

THE CALIFORNIA PUBLIC UTILITIES COMMISSION

Electric Education Trust

Electric Education Community Outreach

Request For Grant Proposals

Background/History of the Electric Education Trust

In the 1990's competition was introduced into the electric utility market. After more than five years of study and debate by the legislature and organizations representing the utilities, energy service providers, business community, environmentalists, home owners and consumer groups, the California Legislature passed legislation mandating an orderly process for moving from a monopoly to competition in the electricity business; and, establishing basic protections for consumers in the new competitive market. Thus, California became the first state to undertake the task of shifting the generation of electricity service into the competitive arena. The Electric Education Trust Administrative Committee (EETAC) was created by the California Public Utilities Commission (CPUC) to ensure that consumers are informed about the changes in California's electricity marketplace.

A grant fund in the amount of \$8.5 million has been created for the purpose of educating the public about the restructuring of the electricity industry. This fund will be distributed to community based organizations throughout California. The distribution of grant awards will occur in two phases. In the first phase, grants will be awarded to successful applicants by December, 1999. The second phase awards will occur by September of 2000. There will be overlap of these two phases; however, CBOs participating in the first phase must still re-apply for phase II.

Selection Process

A review committee, selected on a regional basis, will evaluate the proposals submitted in response to the Request For Grant Proposal (RFGP). The regional review committee shall consist of persons with expertise in community outreach, as well as members from the Consumer Services and Legal Divisions of the California Public Utilities Commission. These individuals will have the required knowledge and experience in the evaluation and selection of potential grant

recipients. The review committee shall not include potential grant recipients or persons affiliated with potential grant recipients. The review committee's selections shall be submitted to the EETAC. The EETAC will then submit recommendations to the CPUC for final selection. All decisions will be final. There will be no appeals process.

## The Program

### Grant Scope of Work

- Help consumers to understand the changes to the electric utility industry during the transition period to direct access.
- To target consumer groups and communities where direct access participation remains low or where the level of reported consumer abuses is high.
- To pay special attention to ensuring that consumers, especially those with limited English-speaking ability or other disadvantages when dealing with sophisticated marketers, receive correct, reliable and easily understood information to help them make informed choices.
- To design and manage a community based education and outreach effort.
- To establish a dynamic and interactive network of knowledgeable and informed community organizations capable of serving as resources in electric consumer information.

### Grant Period

Grants will generally be awarded for a one-year period. Projects will commence December 1999

### Grant Range

Grants will be awarded in the range from \$30,000-\$100,000 each. Many factors are taken into consideration and grant awards can vary above or below the thresholds depending on the complexity of the scope of work proposed.

Grant funds may be used to support any reasonable cost relating directly to the electric education program such as staff salaries, training, materials, administration, etc.

### Equipment

Expenditures for equipment cannot exceed \$2500. This item will be thoroughly reviewed for demonstrated need and project relevance, and the availability of other sources of support for such expenditures.

### Innovation

CBOs are encouraged to be creative in utilizing innovative techniques, methodologies, and tools to reach and educate targeted audiences.

### Eligibility Requirements

- Must be a non-profit federally tax-exempt organization under one of the following categories of the United States Code Title 26 Sections 501 and 521:
- **501(c)(3) - Religious, Educational, Charitable, Literary**
- **501(c)(4) - Civic & Social Organizations, Employee Associations**
- **501(c)(5) - Labor, Agricultural**
- **501(c)(6) - Business Associations, Chambers of Commerce**

- **501(c)(7) - Social & Recreational Clubs**
- **501(k) - Child Care Organizations**
- **521(a) - Farmers Cooperative Associations**
- Have a physical facility from which to operate
- Be community focused
- Have \$500,000 in indemnification - may be included as line item on budget

CBOs lacking one or more of the above requirements may submit joint proposals in collaboration with other organizations that do have the requisite non-profit status.

Bidders must provide their organization's most recent audited financial statement if the annual budget is \$250,000 or more.

#### Conflict of Interest

All bidders must ensure that members of the EETAC and the organizations that said members represent do not have any financial interest in the bidder's association/organization. If an EETAC member or the organization he/she represents has a financial interest in a bidder's association/organization the bidder will be disqualified from the grant selection process. This is necessary to avoid conflicts of interests and to ensure that the EET management of the CBO educational effort maximizes consumer education in a manner that is above reproach.

All bidders must disclose any and all contracts or funding received from investor-owned utilities.

#### Geographic Area

Only residents who reside in investor-owned utility service areas are affected by electric restructuring. The majority of these customers reside in the service areas of SCE, SDG&E, and PG&E. Municipal utilities are not required to participate in the competitive electric market at this time; therefore, this outreach program excludes electricity consumers in municipal utility service areas. Applicants that are located in municipal utility service area may submit proposals if they intend to target outreach activities to audiences who reside in investor-owned utility service areas.

An example would be if your agency is located in South Los Angeles serviced by the municipal utility, The Department of Water and Power; however, your agency intends to provide outreach activities to the City of Inglewood serviced by Southern California Edison, an investor-owned utility.

Bidders may also submit a proposal that reaches outside their immediate city or community. However, they must clearly demonstrate the capacity to serve targeted audiences.

### Grant Award Recipient Agreements

Each grant award recipient will sign a grant agreement with the Consumer Services Division of the CPUC. The grant agreement will clearly delineate the terms and conditions for the funding cycle. We anticipate that the terms and conditions for each grant agreement will differ based on the educational efforts best suited for the community served; however, each grant agreement will contain the following generic terms and conditions.

- A. Grant award recipients will notify the Consumer Services Division of the CPUC of any incidences of consumer abuses related to the offering of electrical services to the extent that the CBO has this information.
- B. Grant award recipients will submit to an audit.
- C. Prior to the second disbursement of the grant, grant award recipients will submit to an evaluation of their outreach program and the completion of mid-term milestone goals.
- D. Grant award recipients will submit monthly reports on the progress of their educational efforts.
- E. Grant award recipients will submit any and all materials created for the outreach program to the CPUC for approval prior to dissemination of said materials.
- F. Any materials created by the CBO for the outreach program will become the property of the CPUC.

### Grant Award Payments

Awarded CBOs will receive 50% at the beginning of the grant agreement, 30% will be awarded upon completion of mid-term milestone goals, 20% will be awarded at the end of the grant cycle upon successful completion of goals and objectives set forth in the grant agreement.

### Training

Training will be provided to the awarded CBOs to help them understand the specifics of electric restructuring and the issues regarding making informed decisions on choosing an electric service provider. There will be scheduled training, December 16-17, 1999 and periodic regional workshops with other community based organizations.

## Timeline

October 1, 1999	Release of Request For Grant Proposals (RFGP)
November 1, 1999	<b>5:00 P.M. DEADLINE</b> for submission of proposals
November 8, 1999	Begin evaluations of proposals on a regional basis
November 10, 1999	EETAC approval of regional recommendations and submission to the California Public Utilities Commission
November 30, 1999	Announcement of grant awards
December 16-17, 1999	Education and Outreach Program begins CBO Outreach Training

CALIFORNIA PUBLIC UTILITIES COMMISSION

The Electric Education Trust

Community Education and Outreach

1999 Grant Application

Proposals are to be no more than ten (10) pages in length, single-spaced and typed in fonts no smaller than 12 points with 1" margins. Pages should be numbered and include the project name in the upper right-hand corner of each page. The ten-page limit does not include the grant application, budget form, or addenda documents which are also required. Staple the packets at the upper left-hand corner.

Five (5) copies of the proposal and all attachments must be received by the California Public Utilities Commission by 5:00 p.m. on November 1, 1999. **Faxes and E-Mail will not be accepted.** Mail or deliver proposals to:

Mr. Jeff Meloche, Administrator  
Electric Education Trust  
770 L Street, Suite 1050  
Sacramento, CA 95814-3325

Please include all the following items:

1. Grant Application Form
2. Proposal Narrative
3. Budget Form
4. Attachments

All applications and proposals will not be returned and will be retained by the CPUC; proposals may be discussed with agencies or individuals as they pertain to verifying information or determining the viability and efficacy of the proposed project.

A. Grant Application Form

The Grant Application Form summarizes your organization's background, information, and proposal goals. You may replicate the application on your computer to type in the information, but please adhere to the established format and length. It makes it easier for us to read and compare applications. Please be sure that an authorized agency representative and an agency board member sign the application.

B. Proposal Narrative

This section provides you the opportunity to provide and present detailed information regarding your qualifications and ability to reach the targeted populations.

1. CBO Overview

Include a brief description of your organization's background, history, purpose and activities. Include information about your organization's current area of focus, board of directors composition, geographic areas and populations served.

2. Issues to Be Addressed in Your Electric Education and Community Outreach Program

Describe the consumer information problems, issues, and needs you plan to address in educating your constituents about electric restructuring.

3. Scope of Work/Project Strategies and Methodologies

This section should include the following components:

- (a) Clearly defined geographic areas and populations targeted.
- (b) Approach you will implement to address consumer problems, issues, and needs listed above.
- (c) Reason for implementing strategy/approach
- (d) How does this proposal relate to your current projects and to the goals outlined by the EET?
- (e) Innovative or unique approaches that you plan to use that are consistent with your Program objectives.

Your strategies and methodologies should clearly describe the specific methods to reach your target audience. The strategies and methodologies should be effective, realistic, and convey easily understood information. Your program should complement the scope of work and demonstrate an understanding of and sensitivity toward the target audience.

4. Goals and Objectives

List the specific goals and objectives of your proposed project (what you hope to achieve). Goals and objectives should be clear, concise, measurable, and include specific time lines.

5. Evaluation

Tell us how you will evaluate the progress and effectiveness of your project. Evaluation shall be both quantitative and qualitative. Where feasible, pre and post tests are strongly encouraged. Additional independent evaluations will be conducted by the CPUC.

6. Experience and Expertise



List prior community education projects that your organization has conducted and their results. Clearly identify and convey experience in serving targeted populations and communities, listing resources at your disposal that has helped your agency conduct successful community education and outreach.

7. Staffing

List of names and job descriptions of all positions related to this project. If you are planning to hire a person(s) to help with this project, please describe the skills you are seeking and the job description. Include resumes of the key staff assigned to project.

8. Collaborative Partners

Indicate names and role of other agencies or community organizations that are involved in partnering on this project. It may include parent organizations, affiliates, memberships, advisory boards, consultants, or other organizations who will be directly or indirectly involved in this project. For example, if you need assistance in translations for limited English speaking communities, indicate your collaborative partner for this task. Or, if your are trying to access a particular group or geographic location, who will assist you? Provide letters of intent to partner as an attachment.

9. Budget Narrative

Indicate the total grant amount your organization is requesting. . Include a narrative description of how the grant funds will be used and a line-item explanation of how the amounts were reached and why the amounts are justified. The narrative explanation should conform to the line items on the attached budget form.

The line item indicating expenditures for equipment cannot exceed \$2,500. This item will be thoroughly reviewed for demonstrated need and project relevance, and the availability of other sources of support for such expenditures.

For salaried positions, please estimate what portion of time and salary will be used for this project.

A budget line item may be included to indicate cost of indemnification (\$500,000 minimum). Grantees shall indemnify the CPUC and all its representatives of same from any legal action which may be brought as a result of the applicant's work on the project.

Please note that approved grant amount may differ from your request.

C. Budget Form

Indicate the total amount needed for this project by line item.

D. Attachments

Copy of IRS determination letter

Proof of Indemnification

Current Board list with address & phone numbers and affiliations

Names and job descriptions of persons working on this project

Letters of Support

Letter from proposed fiscal agent, if other than the applicant

Letters from collaborative partners establishing project relationship

Copy of current independent financial audit (if budget is over \$250,000)