

LOS ANGELES DEPARTMENT OF WATER AND POWER GRANT ANNOUNCEMENT

Non-Profit Community Partnership Grants – Phase II

October 12, 2023

(Deadline extension for Water Quality and Electric Vehicles categories only)

The Los Angeles Department of Water and Power (LADWP) is pleased to open the application period for the second phase of the 2023 Round of Community Partnership grants to local 501(c)3 non-profit organizations for new community outreach and public education activities. LADWP is proposing to fund 15 - 20 grants totaling up to \$1,705,000. Applications are available at www.ladwp.com/np.

Background

Building upon the success of the previous grant cycles, this is the second phase of the 2023 Round of funding that will further engage City of Los Angeles residents and businesses in changing their energy and water use and saving money on their utility bills. This second phase of grants will focus on the special categories of Water Conservation, Water Quality, Electric Vehicles, Community Solar, and Underrepresented Program Areas. The program will assist local non-profit organizations to affect behavior change in populations that may not be adequately addressed through more traditional communication strategies.

2023 Round Applications – Phase II

Grants will be offered in the following categories are Water Conservation, Water Quality, Electric Vehicles, Community Solar, and Underrepresented Program Areas.

Applications should describe the organization's proposed approach to promote LADWP's programs and change customers' energy and/or water use behavior. Describe the outreach strategy to reach and educate residents and businesses, particularly underserved populations, inform them about programs and services, and prompt them to participate. The outreach plan should use locally prominent languages, and implement appropriate engagement strategies including in-person methods, web-based methods, social media messaging and other innovative methods to promote program participation. Applicants should also include details about how they will measure, track and report successes. Collaborations among organizations and innovation are encouraged.

LADWP will provide grant recipients with branded informational materials, approved content and guidelines for energy efficiency, water conservation, water quality, electric vehicles, community solar and financial assistance messages that will include information on relevant services, incentives, rebates, financing and tips for residents and businesses. All proposed original communication materials including videos, print collateral, signage, etc. must be reviewed and approved by LADWP.

Eligibility Criteria

All applicants must meet the following Eligibility Criteria:

- Maintained 501(c)3 status continuously for the past two (2) years and currently located in the City of Los Angeles; this location criterion can be shown through IRS registration at the office address and/or a publicly accessible regular workspace in the City of Los Angeles.
- Have an established track record of providing services to the community – especially relating to education, energy, water, or economic-related issues.
- Demonstrate a commitment toward encouraging sustainability through its current and/or future programs and structure.
- Have the capacity to track numbers of constituents reached, engaged and referred; labor costs and other expenditures; sustainability benefits achieved; and maintain records acceptable for a City financial audit.
- Propose activities that are at least as focused on energy efficiency as water conservation for the underrepresented program area grants. Retrofits for organizations' own facilities will not be funded; however, retrofits and/or physical demonstrations at other locations which serve as outreach/education tools for the program may comprise up to a third of the proposed budget.
- Research activities may be allowed only if they inform the education and outreach portion of the project and may comprise up to third of project activities.

Application and Selection Process

- Applications must be sent to nonprofitgrants@ladwp.com by **3:00 p.m. on ~~Thursday, November 16, 2023~~ Wednesday, December 20, 2023 (extensions for Water Quality, Electric Vehicles only)**.
- Applications with multiple partners must indicate the lead organization that is authorized to represent and be responsible for the project on behalf of all partner organizations. The lead organization must meet all eligibility requirements listed above.
- LADWP staff will initially score all proposals received and will, as applicable, seek input from City Council and Mayor's office staff regarding local area needs.
- LADWP staff will follow-up with candidates to confirm eligibility criteria, and will make the final award selections.

Evaluation criteria will include (100 points possible):

Responsiveness to application requirements	10 points
Addressing local area needs	20 points
Past performance with behavior impacting programs	10 points
Cost-effectiveness and viability of proposal	25 points
Projected impacts such as sustainability benefits, behavior change, program enrollment, and/or other related benefits of proposal	20 points
Proposed tracking and quantification methods	10 points
Innovation	5 points

Grant Categories:

Please see the below descriptions regarding applying for the various grant categories. An organization may apply for more than one grant category, and must fill out a separate application for each category. LADWP reserves the right to award less or more than the advertised amount of funds and to offer awards in different geographic areas of the City, as needs dictate. Matching funds are welcomed, but not required.

Grant Category Overview

Grant	Quantity	Total
Water Conservation	2 at \$90,000 ea.	\$180,000
Water Quality	1-2 at \$75,000 ea.	\$75,000 to \$150,000
Community Solar	1 at \$50,000 ea.	\$50,000
Electric Vehicles	3 at \$30,000-\$75,000 ea.	\$90,000 - \$225,000
Underrepresented Program Areas (UPA)	8-12 at \$30,000-\$150,000 ea.	\$600,000-\$1,100,000

Water Conservation (2)

- Two (2) at-large grants of up to \$90,000 each will be awarded for projects focusing only on water conservation and water efficiency. At-large water conservation grant applicants should focus proposals on public outreach and education and/or pilot projects that can be scaled up if proven successful. Projects may focus on the following themes:
 - 1) preventing and repairing indoor and outdoor leaks,
 - 2) CA native garden education and implementation in disadvantaged communities,
 - 3) education and/or installation of water efficient technology for commercial and residential customers to take advantage of the rebates on landscape equipment, plumbing fixtures, food equipment and other incentives available on ladwp.com/save, and
 - 4) educating commercial properties in converting non-functional turf areas to sustainable landscapes, educating commercial properties in converting non-functional turf areas to sustainable landscapes, and

5) education and outreach to promote the Technical Assistance Program (TAP) to small commercial customers such as laundromats.

Applicants are encouraged to submit creative proposals that are unlike those funded in previous grant cycles. Applicants should consider opportunities to target diverse and underrepresented populations in their projects. Individual grant applications in this category must be for **\$90,000 only**.

Water Quality (1-2)

- One to two (1-2) at-large grants of \$75,000 each will be awarded for projects focusing only on water quality. Applicants for the at-large water quality grant should focus proposals on a public outreach and education campaign which promotes LADWP's high quality tap water using LADWP approved messaging. Projects must inform residents, businesses, and/or the general public on the benefits of drinking water quality, and/or ways to resolve premise plumbing issues. Projects must also include at least one of the following focus areas:
 - 1) communicating the significance of public access to drinking water;
 - 2) promoting the environmental benefits (i.e., reducing plastic waste) of tap water;
 - 3) promoting the health benefits (i.e., alternative to sugary drinks) of tap water;
 - 4) engaging "community ambassadors" and specific demographics in underrepresented communities; and
 - 5) extensive use of outreach using social media including influencers.
- Individual grant applications in this category must be for **\$75,000 only**.

Community Solar (1)

- One (1) at-large grant of \$50,000 will be awarded to focus only on LADWP's Shared Solar Program (SSP). Applicants for the at-large SSP grants should focus on sharing LADWP-approved program marketing, messaging, and public education materials to increase customer adoption of SSP in multifamily dwellings. The projects should include outreach activities that: 1) generate awareness of the SSP and other multifamily program offerings, and LADWP's goal to achieve the 100% renewable energy; and/or 2) educate customers about the benefits of SSP and locking in a rate for up to 10 years; and/or 3) provide customers assistance in enrolling in the program to increase application rates; and/or 4) provide helpful practices and habits for electrical energy use that encourages energy conservation.
- Grant applications in this category must total **\$50,000 only**.

Electric Vehicles (3)

- Three at-large grants of \$30,000 - \$75,000 each will be awarded for projects that increase awareness and educate LADWP customers about the benefits of Electric Vehicle (EV) transportation. The projects should include but not limited to outreach activities that:

- 1) educate customers about the available EV and charging options, environmental and health benefits of EV charging, the total cost of ownership as compared to gasoline vehicles, available State, local, and Federal incentives, and LADWP rebates and rates; and/or
 - 2) plan, organize and execute Ride and Drive events, community partnerships, and social media events which shall include informational materials and information sharing sessions consistent with topics included in (1) above; and/or
 - 3) conduct research about customers' mobility needs and barriers to EV participation. Applicants are encouraged to focus on areas of low EV penetration, low income, and high concentrations of multi-unit dwellings.
- Grantees shall be able to quantify the behavior change, achievements, conquered barriers, estimated or actual energy savings, and estimated emission reductions from grant-funded activities in a table organized by activity or behavior type.
 - The grant funded activities (1) and (2) shall be available in both English and Spanish.
 - Grant(s) will be offered for the following areas: Harbor/Wilmington, South L.A., Pacoima/North East Valley

Underrepresented Program Area Grants (8-12)

UPA Grant Summary

- Eight to twelve (8 - 12) Underrepresented Program Area (UPA) grants up to \$150,000 will be awarded as proposed by the applicant and approved by LADWP. Grants will consist of core funding plus an optional Community Hiring Adder as shown below:

UPA Grant	Description	Grant Amount
Core Grant	Focus on supporting accessibility and affordability through awareness, education, behavior change, enrollment, and support in: <ul style="list-style-type: none"> • Financial assistance topics and programs • Energy efficiency and water conservation topics and programs 	\$30,000 to \$80,000, depending on scope
Community Hiring Adder (Only available to those that apply for the Core Grant)	Hiring of community members from underserved communities; focused primarily on financial assistance topics and programs.	+ \$0 to \$100,000, depending on scope
		Total = Core Grant + Community Hire Adder (cannot exceed \$150,000)

Core Grant

- LADWP seeks to fund projects that improve access and affordability to water and power by connecting Angelenos to LADWP's portfolio of programs and services. We recognize that certain communities and customer segments are disproportionately burdened by a number of barriers, including but not limited to language and literacy, income and employment, digital access and skills, financial access, immigration status, transportation, and physical and mental disabilities, and healthcare access, among others.

- LADWP seeks to fund innovative projects to improve access and affordability to water and power for LADWP's vulnerable customers, including:
 - Identifying ways to help customers manage their bills, including rate discounts (EZ-SAVE, Lifeline, Physicians Certified Discount Program, Life Support), Level Pay, LIHEAP / LIHWAP, Customer Consultations, and other relevant programs (the full list is available in the Appendix A and on our [website](#))
 - Identifying no- and low-cost ways to save energy and water (and ultimately savings on their bills), and assisting them in enrolling and participating in all relevant LADWP energy efficiency, water conservation, and rebate programs (the full list is available on our [website](#))

Community Hiring Adder

- Additional (Adder) funds will be awarded to projects that hire community members to directly support customer accessibility and affordability. To be competitive, proposed efforts must include the hiring of community members to support underserved communities and / or customer segments. Community members must work closely with the applicant organization and are responsible for:
 - Engaging and supporting underserved customer segments, including education, behavior change, program and service awareness, direct program enrollment assistance (financial assistance, efficiency, conservation), and facilitating engagement with LADWP customer service representatives and staff, among others.
 - Facilitating feedback sessions directly with customers to help LADWP improve its current and future financial assistance, energy efficiency, and water conservation programs and services for all LADWP customers.
 - Supporting LADWP in better understanding specific customer accessibility needs, including language preferences, abilities, and other characteristics.
 - Community members must reside in the areas they serve. They would also ideally have an intimate knowledge of underserved customer segments and an understanding of one or more barriers that these customers face.

Target Communities and Customer Segments

- Applicants for this category should focus their work in Disadvantaged Communities (DACs) as defined by California SB535 and CalEnviroScreen 4.0 (found [here](#)). Please also refer to the Appendix B for a list of CES 4.0 percentiles by neighborhood.
- The applicant should also be as specific as possible about target customer segments they intend to focus on: (e.g., demographic segments like older adults, youth and families, households with disabilities or other health conditions, etc.).

- Note that a geographic focus on SB535 DACs is **strongly recommended**. However, LADWP will not necessarily exclude any proposals that span both DAC and non-DAC neighborhoods. For example, an applicant may propose to focus on an **underserved demographic segment** which spans neighboring communities that are in both DAC and non-DAC neighborhoods, or an applicant may propose to focus on DAC census tracts within neighborhoods not considered, on average, to be a DAC.
- If the applicant wishes to use another screening tool for targeting purposes (for example, the US Environmental Protection Agency's [Environmental Justice Screening Tool](#)), please provide a rationale for why you intend to use an alternative screening tool.

Desired Experiences

- Competitive applicants will have a track record of working with LADWP's under-served customer segments and communities, including but not limited to communities of color, low-income communities, older adults, undocumented immigrants, and households with disabilities, **among others**.
- Competitive applicants will provide a systemic and solutions-based approach to support Access and Affordability that weave together LADWP resources, including energy efficiency, water conservation, financial assistance, customer service representatives, and other LADWP and city support programs / services.
- Applicants will also ideally have tools, systems, and administrative capacity to capture and share customer information with LADWP, including language, communication preferences, and other access considerations.

Implementation and Payment Process

- Awardees will be required to enter into a Memorandum of Understanding (MOU) with LADWP that will include the scope of work, milestone schedule and budget. Note: insurance requirements may apply depending on the type of activity proposed.
- Once the MOUs are executed, LADWP will meet with recipients to further develop content messages on energy efficiency, water conservation, financial assistance, water quality, community solar, and related topics.
- Progress payments will be made on a reimbursement basis upon completion of milestones designated in each MOU. A grant installment request (GIR) form will be provided to each grantee to complete; GIRs must be approved by LADWP prior to each payment. A final evaluation and impact report must be submitted and approved prior to final payment.
- All activities must be completed within one year (12 months) of MOU execution date, unless otherwise noted.

APPENDIX

A. List of Financial Assistance Programs

LADWP Program Name	Description
EZ-SAVE	Income-qualified discount program. Provides exclusive access to other programs.
Lifeline	Most comprehensive discount available. Income-qualified discount program for adults 62+ or older, or those with a disability. Also offers a utility users tax exemption for power, gas, phone, and other utilities. Can be combined with PCAD and Life Support at reducing rates.
Physicians Certified Discount Program (PCAD)	Discounts for households with an eligible physical disability such as paralysis, multiple sclerosis, neuromuscular disorders, and others. Not income qualified. Can be combined with Life Support and PCAD at reducing rates.
Life Support	Discounts for households with someone who uses an eligible life-support device such as motorized wheelchairs, respirators, dialysis machines, and others. Not income qualified. Can be combined with Lifeline and PCAD at reducing rates.
Customer Consultations	Free one-on-one consultations with LADWP customer service consultants with bi-lingual staff and free language interpretations.
Level Pay	A predictable monthly bill based on your past usage. Past due balances can also be rolled into this bill to provide one consistent, monthly payment.

Other Utility Assistance Programs	Description
LIHEAP (Low Income Home Energy Assistance Program)	Up to \$3,000 in non-taxable funds to help with your electricity bills. Free appliances and free weatherization services are also available. Program and funding subject to change.
LIHWAP (Low Income Household Water and Wastewater Assistance Program)	Up to \$15,000 to pay past due, or from \$200 to \$316 for current, water and/or sewer bills. Renters with water included in your rent can also apply. Program and funding subject to change.

B. CalEnviroScreen 4.0 data by Los Angeles neighborhoods, as defined by [LA Times' Mapping LA Project](#)

CalEnviroScreen 4.0 (CES 4.0) scores and corresponding percentiles are assigned at the census tract level (for CES 4.0, CalEPA uses the 2010 census tract vintage. To learn more about CES 4.0, visit oehha.ca.gov/calenviroscreen/report/calenviroscreen-40). LADWP used geographic information system (GIS) software to align 2010 census tract boundaries to LA Times neighborhood boundaries.

In the table below, we define a neighborhood as a disadvantaged community (DAC) if either the average or median CES 4.0 percentile within a neighborhood boundary is greater than or equal to the 75th percentile.

Note that this DAC designation defined in the table below is **directional only** and does not limit any proposals in other neighborhoods where certain areas are defined as DACs but the overall neighborhood is not, on average, a DAC. For example, you may propose to focus on an **underserved demographic segment** which spans neighboring communities that are both DAC and non-DAC. Or you may wish to focus on specific areas defined as DAC within a neighborhood.

Los Angeles Neighborhoods (LA Times)		CalEnviroScreen 4.0 Percentile (DAC > 75th)				
Neighborhoods	Region	DAC (Average or Median CES 4.0 percentile ≥ 75)	Average Percentile	Median Percentile	Min Percentile	Max Percentile
Watts	South L.A.	Y	98	99	96	100
Broadway-Manchester	South L.A.	Y	97	98	91	100
Central-Alameda	South L.A.	Y	97	98	91	100
Florence	South L.A.	Y	97	98	89	100
Green Meadows	South L.A.	Y	97	97	94	99
Vermont Vista	South L.A.	Y	95	95	91	98
Historic South-Central	South L.A.	Y	95	96	90	100
South Park	South L.A.	Y	95	95	92	98
West Adams	South L.A.	Y	94	94	86	99
Harbor Gateway	Harbor	Y	93	97	66	100
Vermont Square	South L.A.	Y	91	91	85	97
Boyle Heights	Eastside	Y	91	98	65	100
Cypress Park	Northeast L.A.	Y	91	95	64	99
Lincoln Heights	Eastside	Y	90	93	74	98
Sun Valley	San Fernando Valley	Y	90	93	62	99
Harvard Park	South L.A.	Y	89	89	80	98
Pacoima	San Fernando Valley	Y	89	90	73	100
Jefferson Park	South L.A.	Y	89	93	81	97
Chesterfield Square	South L.A.	Y	89	91	76	98
Vermont-Slauson	South L.A.	Y	88	90	73	97
Vermont Knolls	South L.A.	Y	88	90	73	94
Van Nuys	San Fernando Valley	Y	88	90	46	99
Wilmington	Harbor	Y	87	91	47	99
Westlake	Central L.A.	Y	86	90	57	99
Chinatown	Central L.A.	Y	86	93	55	97
Elysian Park	Central L.A.	Y	86	89	67	97

Los Angeles Neighborhoods (LA Times)		CalEnviroScreen 4.0 Percentile (DAC > 75th)				
Neighborhoods	Region	DAC (Average or Median CES 4.0 percentile ≥ 75)	Average Percentile	Median Percentile	Min Percentile	Max Percentile
Downtown	Central L.A.	Y	85	90	55	100
Panorama City	San Fernando Valley	Y	85	90	54	99
Pico-Union	Central L.A.	Y	85	84	75	97
East Hollywood	Central L.A.	Y	85	86	71	95
Echo Park	Central L.A.	Y	84	86	61	99
Adams-Normandie	South L.A.	Y	83	86	76	89
Hyde Park	South L.A.	Y	83	83	74	98
Manchester Square	South L.A.	Y	83	83	73	92
Arleta	San Fernando Valley	Y	82	83	62	95
Gramercy Park	South L.A.	Y	82	82	80	83
North Hollywood	San Fernando Valley	Y	81	83	55	95
Arlington Heights	Central L.A.	Y	81	80	71	91
Baldwin Hills/Crenshaw	South L.A.	Y	81	79	67	96
Reseda	San Fernando Valley	Y	81	82	56	94
Atwater Village	Northeast L.A.	Y	80	78	68	97
University Park	South L.A.	Y	80	82	66	87
Harvard Heights	Central L.A.	Y	80	82	71	88
Lake Balboa	San Fernando Valley	Y	80	84	56	94
Exposition Park	South L.A.	Y	79	79	66	96
Canoga Park	San Fernando Valley	Y	78	77	57	93
Valley Glen	San Fernando Valley	Y	78	78	47	98
North Hills	San Fernando Valley	Y	78	81	49	99
Winnetka	San Fernando Valley	Y	77	77	68	91
Mid-City	Central L.A.	Y	75	78	48	97
El Sereno	Eastside	Y	75	77	29	91
Harbor City	Harbor	Y	73	79	47	93
Mission Hills	San Fernando Valley		73	69	60	97
Leimert Park	South L.A.		72	70	66	81
Northridge	San Fernando Valley		72	72	32	91
Hollywood	Central L.A.		72	74	44	95
Koreatown	Central L.A.		72	74	48	94
Silver Lake	Central L.A.		71	71	31	97
Montecito Heights	Northeast L.A.	Y	71	79	29	92
Elysian Valley	Central L.A.		70	71	64	75
Glassell Park	Northeast L.A.	Y	67	77	26	98
Sylmar	San Fernando Valley		65	69	31	94
Lake View Terrace	San Fernando Valley		64	68	37	79
Shadow Hills	San Fernando Valley		63	65	36	84
Culver City	Westside		62	61	48	81
Larchmont	Central L.A.		61	62	46	74
Los Feliz	Central L.A.		61	61	40	78
Mount Washington	Northeast L.A.		61	55	26	94
Toluca Lake	San Fernando Valley		60	60	45	77
San Pedro	Harbor		58	55	11	99
Highland Park	Northeast L.A.		57	57	26	92
Mid-Wilshire	Central L.A.		56	54	32	84
Tarzana	San Fernando Valley		55	63	4	90
Encino	San Fernando Valley		53	62	9	90
Valley Village	San Fernando Valley		52	54	23	69

Los Angeles Neighborhoods (LA Times)		CalEnviroScreen 4.0 Percentile (DAC > 75th)				
Neighborhoods	Region	DAC (Average or Median CES 4.0 percentile ≥ 75)	Average Percentile	Median Percentile	Min Percentile	Max Percentile
Del Rey	Westside		52	54	29	69
Sawtelle	Westside		51	52	28	69
Chatsworth	San Fernando Valley		51	45	23	80
Windsor Square	Central L.A.		51	53	37	60
Granada Hills	San Fernando Valley		51	51	31	73
Eagle Rock	Northeast L.A.		48	49	26	63
Playa Vista	Westside		47	47	36	57
Fairfax	Central L.A.		45	48	22	56
Woodland Hills	San Fernando Valley		44	51	4	68
West Hollywood	Central L.A.		44	40	25	68
Tujunga	Verdugos		44	46	21	60
Sunland	Verdugos		44	46	21	60
West Hills	San Fernando Valley		42	39	13	82
Hollywood Hills	Central L.A.		42	41	12	80
Westchester	South Bay		42	36	16	84
Palms	Westside		42	40	8	74
Sherman Oaks	San Fernando Valley		42	48	5	70
Carthay	Central L.A.		41	41	32	51
Hancock Park	Central L.A.		40	40	32	46
Rancho Park	Westside		40	41	19	52
Beverly Grove	Central L.A.		38	40	22	47
West Los Angeles	Westside		37	35	27	52
Mar Vista	Westside		36	38	10	59
Venice	Westside		35	33	18	51
Studio City	San Fernando Valley		35	27	5	67
Porter Ranch	San Fernando Valley		34	35	11	50
Pico-Robertson	Westside		33	37	9	46
Beverlywood	Westside		33	27	8	74
Century City	Westside		31	30	27	38
Hollywood Hills West	Central L.A.		31	25	5	61
Westwood	Westside		31	37	4	47
Cheviot Hills	Westside		22	14	8	54
Brentwood	Westside		19	15	0	73
Playa del Rey	South Bay		19	20	13	24
Pacific Palisades	Westside		10	3	0	33
Bel-Air	Westside		9	8	7	14
Beverly Crest	Westside		9	8	5	14