local Government Electrification: Opportunities and Challenges
- **8/17 Webinar 10:**  
Speeding Decarbonization Efforts with Reach Code Development Tools

To view the entire program visit [eecoordinator.info/forum-program/](https://eecoordinator.info/forum-program/)